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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. Not one single article of our immense stock has been reserved—everything, from a cone of pins to a Copying press will go in this sale. Now is your time to buy. Stock up at our expense, for no other such an opportunity will ever be offered you again. There is not a man, woman or child in Mexico that cannot be benefitted by this great price slaughter. Our stock contains everything for the office man, school supplies and dainty illustrated writing paper for the chile dren and all of the dainty neccessities of My Lady's writing desk. Too, the Banker, Broker or Merchant will find this sale advantageous and profitable, for in every dollars worth of goods you carry away, you will only leave behind fifty cents. Read every line in this ad., for every line means a bargain. We are trading dollars with you and throwing in the amount of the expense money required to do it. We have only quoted on a few of the hundreds of articles we have in stock. Space will not permit of our quoting on more—but, every article, no matter of what class will go in this great sale, so call or order early before the stock is exhausted. If you cannot call in person, order by mail. You will receive the same quality and price as though you were present.

## OUR PRINTING.

This is the one pride 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. Every job, little or big is under the personal supervision of the proprietor and if you wil send us a trial order, we will show some of the same printing results that have convinced so many others. Remember:

"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. All orders from interior amounting to less than \$100.00 pesos, must contain amount of transportation charges. For all orders over 100.00 pesos, we will prepay freight to any part of the Republic, excepting orders for Copying Presses. These must go at purchasers expense. We will not be responsible for goods broken or lost in transit, our responsibility ceasing on presentation of proper evidence of shipment.

Orders amounting to 100.00 pesos wherein we agree to prepay freight will have to be for stationery articles exclusively, as we are making no discounts on our printing. This sale and the prices quoted hereing will hold good until notice has been given of its discontinuance in this space, hence parties in the interior can send in their orders with perfect assurance that they will be filled unless stock has been exhausted. It is advisable to send in your order at once.

#### 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. The line embraces some of the finest papers put out by the celebrated Whiting. Eaton-Hulbert and Hurd houses. The prices range from 25c, to \$12.50 and among them will be found boxes of the rarest decoration-some in mahogany, plush, leather and leatherette. There is nothing so beautiful and appropriate for birthday, wedding or other gift purposes. Don't fail to avail yourself of this rare opportunity, for they all go at cost. We have thousands of boxes and designs and consequently cannot quote on all, but submit herewith prices and descriptions on a few classes only. Order quick that you may get the first

Real Irish Linen, 24 sheets of paper, 24 envelopes, white, decorated car-Royal Velvet, 24 sheets of paper, 24 envelopes, white, green decorated box, 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 Gladstone Superfine, 24 sheets and 24 envelopes, in blue and gray delicate

tints, closely wove, spiendid finish, high quality paper, put up in unique finished boxes, regular size; old price, \$1.25; this sale ........................ Sac. 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..... \$1.00 Fancy Fabric, 24 sheets and 24 envelopes, stylish size and a heautiful 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, handsome in texture. with fine fabric finish, in beautifully embossed cartons, regular size, and the new size envelope 23-4x81-2 inches, inbaby blue and white; old price, \$2.00;

Papier 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 ricture

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 salc..... .... \$1.75 Elsenbein, 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 ..... \$2.90 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 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 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 

Organdle 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 size white letter paper, and 24 sets of large size opaline letter paper, put up in a neat red, green, gold and green figured. odd shape box with hinged top. Truly a paper bargain; old price. \$9.25; this 

## GIFT BOXES.

## LADIES' CORRESPONDENCE PAPERS.

Victoria, a beautiful box 4 inches in depth by \$x12 inches, containing 4\$ sheets and 48 envelopes for acceptances, with pearly 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 elegant creation of the box makers' art. Contains 36 sets of letter size and 36 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 appropri-

ate as a gift. Old price, \$12.50; thissale .................. \$7.00 Carlotta, truly a royal box, decorated with bronze metal and hand painted picture of the poor lady whose name 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 pearly white enamel and contains 24 sets of correspondence and 24 sets of acceptances, the form of the envelope being of the dainty and fashionable oblong 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 Regent. 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 vox creations of the age. Each box is silk lined and has a receptacle for other writing materials and contains 48 sets of pearly white writing paper of the finest class known to the papermaker. As a box paper gift this should please the most fanciful. Old price (box has small lock and key), \$20.00; this sale..... \$10.00 Carmin. For a rich, durable design this box is the pink of perfection. It is four inches in depth by 9x12 inches. Is entirely covered with beautiful dark brown kid with decorations of light and dark brown burnt effects, top is held on with strong leather hinge, and is lockew ith patented lock and key; is lined with light green colored grosgrain silk and presents a dainty but elegant and durable appearance that people of good taste go wild over. It contains 48 acceptance and 48 letter sets of snow white paper and envelopes tled together with dainty satin edged silk ribbon. Athing like the box for a handkerchief or collar box. A gift of rare value. Old price, \$22.50; this sale

Rubio. A ruby of priceless value in box designing. The finest and best in cur great stock. A more elegant design is impossible of the greatest freak of fancy. A deep rich brown kid covering with an elegant embossed design in old gold and grass green. Nothing so fine has ever been offered in a fancy stationery box before. It is lined inside with light green colored heavy grosgrain silk, top is hinged with strong leather and when closed locks with a dainty key. Box contains 48 acceptance and 48 correspondence sets, which are of pearly white paper fabries, seldom seen in Mexico. Old price, \$25.00; this sale ...... \$12.50

## CHILDRENS BOX PAPER.

This line embraces an assortment of five or six designs of a rare and unique quality. All boxes are of the irregular small juvenile sizes with dainty decorations inclined to please children. The prices we quote are impos sible of duplication. We have a large stock and will supply orders from one box up. Read descriptions carefully and note the very low prices: Peak-a-Boo. A small box three by six inches covered with green paper-

ette having a cute four-leaf clover design on top, showing a beautiful child with golden hair. Box contains 24 ruled sheets and 24 small envelopes of Chula. Hurd's Baby Heliotrope and Baby Pink boxes, containing 24 envelopes and 24 unruled sheets of the colors mentioned, of a splendid smooth Juvenile. A lovely little box finished in green and gold with embossed design containing 24 sheets and 24 envelopes daintily tied with silk ribbon, of the better class and more fashionable size paper and envelopes. Old price, 

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 Lictures 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 cov. ered with scenes of children's frolics in winter time, which are in three col-

#### PENCIL TABLETS.

ors. 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 .\_.... 75e,

FOR THE OFFICE, HOME OR SCHOOL.

Here is where we should especially appeal to you. There is no man, womwe might add that no man, woman or of Pencil Tablets, and in connection an 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 withred cloth backs; former price, 40c.; Pencil Tablets, 130 sheets, not ruled. letter size, backed with heavy cardboard, faced with the famous Sam Lloyd's puzzle pictures, strongly glued to-

Pencil Tablet, 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.; 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.; 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 Pen Tablets, note size, 50 sheets each not ruled, splendid white wove paper, with full sized blotter, backed with heavy cardboard with beautiful gold and 

Pen Tablets, letter size, 50 sheets each, not ruled, Irish Linen with full sized blotter, backed with heavy cardboard with beautiful gold and brown 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 especialy 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:

In Bottles. On	e Bottle.	12 Bottles.
Copying Fluid, Quart Sizes	1.00	12.50
Copying Fluid, Fint Sizes	1.00	12.00
Copying Fluid, Half Pint Sizes	.60	6.50
Copying Fluid, Four Ounce	.30	3,25
Copying Fluid, Two Ounce	.15	1.65
Copying Fluid, Crimson Colored, Quarts	2.60	30.00
Copying Fluid, Crimson Colored, Pints	1.50	17.00
Colying Fluid, Crimson Colored, Half Pints		10.00
Copying Fuid, Crimson Colored, Four Ounce		6.50
Copying Fluid, Crimson Colored, Two Ounce		3.25
Copying Fluid, Crimson Colored, One Ounce	.20	2.00
French Copying Fluid. Pints	.75	8.00
Manifold Copying Fluid, Quarts	1.90	22.50
Writing Fluid, coal black, Quarts		15.00
Writing Fluid, coal black, Pints	.90	9.50
Writing Fluid, coal black, Half Pints	.60	6.50
Writing Fluid, coal black, Four Ounce	.30	3.25
Writing Fluid, coal black. Two Ounce	.15	1.65

## 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 shape clear 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 neuvo 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. Ink Stand No. 84. Bronze or Silver finish; former price, \$4.50; now...... \$3.00 Ink Stand No. 76, Bronze or Silver finish; former price, \$4.25; now ..... \$2.55 Ink Stand No. 99. Bronze or Silver finish; former price. \$4.00; now ..... \$2.75 Nink Stand No. 100, Bronze or Silver finish; former price, \$4.00; now ..... \$2.75 Ink Stand No. 91, Bronze or Silver finish; former price, \$3.50; now..... \$2.25 Ink Stand No. 95, Bronze or Silver finish; former price, \$3.50; now..... \$2.25 Ink Stand No. 53, Bronze or Silver finish; former price, \$2.65; now..... \$1.75 Ink Stand No. 81. Bronze or Silver finish; former price, \$2.50; now..... \$1.60 Ink Stand No. 82. Bronze or Silver finish; former price, \$1.50; new..... \$1.10 Ink Stand No. 83, Bronze or Silver finish; former price, \$1.35; now..... \$1.00 The above assortment are of Austrian make and represent the pinnacle

of perfection in Art Nuveu creation in Ink Stands. Ink Wells, flat bottom, globular shaped, of ordinary clear crystal, can be 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.



APARTADO POSTAL No. 98 BIS., BOTH PHONES No. 1155. SAN JUAN DE LETRAN 12. MEXICO, D. F.

#### MUCILAGE.

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

In Bottles.	One Bottle.	12 Bottles.
Muscilage, Clarified, Quarts	\$2,00	\$22.50
Muscilage, Clarified, Pints	1.25	12.50
Muscilage, Clarified, Half Pints		7.50
Muscilage, Clarified, Four Oounce		3.75
Muscilage, Clarified, Two Ounce		2.25
Muscilage, Clarified, Eight Ounce		10.00
Muscilage, Clarified, Six Ounce		8.00
We have a large stock of above goods		rom 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 appreclated. With each par goes a convenient sized Camel's Hair Brush for spreading. Note the following prices and order quick:

In Bottles.			One Jar. 12 Jars.		ars.
Thomas' sweet scented Thomas' sweet scented Carter's Sweet Scented Carter's Sweet Scented Carter's Sweet Scented Carter's Sweet Scented	Photographers' Photographers' Photographers'	Paste, Paste, Paste,	Five Ounce Six Ounce Four Ounce	.75 .50	1.50 8.00 8.25 6.00 4.00

#### BRUSHES.

Every office requires a brush of some kind. We quote below on a variety from which we certainly can meet yourspecified requirements. These goods, as all lie we offer, will be found just as represented, and when we say that some unusual hargains in brushes here below mentioned are offered you, we believe that upon receipt of anything in this line you 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 .......... 55c. Genuine Camel's Hair brushes. No. 4. used for dampening tissue paper for

copying turposes, much neater than the old rag wetting process where a lim-

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 done; formr price. 25c.; now................ 15c. Rubber Marking Pens, great improvement over the old style marking Stencil Marking Brushes, closely implanted and very pliable; former 

Manhattan Muscilage Brushes, nothing in the brush line like it for the Gum and Paste Brushes, long stems, neat, handy and durable; former 

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 us, 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 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

These boxes, many of them are steel rimed, 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 didiculously

Iron Boxes, extra strong; former price, \$2.25; now .......... 90c... Iron Boxes, extra strong; former price, \$3.50; now .......... \$2.25 Iron Boxes, extra strong; former price, \$4.50; now .......... \$3.00 Iron Boxes, extra strong; former price, \$5.00; now .......... \$3.25 Iron Boxes, extra strong; former price, \$5.50; now ...... \$3.50 Iron Boxes, extra strong, with double compartments for change; former price, \$7.00; now ..... \$4.50 Iron Boxes, extra strong, for safe keeping of stamps, three compartments; Iron boxes, extra strong, for safe keeping of stamps, three compart-Iron Boxes, extra strong, to hang on wall, three compartments for stationery, etc., etc., open end; no lock; former price, 75c.; now ............ 60c. The above boxes are light, durable and are neat and attractive in appearance. We have had them in stock some time and do not care to carry them

#### longer, hence the above prices are less than cost. DRAWING MATERIALS.

There are no goods known to this line of better quality than on that which we quote. Draughtsmen 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. Triangle Wood Scale, 5 in.; former price, 50c.; this sale ............ 30c.

Trinagle Wood Scale, 6 in.; former price, 75c.; this sale ...... 50c.

Trinagie Wood Edite, o in., former price, foot this care
Triangle Wood Scale, 7 in.; former price, 90c.; this sale 65
Triangle Wood Scale, 8 in.; former price, \$1.00; this sale 750
Triangle Wood Scale, 11 in.; former price, \$1.25; this sale 90
Triangle Wood Scale, 13 in.; former price, \$1.50; this scale \$1.0
Triangle Wood Scale, 15 In., former price, \$2.50; this sale \$1.3
Triangle Wood Scale, 18 in.; former price, \$3.50; this sale \$2.0
Triangle Ambar Scale, 5 in.; former price, \$1.50; this said persons \$1.2
Triangle Ambar Scale, 6 in., former price, \$1.60; this sale \$1.2
Triangle Ambar Scale, 7 in.; former price, \$1.75; this sale \$1.3
Triangle Ambar Scale, 8 in., former price, \$2.25; this sale \$1.5
Triangle Ambar Scale, 10 in., former price, \$3.25; this sale \$2.1
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T SQUARES.
T Square, moveable head. 36 in.; former price, \$3.25; this sale \$2.0
T Square, moveable head. 24 in., former price, \$2.75; this sale \$1.6
T Square, moveable nead, 24 in., former price, \$2.10, this sale \$1.1
T Square, stationary head, 36 in., former price, \$1.75; this sale \$1.1
T Square, stationary head, 18 in., former price, \$1.00; this sale 50c
FLAT SCALES.
e a surtir Atesta Abis coto
Flat Scales, 24 In.; former price, \$4.75; this sale
Flat Scales, 24 in.; former price, \$2.00; this sale
empateur Ences.
677712 A 742 B4717 47 1 1 4 60 M.

## STRAIGHT EDGES.

Straight Edge, 36 in.; former price, \$1.75; this sale ....... \$1.10 Straight Edge, 24 in.; former price, \$1.25; this sale ............. 65c. Straight Edge, 18 in.; former price, 75c.; this sale ............ 50c.

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.