



PICTURE POST CARDS

EXTENSIVE CANADIAN LINE.

W. G. MACFARLANE, 72 Bay street, Toronto, has increased his line of souvenir books and picture post-cards extensively this year. His book of "Canada from Ocean to Ocean" continues to have a large sale. His souvenir books of Halifax, Montreal, Quebec, Toronto, Hamilton, and other cities are very popular. He has ready a handsome new edition of Winnipeg to retail at 25c., 50c. and \$1. The views were made from the very latest photographs, illustrating the new buildings in Winnipeg.

Many new subjects have been added to his line of post cards in colors and embossed. His Canadian line now numbers five or six hundred interesting subjects. These are carried in stock all the time. Mr. Little is covering the west for Mr. MacFarlane with souvenir books, picture post cards, import fancy and comic post cards, burnt leather novelties, post card albums, Christmas cards, etc., and is writing large orders.

Mr. MacFarlane has recently opened a branch office in the Coal and Iron Exchange Building, Buffalo, N.Y. Mr. R. F. Stetson is in charge of this office and is taking care of American orders.

READY FOR TOURIST TRADE.

Summer months conduce to active retailing, as every town has its quota of tourists anxious to drop a card to their friends. The Illustrated Post Card Co., 185 St. James street, Montreal, are fully aware of retailers' increased needs and their stock is complete in every detail. Numerous novelties have lately been added. Prices are characterized as unapproachable, and a trial order is earnestly solicited. Hand-burned leather cards, so much in demand, contain many new effects, and are offered at \$5 per hundred. Complete scenic lines typical of Canada can be had at \$7.50 per 1,000. In fact, everything in the picture post card line is included in their stock and prices are guaranteed right.

NOTES.

The Copp, Clark Co., Limited, have a full stock of the Davidson line of post cards, which includes an extensive variety of scenic and comic subjects. They have also comic Christmas cards done up in sets of one hundred assorted.

The series of souvenir books, now in the press at Warwick Bros. & Rutter, Limited, are the most pretentious effort in this line yet seen. The books are in three colors with attractive borders, and many Canadian cities and towns are covered.

Warwick Bros. & Rutter, Limited, have a night shift at work in their factory to hurry on the printing of their numerous lines of picture post cards and souvenir books. Nearly every one of their series of presses is engaged on this work at present and every effort is being made to supply the wants of the trade with expedition.

WINDOW DISPLAY LESSONS.

ONE of the immediate effects of the establishment of the L. E. Waterman Co., of Canada, Limited, in Montreal, is the high standard set in their unique and effective window displays from which retailers can gain many valuable suggestions, even if their windows do not afford the same chance for effective work. It is universally recognized now that buying any class of stationery is only one-half of the transaction; the selling is the other half. And, in order to sell, the goods must be effectively and attractively displayed. The store must be attractive without and within, and store fixtures and equipment are not now regarded as an expense but as an investment.

In co-operation with Mr. H. VanDyne, Canadian manager for the Dennison Mfg. Co., Waterman's, 136 St. James street, Montreal, have during the past month by their window displays attracted a great deal of attention. The idea sought is to advertise the Ideal and thus benefit the retailer besides affording suggestions for imitation. The bottom of the window is of plain polished oak fronted by bevelled glass. Two of the unique displays stand out prominently. The first one contained as a centre a vase filled with life-like carnations of Dennison manufacture upon a centre-piece of their napkins. Upon the flooring on either side six pens and pencils were arranged, while suspended at an appropriate height just above these was a cluster-effect made of cardboard and ribbons containing 36 pens, one being gold mounted and the other silver. This window was varied by having as the centre stellar attraction roses instead of carnations.

Retailers can always obtain from the Waterman people full particulars regarding window displays, and their co-operation is assured in every case. An education in window possibilities is here apparent.

PERSONAL AND TRADE NOTES.

Mr. W. H. Bone, of T. N. Hibben & Co., Vancouver, called recently on the trade in Toronto.

Mr. S. Bradley Gurdy, manager of the Oxford Press, Toronto, is rusticated at Georgian Bay.

Recent callers on the Toronto trade were Messrs. Hay, of St. Thomas, and Mallagh, of Brantford.

Mr. S. E. Briggs, New York manager of Fleming H. Revell Co., spent some days in Toronto recently.

Mr. J. E. Robertson, manager of the Westminster Co., leaves shortly for his annual outing at Muskoka.

The Hammond Typewriter Co. have removed from Yonge street Arcade to 45 Adelaide street east, Toronto.

Mr. William Copp, of The Copp, Clark Co., Limited, Toronto, has left for a three weeks' vacation at Lake Massanoga.

The annual excursion of the manufactory of The Copp, Clark Co., Limited, was held on July 8. The trip was to Jackson's Point, and there were about 300 excursionists.

Mr. Wm. Foster Brown, the Montreal bookseller, is summering at St. Agathe des Monts. He has never fully recovered from his recent illness, and is taking a much needed rest.

Mr. E. M. Renouf, a prominent Montreal bookseller, Montreal, accompanied the Canadian artillery on their holiday trip the first of the month at Toronto and Niagara Falls.

A circular to the trade issued by the Copeland-Chat-terson Co., Limited, Toronto, announces that the firm have dismissed from their employ Messrs. W. E. Trout,