



Pat. Aug. 14, 06

HOLIDAY
SALES of post
cards will yield
big profits if you
invest in the best

Post Card Holder

The million and more **Early Holders** in use are giving most excellent returns to others. Why not you?

Consider Their Merits:

Made on unit principle. Are perfect pockets. Formed of rust proof wire. Adaptable to greatest variety of uses. They fit anywhere. Slant base elevates front card. Impossible for stock to fall out. Made for both horizontal and vertical cards. Capacity 35 to 50 cards each.

Ask your jobber for

Early Ideal Holders

Made in Canada



Price \$3.00 per 100 units.
Packed 10 units per carton.
100 units per package.

Early Novelty Co.

75 Yonge St., Toronto

FOR SALE BY:

Leading Wholesale Stationers and Post Card Jobbers of Toronto.

The McCoy Printing Co.,
Moncton, N.B.

The Valentine Sons Publishing
Co., Montreal, Que.

Smith, Davidson & Wright, Vancouver, B. C.

VALENTINE'S Holiday Lines Now Ready for Delivery

THIS SEASON'S SELECTIONS THE
FINEST YET SHOWN

Christmas and New Year Cards

Immense variety, at popular prices.

Christmas and New Year Post Cards

Don't fail to send for Illustrated Catalogue.

Calendars

Attractive Canadian designs.

Children's Toy Books

New publications, sure to please the children.
To retail from 5c. to \$1.00.

Canadian Homestead Post Cards

Winter: Loading Food for the Cattle, Loading Cordwood, Stacking Cordwood, Returning from the Woods, Splitting Firewood, Bringing in the Firewood.

Spring: Harrowing, Filling the Seed Boxes, Feeding the Sheep, Afternoon Refreshment, A Little Refresher, The Thirsty Ploughman.

Summer: Starting Out on the Day's Toil, Ready for the Day's Work, At Work in the Fields, Loading Hay, Lunch in the Field, Strawberry Picking.

Fall: Picking Apples, Gathering Grapes, The Farmer's Daughter, Picking Corn, The Sporting Girl, Preparing for Thanksgiving Day

Miniature Series Post Cards

Gallery Pictures, etc., etc.

Language of the Engagement Ring

A series of six post cards.

Illustrated Song Books

Scotch, Irish and Welsh. Tartan and satin binding. Full music score. Particularly suitable as Christmas Gifts.

SEND ORDERS NOW

The Valentine & Sons Publishing Co., Ltd.

69 Adelaide St. East
TORONTO

Coristine Building
MONTREAL