

smoother in effect and deeper in tone. For strong and big effects in landscapes they are excellent. In their miscellaneous designs, they show attractive groupings of scenes, embellished with various plain and color schemes. Boeh & Kirsch only supply cards upon special orders, when photographs are forwarded.

NOVELTY CARDS.

ALL the cards issued by the Postal Novelty Co., Milwaukee, Wis., are original and unique. Each card has a novelty attached, true to life. One card has a pair of suspenders, another a sponge, a third a water bottle, a fourth a flour sack, etc. These give the cards a "money's worth look." The 5 cent cards cost \$2.50 per hundred assorted; the 10-cent cards, including the one with the flour sack attached, entitled "I don't knead the dough," \$5.00 per hundred. "Don't get cold



Feet," with a genuine hot water bottle attached, costs \$6.50 per 100. These cards are all clean and inoffensive and are good sellers. They add to the variety of a post card collection.

VALENTINE'S LATEST POSTCARDS.

AMONG the latest arrivals of Valentine's original post cards is the Gold Panel Series. This series has a large range and is one of the best efforts of this company. The flower studies in the series, show colored engravings of many well known flowers and are a work of art as well as serving as a method for color study. The "Lang-

uage of the Flowers" shows the meanings of the various flowers in artistic letters of the various flowers, for instance, one card has the words "Forget Me Not" made in the flowers of that name with the colorings remarkably true to nature. Another with the words of some affectionate message have the letters made out in roses. Each well known flower is shown and the meaning of each is well typified with some appropriate words. In the same series are some new "Cat Studies" which should prove a boon to all lovers of animals and those who have a taste for art. "Affairs of the heart" is another of the humorous series which no doubt will please those who are collecting the humorous post cards. "Maori Studies" taken from life by Valentine's own operators in New Zealand are now ready for the market and are a collection well worth having. Another series of high class post cards is the "Lovers Of All Nations" which show the lovers of each country in characteristic attitude and in their respective national costume.

An ingenious puzzle post card recently produced by this company is that of Cupid's Message. It shows a heart surrounded with the leaves and flowers of the bleeding heart. Following the instructions at the foot of the card the true message of the heart appears in appropriate words.

LEATHER POSTCARDS.

W. G. MacFarlane, publisher and importer, Toronto, announces that he has commenced the manufacture of his own leather postcards. This is quite a new and creditable departure. Mr. MacFarlane says the new line is meeting with most gratifying success and judging from the designs, subjects, and quality of leather and decidedly handsome finish, they should certainly stand at the head of the class. The Christmas subjects are surprisingly beautiful as are the Canadian patriotic designs, while the humor in the comics is simply irresistible.

Another essential advantage in this line is its cheapness—\$3.50 per hundred—while Mr. MacFarlane has a special department for burning the name of the customer's own town. This is done for 25-cents per hundred.

Pictorial Postcards. Autochrom, Phototype, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

German Postcard Works
Boeh & Kirsch Frankfurt M.

Several Rewards

Established 1872

GOOD AGENTS WANTED

DON'T GET "COLD FEET"

THE SEASON'S BIGGEST HIT IN POST CARDS

A cute little GENUINE RUBBER Hot Water Bottle attached to illustrated tags, with expression, "DON'T GET COLD FEET."

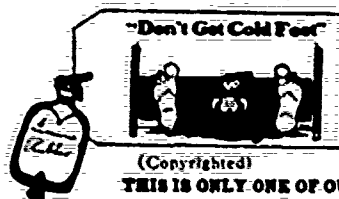
Clean and inoffensive.

The cutest thing yet out.

\$6.50 per 100

Less 5 per cent. cash in advance.

The original order,
means a re-order.



Original and attractive.

A perfect Hot Water Bottle.

\$6.50 per 100

Less 5 per cent. cash in advance.

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THIS IS ONLY ONE OF OUR MANY ORIGINAL POST CARD NOVELTIES.
WRITE FOR CIRCULAR.

POSTAL NOVELTY CO., Milwaukee, Wis.