

# PICTURE POST CARDS

## COMIC CARDS IN CANADA.

**B**y June 15 Warwick Bros. & Rutter, Toronto, will have ready for immediate shipment a complete stock of Raphael Tuck & Son's splendid picture postcards. This English firm have taken into the production of postcards the reputation long since attained by them for art goods of the highest quality, and the Toronto firm mentioned are their sole Canadian agents. An inspection of a sample range of the Tuck cards affords both profit and amusement, for the comic cards are extremely ludicrous, and the art cards are highly instructive. The coloring in some of the cards is extremely fine. Moreover, the subjects are all such as can be handled by Canadian dealers, in addition to their stock of local and national view cards. The Tuck productions can be retailed at 2 for 5c, or a half-dozen in an envelope for 15c. There are several thousands of different numbers to choose from. For appropriateness, the "write away" series is un-

years, and have, therefore, prepared all the styles that will best suit the buying public. Their stock, which is well assorted, includes beautiful scenery, types and fancy cards. Samples sent on application.

## NOTES.

In writing to advertisers of picture postcards, readers would confer a favor by mentioning Bookseller and Stationer.

Among the most artistic cards issued are the "Tuck" "oilette" series, in which the coloring is extremely soft and deep, resembling oil colors.

Christmas postcards will undoubtedly be good value this year. In many instances they will be found to supersede the ordinary Christmas card.

It is estimated that millions of pictorial postcards and hundreds of thousands of souvenir books will be sold in St. Louis during the progress of the fair.

Among the best selling cards in Toronto, apart from local view cards, are those showing motoring scenes, those with tartan designs and those with reproductions of Gibson pictures.

A ludicrous "write away" card in the Tuck collection shows a luckless male in bathing and an austere old maid innocently seated on the bank. The wording begins, "If you have nothing on—."

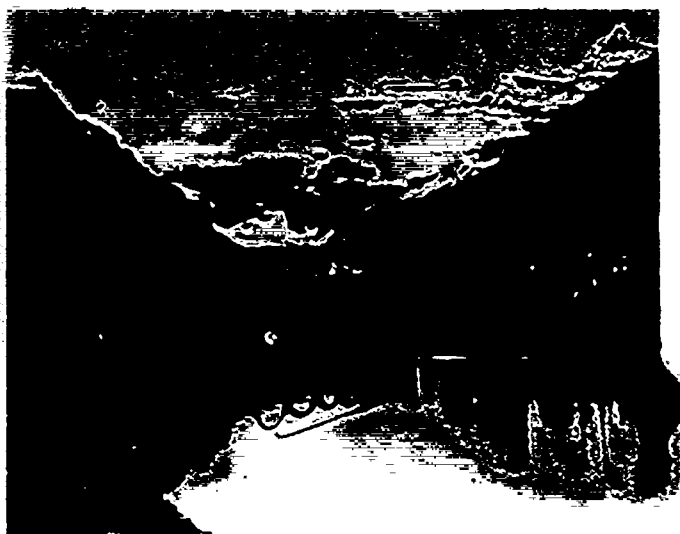
To help the trade in disposing of picture postcards, Warwick Bros. & Rutter have now on the ocean a large consignment of revolving show stands, which will be ready for shipment about July 1.

A proof of the growth of the picture postcard business in Canada may be found in the advertising pages of Bookseller and Stationer. In April, 1903, not a single postcard advertisement was to be found. In April, 1904, five firms dealing solely in postcards placed advertisements in the paper.

By far the most popular cards in the eyes of the American tourists are those bearing pictures of the King and Queen. Pictures of Canadian public men are also in favor. This preference is no doubt due to the fact that the cards are not to be had in the United States, and are therefore novelties.

Some retail stationers are at last awakening to the possibilities of the pictorial postcard trade. One enterprising merchant down east recently placed an order with Mr. Macfarlane, of Toronto, for sixty thousand cards, made up of a selection of thirty designs. These cards will be retailed in sets of thirty.

Dealers are warned not to handle vulgar or indecent cards. The beginning of such an action will undoubtedly mark the beginning of the decline of the postcard business. Once upon a time the trade in valentines was high-class and profitable. Dealers know what it has become to-day. So far as is known, Canadian manufacturers of postcards are irreproachable.



Lake Louise, Canadian Rockies.—MacFarlane Series.

surpassed. These cards are comics and contain an opening sentence in script, which the writer can continue as he pleases.

Raphael Tuck & Sons have also added to their general series a range of Christmas picture postcards, some 200 in number, which should take remarkably well with the holiday trade. They should supplement all regular stocks of Christmas cards.

## AT LOW PRICES.

**T**HE Montreal Import Co. have a most interesting series of picture postcards in colors and imitation etching, which they are selling at a price below the ordinary half-tone. They are thoroughly experienced in this line of goods, having been in the business for fifteen