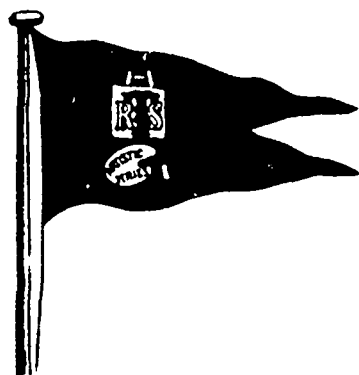


72 AND 73, COLEMAN STREET,

CITY, LONDON,

298 TO 300 BROADWAY, NEW YORK.

MAY, 1891.



"We know what masters laid thy keel
What workmen wrought thy ribs of steel,
What anvils rang, what hammers beat,
In what a forge and what a heat
Were shaped the anchors of thy hope!"

* * * * *

"In spite of rock, and tempest's roar,
In spite of false lights on the shore,
Sail on—nor fear to breast the sea!
Our hearts, our hopes, are all with thee."

—Longfellow.



GOOD ship "Raphael Tuck" is again in commission. Freight with a Christmas load of the choicest, manned by a crew of the merriest, with sails fully trimmed, she is once more ready to start on her annual voyage.

For does she not sail under the same well known colours that have proudly fluttered their pennants to the breeze, in all quarters of the globe, these many years past? Enterprise Originality and Excellence are again nailed to the mast—our one thousand sets of entirely new Christmas and New Year's Cards, embodying some three thousand individual designs, together with some two hundred separate Books, Booklets, Calendars, etc., are found on the manifest.

And gaily floats the ensign, "Moderate Prices," on the flag-staff, for the ship is laden with freight for all; and from the Penny Card to the Shilling Gem Cardlet, from the Sixpenny Booklet to the Child's Toy Book, and the Guinea Gift Book, all have had equally the same care, the same unremitting attention bestowed upon them.

Shall we enumerate? What boots it? If you are not concerned in Christmas Cards, if you are not concerned in Books or Booklets, or Calendars; why, there is no consignment on board for you. But if you are interested in either one or the other, or both, you surely know your business, and will take care to inspect our cargo ere laying in your supply. Away, then, with all attempts at description!

ENTERPRISE: Yourself give proof of the unsparing outlay which has secured all that was deemed worthy in Art and Letters.

ORIGINALITY: Exhibit your wealth of novelty and design.

EXCELLENCE: Render your own account of the high standard of work lavished by Artist, Lithographer, and Printer upon all carried by our good ship.

Weigh the anchor! Set all sails! All is taut: the wind with us, the Captain is vigilant; the Officers confident, the Crew jubilant. God speed the "Raphael Tuck" on your world-encircling voyage! Land your precious freights East West North South and may they realize to the full the hopes and anticipations of all who place their dependence in thee, and become loving and loved harbingers of Peace and Goodwill in numberless homes throughout the world.

RAPHAEL TUCK & SONS.