

in evidence to attract the eye and silently appeal for immediate purchase. Your stock will thus pass in constant review before your customers and stimulate more business.

Another thing—see that you give the store a bright and business-like appearance by the use of catchy showcards, on which should be printed pithy mottoes relating to your business methods, with silent selling talks, bringing into prominence goods which are hard to display; and if you have a second floor on which you do business, this would be advertised by means of these hanging motto cards, and customers induced to climb the stairs. It is hard for a customer to go through a store filled with these bright mottoes and come away without the impression that the store is run by an up-to-date merchant, who is prepared to give modern store service.

Make sure that any price tickets or showcards you use are properly executed—cheap looking cards give a poor impression. One would hardly credit the veracity of any concern that would label a \$20.00 suit with the top of a shoe box lettered with a blue pencil or marking brush, or use any other equally unbusiness-like salesmanship. Cheap-looking, poorly-executed cards convey just the idea they represent—they make a fifty-dollar article look like four-ninety-eight.

There is an opportunity in every purchase, in every advertisement, in every sale—an opportunity to increase your business by showing goods that people want at prices that are right. Every customer is an opportunity for you to be polite, to be honest, to make a friend for your store.

(Mr. Baxter showed a variety of cards suitable to various businesses and explained their use to the audience.)

### **EVERY MERCHANT SHOULD HAVE A SHOW CARD SERVICE**

The plea of the merchant in the smaller cities and towns (when he is criticized for not using show cards and price tickets) that he cannot obtain them, is no longer in order. Today a show card service is available to every merchant in this Western country; the advantages of the large stores that keep show card writers constantly employed are at the call of every live retailer in the land.

Some stores are fortunate enough to have a combination display man and show card writer, who is trying to make himself proficient with the brush and pen, as well as in the art of merchandise display.

I say to this young man, stick to it and succeed, and you'll never need to look for a job.

To those combination men I would, if I may, give a few rules by which they will be wise to be guided, especially those in the smaller towns and cities.

Secure by all means a roomy place to work in, not a cubby hole in the basement.

Get a good, strong, firm, well-built desk to work on; a man can't do good work on the top of a packing case.

Then surround yourself with a lot of good show cards by A1 professional men, "top notchers," that you know are at the head of their profession, and copy these cards again and again. Then get a few more and do the same thing. Keep yourself surrounded with the best work in your chosen line, and you will develop good style, and not a sloppy way of lettering, which would