

SHOW CARD WRITING

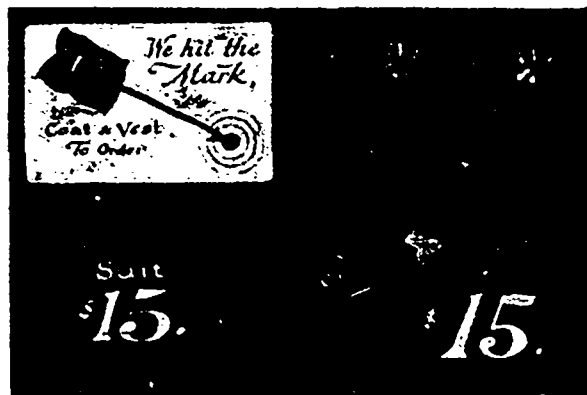
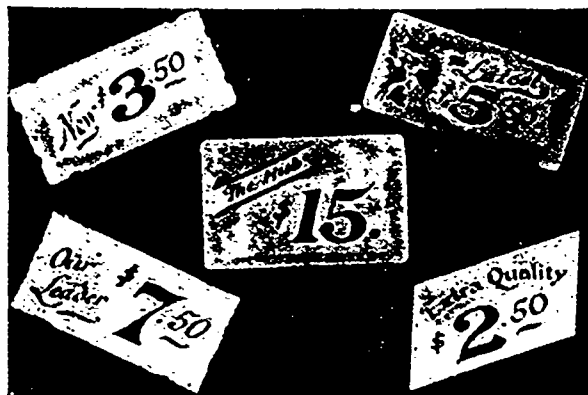
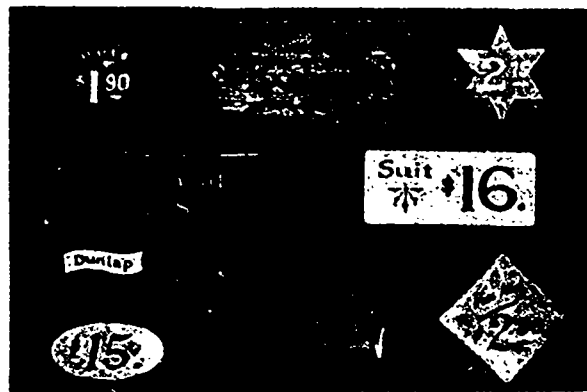
BY CRAFTSMAN.

(Continued from April Number.)

Subject Cards.

Window cards that always attract attention are those known as subject cards. They can be made with or without mats, to please your own fancy. Take any small object and by means of wire or glue attach to it your card. In as few words as possible write your "catch

to all", a small doll by, "For the little ones we are showing new styles. See them"; a penny tin whistle by, "There's harmony in our qualities and prices", a stick by, "Stick to us and you will never get stuck", a toy rooster by, "Be the cock of the walk—wear our stylish ——— hat", a row of pins by, "We can give you pointers in fashions and low prices."



phrase" underneath it in bold letters, and put the rest of your matter in smaller letters.

I will give a few examples, which are simple, and, I believe, original. Take a piece of chalk and under it write: "Chalk it down—our prices are the lowest", a screw might be accompanied by "A good many turns in this business have taught us how to please you", a large nail by, "We nail the prices low in this store—one price

Lettering Mirrors With Soap.

Cut a strip of fresh, common, brown soap about 2½ inches by 1 inch. Cut it from two opposite sides into a wedged-shaped point, leaving the edge one-eighth inch thick. Your mirror should be perfectly clean. You can use the soap exactly as you would a flat brush, but of course must use more pressure.