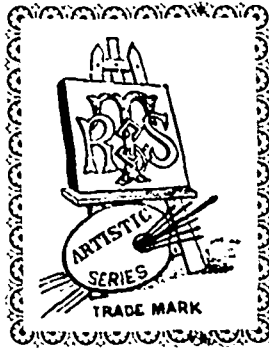


RAPHAEL TUCK & SONS

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 London, Paris,
 Berlin and
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 298-300 BROADWAY,
 New York.
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ONLY ABOUT BOOKS.

*"The yearly course that brings this day about
 shall never see it but a holiday."*
 SHAKESPEARE.

TO THE TRADE:

The superabundance of the varied and novel features of our CHRISTMAS AND NEW YEAR CARDS for Season 1890-1 might be supposed to make our annual announcement an easy task.

And yet this very superabundance has its attending disadvantage, for the difficulty immediately presents itself—how to crowd all its numerous features into the limited space of a circular.

We are afraid our only way to get over that difficulty is—to evade it.

Let us, however, make plain the indisputable fact that never before has so much unremitting thought and labour been bestowed by us upon the compilation of a Season's Collection, and that within the range of our abilities, "nothing has been left undone that should have been done," and "nothing has been done that should have been left undone."

The principle that has guided us throughout has been to combine that novelty of form and material, for which the public taste has so unmistakably pronounced itself, with a simplicity of charm born of pure artistic merit.

We claim that we have succeeded in this endeavour.

Thus, besides the Chromo Cards pure and simple, we have Blocked Cards, Embossed Cards, Stand Cards, Jewel Cards, Frost Cards, Shadow Cards, Double Cards, Gem Cards, Shape Cards, Folding Cards, Nodding Cards, Panel Cards, Winged Panels, Transparent Cards, Hand-Painted Cards, and a host of other novel notions and combinations, which no amount of explanation can properly place before our readers, but which may be relied upon to play an important role among the saleable cards of the coming Season.

A total of over 1,000 sets, comprising 3,500 individual designs.

An unprecedented achievement this, which, we trust, will largely contribute to maintain the high position to which the Christmas Card Trade has been brought.

OUR BOOKS AND BOOKLETS.

"Of making many books there is no end."
 KING SOLOMON.

GENTLEMEN:

The importance which our Publications in ILLUSTRATED BOOKS AND BOOKLETS are assuming, warrants our referring to them in a special circular, our catalogue this Season comprising no less than 100 NEW Publications.

These may be roughly divided in— Firstly: ILLUSTRATED BOOKLETS proper, intended principally for charming little Christmas Gifts, and listed at \$1.20, 1.80, 2.40, and 3.00, per dozen. — Secondly: ILLUSTRATED JUVENILE BOOKS, at \$1.20, 1.80, 2.40, 3.00, 3.60, 4.80, 6.00, 7.20, 9.00, 12.00, 15.00, 18.00, and 24.00 per dozen. Thirdly: ILLUSTRATED BOOKS, listed at from 50c to \$10.00 each.

In the completing of the entire Line, we have but followed one rule that "The best only is good enough," and with this significant recommendation of our general line of Books and Booklets, we will content ourselves.

Two however of our most important Gift Books we cannot deny ourselves the pleasure of referring to specially. The first of these is Shakespeare's "ROMEO AND JULIET," a large imperial 4to volume superbly illustrated by LUDOVIC MARCHETTI, LUCIUS ROSSI, and ORESTE CORTAZZO, in 12 Coloured and 12 Monochrome pages, with 22 pages Letterpress, and numerous Woodcuts. Published in two styles of binding, at \$6.00 and 7.50, respectively.

The "EDITION DE LUXE," printed on a specially prepared paper, bound in vellum, and limited to 1,000 signed copies is listed at \$15.00, the copy.

The second book, a large quarto, is entitled "ON SERVICE," ANNALS OF MILITARY INCIDENTS, by Captain J. PERCY GROVES, Illustrated by HARRY PAYNE and ARTHUR PAYNE, in 23 Coloured, and 53 Monochrome pages. Published price \$5.00.

We claim for both these works, each of which has taken nearly two years to complete, that they are unique, nothing to equal them in their respective lines having ever been placed upon the market.

As specimens of the Highest Class Lithography and Printing, from specially prepared Original Designs by well-known Artists, they will at once take a foremost place.

We trust we have shown good cause for your patronage.

And are,

Yours very faithfully,

RAPHAEL TUCK & SONS.