

PICTURE POSTCARDS

WILL BE A RECORD YEAR

MARA-KEOUS as has been the growth of the picture postcard idea in the past, there seems little reason to doubt that this year will see a development of the business which will throw every past season into the shade. The craze for collecting cards has not yet reached anything like its limit. In fact it might well be argued that the craze has not struck Canada yet at all. It certainly has not, if conditions here are contrasted with those that prevail in Europe. This being the case, it can safely be prophesied that manufacturers of picture postcards will find in Canada a profitable field during the coming season.

A point worth noting is that this year the tourist trade bids fair to prove a more important factor. The



CROW EAGLE. A-PIEGAN-CHIEF.
No. 22 of W. G. MacFarlane's Indian Series.

past three years have been poor years for travelers of the tourist class, reaching a climax last Summer. A change is now in order which may be confidently looked for this year.

Need it be impressed on dealers to get into this business and make some money out of it? The stock is easily handled and readily displayed, it, moreover, serves to advertise other goods. There are numerous manufacturers who are marketing a huge variety of cards at lowest possible prices. The demand is something that can be counted on in any community. With all these favorable conditions there is reasonable ground for believing that the trade in picture postcards can be made highly profitable.

BUSINESS TAKEN OVER.

W. G. MACFARLANE, whose publishing business in souvenir books and souvenir postcards has been carried on in the name of Grip, Limited, Toronto, took over the business on the 1st of February, and will henceforth carry it on in his own name. Mr. MacFarlane reports a rapidly increasing business in souvenir books and postcards. His business has increased very substantially in the last two years and prospects for this year look very bright. A large volume of orders are already booked for Spring delivery.

His Naturotype process in colored cards is very popular, and dealers should write for prices for their contract orders before closing. Mr. MacFarlane has taken hold of the lines of Stewart & Woolf (London), and W. & A. K. Johnston (Edinburgh), in fancy and comic cards, and reports a very heavy demand for these lines. He will also supply postcard albums and postcard racks, burnt leather postcards, letter cards and a variety of other souvenir novelties.

Mr. Willis E. Hebb is representing Mr. MacFarlane in the Maritime Provinces. Mr. W. S. Rennie will shortly take out the line covering Ontario towns. Mr. G. L. Smith takes care of the Toronto trade. Dealers before placing their orders should see Mr. MacFarlane's lines. To ensure early delivery of contract orders for the Naturotype and other lines of cards, dealers should place their orders early, as facilities will be taxed to their utmost this Spring to supply the demand.

NOTES.

The Picture Postcard Co., of Ottawa, are keeping right up to the times and are constantly adding new views to their already large assortment. They are particularly proud of their new colored cards.

German manufacturers of picture postcards have been agitating for some time to get the postoffice authorities to consent to half the address side of cards being reserved for correspondence as in England, France, Holland, Belgium, Switzerland, and other countries.

Warwick Bros. & Rutter, Limited, are now handling Tuck & Son's colored cards illustrating Montreal, Toronto and Ottawa. There are six views each of Montreal and Toronto and three of Ottawa. The cards are produced in Tucks' best style, which is a sufficient guarantee of quality.

In order to keep pace with the growing demand for picture postcards W. J. Gage & Co. are largely increasing their line, and are now showing souvenir postcards in all styles,—embossed, colored and plain. They make to order special local views of any place, in any quantity. Their travelers are booking some very large orders for this line of goods.

In the Spring a shopman's fancy has to turn to thoughts of views, and for the coming Summer view-card season every prudential retailer must lay his plans. The fashion now is to have at least one set of "our own" view postcards, and undoubtedly these are a great help in pushing trade, both to one's regular customers and to the casual visitor. Most of the large firms will now print you a special edition—or, at any rate, special envelopes for a moderate edition—of local view cards, and though I do not defend cutting, I conceive that it might sometimes be desirable to reduce the price a trifle, in view of the advertisement gained for one's business by the special packet of "our own" postcards bearing the name and address of your firm—E. W. Richardson in the Stationery Trades Journal.