

This is the one reason why Hildesheimer's range of post cards is considered so valuable, for the scenes they reproduce are not only interesting as art studies but they remain of permanent interest. Celebrities are not overlooked in their series, but the company's facilities for doing landscape work are such that their chief energies are spent in that direction. The original paintings from which these post cards are made form a large gallery when hung, and one cannot fail to be impressed with the magnitude of the concern after a visit to the works and showrooms.

NELSON AND OTHER CARDS.

VISITS to the showrooms of J. Beagles & Co., post card publishers, in Little Britain, E.C., London, England, are always interesting, but more than usually so at the present time, just at the approach of the busy season. They have such a vast assortment of subjects and styles that enumeration is completely defied. On account of the Trafalgar Centenary a good lead is being made with a Nelson series of six photo cards that are of real historical interest. Scenes connected with the great naval battle are depicted, and a plan of the manoeuvres is also shown, giving the names of the principal battleships. One of the favorites in this set shows Lord Nelson in his cabin on the "Victory," with a copy of the famous prayer uttered on the eve of battle.

Besides this interesting set there is a new line of "crayon and gold" hand-colored celebrities that are in the penny list, although they have the appearance of 2d cards. The background of gold gives a wonderfully rich appearance to these cards.

A most charming line of French actresses, colored by hand, as well as tastefully decorated with tinsel and spangle, are in great demand for shipping trade, and there have been so many subjects recently added to the ordinary lines of post cards that there seems to be absolutely no finality.

A PHONOGRAPHIC POSTAL CARD.

THE latest thing in postals is one on which a phonographic message may be recorded by means of a special form of talking machine, the message being reproduced in the sender's voice by the recipient, who uses a similar machine. This novelty has just been introduced in Paris, and, if it is as efficient as it is represented to be, it ought to be popular. Below appears a description contributed to *La Nature* (Paris) by Mr. Henri-Rene d'Allemange. He says:

"The phonopostal is an apparatus intended to record and afterward reproduce the human voice with the aid of a piece of cardboard of the size and shape of a postal card. The idea of replacing the wax-covered cylinder of the ordinary phonographs with a sheet of paper that may be sent like a letter had already been conceived by the great intellect of Jules Verne, who, pushing present inventions to their extreme limits, foresaw much that would one day be successfully realized. Nevertheless, Jules Verne was not the inventor, properly speaking, of dirigible balloons or submarines; he was endowed with a sort of second sight, and it was left for more practical minds to realize the dreams of the charming writer who was the delight of our younger days.

"The advantages of the phonopostal are many: in these days of extended tours there can be nothing more attractive than to put in one's automobile or in a corner of one's bag this apparatus, which takes up no more

room than two or three boxes of letterpaper. By adding a few dozen cards prepared for use as records, we may, at each stopping place, send to those at home fresh and, as we may say, vibrant news of our journey. On the other hand, the explorer may also receive news from his family—not the limited news of the ordinary epistle, but news in which he may hear the soft voices of his children, and recognize the sweet prattle of babies yet too small to hold pen or pencil; and this charming sensation of freshness and remembrance may be renewed again and again, for one of the peculiarities of the phonocard is its power of indefinite use.

"Besides these evident advantages, the new invention may also be used to note down the songs and airs peculiar to the country through which one is traveling. A double souvenir may thus be obtained, for on the back of the phonocard may be pasted photographs intended to commemorate the most interesting views of the journey."

"The sounds are recorded in a spiral, beginning at the edge of the card and growing continually smaller until the last circle is barely as large as a 10-centime piece. The groove made is so hard that even the two postmarks are not able to destroy more than a syllable or two.

"On one card there may easily be inscribed 75 to 80 words, which is sufficient to give ample news. We should not forget that the phonocard merely aims at filling the same place as the illustrated post card.

"One of the most appreciable advantages of this new mode of communication is to assure the relative secrecy of the correspondence. Until it is so well known to the public that janitors feel obliged to provide themselves with the reproducing apparatus, the members of this honorable body will be deprived of the pleasure of reading the correspondence of tenants. We have almost a new cipher, easy of use and demanding neither preliminary study nor special knowledge.

PEACE.

JAPAN is in everybody's mind to-day and Japanese goods are sure to be more in demand than ever. To all photo dealers, etc., who are also selling pictorial post cards, mention should be made of the Cardinal series of pictorial post cards published by F. A. Horle & Co., of Cardinal House, 8 St. John's Lane, E.C., which include, besides English watering places, cathedrals, cats and dogs, etc., a very fine selection of real Japanese pictorial post cards, which are now selling better than ever.

Messrs. Horle also hold a very large stock of real Japanese serviettes, both flat and boxed, and all dealers before buying in their Winter stocks should write to the above firm for samples and prices, as they are good selling lines and just the thing for the coming festive season. Also, notice should be made of the post card albums of the above firm, which form one of the most acceptable Christmas presents of the day.

NOTES.

The Toronto News Co. have recently issued a handsome series of views in and around Toronto. These cards are beautifully colored and include several pretty park scenes.

Warwick Bros. & Rutter, Limited, show thirty different sets of Tuck's Christmas post cards, each set consisting of six cards. These offerings are all of an appropriate nature, and are all characterized by the excellence that marks Tuck's goods.