

PLEASANT RETROSPECTION.

IN reviewing the business of the year now drawing to a close, W. G. MacFarlane the postcard publisher and importer of Toronto and Buffalo states that the increase has many times exceeded the boom he anticipated. He states that it was almost impossible to cope with the demand so fast has the post card established itself in the favor of the American people. Stationers and booksellers all over the country have been the chief retail promoters of the picture post card, says Mr. MacFarlane, and the majority of the dealers have come to look upon the post card as one of their lively staples.

Rush orders for Christmas cards are already pouring in and right up to the last day "hurry-up orders" are expected. Very few dealers have fully anticipated the number of Christmas cards they will be able to sell this season.

A walk through the tinselling department of this house will at once give convincing evidence that tinselled cards are very much in favor. "Greetings from London," "Hamilton," etc., or whatever your town may be, tinselled on very pretty floral cards are one of the most popular styles of cards in Canada and the United States.

Orders for local view cards are also coming in thick and fast, and judging from the appearance of the photos the dealers recognize the advantage of good clear cut photographs; the better the photo the better the card. All of Mr. MacFarlane's local view work is executed in Germany with the exception of the half-tone. Not only are the Germans proficient in the art of printing, while their prices are exceedingly low, but few dealers know that the atmosphere of this country is not adopted for that particular style of printing.

Norman Caple & Company, Granville Street, Vancouver, B.C., are making a specialty of private Christmas greeting cards this year. They have issued a tasty little folder telling about them.

R. J. Soden, the Peterboro bookseller, is now settled in his new premises at 369 George Street. He has put in a fine stock of wall paper, and his general book and stationery stock is very complete.

A GROWING CONCERN.

WHAT is rapidly becoming an industrial concern of some repute had its inception early in 1902.

H. W. A. Dixon and Lewis M. Dixon commenced manufacturing carbon paper at 30 Wellington St. East, Toronto. In December 1904 they moved to larger premises at 31 Adelaide St. West, where they are now situated, and a joint stock company was formed under style of The Carbon Paper & Ribbon Manufacturing Co., Ltd. In the fall of 1905 H. W. A. Dixon located in New York City where the Dixon method of manufacturing carbon paper and typewriter ribbons enabled him to readily secure a strong foothold among the trade of that country. His place as business manager was taken by Mr. A. Bertram Holmes, and while continuing a policy of conservatism this pioneer industry steadily forged ahead with the result that they now have plans made for the erection of a three storey factory 60x90 feet, to enable them to meet the demands of a rapidly growing domestic and foreign trade.

The rapid strides of this Company are quite in keeping with the industrial progress of the country in general, and it is some satisfaction to note that the largely increasing demand for this commodity is being met by fellow citizens rather than by our neighbors to the south as formerly.

ABOUT JELLITAC.

JELLITAC is a snow-white, adhesive paste, excellent for mounting photographs, repairing wallpaper, pasting labels and similar work. It comes in the form of a powder, from which water has been evaporated. By replacing the water it instantly turns back again to paste. Being a dry powder, it will keep indefinitely. It overcomes such disadvantages as souring, hardening, crusting over the top or spoiling. When using, it is only necessary to wet up a small quantity at a time and thus always have paste that is fresh, smooth, sweet and clean. A 10 cent carton contains a quart of paste. Jellitac is manufactured by Arthur S. Hoyt, 90-92 West Broadway, New York.

THE DIFFERENCE

in price between our correspondence and wedding papers and the ordinary sorts is very small, but there is a great difference in looks, in style, in quality, in manufacture, in color combinations and designs.

Most of the time the common kind simply takes up room, while our kind sells, and at the proper profits. The papers that have quality, beauty and style are what the public want and insist upon, and the other kind is no attraction whatever. We have the most complete and salable line ever shown.

We can still supply choice assortments of our holiday boxes, and ship the same day, if necessary. Write or wire us.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.

