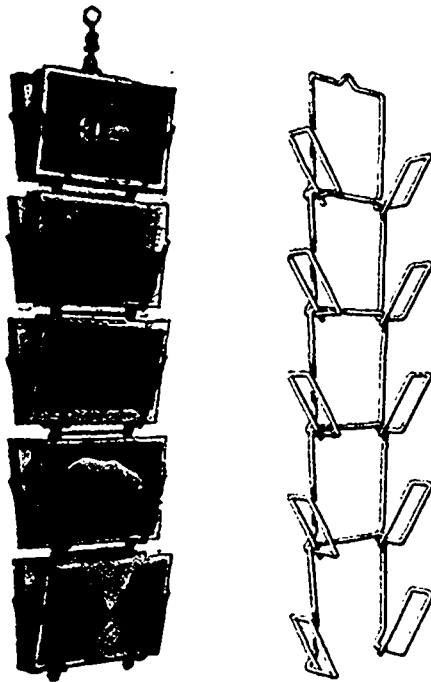


PICTURE POST CARDS



STERLING CARD HOLDERS.

It is only natural that the continual growth of the post card trade should develop ingenious devices for the effective display of cards. The chain system of hanging holders is very popular, because little, unconsidered trifles of air space may be turned to account by its aid. The Sterling is a chain system device. Each section, complete in itself, consists of a central, squared wire loop, with two smaller wire loops running upwards and outwards from its bottom corners. As these smaller loops extend on each side of the central loop, provision is made for a double display, as shown in the accompanying cut. As only the edge of the cards come in contact with the wire, damage by handling is reduced to a minimum, while the full face of the card remains always visible. To take a card out, all that is necessary is an upward lift with the thumb and forefinger. The Sterling



revolving stand is built for counter purposes. It has four revolving arms, from which are suspended Sterling holders, while a single holder graces the top, the whole thing making a very attractive display.

NOVELTY IN RETURN CARDS.

According to the Novelty News, a Chicago man has submitted a new form of postal to the United States Government, which, it is believed, will be adopted for the convenience of certain classes of business houses. It is called the "reply postal card," and is meant to serve the economy of those sending out postal cards to boom trade. This postal, it is proposed, shall contain a two-cent due stamp engraved in one corner, instead of McKinley's picture, and if the inventor's idea is accepted, it is meant to be issued at little more than the cost of

printing by the Government, and is to be redeemed for two cents when returned in course of mails by the postman to the firm that sent it out. In other words, this postal does not have its postage paid until the party receiving it has made use of it—if it does at all—by returning it to the writer, and when the Government delivers it to the person or firm that sent it out, he pays the Government two cents for the service. This plan to pay double postage is designed to save the extravagant waste of regular Government postals sent out in the mails soliciting replies, for it is well known that about 95 per cent. or more of these are never returned to the houses that send them out, and as the senders' names are generally printed on the front of them, it is safe to say that more than three-fourths of them are wasted. To show the benefit of the new card, let us illustrate. One thousand ordinary postals, costing \$10, are sent out with letters or other printed matter. Of these probably 25 are returned, the remaining 975 being wasted, and causing a loss of \$9.75. If the new, proposed two-cent due postal had been used, the 25 coming back would have cost the sender but 50 cents! This would reduce the waste enormously. Such a card would be restricted to the use of business firms, clubs, etc., using them in quantities. This postal has the warm endorsement of big commercial interests, which expect that it will be adopted. The United States Government is showing every activity at this time in modifying postal usages to suit the growing demands of business, one of the late reforms being the ruling that special delivery postage now will be paid by affixing ten cents' worth of ordinary stamps, instead of requiring a special stamp, as formerly.

A LARGE POST CARD COMPANY.

Alfred Holzman, manufacturer of post cards, of Chicago, has incorporated his business into a stock company, with a capital of \$100,000. This firm will be known in the future as the "Alfred Holzman Company." Mr. Holzman is president and general manager of the new firm, and looks forward to a large increase of the new company's business. Owing to the capacity of the new and large factory which this company now occupies, special attention will be given to the manufacture of local view cards, from customers' photographs. During Mr. Holzman's recent trip through the post card centres of Europe, he studied the manufacture of view cards thoroughly, and purchased a number of the latest and best machines, which are used for the manufacture of these goods. These machines are now installed, and are producing colored cards equal to the very finest made in the Old Country. Deliveries will be made in about half the

Pictorial Postcards. Autotype-chromo, Photo type, and Lithographic Coloured, etc.

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

German Postcard Works
Boch & Kirsch-Frankfort M.

Several Rewards

Established 1872

GOOD AGENTS WANTED