

ble and desirable assortment of cards as a premium with each stand, charging only for the stand, and making no charge for the post cards. This makes it easy for every dealer to start in the post card business at once, at little expense. The responses they have so far received to their previous advertisements of this stand have kept them busy working night and day to fill their orders.

A LINE TO CONJURE WITH.

DAVIDSON BROS' (London, Eng.) showroom is looking more than usually bright with its display of calendars for 1906-07. These 5 and 10 cent goods have had a remarkable run during the past season and the new designs show a distinct improvement on those that preceded them. The list of numbers in both lines has been increased, so there is a greater variety than ever to choose from. A noticeably strong design in the 5-cent series is No. 10, "Basket of Flowers," as shown in the advertisement. The 10-cent line is well represented by No. 31, "Fairy Bells."



In humorous post cards there is a splendid showing of new designs by Tom Browne, R.I. and R.B.A. This is a name to conjure with, for no English artist equals "Tom B." in lifting off the humorous aspects of everyday life. "Spring Cleaning," "Seaside Comforts," "Billiards Made Easy," and others are represented in sets of six cards each. These are only a few titles out of the series of twelve, all by the same artist, just issued. They have more color and a better finish than the former "Tom Browne's" and this heightens the effect very considerably. Many new models are noticeable in the series of actresses and stage beauties. These are all real photographs done in plain glossy, colored glossy or color and jewelled effect. A graceful specimen is shown herewith (Mrs. Camille Clifford.)

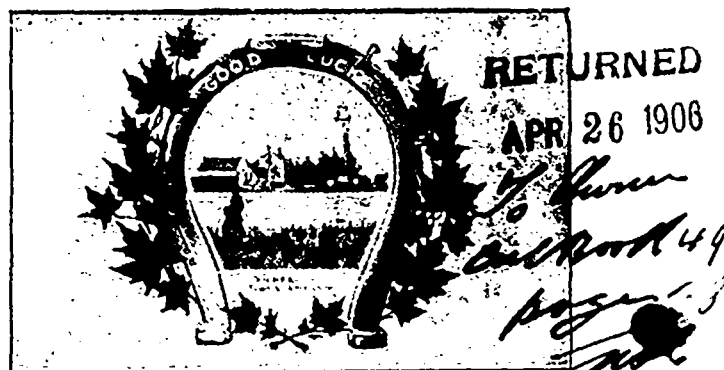
NEW FRAMES SHOWN.

To their series of fifteen frames for framing picture post cards, Warwick Bros. & Rutter, Limited, have added a new series with embossed relief effect, that are very

handsome. Now that so many pretty cards are shown which are well worth possessing, these frames come in very useful.

THE GAGE LINES OF CARDS.

W. J. Gage & Co. report that the sale for picture post cards is on the increase. These goods are certainly one

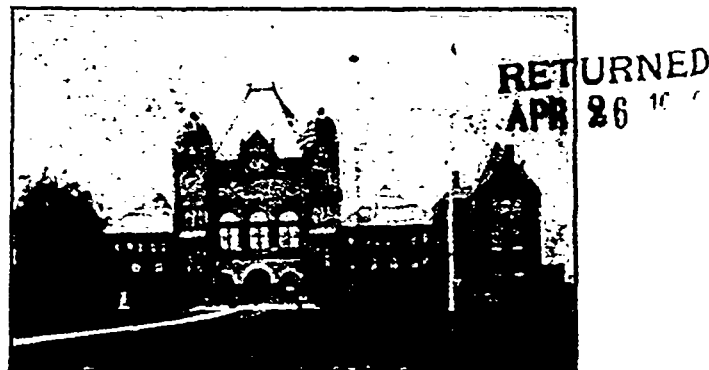


of the best selling and most profitable lines ever handled by the stationery trade and have proved a great money-maker.

The dealers in the small towns and villages all over Canada are placing orders for cards with local views so as to keep up with the demand. Gage & Co. show a very tasty line of embossed designs adapted for local views, some of which are illustrated herewith.

These cards they manufacture to special order in quantities of 250 of a view and upwards, and can supply them in ten days after receipt of the photos.

W. J. Gage & Co. are having a large and increasing sale for their colored picture post cards. These are of the highest class of workmanship and finish, and the firm carries in stock the best selling views of the leading Canadian points, covering Quebec, Montreal, Ottawa, St. Lawrence River, Toronto, Winnipeg, western views, and British Columbia views. As well as the above stock lines they supply local views of their colored postals to order in quantities of one thousand and upwards. All the dealer requires to do is to furnish photos of the views wanted.



SECTIONAL HANGERS.

A useful sectional hanger for storing and displaying cards is shown by Warwick Bros. & Rutter, Limited. The complete hanger contains ten sections, each of which will hold fifty cards. The outside card is fully displayed and thus ten different cards can be shown. At 45 cents for the set of ten sections, the hanger very soon pays for itself.