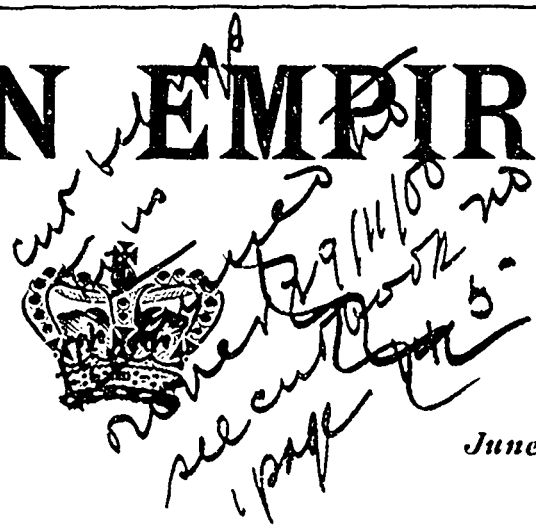
FOR AN EMPIRE!



June, 1900.

To Our Friends:

THE dauntless spirit of our times cannot fail to leave its impress upon individual thoughts and aspirations. It necessarily influences our personal ideals, our various actions.

It is doubtless due in part to this influence that our own ideals have already outstripped the Kingship of the Christmas and New Year Card trade bestowed upon us by the unanimous voice of Press and Public these many years back, that mere regal sway contents us no more, that we aspire to a still loftier pinnacle; in short, that we have begun to sigh for the Imperial Diadem and are making a bold bid "**For an Empire**" in the world of Art.

And truly it is an Imperial Collection of New Century Christmas and New Year Cards, Calendars, Gift Books, Toy Books, and Art Novelties in general that we have created for Season 1900-1, and which we unhesitatingly bring forward in support of our claim.

1,200 entirely new sets of cards embodying some three thousand individual designs may well be deemed an "**Empire**" creation for a single season, and ranging as these do over upwards of 100 separate and distinct styles, the achievement, an unprecedented one even in our annals, becomes still more remarkable.

We hope to make the greatest "**Art Empire**" the world has ever seen, and privileged as all the world is to share in the benefits attendant on the expansion of this **Empire,** we venture to hope not only for your cordial recognition of our claim, but for your valued and constant support of our policy, to enable us to worthily carry on the labours and burdens of an **Empire** weighted with vast responsibilities, but fraught with so much that is ennobling and elevating to mankind.

OUR TRAVELLERS WILL WAIT ON YOU SHORTLY.

Raphael Tuck Sons Co., Limited
LONDON, PARIS, NEW YORK.

WARWICK BRO'S & RUTTER
TORONTO.