



PICTURE POST CARDS



A DISPLAY TO STUDY.

A display and classification of stock which will prove of interest to every post card dealer are shown in the accompanying picture. Note that signs appear stating exactly what the cards in each section cost. Frame alcoves have been built at small expense, trebling the space available for cards. The Early holders are used here and it is an important feature of the display that the cards in each section slant at same angle, giving the beauty of uniformity which is very important where cards are shown. This is only one of the many adaptations of the Early holders, which are calculated to meet a long felt need more satisfactorily than any other fixture.

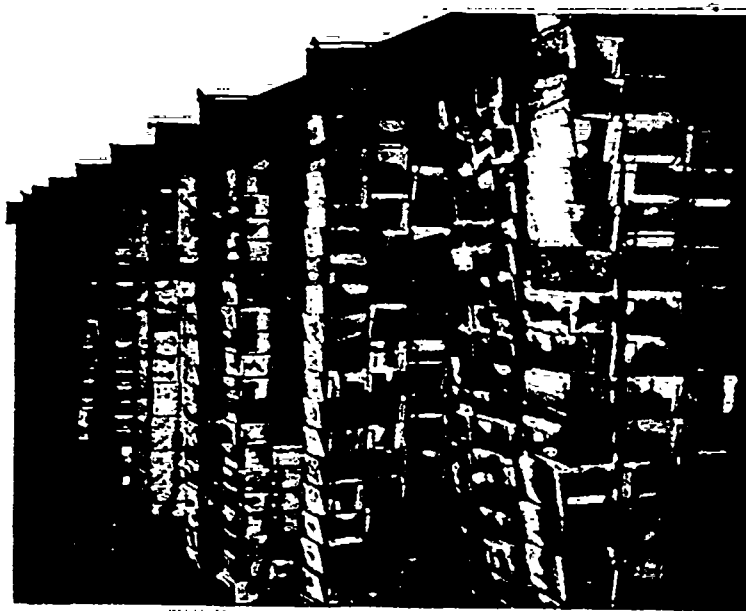
A POST CARD SCHEME.

(From the Scheme.)

The universal popularity of the *souvenir postal card* and the unlimited variety can be turned into cash in many

"It is easy to raise a nice sum of money quickly for any purpose, church, charity, school or lodge, without depending upon your own purse—without the bother and work of getting up socials, entertainments, etc. Our plan is an up-to-the minute business proposition of selling souvenir postal cards, that sell on sight, not only to your acquaintances and those directly interested in your church, school, etc., but to outsiders, whom you could not interest in any other way. If you come and ask for a donation you are likely to meet with a decidedly chilly reception, but if you offer them souvenir postals it's different. Everybody uses post cards, and will certainly buy of you when you give them their money's worth; and still a part of the money goes to your institution. You will be welcome when you call again. People are always looking for handsome souvenirs of local interest.

"If you want to raise a certain sum— we will say, for example, \$25— for any fund, first select a picture of the church, school building or other photo that you consider



ways by the wideawake hustler. They lend themselves to almost any style of selling plan.

Here is a new version of an old scheme— not so very old either, but it has been worked before by several concerns using aluminum calendars and trays, glass paper weights, etc. Post-cards, in my opinion, would do as well, if not better, as they are equally novel and interesting, just as useful and salable, and have not been worked to death. A small five to seven line ad. will do; something like this:

How to raise money for your church, school or club. No risks or work. Quick, easy, sure. Our free booklet and plan tells how. Send for it.

Address—

To those answering your ad. send an eight or more page folder containing something similar to the following:

appropriate, and we will reproduce it on 200 souvenir postals and add other high-grade cards to make up into 200 25-cent packets. Sell these for \$30, send us \$25 any time within thirty days and keep the remaining \$25 for your fund. You can easily sell them in a week or so, as our cards are worth the price asked, and are of so wide a variety as to appeal to all."

This is, of course, only the skeleton of your "spiel," but it is enough to enable you to catch the idea. There is an endless variety of cards to use. Comics would hardly be proper—that is, of the cheap-comics. Still, if you are careful in your selection, a few may be worked in. Always appropriate are the dainty flower and fruit subjects, the high polish song and hymn cards, scenes, favorite quotations, etc. They can be had in the 2 for 5 cents and the 5-cent grades. Include also some 10-cent, 15-cent, 20-cent and higher price cards, although I do not