

DIXON

SHOW CARD

MANUFACTURING COMPANY.

For the past century the utmost ingenuity and the greatest artistic skill have been combined to supply a want greatly felt by manufacturers and dealers, in the way of advertising. This want is simply an advertising card, combining novelty and beauty sufficient to command its perusal, and cheap enough to be within the reach of every one. The cards principally in use at the present day are either lithographed or painted, and although very elegant and artistically got up, they are far from meeting the requirements of the trade, for the simple reason that the eye meets them at every turn; railroad stations, hotels, stores and saloons are full of them, and even the fences are covered with them; and there is so much of a sameness running through all the designs and the general appearance, that the consequence is—the eye merely glances at them and not one out of every hundred is ever read, and the money thus lavished with unsparing hand is just thrown away. So decided has this conclusion become in Europe, that large rewards have been offered for something entirely novel in the way of advertising cards.

The inventor of

"THE DIXON SHOW CARD"

Has made this his study for years, and the result is the placing before the manufacturers, merchants, etc., of the Dominion of Canada and the United States of America, an Advertising Card which, for beauty and cheapness, has no equal, and is such a thorough novelty that no matter where it is placed it will be read, thus gaining the object of the advertiser and bringing him a return for his money.

The letters on these cards are made from the most ornamental families manufactured in the world, consisting of velvets, silks, satins, ribbons, tartans, calicoes, damasks, carpets, tweeds, dressings, furs, etc., etc., so that manufacturers and dealers in fabrics can have their cards manufactured of their specific goods, thereby not only advertising their business, but showing to the public at the same time samples of their choicest goods. This method of advertising is also applicable to milliners, clothiers, grocers, hotel and saloon keepers, livery stables, patent medicines, and in fact to every trade, profession or calling at present extant. To tradesmen and machinists it is an essential to secure success, as their peculiar wares or art can be fully exhibited on the cards by the decorative embellishments of decalcomanie.

Advertisers wishing to have lithographed views of their buildings, machines, etc., placed on their cards, can have them by furnishing us with a photograph of the illustration required.

Several parties have been and are now manufacturing cards from coloured paper, which become worthless by the colours fading after having been exposed to the sun or light.

Another species of signs now universally used are those painted on glass, which are chipped by the heat or moisture of the atmosphere, thereby rendering them worthless for advertising or decorative purposes; whereas, the present invention, being placed on cardboard, is not liable to be broken or defaced in any manner, and the colors are good for all time.

In short we claim for the THE DIXON SHOW CARD its **ENTIRE NOVELTY, EXTREME BEAUTY, ATTRACTIVE AND RICH APPEARANCE**, and its moderate price.

As this card becomes known, there is no doubt it will entirely supersede all other show cards now in use.

All orders by mail or otherwise promptly attended to.

A. H. DIXON, Manager,

No. 70 Adelaide Street West, Toronto.

P.O. BOX, 608.