

Farlane is turning a great variety of styles. His line in half tone and in half tone with embossed crests in gold and three colors of provinces, cities, etc., of the Dominion, are still very popular, and large stock orders are being booked. He is also prepared to quote on collotype, and hand colored, autochrome, silver print imitation, and other lines of contract post cards.

Mr. W. G. MacFarlane has added another process to his variety of picture post card styles, a naturoolith. The cards are colored in the tints of nature, and make a very pretty souvenir post card. The naturoolith and naturoolith processes will be very popular this year. They are of home manufacture and are equal to the German imported cards and cost less.

There will be a large demand for pictorial letter cards this season, as they can be sold at 5c and 10c, the prices being between souvenir post cards and souvenir books. It would be worth the while of dealers to look into this matter of letter cards for Spring delivery. Mr. MacFarlane will go extensively into this line.

Mr. MacFarlane is putting in post card racks and post card albums this year, and will be ready shortly to show samples of these

EASTER POSTAL CARDS.

The Copp, Clark Co., Limited, are offering a very attractive line of Easter picture post cards, embossed and plain, with plain and bronze background, all showing appropriate Easter designs.

Young Bros., Toronto, are putting out a very fine line of lithographed postal cards, which have created a big impression wherever shown.

So successful has been the line that fully one-third of the first printing was sold before they were off the press.

NOVEL-READING.

COMMENTING upon Mr. Hall Caine's protest against the doctrine that the great reading of fiction in these days implies frivolity or decadence, a writer in *The Daily Graphic* says. "There is certainly no reason in the ultimate nature of things why it should do so. The novelist, no less than the poet, may be a seer and an interpreter, with the advantage that his interpretations may be more easily intelligible to the mass of humankind. But it was only the other day that Mr. Thomas Hardy was complaining that the majority of novelists neglect this function of their priesthood, and write without regard to any theory of the relation of man to the universe in which he dwells. If that were so, the excessive popularity of fiction would not be a much more hopeful sign of the times than the excessive popularity of bridge. There are exceptions to the rule, however, and some of the novelists who furnish the exceptions enjoy very large circulations. Their philosophies may in some cases be shallow, but at least they make their readers think, and so long as readers can be found who are willing to think, our apprehensions of national degeneration need not be acute."

LATENT GENIUS.

AMONG the curiosities of literature may be classed the following letter received recently by a well-known Toronto publishing house, from a correspondent in Eastern Ontario. "As I have been informed that you are publishers And I am writing to know whether you deal in novels as I am writing one at Present and I would like for you to send me your Price list of ten sent novels and upward and oblige me." To reassure the public, it should be said that the publisher, more or less regretfully, declined to enter into arrangements with the would-be author.



PICTURE POST CARDS

The new effects which we have originated this season in Souvenir Post Cards are the choicest designs that will be shown. We are also making a special feature of printing the scenes in colors. Ask for samples and quotations.

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**TUCK'S FAMOUS**  
**"WRITE AWAY"**  
**Post Cards**

are undoubtedly the most successful series of Comic Post Cards published. The sale in Canada is increasing every month. Our new stock is just to hand. Write for samples.

**WARWICK BROS. & RUTTER, LIMITED**  
 WHOLESALE MANUFACTURING STATIONERS - **TORONTO**

