

"BY BOOKS IN HAND, AND LAMPS FOR THE FEET"
Illustration—Richard III.

To attempt economizing the results achieved were false, because the necessity of artfully selecting in which the lamp and more were design by sample, duly compensated within the limited space of a circular.

The Cards themselves and the Cards (shaded, the Cards unshaded, and the Cards coloured, enhanced Cards and flat, the Unshaded Cards and the previous Cards, the Green Panels and the Match Cards, the Rustic and the Plumed, the Folding Screen, the Rainbow Card, the Crayons and the Booklets, which crowd the pages in one striking and entire production, will be inspected by every Dealer throughout the world who has the slightest regard for his Card trade before he commences placing his orders; and I therefore let the Cards speak for themselves.

72173, COLEMAN STREET, CITY,
LONDON, W.C. 1906.

**RAPHAEL TUCK
& SONS'**

Christmas **New Year**

Gards.

AMERICAN Branch **298 Broadway N.Y.**

WARWICK & SONS,
CANADIAN AGENTS FOR
**RAPHAEL TUCK & SONS' XMAS CARDS, XMAS NOVELTIES,
BOOKS & BOOKLETS**
68 & 70 FRONT STREET WEST,
TORONTO, - - ONTARIO.

The New ILLUSTRATED CATALOGUE will be ready in a few days, and will be sent on application.

Generous,
In the designing of our Christmas and New Year Card
Collections for the forthcoming Season we acted upon three distinct
resolutions to have the same printed upon which should involve, and
the due carrying out of which should distinguish, our Christmas Cards
for the Season 1906-07. These resolutions were—

- Firstly "NOVELTY"
- Secondly "NOVELTY"
- Thirdly "NOVELTY"

With the talented aid of what we may justly term a
brilliant staff of Designers, Artists, and Lithographers, followed
by an embossed and well-developed staff of Printers,
Engravers, Die Cutters, Embossers, etc., we have so
devised to carry out these resolutions, by doing which
great commendable work, by best recommending of future
horizontal ground, and by doing others at all further
advancement upon some of the more remarkable of our
former successes.

These tactics, carried out by the most approved
methods of modern art, have resulted towards the pro-
ducing of a Christmas and New Year Card Collection, which
will, we believe, carry everything before it, and take both Trade
and Public by storm.

As for the Party-colours, an acknowledged and important
feature of our Cards—colours to say that our Eastern, Middle
Eastern, and Western, colours to hold their own, and
acknowledged, with pleasure, the valuable and received by our
own and the customer.

The Collection now completed and being the subject of
our three resolutions, enable us every page, in illustration, and we
venture to believe, unsurpassable. The variety is unprecedented, and we
trust remarkable, when designing and printing in such rich colour
and harmony.

We apply for your endorsement,
And beg to remain,
Yours faithfully,
Raphael Tuck & Sons.

Open our further point only
will we permit ourselves a
passing reference, to order to
show the publisher also we have
found held by such has ap-
proved dealers in almost parts
of the world, to be imagined that
because the reputation of our
Cards is well-known, they must
necessarily be best priced and
response.

Nothing can be more satis-
fying. True, we have Cards up
to a certain limit, but our desire
is to have Cards of One Price, at
no time unequalled for range,
quality and popularity than our
Three-penny, Six-penny, or higher
priced Cards. We cover the all
classes, and the requirements of
all receive equal attention at
our hands.