

The "MILKY-WAY" of CHRISTMAS CARDS!

Each card a star — a lucky star — forming a galaxy of brightness and beauty. Ours is a constellation that will influence the life and character of your card counter—if you will let it.



One of our "monopoly" cards.

We'll have something to say about Post Cards later on. Our new factory is turning them out at the rate of 250,000 weekly.

There's no Limit to the variety of design and beauty in our cards for coming season. We've provided for every taste and have combined the ornamental and the artistic, with the result that, from our cheapest line upwards, there is a long array of dazzling delights.

Our "Celluloids"— cut out, embossed, and hand-colored, are more tempting than ever. These are in all prices and every card is a fascination. With ribbon bow, or cord and tassel. A strong feature of this season's cards is the hand coloring. The effect is far beyond ordinary color work. Don't fail to run through our sample books as soon as you can.

Our Motto Cards are in their second season. Last year's success foreshadows big demand this year. We have 8 designs—4 oblong and 4 upright (about 8 x 12). All cut out designs, floral and otherwise, with wish or motto in gilt. Suitable for New Year, Birthday or any event. Sell all the year round at five cents.

DAVIDSON BROS. LONDON
ENGLAND

Agents in Canada: THE COPP, CLARK CO., Limited