



THE  
**RELIABLE**  
SERIES  
OF  
CHRISTMAS AND PICTURE POST  
**CARDS**  
*BRITISH MANUFACTURE*

**William Ritchie & Sons, Limited,** OF EDINBURGH,  
SCOTLAND

beg to announce that their representative, Mr. H. Morrison, will visit the Dominion with the latest novelties in their Card Publications, View Goods, Stationery, Leather and Fancy Goods. Traders are respectfully requested to send business card to Mr. H. Morrison, at the office of The Bookseller and Stationer, Montreal, to ensure his calling.

### **Christmas Cards**

Large range of artistic designs specially produced for the Canadian trade, including a charming series for Friends Abroad, with appropriate greetings, and an *unique series* which may be localized for any town.

POST CARDS—General interest and comic, in great variety.

AUTOGRAPH BOXES—Finest selection on the market.

BLANK CARDS FOR PRINTERS

### **“Reliable Series” Private Greeting Cards**

Sample books ready in September.

### **Post Cards**

An important collection of beautiful studies in Figure, Landscape, etc., etc., in our well-known and artistic colored productions.

COMIC CARDS—Humor without vulgarity.

### **Post Cards of Local Views**

From customers' own photographs. You give us the photograph, we do the rest!

**William Ritchie & Sons, Limited**

Elder Street - EDINBURGH, SCOTLAND

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