

CITY OF MEXICO, SUNDAY, OCTOBER 27, 1907.

Webb's Great Stock Reducing Sale of Stationery and Office Supplies.

Owing to heavy purchases in Eastern and European markets and in order to make room for these goods upon their arrival, we have decided to close out the greater part of our immense stationery stock at and below cost prices. This means a reduction of former prices of 50% and in some cases a hundred per cent.

OUR PRINTING.

This is the one price of our great business. The time had come when we no longer depend upon argument to prove its merits.

We Point Only to the Work Itself.

Our imprint can be seen on the stationery of most of the large concerns in Mexico, and we believe that you will agree that there must be some good reason for it.

"RUSH JOBS RUSHED."

No matter who you are, cash must accompany all purchases. Goods will be promptly delivered to any part of the Federal District without extra cost to purchaser.

BOX PAPER AND ENVELOPES. For Ladies' or Gentlemen's Private Use

In this line we undoubtedly excel both in quality and price. There is no other just such an assortment of fine box papers to be found in Mexico.

Real Irish Linen, 24 sheets of paper, 24 envelopes, white, decorated carton box, regular size; old price \$1.00; this sale .75c.

Royal Velvet, 24 sheets of paper, 24 envelopes, white, green decorated box, regular size; old price, \$1.00; this sale .65c.

Emperor Napoleon, 24 sheets of paper, 24 envelopes, rough heavy linen finish paper; fashionable size, either in white, delicate grey or baby blue; old price, \$1.25; this sale .75c.

Cream Laid, 40 sheets and 40 envelopes of medium quality paper, note size, red and yellow decorated boxes; old price, 75c; this sale .50c.

Old Saxon Linen, 24 ruled sheets and 24 envelopes, medium size, in green decorated boxes; old price, 75c; this sale .45c.

Gladstone Superfine, 24 sheets and 24 envelopes, in blue and gray delicate tints, closely wove, splendid finish, high quality paper, put up in unique finished boxes, regular size; old price, \$1.25; this sale .85c.

Aldine Cream White, 24 sheets and 24 envelopes, splendid writing surface, regular size, nicely finished boxes; old price, 75c; this sale .45c.

French Cheviot, 24 sheets and 24 envelopes, regular size, white or baby blue tint, heavy hard linen finish, fine texture paper, in decorated carton box; old price, \$1.50; this sale .85c.

Fancy Fabric, 24 sheets and 24 envelopes, stylish size and a beautiful weave either in pure white or baby blue tint, fabric finish, elegant in appearance and beautiful writing surface; old price, \$2.00; this sale \$1.25.

Superfine Extra Royal, 24 sheets and 24 envelopes, hand some in texture with fine fabric finish, beautifully embossed cartons, regular size, and the new size envelope 2 3/4 x 5 1/2 inches, in baby blue and white; old price, \$2.00; this sale \$1.25.

Paper Ideal, regular size, made in France, 24 sheets and 24 envelopes, elegant in finish, put up in dainty imitation water color decorated boxes; old price, \$3.50; this sale \$2.00.

Beautiful Cupline, 24 sheets and 24 envelopes, regular size, in white only, put up in rich red and gold colored boxes, with beautiful hand painted picture on inside of cover; old price, \$2.50; this sale \$1.25.

Organdie, 24 sheets and 24 envelopes, regular size, in daintily decorated soft finish cloth covered boxes suitable and highly ornamental as handkerchief boxes after paper has been used; old price, \$3.50; this sale \$2.00.

Beautiful Cupline, 24 sheets and 24 envelopes, pearl white only, put up in regular or extra long size beautifully decorated boxes; old price, \$3.00; this sale \$1.75.

Elfenbein, a beautiful medium size, highly decorated box containing a set of cream paper, envelopes and folded acceptance cards, edged in violet tint with corner edges of light gold, truly a bargain; old price, \$3.00; this sale \$1.75.

Elfenbein, medium size, same description as foregoing; old price, \$4.50; this sale \$2.30.

Elfenbein, large size, same description as foregoing; old price, \$5.50; this sale \$3.25.

Elfenbein, large size, of beautiful marble blue tint, edged sea green and bright silver, daintily tied with silk ribbon, very rare in design and finish, the pinnacle of perfection in paper making, put up in dainty boxes with acceptance cards, two sizes of paper and two sizes of envelopes. Must be seen to be appreciated. Old price, \$5.50; this sale \$3.25.

Princess Cabinet, 50 sheets and 50 envelopes, regular size, opaline and white, finest class of paper, cabinets decorated in colors or old silver metal effects, nothing better in the whole line; old price, \$4.75; this sale \$2.50.

Pearl White, 50 sheets and 50 envelopes, regular size, rich finish, dainty texture, beautifully decorated imitation kid covered box, both substantial and ornamental; old price, \$6.00; this sale \$3.00.

Organdie, 24 sheets of acceptances and 24 sheets of letter paper, modish sizes, daintily tied with silk ribbon, snow white paper of fine fabric finish in beautifully decorated mother of pearl gold and green boxes. A beautiful dresser ornament; old price, \$7.50; this sale \$3.50.

Organdie Cabinet containing 24 sheets and 24 envelopes of delicate grey acceptance sets, 24 sheets and 24 envelopes of small size, white note paper, 24 sheets and 24 envelopes of medium sized white letter paper, and 24 sets of large size opaline letter paper, put up in a neat red, green, gold and green finished, size shape box with hinged top. Truly a paper bargain; old price, \$9.25; this sale \$5.00.

GIFT BOXES.

LADIES' CORRESPONDENCE PAPERS. Victoria, a beautiful box 4 inches in depth by 8x12 inches, containing 45 sheets and 45 envelopes for acceptances, with pearls white note sizes, elegantly decorated on top with colored miniature, set in ornamental designs of gold (will make the heart of the most fastidious glad), with imitation alligator cover; old price, \$10.00; this sale \$6.00.

Wilhelmina, a unique and rare creation of the box makers' art. Contains 35 sets of letter size and 35 sets of acceptance size. Envelopes are of the New York craze of oblong shape and are extremely dainty in design. Paper is the limit of perfection and will appeal to the most refined taste, the finish being of the linen fabric surface. There is nothing so modest or appropriate as a gift. Old price, \$12.50; this sale \$7.00.

Carlotta, truly a royal box, decorated with bronze metal and hand painted picture of the poor lady who deems it bears. Covering is of purple colored imitation alligator, trimmed around the edges with dainty gold designs. Top is hinged with white silk baby ribbon, is lined inside with pearls white enamel and contains 24 sets of correspondence and 24 sets of acceptances, the form of the envelope being of the dainty and fashionable design, now so much the rage in all fashion centers. As a gift this set has few equals; old price, \$15.00; this sale \$8.00.

Recent, America's most elegant interpretation of the royal family's most dainty fancy in box designing. Boxes in wood mahogany finish, in combination colored plush and wood with gray marble tint finish. The box creations of the age. Each box is silk lined and has a reception card for other writing material. Each box is silk lined and has a reception card for other writing material. Each box is silk lined and has a reception card for other writing material.

Carmin. For a rich, durable design this box is the pink of perfection. It is four inches in depth by 8x12 inches, is entirely covered with beautiful top dark brown ink with decorative tints, and is lockless with patented lock and key; is held on with strong leather thong and presents a dainty but elegant and durable appearance that people of good taste go wild over. It contains 45 acceptance and 45 letter sets of snow white paper, lined with dainty satin edged silk ribbon. Nothing like the box for a handkerchief or collar box. A gift of value. Old price, \$22.50; this sale \$11.00.

Rubio. A ruby of priceless value in box designing. The finest and best in our great stock. A more elegant design is impossible of the greatest freak of fancy. A deep rich brown ink covering with an elegant engraved design in fancy. A deep rich brown ink covering with an elegant engraved design in fancy. A deep rich brown ink covering with an elegant engraved design in fancy.

CHILDRENS BOX PAPER.

This line embraces an assortment of five or six designs of a rare and unique quality. All boxes are of irregular small juvenile sizes with unique decorations inclined to please children. The prices we quote are impossible of duplication. We have a large stock and will supply orders from one box up. Read descriptions carefully and note the very low prices:

Peek-a-Boo. A small box three by six inches covered with green paper-ette having a cute four-leaf clover design on top, and 24 small envelopes of with golden hair. Box contains 24 ruled sheets, and 24 envelopes of white paper. Old price, 40c; this sale 25c.

Chula. Hurd's Baby Hat and Baby Pink boxes, containing 24 envelopes and 24 ruled sheets of the colors mentioned, of a splendid smooth surface paper. Old price, 40c; this sale 25c.

Juvenile. A lovely little box finished in green and gold with embossed design containing 24 sheets and 24 envelopes daintily tied with silk ribbon, sign containing 24 sheets and 24 envelopes of size paper and envelopes. Old price, of the better class and more fashionable .40c; this sale .25c.

Knabe. A small box of European highly colored design. Contains 10 envelopes and 10 sheets of a dainty cream colored paper with very narrow carmine colored edging on sheets and envelopes. The juvenile style. Old price, 65c; this sale .40c.

Little Frog. A larger box decorated with various views of the frog family in delicate brown, containing 24 envelopes and 24 sheets, also decorated with pictures of Mr. and Mrs. Frog, on fine white wove unruled cotton paper. Old price, 75c; this sale .40c.

Little People. This box will surely make the little folks laugh. It is covered with scenes of children's frolics in winter time, which are in three colors. Box contains 24 envelopes and 24 sheets, also decorated in colors. This set is rare in design and will bring a smile to many a chubby face. Old price, \$1.00; this sale .75c.

PENCIL TABLETS.

FOR THE OFFICE, HOME OR SCHOOL.

Here is where we should especially appeal to you. There is no man, woman or child but what uses more or less child can afford to overlook the bargains we are offering in this line. We know that you will be astounded at the prices quoted, but like everything else in our immense stock, they MUST go. Here they are. Our loss is your gain. Get in early for the old "hot cake story" will not be a circumstance compared to the rush we expect on these goods. If you can't come yourself, send the child, for everybody will be treated alike in this great sale.

Pencil Tablets, 130 sheets, faint line ruling on both sides of sheet, letter size, backed with heavy cardboard, faced with the famous Sam Lloyd's puzzle pictures, strongly glued together with red cloth back; former price, 40c; now .30c.

Pencil Tablets, 130 sheets, not ruled, letter size, backed with heavy cardboard, faced with the famous Sam Lloyd's puzzle pictures, strongly glued together with red cloth back; former price, 40c; now .30c.

Pencil Tablets, 130 sheets, strong blue ruled on both sides of sheet, size 6x9 inches, backed with heavy cardboard, faced with beautiful three colored pictures, strongly glued together with green cloth back; former price, 30c; now .20c.

Pencil Tablets, 100 sheets, strong blue ruled on both sides of sheet, size 6x9 inches, backed with heavy cardboard, faced with navy pictures in three colors, strongly glued together with blue cloth back; former price, 15c; now 10c.

Pen Tablets, note size, 50 sheets each, faint blue ruling both sides, splendid white wove paper, with blotter, backed with heavy cardboard faced with beautiful lithographed cover, strongly glued together with buff colored cloth; former price, 20c; now 15c.

Pen Tablets, note size, 50 sheets each, not ruled, Irish linen paper, white, with full size blotter, backed with heavy cardboard with beautiful gold and brown lithograph face; former price, 35c; now 25c.

Pen Tablets, note size, 50 sheets each, not ruled, splendid white wove paper, with full size blotter, backed with heavy cardboard with beautiful gold and blue lithograph face; former price, 30c; now 20c.

Pen Tablets, letter size, 50 sheets each, not ruled, Irish Linen with full sized blotter, backed with heavy cardboard with beautiful gold and brown lithograph face; former price, 35c; now 25c.

Pen Tablets, note size, thin transparent Onion Skin paper, backed with heavy cardboard, faced with highly finished colored lithograph cover and glued together with blue cloth; former price, 30c; now 20c.

Pen Tablets, letter size, thin transparent Onion Skin paper, backed with heavy cardboard, faced with highly finished colored lithograph cover and glued together with blue cloth; former price, 40c; now 30c.

INKS, PASTES AND MUCILAGE.

CARTER'S, STAFFORD'S AND THOMAS'.

There is no article offered for sale in Mexico whose sale price is so well known as that of Writing Inks, Pastes and Mucilages, and especially is that true of the well known brands mentioned, hence we do not have to tell you that we are almost giving them to you when we quote the following prices:

Table listing prices for various ink and fluid products in bottles and individual units.

INK STANDS.

FOR ALL PURPOSES.

The following mentioned Ink Stands are especially suited for persons requiring a highly ornamental as well as useful ink well. The stand includes two bowl shaped crystal glass bottles for different colors of ink. At top of each bottle is a metal rim with patent top. Bottles set into a heavy beautifully decorated art nouveau frame and are ornaments to the finest writing desk. The difference as will be noted in the quotations is due to size and decoration, but all contain the two ink receptacles and are highly finished in gold and silver.

Table listing prices for various ink stands.

The above assortment are of Austrian make and represent the pinnacle of perfection in Art Nouveau creation in Ink Stands.

Ink Wells, flat bottom, globular shaped, of ordinary clear crystal, can be used anywhere; former price, 60c; now 30c.

Ink Wells, SECURITY, fastens to any ordinary desk, is constantly out of your way, but in handy position for use; has two ink cups and pin tray, fasteners of metal, holder of oak and receptacles of clear crystal. The very thing where space economy is necessary; former price, \$2.75; now \$1.50.

Ink Stands, as well as all other articles of glass, will be carefully packed and will go as safely through the mails as any other article.



BOTH PHONES No. 1155. APARTADO POSTAL No. 93 BIS, SAN JUAN DE LETRAN 12, MEXICO, D. F.

MUCILAGE.

This Mucilage comes packed in patented bottles, hermetically sealed and with each bottle is included a "Common Sense" brush.

Table listing prices for various mucilage products in bottles and jars.

We have a large stock of above goods and you will note from the prices quoted that we want to reduce same. Every bottle in our stock is fresh, sweet scented and guaranteed to be the best goods of its kind on the market.

PASTE.

No desk, from that of "My Lady's" to that of the Bank President, is complete without a jar of the brand known as Photographers' Paste. It is put up in beautiful porcelain jars, besides containing the Paste, each jar has a small separate compartment for adding a bit of water to mix with the Paste. This Paste has a refined, sweet scent and the jar is an ornament that will be appreciated. With each jar goes a convenient sized Camel's Hair Brush for spreading. Note the following prices and order quick:

Table listing prices for various photographic pastes in bottles and jars.

BRUSHES.

Every office requires a brush of some kind. We quote below on a variety from which we certainly can meet your specified requirements. These goods, as all else we offer, will be found just as represented, and when we say that some unusual bargains in brushes here below mentioned are offered you, we believe that upon receipt of anything in the line of order you will not only be surprised at the small cost of them, but will be elated with the high quality of same. Order now, as we only have a limited number of this stock:

Genuine Camel's Hair brushes, No. 3, used for dampening tissue paper for copying purposes, much neater than the old rag wetting process where a limited amount of copying is done; former price, 90c; now .75c.

Genuine Camel's Hair brushes, No. 4, used for dampening tissue paper for copying purposes, much neater than the old rag wetting process where a limited amount of copying is done; former price, \$1.25; now .75c.

Genuine Hog Bristle Brushes, No. 3, used for dampening tissue paper for copying purposes, much neater than the old rag wetting process where a limited amount of copying is to be done; former price, 25c; now 15c.

Rubber Marking Pens, great improvement over the old style marking brush, former price, 30c; now 15c.

Stencil Marking Brushes, closely implanted and very pliable; former price, 35c; now 15c.

Manhattan Mucilage Brushes, nothing in the brush line like it for the money; former price, 35c; now 20c.

Gum and Paste Brushes, long stems, neat, handy and durable; former price, 15c; now 10c.

The above articles represent a unit of many office requirements and will make the day's burden lighter, cleaner and more pleasant and should not be overlooked on account of their apparent insignificance. Include a brush in your order. A small sale for you, but a big comfort for you.

STRONG BOXES.

Security is the aim of every careful business man, not only in the quality of his investments, but in the documents that represent same must be properly and carefully guarded. Our Strong Boxes are made for just such purposes. They are necessary to the widow in the care of her important papers as well as the Banker. If you haven't one, now is the time you should buy—while the price is low.

These boxes, many of them are steel rimmed, gold trimmed, highly finished, have splendid locks with key and compartments for the distribution and safe keeping of all classes of documents. Read the prices, they are ridiculously low.

Table listing prices for various strong boxes.

DRAWING MATERIALS.

There are no goods known to this line of better quality than on that which we quote. Draftsmen are generally well posted on the prices of the materials which they use, hence we do not feel that it is necessary to point out that the following prices scarcely cover our cost. Order early, as our stock in this line is not very large and we expect to close it out quick.

TRIANGLE SCALES.

Table listing prices for various triangle scales.

T SQUARES.

Table listing prices for various T squares.

FLAT SCALES.

Table listing prices for various flat scales.

STRAIGHT EDGES.

Table listing prices for various straight edges.

FILES, BINDING CASES AND ADHESIVE BOOKS.

There is not an office, no matter how small, that does not require more or less of the articles mentioned, and we might mention that there has not been and possibly never again will be a time when they can be had as in this grand sale. Look the list over, you must require one or more of these goods. Every item is a bargain.