

Brewford 2496(2)

THE ADVERTISER.

Vol. 1. Sioux Falls, So. Dak., April, 1907. No. 2.

NO FUN LIKE STAMP COLLECTING

WHY NOT START TODAY?

50 varieties foreign, 100 old U. S. about 25 varieties, 100 foreign mixed, 1 China, 5 Japan, 100 hinges and our catalogue of sets, packets, etc., all for only 12 cents.

SOO STAMP COMPANY.

1225 West 12th Street, Sioux Falls, So. Dak.

POST CARD COLLECTORS

Send 5c and have your name on my postal exchange list. You will receive cards from all over the country. For 15c you will receive the Little Gem for one year. It contains the names of many post card collectors all over the country. If you collect cards Don't Miss This.

ARTHUR PLUMMER, Mount Holly, N. J.

1000 CIRCULARS 50c
We will print and mail you 1000 circulars, size 3x4 inches, not over 100 words, for 50 cents; either white or colored paper. Complete price list free.
MARTIN E. NELSON, Sioux Falls, So. Dak.

J. MODE & CO.,

CIRCULAR MAILERS AND DISTRIBUTORS.

100 for 10c, 1000 for 75c. Send any amount.

304 Sixth St., New York, N. Y.

Publishers insert for mailing.

Mailers Do you want to increase your circular mailing business? Your name and rate card inserted in the "Fudge" Mailers' Club, goes to every advertiser, only 10 cts. per month. "Fudge," 304 6th St., New York, N. Y.

TO ADVERTISERS Your 30-word ad in the Merchants' Drummer three times for 25 cts. M. H. Johnson Printing Co., Olinger, Va. (Pubs. insert for same space or mailing 100.)

CATCHY ADS.

A wag sent these ads to the Denver News: We give green trading stamps to green-horns.

Our carpets can't be beat.

While passing through our store you'll find pocketbooks greatly reduced.

Special today: Women's slippers and boys' pants way down.

Ladies' tailor-made suits half off.

Groceries: We sell imported Swiss cheese with all the holes cut out.

Restaurant: Our dried apples in a little water make a swell lunch.

Our granulated sugar is very fine. If you don't like it you can lump it.

Ladies' bathing suits cut almost to nothing.

ADVERTISING NOTES.

The best argument in an ad is the price. Giving people satisfaction builds up a reputation.

There may be nothing in a name—until it is advertised.

Effectual advertising costs money, but it is the kind that pays.

Don't advertise to fill space. Make the space to fit your advertisement.

Trying to run a business without advertising is like trying to run a locomotive without steam—it will not go except down hill.

ROAD TO SUCCESS.

Early to bed,

Early to rise,

Hustle like h—

And advertise.

The Advertiser.

PUBLISHED MONTHLY BY
MARTIN E. NELSON.

ADVERTISING RATES:

One line.....	\$.03
Six lines.....	.15
One inch.....	.25
Three inches.....	.65
One-half page.....	1.00
One page.....	1.50

Subscription, one year.....25c

Cash must accompany all orders.

Forms close promptly on the 25th of each month.

Address all communications and make all orders payable to

MARTIN E. NELSON,
1225 West 12th Street, Sioux Falls, So. Dak.



No. 3 is next. Get your ad in.

Advertise today and have good business tomorrow.

Three winners: good goods, good ads, good stationery.

We would like to hear from more amateur papers. Please put us on your exchange list.

We cannot exchange space with publishers who do not send us a copy of their paper each month.

When writing to any of the advertisers in this paper please mention that you saw their ad in The Advertiser.

The only way to advertise is to keep everlastingly at it. For instance, test the pulling qualities of The Advertiser a few times and watch results.

Why not use the best—printing—since it costs no more than the cheap-looking stuff turned out by many so-called mail order printers. A trial is all we ask—you will order again. Send for complete price list and samples.

SPECIAL OFFER.

To get new subscribers to The Advertiser we make this special offer: Send 25 cents for a year's subscription and we will print and send you prepaid 25 handsome cards with your name neatly printed on them, free. Or if you prefer, we will insert your 30-word ad three times.

PUBLISHERS.

We will insert a limited number of exchange advertisements in this paper. Publishers wishing to exchange space send in their copy with sample of paper published, and if accepted we will send our copy by return mail.

PRINTERS.

If you have any new or second hand type, borders, cuts, or any printing material you do not need, I will give you advertising in this paper or will exchange other printing material for it.

CIRCULARS

We make a specialty of printing circulars and will guarantee you first-class work. A trial order will convince you.

LOOK AT THESE PRICES:

	Price per 500	1000
Size 2x3, 50 words.....	\$.25	\$.35
Size 3x4, 100 words.....	.35	.50
Size 4x6, 200 words.....	.50	.75
Size 5x8, 300 words.....	.75	1.00
Size 6x9, 400 words.....	1.00	1.50

Above prices are for white or colored print paper. Send plainly written or printed copy to avoid mistakes. Complete price list sent prepaid. Address:

MARTIN E. NELSON,
Mail Order Printer
SIOUX FALLS, SO. DAK.

JOHN A. BLACK

Distributor

SIoux FALLS, SO. DAK.

Gummed Labels

Like the above make a neat appearance and prevent your letters from going to the Dead Letter Office. Can be used to stick on packages, books, and for many other purposes. We print your name and address and send postpaid

500 For 25 Cents

We also do all kinds of good printing. Send for complete price list.

MARTIN E. NELSON

MAIL ORDER PRINTER

SIoux FALLS, SO. DAK.

BE AN EDITOR!

Publish a little paper of your own, it's pleasant and profitable. We will print you 500 copies of a 4-page paper, size 3x4 1/2 inches, 100 words to a page, and send them prepaid for 95 cents. Prices for larger sizes on application.

MARTIN E. NELSON, Sioux Falls, S. D.

THE NEGRO NOT A BEAST.

A booklet showing that the Negro is not a beast. It tells who Cain's wife was. It treats on slavery. Mt. Meadow massacre. Price only 10 cents. **Martin E. Nelson, Sioux Falls, S. D.**

Formula Department

In this department we will print each month two or three good formulas.

Mucilage For Labels.

Dextrine, 2 ounces; glycerine, 1 drachm; alcohol, 1 ounce; water, 6 ounces.

Ink Powder.

Powdered nut galls, 4 ounces; copperas, 3 ounces; logwood, 1 ounce; gum arabic, 1/2 ounce. Sufficient for one quart water.

Wizard Oil.

Tincture of camphor, 1 ounce; aqua ammonia, 1/2 ounce; oil of sassafras, 1/2 ounce; alcohol, 3 1/2 ounces; chloroform, 2 drachms; oil of cloves, 1 drachm; turpentine, 1 drachm.

500 CIRCULARS 25 CENTS.

We will print 500 3x4 circulars, 100 words or less, our ad. on the back, for only 25 cents. Colored or white paper will be used and circulars sent prepaid.

Martin E. Nelson, Sioux Falls, S. D.

Your 50-word ad

Printed on 500 of our circulars for 10 cents, if you will faithfully mail 100.

Martin E. Nelson, Sioux Falls, S. D.

Coney Island Postcards


10c per dozen, postpaid. I want you for a regular customer at 10c per dozen and I think one order will make you so. May I have the trial order? Would also like to have circulars to mail with the Skidoo Magazine. Send for rates.

Harold E. Maddocks, No. Ellsworth, Maine.

FOR SALE A fine collection of over 3,500 stamps. Many fine old U. S. and foreign. Will catalogue from \$400 to \$500. If interested write to **Martin E. Nelson, Sioux Falls, S. D.**

STANDARD INK MAKES MILLIONS THINK

One powder makes one pint reliable fluid, 10c each, black or violet. Circulars mailed 15c per 100. **CLARK RIGBY, NEW CASTLE, PA.**

Advertise in the 

New York Spy

Only 10c a line of seven words.


Our paper is read by all classes of people all over the world, and we reach them where others fail.


Subscriptions 25c a year. Sample copy for stamp.

ADDRESS

THE NEW YORK SPY,
105 East 121st Street, New York City.

JOLLY YOUR FRIENDS


Send ten cents for a sample dozen of our ILLUSTRATED POST CARDS 60c per 100 postpaid. Don't miss it. Send today.


CHARLES A. PHILDIVS,
105 East 121st Street, New York City.