

DO YOU REQUIRE PICTORIAL POST CARDS?

1906 **NOVELTIES** 1906

Our Special Offer

In order to create a still greater demand for the famous "Star Series" of Pictorial Post Cards throughout Canada, we have prepared an

ASSORTED SAMPLE PARCEL

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360 Splendidly Assorted Cards for \$3.00

180 " " " 1.50

Retail value of \$3.00 parcel - - - 9.50

" " 1.50 " - - - 4.75

Our Sample Parcels are sent carriage paid and will be dispatched from April 10th, to May 1st, 1906

ORDER AT ONCE

SEND MONEY ORDER

Please Note that as we issue these parcels as samples and not for profit, we can send only one parcel to each customer.

PRINTING ON PICTURE POST CARDS!

QUESTION:

Who is the Cheapest and Best Printer for Post Card Publishers?

ANSWER:

Frankel & Co.

FINE ART PRINTERS AND PUBLISHERS

245 Shaftesbury Ave.

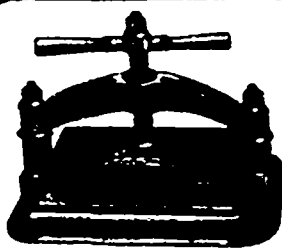
Corner of New Oxford Street

LONDON, W.C., ENGLAND

WRITE AT ONCE!

For samples and prices, stating number of views and quantity of each subject required.

Persons addressing advertisers will kindly mention having seen their advertisement in BOOKSELLER AND STATIONER.



FOR COPYING PRESSES

ALL SIZES
from Quarto Post to
largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - 81,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of
one dollar and upwards



\$100,000.00 WORTH OF TALKING MACHINES AND RECORDS IN ONE YEAR

That is what a dealer in a town of only 25,000 inhabitants will

What is the population of your town?

What are your annual Berliner Gramophone and Victor Talking Machine sales?

What number of our records do you sell monthly?

However large your turnover is it can be enlarged if you go about it right.

Get a good supply of instruments and records and always have the records people want. Let them know you have them and you will have a steady sale every month, and an ever increasing trade with profits that are liberal and assured.

This month we are publishing about fifty new records, amongst which are the following superb records by Madame Mehta and Madame Schumann-Heink.

- | | |
|---|--|
| No. | No. |
| 85882 Sweet Thoughts at Home. | 94801 Les Anges Pleurent |
| 85883 But the Lord is Merciful to His Own | 94802 Chant Ventilate. |
| 85884 Samson and Delilah—Arie. | 94803 Come Back to Erin. |
| 85885 Der Fischer—Arie. | 94804 Auld Lang Syne. |
| 85886 Lucretia Borgia—Hindawi. | 94805 God Talks at Home. |
| | 94806 Good Night. |
| | 94807 Arry on the Hill there Runs a Stream |
| | 95826 Home Sweet Home |
| | 95827 To Wear the Girdle Lark. |
| | 95828 See to See. |

Send for full list of records and instruments with liberal discounts to the trade.

The Berliner Gramophone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.
Toronto Winnipeg Vancouver