

CANADA'S GREATEST POST CARD HOUSE

Superior Christmas Post Cards, Calendars and Booklets

Christmas Goods That are Selling on Their Merits.

Maple Leaf Series Xmas Post Cards

An entirely new line, and one proving immensely popular. Distinctly Canadian, hand-colored reproductions of special made oil paintings by C. M. Manley.

Price \$15.00 per 100



Santa Claus Post Cards. Designed for the little folk. Eight subjects printed in bright colors; each card bears a message from Santa Claus himself. Very popular last year. Over 1,500,000 sold this year—that's how good they are. Price, \$1.00 per 100; \$8.00 per 1,000.

Stewart & Woolf Line. Well known for its variety, beauty of design and handsome finish. Fifteen subjects, ninety designs. Price, \$15.00 per 1,000.

A. & M. Line. A German line of fourteen subjects displaying a wealth of color, gilding and embossing. Carefully selected for the American trade. Price according to quality, \$12.00, \$15.00 and \$20.00. Any of above lines unsold, \$1.00 per 100 extra.

Christmas Leather Post Cards. Original designs in stamped, hand-burned and colored. Price, Stamped, \$3.50. With name of town, \$3.75. Hand burned, \$5.00. Colored, \$5.50.

Canadian Girl Calendar

One of the daintiest creations of the year. Shows a handsome young lady in full showy costume in an illustration printed in colors 5 1/4 inches, mounted on a green mat with neat calendar pad, bow of red satin ribbon, and tied with silk cord. One of the handsomest calendars ever published. Price, \$3.00 per dozen.

Canadian Xmas Booklets

Another pretty souvenir of the Christmas Season. Just what your customers want to send away. Something purely Canadian. Two styles, cover of dark blue antique stock, printed in red and gold and tied with silk cord. Contains a beautiful colored picture, depicting in Booklet A a group of jolly young Canadians playing in the snow. Booklet B, A Skating Scene. Price, \$1.20 per dozen. The coloring in these is superb, and ranks with the best import work. Wait for our Christmas catalogue. It is being made now.

IMPORTANT

Some dealers have their orders for Xmas Cards placed long ago. Some have put it off till now. Many dollars in profits were lost by putting it off until too late last year. Previous sales will be exceeded this season. Avoid a shortage at Christmas by ordering now. Don't neglect ordering your local

View Cards

for next year. And don't forget that we are the largest importers of local view cards on this continent. We give satisfaction. We lead in

Fancy Cards

Travelled, comic, floral, real photo, etc.

W. G. MACFARLANE, Publisher and Importer

60-62 Front Street West,

TORONTO, CAN.