

TT 360

.M4

1919

One Hundred Alphabets for the Show Card Writer

A collection of the best alphabets used by the leading show
card writers, with many examples of show cards
and window signs for all occasions



FOURTH EDITION

CHICAGO
THE MERCHANTS RECORD CO.
PUBLISHERS

TT 360
M14
1913

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PRESS OF
MERCHANTS RECORD
AND SHOW WINDOW
CHICAGO

MAR 13 1919

INTRODUCTION



THE MANY alphabets, showcards and price-tickets reproduced in this portfolio have been selected from the hundreds that have appeared in **Merchants Record and Show Window** during the past two or three years. They represent the best work of the country's leading showcard writers. The alphabets cover practically every style of lettering that is now in general use, and the cards and price-tickets will furnish a variety of suggestions as to lay-out, arrangement and decoration for cards and tickets of all kinds.

The show window is now recognized as the store's best advertising medium, and the display man as one of its best producers. He has become a recognized necessity, and his windows are the merchant's closest connecting links with the buying public. In these days of modern methods a retail business stands or falls accordingly as the show window attracts or turns away prospective customers. It is a recognized business fact that the public has come to judge the store by the show window.

Merchants Record and Show Window is a monthly journal devoted to the selling end of retail merchandising, and the major portion of the publication is given over to the big problem of "selling through the windows." Suggestions for displays, together with instructive articles by the country's leading display men, and covering every branch of window and interior display work are regular monthly features. Each issue is illustrated with about forty halftone plates showing reproductions of the work of the most expert display managers and showcard writers. In every number there are departments devoted to store equipment and arrangement, delivery methods, store and window lighting, newspaper advertising, sales plans, etc.

The matter which appears in **Merchants Record and Show Window** is always seasonal. The information, suggestions and illustrations are published just at the time they are needed. For example—the Christmas number is issued at least two months before Christmas; the Easter and Fall issues are also published well in advance of the season. This plan gives the reader ample time in which to make practical use of the ideas and suggestions contained in the journal.

A special feature is the beautiful full-color background suggestions, a different design appearing on the front cover each month. A complete sketch and description of the construction and installation of the various backgrounds accompany, and afford an abundance of ideas. The designs are practical and are being applied constantly to the show window by the leading artists in the display profession, and, in addition to their adaptability to the display window, afford an interesting study in color and color combinations.

Merchants Record and Show Window is the authority of the merchant, display manager, and advertising man and is continually used by them as a source of original ideas, and a reference book. The subscription price is three dollars a year.



abcdefghijklmnopqrstuvwxyz 12345
ABCDEFGHIJGGHHJJKLLMNO PQ
RSTTUVVWWXYYZ& 67890\$¢

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z&\$¢%?abcdefghijklmnopqrstuvwxyz

Starved Rock,

Near Utica, Illinois;
Main line C. R. I. & P. R. R.

Genuine Diamonds
\$45

Elgin Movement.
20-year filled case \$17⁰⁰

Solid Gold
\$2⁰⁰

Youth's
Overcoat
\$15

\$7⁰⁰
Trousers
\$4

\$3⁹⁰

Baby Lockets
\$1.50

\$8⁰⁰

A B C D E F G H I J J
K L M M N O P Q R S
S T U V W X Y Z

1 2 3 4 5 5 6 7 7 8 9 0 &

a a a b c c d e f g g o h i j
k l m n o p q q r r s s t u
v w x x y z z

A a B b C c D d E e F f G g
H h I i J j K k L l M m N n O o
P p Q q R r S s T t U u V v
W w X x Y y Z z. —

1 2 3 4 5 6 7 8 9 0 \$ ¢

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z &

a b c d e f g h i j k l m n o
p q r s t u v w x y z ~

1 2 3 4 5 6 7 8 9 0 ; \$

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z :

1 2 3 4 5 6 7 8 9 0 ¢ \$

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L

M N O P Q R S T U V W

... 1 2 3 4 5 6 7 8 9 ...

a b c d e f g h i j k l m n

o p q r s t u v w x y z

... Number 1 ...

a b c d e f g g h i j k l m

n o p q q r s t u v w x

y z ~ Autumn

BLICK

SINGLE STROKE FREE HAND LETTERING PEN

A B C D E F G H I J K L

M N O P Q R S T U V W

... 1 2 3 4 5 6 7 8 9 ...

a b c d e f g h i j k l m n

o p q r s t u v w x y z

... PAYZANT ...

Plate No. 1

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & S
a b c d e f g h i j k l m n o p q r s
t u v w x y z 1 2 3 4 5 6 7 8 9
Ex. 1 Ex. 2
l n n r u n

Soennecken Pen Alphabet

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z & 1 2 3 4 5
6 7 8 9 \$ ¢ a a b b c d e e f g g h i j k
k l l m n o p q r s t u v w x y z n h i u
G. Wallace Hess, Chicago

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z &

a b c d e f g h i j k l m n o p q r s t u v w
x y z · 1 2 3 4 5 6 7 8 9 ·

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

A Clear, Attractive Type

Aa Bb Cc Dd Ee Ff Gg Hh Jj
Kk Ll Mm Nn Oo Pp Rr Ss Tt
Uu Vv Ww Xx Yy Zz & Stylish

Single Stroke

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz &

Easy and Neat

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z &
a b c d e f g g h i j k l m n o p q r s t t u
v w x y z z 1 2 3 4 5 6 7 8 9 0.

A B C D E F G H I J K L M N O P Q R S T U V
a b c d e f g g h i j k l m W X Y Z & n o p q r s t u v w x y z
A B C D E E F G H I J K L M N O P Q R S
1 2 2 3 4 5 % T U V W X Y Z 6 7 8 9 0 \$ ¢
y a a b c d e e e f g h i j k k l m n o p q r r s s t f u v w x z

A B C D E F G H I J K L M N O P Q R S T U V
1 2 3 4 5 6 % ? W X Y Z & 7 8 9 0 \$ ¢ ½ (-)
a a b c d e e f g g h i j k l m n o p q r s s t u v v w w x y y y z
A B C D E F G H I J K L M N O P Q R S
a b c d e f T U V W X Y Z g h i j k l m
** n o p q r s t u v w x y z **

A A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a a b c d e f g h i j k l m n o
:: o p q r s t u v w x y y z ::
1 2 3 4 5 · Faust · 6 7 8 9 0

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z .
1 2 3 4 5 6 7 8 9 . SHP

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

1909



F. Edgington.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z :

a b c d e f g h i j k l m

n o p q r s t u v w x

y z 1 2 3 4 5 6 7 8 9

A B C D E F G H

I J K L M N O P Q

R S T U V W X Y

A B C D E F G H

I J K L M N O P Q

R S T U V W X Y

/ \ A I P P R B C C C D D I E F C C C G G I I H I I J
 J J I K K I L L I I M M I I N N C O I P P C O Q P
 P P R R ^ S S S S T T L U U V W \ X \ Y Y _
 _ Z Z Z \ & & \$ ¢ ; - ; (:) ? ! 1 1 7 2 2 ^ 3 3 3
 / 4 4 " 5 5 5 (6 6 - - 7 ^ 8 8 ^ 9 9 9 0 1 a a
 l h b b c c c d d c c e e l f ^ o g g c y g l h h i j j k l n
 m n m n c o p p p p c q q i r r s t t u u v w x y
 y z **1 2 3 4 5 6 7 8 9 0** ¢

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

A B C D E F G H I J K L

M N O P Q R S T U V W X

Y Z • 6 7 8 9 0

a b c d e f g h i j k l m n o p q r

s t u v • M o z a r t • w x y z

Plate No. 2

A B C D E F G H I J K K L M N O
P Q R S S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z ~ l i u u l l
(Stumped in shaded base - No. 2 marker)
Shaded Base Lettering *Shaded base showing letter completed with ball pointed pen. This is a modification of the Italic letter here shown*

Plate No. 3

A B C D D E F G G H I J K L M N O P
Q R S T T U U V V W W X Y Y Z &
a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 \$ % ' ()

plate No. 4

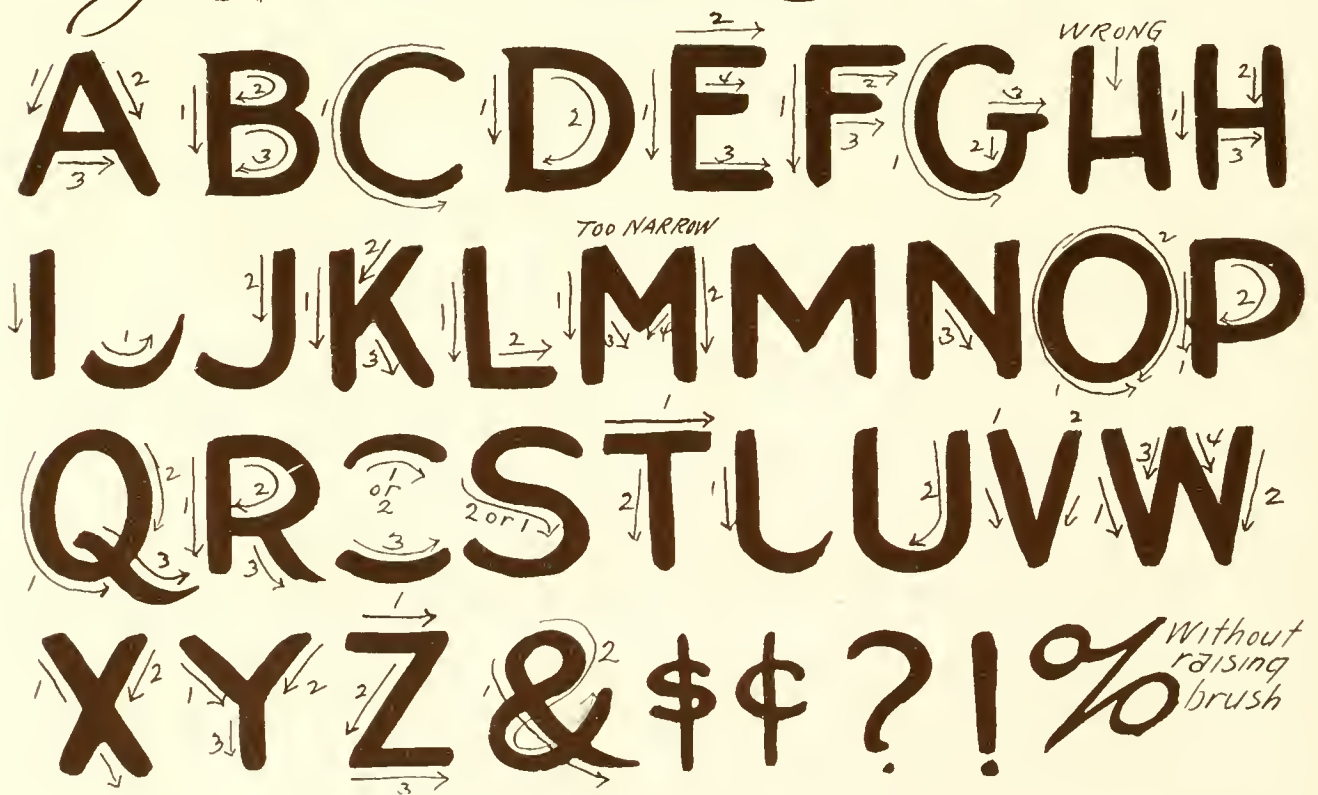
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z & M T E
a b c d e f g h i j k l m n h k m o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9

Pull pen down and to the right always.

The strokes used in letters marked with an "X" are used throughout. Practice them



W. J. Martin R. O. P.
Geo. Waller Keen



a b c d e f g h
i j k l m n o p q
r s t u v w x

y z Signs &

A B C D E F G H
I J K L M N O P
R S T U V W X
Y Z

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9

1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & %
Pack my box with five dozen
liquor jugs. Special Values.*

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
£ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r
s t u v w x y z ~ a c h m c \$

ONE STROKE
MEDIUM ROMAN

A B C D E F G H I J K L
M N O P Q R S T U V W X
a b c d e f g h i j k l m n
o p q r s t u v w x y z ~
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ¢.

A B C D E F G H I J K L
M N O P R S T U V W X
a b c d e f g y Z . h i j k l m n
o p q r s t u v w x y z &

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

\$ 1 2 3 4 5 6 7 8 9 0 .

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z & %

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z &
1 2 3 4 5 6 7 8 9 0 ¢ \$

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

l c c c o ^ 4 4 ° ° or 5 ° °
Suit Italic Realm
a b b c d d e f f g ' h h 5 7 S
Pack my box with five dozen liquor jugs

A B C D E F G H I J

K L M N O P Q R S

U V W X Y Z & T R

a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7

MODERN

8 9 0 \$ ¢

A B C D E F G H I J K L M

N O P Q R S T U V W X

Y Z ... 1 2 3 4 5 6 7 8 9 &

a b c d e f g h i j k l m n o p q r s

t u v w x y z — Chicago *H. J. Palmer*

Two-Stroke Roman. Square terminal Serifs ≡

PLATE 4

abcdefghijklm

nopqrstuvwxyz.

1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Method of construction 

A B C D E

F G H I J

K L M N O

P Q R S T

A B C D E F G H I J K L M M
 A I C D E F G H I J K L M M
 N O P Q R S T U V W X Y Z & ~
 N O P Q R S T U V W X Y Z & ~
 a b c c d d c e f f c g h h i i j j k k l l m
 n m n o p p q q r r s s t u v w u v w
 x y z x y z 1 2 3 4 5 6 7 8 9 0 \$ ¢ %
A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z & 1 2 3 4 5 6 7 8 9 0 \$ ¢
a b c b d e f f g h i j k l m n o p q r s t u v w x y z Quality ~

.....
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 Last line retouched with Gillott 170 pen - completing third line strokes

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 * 1 2 3 4 5 * 6 7 8 9 0 *
 J O C K E Y * S U L T A N

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z &
 a b c d e f g h i j k l m n o p
 q r s t u v w x y z

A B C D E F G H I J
 K L M N O P Q R S T
 U V W X Y Z A B C D
 E F G H I J K L M N O
 P Q R S T U V W X Y Z

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z ~ 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p

q r s t u v w x y z & H. J. Palmer

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u

v w x y z

1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Patent Calf
\$750

Stetson '17
\$500

Reduced to
\$395

a b c d e e f g h k r t s v

A B C D E F G H I J K L M N O P Q R
R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 % 1/3 \$ ¢ ?
a a b b c d d e f g g h k i j k l l m n o p q r r s s t t u v w w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z :
a b c d e f g h i j k l m n o p
q r s t u v w x y z & ¢ \$:
1 2 3 4 5 6 7 8 9 0



Fancy Boxed Stationery

*24 sheets paper
24 envelopes for*

15¢

4



Special Selling Men's Spring Suits

Unusual Values

\$17^{5.0}

3



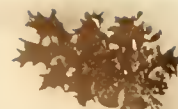
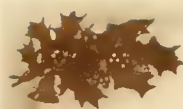
ies
in all the rich new
colorings

Boxed free

\$1.00

3

17-25



Gifts

for the young girl in

- * a great variety *
- * of practical and *
- * dainty subjects. *

5

14



For Christmas

Sweater Coats

We show a great variety
of different models in this
always popular garment

7



Showing the
Autumn Overcoats

*The favored models
from the workrooms
of the best makers in*

110



he thrifty housewife
interested in comforters
and blankets should take
advantage of the values
offered in the annual
September sale.

111



New
Garments
 Smart
 Styles

2nd-floor



DRESS UP

Full Satisfaction
 here at every
 price

1



Spring



SUMMER



Autumn



Winter

Quality
is our first
consideration

3



Easter apparel
for men and boys

*Styles that are
absolutely correct*

1



**These
Hats
\$7⁵⁰**

5



**Easter
Scarves
75¢**

6



Spring Shirts
Smart
effects at
\$2

7



Here's
your new
winter
overcoat
\$25

8



Fall ***
footwear
*Favored styles
for women ***

\$4

7

**NIGHT ROBES
& PAJAMAS
SPRING, 1907**

*Cotton goods
are very high,
but our values
look as good
as ever*

*The Best
at 25¢*

**MEN'S &
YOUTHS'
SUITS &
OVERCOATS
FOR SPRING**

\$10

'VALUE ESTABLISHMENT'

 he newest
creations in spring
millinery

\$10,

Second floor

2

 Spring
Opening

1



Here you see smart new
models in double breast-
ed suits for young men;
rich, beautiful weaves.

—WILLIS KIRK—

Grand
Spring Exhibition

Black
Lisere Hats
1.95

Special Offering

Men's Shirts
\$1.65

Spring
Opening.



5

Spring
Neckwear

75¢



4



Summer
Millinery

\$10

3

Women's
thread silk

Hosiery

*Anull's accumulation
of left overs and
irregulars on sale
at per pair 95¢*

First floor

5



For the best effect
of your new Easter
gown

*Reform
Corsets*

1

EASTER
OPENING

The fashion event
of the entire year

2

Smart, new
silk dresses

Charming examples
of the latest
spring fashions

You'll enjoy choosing
from this splendid
collection * * * *

4

New
Spring and Summer
Suits

Made to your Measure

\$25.

Satisfaction Guaranteed



The password
of fashion this
fall is elegance



Here are autumn
suits of a richness
not seen in many
♦ a season ♦



1

*Smart
Autumn Suits
with and
without fur
The variety
is fascinating*

2



Silk
Hosiery
\$2⁰⁰

1



Trefousse
Gloves
\$3⁰⁰

2



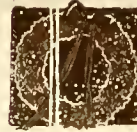
*Yule Tide
Suggestions*

Silk Scarves
Special at
\$1⁰⁰

Harris-Emery Co



4



-to avoid congestion
-to save labor

Do your
Christmas Shopping
Early



3

*Clover Clothes
for the Man
Who Knows*



*Autumn
Footwear
for Men*

Easter Millinery



Showing a wide
variety of styles at
interesting prices

4

Spring Footwear



Wise buyers will do
well to buy several
pairs at these prices

5

For motoring
in the cold
days coming
have a
motor-ulster

1

Grays of all sorts
in our coats &
sand ulsters,
always dressy

2

MEN
whose clothes are
bought here
are always—
well dressed

1

*Georgette
Crepe Blouses
Handsome
Models
Attractively
Priced*

2

**Perfumes
for
Easter**

3



Belt back
overcoats

for young men
who want to
be in style

5



Holiday Neckwear
*Never before such
values at*
75¢
*Boxed
Gratis*
2

No need to worry
about your spring suit—
just make your
selection here.

3



*Early showing
Spring Modes*

These lovely semi-
dress hats merit a special
viewing

*Millinery Section,
Second Floor*

3



**Gloves
for
Easter**

9



**Spring
Opening**
The Estelle Shop

10



**Charming
Spring Suits**
*Very Latest
Creations*

11

Negligee Shirts

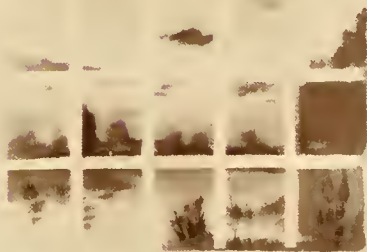
New patterns
Fine quality
Fast colors

\$1.50

New Arrivals WAISTCOATS

for
street
wear

\$1.50



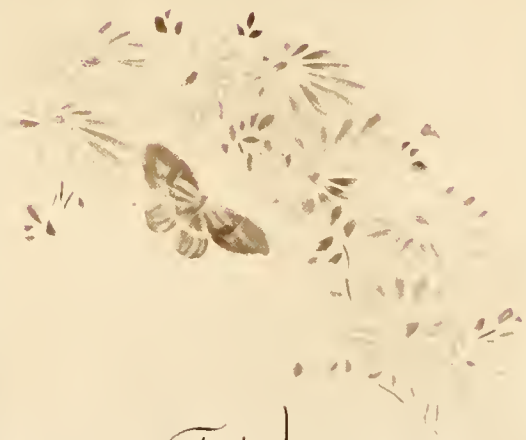
Dame Fashion's
Latest

1916

The Popular
Furnishings Dept.

Street
Floor

2



Fetching
Fashions

in
Women's
Tailored
Suits

FOR FALL
1916

Fifth Floor

3



Early
Showing
of
ADVANCE
STYLES
· for ·
· FALL ·

Fur lined
for collared
OVERCOATS
the highest point
of real luxury in
cold weather

6

Devil served
overcoats—
for boys—
damp proof
cold proof

4

Newest creations -
Ready-to-wear Coats and Suits

A special showing of the
favored models for spring
— and summer —

4

Here are the finest
dress over coats;
the best styles;
the best fabrics
in the world.



3

Pretty
Spring Waists

*Daintiest Lawns -
Pleasing Styles -*

*Each price represents an
unusual value - 2nd floor -*

Halcyon



Preliminary
opening the new
autumn millinery

Our Leather
Shop offers
many new
ideas for
gift making -
Inspection
invited ~

Main floor

Don't let your
Christmas shopping
go until the last
few days.

*Buy now
when stocks
are at their
very best.*

2

WESS



That soft little touch of becomingness so essentially feminine may be easily attained by the wearing of any one of these chic neckwear conceptions



Charming
New Creations in
Spring Blouses
priced at
Six-Ninety-Five

A SHOWING
OF ELEGANT

Fall
Suits

and

Free samples
for you

Just
Arrived
Special blocks
in the new
KNOX HAT
for Fall Season
1915

Best quality goods

Spring
Opening

4



Spring
Millinery
for juveniles

5



Artificial
Flowers
in great
profusion —
2nd floor

Hats trimmed free
if all materials
are bought here

6



Smart Spring
Neckwear

Rich effects—
unusual values—
fifty cents.

7



Hand Bags

in a great
variety of
styles and
leathers

8

*Rare values
in men's summer
apparel*

110

*Holiday
Offerings*

\$10

For Men's

Stein Bloch

Suits that
sold at \$15.00,
\$16.50 and \$18

A May & Sons

*English
Singles*

*Importations from
the looms of old
England in many
beautiful patterns.*

2

*Summer
Suits*

Embracing
every
graceful
knack of
Style.

Here
exclusively

A. May & Sons

*Spring
Opening*

You are invited
to come in and
examine our
many new
offerings in
all departments

Cappet & Cappet



Youth's Suit
\$17



Very Special
\$1.00



Very neat
50¢



Patent Calf
\$4.

Special
Georgette Crepe Blouses
\$12⁷⁵

All-wool
54-in French Serge
\$4⁵⁰_{yd.}

Genuine
Lemaire Opera Glasses
for gift giving

Genuine
French Kid Gloves
\$3⁰⁰

Value for price
❖
certainty of style
correct fit
❖
great variety to choose from
❖
everything guaranteed

Where you have the basic
idea of all our selling

❖
Money refunded is a part of it



A woman designing
her own frocks could
not have thought of
smarter styles than
the ones which we
show in this display



Underwear

❖
You'll find us particularly well prepared in underwear this season, the right sort at right prices

❖
These Pure Worsted
Union Suits
\$ 3.50

2

Men's Overcoats

III
Few men give enough attention to the buying of an overcoat though for five months it dominates their street clothes.

❖
Here are a few good ones at
\$ 40

1

A man certainly is "going some" when he goes out of this store without fear of

The Smartness
and
The Quality
of the workmanship in the suit he has just purchased

❖

The Service rendered the customer here means more than the exchange of money

❖
It stands for
Courtesy, Attention,
Promptness,
patience in fitting and the willingness to right an unintentional wrong

9x13 in.
2-2 1/2 pen

The Annual **JANUARY SALES** of **WHITE GOODS**

afford an unusual opportunity
to replenish Household Linens at great savings,

Genuine Diamonds
Out of Pawn

Regular Price
\$90⁰⁰ \$ **65.**

Ra Tosca Pearls
\$12⁰⁰

Solid Gold
\$2⁰⁰

Sterling
98¢

Genuine Diamonds
One-Half
Regular Value

Steel Blue 3/4 Kt
Now \$ **120.**

Of Course

*There may be other
High Trades as good.
The advantage of Big Store
Clothes lies in the Prices.*



The seasons
new designs
in top-coats
for men of
good taste.

"Bring it back"

and we'll make it right
with a refund of your
money, or an exchange,
and either with a smile.



"Stetson
Hats
for
Spring
1907

Misses' Fashionable
Net Dresses

for
Dance,
Graduation
or
Class Day

\$25.

Men's
Oxfords

make your own
comparisons —
be as critical
as you please —
here are the best

\$4. Values
ever shown

Based
on
Quality

you will get
here more
value and
greater
purchasing
power than
elsewhere

Men's
Shirts

These are excep-
tional values —
the best we have
ever shown at
this price

\$150

Annual January
Clearance Sales

Soiled Neckwear

reduced to

25¢

50¢ values

3

Annual January
White Sales

*Embroidery
Sample Strips*

17¢
yd.

25¢ value

1

Greatest
of all **JANUARY SALES of WHITE GOODS**
NOW IN PROGRESS.

The Great
Annual **JANUARY CLEARANCE SALES**

are now in full swing
Radical Price Reductions throughout the entire store.

5

Summer
brings with it a longing
for cool, dainty hats
such as we now
have to show
you

1

Serret
Braid
\$4

2

Milan
Straw
\$3

3

*Gifts
for
Graduates*

4

*New
Fall Fashions
1918*

1

Fall Neckwear
Neat Effects
75¢

2

SALE TO-DAY

\$8.00 and \$10.00

Renaissance Lace Curtains

\$4.85

Exclusive Models

From America's foremost designers
and our own workroom

SECOND FLOOR

Summer
Furniture and Cretonnes

Suggestions for Cool Comfortable and in-
expensive warm weather Furnishings

Eastons Most Popular Lace Curtain Special

Champagne Tint Pointe de Arabe

Special 16.45 Splendid \$10 Value

Youths'
Spring Overcoats
Unusual values

\$15

2

Special
Men's Overcoats

\$25

2

Advance Showing
1918 Spring Blouses

*Your early inspection
is invited*

5

Men's
Fall Overcoats
Silk Lined

4

Envelope Chemises 85¢

Superior in quality and
effectively trimmed with
lace and embroidery

5

9 x 12 foot
Body Brussels Rug
Seamless - Extra Quality

\$25

7

Special
Princess Petticoats
2 to 6 year sizes

25¢ 38¢ 50¢

6

26-inch
Hand-made All-silk Shantung

35¢

8

The Best Books

For Retail Merchants — Display Managers — Card Writers — Advertising Men

These books are filled with practical suggestions for attracting trade to the retail store through the medium of the show window, the card sign, advertisement, special sale, etc. You take no risk in any selections made from this list. It includes the best books to be had on these subjects.

- THE ART OF DECORATING SHOW WINDOWS AND INTERIORS** Cloth \$3.50
The most complete book ever published on window dressing and every branch of mercantile display based upon experience of the leading display men of America. 618 illustrations and diagrams.
- SALES PLANS** Cloth \$2.50
A collection of 342 successful plans that have been used by progressive retail merchants in all lines to get more business. Fully illustrated.
- WINDOW CARD WRITERS' CHARTS** Cloth \$1.50
A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. They consist of 17 heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with 16 sheets of specially ruled practice paper.

NOTE:—The above Books are subject to a reduction of 50 cents when Subscription to Merchants Record and Show Window (new or renewal) accompanies the order.

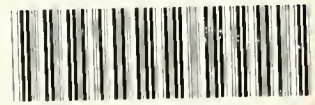
- STRONG'S BOOK OF DESIGNS** Leatherette \$3.00
(1917 Revise) Over 300 artistic show and card designs, including 200 colored plates.
- ART OF SHOW CARD WRITING** Cloth \$2.50
Strong
209 pages, 32 alphabet plates, 256 illustrations. Bound in art linen.
- FAUST'S COMPLETE CARD WRITER** \$1.25
Lessons and alphabets for the use of brushes, marking, soennecken, payzant and common pens, air brushes and relief pencils.
- MODERN SHOW CARD LETTERING, DESIGNS, ETC.** \$1.00
Thompson
With 2,000 bright, clear-cut advertising phrases for display signs, show cards and posters.
- SHOW CARD WRITING SYSTEM** \$1.00
100 pages, 198 illustrations, 26 alphabets, valuable charts. A complete show card writing system in 34 lessons.
- THE MODERN PAINTERS' CYCLOPEDIA** Cloth \$1.50
By F. Maire
Complete instructions on color mixing, color harmony, scenic painting, sign painting, varnishing, stenciling, etc. Over 100 illustrations.
- A SHOW AT SHO' CARDS** *Atkinson* Cloth \$3.00
A comprehensive and practical work covering all the various branches of show card work. Profusely illustrated with alphabets and layouts for all kinds of show cards.
- SHOW CARD WRITING** Cloth \$2.00
A. E. Hurst and C. J. Nowak
Application of various types for mercantile purposes, newest and best methods. Hints and pointers for practical work based on actual store card writing.
- FAIRCHILD'S RAPID LETTERER** Cloth \$2.50
Commercial alphabet constructions with brushes or pen. Line engraving and air brush work. Color mixture and color harmony.
- SKETCHES OF DECORATIVE BACK-
GROUNDS FOR THE SHOW WINDOW** \$1.00
Staulcup
22 full page drawings—each sketch accompanied by a full page description.
- SHOW WINDOW BACKGROUNDS** Cloth \$1.50
Cowan. Illustrated.
More than 150 background designs suitable for every occasion. Every detail is fully illustrated and fully described with complete text matter.
- GROCERS' WINDOW BOOK** *Ed. H. Philippi* \$1.00
A compilation of practical displays for the grocery window. A complete collection of displays suitable for the various products handled in the grocery department.
- KOESTER SCHOOL BOOK OF DRAPING** Cloth \$3.00
A complete treatise on drawing in all its branches. Nearly 500 pages illustrated with over 1,000 drawings and photographs.
- HABERDASHERY AND CLOTHING DISPLAYS** \$1.00
(National Championship Entries.) Contains over 100 illustrations showing the work of the foremost men in the profession, together with background ideas for every month in the year.
- PERIOD FURNISHINGS** Cloth \$5.00
Clifford. Illustrated
An encyclopedia of historic furniture decorations and furnishings.
- COLOR VALUE** *Illustrated* Cloth \$1.00
Explains the principles of color harmony and contrast. Invaluable to the decorator who wishes to produce correct color effects.
- SUCCESSFUL RETAIL ADVERTISING** Cloth \$2.00
By J. A. MacDonald
Contains 500 different subjects, 1,000 advertising phrases. The only book treating of retail advertising exclusively.
- STORE MANAGEMENT COMPLETE** Cloth \$1.00
Farrington
- RETAIL ADVERTISING COMPLETE** Cloth \$1.00
Farrington
- TALKS BY THE OLD STOREKEEPER** Cloth \$1.00
Farrington
- MORE TALKS BY THE OLD STOREKEEPER** Cloth \$1.00
Farrington
No merchant can afford to be without these Farrington books. They are full of good, sensible suggestions on store management, written in an easy, readable style.

All Books Shipped Prepaid Upon Receipt of Price

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