

## FANCY GOODS

### ST. VALENTINE'S DAY.

THERE is very little information available as to the origin of St. Valentine's Day and the custom of sending valentines. Apparently there is no reason why St. Valentine should be considered the patron saint of lovers. He was a bishop of Rome who lived in the second century. For befriending Christians he was sent to prison. There he restored the sight of the daughter of his jailor. We do not know if love existed between St. Valentine and the lady whose sight he had restored, but St. Valentine was beheaded as a result.

This may be the origin of the custom which still prevails, but is gradually dying, in Europe, of considering the first marriageable man seen by one of the girls, on the morning of St. Valentine's Day as "my valentine" or "my lover."

One of the most plausible theories of the way Valentine's name became connected with the anniversary of February 14th is that it was a popular error. The Norman word "Galatin" signified "lover," and this, we are informed, became corrupted into "Valentine."

Nowadays on this continent, a valentine is a gift sent on St. Valentine's Day. Formerly, a valentine was a person. Hence "Be my Valentine" meant "be my lover." Among the Romans there was an ancient feast, Februata Juno, which was held on the 15th of February. It was originally a feast in honor of the purity of the Queen of Heaven, but it degenerated into a revel. On that occasion the youths selected by lot the names of maidens they were to admire and pay attention to. It is said that some Christian pastors modified this by having the youths

factured, but this season Canada has done a little in this way and doubtless this industry will, like most Canadian industries, grow very fast.

### VALENTINES FOR 1904.

ON this page are shown several illustrations of a series of valentines, which are being offered to the Canadian trade by the Copp, Clark Co., Limited, of Toronto. The line is manufactured by a United States firm which makes a specialty of these goods. It is impossible



to give here a full description of the many varieties being shown, while the illustrations are inadequate to express their beauty. This season's line is certainly more varied and extensive than ever before. In every detail of design and manufacture, improvement is noticeable and this statement applies not only to the more expensive numbers but to the whole range. Many of the lines are packed individually in boxes. Valentine Drops are a big range also. Upwards of a score of different numbers are such as will please both dealer and customer.

St. Valentine's Day this year will be celebrated on Monday, February 15, and the retail trade should not delay in getting in their orders for this class of goods. To assist the trade, the Copp, Clark Co., Limited, have issued a catalogue of their valentines.

### WHERE VALENTINES ARE MANUFACTURED.

THE COPP CLARK CO., LIMITED, Toronto, are showing an exceptionally fine line of valentines—the "Canadian Komies." These are designed and manufactured by themselves and, as this class of goods has never been produced before in Canada, they certainly have achieved something that will merit approval. The subjects are bright, catchy and racy. Almost every trait of character and occupation is represented.

draw the names of saints whose character they were to honor and emulate. This custom did not last long.

For some years the habit of sending valentines declined to a great extent. Recently, however, the custom has revived and the manufacture of valentines is a big industry. England, the United States and Germany have long been the countries where valentines have been manu-