



PICTURE POST CARDS



SPECIAL COLOR EFFECTS.

Delittle, Fenwick & Co., of York, England, who were among the earliest producers of picture post cards, and have been the originators of many strikingly successful series, are now making a speciality of colored view post cards from customers' own negatives or photographs. The cards produced by them possess three essential features, viz., fine detail, harmonious coloring and moderate price. A handsome booklet (a revised edition of which is now ready) gives full information as to prices and quantities of Defeo Chrome, Moonlight and Carbon Gravure styles and will be sent to any enquirer on receipt of request accompanied by trade card or memo form. To buyers who can place orders for full sheets specially advantageous terms can be quoted.

They have also been very successful with humorous cards localized for different holiday resorts, the distinguishing features being, bright coloring, good drawing and a commendable freedom from any trace of vulgarity.

The moonlight effect and carbon gravure style of card have had an immense success in Great Britain. There are many localities in this country of which views got up in either of these styles would be decidedly novel and effective, and Delittle, Fenwick & Co. will be pleased to give any further particulars required.

The whole of the work is executed on their own premises at York, England, under the direct personal supervision of the principals and all cards produced by them can be relied upon to give the utmost satisfaction. Delittle, Fenwick & Co. have for the present season largely exceeded all their previous records, both for quantity and quality of output.

THE "J. B. & CO." SERIES.

The trade may always confidently expect something particularly good in design and workmanship from J. Beagles & Co., and in looking over their latest productions The Bookseller and Stationer has come across a number of new cards, which merit attention.

This post card house is always thoroughly up-to-date and it is not surprising to find that they have a very large range of actors and actresses in their newest roles. They have also a big selection of new child and animal studies, which are proving popular favorites. Their flower and fruit studies, in real photo effect and tastefully hand-colored, are admirably true to life and will appeal to a large class of collectors.

The "J. B. & Co." series also include a novelty in greeting and invitation cards. The invitation cards are real photos, representing well-known stage favorites at lunch or at tea or in the drawing room, as the case may be, and each bears some such suitable invitation as "Come to Lunch—," "Join our little party—," "We have a little music—." The idea is clever and the cards certainly form very dainty little invitation missives.

J. Beagles & Co. are pushing their mammoth bas relief cards amongst the Canadian trade. These may be had either uncolored or colored and jewelled and spangled. The publishers are promising something quite new in bas

relief cards of the ordinary size, details of which, they are not at the moment prepared to make public. Particulars of this novelty, however, and of all their different lines will be gladly given to such readers of The Bookseller and Stationer as apply on their business letter-heads. They are also making a speciality of printing local views, etc., from customers' own photographs, and all information in connection therewith may be had from their London offices, 9-11 Little Britain, London, England.

SOME USEFUL HINTS.

A writer in the Post Card and Novelty Trade gives readers of that paper the benefit of some ideas, which he gleaned from New York post card stores. Among other things he says a decoration for the walls of a post card store which is very appropriate is the use of the new post card wall paper, which has places for the insertion of post cards. This paper is used with highly decorative effect in a post card store on One Hundred and Twenty-fifth St., New York City. The walls are covered up to a height of about ten feet, with post card racks filled with cards. Up above this the wallpaper shows, with the post cards inserted at intervals sufficiently infrequent to set the views off well and permit of examination by customers. The wallpaper has great possibilities, not only because it shows cards so well, but because the effect is so entirely new and novel as to call instant attention to a display made in this way.

A Post Card Sign.

One of the best post card signs we have seen is a simple one in Evan's drag store, corner Eleventh and Arch Sts., Philadelphia. The signs hang directly over a big table of post cards and a most attractive display of the little pasteboards in holders is in the immediate vicinity on three sides of the sign. The sign is visible from two streets, placed so that people from either side of the corner can look in on it through the window and door.

The sign hangs from the ceiling. It consists of a black box, made with a light plain frame, painted black and the sides filled in with what seems to the casual observer to be heavy black paper. The front and back of the box are about three and one-half feet wide by about eighteen inches high. Inside the box electric lights are placed. They shine through transparent letters, made by placing celluloid or some such medium over letters cut in the black paper. The words on the sign are simply "Post Cards." Red celluloid was used and the effect is very good, better even perhaps, than as if glass had been used. The alternate turning on and off of the current controlling the electric light makes the sign visible at intervals of a few seconds.

Sameness of Mistake.

Some stores in arranging for a display of post cards make the mistake of having only one kind of rack or holder in use in the large department devoted exclusively to post cards. Now, no matter how good a holder or rack is, if it be the only method in use to display a great many cards the effect is very monotonous. It is one which sells