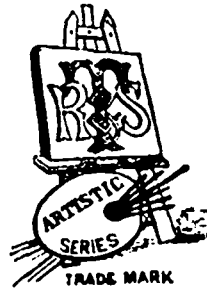


# A Year's Labor.



72 & 73 Coleman Street, City,  
LONDON, April, 1889.

"My Soul's in arms, and eager for the fray."—*Shakespeare.*

GENTLEMEN,

In the designing of our CHRISTMAS and NEW YEAR CARD Collection for the forthcoming Season we have acted upon three distinct resolutions to form the main pivots upon which should revolve, and the due carrying out of which should distinguish, our Christmas Cards for the Season 1889-90. 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 enthusiastic and well-disciplined army of Printers, Engravers, Die Sinkers, Embossers, etc., we have endeavoured to carry out these resolutions by dashing charges against conventional styles, by bold reconnoitring of hitherto unexplored ground, and by daring efforts at still further advancement upon some of the more remarkable of our former successes.

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

To attempt enumerating the results achieved were futile, because the contents of six bulky volumes, in which the 3,000 and more new designs are sampled, defy compression within the limited space of a circular.

The Cards humorous and the Cards shaped, the Cards monochrome and the Cards coloured, embossed Cards and flat, the Iridescent Series and the private Cards, the Gem Panels and the Mizpah Cards, the Rustic and the Frosted, the Folding Series, the Crayons and the Booklets, which crowd the pages in ever-varying and endless profusion, will be inspected by every Dealer throughout the world who has the slightest regard for his Card trade before he starts placing his season's orders : therefore let the Cards speak for themselves.

Upon one further point only will we permit ourselves a passing reference, and that in order to allay the mistaken idea we have found held by some less experienced dealers in distant parts of the world, who imagine that because the reputation of our Cards is world-wide, they must necessarily be high-priced and expensive.

Nothing can be more fallacious. True, we have Cards up to a Guinea each, but our assortment of Cards at One Penny is no less unequalled for quality and popularity than our Three-penny, Sixpenny or higher priced Cards. We cater for all classes, and the requirements of all receive equal attention at our hands.

The Collection now completed, and with the stamp of our three resolutions visible on every page, is cosmopolitan, and, we believe, unapproachable. The variety is unprecedented, the value remarkable, while designing and printing vie with each other for supremacy.

We apply for your endorsement.

Yours faithfully,

Raphael Tuck & Sons.

