

Christmas and New Year Cards for 1887-8.

WARWICK & SONS'

CIRCULAR TO THE TRADE.

Last year we endeavoured to persuade our Customers not to be diffident in purchasing Christmas Cards, as there was no foundation for doubt as regards their sale, on condition the right article was handled. Reports from the Trade proved that

OUR STATEMENTS WERE RELIABLE.

The Cards that sold best were those that appealed most forcibly to the cultured taste of the people.

CHRISTMAS AND NEW YEAR SOUVENIRS

Are a cherished and firmly established custom which IS ON THE INCREASE. The postal authorities conveyed, at Christmas, 1886, more Xmas Cards than in any year before.

FINE ART PUBLISHERS

Are encouraged to produce in larger quantities this year. Wirths Bros., of London, Eng., and New York, FOR WHOM WE ARE THE SOLE AGENTS FOR CANADA, state that they have enlarged their facilities, in consequence of having had to refuse orders last year.

NEXT SEASON'S PROSPECTS ARE STILL BETTER.

To meet the increased refinement of the public taste, Wirths Bros. have introduced a select line of

NOVEL PRIVATE CARDS

Which are specially adapted for a finer class of trade and for people who consider the regular Xmas cards old-fashioned. A small line of the Private Cards was introduced in England last season, being too late for Canada and the United States, and it

MET WITH IMMENSE SUCCESS.

This year they will be available in over 100 different designs. They are most elegant in style and packing; six or twelve coming in a box with fine envelopes.

Among the other lines we will exhibit are:

EXQUISITE SATIN ART PRINTS, with richly ornamented plushes, chenille cords, &c.

STRIKING AND CHARMING ODDITIES, which for singular beauty will satisfy the most capricious taste.

A NOVEL SERIES OF ART PANELS decorated with frosted flowers in a most graceful combination.

STRICTLY EMBLEMATICAL CARDS with gold edges, bevelled.

ARTISTIC NOVELTIES of various pleasing patterns and choice, rich material.

THE MOST DISTINGUISHED DESIGNERS

Of Wirths Bros.' novelties this year are Mr. Alfred Bowers, of London, and Professor Freidrich, of the Art Academy of Weimar, both of whom are famous in art circles. The public may therefore expect, from this source, surprises to all who are lovers of strictly tasty and artistic combinations and who appreciate cultured art.

Do not make the mistake of buying too early. Wait till you see our samples; we are confident they will please you, and you will find them to be THE MOST SALABLE GOODS.

WARWICK & SONS,

Publishers, Stationers, &c., Toronto.