

BE ALIVE

Going after business is like going after anything else. The more judgment displayed in the going, the more satisfactory will be the results.

- The most successful lines of goods on the market are those which absorb the entire attention of the concerns making them. They are most apt to be well made and most desirable.
- We make Tally Cards and Guest Cards. We make an immense line of them, and we put our whole soul and talent into their production.
- Small wonder, then, that The Elliott line is **THE LINE** of such goods on the market. We make and sell more Tally Cards and Guest Cards than the total production of all others engaged in the business.
- We almost dare to say that we export more than the combined production of others, for our Canadian trade has grown to immense proportions.
- There are many good new things in our line this year which we have not printed cuts of, nor even described in the trade papers, for good and sufficient reasons. We don't like to have all our good things copied while they are fresh, but are charitable enough to allow them to be copied after we have received full benefit of sales of same.
- It will certainly pay you to see our line before placing your orders for Tally Cards, etc.
- Exceedingly salable goods, such as English Calendar Pads, Die Stamped Holly Cards, Private Greeting Cards, Die Stamped Holly Postals, New Year's Passes and Checks, and several other original ideas are included in our line this year.
- We publish the only illustrated catalogue of this sort of goods. It's free for the asking.

THE
CHAS. H. ELLIOTT CO.

Engravers and Publishers

17th and Lehigh Avenue
PHILADELPHIA

J. Beagles & Co.

Wholesale and Export Manufacturers and Publishers of the
"J. B. & Co." Post-cards

Post-card Photographs of

CELEBRITIES

NEW Glossy Photo Cards
NEW Embossed "Cloth of Gold" Cards
NEW Luminous Pearl Cards

NEW Jewelled Cards
NEW Photo-colour Cards
NEW Bromide Cards

The most up-to-date and largest collection in England
Royalty, Clerical, Theatrical, Musical, Literary, and other Celebrities.
Fine New Selection of Actresses.

Write for the subjects you require.

THE J. B. & CO. POST-CARD ALBUMS

11, LITTLE BRITAIN, ALDERSGATE STREET,

LONDON, E.C., ENGLAND

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards.
Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.

8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

"Sports" Playing Cards



THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES

Leaders in a second
grade — GOOD
LUCK and ST.
LAWRENCE.

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO.,
Limited
MONTREAL.