



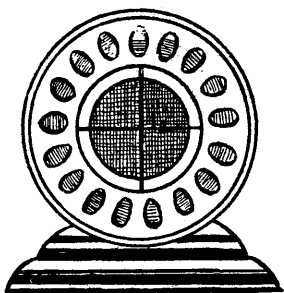
Christmas Cards for Hand Colouring



Tally Ho! Art Shops

331 Bay Street, Room 206

Toronto, Ontario



Tally-Ho Everybody!

FOR the next hour or so I am sure you are going to be greatly interested in the pages that follow in this catalogue.

For seven months we have laboured and worked to create the new designs and ideas embodied in the 1931 catalogue of Christmas cards for hand colouring.

As you probably know, we have given our Hand Coloured Card Department a new name. So rapidly did it grow that we had to form a big department of its own and organize it as Tally Ho! Art Shop. From the small beginning of four years ago this department has grown tremendously.

Now, with the ten years of experience of Premier Art Guild back of it, and the four years of Hand Coloured experience, we can offer you the best assortment and service in cards for hand colouring anywhere in the Dominion.

Read every line carefully, choose your cards carefully, and you will enjoy both colouring the cards and selling them as a profitable hobby.

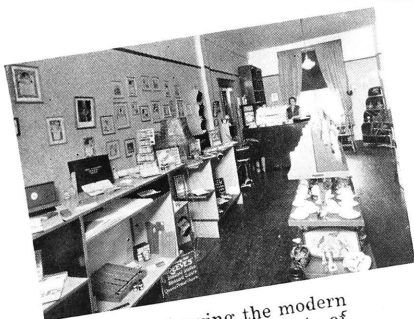
Yours for success,

WM. BALDWIN, President.

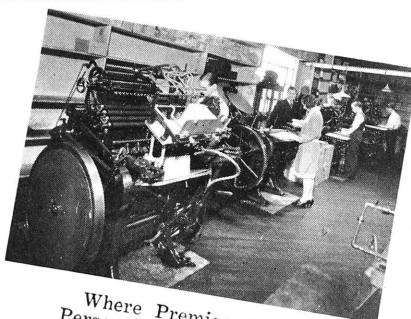
IMPORTANT

TALLY HO! ART SHOP is the new name of the Hand Coloured Card Department of Premier Art Guild. William Baldwin, originator of Premier Art Guild, owns and controls both companies. Tally Ho! Art Shop sells ONLY Premier Art Guild Cards. We are segregating the Art Department from the Manufacturing Plant for your benefit and convenience.

WILLIAM BALDWIN
President
Premier Art Guild
and
Tally Ho! Art Shop



A view showing the modern facilities and equipment of Tally Ho! Art Shop, "The Headquarters for Art Supplies."



Where Premier Art Guild Personal Cards and Tally Ho! Cards for Hand Colouring are created. 100% Canadian from start to finish.

GLADYS M. CARR
Secretary-Treasurer
Premier Art Guild



DOROTHY DEY
Manager
Tally Ho! Art Shop



ABOVE are views of the wonderful plant in which Tally Ho! cards are designed, engraved and printed. In less than ten years this industry has grown from a small, though enthusiastic beginning to one of Canada's leading enterprises in this field. To-day the manufacturing plant occupies the whole top floor of a modern building on Victoria St., Toronto. It has a retail sales store at Tally Ho! Art Shop, corner of Adelaide and Bay Sts., Toronto, and agents and customers throughout Canada.

What Does Hand Colouring of Cards Mean?



THERE are many artistic people who do not have time or money to create their own designs for Christmas cards, yet they do not wish to buy the stereotyped printed cards that are offered in the stores. They want to send to their friends cards with a personal touch, so they buy cards from Tally Ho! Art Shop which have designs and pictures printed or engraved in black and white. These cards they colour or tint to the best of their artistic ability. Thus, for a few cents per card plus a little enjoyable work, they can create really beautiful cards—all hand painted.

Every year thousands of people are turning to this method of making their own cards. Other thousands are doing this and selling the cards to their friends and acquaintances. It is a most enjoyable and profitable hobby. If you have not tried making your own cards you have a real surprise in store. If you have done such work in previous years we know you will be sending in real orders for cards to Tally Ho! Shop this year. Throughout the country we have thousands of loyal customers who look forward eagerly to receiving this catalogue. In fact, we always have many, many requests for it before it is off the press.

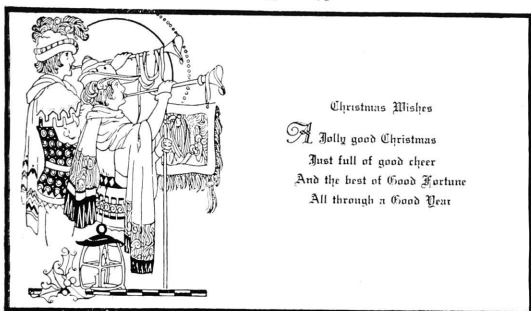
For 1931 we have put the best effort possible into the creation of better designs for the money. We realize as well as anybody else that the year just past has meant harder work, more energetic effort for everyone in business. The idea of "more for the dollar" has been our creed and we think you will agree that you have never seen better values or better cards for the money.

THE TOUCHES OF COLOUR MAKE THEM DISTINCTIVE



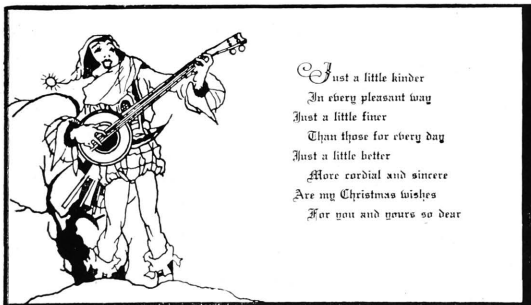
Just an old fashioned wish
With the good old fashioned
Spirit Merry Christmas
Happy New Year

No. 770—Size $3\frac{1}{2} \times 6\frac{1}{8}$ —Price 5c



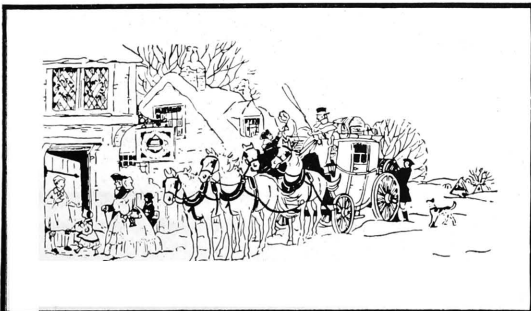
Christmas Wishes
A Holly good Christmas
Just full of good cheer
And the best of Good Fortune
All through a Good Year

No. 771—Size $3\frac{1}{2} \times 6\frac{1}{8}$, Deckle Edges—Price 5c



*J*ust a little kinder
In every pleasant way
Just a little finer
Than those for every day
Just a little better
More cordial and sincere
Are my Christmas wishes
For you and yours so dear

No. 768—Size $3\frac{1}{2} \times 6\frac{1}{8}$, Red and Gold Edge—Price 5c



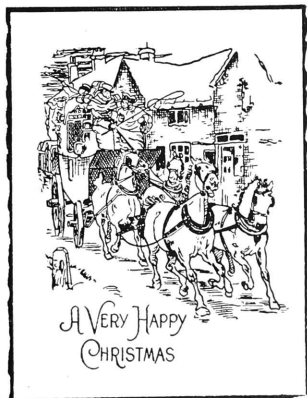
No. 757—Size $3\frac{1}{2} \times 6\frac{1}{8}$, Die Sunk Folder—Price 6c



No. 713—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Four Page French Folder, Parchment—Price 5c

SYMBOLS

Of the joyous season, holly wreaths, Christmas carols, Yule logs, snowy village scenes, coaching parties, all these recall the centuries of happy Yuletides that have past. To-day these fond memories are brought freshly to mind in the Tally Ho! Cards in this book.



No. 714—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckle Edged Folder Price 5c

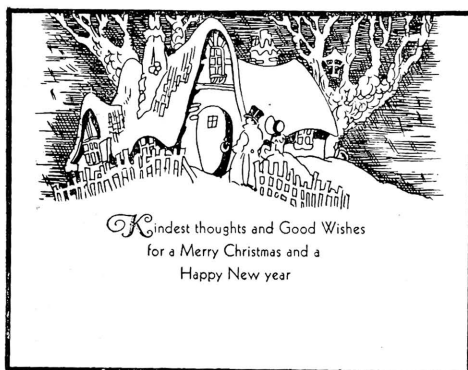
A PAYING PASTIME THAT BRINGS FUN AND MONEY



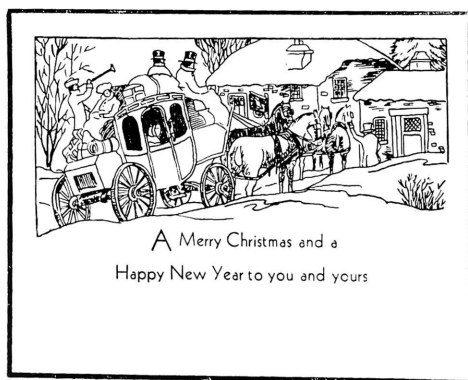
No. 723—Size 4 x 5, Buff Stock Folder—Price 6c



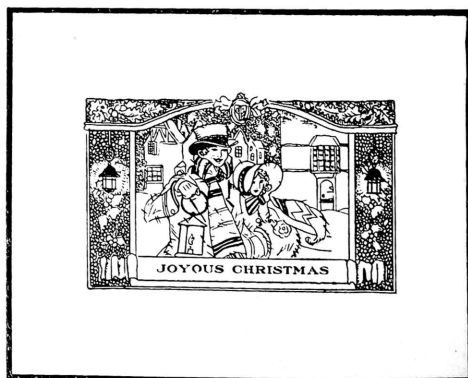
No. 726—Size 4 x 5—Price 4½c



No. 728—Size 4 x 5, Buff Stock—Price 4½c



No. 727—Size 4 x 5—Price 4½c



No. 721—Size 4 x 5, Buff Stock Folder—Price 6c

IN THIS AGE

WHEN machine made articles are so common, people appreciate anything that has a touch of hand work. Such articles are more personal and more distinctive than thousands of mediocre cards that are turned out by mechanical printing presses. "The magic touch of hand colour adds soul and personality to Christmas cards."

If you are in Toronto you can fill your own order by calling at Tally Ho! Art Shop. All cards are conveniently arranged on special display stands.

REMEMBER YOUR OLD FRIENDS THIS YEAR



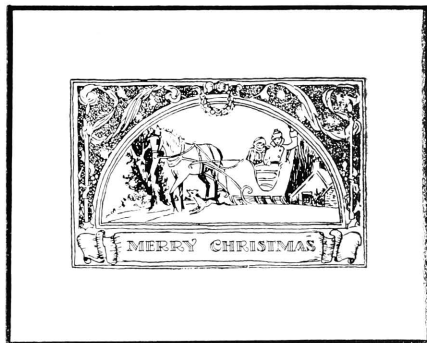
No. 718—Size 4 x 5, Deckle Edge Folder—Price 6c



No. 725—Size 4 x 5, Deckle Edge Folder—Price 6c

THROUGHOUT

THIS catalogue you will observe the great variety and individuality of the designs and greetings. It is a real thrill to take a black and white design and in a few moments create a thing of beauty with a few deft touches of living colour. It is soul satisfying to feel that you are creating something beautiful and useful.



No. 733—Size 4 x 5, Folder—Price 6c



No. 732—Size 4 x 5, Deckle Edge Folder—Price 6c



No. 729—Size 4 x 5, Grey Stock—Price 4½c

We will send our catalogue to any of your friends interested in painting. Please send us their names and addresses.

CANADIAN CARDS FOR CANADIAN PEOPLE



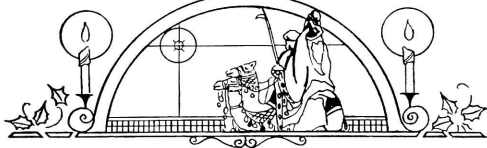
Christmas Greetings with best wishes for happiness
throughout the New Year.

No. 758—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Buff Stock, Deckled Edges—Price 5c



To wish you the Happiest, Merriest, Brightest
and Jolliest Christmas.

No. 759—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Buff Stock, Bottom Border Red and Gold—
Price 5c



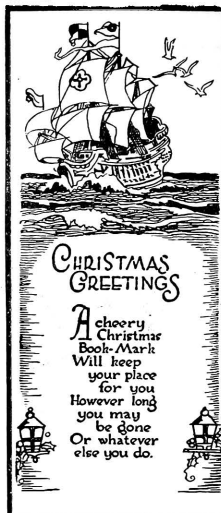
The Season's Greetings with the best of wishes
for Christmas and the New Year.

No. 769—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Deckle Edges—Price 5c



A short wish--but a cheery one,
Just a happy Christmas and a merry one.

No. 767—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Deckle Edges—Price 5c



CHRISTMAS
GREETINGS

A cheery
Christmas
Book-Mark
Will keep
your place
for you
However long
you may
be gone
Or whatever
else you do.

No. 744—Size $2\frac{1}{2}$ x 6, Book
Mark, Gold Border—
Price $3\frac{1}{2}$ c

CHRISTMAS IS

REALLY the happiest season of all the year. How easy to create joy and love by sending a simple card to friends and acquaintances, and how easy and inexpensive when you paint your own cards.



MERRY CHRISTMAS

This will mark
your place
And remind you too
That I wish you joy
The whole year
too.

No. 745—Size $2\frac{1}{2}$ x 6, Book
Mark, Gold Border—
Price $3\frac{1}{2}$ c

How to Sell TALLY-HO!

Cards for Hand Colouring . . .

WE find from past experience that agents or customers who make the biggest success in handling Tally Ho! cards are those who get to work early. You don't have to wait for the first flurry of snow to get orders for Christmas cards. The time to get real orders is when the other fellow is asleep or is thinking more of pleasure than profit. First of all make up a list of your friends and acquaintances with their telephone numbers. Then phone them or send a post card advising them that you will be very pleased to call and show samples of an exclusive line of hand painted Christmas Cards, that you yourself painted. Make as many definite appointments as you can.

Now, the best way to get the orders when you call is to have your samples made up as attractively as you can. Our suggestion is that you get a complete assortment of all Tally Ho! Cards and colour them up. Then mount these in an album or sample portfolio (you can get a portfolio from us for \$1.00). Under each card you can write your prices per dozen, two dozen, etc. It is much easier to show cards in a book than just loose and it creates a better impression on the customer.

Public institutions, banks, insurance companies and other places employing large staffs are excellent outlets for sales. You can often interest your acquaintances who work for such organizations to take orders for a small commission.

Sunday school classes, girls' clubs, public and high school girls and boys, college students and others are eager to earn money and enjoy the fun of being agents.

You can often get some store such as a stationery store or a drug store, to let you display your book on their counters. They will gladly take orders for you for a nominal commission.

There are many other methods of getting orders that will occur to you as you go along.

You will certainly get considerable fun and profit from the fascinating game of hand colouring Tally Ho! Cards. Everyone who buys these cards from you will be an enthusiastic supporter for you.

Be sure the assortment of Tally Ho! Cards you make up is varied, because tastes vary. The larger the assortment you show the more prospects you will please and the more money you will make.

We do not buy back hand coloured cards. Our customers can make more money selling them themselves.

TALLY HO! CARDS ARE WONDERFUL VALUES

"THE COMPLETE LINE BOX"

Makes You
REAL MONEY

In the "Complete Line Box" you get one of every card shown in this catalogue. Cards embossed in gold, engraved cards, printed cards, cards on coloured stock, cards with deckled edges—a complete assortment.

Thus when you get a "Complete Line Box" and colour the cards you have an actual sample to show your customers so they can make a better choice from the



complete range. When these cards are mounted in a portfolio you have a graphic method of selling—the cards will sell very rapidly as you display the pages.

As a special offer to assist you in getting orders we offer the "Complete Line Box" for \$5.20 for 103 Christmas Cards and Gift Enclosure Cards—a total of 111 cards with an envelope to match each card.

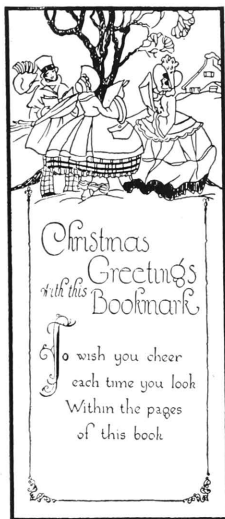
Total catalogue price if purchased one at a time \$6.17, hence you save 97 cents.

Send for "Complete Line Box" now and you will be ready to take orders as soon as you colour them and mount them in your book.



Complete \$5.20
Assortment

ENJOY HAPPY HOURS PAINTING CARDS



No. 747—Size $2\frac{1}{2}$ x 6, Book Mark, Gold Border—Price $3\frac{1}{2}$ c



No. 798—Size $4\frac{3}{4}$ x $6\frac{3}{4}$, Folder—Price 9c

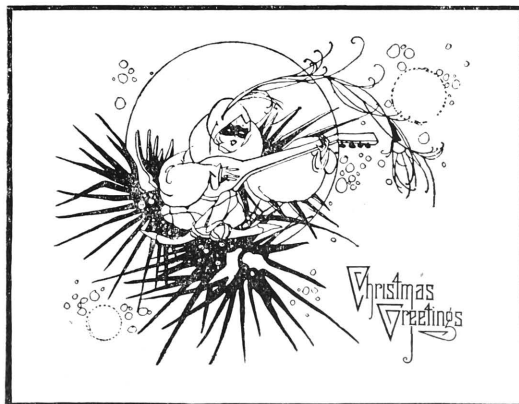
← **READ THIS PAGE OVER**



No. 772—Size $3\frac{1}{2}$ x $6\frac{3}{8}$ —Price 5c



No. 746—Size $2\frac{1}{2}$ x 6, Book Mark, Gold Border—Price $3\frac{1}{2}$ c

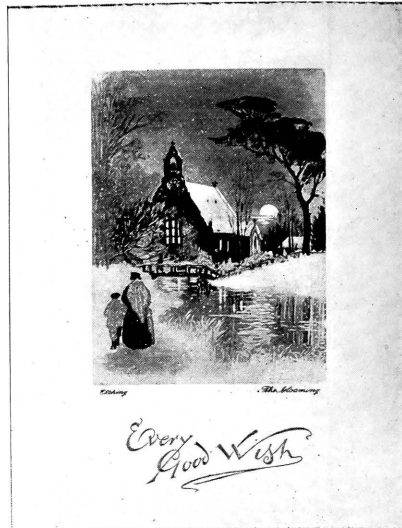


No. 799—Size $4\frac{3}{4}$ x $6\frac{3}{4}$, Folder—Price 9c

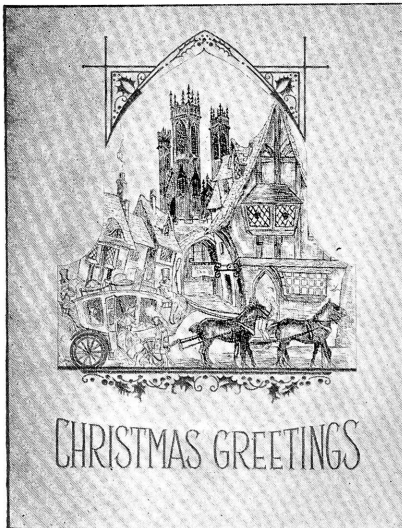
MAKE REAL MONEY THIS EASY WAY



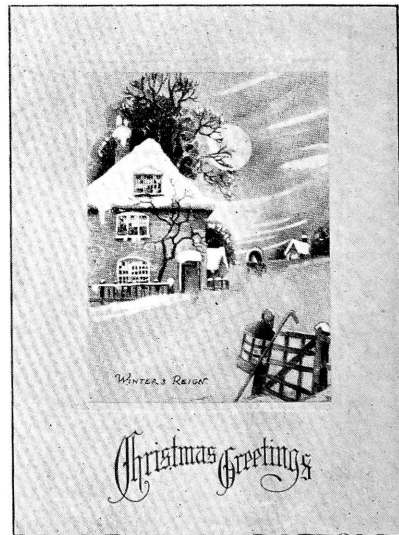
No. 776—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Engraved Folder, Deckle Edge—Price 9c



No. 775—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Engraved Folder, Die Sunk, Deckle Edges—Price 9c



No. 786—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Buff Stock, Engraved Folder Price 9c



No. 789—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Picture in Black and White Mounted on Grey, Die Sunk, Deckle Edge Folder—Price 9c

Good quality envelopes supplied to match all cards.
Take advantage of discounts listed on page 20.



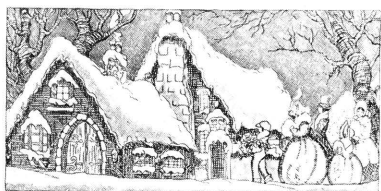
As a special inducement for you to get started painting Tally Ho! cards we will send you a trial assortment that is a real value for the money.

Box contains beautiful Christmas cards—the pick of our designs—along with a professional Jerbok Paint Brush and a complete set of water colour films. This assortment is a real genuine bargain.

Everything you need is included—cards, colour films and brush. The cards are worth from \$3.00 to \$4.00 when properly coloured. This is your opportunity to get started at a real hobby at a small cost.

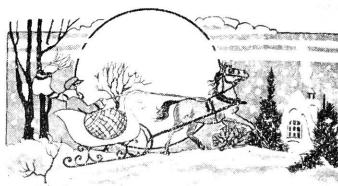
Only \$1.00 Send order in today

BRING JOY TO ALL BY CREATING BEAUTY



CHRISTMAS GREETINGS

No. 738—Size 4 x 5, Engraved Folder—Price 6c



May Christmas be a day of joy,
Of happiness and cheer,
And may the gladness that it brings
Remain throughout the year.

No. 743—Size 4 x 5, Engraved, Deckle Edges—
Price 4½c



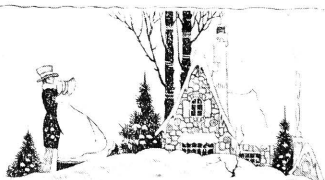
Wishing you Christmas cheer and laughter
And twelve glad months to follow after

No. 736—Size 4 x 5, Engraved, Bottom Border Red
and Gold—Price 4½c



To greet a happy household upon a happy day
I send my "Merry Christmas" upon its happy way

No. 740—Size 4 x 5, Engraved, Bottom Border Red
and Gold—Price 4½c



Christmas Greetings
and Best wishes for your happiness
in the New Year

No. 742—Size 4 x 5, Engraved, Deckle Edges—
Price 4½c



Best wishes for Christmas and the New Year

No. 735—Size 4 x 5, Engraved, Name Panel—
Price 4½c

NO TRAINING NECESSARY — AND BIG PROFITS FOR YOU

VALUE OF LARGE ORDERS

There is more money in handling larger orders. The discounts shown on page 20 are well worth trying for. Your selling effort is not much more on larger quantities—it just requires confidence and honest effort.

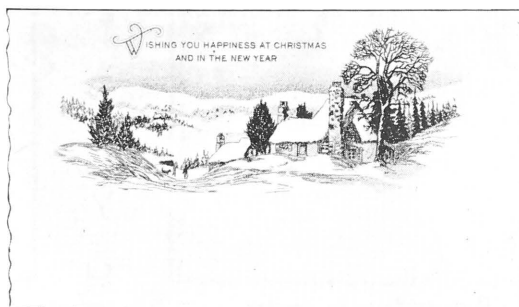


COMPLETE LINE

Read page 10 very carefully. The "Complete Line Box" Offer is very important to you. In other years our customers have found that they get the biggest orders when they show full assortment in sales portfolio.



Card—Brush—a bit of colour—this is the recipe for many an hour's fun both for pleasure and profit. Paint Tally Ho! Art Shop cards and you will become a real adept of this enjoyable hobby.



No. 761—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Engraved, Name Panel—Price 5c



No. 784—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Picture in Black and White Mounted on a Grey, Die Sunk, Deckle Edge Card—Price 7c



No. 762—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Engraved—Price 5c

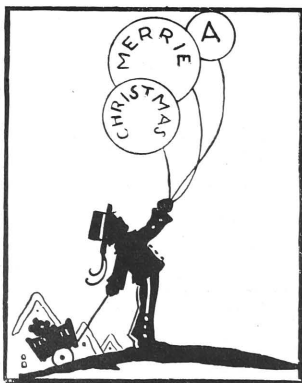
LOCATION MAP OF TALLY HO! ART SHOP



No. 703—Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price $3\frac{1}{2}c$



No. 705—Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price $3\frac{1}{2}c$



No. 704—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckled Edges—
Price $3\frac{1}{2}c$

**2 MINUTES FROM THE
CITY HALL**

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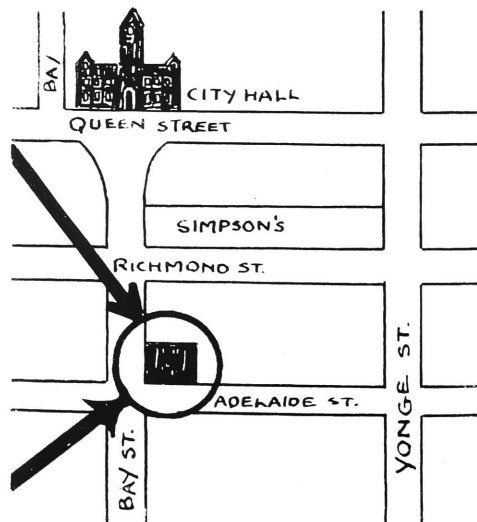
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No. 708—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckle Edged Folder
Price 5c



No. 711—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckle Edged Folder
Price 5c



CANADIAN ARTISTS CREATED THESE DESIGNS



No. 709—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckle Edged Folder
Price 5c



No. 701—Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price $3\frac{1}{2}c$



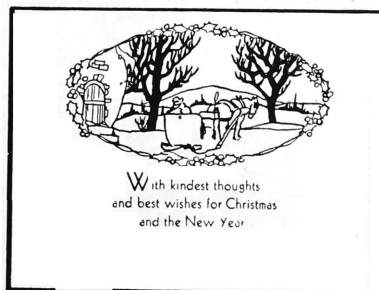
No. 710—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckle Edged Folder
Price 5c



No. 712—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Four Page French
Folder, Parchment—Price 5c



No. 707—Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price $3\frac{1}{2}c$



No. 702—Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price $3\frac{1}{2}c$



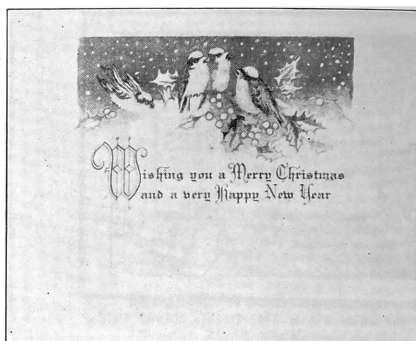
LOCATION MAP OF TALLY-HO! ART SHOPS . . .

TALLY HO! Art Shop is located in the Stair Building, 331 Bay St., corner Adelaide, Toronto. Elevator service direct to second floor—then room 206. Here you will find a complete assortment of cards, colours, brushes, pictures, etc.—a real world of art where you will enjoy a pleasant half hour browsing around. Miss Dey and her assistants will welcome your personal visits.

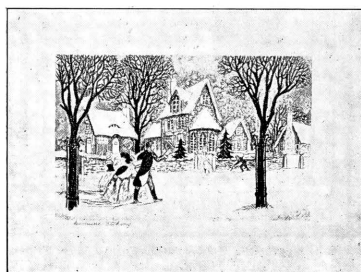
EARN REAL MONEY AT WORK THAT IS PLAY



No. 706—Size 3½ x 4½—Price 3½c



No. 737—Size 4 x 5, Engraved, Name Panel—
Price 4½c



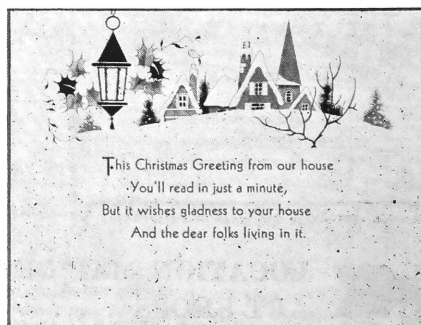
No. 716—Size 3½ x 4½, Engraved, Deckled
Edge Folder—Price 5c



No. 741—Size 4 x 5, Engraved, Name Panel—
Price 4½c



No. 717—Size 3½ x 4½, Engraved, Deckled
Edge Folder—Price 5c



No. 739—Size 4 x 5, Engraved, Gold Edges—Price 4½c

The hundred designs shown in this catalogue comprise a wide range of designs and greetings. There are cards to meet every taste. You can make a nice income this year by painting, showing and selling Tally Ho! Christmas Cards. Send in your order to-day. (Be sure you include the Complete Line Box in your first request.)

PLEASURE AND PAY—IF YOU COLOUR TALLY HO! CARDS



No. 802—Size 4 x 5, Grey Stock, Embossed in Gold—
Price 5c



No. 715—Size 3½ x 4½, Embossed in Gold,
Deckled Edges—Price 4c



No. 731—Size 4 x 5, Buff Stock,
Embossed in Gold— Price 5c

All Designs on This Page Gold Embossed

Look at these cards carefully. Every one is richly embossed in metallic gold—the raised lines of the designs look like a rich mosaic when colour has been applied. You'll love these designs and they will sell very rapidly. Make sure you include some of these in your first order. We are certain you will order many more in your repeat orders.

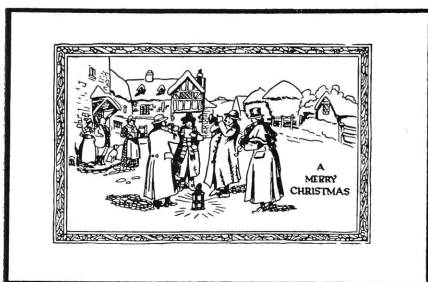


No. 800—Size 3½ x 4½, Embossed in Gold—
Price 4c



No. 801—Size 4 x 5, Embossed in Gold—Price 5c

THE COMPLETE LINE BRINGS THE BIG ORDERS



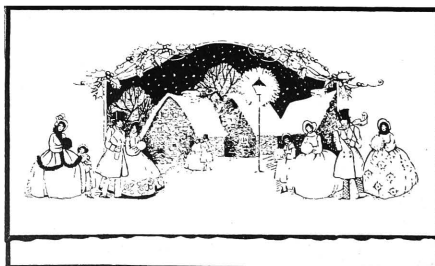
No. 751—Size $3\frac{1}{4} \times 5\frac{1}{4}$, Deckle Edged Folder—Price 5c



No. 755—Size $3\frac{1}{4} \times 5\frac{1}{4}$, Deckle Edge Folder—Price 5c



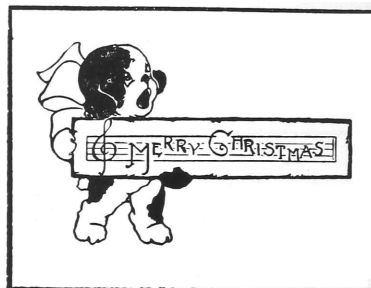
No. 754—Size $3\frac{1}{4} \times 5\frac{1}{4}$, Deckle Edge Folder—Price 5c



No. 753—Size $3\frac{1}{4} \times 5\frac{1}{4}$, Deckle Edge Folder—Price 5c



No. 734—Size 4 x 5, Engraved, Folder—Price 6c



No. 700—Size $3\frac{1}{2} \times 4\frac{1}{2}$, Deckled Edges—Price $3\frac{1}{2}$ c

SPECIAL DISCOUNTS

Figure out how many cards you should be able to sell this season and send in your order for them now. The larger the order—the more you can save. Try to make each order large enough to earn one of these discounts.

On all individual orders for cards only of \$5.00 or more deduct 10% from regular listed catalogue prices.

On all individual orders for cards only of \$10.00 or more deduct 15% from regular listed catalogue prices.

On all individual orders for cards only of \$100.00 or more deduct 20% from regular listed catalogue prices.

ABOVE DISCOUNTS ARE ALLOWED ON CARDS ONLY. No other articles in the catalogue can be included to make up an amount for discount.

These discounts are positively the only discounts we give. Be sure to deduct this discount yourself, for it is impossible for us to check each order for discounts. Just subtract it from the total of your card order and remit the balance.

NOTE:—Special discounts on quantity orders apply to CARDS only. Do not include Paints, Brushes, Art Supplies, Tags, Seals, Ribbon or any other merchandise for discount.

EVERY CARD IS MADE IN OUR STUDIOS



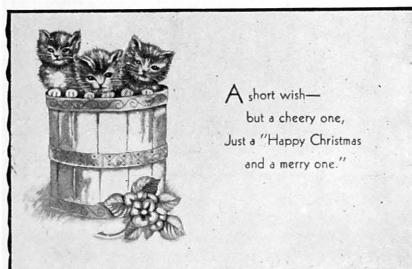
No. 724—Size 4 x 5, Buff Stock—Price 4½c



No. 722—Size 4 x 5, Folder—Price 6c



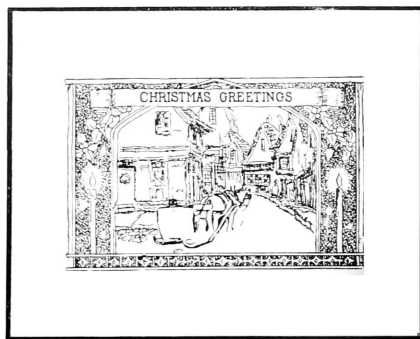
No. 730—Size 4 x 5, Grey Stock—Price 4½c



No. 750—Size 3¼ x 5¼, Engraved, Deckle Edges—
Price 4c



No. 719—Size 4 x 5, Folder—Price 6c



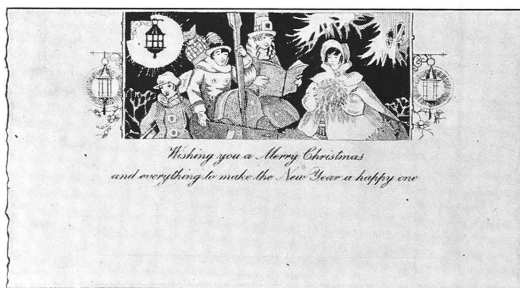
No. 720—Size 4 x 5, Folder—Price 6c

We will send our catalogue to any of your friends interested in painting. Please send us their names and addresses.

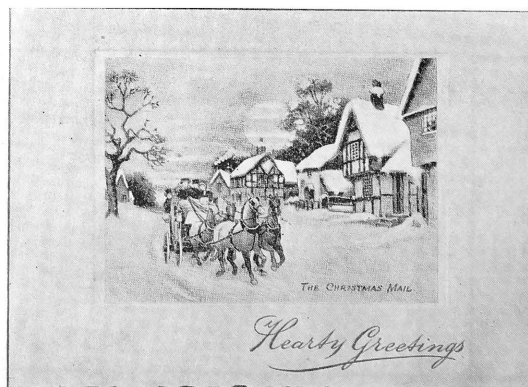
ENJOY PLEASANT EVENINGS OF PAINTING



No. 778—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Engraved, Name Panel—Price 7c



No. 760—Size $3\frac{1}{2}$ x $6\frac{1}{8}$, Engraved, Name Panel—Price 5c



No. 791—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Picture in Black and White Mounted on Blue, Die Sunk, Deckle Edge Folder—Price 9c



TEACHERS! Attention

Your pupils will probably ask you where they can get cards to colour for Christmas. You will confer a favour upon us and upon them if you mention Tally Ho! Christmas cards for hand colouring. The desire to create artistic things is sometimes hampered by lack of experience in drawing but through these cards your students can satisfy their artistic urge by colouring and at the same time they are creating useful gifts.



TO CUSTOMERS IN TORONTO

We extend a personal invitation to all present and future customers to visit our studios at 331 Bay St., Toronto. To those who live in the city this retail store will be especially useful. Come as often as you like and stay as long as you wish. This studio was opened for your benefit—please make as much use of it as you can. Remember the address—331 Bay St., Room 206 (corner Bay and Adelaide).

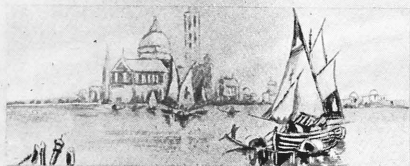
"THE MAGIC TOUCH OF COLOUR" CREATES ART

A good workman does not complain of his tools, so, too, the real artist uses only the best materials. If a thing is worth doing it is worth doing well. When you get the urge to draw or paint, choose the best pencils, brushes, colours, etc., that you can buy for the money. Real satisfaction comes when you are unhindered by inferior materials.



To wish you Christmas happiness
And all the Season's cheer,
With everything that's best in life
Throughout the coming year.

No. 764—Size 3½ x 6¼, Engraved, Die Sunk—Price 5c



CHRISTMAS GREETINGS

Christmas is a cheery season,
Giving folks another reason,
For sending wishes good and true,
And wishing Happy New Year too.

No. 788—Size 4¾ x 6¼, Picture in Black and White Mounted on Mauve, Die Sunk, Deckle Edge Card—Price 7c

If you are in Toronto you can fill your own order by calling at Tally Ho! Art Shop, where a quantity of every card is conveniently arranged on special display stands. You can pick out the cards you like and in this way can see the actual card in black and white as well as a coloured sample of each number.

Tally Ho! Art Shop is here for your convenience—enjoy a pleasant as well as a profitable half hour looking at our different colour schemes, etc. Many of our friends who are in doubt as to just how a certain card should be coloured may find some very helpful suggestions by calling at Tally Ho! Art Shop. Feel free to drop in any time you would like a suggestion on how to colour a particular card.

Hundreds of letters from satisfied customers are on our files. A glance through these letters shows that amateur artists are delighted with the beautiful designs and pictures created in the Premier Art Guild Studios for Tally Ho! Art Shops. Our main success since we started has been in the prompt handling of orders and in the high quality of every card we sell.



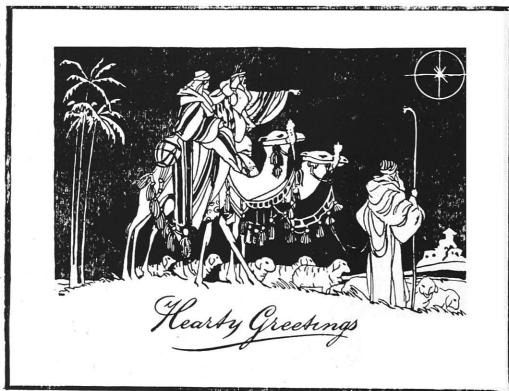
Sincere Greetings
for CHRISTMAS AND THE NEW YEAR

No. 774—Size 4¾ x 6¼, Engraved, Name Panel—Price 7c

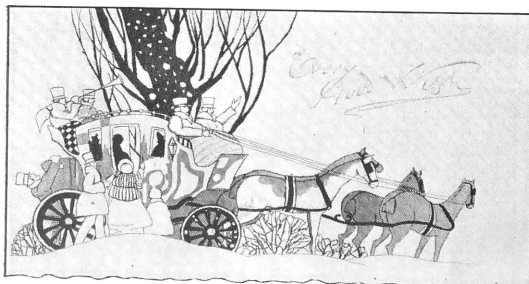
TALLY HO! CARDS ARE ALL CANADIAN



No. 765—Size $3\frac{1}{2}$ x $6\frac{1}{8}$, Engraved Folder—Price 6c



No. 796—Size $4\frac{1}{4}$ x $6\frac{1}{4}$, Folder—Price 9c



No. 766—Size $3\frac{1}{2}$ x $6\frac{1}{8}$, Grey, Engraved Folder—Price 6c

Good quality envelopes supplied to match all cards.

Amateur Artists

Pity the poor person without a hobby. People who have interests that take them away from the humdrum affairs of life are generally the happiest and the most successful. Many people to-day have turned to painting and drawing as a thrilling way to spend spare time. Many of these people are colouring cards for their own use and for sale to others. Start enjoying real fun by sending in an order for Tally Ho! cards for Hand Colouring.



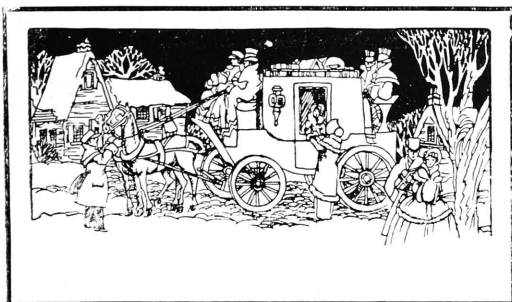
TO PARENTS

Have you a boy or girl who has a special bent for drawing, sketching or painting? Lucky indeed is the artistically inclined person who has parents and friends who are interested in his or her work. A little encouragement is all that young folks need to really do worth while things in art.

Tally Ho! Art Shop is equipped to supply every need of the artist—amateur or professional. Paints, paper, pencils, inks, colours, cards, etc., are the best we can handle.

Give your son or daughter a real chance to advance. Show them this catalogue and give them a few words that will spur them on. Besides they can earn enough from this hobby to pay for further instruction and supplies.

BRING JOY AT CHRISTMAS WITH THESE CARDS



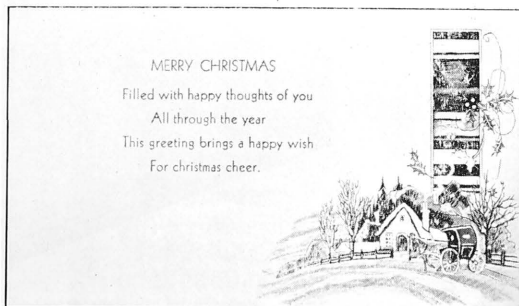
No. 756—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Folder—Price 6c



No. 785—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Picture in Black and White Mounted on Buff, Die Sunk, Deckle Edge Card—Price 7c

Canadian Cards

This year's catalogue is the most ambitious one we have ever produced. In the 100 designs shown you will find variety and quality to suit every taste. Examine each card closely—read the greetings and mottoes. We are certain you will find no better values anywhere—and every card is **MADE IN CANADA BY CANADIANS FOR CANADIANS.**



No. 763—Size $3\frac{1}{2}$ x $6\frac{1}{4}$, Engraved—Price 5c



LOOK AHEAD

Build Your Own Business and be Happy

If you want to build up a really permanent vocation you can do so by colouring Tally Ho! cards. After your first season you will find that you have created a clientele that will come back each year for more and more.

Read this book carefully and you will find a new line of work that is intensely interesting and profitable.

Visit the Tally-Ho Art Shop

This photograph will be familiar to the thousands of people who visited our booth in the Manufacturers' Building at the C.N.E. last year. Photo shows—left, Wm. Baldwin, President Premier Art Guild and Tally Ho! Shops; right, Miss Gladys Carr, Secretary-Treasurer Premier Art Guild, and centre, Miss Dorothy Dey, Manager Tally Ho! Shops.

Buy
Made
in
Canada
Cards

...

Save
Duty
and
Keep
Money
at
Home



Tally-Ho! Art Shops

331 Bay Street
TORONTO

and Premier Art Guild Booth at the Canadian National Exhibition -- Aug. 28 to September 12

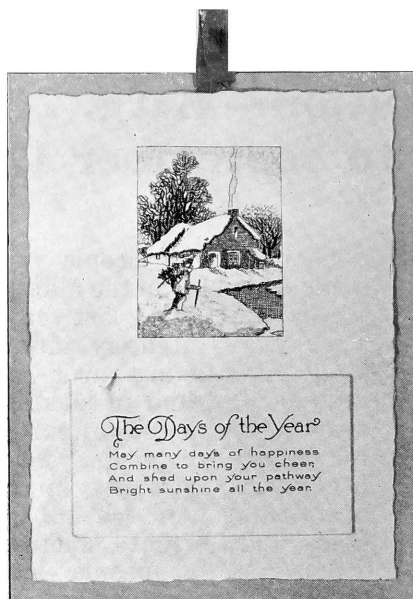


Thousands of people visited our display in the Manufacturers Building last year. They were intensely interested in watching cards being coloured and in looking over the catalogues of cards for hand colouring. The booth was distinctive in its beautiful colour scheme of gold and bright colours. Thousands of people left their names and addresses for catalogues. Many placed orders for future delivery. It was a delightful experience for us to meet so many old friends and to talk to so many prospective members of the big Premier-Tally Ho! family.

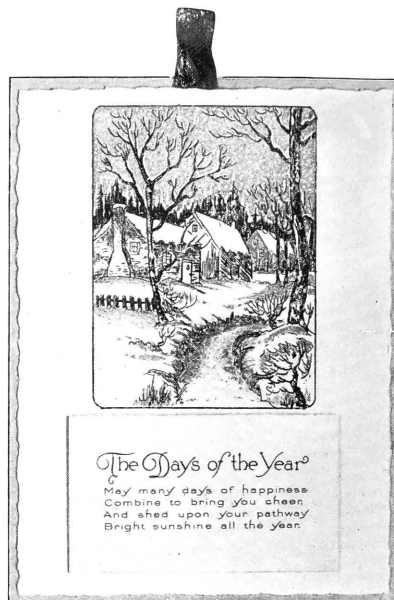
This year we will be pleased to renew acquaintances and show you a bigger and better display of our work. If you come to the Exhibition BE SURE to call on us. There are hundreds of questions we will be glad to answer. Feel free to visit us—no obligation to buy anything—just a friendly chat about one of the most absorbing of all hobbies—ART.

Our Booth No. 80 is in Manufacturers' Building No. 2, under Grandstand.

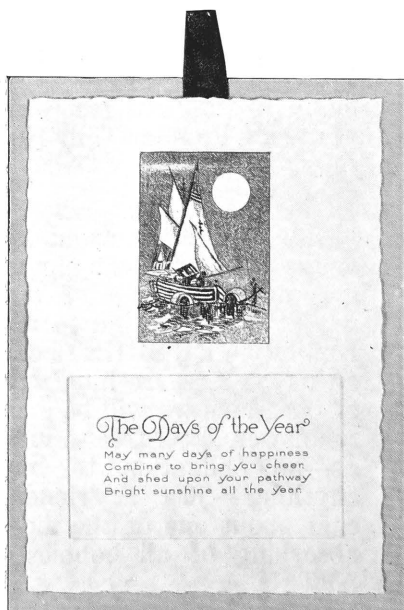
CHRISTMAS BRINGS BACK FOND MEMORIES



No. 783—Size 4¾ x 6¼, Engraved Calendar, Grey Mount, Red Ribbon—Price 10c



No. 781—Size 4¾ x 6¼, Engraved Calendar, Blue Mount, Blue Ribbon—Price 10c

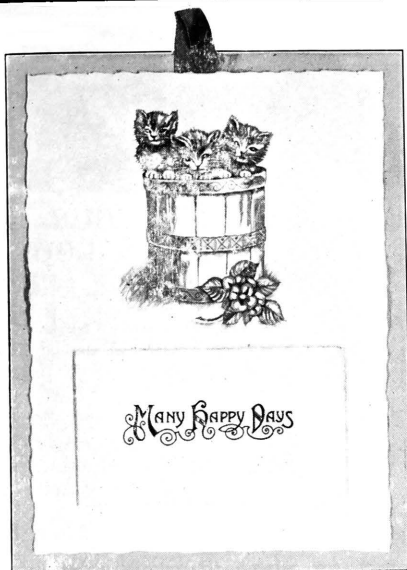


No. 782—Size 4¾ x 6¼, Engraved Calendar, Mauve Mount, Blue Ribbon—Price 10c



No. 779—Size 4¾ x 6¼, Engraved Calendar, Buff Mount, Orange Ribbon—Price 10c

A DASH OF COLOUR — WORKS OF ART



No. 780—Size 4 $\frac{3}{4}$ x 6 $\frac{1}{4}$, Engraved Calendar, Mauve Mount, Blue Ribbon—Price 10c

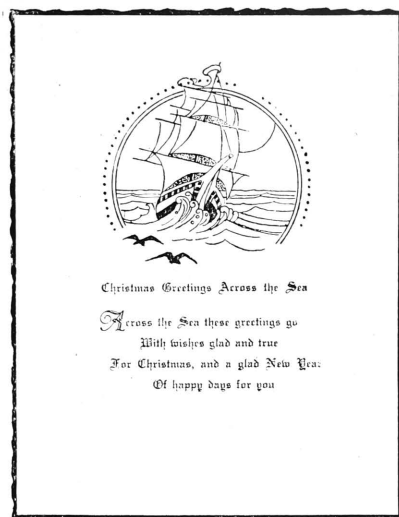
Five Wonderful Engraved Calendars

Mounted on coloured backgrounds with beautiful silk ribbon ties

On these two pages you will see five lovely calendars, printed on deckled edge paper with beautiful designs, mounted on delightful coloured backgrounds.

Each design is a genuine engraving. When these pictures are coloured up they will be charming gifts. The calendar pads are modern and show the twelve months at a glance.

Calendars are big sellers. They are popular with everybody because they are year-round remembrances of your friendship. People would far rather hang an intimate personal calendar in their rooms than the average cheaply printed commercial calendar.

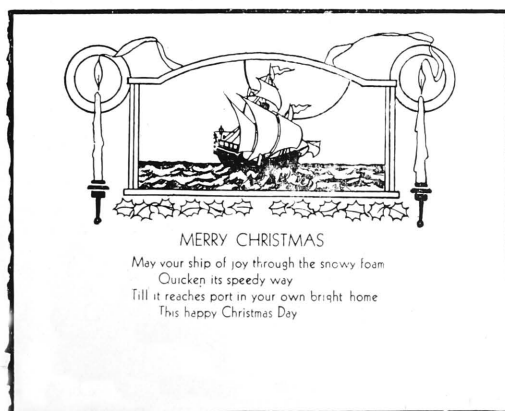


No. 795—Size 4 $\frac{3}{4}$ x 6 $\frac{1}{4}$, Buff Stock, Deckle Edges Price 7c

OVERSEAS CARDS

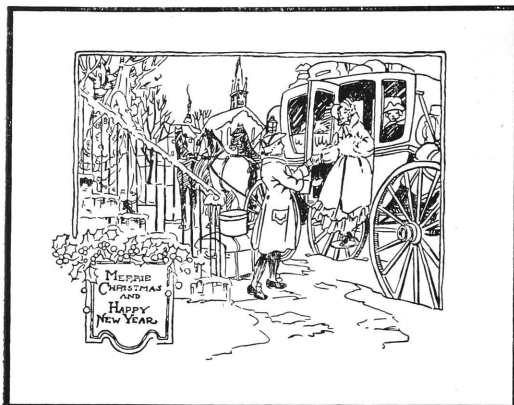
For the people who have journeyed to this country from distant lands, there is a special appeal in these two "O'er the seas" cards. Distance may separate lonesome hearts, but the ties of friendship are maintained by delightful remembrances such as these.

From experience we find that ship scenes are very popular, and the sentiments expressed on these designs are very appropriate. Make sure you include some of these in your first order.



No. 794—Size 4 $\frac{3}{4}$ x 6 $\frac{1}{4}$, Blue Stock, Deckle Edges, Embossed in Gold—Price 7 $\frac{1}{2}$ c

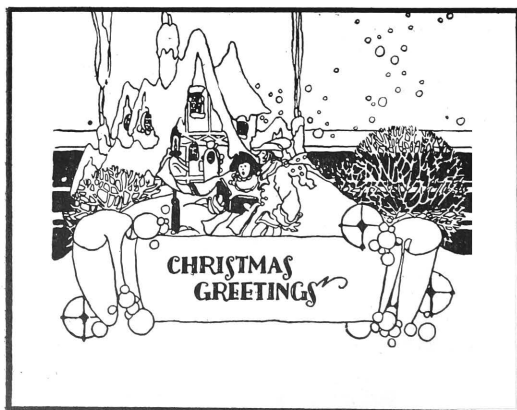
PAINT YOUR OWN — SELL YOUR OWN



No. 797—Size 4¾ x 6¼, Folder—Price 9c



No. 793—Size 4¾ x 6¼, Buff Stock, Folder—Price 9c



No. 773—Size 4¾ x 6¼, Folder—Price 9c



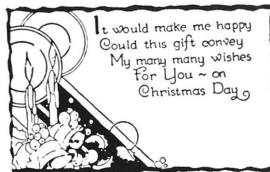
TELL YOUR FRIENDS ABOUT TALLY HO! CARDS

Your friends will be delighted to know about the fascinating hobby of painting cards. Let them see this catalogue—and better still tell them to write for a catalogue for themselves. We are sure they will be pleased to find out that they can get such delightful cards so reasonably. The more people who become interested in this hobby the better values we can give and the greater will be the demand for hand coloured cards.

THE MAGIC TOUCH OF COLOUR BRINGS JOY TO ALL

To you who paint the cards and to those who receive them will be given real enjoyment. From black and white cards you can create charming works of art, resplendent in gay harmonizing colour schemes. Just try one and see the wonderful transformation the magic touch of colour makes in it. You'll be a Tally Ho! customer at once.

TALLY HO! CARDS ARE REAL VALUES



GIFT CARDS

Embellish your gifts with some of these delightful gift enclosure cards. A few dashes of colour turn these black and white designs into lovely works of art. Read the sentiments carefully — note how well they express the thoughts of the Christmas Season. Whether you paint these for yourself or for sale to others you can be sure they will be noticed by their receivers.

No. 803—Set of 8 Gift Enclosure Cards with Envelopes—Size $2\frac{1}{4} \times 3\frac{1}{2}$ —
Price 20c—Sold in sets of 8 only



No. 790—Size $4\frac{1}{4} \times 6\frac{1}{4}$, Picture in Black and White Mounted on
Mauve, Die Sunk, Deckle Edge Folder—Price 9c



TALLY HO! TALLY HO!

The symbol of joyous Christmastide—and the symbol of “Headquarters for Art Supplies.” We hope that many of you who read this catalogue will be able to visit our shop personally. But we know that if you cannot—you will get the same personal attention to your requests by mail.

TURN SPARE HOURS INTO REAL MONEY



WHAT A VARIETY!

Carol singers—golden galleons on stormy seas—old time village scenes—troubadors—Bethlehem scenes—coaching scenes—sleighting parties—wintry landscapes—gay book marks—Calendars—humourous cards—what a galaxy of subjects from which to choose—and what fun you will have painting these cards.

SUGGESTIONS FOR COLOURING

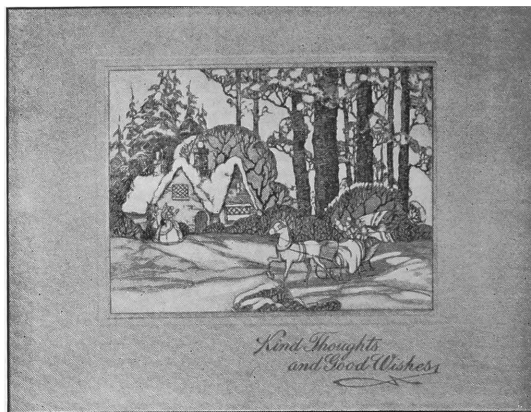
For the best results use moist tube colours or hard colours in pans, preferably, those recommended by Tally Ho! Art Shop, and good sable brushes. Provide yourself with a pad of white paper and plenty of clean water. Press out a small quantity of colour, if tube colours are used, and with the brush add enough water to make sufficient colour, of the proper consistency, to work on several cards. Be sure to try your colours on the white paper before applying them to the cards.

Be particularly careful to wash your brushes free of one colour before mixing another, otherwise muddy effects may result.

Limit the number of colours to simplify the work. At our Studios we find vermilion, ultramarine, a pleasant yellow and emerald green very effective and about all that are required to produce beautiful results. Chinese white is necessary and may be mixed with any colour to reduce its intensity.

A pan of gold and one of silver are also very useful for adding finishing touches.

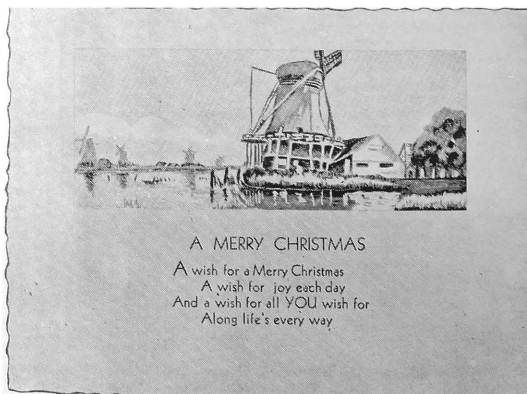
The easiest way to handle several cards is to spread them out on a table or drawing board, and go through the group, applying one colour wherever required. Follow the same procedure with the next colour, etc. Uniform results can be obtained in this way in very much less time than it would require to colour one card at a time.



No. 777—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Buff Stock, Die Sunk, Deckle Edge Folder—Price 9c



No. 792—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Folder—Price 9c

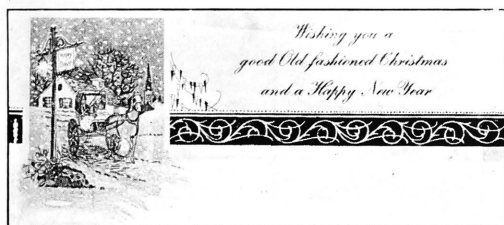


No. 787—Size $4\frac{3}{4}$ x $6\frac{1}{4}$, Picture in Black and White Mounted on Blue, Die Sunk, Deckle Edge Card—Price 7c

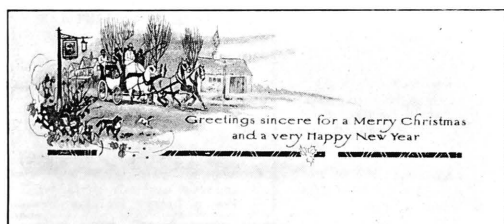
HAND PAINTED CARDS SELL QUICKLY



No. 752—Size $3\frac{1}{4} \times 5\frac{1}{4}$. Engraved, Buff Stock, Folder
Price 5c



No. 749—Size $2\frac{5}{8} \times 6$, Engraved—Price $3\frac{1}{2}$ c



No. 748—Size $2\frac{5}{8} \times 6$, Engraved—Price $3\frac{1}{2}$ c

The camera can make a picture, but only man can create a work of art. The pleasure of creating something beautiful and useful is the greatest reward a real artist can desire. It is soul-satisfying when you help your artistic ability by using the best materials for the money.

There is a correct material for every purpose. When you buy pencils, paper, ink, etc., choose those you think will suit your requirements. Just as a musician is careful of his instrument, keeps it in tune, so an artist must take care of his supplies. Buy only the best for the money. Reeves Art Supplies are made by experts with 165 years of business background.

TO OUR MANY CUSTOMERS AND FRIENDS:

I hope you have enjoyed looking over the many designs in the preceding pages. Now I have an important announcement for you all.

During the five years, since we added the Hand Coloured Card Department to our business, we have had many requests for various art supplies.

Hitherto we have handled only water colours, show card colours and brushes. Now I am happy to say we are going to be able to supply you with a complete line of artists' materials.

In the following pages you will see how big a step this will be.

Just as your fine support has made possible the rapid growth of the Hand Coloured Card Business, so now I feel that you will give full support to the Artists' Supply Department. It is up to you—the more supplies you buy from your own department, the more you will build up this new branch of the business and the more you will get for your money.

The Art Supply Department will be centred in the Tally Ho! Art Shop, along with the hand coloured cards, etc.

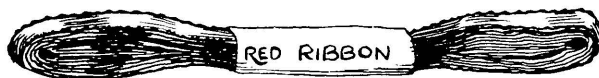
Thanking you sincerely for your past support and for your continued loyalty.

Yours for success,
PREMIER ART GUILD.
(William Baldwin)

President.

To find the greeting that appears on the inside of any folder shown in this catalogue, select the card number you wish to purchase—then refer to the same number on this page. This gives you the greeting that appears on the inside of the folder selected.

<p>No. 708 Greetings and Best Wishes for a Merry Christmas and a Happy New Year</p> <p>No. 709 CHRISTMAS GREETINGS A glad Merry Christmas And please let me say That knowing YOU adds to my gladness today</p> <p>No. 710 An old-fashioned wish Full of old-fashioned cheer, A Merry Christmas to you And a joyous New Year</p> <p>No. 711 FOR YOU AT CHRISTMAS To greet you at Christmas And wish you cheer Through every day Of the coming year</p> <p>No. 712 To wish you a joyous Christmas and a New Year filled with happiness</p> <p>No. 713 Here's a glad Hello And a How-do-you-do A Merry Christmas Good Luck to you</p> <p>No. 714 A CHRISTMAS WISH FOR YOU My life grow sweeter year by year Each day grow richer in good cheer Dreams be fulfilled in every way And joy be yours on Christmas Day</p> <p>No. 716 AT CHRISTMAS An old-fashioned wish Full of old-fashioned cheer Merry Christmas to you And a joyous New Year</p> <p>No. 717 There's a great big wish On this little card It's "Merry Christmas" And I'm wishing it hard</p> <p>No. 718 To wish you a Merry Christmas That fills your heart with cheer That heaps your heart with happi- ness And gladdens all your year</p> <p>No. 719 CHRISTMASTIME Christmas wouldn't be Christmas Without a card to you With my wishes for your Christmas And a Happy New Year, too.</p> <p>No. 720 Merry Christmas to you Never was and never will be Never could be, anyway. A merrier, gladder, jollier Christmas Than I'm wishing you today</p> <p>No. 721 Christmastime is here again As welcome as of yore And here's the same old hearty wish To bring you cheer once more</p> <p>No. 722 A Merry Christmas Here comes a Christmas greeting With wishes that the day May bring you many pleasures And joys that come to stay</p> <p>No. 723 Christmas Greetings to You Though this card is just expressing Greetings in a simple way There's no measure to the blessing That is wished for you today</p>	<p>No. 725 MERRY CHRISTMAS May the jolly Christmas spirit Fill your heart with cheer And joy, and peace, and love abide Throughout the coming year</p> <p>No. 732 I am greeting you this morning In the good old-fashioned way With a thousand hearty wishes For a merry Christmas Day</p> <p>No. 733 MERRY CHRISTMAS May your ship of joy through the snowy foam Quickened its speedy way Till it reaches port in your own bright home This happy Christmas Day</p> <p>No. 734 The card is small The wish is not For warm the thought That prompts the thought "Merry Christmas"</p> <p>No. 738 May Christmas be just full of thrills To make your pathway bright And leave behind sweet memories For you from morn 'til night</p> <p>No. 752 CHRISTMAS GREETINGS Happy thoughts and kindly wishes Mingle in a friendly way As they carry merry greetings All for you on Christmas Day</p> <p>No. 752 May the magic of the season Fill your heart with Christmas cheer May your future days be happy All throughout a bright New Year</p> <p>No. 753 May your Christmas be a happy one And all your days be like it The New Year bring you so much luck That nothing can defy it</p> <p>No. 754 MERRY CHRISTMAS WISHES Sending these wishes Is pleasant to do For it's always a pleasure To wish joy for YOU</p> <p>No. 755 MERRY CHRISTMAS Filled with my happy thought of you All through the year This greeting brings a happy wish For Christmas cheer</p> <p>No. 756 It's a big old world and a good old world And a bright old world and gay And this we know, it's especially so When the time rolls round to say "Merry Christmas"</p> <p>No. 757 Christmas Greetings and Good Wishes May you ride on the waves of pleasure In a bark made of Christmas cheer And the only spray be of happiness For you through many a year</p> <p>No. 765 With kind remembrances and Best Wishes for a Happy Christmas and a Bright New Year</p>	<p>No. 766 Best Christmas Wishes Christmas Greetings and wishes most true Good luck be with you all the year through</p> <p>No. 773 MERRY CHRISTMAS A thought from Someone Who all year through Finds all days gladdened By thoughts of you</p> <p>No. 775 May Christmas be so kind to you So fill you with its cheer That you may travel smiling through The whole long happy year</p> <p>No. 776 A Merrie Christmas Happy New Year</p> <p>No. 790 CHRISTMAS GREETINGS TO YOU The most sincere good wishes And hearty greetings, too, Are found within this message At Christmas time for you</p> <p>No. 777 HAPPY GREETINGS A little Christmas greeting That's bright and glad and true To wish the best and brightest In a Christmas Day for you</p> <p>No. 786 Wishing you a Merry Christmas and a Happy New Year</p> <p>No. 789 MERRY CHRISTMAS Lots of cheer More than I can Mention here Happy New Year Good Health too And all your dearest Dreams come true</p> <p>No. 791 This Christmas remembrance Comes to you with my kindest regards and all good wishes For a happy Holiday Season</p> <p>No. 792 May you light your Christmas candle With the torch of love and cheer And it's golden radiance gleaming Brighten all the coming year</p> <p>No. 793 A Merrie Christmas Happy New Year</p> <p>No. 796 GREETINGS AT CHRISTMAS May glad Christmas laughter And bright Christmas cheer Bring you real Christmas joy And a Happy New Year</p> <p>No. 797 HOLIDAY GREETINGS Christmas is a cheery season Giving folks another reason For sending wishes good and true And wishing Happy New Year too</p> <p>No. 798 The Season's Greetings With the best of wishes for Christmas and the New Year</p> <p>No. 799 WISHING YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR</p>
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RED CHRISTMAS RIBBON

6 yards for 10c

This ribbon is an excellent Swiss interwoven silk ribbon with extra strong double weave edges—does not fray or rip. Width $\frac{3}{8}$ "—length 1 skene, 6 yards. Your Christmas parcels should be as beautiful as the gifts inside. This bright ribbon adds a touch of colour that liven up your packages. This ribbon was chosen by our Art Director from a wide assortment. Delivery after October 1, 1931.

PRICE 10c PER SKENE



MADE IN CANADA

BIGGEST VALUE IN CANADA IN TAGS AND SEALS

BEAUTIFUL ASSORTMENT CHRISTMAS TAGS, SEALS AND STICKERS

200 Pieces 25c

This is a wonderful bargain—package contains gift enclosure cards, tags, seals and stickers embossed in red, green, yellow and gold—bright, cheery accessories that make Christmas parcels very attractive. Come in glassine package which preserves the gum from moisture and the contents from dust.

Above illustration shows only 50 pieces of the assortment, but every package contains 200 separate pieces, each seal, tag, etc., bearing the "Made in Canada" stamp. Delivery any time after August 1, 1931.

PRICE PER PACKAGE—200 PIECES.. 25c

PLAIN CARDS

Just the thing for Artists who wish to design their own cards. Flat cards and folders with envelopes in the following sizes can be obtained:—

Size	Price Flat Card	Price Folder
$3\frac{1}{2} \times 4\frac{1}{2}$	3c each	5c each
$2\frac{1}{2} \times 6$	3c each	5c each
4×5	4c each	6c each
$3\frac{1}{2} \times 6\frac{1}{4}$	$4\frac{1}{2}$ c each	6c each
$3\frac{1}{4} \times 5\frac{1}{4}$	$3\frac{1}{2}$ c each	5c each
$4\frac{3}{4} \times 6\frac{1}{4}$	5c each	7c each

These are all white cards and are made of the same stock as the other cards in this catalogue. There are no coloured borders, and all cards have deckled edges.

If a greeting card is required, we will print any one of the three shown on this page, known as Greeting No. 1, No. 2 and No. 9 at the following prices:—

12 cards	\$.75	18 cards75
25 cards	1.00	50 cards	1.50
100 cards	2.00		

Greeting No. 1

Just the good old fashioned wish

Nothing new or clever

A Merry Christmas Day to you

The very finest ever.

Greeting No. 2

The Season's Greeting and

all good wishes for your happiness

throughout the year.

Greeting No. 9

Unto you is born this day in the City of David a Saviour which is Christ the Lord. —Luke 2-11.

The angels sing

Of Peace, Good Will to men

May Joy be yours

As Christmas comes again.

The above prices include the printing of one greeting in old English type on 12 cards or more and the name and address of the sender if desired. Different sizes of flat cards and folders cannot be assorted to make up an order of 12 cards or more for printing. Each order must be for 12 cards or more of one size and one greeting. Unless Greeting No. 1, 2 or 9 is asked for, plain cards without any greeting will be supplied.

These greetings cannot be printed on anything but plain cards. All greetings shown on the regular cards in the catalogue are fixed and cannot be changed.



CARDS SELL QUICKER WHEN MOUNTED IN A SALES PORTFOLIO

They keep cards clean and display them better. The Sales Portfolio comes to you with 25 inside pages of heavy cover paper forming a splendid background for your work, together with 100 art corners for mounting the cards. The covers are of heavy leatherette with the caption in gold on front cover as illustrated.

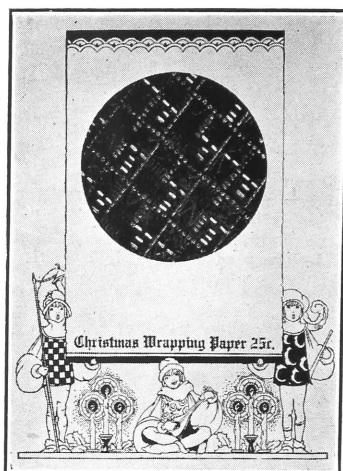
Price, complete \$1.00 each
 Extra pages 36c per dozen
 Extra art corners for mounting cards 10c per hundred



GOLD INITIAL SEALS

Just the thing for placing on your notepaper and envelopes. Include an order for a package of these when ordering your cards for hand colouring.

10 in a Package—10c



FANCY CHRISTMAS WRAPPING PAPER

This folder contains 5 sheets of fancy French tapestry tissue in various combinations of red, green, gold, blue, orange and other pure colours. A rich wrapper that gives beauty and charm to your Christmas gifts. Each sheet is 20" by 30"—large enough to take your biggest parcels—you can cut it up to suit your smaller parcels. Remember, your friends delight in receiving a well wrapped package—the nicest ones get the place of honour on the Christmas tree.

Price 25c per Package

COLOUR GUIDES

We can supply you with a card already coloured of any card in our catalogue to use as a sample if you have difficulty in getting good colour effects.

Price List of Cards Already Coloured to Use as

Guides

Any 3½c card	10c
Any 4c, 4½c, 5c or 6c card	15c
Any 7c or 9c card	20c

TISSUE LINED ENVELOPES

White envelopes only with red and gold tissue linings can be supplied at the following prices:

Size	Price
3½ x 4½	2c each
2½ x 6	2c each
4 x 5	2½c each
3½ x 6½	2½c each
3¼ x 5½	2½c each
4¾ x 6¼	3c each

PLAIN WHITE TISSUE WRAPPING PAPER—15c PER QUIRE

The happiest hours are those spent in profitable employment. When you paint or draw you are creating something new and distinctive and at the same time you satisfy that artistic craving. If you have any ability at all you owe it to yourself to develop it. In this machine-made age the objects created by hand are much more appreciated.



Tally Ho! Art Supply Dept.

Each year the demand for us to handle a wider range of art supplies has grown more insistent. When we decided to branch out and take care of the complete needs of our customers we also decided that Reeves & Sons Art Supplies were the very best we could offer.

Reeves & Sons have been the leading manufacturers of art supplies for over 165 years. From their wide and varied assortment we are able to offer the highest quality at the lowest prices.

Now we are prepared to meet your every need in Art, from pencils, brushes, etc., to oil paints and palettes. In the next few pages you will see some of the many supplies you can get from Tally Ho! Art Shop.

This is the most comprehensive range of goods we have ever shown to our customers. We give you an unqualified guarantee as to the quality and workmanship of every article we sell you. If you are not satisfied we will gladly refund your money.

We are prepared now to give instant service on the many items listed. We feel sure you will welcome this enlargement of our facilities, and will take advantage of our prompt and satisfactory delivery.

Now you can get from Tally Ho! Art Shop (Premier Art Guild) both the raw materials and instruction books on every phase of Art. Every amateur artist, and professional, too, will find our service a real help in meeting his requirements. At all times we are anxious to give you the best money can buy. Feel free to write at any time and we will offer you our best advice.

Our Art Supply Department was built to meet your special needs, which our several years of experience have shown us. Make the best use of it by getting all your Art Supplies from us.

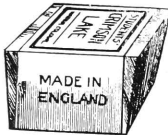
TALLY HO! ART SUPPLIES, ETCETERA

Reeves' Students Water Colours

In Pure Tin Tubes and China Pans
MADE IN THE FOLLOWING TINTS



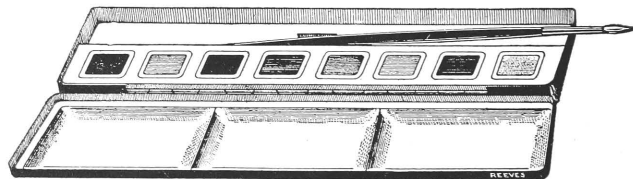
STUDENTS'
No. 2 Tube
(whole tube)
EACH 10c



Olive Green.	Gamboge Tint.	Prussian Blue.
Antwerp Blue.	Green Bice.	Purple Lake.
Brown Madder.	Hooker's Green Pale.	Raw Sienna.
Burnt Sienna.	Hooker's Green Deep.	Raw Umber.
Burnt Umber.	Indian Red.	Rose Madder.
Cadmium Yellow Tint	Indian Yellow.	Sap Green.
Carmine Tint.	Indigo Tint.	Scarlet Lake.
Chinese White.	Ivory Black.	Sepia.
Chrome Yellow Pale.	Lamp Black.	Ultramarine.
Chrome Yellow Mid.	Lemon Yellow.	Vandyke Brown.
Chrome Yellow Deep.	Light Red.	Vermilion Mid. Tint.
Chrome Orange.	Mauve.	Viridian Tint.
Cobalt Blue Tint.	Naples Yellow.	Warm Sepia.
Crimson Lake.	Neutral Tint.	Yellow Ochre.
Emerald Green Tint.	Payne's Grey.	

Imitation Gold in China Pans, each 10c.

Imitation Silver in China Pans, each 10c.



WATER COLOUR BOX

Containing 8 colours and No. 3 Jerbok Brush, fitted with the following colours usually used on Christmas Cards—Chrome Yellow, Emerald Green, Cobalt Blue, Mauve, Vermillion, Burnt Sienna, Scarlet Lake, Chrome Orange.
Per box 60c

CANADIAN GREETING CARDS COST YOU LESS

If you buy \$1.00 worth of American Cards they really cost you \$1.40, as follows:

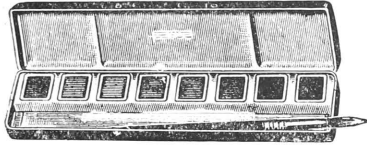
Cards	\$1.00
Duty 35%35
Sales Tax 4%05
	<hr/>
	\$1.40

besides the trouble of clearing your cards through the Customs Dept. If you buy \$1.00 worth of Tally Ho! Cards at our Toronto studio, they cost you \$1.00. Therefore your actual saving in buying Canadian Cards is 40c on every \$1.00 worth. Even when orders are sent by mail from Tally Ho! Art Shop you save 35c on the dollar.

START EARLY — GET THE BIG ORDERS

Reeves' New Series "Spectrum" Water Colours

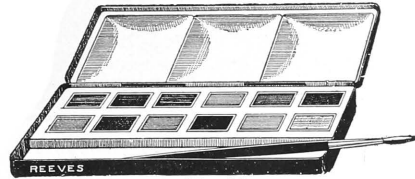
Deep Metal Cups in Japanned Tin Boxes



No. 158J

No. 158J. Containing 8 colours, Spectrum Red, Orange, Yellow, Green, Blue, Violet, Black, White and Artists' quality brush. Each 60c

No. 20 Box containing 12 spectrum colours: Red, Red-Orange, Orange, Yellow-Orange, Yellow, Yellow-Green, Green, Blue-Green, Blue, Blue-Violet, Violet, Red-Violet, and artists' quality brush. Each 60c



No. 20

Reeves' Tempera Poster Colours



2-oz. Size

An opaque flat finish water colour with smooth intense covering capacity. Made in the "SPECTRUM" colour range.

Red
Red-Orange
Orange
Yellow-Orange
Yellow
Yellow-Green
Green
Blue-Green
Blue

Blue-Violet
Violet
Red-Violet

Neutral Shades:

Black
White
Grey
Brown

1-oz. glass jars.

15c each

2-oz. glass jars.

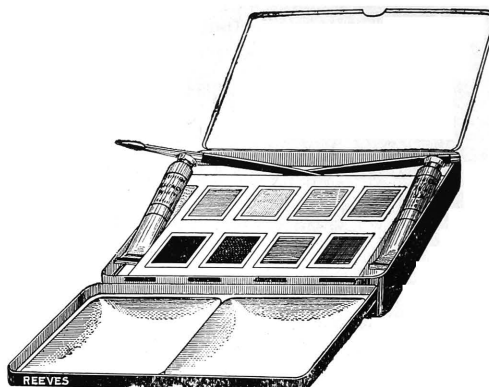
25c each

Owing to special packing necessary for Art Supplies each order must amount to \$1.00 or more and 10c added for postage.

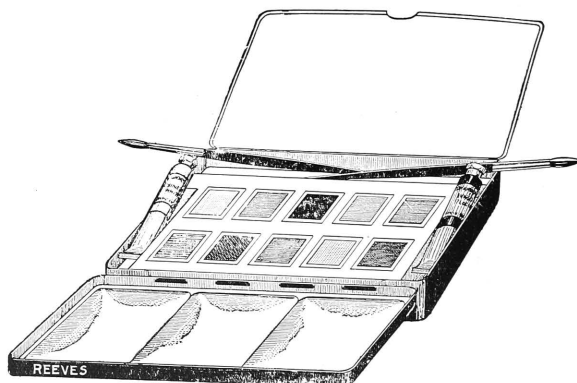
TALLY HO! CARDS SELL QUICKLY

Reeves' Students' Water Colours

No. 70 — Containing 8
colours in china pans,
2 colours in tubes and
brush. Each \$1.00



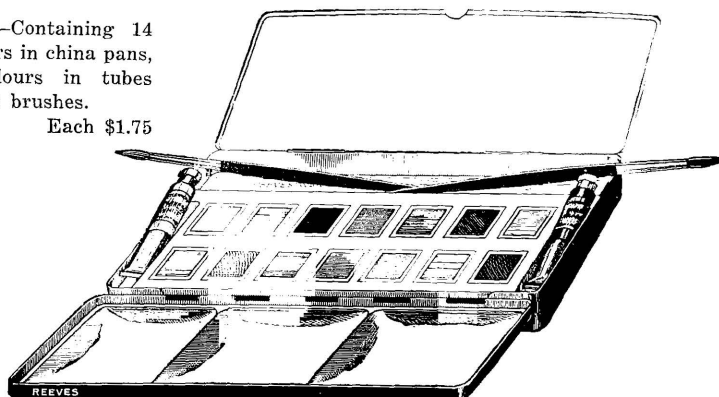
No. 70



No. 71

No. 71—Containing 10
colours in china pans,
2 colours in tubes
and 2 brushes.
Each \$1.35

No. 73—Containing 14
colours in china pans,
2 colours in tubes
and 2 brushes.
Each \$1.75

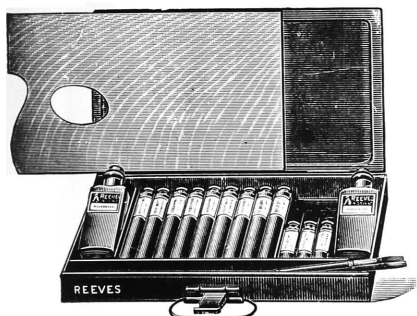


No. 73

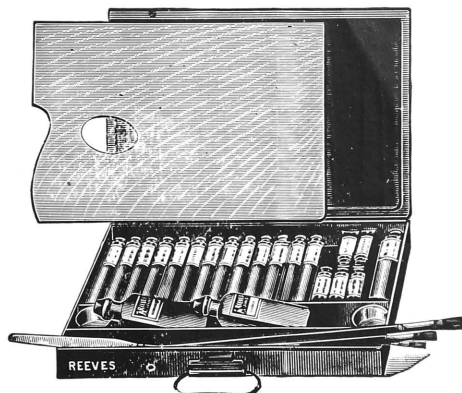
MAKE MONEY PAINTING TALLY HO! CARDS

Reeves' Students' Oil Colours

In Japanned Tin Boxes



No. 302. $9\frac{1}{2} \times 5\frac{1}{2}$ inches.



No. 304. $10\frac{1}{2} \times 7\frac{1}{2}$ inches.

- No. 302 (size $9\frac{1}{2} \times 5\frac{1}{2}$ inches) contains 12 tubes, 2 brushes, palette, bottles of linseed oil and turps. Each \$3.50
- No. 303 (size $9\frac{1}{2} \times 6\frac{3}{4}$ inches) contains 16 tubes, 2 brushes, palette, dipper, bottles of linseed and turps. Each \$4.50
- No. 304 (size $10\frac{1}{2} \times 7\frac{1}{2}$ inches) contains 19 tubes, 4 brushes, palette, knife, 2 dippers, linseed and turps. Each \$6.00
- No. 305 (size $12\frac{1}{2} \times 8\frac{1}{2}$ inches) contains 20 tubes, 9 brushes, palette, knife, dipper, linseed, drying oil and turps. Each \$10.50

Empty Boxes

No. 302	Each \$1.40
No. 303	Each 1.60
No. 304	Each 1.80
No. 305	Each 4.40

Mahogany Palettes for Boxes

No. 302	Each 45c
No. 303	Each 50c
No. 304	Each 60c
No. 305	Each 75c

Turpentine, 2-oz. bottles

25c Each

Linseed Oil, 2 oz. bottles.

25c Each

REEVES' SKETCH BLOCKS



Series 308 Whatman Paper. N surface, 12 sheets, 72 lbs.

	5 x 7	7 x 10	10 x 14
Each40	.70	1.25

Series 318—Cartridge Paper, 20 sheets, 50 lbs.

	5 x 7	7 x 10	10 x 14
Each25	.35	.50

REEVE'S SKETCH BOOKS

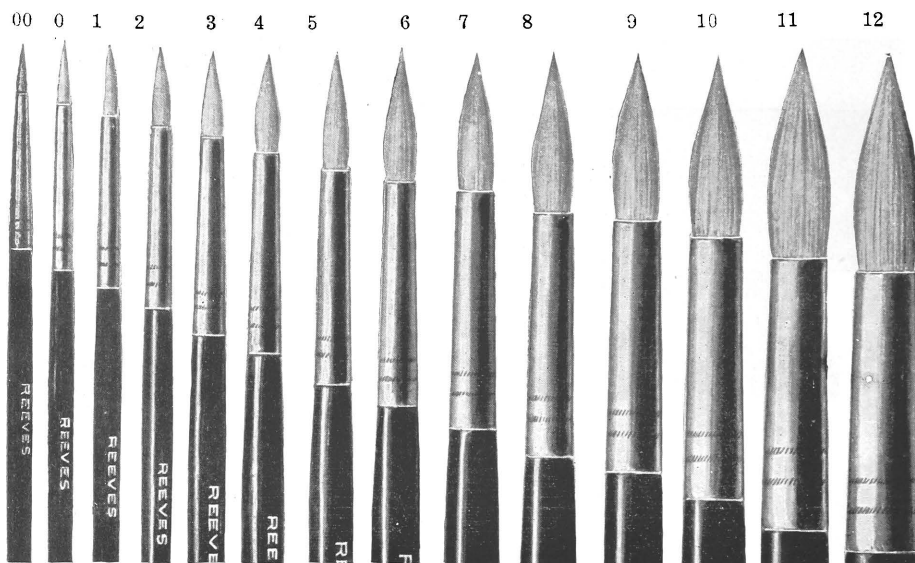
Series 351—Cartridge Paper, 30 leaves

	5 x 7	7 x 10	10 x 14
Each25	.40	.70

BUILD YOUR OWN BUSINESS — BE INDEPENDENT

Reeves' Artists' Sable Brushes

For Water Colour



Series 156. Finest Pure Red Sable Hair on Polished WALNUT Handles and Nickel Ferrules.

Size Nos.—	00	0	1	2	3	4	5	6	7	8	9	10	11	12
ROUND—Each	.20	.20	.20	.25	.30	.35	.40	.55	.75	1.00	1.50	2.00	2.75	3.50

Series No. 160. Pure Red Sables on Polished RED Handles.

Size Nos.—	1	2	3	4	5	6	7
ROUND—Each	.15	.15	.20	.20	.30	.35	.50

Reeves' School Brushes

Series No. 208. Finest RODEA-SQUIRREL Hair in ROUND Nickelled Ferrules on Polished RED Handles.

Sizes Nos.—	1	2	3	4	5	6	7	8	9	10	11	12
Each	.10	.10	.10	.15	.15	.15	.20	.20	.25	.25	.30	.40

Finest Red Sable Brushes for Oil Colours

Series 157. Round.

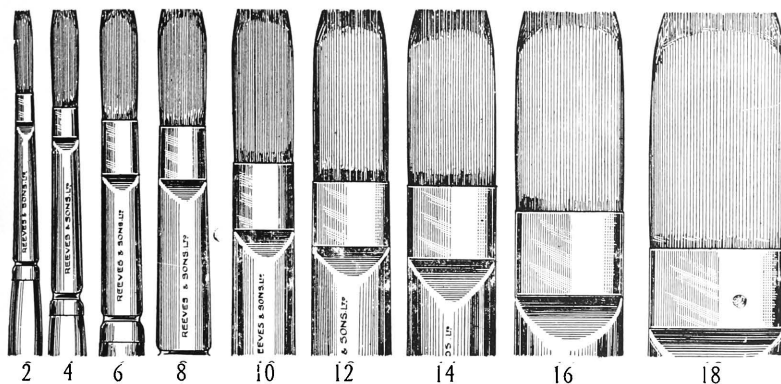
Size Nos.—	00	0	1	2	3	4	5	6	7	8	9	10	11	12
Each	.20	.20	.20	.25	.30	.35	.40	.55	.75	1.00	1.50	2.00	2.75	3.50

I M P O R T A N T

TALLY HO! ART SHOP is the new name of the Hand Coloured Card Department of Premier Art Guild. William Baldwin, originator of Premier Art Guild, owns and controls both companies. Tally Ho! Art Shop sells ONLY Premier Art Guild Cards. We are segregating the Art Department from the Manufacturing Plant for your benefit and convenience.

REEVES' ARTISTS' HOG HAIR BRUSHES

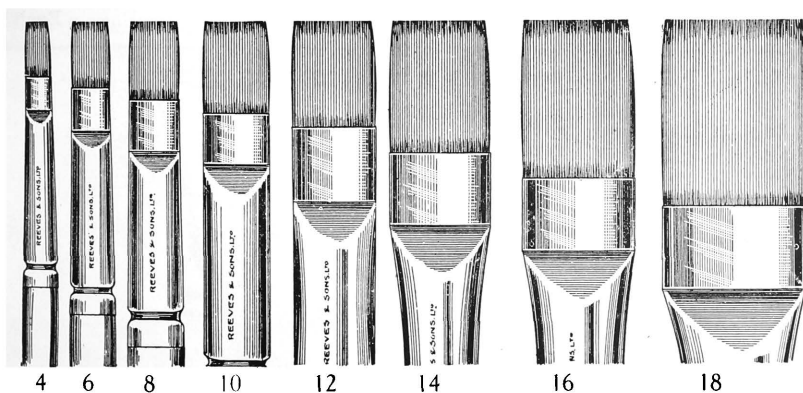
IN FLAT METAL FERRULES FOR OIL COLOUR



Series No. 100—FINEST LYONS HOG BRISTLES

POLISHED YELLOW HANDLES—STAMPED "REEVES 100"

Size No.	Each	Size No.	Each	Size No.	Each
1	.25	8	.35	14	.60
2	.25	10	.40	16	.75
4	.30	12	.45	18	1.00
6	.30				



Series No. 109—FINEST LYONS HOG BRISTLES—SHORT HAIR

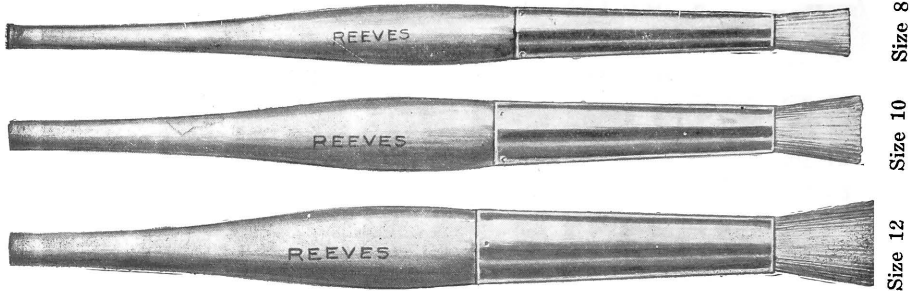
POLISHED YELLOW HANDLES, STAMPED "REEVES 109"

Size No.	Each	Size No.	Each
4	.30	12	.45
6	.30	14	.60
8	.35	16	.75
10	.40	18	1.00

PLEASE MAKE ALL MAIL ORDERS AMOUNT TO \$1.00

When ordering heavy Art Supplies, please add 10c per dollars worth for postage

Reeves' Stencil Brushes



Series 127—Good French Hog Bristles.

Size Nos.—	8	10	12	14
Dozen	1.20	1.50	1.80	2.40
Each	.10	.15	.20	.25

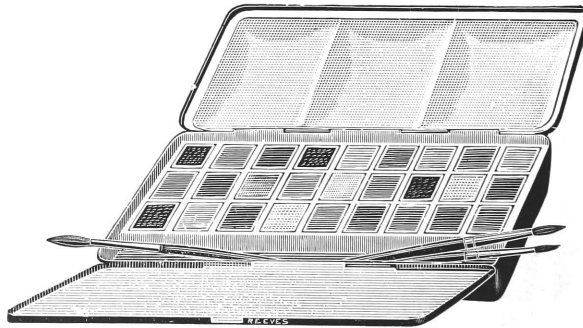
Reeves' Stencil Medium

For use with Reeve's Students' Oil Colours.

1-oz. bottles.	25c Each
2-oz. bottles.	40c Each

Reeves' Stencil Oil Colour Outfit

Set No. 0—Contains 10 colours in tubes, bottle of medium, 2 stencil brushes, 4 cut stencil designs, 6 thumb tacks in card box. Each \$2.00



REEVES' SPECIAL WATER COLOUR BOX

27 Colours in China Pans and 3 Brushes

No. 55B Each \$2.50

PREPARED ACADEMY BOARDS FOR OIL PAINTING

Smooth Surface

6 x 9¼	Each	.15	12¼ x 18½	Each	.40
9¼ x 12¼	"	.25	18½ x 24½	"	.75

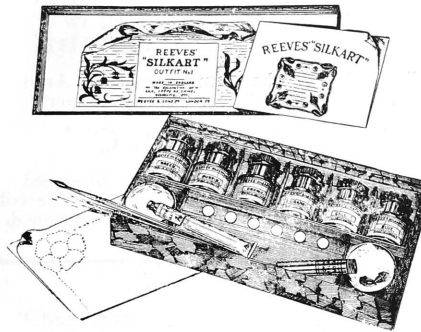
Granulated Surface

6 x 9¼	Each	.15	12¼ x 18½	Each	.55
9¼ x 12¼	"	.30	18½ x 24½	"	1.00

Reeves' "Silkart"

This new homecraft can be mastered by the amateur very quickly, and with it very effective results can be obtained. It is particularly suitable for table-centres, runners, doyleys, scarves and various other articles. The design can either be drawn direct on to silk or on to paper, and the silk placed over and pinned down with drawing pins, so that the drawing shows through the silk.

The design is outlined by squeezing some "Silkart" paste from the tube through a nozzle on to the silk. This should be allowed to partly dry, and while moist, a metallic powder or metallic flakes should be dusted on with a fine brush. When the outline is hard, and any surplus powder or flakes removed from the silk, painting can be commenced. The colours can be used at full strength or diluted with water and can be mixed together to obtain other tints.



Reeves' "Silkart" Materials

Introductory Outfit containing 3 Bottles Silkart Colours, 1 Nozzle, 1 Brush, 1 Tube Silkart Paste, 1 Tube Gold Bronze Powder, 1 Design. Each \$1.00

"SILKART" OUTFIT, No. 1 (as illustrated). Each \$2.50

Containing:

6 Bottles of "Silkart" Colours
2 Nozzles (Fine and Coarse)
2 Sable Hair Brushes
2 China Saucers

1 Tube "Silkart" Paste
1 Tube Gold Bronze Powder
6 Drawing Pins
1 "Silkart" Design

"SILKART" COLOURS. In ½-oz. bottles.

Black Cherry
Blue Green
Brown Orange

Violet
Yellow

Each 20c

"SILKART" PASTE. In 4-in. tubes.

Each 20c

Nozzles (Fine or Coarse Opening).

Each 5c

Reeves' Bronze Powders

Amaranth
Blue, Light
Blue, Purple
Blue, Sapphire
Copper
Gold, Pale
Gold, Deep
Gold, Orange

Gold, Citron
Green, Dark
Red
Silver

Each 20c

In Screw Top Glass Tubes.

Reeves' Metallic Flakes

Blue
Blue, Dark
Copper
Green, Dark
Gold
Lilac

Pink
Red, Ruby
Silver

Each 35c

In Screw Top Glass Tubes.

EASY TO PAINT — EASY TO SELL

Reeves' Art Handbooks on Painting in Oil Colour

By Hume Nisbet

Containing 8 coloured plates and numerous illustrations and a chapter on Pasteloid (Tempera) Painting.—A Practical Guide for beginners in oil painting by an experienced teacher. Each 75c

On Painting in Water Colours

By Hume Nisbet

New and revised edition. With coloured plates. A Practical Guide for Beginners in water colour painting. Each 75c

Practical Notes on Colour Mixing

A most useful handbook for Teachers and Amateur Artists, containing 18 pages of colour mixtures, produced by hand. Letterpress by an expert. New Edition. Each 60c

Reeves' Chart Guide to Colour Mixing

Showing how all necessary combinations can be produced by the use of 5 pigments only—such as are contained in Reeves' Colour Box 130. The colours are applied by hand, and can be reproduced by any Teacher using the box mentioned. Each 20c



$\frac{3}{4}$ -oz. size
30c each

REEVES' FIXED INDIAN INK

Waterproof



$\frac{1}{2}$ oz. size
25c each

REEVES' SKETCHING CHARCOAL

No. 2.—Card Box containing 12 Sticks of CharcoalPer Box .10

REEVES' FIXATIF FOR CHARCOAL

2 oz. BottleEach .35

REEVES' FIXATIF CLARUM (COLOURLESS) FOR PASTEL

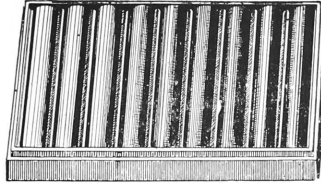
2 oz. BottleEach .35

ATOMIZERS FOR FIXATIF

Metal, nickel plated No. 1, with hingeEach .25

REEVES' GREYHOUND PASTELS

The Greyhound Pastels are manufactured throughout at Reeves' own Colour Works at Dalston, North London. They are practically Artists' Pastels, being free from grit and of strong and pure colour. By means of specially designed machinery, capable of turning out enormous quantities with rapidity, it is possible to supply these pastels at prices which admit of their use in Elementary Schools.



Reduced Illustration

CARD BOX

Set L. 12.—Contains 12 Pastels:—White, Crimson, Chrome Orange, Chrome Yellow, Chrome Green Deep, Prussian Blue Deep, Violet, Burnt Umber Deep, Grey Black, Light Red, Prussian Blue Pale, Chrome Green Mid.Each	.15
Set L. 9.—Contains the first 9 tints above10
Set J. 12.—Contains the first 12 tints above, pointed and paper-covered20



SET MP. 21—METAL BOX

Set MP. 21.—Contains 21 tints. Pastels pointed and wrapped	Each	.65
Set CS. 21.—“ 21 “ “ unwrapped	“	.40
Set CP. 36.—“ 36 “ “ pointed and wrapped	“	.85

TWO GOOD REASONS FOR BUYING CANADIAN CARDS

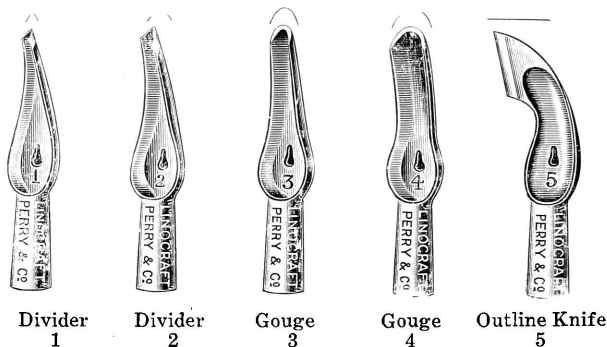
Firstly—On every dollar's worth of Canadian Cards you save at least 35c.

Secondly—You have the satisfaction of knowing that your money is remaining in Canada to be paid out for Canadian materials and Canadian labour.

Tally Ho! Art Shop (Premier Art Guild) is a thoroughly Canadian organization—owned and operated by Canadians, but we are not appealing for your support solely on patriotic grounds, for we feel that our Cards can meet foreign competition at any time. You actually save yourself money on every dollar's worth of Cards purchased from Tally Ho! Art Shop.

Reeves' Lino Printing Materials—Lino-Cutting Tools

These sets meet the needs of students who practise Lino-cutting, and comprise handles of approved shape and cutting tools in five patterns, as illustrated.



- A guard is provided in each box to facilitate easy insertion or removal of pen-tools.
- | | |
|---|-------------|
| Set No. 1—Contains 5 handles and a set of five cutting tools, with guard. | Each \$1.20 |
| Set No. 2—Contains 1 handle and a set of five cutting tools, with guard. | Each .45 |
| Additional Cutting Tools. | Each 10c |

"Teachers" Lino-Printing Outfit



Containing:

- 3 4-in. Tubes Lino-Printing Colours
Black, Vermilion and Prussian Blue.
- 5 Cutting Tools, assorted.
- 2 Handles for cutting tools.
- 1 Extractor.
- 1 4-in. Rubber-Covered Roller.
- 2 Pieces of Lino, 6 in. by 4 in.
- 5 Pieces of Mulberry Paper, 6 in. by 4 in.
- 1 Handbook entitled "Lino-Cuts."

The Set \$2.25

Japanese Mulberry Paper, superior quality, 16 x 21.
Ordinary quality, 13½ x 19.

Per Sheet 15c
Per Sheet 5c

IMPORTANT

TALLY HO! ART SHOP is the new name of the Hand Coloured Card Department of Premier Art Guild. William Baldwin, originator of Premier Art Guild, owns and controls both companies. Tally Ho! Art Shop sells ONLY Premier Art Guild Cards. We are segregating the Art Department from the Manufacturing Plant for your benefit and convenience.

Lino Blocks

Size 3 x 3	5c
Size 4 x 6	10c
Size 5 x 7	20c
Size 6 x 8	25c
Size 7 x 10	30c
Size 8 x 12	45c

Reeves' Lino Colours

4 inch Single Tubes	Each 25c
Black, Blue, Red, Green, Yellow, Brown.	
Studio Size Tube No. 12, Black only.	Each 60c
Roller, Rubber covered, 4 in. wide.	Each \$1.00

REEVES' CANVAS BOARDS

Stout Millboard Covered with Prepared Canvas

6 x 8	Each	.20	11 x 15	Each	.45
7 x 10	"	.25	12 x 16	"	.50
8 x 12	"	.30	12 x 18	"	.60
10 x 12	"	.35	14 x 20	"	.70
10 x 14	"	.40			

WHATMAN BEST QUALITY DRAWING PAPER

Imperial 22½ x 30½—72 lbs. HP, N, R surfaces	Per Sheet	.25
Double Elephant 27 x 40—133 lbs. HP, N, R surfaces	Per Sheet	.50

“GREYHOUND” WATER COLOUR PAPER

It is superior machine-made pure rag paper, and for many purposes may be used with advantage to replace expensive hand-made papers.

Imperial 22 x 30—90 lbs. N surface	Per Sheet	.20
“ “ “ Coarse Canvas grain surface	Per Sheet	.30

REEVES' DRAWING CARTRIDGE PAPER

For Water Colour, Pen and Pencil Drawing

No. 20	22 x 30 in.	Weight 90 lbs.	Per Sheet	.10
“ 40	“ “	“ 50 “	Per Sheet	.05

REEVES' TRACING PAPER

No. 1C Cream, size 22 x 30	Per Sheet	.10
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REEVES' “GREYHOUND” PASTEL PAPER

This paper has been adopted by the leading Education Authorities in Great Britain and the Dominions. It is made in various tints.

22 x 30 in.	No. 104 Black	No. 117 Dark Blue	
	No. 107 Dark Green	No. 106 Light Grey	
	No. 118 Dark Brown	No. 116 Mid. Brown	
	No. 103 Dark Grey	No. 121 Mid. Grey	
	No. 112 Buff		Per Sheet .05

REEVES' PASTELOID DRAWING PAPER

Pasteloid is a high-class coloured paper, made from rag and finished for Pastel, Crayon or Water Colour work. Black, white and numerous tints are available.

Imperial 22 x 30 in.	Weight 90 lbs.	Per Sheet	.20
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INGRES CHARCOAL PAPER

Royal 19 x 24 in. White and various tints.	Per Sheet	.05
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EVERY TALLY HO! CARD IS CANADIAN

Reeves' Students' Oil Colours

Finely ground oil colours for Art School and early practice. These colours are also much used by sign writers, coach painters and others requiring high-class oil colours at prices lower than are necessarily charged for superfine artists' colours.

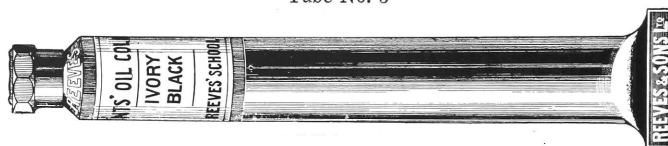
Also used for STENCILLING on furniture, walls, woodwork, fabrics, etc.



Tube No. 2



Tube No. 3



Tube No. 4

Burnt Sienna
Burnt Umber
Flake White
Indian Red
Ivory Black
Lamp Black
Light Red

Raw Sienna
Raw Umber
Terra Verte
Vandyke Brown
Venetian Red
Yellow Ochre

Series A
Tubes No. 4. Each 10c

Antwerp Blue
Chrome Green Pale
Chrome Green Middle
Chrome Green Deep
Chrome Orange
Chrome Yellow Pale
Chrome Yellow Mid.

Chrome Yellow Deep
Naples Yellow Pale
Naples Yellow Deep
Neutral Tint
Prussian Blue
Zinc White

Series B
Tubes No. 3. Each 10c

Brown Madder
Cadmium Pale Tint
Cadmium Mid. Tint
Cadmium Deep Tint
Carmine Tint
Cobalt Blue Tint
Crimson Lake
Emerald Green
Gamboge Tint
Indigo Tint
Lemon Yellow Deep

Mauve
Olive Green
Purple Lake
Rose Madder
Sap Green
Scarlet Lake
Ultramarine Pale
Ultramarine Mid.
Ultramarine Deep
Vermilion Mid. Tint
Viridian

Series C
Tubes No. 2. Each 10c

PARCHMENT PAPER

For Lamp Shades, Stencil Designs, etc.

Size 20 x 50 in.	Per Sheet .50
30 in. wide continuous	Per Yard .60

TERMS AND DISCOUNTS

Send cash with order—remit by postal or express money order—cash by registered mail. Postage stamps cannot be accepted as payment. If cards are to be sent C.O.D. add 15c plus postage to your order. The 15c is charged to us by the Post Office for delivering C.O.D. Parcels.

Be sure that your order amounts to \$1.00 or more.

Add 5c per dollar's worth of cards for postage, etc.

Orders are usually shipped within twenty-four hours after they are received.

In ordering, be sure to write clearly, giving full name and address, card numbers, prices, etc.

We sometimes receive orders with just the name and street address, the name of the town being left off the order form. This of course delays your order until we hear from you again.

All the cards in this catalogue sold by us are subject to refund of the purchase price if they are not exactly as represented. Cards should only be returned if they are defective or an error made in sending designs other than ordered.

SPECIAL DISCOUNT

We allow the following discounts on quantity orders:—

On individual orders for cards of \$5.00 or more 10% discount

On individual orders for cards of \$10.00 or more 15% discount

On individual orders for cards of \$100.00 or more 20% discount

Take advantage of the above savings.

Please deduct the discount from the order yourself as it is impossible for us to check order for discounts.

The above discounts are allowed on cards only. No other articles in the catalogue can be included to make up an amount for discount.

These are the only discounts we can allow.

PERSONALIZED CARDS

Last year we had many requests from our customers to print the name and address of the sender on some of their cards. We are prepared to do this at the following prices:—

For printing name and address on 12 cards (one design only)	\$.75
For printing name and address on 18 cards (one design only)	\$.75
For printing name and address on 25 cards (one design only)	\$1.00
For printing name and address on 50 cards (one design only)	\$1.50
For printing name and address on 100 cards (one design only)	\$2.00

Two or three designs cannot be grouped together and printed at the above prices. There is no discount on printing.

We cannot be responsible for errors arising through indistinct copy. Please write the name and address to be printed on cards plainly.

Certain flat cards shown in this catalogue are not suitable for personal cards as the greeting is hand lettered and cannot be matched with type. On other cards there is not enough room to print the name and address so it will look well, so just choose the cards that are suitable to be made into Personal Cards. Where the greeting is hand lettered we will select type to match the hand lettering as closely as possible.

PLEASE MAKE ALL MAIL ORDERS AMOUNT TO \$1.00

Owing to special packing required for cards and Art Supplies the cost of postage varies with each order. We suggest at least 5c per dollar's worth be added for postage, but for a parcel containing heavy Art Supplies at least 10c per dollar's worth should be added. If you remit too much postage we will refund the difference to you.



Tally Ho! Art Shops

331 Bay Street
Toronto, Ontario