

EASTER, 1907

Raphael Tuck & Sons Co.

FINE ART AND BOOK PUBLISHERS

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To the Trade :

The encouragement given us last year in so significant a form, and the ever-increasing popularity of our publications, have warranted us in trebling our efforts in the preparation of our EASTER COLLECTION for 1907.

Absolute Novelty, Rare Beauty, Exquisite Finish, Immense Variety, Fine Range and Wonderful Value have never been better exemplified than in these dainty productions.

EASTER CARDS, PANELS, LEAFLETS and GEM PORTFOLIOS, together with an infinite assortment of ARTISTIC POST CARDS---all especially designed for this festive season---bear eloquent testimony of the high standard of refined and artistic excellence concentrated in these publications.

It is one of the cardinal principles in our Art Creed never to rest satisfied with what we have accomplished in the past, but to aim higher each season; and so we have forged far ahead of anything we have ever attempted heretofore and are quite content to let our present collection speak for itself.

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Faithfully yours,



Raphael Tuck & Sons Co.

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