

VALENTINE'S HOLIDAY LINES

NOW READY

Standard Series

Christmas and New Year Cards

Private Greeting Cards

Christmas and New Year
Post Cards

Scotch Song Books

Irish Song Books

Welsh Song Books

Birthday Books

Children's Toy Books

Novellies.

Our samples of Xmas and Private Greeting Cards for the Fall and Holiday trade of 1907 are in the hands of our representatives, who will cover every section of Canada.

The line is easily the largest and most varied in our history and exclusiveness is the keynote. Our cards are above all profitable sellers. If you are not on our calling list send a post-card to our nearest office.

New Lines in Pictorial Post Cards.

Canadian Rural Life

" Farm Life

" Child Studies

" Animal Studies

Happy Memories

Happy Days

Boys will be Boys

Canada's Fair Daughters

"New Spelling"

"Rules of Golf," etc.

Standard Series Christmas Cards

The line of Christmas booklets has reached a point of perfection hitherto unattained. Rich and dainty designs appropriate to the season abound. The variety of subjects affords a broad selection.

Prices are \$3, \$4.50, \$8, \$12 and \$17 per gross.

Some of the more important finishes and subjects are classed thus: "Hand Painted Cards," "Bromide Photos," "Royal Wedgewood," "Wood Veneer," and "Pictorial Insets."

Note the new line of Artistic Blotters at \$1 per dozen.

Special Boxed Lots

Case A
Standard Series
Christmas Cards
\$7.50

Contains twenty-seven fancy boxes, each box containing 6 to 16 cards of very best quality and nicely assorted. Separate boxes can also be ordered, prices ranging from \$2 to \$6.25 per dozen boxes.

Case A-B
Standard Series
Christmas Cards
\$1.50

An ideal counter display stand with four compartments. Four dozen assorted choice Christmas Cards are in this case. The cards sell themselves.

Standard Series Private Greeting Cards

You can do a profitable trade in this line.

We furnish books free to reliable firms and our range of samples is most extensive, neat and charming. Good profits and right prices. Send for particulars.

The Valentine & Sons Publishing Co., Ltd.

CORISTINE BLDG., MONTREAL

ADELAIDE STREET EAST, TORONTO