

think it advisable to use too many of these. You could also include other articles before the holidays, such as calendars, old-style holiday cards and ready-made decorations, such as wreaths, vines, fans, paper bells, etc.

Picture post cards copied from photos can be had for about \$1.50 per hundred and up.

On the other cards you will not get a very large per cent. of profit by selling them at one half retail price, but you can be satisfied with a small per cent., as you sell in large lots, and if you place the packets in envelopes, enclose circulars listing other cards, and you should place one card of a set in each packet and then list the entire sets in your circulars. Thus you will get "second orders" without any other cost than the printed matter. And if you wish to go deeper you could offer the agent 25 per cent. of all such future sales within a year if they would send in the addresses of the purchasers of the cards, their occupation and other information that would enable you to intelligently solicit business from them by following up on such names.

You must remember that you are dealing with a better class of people, and it is worth while to do all that you reasonably can to get and hold their trade, as one agent like this, if he can be made to stay by you, is worth a dozen "kid agents," although they are by no means to be despised. They will put many a dollar in your pocket if you get a large number of them working for you.

It will be better, however, to give them 10 or 15-cent packets to sell, as they will get better that way. Some of them may work for a cash commission, but the majority will be drawn by offering suitable premiums, such as watches, dolls, cameras, air guns and other articles appealing to boys and girls. Articles of clothing, etc., have been offered, but I do not think they are as good as those mentioned. Children expect clothes from their parents, as a matter of course, but it is the toys and such like articles, that may be termed child luxuries, that they sometimes ask for in vain. Sometimes it is lack of money to buy, sometimes it is not; but then it is considered as only trash. Still, such articles are dear to the childish heart, and it is up to you to furnish them with these "without costing them a cent" and at a profit to yourself.

#### HOLIDAY LINES READY.

As compared with the old time Christmas cards the lines now shown exhibit a distinct advance in appropriateness and artistic effect. The Valentine and Sons Pub. Co., Ltd., with Canadian headquarters in Montreal and Toronto, have completed their lines of Christmas cards, and a glance through their range proves the above statement. Almost every conceivable design is used and the printing and general get up of the cards is of the best. They are showing a wide variety of designs in lines priced at \$3, \$4.50, \$8, \$12 and \$17 per gross. Some of the best series are classed as hand-painted cards, royal wedgwood, bromide photos, wood veneer, masonic cards, pictorial insects, cards for friends abroad, etc. To see their line is an education in modern holiday cards.

A novel idea employed by this firm is a case assortment of Christmas cards at \$7.50 the case. 27 artistic small boxes, each containing from 6 to 16 of the choicest Christmas cards. This plan aids sales. If desired the small boxes can be bought separately. Prices range from \$2 to \$6.25 per dozen boxes. Another assortment of their standard series Christmas cards is put up in a display counter stand selling at \$1.50. This stand contains four separate compartments and four dozen cards are given.

Many new lines of picture post cards have been added to their range. They are chiefly Canadian subjects. Two new comic sets are entitled "Rules of Golf" and "New Spelling." Their travelers are now showing samples of all the above lines.

#### PINE SHOWING FOR 1907.

Davidson Bros., London, England, are making great progress with their lines of calendars and Xmas cards, and they report that this season's output exceeds anything they have previously done. While there are no striking innovations this year in Xmas cards, a number of new features are nevertheless shown. One very taking line of folding cards has beautifully hand-painted cover, with panel or medallion containing real photos of popular subjects, scenery, animal studies, etc. This line is already one of the chief favorites. A number of new designs are shown in Xmas post cards, and those showing Canadian views are bound to meet with great success. It will be seen by the advertisement in this number that Davidson Bros. are now established in New York, their warehouse being situated at 73 Fifth Avenue.

#### IN NEW PREMISES.

The Illustrated Post Card Company are now in their new premises, 106 Notre Dame street east, opposite Court House, Montreal. All the latest lines and novelties are to be had. At the present time they are manufacturing many of their own cards and have every facility for quick handling of business.

#### REMARKABLE REPRODUCTIONS.

Remarkable results in the reproduction of famous paintings have been secured by Mr. Mortimer Menpes, the English artist, engraver and printer. He has taken a series of ten old masterpieces and has reproduced them so faithfully that it is difficult to remember in looking at them that they are not really oil paintings. The infinite softness, the tones of age, the very cracks in the canvas, are all so exactly copied that one receives from them the same impression as from the original pictures.

The series includes "The Age of Innocence" by Reynolds, "The Prince of Orange" by Van Dyck, "Lady Hamilton" by Romney, "The Laughing Cavalier" by Hals, "Study of Grief" by Greuze, "Mrs. Siddons" by Gainsborough, "Nelly O'Brien" by Reynolds, "The Doge" by Bellini, "An Old Lady" by Rembrandt, "Virgin and Child" Botticelli.

The Macmillan Co., of Canada, are selling these pictures in this country. The size is 24 x 19 inches and each picture is worth \$1. They are so unique as to be readily salable.

#### POSTAL CARD ACTIVITY.

A man in Chicago who makes picture post cards advertises that for one publisher he has printed four million cards since last September. For another he is turning out 50,000 cards seven days a week. That's just what one man is doing for two publishers. Just think of the other men engaged in the business in a wholesale way, and add on the up-to-date Canadian and American retailers getting out local views, and there appears to be a good deal of ginger in the post card business yet.