



*" 'Tis not in mortals to command success ;
But we'll do more, Sempronius ; we'll deserve it."*
ADDISON—Cato, Act I., Sc. 2.

72-73 COLEMAN STREET,
CITY LONDON, April 1, 1887.

GENTLEMEN,

ONCE more we have the honor to announce the completion of a new collection of

CHRISTMAS AND NEW YEAR CARDS.

So much kindly interest is taken in our annual announcements, that we may be pardoned for referring to the fact that this year, which will be handed down to remotest posterity as the Jubilee Year of the famous Victoria Era, marks an epoch in the history of our firm, which, founded in the year 1866, celebrates its coming of age in this year of Jubilee, 1887-8. We have endeavoured to signalize this, to us, important event, by the issue of a series of publications in every branch of our business, which should prove an earnest of our endeavors, not only to maintain the standard we have set ourselves hitherto, but to still further raise it in the future, by every means in our power.

It is not within the scope of a short announcement to refer in detail to this year's remarkable Christmas and New Year Card collections, to which, after all, nothing but a personal inspection can do justice. We therefore content ourselves by simply giving a list of headings of the contents of our sample books.

FOUR HUNDRED DISTINCT SETS, from one penny to two shillings each, will be found to embody every popular and artistic feature, carried out to a perfection obtainable only by the highest class of work. THE SNOWFLAKE SERIES, and the BIRD SERIES, by Giacomelli, will doubtless take the lead.

PRIVATE CARDS, in Sepia, Color, Etching and Engraving ; our famous RAPHAEL CARDS ; PERFUMED SATIN OUSHIONS ; and FLORAL HORNS OF PLENTY.

THE WHATMAN PORTFOLIOS and the ART GEM PANELS, which range in price from sixpence to half a guinea, each being boxed separately, need only be seen to be appreciated.

RELIGIOUS, CHRISTMAS AND NEW YEAR CARD PUBLICATIONS.—This Series, entitled the "MIZPAH," contains forty separate sets, of six designs each, and is, if we mistake not, destined to take a high position in the religious cards of the year. Among the contributors to the verses in connection with this "Mizpah" book are, the Lord Bishop of Exeter, the Lord Bishop of Liverpool, the Bishop of Sodor and Man, the Reverends Newman Hall, C. H. Spurgeon, Canon Bell, Doctor Gregory Smith, Edith Prince, Helen Burnside, etc., etc.

Every Card issued by us this year will bear the facsimile signature of the artist.

The Poetry, always an important feature in connection with the whole of our Cards, has had the same careful editing as eitherto.

A choice variety of HAND PAINTED CARDS, also a collection of NOVELTIES IN SATIN AND PLUSH, embracing over 100 styles, which we confidently designate as the most original and recherché that has yet emanated from our establishment.

The pleasant task remains for us to thank all our friends, known and unknown, for the generous support extended to us since the existence of our firm. We trust we have given proof in the foregoing of our endeavors to deserve its continuance to a distant future, so that our retrospect of to-day may, if anything, be excelled in pleasurable emotions in the Jubilee Year of our existence.

We are, yours, faithfully,

RAPHAEL TUCK & SONS.

AMERICAN BRANCH :

298 Broadway, New York.