

CHRISTMAS GOODS.

The Toronto News Company

42 YONGE STREET, TORONTO,

Take Pleasure in announcing that their Travellers are now on the Road
with samples of

CHRISTMAS AND BIRTHDAY CARDS,

Booklets, Novelties, Plush Goods, etc.

They show, among other specialties, the celebrated HILDESHEIMER & FAULKNER (H. & F.)

Gold Medal Christmas Cards

This well known series is entirely new for next season—new designs and new shapes—and will maintain the especially high reputation which their line has so deservedly acquired. Also a magnificent line of

H. & F. Booklets

Perfect Gems of Art, and which undoubtedly take the lead—away ahead of anything in their line. The few dealers who secured them last year are buying very largely for next season.

Also a splendid line of **Satin and Plush Novelties**, in endless variety and at all prices, from the cheapest to the most expensive. No dealer can miss seeing these novelties, as they are new and beautiful.

Also a large and varied range of samples of

Plush Goods

And other Goods suitable for the Stationer's and Bookseller's Christmas trade.

☞ Every dealer should see these Goods without fail, as they will be found to be **SPLENDID VALUE**, and offered on **LIBERAL TERMS**.

THE TORONTO NEWS COMPANY,

42 Yonge Street, Toronto, Ont.

☞ Have you the Latest Novelty, the **ROAMING TURTLE**? Retail for 15 cents and selling like wildfire; order a sample dozen.