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"THE MUTUAL"

Official Organ of the
Mutual Souvenir Card Exchange

PUBLISHED MONTHLY BY

ELDREDGE & GARDINER, ATTLEBORO, MASS.

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SOUVENIR POSTAL CARDS

The Man with a Camera, (or the woman either)—perhaps we ought to say especially the woman, can now make Souvenir Postcards in an endless variety. Willis and Clements have lately put a Platinum Postcard on the market which is worked in the same manner as their Platinotype papers. The Rotograph Co. advertise a Printout card. The M. H. Kuhn Co. make the well known Platina gaslight cards, and everybody knows how to sensitize their own cards with Equitol or Blue print powders. Monox Bromide cards are largely used by the Gallerymen and Cyko and Argo gaslight cards are deservedly popular. Negative Vignettes for Postcards are a novelty imported from Germany by the Kelly Optical Co. They are printed on the Postcard in the same manner as the usual negative. The printed part is then covered with a corresponding mask, and then the picture is printed into the free space in the center. They consist of ornamental scrolls, designs and figures, 5 different in each package, with masks. They can be used in connection with portrait negatives or bits of landscape, and make your Postcards distinctive, unique, something out of the usual run. They cost 25 cents by prepaid mail. If you exchange Postcards, by all means make them yourself. Any one can buy the ready made variety, and a lot of trash the most of it is; yours should be worth preserving. Burnt Leather Postcards are the latest fad among the artistically inclined, and Equitol photographs on veneers of oak and holly are strikingly novel.

—Photo Straws.

THE MUTUAL

The Mutual Souvenir Card Exchange

**A Society for Souvenir Post Card Collectors
the World over**

PRESIDENT: Miss Sadie L. Horton
VICE PRESIDENT: Percy E. Gardiner
SECRETARY: Frank B. Eldredge
Attleboro, Mass.

JOIN NOW!

Admission Fee 50 cents, which includes dues for one year. English members will enclose two shillings for one year.

Members will receive a rubber stamp with their number, and also a copy of the MUTUAL (the Society bulletin), and four nice colored cards. Your name will be published each month until the membership reaches twenty-five or more. A copy will be sent to any address that a member may furnish the Secretary. A number of foreign addresses will be published in each number. Always enclose a stamp for reply when writing for information.

Remember that when sending cards to other members any preference should be observed that may appear after the name. Rubber stamps should never be used on the view side of a card; by their use the prettiest card that was ever produced would be to a certain extent spoiled.

All members must answer all cards sent to them or be debarred from the society.

Dues in Foreign Countries—2 Sh. Fr. 2.50
M. 2. Send for sample copy.

The Mutual Souvenir Card Exchange
ATTLEBORO, MASS.

NOTICE.—English collectors should not write on the address side of the cards they send to the United States as this is a violation of the United States Postal Rules and such cards always arrived surcharged 6 cents which is hardly ever the value of the card.

A card, I promised to send it,
Come read and when through with my rhymes,
Put in your album and keep it,
In memory of dear olden times.

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List of Members of the Mutual Souvenir Card Exchange

33. Mrs. William F. Wilson, 73 Foster st., New Bedford, Mass. Local views preferred. No comic.
34. Charles Dewick, Drawer C, Huntingdon, Quebec, Canada.
35. Laura R. Chaput, 194 Cherry st., Waterbury, Conn. No comic cards wanted.
36. William Fiss, Jr., 147 Morris Ave., Central Park, Buffalo, N. Y. Colored cards of buildings and business streets. Actresses, if stars. I send out only the best grade of cards and expect the same.
37. Bernice M. Richards, Postoffice, Attleboro Mass. Collects all kinds.
38. Henrik Peterson, Saugatuck, Conn. Collects views only.

Resignation.

15. Gertrude E. Horton, Attleboro, Mass.
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The Holiday Season.

The approaching holiday season will doubtless establish another record from the post card standpoint. Several novelties will make their debut, as a matter of fact, news of great preparation has already come to hand from the leading publishers. With such a promising outlook we may confidently anticipate productions of the highest quality.

Specializing in cards is as yet not gone into to any extent in this country, owing to the fact that there is really only one kind of cards here—namely, view. In Europe this is entirely different. The general collection is in the minority, and there are cards of all shapes, sizes and subjects, to collect them all would be well nigh out of the question, hence the number of specialists there is very much larger than here.

If you want the News and interesting reading regarding Souvenir Post Cards, join the Mutual Souvenir Card Exchange. Only 50 cts. per year including subscription to the MUTUAL.

Souvenir Card Packets.

We have placed our entire stock of Souvenir Cards in Packets and now wish to call your attention to same

- "NEW YORK" packet contains 25 different lithographed cards. Post free, 25 cents.
- "EMPIRE STATE" packet contains 20 different colored views. Post free, 25 cents.
- "COMIC" packet contains 20 different colored comic cards. Post free, 25 cents.
- "ACTRESS" packet contains 20 different picture cards of Actresses. Post free, 25 cents.
- "Imperial" packet contains 15 high grade black and white cards. Post free, 25 cents.
- "SUNSHINE" packet contains 15 high grade colored cards. Post free, 25 cents.
- "MIXED" packet contains 15 high grade cards part colored and part black and white. Post free, 25 cents.
- "E. & G." packet contains 6 views of Attleboro on sensitized post cards from our own plates. Post free, 25 cents.
- "VALENTINE" packet contains 20 high grade cards of Gt. Britain. Post free, 25 cents.
- "INTERNATIONAL" pkt. contains 12 high grade colored cards of G. Britain. Post free, 25c

SPECIAL

"CHRISTMAS" packet contains 15 high grade colored cards complimentary to the season, put up only to Jan. 1, 1906. Post free, 25 cents

Order packets by name

ELDREDGE & GARDINER

ATTLEBORO, - - - MASS.

The following addresses are bona fide as the Publishers have received cards from them:

Miss Carmen Gonzalez, San Geronimo Baja 9,
Santiago, Cuba

F. G. Goldberg, Botica, Coronel, Chile, S.A.

W. R. Gatt, 51 Str. Vescove, Valletta, Malta

Mabel Lee, 32 Hornby Road, Bombay, India