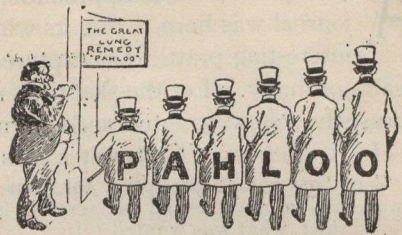


designation of the place, then its adornment, and a due allowance for advertising. Restriction or taxation might not be an unmixed evil, for there was no doubt that the practice was a great impost upon the advertiser, and some people might imagine that he took the cost out of the article he sold. But he did not think taxation would be advisable, though a penny a foot for all over a double-crown size would produce a large revenue and might reduce the multiplicity which was now so annoying. They were in a state of transition in this matter. The advertiser was dubious about employing good art, but he might say that the cost of producing an inferior design was often greater than that of a good one. The advertiser should know first what he wanted, and then discover a good artist to do his work. Mr. Leighton illustrated his address by a number of posters, after designs by various artists and others, the walls of the room being decorated therewith, including examples by Millais, Herkomer, Marks, Leslie, Poynter, R. A., Wytie, A. R. A., &c., &c., Mr. Forbes Robertson said

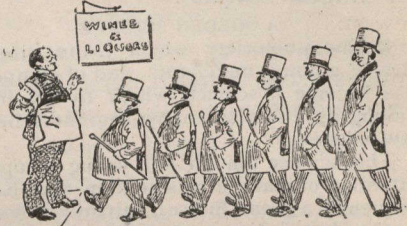
ADVERTISING WAS NOT A THING TO BE CON-
DEMNNED

altogether. They might control it but they could never suppress it. He asked why the eye of the Londoner should not be delighted by things of beauty in lieu of the horrors which now met it at every turn. Mr. Maguire spoke of the employment which was given, and the money which was spent by big advertisers. Mr. Broughton said they could not stop the deluge, but they might control it. Mr. Barrett combated the President's views, and said his fraternity were to blame that the artistic side of advertising had not been improved long since. Mr. Robertson said if they only paid a long enough price the President of the Royal Academy himself would paint them a picture. Mr. Loftus Brock spoke of the impossibility of suppressing advertising and of the high quality of foreign posters, and the advantage of a poster show in London as proposed.

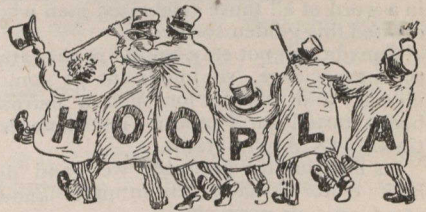
ONE KIND OF WORLD'S FAIR ADVERTISING.



PROPRIETOR OF PATENT MEDICINE.—Ah! That's what I call advertising. Just wait till they get to the Fair Grounds.



ON THE WAY TO THE FAIR.
(Wetting Up.)



ARRIVAL AT JACKSON PARK—WORLD'S FAIR.

It is said that "The Admiral Cigarette" people are spending \$20,000 a year in bill-board space in the United States. They advertise much like the Sterling Soap people are doing in this country.

The Davis tobacco firm of Montreal are advertising their brands of cigars by means of a travelling negro quartette. These fellows wear light grey suits, on which the various brands of cigars made by the firm, show up prominently in large red-cloth letters. They create a sensation.

"During an evening walk.—Mr. Dollery: Now, I don't believe in signs.

Miss Flypp—Well, I do. Now, for instance there is one I believe in.

It was an ice-cream sign, and the young thing's belief cost Dolley fifty cents—*Harper's Bazar*.