

Our customers and our trade demand the best of everything.
In pencils this is

KOH-I-NOOR AND MEPHISTO

and in tracing linen it is

KOH-I-NOOR

Get Catalogue and Samples.

The Art Metropole.

149 Yonge St., - Toronto, Canada

Jobbers, Attention!

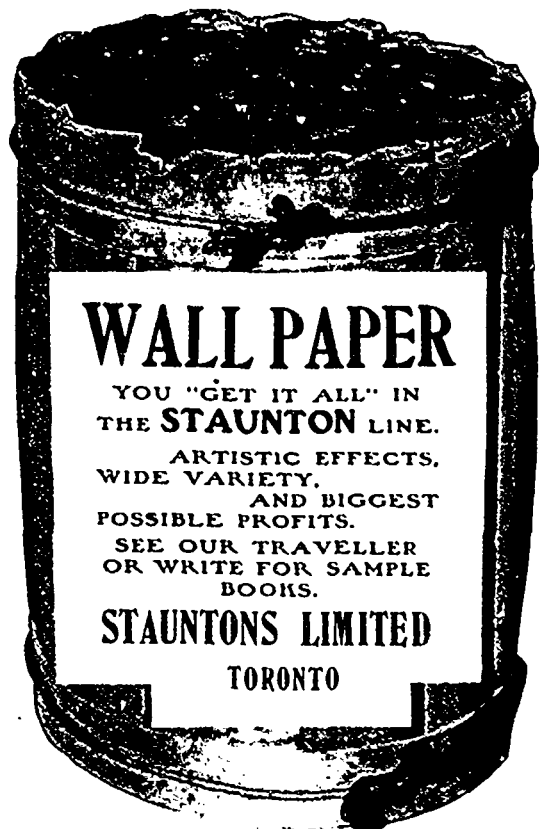
Our Spring and Summer line of

View Post Cards

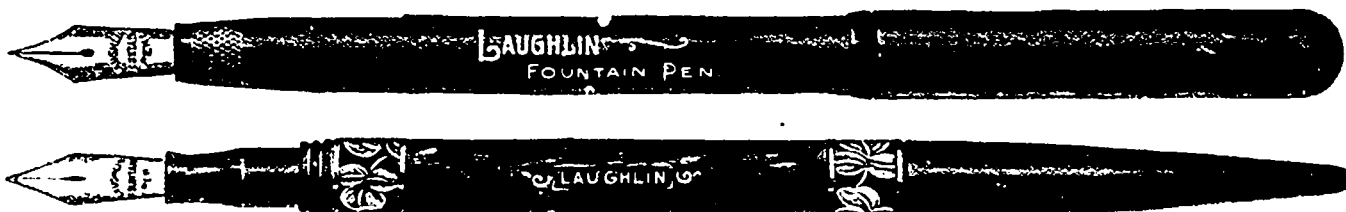
is ready for your inspection. Newest scenes at right prices. Samples will convince you. Send for them. Do it now.

**ILLUSTRATED POST CARD CO.
MONTREAL**

N.B.—A full line of Winter Scenes for immediate delivery.



LAUGHLIN FOUNTAIN PEN



The Most Extensively Advertised Fountain Pen on the Market.

Large advertisements now running in upwards of 2000 publications in U.S. and Canada.

Hundreds of inquiries from prospective customers referred to our dealers every day.

Is it not a fact that you are to-day having more calls for the **Laughlin Fountain Pen**—the kind that's advertised—than for all other makes combined?

How many customers do the makers of the kind you now handle send you? Look this up, it's important.

THE LAUGHLIN RETAILS AT

\$3.50 \$3.00 \$2.50 \$2.00 \$1.50

OUR ASSORTMENT "X" consists of a selected dozen, ranging in price from \$1.50 to \$3.50, and costs you complete with show case and beautiful Steel Enamel Sign for your store front, \$9.33. Other assortments at lower, also higher prices.

Write us for full particulars and evidence that the "Laughlin" is in demand in your town

Address

A POSTAL CARD WILL DO.

LAUGHLIN MFG. CO., 725 Griswold St., DETROIT, Mich.