

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

Absolutely No



TRADE

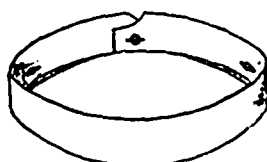
CELLULOID

MARK.

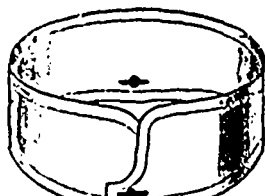
Others Genuine

Positively waterproof.

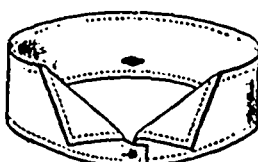
When soiled simply wipe off with a damp cloth or sponge.



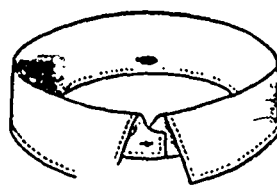
ROMAN



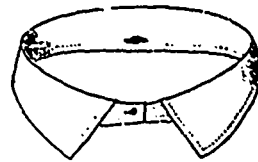
BERKELEY.



TITAN.

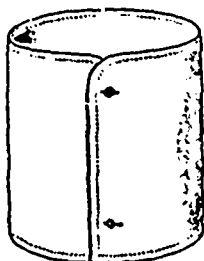


BICYCLE.

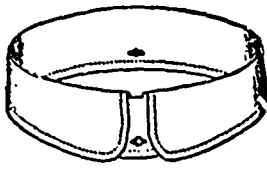


ROYAL

Roman, Cardinal and Bishop Collars may be had plain  
or with either three or five button-holes.



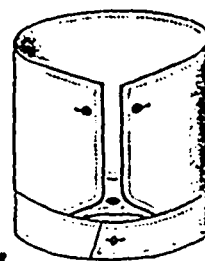
EXCELSIOR.



SAVOY

## CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company

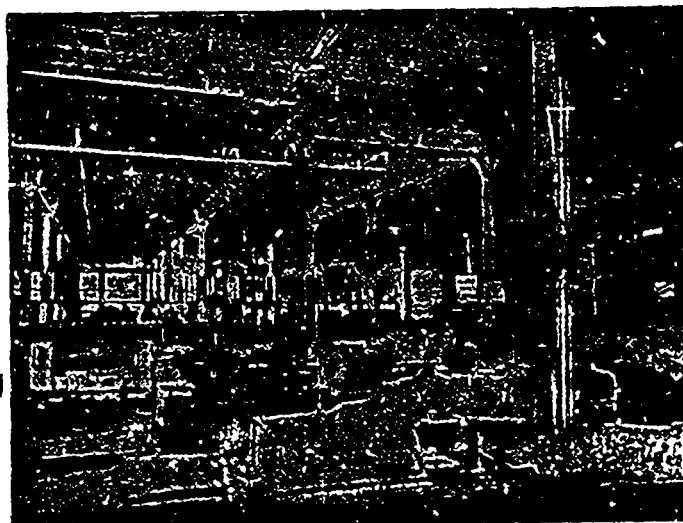
FIFTH AVE.

## DARK DAYS ARE COMING

—AND—

## YOUR STORE IS GLOOMY.

Buy Luxfer Prisms and tempt  
new customers in—by making  
your store airy, cheerful and  
bright. . . . .



EATON'S—WITH LUXFER PRISM WINDOWS.



EATON'S—WITH OLD-FASHIONED GLASS.

## LUXFER PRISMS ARE NO FAD.

Their popularity is due to the economy effected in  
artificial light. Dollars and cents do our pleading.

WRITE TO

**Luxfer Prism Co., Limited**

98-100 King St. West, TORONTO.