

HOLIDAY • CATALOG of A SAN FRANCISCO PUBLISHER

THE ARRANGEMENT OF THIS CATALOG IS ALPHABETICAL ACCORDING TO THE TITLES, WITH THE FOLLOWING CLASSIFICATIONS APPEARING IN THE ALPHABETICAL SEQUENCE: CALIFORNIA, page 4; CHILDREN'S BOOKS, page 5; DAINTY GIFTS, page 8; ESSAY AND TRAVEL, page 9; GAIETY BOOKS, page 11; GIFT BOOKS, page 12; RECORD BOOKS, page 18

OUT OF BONDAGE

*I stand on the outermost brink,
As far as the path may be trod,
Where mortal brain must cease to think
And the heart cries out for God.*

*His temple gateway is here
Where I see but the void abyss;
But I know I am His and I need not fear,
And I tell my Maker this:*

*I am not afraid to be Man;
To be Atom where Thou art Whole;
To take my place in the august plan
That circles Thee and my soul.*

*Fanny Hodges Newman, in
"Out of Bondage" and
Other Poems.*

PAUL ELDER AND COMPANY
TWO-THIRTY-NINE GRANT
• AVENUE • SAN FRANCISCO •

From SOME WORLD-CIRCUIT
SAUNTERINGS · By WIL-
LIAM FORD NICHOLS, EPIS-
COPAL BISHOP OF CALIFORNIA

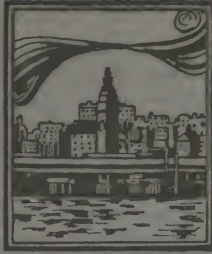
“Saunter’ some think comes from *Sainte terre*, which would make a saunterer literally one who visits the Holy Land. Whether this can pass muster with the ‘latest unabridged’ or not we need not stop to inquire, but the sentiment of such a derivation, even if it is imaginary, seems to happily dictate that particular word for use here. Having been asked to tell something of our trip around the world, the dates and itinerary of which were shaped a good deal by adjustment to a visit to Jerusalem at Eastertime, the ‘sauntering’ in the sense just mentioned seems a not inapt title-term. And then when one’s big-hearted Diocese has sent him and his family on such a ‘leave’ putting an ample letter of credit in his pocket, starting him out, so to speak, under Church auspices, and his point of view must be everywhere that of a parson, and so lead to the constant ‘natural selection’ of places and phases of life of historic or present day religious interest, and the impressions gathered from it all must perforce be colored a good deal by their bearings upon the faiths of the world, it has seemed to make one in this sense a saunterer during the whole world circuit, as he came in contact with many lands held by their respective devotees to be holy.”

— *William Ford Nichols.*

PROFESSOR BERNHARDI · A
COMEDY BY MR. ARTHUR
SCHNITZLER · ADAPTED
INTO ENGLISH by MRS. EMIL POHLI

A play to read, to ponder over. It is the author’s latest and most daring drama. Professor Bernhardi is a great physician, so completely absorbed in his work that he sees only his patient and the particular disease and cares not for the claims of religion or society if they conflict with what he considers his duty. Out of this develops a dramatic war between the physician and the clergy. A tremendously strong play.

— *Buffalo Express.*



DO YOU KNOW SAN FRANCISCO AS IT WAS?

- Do you know the first street of San Francisco, and where the first house stood?
- Do you know where were the first Post Office, Custom House, School House and Churches?
- Do you know that the population of San Francisco was once half Mormon?
- Do you know that the laundries of San Francisco were once in China and the Sandwich Islands?
- Do you know how many times the business part of San Francisco has been wiped out by fire?
- Do you know how far into the present business portion of the city the bay extended in early days?
- Do you know the strange purposes which many of the ships in San Francisco Bay served in 1849 and the early fifties?
- Do you remember the old Cobweb Museum, the Emperor Norton, the What Cheer House, Fort Gunnybags and Washerwoman's Lagoon?
- Do you remember Russ's Garden, The Willows, Hayes Park and Woodward's Garden?
- Do you know about the lagoon near Sacramento and Montgomery Streets and Captain Hinckley's bridge?
- Do you know about the toll-gate that once stood near the present intersection of Kearny and Post Streets?

The answers to all the preceding queries
and a world of other interesting material is set
forth in a well arranged manner in this
splendid illustrated book

SAN FRANCISCO

AS IT WAS ·
AS IT IS · AND HOW TO
SEE IT

BY HELEN THROOP PURDY

A picturesque sketch of the unique
city by the Golden Gate; its history;
its present accomplishments; and its
immediate prospects. Illustrated with
two hundred and twenty-five plates,
including many full page views and
text inserts of past and present scenes.

1915 Edition: Bound in boards, with
pictured inlay, square linen back and uniform
jacket. *\$2.50 net; by mail, \$2.75.

Pioneer Edition: Bound in full pigskin.

*\$6.00 net; by mail, \$6.25

PAUL ELDER & COMPANY
PUBLISHERS
No. 239 GRANT AVENUE
SAN FRANCISCO



I have never seen a more attractive set of books than your "Small Talks on Card Games." They are not only attractive to look at, but very instructive. I am sure all people could be card players if they would read them. — K. Bielman, Ex-President Women's Whist League, Detroit, Mich.

NOVEL CARD GAME SET

Virginia M. Meyer
writes a set of six instructive card
manuals, including "How to
Become a Good Card
Player."

SMALL TALKS ON CARD GAMES by the well known teacher, Virginia M. Meyer, a novel little set of six miniature books on popular card games enclosed in a conventional card case has just been published by Paul Elder & Company, San Francisco, at the modest sum of \$1.00. The fascinating little volumes are delightfully printed in two colors with appropriate decorations and are bound in flexible levant cover. Enclosed in the handsome case, the set will make an appropriate gift to any card player and is especially suitable as a unique card prize.

While this may have been in the mind of Mrs. Meyer, her real object was to present in the fewest, clearest words possible, the games she chose for the little set of books. One volume in the set, entitled "HOW TO BECOME A GOOD CARD PLAYER" is the only book of its kind. It is not needed by the artistic expert, but that same expert would heartily endorse each thought in it. Its object is to teach card players how to reason, how to train the memory to become familiar with the little niceties that at once stamp the first class card players. Included with it is "B's Without a Sting," a little "stunt" giving twenty-five thoughts arranged in alphabetical order and that are sure to be as helpful as the author's previous aids to the auction player known as "Jingles that Help."

The wee book on ROYAL AUCTION, another one of the set, is arranged in such a way that any one must quickly grasp the bidding system and be intelligently able to meet "Auction" players of high caliber on common ground. While not an exponent of the high spade calls, Mrs. Meyer has given those of Mr. Milton C. Work a prominent place. PINOCLE with its Auction version is made very plain in another book which covers in a few words the different phases of the popular game. Mrs.



I am delighted with the excellent card game manuals by Mrs. Meyer. They are accurate and dependable. The little set is a charming novelty.

*—Bessie Dickinson, Teacher of Card Games,
Syracuse, New York.*

Meyer happily chose the three most popular PATIENCE or "SOLITAIRE" games for another of the small books, that will be a boon to the many who pass much time with the fascination of Solitaires. FIVE HUNDRED is carefully explained, showing the values of hands. Also a brief analysis on Auction Five Hundred that differs some from the old game. Finally CONQUIAN, "Coon Can" or "Rhum" was thought worthy of a place in the set. There is just enough of interest in this game to fill a book this size. A few questions and answers that are given bring out the most important points.

Each booklet in this splendid collection will well repay a careful perusal and will add wonderfully to the reader's knowledge of this delightful amusement. Indeed it is a marvel how six such exceedingly small books could carry all they do.

Paul Elder & Company are placing on the market an excellent Auction Score Pad arranged by Mrs. Meyer, issued in their usual artistic style—also one for 500. Another feature is a set of Celluloid Score Slates, attractively made, which may be repeatedly used.

SMALL TALKS ON CARD GAMES (Set)

By Virginia M. Meyer. Six concise booklets that tell how to play Royal Auction, Five Hundred, Conquian, Pinocle, Patience, and How to Become a Good Card Player. A unique set, just the size of a pack of cards, enclosed in a card case.

Mrs. Meyer is well known as a successful teacher of card games and her previous books have shown that she has the art of presenting the essentials of a game in the briefest, most understandable manner. This little set is a most delightful novelty, available for prizes, gifts or personal text books.

"The card-playing of today is more than mere amusement. It has become a science—and if played along scientific lines will help the power of reasoning and strengthen the memory. Some claim card-playing is harmful—this is true only when it is carried to excess—and may be said of other things as well."

Assembly Edition. Printed from hand-set type, in two colors on French vellum, and bound in flexible levant cover and gold, with stained edges. The six booklets, a set just the size of a pack of cards, enclosed in a uniform card case. \$1.00 net; by mail, \$1.05.

SMALL TALKS ON CARD GAMES (Individual)

The several manuals by Mrs. Virginia M. Meyer, some of which in a different format are included in the above set, are published separately as follows:

BRIDGE (SMALL TALKS ON). Lucid helps on scientific playing, in handy form. By Virginia M. Meyer. Tenth revised edition. Rub-



I have always found books of which Mrs. Virginia M. Meyer is the author to be accurate, up to date, and most clearly and concisely written. I can heartily recommend "Small Talks on Card Games" to students and lovers of card games.—M. Ida Moore, Teacher of Card Games, Denver, Colo.

ricated. Ace o' Spades Edition. Tekoa boards, 50 cents, net; by mail, 54 cents.

"My talks on Bridge are so simplified that even a beginner may readily understand them. While learning to play it will be well to follow the rigid rules and marks. After that, let experience be your teacher."

CONQUIAN OR "COON CAN" (SMALL TALKS ON). The best round game of the day with just a wee bit of science in it that can be quickly learned. By Virginia M. Meyer. Second and revised issue. Senora Edition. Flexible onyx repousse cover, 25 cents, net; by mail, 28 cents.

"Conquian, commonly called 'Coon Can,' because any old 'Coon Can' and 'Rhum' for no reason that is known, is an old Spanish game played, in the beginning, principally in Mexico and Spanish-American countries. It is popular in London clubs, and fast becoming so in all places."

500 AND AUCTION 500 (SMALL TALKS ON). The first text book treating 500 with the popular Auction feature. By Virginia M. Meyer. Cinq-cent Edition. Flexible onyx repousse cover, 25 cents, net; by mail, 28 cents.

"Now that Five Hundred has joined the Auction ranks, it is safe to say its popularity is assured. The Bridge and Auction players have heretofore smiled at the mention of Five Hundred, but had it been played on a more scientific basis it would have been classed with the games of higher merit."

HOW TO BECOME A GOOD CARD PLAYER (SMALL TALKS ON) AND TWENTY-FIVE BE'S WITHOUT A STING. A unique text book in its simple general outlines of how to learn games quickly. By Virginia M. Meyer. Students' Edition. Flexible onyx repousse cover, 25 cents, net; by mail, 28 cents.

"This book is written with the hope that it will be a genuine help to those who aim for the best in cards. It will deal with no game in particular, but with things in general. The one who knows just enough to want to know more—to him this book will appeal."

PINOCLE AND AUCTION PINOCLE (SMALL TALKS ON). A game fast gaining in favor, and filling the need of one for two or three players. By Virginia M. Meyer. German-American Edition. Flexible onyx repousse cover, 25 cents, net; by mail, 28 cents.

"Why the German games have not become more popular among the Americans is a matter of wonder to those who have become familiar with them."

PATIENCE GROUP (A) — POKER PATIENCE, CANFIELD, A DOUBLE PATIENCE (SMALL TALKS ON). Games affording the fascination of beating the cards. By Virginia M. Meyer. Solitaire Edition. Flexible onyx repousse cover, 25 cents, net; mail, 28c.

"At least half the games of Patience or Solitaire are governed by chance. While such lack the problematic element, they have a fascination that will hold the attention for hours at a time."

ROYAL (LILY) AUCTION IN A NUTSHELL AND SMALL TALKS ON AUCTION BRIDGE. Elucidating a Fascinating Game. By Virginia M. Meyer. Fifth revised edition presenting the latest rulings of the game, to which is added JINGLES THAT HELP. The Kernel Edition. Rubricated, bound in flexible Tekoa, 50 cents, net; by mail, 54 cents.

"The innovation of Royals has done away with much that is fascinating in the game, but it adds strong points well worth consideration. The concise rules given below should improve the reckless bidding of today, and as soon as this is done the tomorrows of this splendid game will be many more."



Mrs. Virginia M. Meyer's "Small Talks on Card Games" consist of six dainty books, each presenting the salient points of a game concisely with no unnecessary verbiage to dim the clearness of the instruction.— Bessie Dickinson, Author of The Cards, Bridge Abridged, Bridge Essentials, etc.

SCORE TABLETS

Arranged by Virginia M. Meyer. The scoring tables are completely set forth on the mount and a brief digest given on each leaf with convenient rulings.

SCORE TABLET FOR AUCTION, ROYAL (LILY) AUCTION, BRIDGE AND NULLO, (which is the very latest phase of the game). The latest rulings of the games. Artistically printed on interesting duplex paper, 48 leaves, with gold heading and Rhododendrum mount, rubricated. Size $8\frac{1}{2} \times 4\frac{1}{4}$ inches. Royal Edition. 25 cents, net; by mail, 28 cents.

SCORE TABLET FOR 500 AND AUCTION 500. With space for scoring games and additional space for keeping individual records. Uniform with the above. Auction Edition. 25 cents, net; by mail, 28.

SCORE SLATES

Arranged by Virginia M. Meyer. An innovation, printed on surfaced celluloid. The penciled records may be erased and the slate repeatedly used.

RECORD EDITION. Tastefully printed with concise scoring tables on one side and correctly ruled forms for the score record on the other. Size $3\frac{1}{2} \times 6$ inches. Each 10 cents, net; by mail, 12 cents. (But little additional is required for postage on a number.)

1. **AUCTION, ROYAL (LILY) AUCTION AND BRIDGE SCORE.**
2. **PROGRESSIVE AUCTION, ROYAL (LILY) AUCTION AND BRIDGE SCORE.** An individual score card to be used at Progressive games.
3. **500 AND AUCTION 500 SCORE.** With space for scoring games and additional space for keeping individual records.
4. **PROGRESSIVE 500 AND AUCTION 500.** An individual score card to be used at Progressive games.

**PAUL ELDER AND COMPANY
TWO-THIRTY-NINE GRANT
AVENUE · SAN FRANCISCO**

Supplement to the Holiday Catalog of a San Francisco Publisher

CHRISTMAS AND NEW YEAR'S CARDS,
CALENDARS, GREETINGS, MOTTOES
AND LEAFLETS FOR ALL OCCASIONS

Christmas and New Year's Cards

HERE are the newest greetings, beautiful and dignified, or familiar and dainty, on lovely hand-made papers—all of them choice and appropriate for the Yuletide season.

"Merry Christmas to You." X. 1. A miniature, personal greeting, with "Merry Christmas to You," hand-lettered and brightly illuminated in four colors on a Florentine deckle-edge folder. Size $2\frac{7}{8} \times 2\frac{3}{4}$ inches. Each, 5 cents, net; postage, 2 cents; by the dozen, 50 cents, net. In a bright red envelope.

A Christmas Gift of Love. X. 2. By Elsinore Robinson Crowell. A screen card of French vellum. The doors, quaintly colored, opening upon the paneled verses and a dainty picture of mother and child at the Christmas Tree Emblem. This will appeal to all who, tired of gift extravagance, are looking for the true spirit in the token. Size folded, $6 \times 4\frac{1}{4}$ inches. In an envelope. 20 cents, net; postage, 2 cents.

"I send to you, my friend, this Christmas day, the thing in all the world I hold most dear. All radiant with the life and warmth of truth, the old-time blessed Christmas gift of love."

"Merry Christmas." X. 3. Another little tot of Jean Oliver's standing overwhelmed before the Christmas tree, much beribboned and ready for the festivities. Brightly hand-colored on a chameleon folder. Size $3\frac{1}{4} \times 4\frac{1}{8}$ inches. In a dainty green envelope. 15 cents, net; postage, 2 cents.

A Dally Wish. X. 4. The new card by Agnes Greene Foster. Designed and hand-lettered by Harold Sichel. Printed on a folder of beautiful green Lombardina deckle-edge cover. Size $4 \times 5\frac{1}{2}$ inches. In a rich deckle-edge, uniform envelope. 15 cents, net; postage 2 cents.

"I would not have you other than you are, impossible 'twould be to sweeter grow; No better wish can I express for you, Than to repeat my prayer—God keep you so."

"God Bless the Master of this House." X. 5. This beautiful old-time greeting has been designed in lovely type and rule embellishments by John Bernhardt Swart, and printed in gold and colors on a deckle-edge folder of rich golden-hued Lombardina cover. Size $6\frac{1}{2} \times 4$ inches. In a deckle-edge uniform envelope. 15 cents, net; postage, 2 cents.

"God bless the Master of this house, Likewise the Mistress too. And all the little Children, That 'round the table go."

A Christmas Toast. X. 6. By Frances Woodward Tyler. Another card designed in type and rules by John Bernhardt Swart, and printed in gold and delicate tones on Van Gelder hand-made paper. These lines of healthful greeting are equally appropriate for Christmas or New Year's day. Size $3\frac{1}{4} \times 6\frac{1}{2}$ inches. Enveloped. 15 cents, net; postage, 2 cents.

Greetings: "Comrade, here's good health to you, and joy enough for savour, a gladdening ray in the dally gray, lest fortune loose its flavour. Here's laughter, love and a little wealth, and of leisure a bit for dreaming, and here's to the deeds that we may do, in the year whose dawn is gleaming."—Copyright.

A Christmas Deed. X. 7. By Julia K. Shroul. A legal greeting, with blanks for personal engrossing and signature, duly witnessed by Good Cheer, Loving Kindness, Kris Kringle, and Jolly Christmas. Properly illuminated on a folder of heavy crisp vegetable parchment. Unmistakably conveying your Christmas greetings. Size, folded, $2\frac{1}{2} \times 6\frac{1}{2}$ inches. Enveloped. 15 cents, net; postage, 2 cents.

"Know all Men by these presents, that I..... do convey * * * one large portion each of the riches of my good-will, the fortune of my best wishes, and the wealth of my love, situated in the domain of my

Christmas and New Year's Cards

heart. To have and to hold the same together with all appurtenances and privileges thereunto belonging forever."

"I Been Wishin' 'at Cwisumus Would Tum." X. 8. A pretty child's verse by Grace McKinstry. Designed by Elsinore Robinson Crowell. Daintily printed and hand-colored on a folder of French vellum. Size $6\frac{1}{4} \times 3\frac{1}{4}$ inches. In a bright red envelope. 10 cents, net; postage, 2 cents.

"I been wishin' an' wishin' 'at Cwisumus would tum, an' finkin' just what I would do. I'll eat up for you a b-i-g, pink sugar-plum, an' wite, 'Mewy Cwisumus' to you."

New Year "Blessings Galore." X. 9. By Grace McKinstry. Designed by John Bernhardt Swart. What more could one wish? Printed in gold and brightly rubricated on a folder of green Lombardia cover. Size $3 \times 6\frac{1}{2}$ inches. Enclosed in a deckle-edge uniform envelope. 15 cents, net; postage, 2 cents.

"'Tis mesilf that am wishin' yez blessings galore, to fill up this New Year, and thin plinty more; may ivery-thing go foine, an' nothin' go ill, an' the postman deliver no sign av a bill."

The Bridger's Friendly Greeting. X. 10. By Virginia M. Meyer. "Wishing you success over every 'Bridge' you cross." Designed by D. H. Hilliker and printed in colors on a French vellum folder. Size $3\frac{3}{4} \times 7\frac{1}{4}$ inches. Enveloped. 15 cents, net; postage 2 cents.

"Tell me, if you can and will, the greatest feat of builders' skill; the greatest feat to my own notion, is that of 'Bridgin' o'er the ocean."

Old Favorites. A few well-loved cards of former seasons that are still asked for:

Fairy Christmas Stocking. X. 80. A real stocking at a fireplace. "It's knit of fairy wool. You take all good wishes from it, and yet you leave it full." By Jean Oliver. Hand colored double-mount. Size $5 \times 6\frac{1}{4}$ inches. Enveloped. 25 cents, net; postage, 2 cents.

Merry May Your Christmas Be. X. 81. A charming Christmas greeting by Charlotte E. Hooper. Designed by Harold Sichel. Size $4\frac{1}{2} \times 5\frac{1}{4}$. Enveloped. 15 cents, net; postage 2 cents.

"Merry may your Christmas be with sky all bright and clear; many may your gifts be and bounteous your good cheer. Near you may your friends be, not one empty place; thankful may your heart be, in this year of Grace."

A Cat-alogue of Christmas Wishes. X. 83. "May cat-astrophes shun you." A unique greeting in puns by Isabel Goodhue. Decorated with a cat frieze. Size $3\frac{1}{2} \times 6\frac{3}{4}$. 15 cents, net; postage, 2 cents. For all true cat lovers.

A Christmas Dog-gerel. X. 84. An uncur-tailed wish for Christmas joy. Also by Isabel Goodhue. Printed in red and black on a tan folder. Decorated with a real wag tail. Size $5 \times 6\frac{3}{4}$. Enveloped. 20 cents, net; postage 2 cents. For all dog lovers.

California Greetings

COKENS that are imbued with the beauty and charm of our favored State. The "souvenir card" in a tasteful, artistic form—bright, interesting and beautiful—printed on beautiful papers with mounted miniature views.

Greetings From Out Here in California. C. G. No. 1. A six-leaf folder of rich Lombardia cover of a lovely orange tone, printed in toned ink and gold, upon which are mounted the following views done in duo-tone prints. Into the Golden Gate, Portals of the Past, The Le Conte Oak, The Seal Rocks and the Tea Garden in Golden Gate Park. The verses are from the poem by A. J. Waterhouse. Size, folded, $5\frac{3}{4} \times 3\frac{3}{4}$ inches. In a deckle-edge uniform envelope. 25 cents, net; postage 2 cents.

"Out here in California where the orange turns to gold, and Nature has forgotten all the arts of growing old."

California Greetings. C. G. No. 2. Uniform with the preceding, with the following mounted prints: The Golden Gate, On Stowe Lake in Golden Gate Park, The Flower Vendors at Lotta's Fountain, Breakers at Land's End, and The Greek Theater, University of California. The verses are by Daniel S. Richardson. 25 cents, net; postage 2 cents.

"Behold, upon the yellows sands, I wait with laurels in my hands. The Golden Gate swings wide, and there I stand with poppies in my hair."

Greetings From Out Here in California. C. G. No. 10. This is the same folder as No. 1, except that the following views are substituted: Mission San Gabriel, Orange Grove and Snow-capped Mountains, A Park Scene, Eucalyptus and San Bernardino Mountains, and A Garden View of Palms and Pampas Grass. 25 cents, net; postage, 2 cents.

Greetings From Poppy Land. C. G. No. 3. An attractive oblong folder of brown Lombardia cover with fascinating paneled views mounted thereon. The Golden Gate, Yachting Near Alcatraz, In Through the Golden Gate, On the Campus of the University of California, and Lotta's Fountain. Verses by Alberta Bancroft. Size, folded $2\frac{3}{4} \times 5\frac{1}{2}$ inches. Uniform deckle-edge envelope. 25 cents, net; postage, 2 cents.

"The copper-sailed feluccas are out upon the bay, past Alcatraz a-skimming like sea-gulls on their way."

Greetings From San Francisco. C. G. No. 4. Uniform with the preceding, with the following mounted views: The Ferries at San Francisco, The Museum at Golden Gate Park, Tamalpais Across the Golden Gate, On the New City's Streets, and Point Bonita. Verses by Ina Coolbrith. 25 cents, net; postage, 2 cents.

"Little the Goody Fathers building their Mission rude, * * * Dreamed of the beautiful city, proud of her towering height, and strange as a flower

Cards for Occasions

up-springing to bloom in a single night."

A Christmas Greeting. C. G. No. 5. Verses by Jean Oliver, hand-lettered, with poppy and Chinese lantern decorations hand-colored. A folder of deckle-edge Italian card. Size $3\frac{1}{2} \times 5\frac{1}{2}$ inches. In a deckle-edge envelope. 20 cents, net; postage, 2 cents.

"From the land where Orient mystery blends with Western dash and vim."

In an Old Mission of Padre Serra. C. G. No. 6. An exquisite Mission folder of white Lombardia cover. Verses, *The Mission Grail* and *The Cloister*, by Agnes K. Gray, beautifully printed and illuminated. In the center panel there is a mounted duotone print of the Arches of San Juan Capistrano. Size, folded, $6\frac{1}{2} \times 2\frac{1}{2}$ inches. Uniform envelopes. 25 cents, net; postage, 2 cents.

"Four crumbling walls of rose-stained gray the ancient chapel stands today."

From California. C. G. No. 7. Edward Rowland Sill's verse hand-lettered and printed on a folder of toned Enfield board, with one of a series of typical California views. Mission turrets, the Golden Gate, Tamalpais, etc., mounted thereon. Size, 5×7 . Enveloped. 15 cents, net; postage, 2 cents.

The same. C. G. No. 7a. Printed on delicately colored onyx bristol, and hand-colored. Enveloped. 25 cents, net; postage, 2 cents.

Christmas Greetings From California. C. G. No. 8. A verse of colorful welcome and Christmas greetings. Hand-lettered and printed on a folder of toned Enfield board, with one of a series of typical California views mounted thereon. Size, 5×7 . Enveloped. 15 cents, net; postage, 2 cents.

The same. C. G. No. 8a. Printed on delicately colored onyx bristol and hand-colored. Enveloped. 25 cents, net; postage, 2 cents.

Cards for Occasions

DELICATE messages of affection for the many in between-time days—births, weddings, departure, condolence and just love tokens.

The Snow Crowned Queen of All My Heart. V. 403. A lovely "mother" card by Elsinore Robinson Crowell. A screen card of French vellum. On the inner panel is a sweet-faced "Mother" picture with the verses hand-lettered and decorated in the panels of the doors. Size $4\frac{1}{2} \times 6$ inches, folded. 20 cents, net; postage, 2 cents.

"Some pay their court to ladies fair, or witching maids with dusky hair, but you, my dear, reign far apart—the snow-crowned queen of all my heart."

Gratitude. "The heart like a rosebud opens to God, each petal a prayer of thanksgiving." * * * Printed in cloud-gray ink on a shadowed folder. The

hand-colored design in gray, rose and gold is of wild roses. Size $3\frac{1}{2} \times 8\frac{1}{2}$. 20 cents, net; postage, 2 cents. No. 13.

The Twenty-third Psalm. These beautiful verses are treated in a charming and original way. Purple, lavender and gold on soft gray hand-made paper make a dignified and interesting composition. Size $4\frac{1}{4} \times 7\frac{1}{8}$. 15 cents, net; postage, 2 cents. No. 11.

Mizpah. "The Lord watch between me and thee, when we are absent one from another." Egyptian iris pods, printed in gold, green, black and vermilion on a cream card, ornament this verse of Scripture. Size $7\frac{1}{2} \times 4\frac{1}{4}$. 15 cents, net; postage, 2 cents. No. 10.

Love. "All things flag but only Love" is one of six wonderful lines by Christina Rossetti. It is printed on the third page of a pale pink folder in black and gold. The outside has the title in black and a flowing design in gold which completely covers it. It is hand colored in delicate green and rose. Size $3 \times 7\frac{1}{2}$. 25 cents, net; postage, 2 cents. No. 4.

Just Know. "Just know God's promise never fails, it matters not how fear assails." * * * Printed in green, brown and gold on a light brown folder of hand-made paper. The elaborate initial is colored by hand from orange to brown. Size $5\frac{1}{2} \times 5\frac{1}{4}$. 15 cents, net; postage, 2 cents. No. 3.

Greetings. A folder, with this single word large, designed gracefully and printed in gold, contains a panel of water-color flowers which speak eloquently where words might fail. Size $4 \times 8\frac{1}{2}$. 50 cents, net; postage 2 cents. No. 12.

With a Booze to a Friende. Orange, black and gold are the colors in which this delightful design is printed. Hand lettered and designed by Harold Sichel, this eight-line verse is a charming sentiment to send with a book. Size $5\frac{1}{4} \times 4$. 10 cents, net; postage 2 cents. No. 8.

"Deere Friende: I send as Friend-ship's wage thys Friendlie Rooke, whose everie Page, whate'er its Printed wordes, should tell ye Love of One that loves thee well."

For Your Happiness. A card of felicitation for betrothals, marriages or marriage anniversaries, consisting of eight lines of poetry by Sidney Lanier printed in gold and black, with a dainty hand-decoration of pink roses and forget-me-nots. Size $4\frac{1}{4} \times 7$. 25 cents, net; postage, 2 cents. No. 9.

Announcement of Baby's Arrival. A stork wings its graceful way across a pink-tinted card, with a tiny envelope for the baby's card in its mouth. The reverse side has spaces for the parents' names and date of baby's birth. Size $4 \times 3\frac{1}{4}$. 15 cents, net; postage, 2 cents. No. 6.

Congratulations on Baby's Arrival. "Another floweret blooming in the sun," and three more lines of verses with a design of flowers, birds and a wee sweet child make this a desirable

Birthday Cards · Hospitalities

card to send to proud parents. The design is hand colored delicately, and "congratulations" are on the reverse side. Size 5x3½. 25 cents, net; postage, 2 cents. No. 7.

The Chord of Sympathy. William Locke's idea of sympathy is printed in subdued yet charming colors—gray, green and gold—on a white folder. Violets form the motif and Harold Sichel is the designer. Size 4x5. 15 cents, net; postage, 2 cents. No. 5.

A Prayer for the Soul of One Beloved in Paradise. The authorship of this beautiful prayer is attributed to William Ewart Gladstone. It is beautifully composed and printed in red and black. Size 6½x9½. 25 cents, net; postage, 2 cents. No. 1.

Birthday Cards

The Birthday Daisy. B. 300. A novel birthday greeting designed by Jean Oliver. A real daisy attached to a dainty Cloth of Gold blue folder, with the verse in gold. Size 5½x3 inches. Enveloped. 15 cents, net; postage, 2 cents.

"My birthday wish is a daisy—may your joys be everlasting."

Your Birthday. "Each holds in fee the possibility of life's best day." Thus ends the four lines of verse by Gertrude Ring Homans. It is hand lettered in elaborated English style and printed in crimson and gold. Size 3¾x6¾. 10 cents, net; postage, 2 cents. No. 17.

On This Fair Day. Richard Le Gallene has written these six lines glorifying the day on which a beloved one was born. The design is nasturtiums, done in yellow, green, black, and gold on a creamy folder. It is hand-colored. Size 6¾x5¾. 20 cents, net; postage, 2 cents. No. 13.

God Bless the Boys—Old and Young. A whimsical infant, hand colored, contentedly wading in a lily pond, decorates the outside of this pale-pink folder. There is a concise greeting on the first, third and fourth pages. Size 2½x6½. 25 cents, net; postage, 2 cents. No. 9.

Your Birthday. A personal six-line verse by Martial on white wedding bristol is printed in gold, black and light green. The delicately beautiful design is by Harold Sichel. Size 4¾x6¾. 15 cents, net; postage, 2 cents. No. 11.

To My Bonnie Friend. A six-line verse by Burns is printed in gold and black on smoke gray, hand-made Fabriano. The thistle decoration is hand-colored in lavender and green. Size 3x5¼. 15 cents, net; postage, 2 cents. No. 1.

A Birthday Oracle. "Your kismet reads like a magic tale." * * * A treasure ship on dancing waves decorates this eight-line verse of good fortune. It is printed in two blues, two greens, and gold on a folder of French Japan.

Size 2½x5¾. 15 cents, net; postage, 2 cents. No. 4a.

The same card, with one blue and the green omitted and hand coloring substituted, is 25 cents, net; postage, 2 cents. No. 4b.

A Happy Birthday. A series of twelve cards, each with a different flower symbolic of a month gracefully painted on it. The cards are Italian deckle-edge hand-made, with a uniform envelope. Size 3¾x6. Each, 25 cents, net; postage, 2 cents. No. 7.

Hospitalities

CHERRY wall cards that give a greeting to the guest, and serve admirably the purposes of mural decoration. Illuminated on sheets of Japan Vellum, 8½x14½ inches, ready for framing, these rich, mediaeval pictures in color by Robert Wilson Hyde are appropriate for dining-room, hall, library, guest-room or parlor. Each, 35 cents, net; postage, 5 cents.

1. Old Welch Door Verse, "Hall, Guest." A beautiful wall card of welcome.
2. "Sleep Sweet Within This Quiet Room." For the guest-chamber.
3. "Bring Here No Tattle In." A delightful old-fashioned picture.
4. "Some Hae Meat." The Selkirk Grace. By Robert Burns. For the dining-room.

Guest-Room Verses

TOTTOES for the guest-room which will give its occupant a sense of warm welcome, indicating as they do that hospitality is the generous rule of the house and that there is always a place prepared for the guest.

1. "Sleep Sweet Within This Quiet Room." A poppy flower and leaf design on a delicate-toned antique folder, by Jean Oliver. Hand-colored. A toned Chameleon folder. Size, 6¾x7¼. 25 cents, net; postage, 4 cents.
2. Rest in His Love. "He giveth unto His beloved sleep." A design of mother and child, by Charles Frank Ingerson. Hand-colored. A toned Chameleon folder. Size, 6¾x7¼. 25 cents; postage, 4 cents.

Homely Maxims

EACH one of these is a gem of purely native wit and wisdom. Designs of quaint humor, by Raymond Carter, on cards 3¾x7 inches. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

7. The Game of Life. "Hit the line hard!"—Roosevelt.
8. The Eleventh Commandment. "Minding his own business."—Andrew Jackson.
9. Snax. "That hole belongs to that snax."—Josh Billings.

Good Cheer and Impressions Leaflets

10. The Other Feller. Let him "make a dollar once'n a while."—David Harum.
11. It's Up to You. "If you want to be cheerful."—Mrs. Wiggs.
12. Having Fun. "There ain't no pocket in a shroud."—David Harum.

Good Cheer Leaflets

VISIONS of the brighter side of life. Designs in delicate harmonies of color by Harold Sichel on French vellum cards, 4% x 5½. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

1. All's Blue. "I find earth not gray but rosy."—Robert Browning.
2. "A world worth living in."—Wilcox.
3. The Brighter Side. "The inner side of every cloud."
4. A Little Word, a Little Song. "God help me speak the little word."
7. Just Be Glad. "Let us fold away our fears."—James Whitcomb Riley.
8. Jog On. "A merry heart goes all the day."—Shakespeare.
9. A Laugh at Time. "Old Time his rusty scythes may whet."—Oliver Wendell Holmes.
10. Pretty Good World. "Pretty good world, good people!"—Frank L. Stanton.
11. Look for Gladness. "If you bring a smiling visage to the glass, you meet a smile."—Cary.
12. Be Blythe. "So to be blythe is surely best."—William Dunbar.

Miniature Leaflets

COMPACT messages, brave and wise. In color and gold on strong cardboard folders, 3x5 inches. Designed by Harold Sichel. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

1. Do Not Worry. "Eat three square meals a day; say your prayers."—Abraham Lincoln.
3. The Savor of Past Mercies. "Like the voice of a bird singing in the rain, let grateful memory survive in the hour of darkness."
4. Individual Responsibility. "No one can acquire for another."—Walt Whitman.
5. "Thankful Bee for Blessings To-day."—Gosse.
7. The Optimist's Creed.—Dickens.
8. "Life Is But Once." "Drink the cup, wear the roses."—Mary Johnston.
9. The Man Worth While. "The one who will smile when everything goes dead wrong."—Ella Wheeler Wilcox.
10. "Never strike sail to a fear."—Emerson.
11. Feed Thy Soul. "Buy hyacinths to feed thy soul."—James Terry White.
12. A Brief Prayer. "To find my place and keep it."—Wallace.
13. Greatly Begin. "Not failure, but low aim is crime."—James Russell Lowell.

14. The Simplest Creed. "Be good, sweet maid, and let who will be clever."—Kingsley.

15. Mend Your Scales. "A trouble is what you make it."—Edmund Vance Cooke.

16. Air Castles. "Now put foundations under them."—Henry D. Thoreau.

17. Working Rules. "Have more than thou showest."—King Lear.

18. Search Thyself. "Dress and undress thy soul."—George Herbert.

Impression Leaflets

LINES that we love to have before our eyes on the walls of our homes—tender, strong and beautiful words to fit every need, illuminated in gold and lovely colors upon folders of French Japan. Size 5x7¼. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

Designed by Spencer Wright:

1. "To Be Honest, To Be Kind."—R. L. S.
2. My Symphony. "To be worthy, not respectable."—W. H. Channing.
3. The Value of a Simply Good Life.—Edward Howard Griggs.
4. The Value of a Friend. "And no man is useless while he has a friend."—R. L. S.
5. On Easy Lives. "O do not pray for easy lives! Pray to be stronger men!"—Phillips Brooks.
6. Requiem. "Under the wide and starry sky."—Robert Louis Stevenson.
7. I Am the Captain of My Soul."—W. E. Henley.
8. "The Night Has a Thousand Eyes."—Bourdillon.
9. Happy Thought. "The world is so full of a number of things." Out of stock.
10. "To-day is Your Day and Mine."—David Starr Jordan. Out of Stock.
11. A Heaven on Earth. "Love the lovely."—Morris.
12. A Prayer. "Purge out of every heart the lurking grudge."—Robert Louis Stevenson.
13. My Creed. "I trust in the Living God."—John Ruskin.
14. Morality. "My duty to my neighbor."—Robert Louis Stevenson.
15. Happiness. "Self is the smallest part of us."—George W. Cable.
16. "Then Welcome Each Rebuff."—Browning.
17. Inspiration. "Follow the gleam."—Tennyson.
18. Peace. "'Tis not in seeking."—Edward Rowland Sill.
19. Climb the Mountains. "Nature's peace will flow into you as sunshine flows into trees."—Muir.
20. The Truth That Is Real. "Only that becomes real or helpful to any man which has cost the sweat of his brow."—Jordan.
21. Jesus saith, "Let not him that seeketh cease."

Impressions and Children's Leaflets

22. **Life.** "Make this forenoon sublime, this afternoon a psalm, this night a prayer."—Edward Rowland Sill.

23. **A Prayer for the Day's Help.** "Help us to play the man."—R. L. S.

24. **Happiness.** Out of Stock.

25. **O for a Booke and a Shadle Nooke.**—Avebury.

26. **"The Year's at the Spring."**—Browning.

28. **"Then Away With Longing, and Ho! for Labor!"**

30. **The Word.** "The word for me is joy."—John Kendrick Bangs.

Designed by Harold Sichel:

31. **"And I, Too, Sing the Song of All Creation."**

32. **Life's Mirror.** "Give to the world the best you have, and the best will come back to you."—Madeline S. Bridges.

33. **Thanksgiving.** "Dear Lord, I thank Thee for my friend."—Juliet Thompson.

35. **Desiderata.** "Four things a man must learn to do."—Henry Van Dyke.

36. **The Road to Laughtertown.** "Go learn from the little child each day."—K. D. Blake.

37. **Life's Purpose.** "Baffled, get up and begin again."—Robert Browning.

38. **"The Heart That Dares."**—Sweeney.

39. **A Prayer.** "Courage to face the road."—Henry Van Dyke.

40. **Be Strong.** "Shun not the struggle."—Babcock.

41. **Sleep to Wake.** "One who never turned his back."—Robert Browning.

42. **Love's Magic.** "Love took up the glass of Time."—Tennyson.

43. **Sweetness With Strength.** "Gentleness and cheerfulness, these come before all morality."—R. L. S.

44. **Will Is Fate.** "And fate is fate through man's free will."—Edward Rowland Sill.

45. **The Soul's Victory.** "This is alone Life, Joy, Empire, Victory."—Shelley.

46. **The Life Beautiful.** "To be strong in pain."—Emperor William II of Germany.

47. **Heroic Hearts.** "Though much is taken, much remains."—Tennyson.

48. **Much in Little.** "A little bin best fits a little bread."—Robert Herrick.

49. **For Grace.** "Have mercy on each in his deficiency."—Robert Louis Stevenson.

50. **The Prayer Perfect.** "Look on all I love tenderly to-day!"—Riley.

51. **A Man's Life.** "Live pure, speak true, right wrong, follow the King."—Tennyson.

52. **A Mile With Me.** "Oh, who will walk a mile with me along life's merry way?"—Henry Van Dyke.

53. **Just One Friend.** "If we have but one to whom we can speak out of our heart."—R. L. S.

54. **The Rainbow.** "My heart leaps up when I behold a rainbow in the sky."—Wordsworth.

Children's Leaflets

PLEASANT rhymes that the little ones love and enjoy having told and retold to them over and over. Illustrated in colors on French vellum folders, 5x7½ inches. Enclosed in envelopes. 10 cents, net; postage, 2 cents.

Folders designed by Spencer Wright:

1. **"Rose dreamed she was a lily."**—M. E. in green and gold.

2. **"Now I lay me down to sleep."**—Theodore D. Seward. Golden stars in a midnight sky.

3. **"He prayeth best who loveth best."**—Coleridge. Morning tints and gold.

4. **"Good morrow, little Rose-bush!"**—Joel Stacy. Rose-red and gold.

5. **"Hark! Says Morning-glory."** Gray-blue and gold.

6. **"Sleep, baby, sleep. Thy father's watching the sheep."** Brown and gold.

Folders in delightfully humorous designs in varied colors and gold, by Raymond Carter:

7. **The Duties of Life.** "God made a little man."—Old Rhyme.

8. **Time to Rise.** "A birdie with a yellow bill."—Stevenson.

9. **A Grace for a Child.** "Here a little child I stand."—Herrick.

10. **It.** "A wee little worm in a hickory nut."—James Whitcomb Riley.

11. **Lullaby.** "Silver sails all out of the West."—Tennyson.

12. **Child Verse.** "Rainy, rattlestones."—An Old Scotch Rhyme.

Good Things and Graces

CHRITICAL recipes by Isabel Goodhue. Little moralities tucked away in bizarre recipes for appetizing dishes. The cheerful pages in many colors elaborately designed by Gordon Ross, with flights of swallows. Size 6¼x10¼. Enclosed in envelopes. Each, 15 cents, net; postage, 3 cents.

1. **Game Pie.** An open-air dish served in a bowl of blue sky.

2. **Irish Stew.** A compound of good sense and blarney.

3. **Brown Betty.** Wholesome girlhood flavored with sunshine.

4. **Johnny Cake.** A small boy with fun sauce.

5. **Ginger-Snaps.** A recipe for joyous endeavor.

6. **Mayonnaise for Blue Monday Salad.** A good work-day dressing.

Strengtheners

PRINTED after designs by Harold Sichel, with distinctive decorations in bold colors on cards 7x5½ inches. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

Home Decorations · Book Markers · Etc.

1. **An Individual Strengthened.** "All that belongs to God belongs to thee."—B.
2. **So Live To-day.** "Love for man and faith in God."—Osgood Elliott.
3. **Divine Peace.** "Enfolded in Thy Love divine."—Alice A. Russell.
4. **Live Thy Creed.** "Hold up to earth the torch divine."—Horatius Bonar.
5. **A Little Fence of Trust.** "Build a little fence of trust around to-day."—Mrs. Butts.
6. **True Living.** "Think truly, and thy thoughts shall the world's famine feed."—Horatius Bonar.

Sunbeams

LYRICS by Agnes Greene Foster. Illustrated by Harold Sichel. Florenine Cellini folders 5½ x 5¾. Enclosed in envelopes. Each, 10 cents, net; postage, 2 cents.

1. **No Fear.** "Oh, help me keep Thine image clear!"
2. **His Hand.** "Hold fast to His hand."
3. **Just Think.** "No time to read? No time to pray?"
4. **All.** "The strength of the strong is love."
5. **Keep Me Simple.** "Make me of use to Thee."
6. **Can There Be Aught But Gladness?** "Where God is all and in His all?"

Shadowings

ENDER lyrics printed on shadow paper, through which show faint traceries of leaves, and mounted on shaded Japanese wood cuttings of the thinness of paper. 3x3¼ inches. Enclosed in envelopes. Each, 10 cents; postage, 2 cents.

1. **Evolution.** "Out of the cloud a silence; then, a lark." By John B. Tabb.
2. **Friends.** "Such friends to laugh regrets away." By Herman Charles Merivale.
3. **Morn.** "Pray, Sweet, for me." By Emily Henrietta Hickey.
4. **Love Stays.** "Time flies, Love stays." Sundial verse by Angela Gordon.
5. **Light Your Fire.** "Life was made for love and cheer." By Henry Van Dyke.
6. **Afterwards—Day!** "Here a star, and there a star; some lose their way." By Emily Dickinson.

Home Decorations

RICH motto cards that not only please the eye with color, design and illustration, but also speak their message in quaintly illuminated text.

"God Be Thanked for Books." A Mosaic broadside of quotations in

praise of books by William Ellery Channing, Theodore Parker and others. Set in old black-face type with a quaint decorative initial, illuminated in gold and color, by Gordon Ross. Printed on heavy unglazed vegetable parchment. Size 7¼x5 inches. Enveloped. 15 cents, net; postage, 2 cents.

God be thanked for books! They are the voices of the distant and the dead, and make us heirs of the spiritual life of past ages. Books are the true levellers. They give to all who will faithfully use them the society, the spiritual presence of the best and greatest of our race.—William Ellery Channing.

Money and a Friend. An ancient rhyme for borrowers and lenders, illustrated by Spencer Wright, upon a leaf 7½ x 12¼ inches. Enclosed in envelope. 25 cents, net; postage, 4 cents.

"A Collect for Club Women. "Keep us, O God, from pettiness; let us be large in thought, in word, in deed. Let us be done with fault-finding. * * * And may we strive to touch and to know the great, common woman's-heart of us all; and, O Lord, let us forget not to be kind." The above is a selection from Mary Stuart's collect, embellished by Will Jenkins on a card 7¼ x 9 inches. Enclosed in envelope. 15 cents, net; postage, 4 cents.

Woman's Rights. "What does a woman want in rights when she has privileges?" By Mr. Dooley. Illustrated by Raymond Carter on a card 8x5 inches. Enclosed in envelope. 15 cents, net; postage, 4 cents.

Mother Love. Toulmouche's graceful picture of mother and child. In two tones upon Imperial Japan vellum, 9½ x 11 inches. Enclosed in envelope. 25 cents, net; postage, 4 cents.

Book Markers

RICHLY illustrated in colors on Imperial Japan deckle-edge folders. Size 3x8½. Each, 20 cents, net; postage, 2 cents.

1. "For a Jollie Goode Booke." Designed by F. M. Keane in red and gold.
2. **My Book.** "If thou art borrowed by a friend." Designed by R. W. Hyde.
3. "Old Books to Read." Designed in photogravure by Gordon Ross.
4. "Go, Little Book." Stevenson's delightful dedication. Designed by R. W. Hyde.
5. "A Little Health, a Little Wealth." Designed by R. W. Hyde.

Folders

SONGS and Prayers of pure devotion, illuminated on folders of French Japan, in gold and purple. 6½ x 9¼. Enclosed in envelope. Each, 25 cents, net; postage, 4 cents.

Morning Prayer and Evening Prayer. Two collects for strength. By Violet M. Firth, with designs by Charles Frank Ingerson.

Cards . Calendars for 1914

Morning Hymn and Evening Hymn. Two songs of perfect faith. By Violet M. Firth, with designs by Raymond Carter.

Cards

THE Songs and Prayers each on separate cards, lettered and designed by Harold Sichel in color schemes of particularly soft, delicate tones. 5x9. Enclosed in envelope. Each, 10 cents, net; postage, 4 cents.

Morning Prayer. "To Thee at morn I raise a daily prayer." By Violet M. Firth.

Evening Prayer. "Grant me Thy peace." By Violet M. Firth.

Morning Hymn. "The love that kept me through the passing night." By Violet M. Firth.

Evening Hymn. "I sink to sleep by thoughts of Heaven blest." By Violet M. Firth.

Adoration. "Reflecting only love to Thee." By Florence M. Schmidt.

No Night. Dear heart, rest in Love's plan." By Florence M. Schmidt.

Beauty, the Light That Lighteth Every Man. "Beauty is not to be left solely to poets." By Stanton Davis Kirkham.

The Kingdom of Heaven is Within. "Never to be seen through another's vision." By Stanton Davis Kirkham.

Songs of Faith Hanger. A group of six delicately illuminated cards and leaflets bearing verses of rare feeling, particularly suitable for the sanctuary of one's private room. Tied with silk cord so that different leaves may be displayed from time to time. Designed by Harold Sichel. Size 5x9 inches. Enclosed in envelope. Price, 50 cents, net; by mail, 55 cents.

Calendars for Nineteen Fourteen

IT is well that our markers of the round of the year should be bright and beautiful and bear some helpful thought, some lovely picture or some cheer-provoking device that their silent companionship may be a helpful influence on our journey's way. Here are several delightful numbers of diverse interest and appeal:

The Golden Gate. A duo-tone print reproducing a photograph of the beautiful Golden Gate, by Oscar Maurer, mounted on a double folder of chameleon cover. With 1914 calendar pad. Size 12½x7½ inches. Enveloped. 25 cents, net; by mail, 28 cents.

Old Chinatown. A picturesque study of a Chinatown street scene by Arnold Genthe, reproduced in a duo-tone print.

A narrow panel mounted on a double folder of chameleon cover with 1914 calendar pad. Size 13x6½ inches. Enveloped. 25 cents, net; by mail, 28 cents.

California Scenes. Photographs by Western artists, reproduced in duotone prints. The series includes Yosemite Valley, Mount Shasta, Cathedral Rocks, Lake Tahoe, Pasadena's Pepper Trees, Banning Beach, Mount Rubidoux, San Antonio Peak, Mirror Lake, Stevenson's Monument, The Torrey Pines, San Gabriel Mission, etc., etc. Each mounted on an Alhambra folder with calendar pad. Different sizes. Enveloped. 25 cents, net; by mail, 28 cents.

Well Loved Pictures. A series of reproductions from pictures by Riviere Lerolle, Dietrich, Burnand, etc. Printed in tones of green or brown and harmoniously mounted. Size 10x8½ inches. Enveloped. Each, 25 cents, net; by mail, 28 cents.

Good Cheer Calendars. Bits of buoyant optimism done in warm and cheerful harmonies of color by Harold Sichel. **A LAUGH AT TIME.** By Holmes. "Grass is growing yet beneath the sheltering snow." **JOG ON.** By Shakespeare. **BE BLYTHE.** By William Dunbar. "What profit is there, wanting mirth?" **LOOK FOR GOODNESS.** By Alice Cary. "Look for gladness, you will meet them all the while." Mounted on White House stock of different colors and gold with calendar pad. Size 7x9 inches. Enveloped. Each, 25 cents, net; by mail, 28 cents.

Gentleness and Cheerfulness. A calendar uniform with the preceding. Mottos by Sill, Tennyson and Browning. Size 10½x6¼ inches. Boxed, 50 cents, net; by mail, 58 cents.

Sunbeams. A Calendar of Helpful Lyrics. By Agnes Greene Foster. Designed by Harold Sichel. Six verses: "Just Think," "All," "No Fear," "Keep Me Simple," "His Hand," and "Can There Be Aught but Gladness." Mounted on uniform leaves of a harmonizing brown tone, with date panels in gold and enclosed in uniform envelope. Size 7¾x8¾. 50 cents, net; by mail, 54 cents.

Doggerel Dodgers. A series of Albertine Randall Wheelan's posters. **Clown Dogs,** "Chauffeur," "Buns and Rolls" and "This Bears 'Witness' to My Love." Mounted, size 12½x10. Enveloped. Each, 25 cents, net; by mail, 28 cents.

"Hello." From a photograph by Grace Harvey. Size 10¾x9¼. Enveloped. 25 cents, net; by mail, 28 cents.

The King's Birthday. By Agnes Greene Foster. Beautifully lettered by Harold Sichel. Double mounted. Size 12x6¾. Enveloped. 25 cents, net; by mail, 28 cents.

PAUL ELDER & COMPANY, PUBLISHERS
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BEHIND THE GARDEN WALL

BY ROBERT WALLACE. ILLUSTRATED BY
ELSINORE ROBINSON CROWELL.

A splendid new book for the little people. It brings from behind the garden wall the common things of life that are very near to the little folks, and in delightful rhyme gives them new thoughts and new loves. The June bugs and the bull frogs, the moles and the chipmonks, the ants, turtles, bees, beetles and many other little creatures—all have their part in this, near-to-nature creation. It is the children's world, in which there are mud pies, pebbles, beetles, bunnies and the under side of things, and the little one who hears the stories read before he can spell them out himself will treasure the book long after he has gone into the grades, and will find refreshment in its jingles.

BLUE BIRD EDITION. With over seventy illustrations and decorations. Printed on white American drawing paper in lovely colors. Bound in Adirondack boards with pictured labels. \$1.00 net; by mail, \$1.12.

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Greatly loved books which are always wanted at hand to refresh the memory. Attractive volumes, comely in appearance, and serviceable, printed on toned antique American drawing-paper, in different styles, and illustrated with photogravure frontispieces or other illustrations.

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2. **RUBAIYAT OF OMAR KHAYYAM.** FitzGerald's Final Version, with **THE LITERAL OMAR.** Edited, with original notes, by Arthur Guiterman. Illustrated with tipped plates, reproducing designs by Gilbert James.
3. **ABELARD AND HELOISE.** A poetical rendering of the Love-Letters. By Ella Costillo Bennett. Frontispiece in photogravure reproducing the painting by Will Jenkins.

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PLEASANT TRAVEL LETTERS WITH USEFUL NOTES FOR
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STEAMER CHAIR EDITION. A delightful handy size volume printed on toned antique paper, with many charming mounted mezzogravures reproducing interesting photographs. Bound in semi-flexible linen. *\$1.50 net; by mail, \$1.58.

WAYSIDE EDITION. Bound in full pigskin. *\$5.00 net; by mail, \$5.12.



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BY WESTERN AUTHORS AND ARTISTS

COMPILED BY PAUL ELDER.

Camera Studies by California Artists, with selections in prose and verse from Western writers. Third large edition. Says George Hamlin Fitch: "When one looks over this sumptuous book the wonder grows that this work has not been done before. Here the whole State is passed in review—from San Diego, where the first of the Franciscan Missions was established, to Mount Shasta, which dominates the entire northern section of California."

NEW GOLDEN GATE EDITION. The text printed on heavy mounting paper of agreeable texture and tone; the photographs reproduced in mezzogravure prints and mounted. Bound in boards with arras cloth back, in a handsome box. *\$2.50 net; by mail \$2.78.

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IMPORTANT BOOKS ON THE BIRDS, FLORA, SILVA,

FOLK LORE AND HISTORY OF THIS BEAUTIFUL WESTERN LAND.

BIRD NOTES AFIELD. By Charles A. Keeler. Essays on the birds of the Pacific Coast, written by one who is on intimate visiting terms with the little folk in feathers, charmingly illustrated with photographs of birds at home, and with a *Field Check List*, being a complete guide to identification.

"In this land I invite you to wander with me, seeking out the birds. If we but look for them, we shall find them everywhere. If we but listen for them, the desert as well as the garden shall resound with their songs."

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Oh, the sad grind of a domestic saint.*

* * *

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And reckoned on the summer harvest yield.*

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