

A BEAUTIFUL LINE OF BOOKLETS.

K EEN appreciation of the wants of the trade, and unusual facilities for supplying them, are among the salient characteristics of the Art Lithographic Publishing Co., of Munich and New York (whose sole Canadian representative is the Fleming H. Revell Co., of Toronto). This fact has long been appreciated, but fresh proof is furnished every year, and the line of booklets, cards and calendars for the holiday season of 1894-5 will add fresh lustre to the company's fame. As usual, the line is large and varied and characterized by an artistic perception of the beautiful and a delicacy of handling never surpassed in similar productions.

Among the fine specimens of lithographic and illuminating or jewellery art may be mentioned "Snowflakes and Sunbeams,"



the cover of which presents a striking bit of coloring. It represents an old country farm scene, with rustic farm house and outbuildings, the roofs of which are white with snow, white corners and cornices are tinted with golden sunbeams, while the setting king of the day illuminates with a roseate hue the western horizon. The booklet is of oblong shape, about $7\frac{1}{2}$ x 10 inches, and each page contains a scenic or floral decoration illustrative of the letterpress, the designs being mainly in colors.

Of uniform size with the above is "River Reveries," by Ellis Walton, the handsomely lithographed cover of which shows a country road by the river side. Beyond the road is a picturesque group of cottages, and on the river bank are two boys fishing. Interspersed through the booklet are many bright bits of river scenery and the plants and flowers that may there be found.

Similar in size, but opening at the side instead of at the end, is "By Streamlet and Meadow," by Frank Ferndale, with a chaste and beautiful cover, whereon are depicted a little stream with an arched stone bridge crossing it to human habitations on the bank. Embossed floral decorations add greatly to the beauty of the cover. Lilies, daisies, violets and birds form the main subjects for poetic and artistic treatment between the covers and the treatment in both respects is far above the average.



Another distinctly different class of booklet which the Art Lithographic Co. have brought to a rare state of perfection is the rococo style, among which "Inspirations," "A Christmas Home" and "From the Lattice Window" may be mentioned as samples. All are unique in shape, rich in design and brilliantly illuminated.

"From the Lattice Window," by Frank Ferndale, has a cleverly designed cover showing an open window, with flowers and vines on the ledge, and as we find from

the letterpress, it opens out upon a garden fair to see, the beauties of which are well described and illustrated. "A Christmas Home," by Cecilia Havergal, is daintily attractive, as all the productions of this gifted lady are.

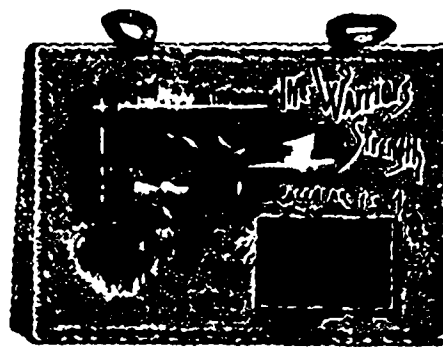
"Petals in the Pathway" shows a brilliant combination of open work and the richest of decoration, while "Celestial Voices," by Dora Ross, and "The Flowers' Awakening," by Frank Ferndale, though smaller, are almost equally beautiful. All are illustrated between covers in delicate water-color effects, which forms a sharp and pleasing contrast to the bright and striking covers.



The subdued but beautiful cover in silver and gray of "Calls From on High to the Workers Below," is very appropriate to the contents of the booklet, which is thoroughly devotional in tone. The verses, of which there is one for each day in the month, are by Charlotte Murray. Each verse occupies a separate page, and is preceded and based upon a scriptural quotation. The verses occupy a quarter or third of the space on each page, the balance being devoted to an appropriate illustration, half of which are in colors and the balance in monochrome. The cover has the title embossed in silver, and angels, also embossed, blowing trumpets. Another day book of similar scope, more modest in execution, but very attractive, is "Word and Work," by Cecilia Havergal, in which a page suffices for several days. Still another dainty day book is "Times of Refreshing," the poem being by Charlotte Murray, with appropriate texts selected by Elsie Murray.

"Life's Sunshine and Its Secret" is also devotional in its tendency. The verses are by Frances Ridley Havergal, selected by Cecilia Havergal, and it contains several full-page rural scenes in colors besides the floral embellishment.

"Ivy Leaves," by Charlotte Murray, is notable for its clever representations of the beautiful plant which gives it its title, the cover being especially beautiful with embossed autumnal ivy leaves.



These are but a few of the many striking booklets of the Art Lithographic Publishing Co., but they will give some thing of an idea of their brilliant line. As to calendars, screens, etc., their number is legion; while in unique and

artistic design and color they are quite in advance of earlier years' issues. The assortment embraces poets' calendars, devotional calendars, and general annual tokens of remembrance. From among the large variety, perhaps as attractive as any (though it is with difficulty one makes the selection), are the "Violet" calendar, "Forget-me-not" (fan shape), "Grains from Shakespeare's Garner," "In Perfect Peace," and "The Warrior's Strength." However, there is but one way of judging of the value of such works, viz., a personal examination of the exquisite color and workmanship which can never be conveyed in black print.