

McLOUGHLIN BROS.,

623 Broadway, New York.

**New Comics. New Line of Lace Valentines.**

The special attention of the trade is invited to the

ENTIRE NEW LINE OF LACE VALENTINES

OFFERED FOR THIS SEASON. THIS LINE WE HAVE NAMED

"Gems of Love,"

and they will be found to surpass anything of the kind heretofore made. The retail prices range from 1 cent to 75 cents each; also put up in assorted lots, retailing at \$6, \$10 and \$20.

"Cupid Darts" Valentines.

These are put up in assorted lots only, retailing at \$6, \$10 and \$20.

Handsome Embossed Envelopes

To fit all sizes of Lace Valentines.

New Sachet Valentines.

Handsome Assorted Designs. Highly Perfumed. Each put up in an envelope ready for mailing. Retail prices, 5 cents, 10 cents and 25 cents each.

Love's Arrows Valentines.

Handsome line of Low-Priced Valentines ever offered, retailing from 10 cents to \$1.50 each.

Satin Novelty Valentines.

These for beauty of design and general elegance will, we feel confident, meet the highest expectations of the trade. Retail prices range from 25 cents to \$2.50 each.

USUAL TRADE DISCOUNTS ON ALL THE ABOVE.

A decorative border with ornate scrollwork at the corners. Inside the border, the words 'COMIC VALENTINES.' are written in a bold, serif, all-caps font.

We make a specialty of these goods and have added this season, to our already large assortment, **96 New Subjects** to our **Ordinary Comics**. In addition to **Ordinary Comics** our list comprises

Trade Comics, Sharp Dart Comics, Portrait Comics, Hit 'em Hard Comics, Fault-Finder Comics, Long Joker Comics, and Changeable Comics.

For sale in the Dominion by **TORONTO NEWS CO., Toronto; MONTREAL NEWS CO., Montreal; C. M. TAYLOR & CO., Toronto.**

SEND FOR DESCRIPTIVE CATALOGUE.

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