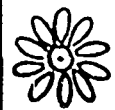


## PICTURE POST CARDS



### INDIRECT ADVERTISING.

**H**ERE is a suggestion, which dealers in picture post-cards can take or leave as they see fit. Suppose you have a stock of cards, your object is naturally to dispose of them. Now the idea in the mind of the average purchaser is that a picture post card is a pretty little memento to be sent through the mail to a friend. If the public acts on this idea alone, you will of course sell a good many cards, but does it not strike you that this idea now-a-days is a narrow one and limits sales? Has not the picture postcard a greater utility?

The picture postcard may be put to a great many uses,—far more than the general public realize. The question is, how are you, as a dealer in picture postcards, going to educate the public up to these uses? The solution is simple. Get the newspapers to co-operate with you and do a little indirect advertising.

If you can prevail on the publisher of your local newspaper to run a short article on "Uses for Picture Postcards," it will prove good copy for him and should result in increased business for you. City papers are today running suggestion for "Home-made Christmas Presents," and the department in which they appear is highly popular among readers of the paper. Postcard suggestions are sure to be equally popular and there should be no demur on the part of a publisher to insert them, provided you are a regular advertiser.

For the benefit of those readers, who would like to have a short article to submit to their local publisher, we append something appropriate.

#### Uses for Picture Postcards.

Picture postcards may be put to many uses. Among the most effective are screen settings. Panel the screen with any desired material, put on either smooth or full, according to the quality of the goods, but leaving a space above this for the postcards. These are set in pieces of pretty wood that is grooved to slide the cards in. These strips of wood may be very narrow picture molding, which can be easily grooved. For holidays, have all the scenes pertaining to the joyful anniversary,—appropriate Christmas scenes, both outdoors and indoors lovely views of Irish scenery for St. Patrick's Day; for Easter, suitable views of church interiors, angels, flowers and the like.

A college student who travels abroad during vacation time got together a large collection of souvenir postals, and, with a miscellaneous collection of these leftovers from other work, he covered a cartridge-paper screen, set in a bamboo frame, for his sister's room. To hide the back of the screen was a hanging of silkline covered with sprays of pink blossoms, to harmonize with the pink and delicate green colors of her room.

Leather postals make pretty cushion-tops, taking from twenty to twenty-five to make one.

#### On Panels.

Another attractive use for the paper postals, as we call the blue-prints and photographic prints, is to group them on your walls. Cartridge-paper is required for this, so that spaces may be cut out the right size. A soft gray

tint will make a good setting for any tint or color. This panel of paper should reach from the woodwork to the picture moulding for a finish, and have the sides finished with strips of the picture moulding.

After the spaces are cut for the pictures, attach them in place with a line of mucilage traced around the back of the opening, pressing the postal firmly to it after making sure that it is adjusted correctly. A large table should be used for this work, where the broad piece of paper can have a good support while pasting on the pictures. The cards are generally the same shape, but the cut places will be much prettier if made round, oval or square, as the picture will admit.

Have each style of picture grouped by itself. When the pictures are all set, turn over the panel and finish each with a line of black paint around the opening, put on with a fine brush. It has the effect of bringing out the picture most beautifully in relief. Then the name of each scene is printed beneath in picturesque old English lettering.

#### As Tiles.

A tile effect on the over-mantel of a young man's room was arranged by his sister. The lettering was cut away from each postal and the picture set in place between the frieze and the mantel.

Post cards are being made use of in social functions, at luncheons, showers and parties, as decorations games and place-cards. At parties the hostess will request each guest to send in his or her acceptance on a post-card, and these she uses to designate the places at the table. These ideas I know will suggest many others to the possessors of post cards, to be used in small or large collections.

### NEW POSTCARD REGULATIONS.

**I**N the new regulations of the British Postmaster General respecting postcards, which came into force Oct. 25. The minimum size for cards is 4 in. in length by 2½ in. in width. The public are allowed to attach to a post card: (a) A gummed label not exceeding 2 in. in length by ½ in. in width, bearing the name and address of the sender of the card; and (b) engravings, illustrations, drawings, and photographs on very thin paper, provided that they are completely adherent either on the back of the card or on the left half of the address side.

### MORE GERMAN DESIGNS.

**A**NOTHER candidate for the favor of Canadian dealers, who are anxious to produce their own editions of local view cards is the firm of Boch & Kirsch, Frankfurt a.M., Germany. Samples of their work received evince many meritorious characteristics. Special pains are taken to produce accurate results, particularly in the matter of coloring.

Their Autotynochrom style of card has a fine mat surface, which gives a good background to the coloring. This card is especially suited to pictures of natural scenes containing foliage. Their Chromhelios are