

THE VALENTINE CHRISTMAS CARD CATALOGUE.

The Valentine & Sons Publishing Company, Montreal and Toronto, have issued comprehensive catalogues of Christmas and New Year post and private greeting cards which they are distributing among the trade throughout Canada. The Christmas post card catalogue contains no less than 200 different designs, with their prices. The collection is a most beautiful and varied one. Some are plain, but the majority are embossed and printed in several colors. Each card has an appropriate holiday greeting in fancy lettering. The embossed holly and mistletoe designs are among the most attractive of the display. They look very pretty and probably will be the most popular sellers of the lot. The feature which gives attractiveness to most of the cards is a gold and silver background that is so arranged as to give a new and original coloring effect. Another striking feature is the tinselled flowers and winter scenes on some of the cards. Animal studies, winter landscapes, flower studies, hands across the sea, auld lang syne, Santa Claus, and numerous other illustrated subjects comprise the assortment.

Something that has not been used to a very great extent in Canada is the private greeting card. The catalogue of these cards issued by the Valentine Company is a sumptuous and well prepared exhibition of the new line. The cards are in the form of a booklet. Private greeting and customer's name is printed on card as desired. They are produced in 150 elaborate and exquisite designs, and show original artistic ability of their makers. Some nice Masonic cards are shown. The pri-

vate greeting card is an English creation, being very popular in that country, and there is no doubt but that it will be received with favor in Canada. Valentine & Sons report an encouraging sale of them for the short time they have been out.

READY FOR CHRISTMAS.

An examination of the samples of this year's Christmas and New Year's post cards manufactured by Valentine & Sons Co., Montreal, Toronto and Dundee, discloses a large variety of cards, all executed in this firm's best style. The coloring, designing and embossing of many of the cards shown surpass anything yet turned out. Conventional designs in holly and mistletoe, with the familiar Christmas wordings, are shown in profusion, together with many novelty cards.

Valentine & Co. are also showing the trade a collection of small children's picture books, with illustrations in color by foremost artists, such as Louis Wain, etc., and with text by well-known writers. These little books, selling at 5 and 10 cents, are remarkable value and may well be stocked in quantity.

Pictorial Postcards,	Autotype-chromo, Photo-
	type, and Lithographic
	Coloured, etc.
Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.	
German Postcard Works	
Boch & Kirsch-Frankfort^{am} M.	
Several Rewards	Established 1872
GOOD AGENTS WANTED	



Money Saved is Money Earned

Burn your leather post cards, pillow tops, knick-knacks, your wood boxes, picture frames, etc., with a

FIRE PEN

The Fire Pen has no equal for burning on wood, leather, velvet or other cloth.

The Fire Pen gives a much greater range of color than is obtained with other instruments. It ranges from black to light golden brown, according to speed in burning.

The Fire Pen points, in spite of their small price, are much more durable than the high-priced platinum article. There's a reason.

The Fire Pen is revolutionizing pyrography. There's a reason.

The Fire Pen can be used wherever there is a gas jet.

The Fire Pen, with dollar gas, costs but one-tenth of a cent an hour to operate.

Send 50 cents for a sample pen and see for yourself why stationery and department stores are selling them by thousands.

Complete instruments, one point, 50 cents.

Booth, Wallace Co.

Dept. Fr.

155 Washington St., Chicago, U.S.A.