

BIRTHDAY AND EVERYDAY GREETING
CARDS FOR HAND COLOURING



Tally Ho! Art Shop
120 Wellington St. West
Toronto, Ontario



BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING

IN this catalogue you will find nearly 200 designs that will meet the tastes of practically everybody. We have taken advantage of the practical advice given by our many customers and created designs to meet their requirements. No longer do we refer to HAND COLOURING as a simple hobby—to-day it is a paying business for those who enjoy its pleasant hours of fascinating fun.

No need for us to expand on the popularity of hand coloured cards or the wide market for them—our list of customers is the best evidence. People to-day appreciate art and handwork more than ever in spite of the vast increase in machine made goods. Probably that is the reason for the growing regard for anything with a touch of the artistic.

TALLY HO! ART SHOP

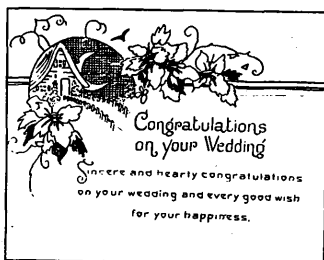
Greeting Cards for Hand Colouring

120 WELLINGTON STREET WEST

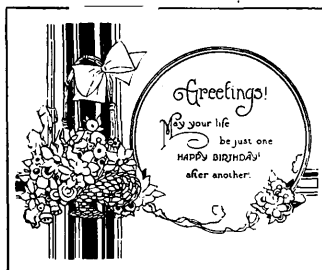
TORONTO



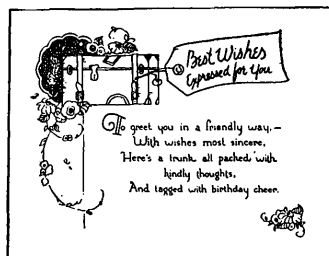
BIRTHDAY AND EVERY OTHER CARDS FOR HAND COLOURING



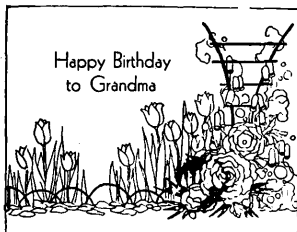
No. 165—Size 4 x 5—Price 4½c



No. 166—Size 4 x 5—Price 4½c



No. 167—Size 4 x 5—Price 4½c



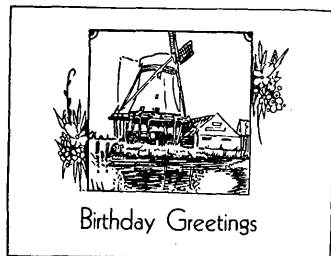
No. 168—Folder, Size 3½ x 4½
Price 5c

Here's a happy wish for birthday cheer
From one who loves you all the year.



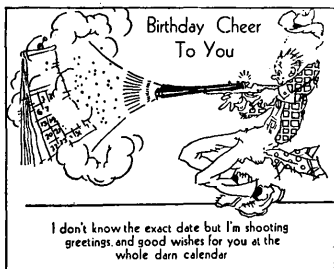
No. 169—Folder, Size 4 x 5
Price 6c

May all your cherished Dreams come true
And Life be always good to you.



No. 170—Folder, Size 4 x 5
Price 6c

Am I early or am I late?
I never could remember the date.
But the most important thing any-how
Is to wish you joy, which I do—
RIGHT NOW.



No. 171—Size 4 x 5—Price 4½c

I don't know the exact date but I'm shooting greetings and good wishes for you at the whole darn calendar



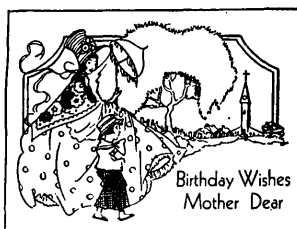
No. 172—Size 4 x 5
Price 4½c

Some is too early
Some is too late
But wasn't I cute
To remember der date?



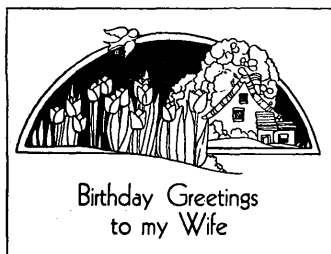
No. 173—Size 4 x 5—Price 4½c

Take these Congratulations and a couple of lusty cheers
Here's hoping you make that Honeymoon
Last for a hundred years.



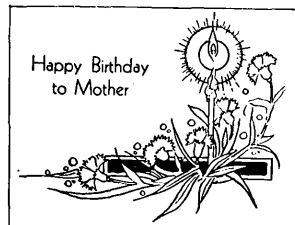
No. 174—Folder, Size 3½ x 4½
Price 5c

In the midst of the joys we are having,
Tucked in with these wishes for you,
Is a love that's as big as the ocean
For a Wonderful Mother—that's YOU.



No. 175—Folder, Size 4 x 5
Price 5c

Many a wish for a happy year
Many a greeting true
Many a loving birthday thought
Goes straight from my heart to you.



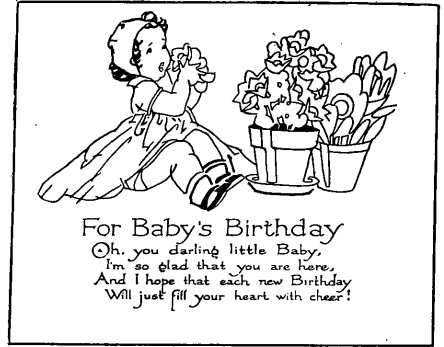
No. 176—Folder, Size 3½ x 4½
Price 5c

From the bottom of my heart
My birthday love I send
To the loveliest of Mothers
And my most unchanging Friend.

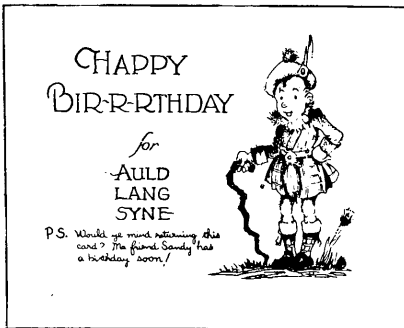
BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING



No. 135—Size $3\frac{1}{2}$ x $4\frac{1}{2}$ —Price $3\frac{1}{2}$ c



No. 136—Size 4 x 5—Price $4\frac{1}{2}$ c



No. 183—Size 4 x 5—Price $4\frac{1}{2}$ c



No. 184—Size 4 x 5—Price $4\frac{1}{2}$ c



No. 150—Folder, Size $3\frac{1}{2}$ x $4\frac{1}{2}$
Price 5c

To wish you every gladness
And days so very fair
You'll need no silver lining
Because no clouds are there.



No. 141—Folder, Size $3\frac{1}{2}$ x $4\frac{1}{2}$
Price 5c

A very happy Birthday to you,
I've looked through the book from
the A's to the Z's
But no words I found
Could be warmer than these.



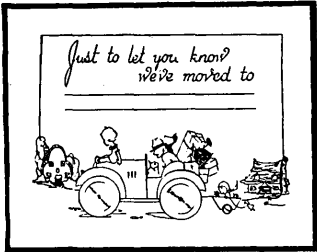
No. 142—Folder, Size $3\frac{1}{2}$ x $4\frac{1}{2}$
Price 5c

All the flowers in the world
Could not tell you, Mother,
How much—Oh how MUCH I love you
More than any other.

ORDER THE COMPLETE LINE AND SAVE MONEY



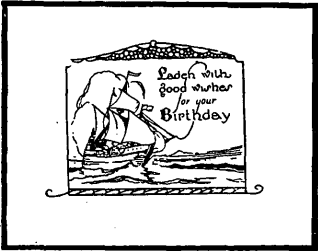
No. 112—3½c each



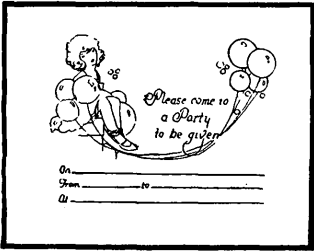
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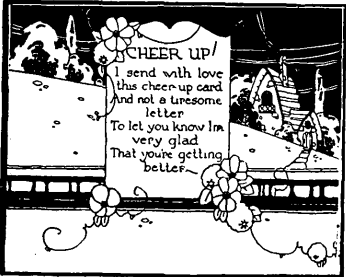
No. 110—4½c each



No. 115—3½c each



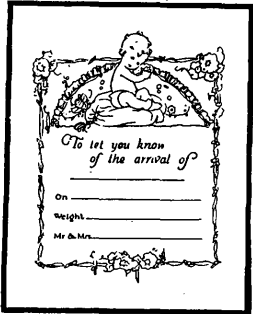
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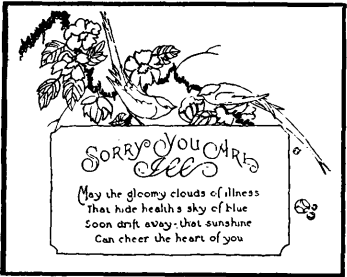
No. 113—4½c each



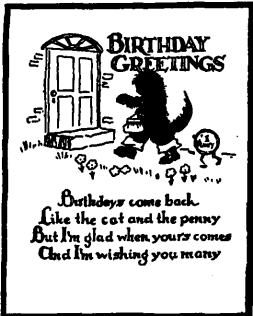
No. 118—3½c each



No. 117—3½c each

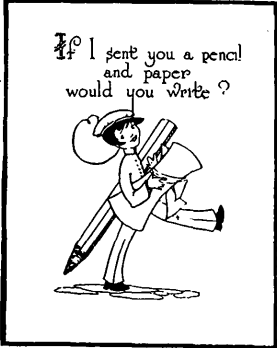


No. 116—4½c each

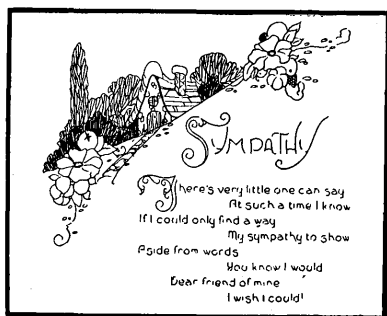


No. 120—3½c each

Our Christmas card catalogue will be ready about June 1st. It will be bigger and better than last year and we hope to feature over 200 designs. We have on order a new machine which will be the only one of its kind in Canada. We expect to offer for your approval designs finished by a new process and especially suitable for hand tinting.



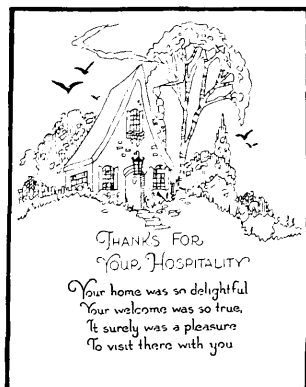
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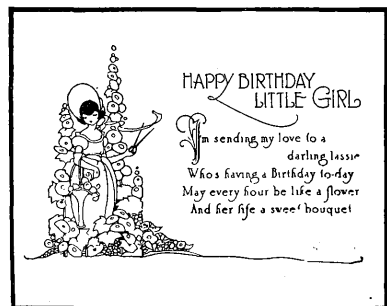
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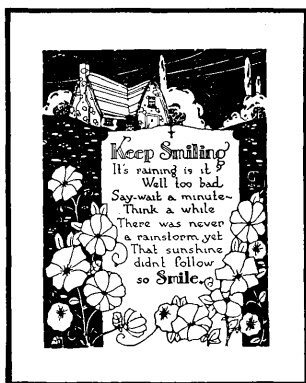
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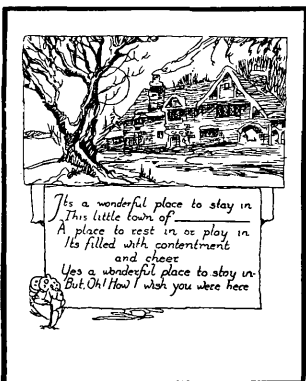
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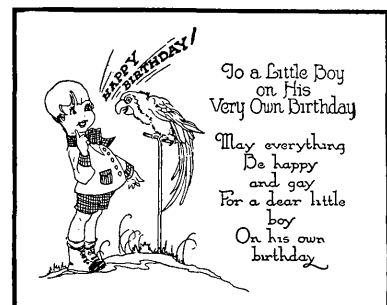
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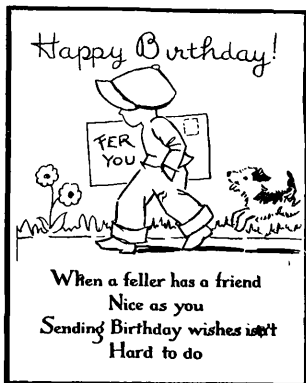
No. 125—4½c each



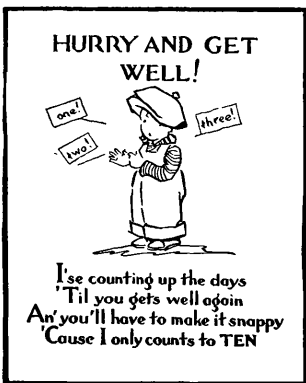
No. 126—4½c each



No. 127—4½c each



No. 129—4½c each



No. 130—4½c each

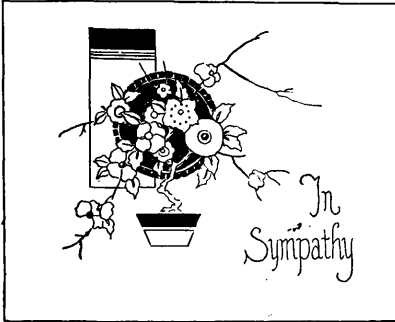


No. 128—4½c each

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.

BIRTHDAY AND EVERY CARD FOR HAND COLOURING



No. 157—Folder, Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price 5c

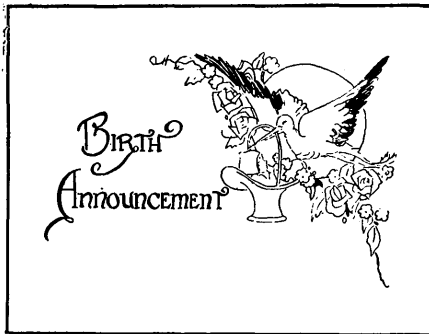
Sympathy

Please let these words sent in deep sincerity—convey to you at this time the most heartfelt sympathy.



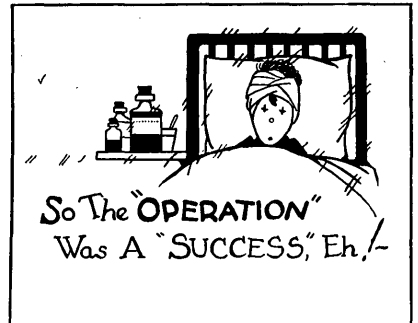
No. 144—Folder, Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price 5c

Please accept this loving gift
May happiness be yours now and always.



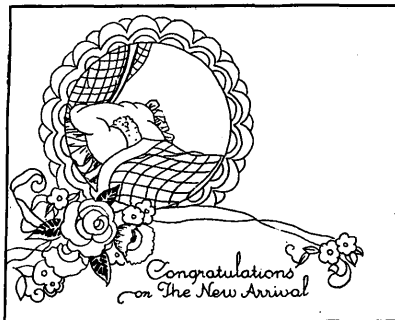
No. 143—Folder, Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price 5c

Announcing the arrival of
a on
Name



No. 185—Folder, Size 4 x 5—Price 6c

CONGRATULATIONS
And wishes for a speedy recovery.



No. 158—Folder, Size 4 x 5—Price 6c

Welcome to your Baby new
Happiness to all of you.
There's nothing dearer ever known
Than just a Baby in the home.



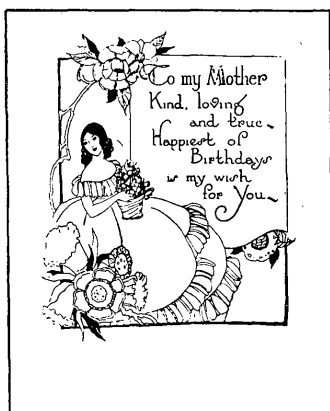
No. 186—Folder, Size $3\frac{1}{2} \times 4\frac{1}{2}$ —Price 5c

Your gift pleased me so very much
I can only tell a part
Of the deep appreciation
That I feel within my heart.

BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING



No. 100—Size 4 x 5—Price 4½c



No. 101—Size 4 x 5—Price 4½c

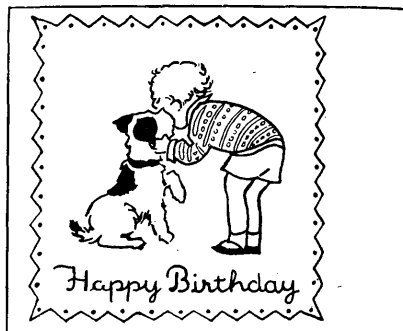
We will send our catalogue to any of your friends interested in painting. Please send us their names and addresses.

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

BUY MADE IN CANADA CARDS— THEY COST YOU LESS

The rate of duty on imported cards is 35% plus 5c per lb. added to the weight of the cards, plus 4% sales tax, bringing the duty up to about 50%. Then there is the exchange on Canadian money to be taken into consideration.

Buy Canadian Cards and SAVE MONEY!



No. 145—Folder, Size 3½ x 4½—Price 5c

I asked this doggie to bring my wish
And to whisper in your ear
That I hope you'll have a happy day
And good times all the year.



No. 109—Size 3½ x 5½—Price 4c

COMPLETE LINE BOX

Price \$6.20

Why you should buy the COMPLETE LINE BOX

If one of each card shown in this catalogue were purchased separately they would cost you \$7.27, but by ordering the COMPLETE LINE BOX you get them all—162 cards for \$6.20, an actual cash saving of \$1.07.

Envelopes supplied with all cards excepting Mottoes, Tallies and Score Pads.

The more varied your selection the more sales you will make and by having our Complete Line you need never miss a sale, because we show a card suitable for practically every occasion.

This assortment is also a fine idea for the beginner who wishes to practise at coloring. He can try a different design with each card he paints, and thus get a variety of experience in handling water colors, and at the same time the work does not become monotonous.

The price of \$6.20 for the COMPLETE LINE BOX is net and is not subject to any further discount.

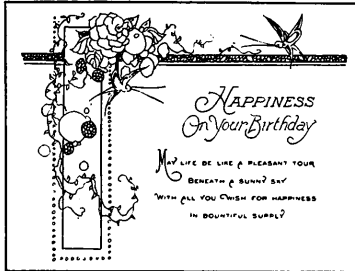
Pictures listed in this catalogue are not included in the COMPLETE LINE BOX.



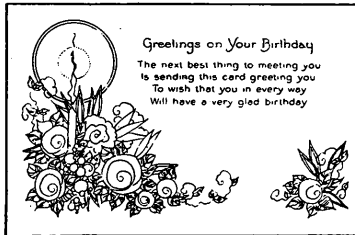
No. 59—Price 4 1/2c each



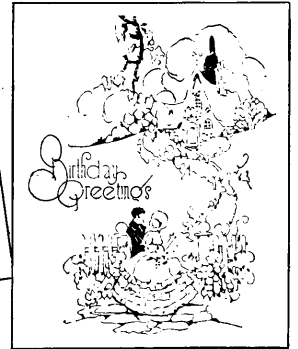
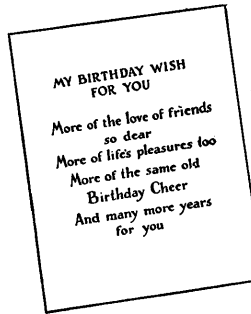
No. 60—A Folder—Price 6c each



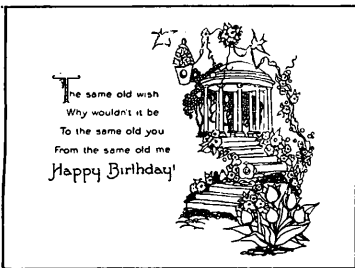
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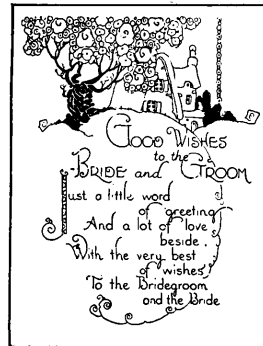
No. 63—Price 4 1/2c each



No. 62—A Folder—Price 6c each



No. 64—Price 4 1/2c each



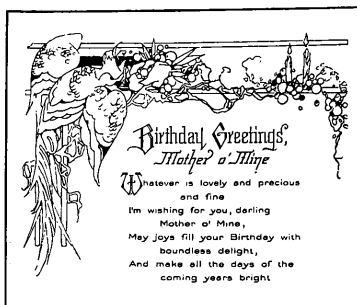
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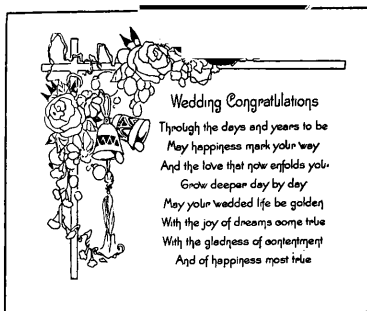
No. 66—Price 4 1/2c each

TALLY HO! ART SHOP CARDS ARE BETTER

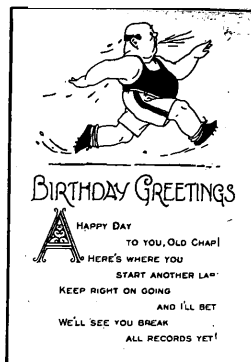
If you want a profitable hobby that will repay you handsomely in both pleasure and money you can do no better than to take up the work of coloring Tally Ho! Art Shop cards. We suggest that you buy a complete assortment so that you will be able to show a complete line to your prospective customers. When displayed in a portfolio these cards present a lovely appearance. The complete line offers a wide variety of subjects and sentiments, enough to more than meet the average taste.



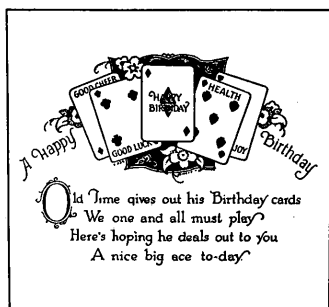
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No. 68—Price 4 1/2c each



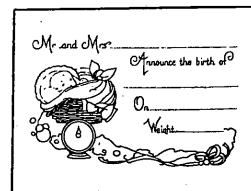
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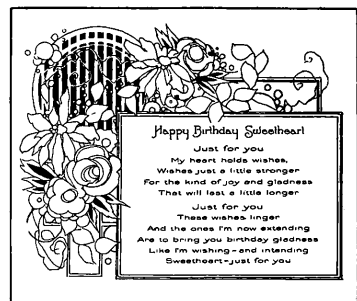
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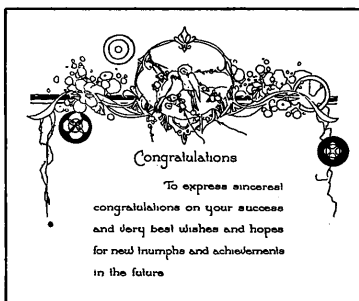
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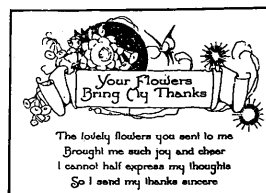
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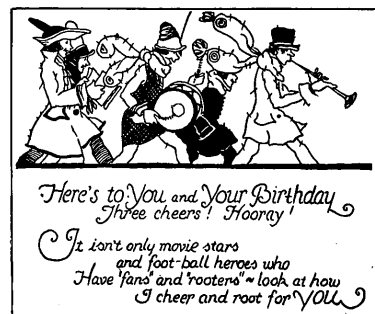
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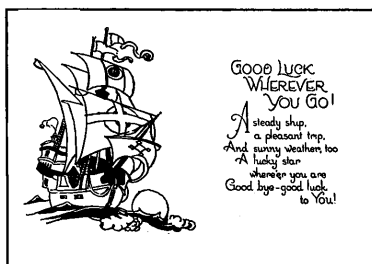
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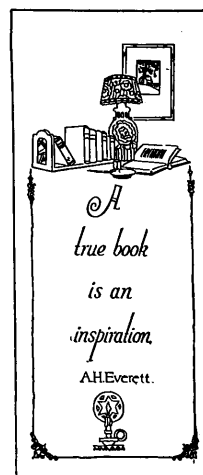
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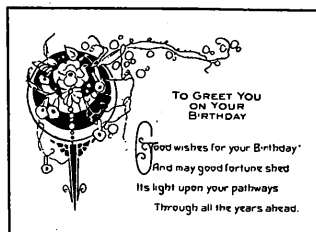
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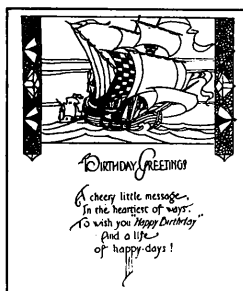
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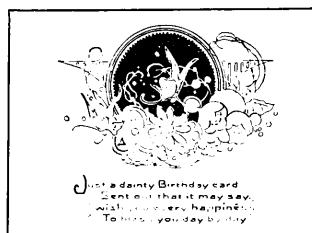
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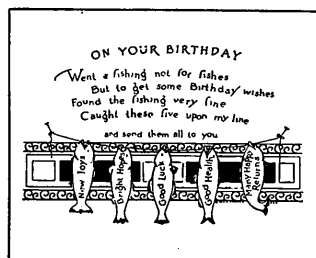
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No. 48



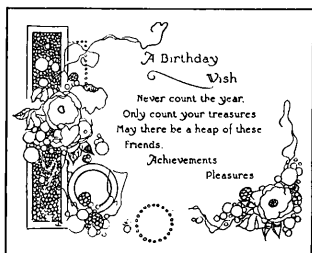
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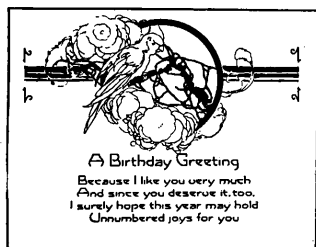
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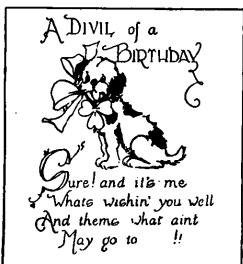
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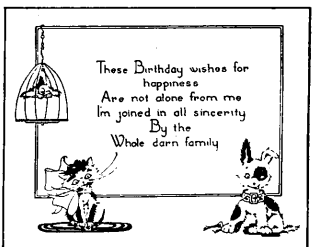
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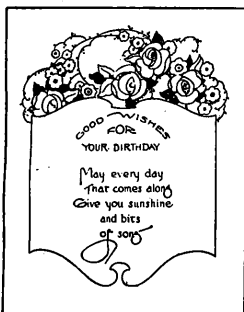
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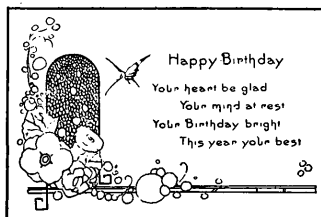
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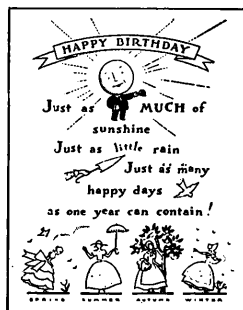
No. 55



No. 56



No. 57



No. 58

SUGGESTIONS FOR COLORING

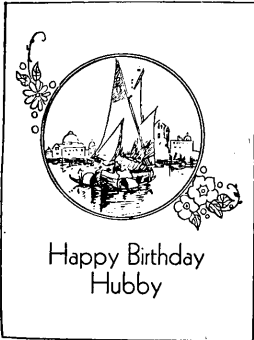
For the best results use moist tubes colors or hard colors in pans, preferably, those recommended by Tally Ho! Art Shop, and good sable brushes. Provide yourself with a pad of white paper and plenty of clean water. Press out a small quantity of color, if tube colors are used, and with the brush add enough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

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

Limit the number of colors 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 color to reduce its intensity.

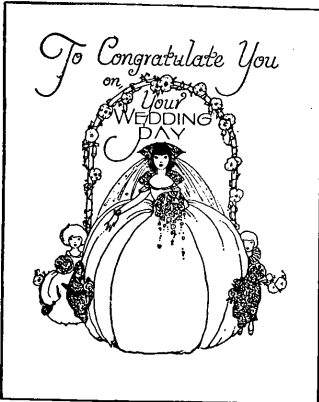
A pan of gold and one of silver are also very useful for adding finishing touches.

BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING



No. 178—Folder, Size 4 x 5
Price 6c

Wish you gladness? Sure
I do,
Always wishing joy for
you.
You deserve it, bet your
life.
Ought to know it—I'm
your wife.

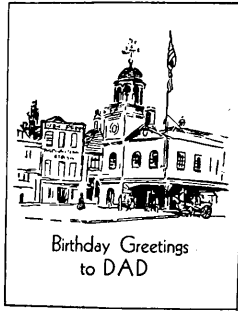


No. 180—Size 4 x 5—Price 4½c



No. 133—Folder, Size 4 x 5
Price 6c

Happy days and joys increasing,
Loyal friendships old and new,
These I'm wishing for your birthday
And to last the whole year through.

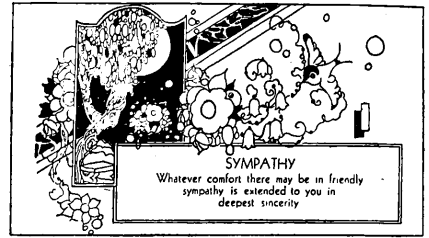


No. 179—Folder, Size 3½
x 4½—Price 5c

Here's hoping that life
shows you, Dad,
Its very broadest grin
And treats you like the
darned good sport
That you have always
been.

Here we show
eight different cards
—each one for a
different occasion.
Birthday, Sym-
pathy, Get Well
cards, anniversary,
wedding congratu-
lation, a humorous
birthday card, and
two relative cards.

You will enjoy col-
ouring and selling
them. Familiarize
yourself with each
greeting and design
for the different oc-
casions, then you
will be able to sug-
gest just the right
cards to your cus-
tomers when they
need them. We draw
your special atten-
tion to the "Get
Well" cards. More
and more of these
are being used every
year by people who
have friends and
relatives on the sick
list.



No. 177—Size 3¼ x 6—Price 5c



No. 181—Size 4 x 5—Price 4½c



No. 182—Size 4 x 5—Price 4½c



No. 134—Folder, Size 3½ x 4½—Price 5c

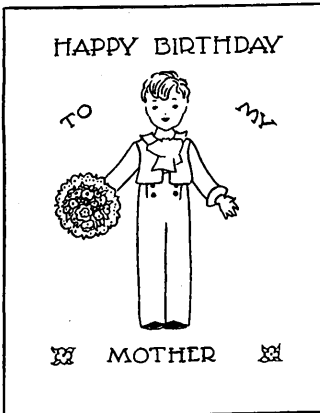
Wishing you the best of luck and best of
friends, and best of everything always.



No. 103—Folder, Size 4 x 5
Price 6c



No. 102—Folder, Size 4 x 5
Price 6c



No. 138—Folder, Size 3½ x 4½
Price 5c

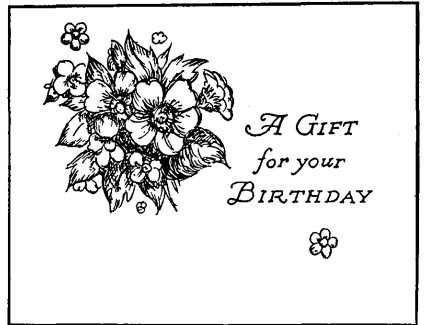
Just to bring a hearty
"Thank you"
For your hospitality
For you surely were as
thoughtful
And as kind as you could
be.



To extend best wishes
most sincere
As you start upon your
new career
To congratulate your pro-
fession too
For gaining a nurse as
fine as you.

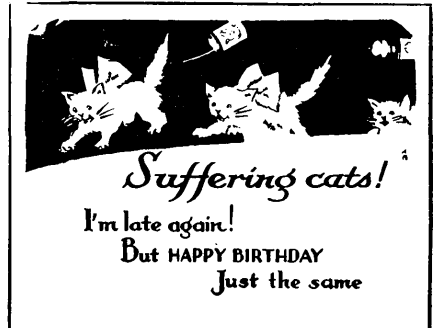


All the flowers in the
world
Could not tell you,
Mother
How much — Oh how
MUCH I love you
More than any other.

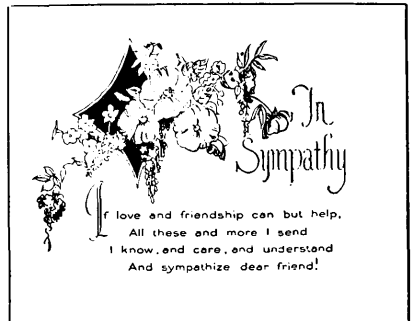


No. 152—Folder, Size 3½ x 4½—Price 5c

Along with this gift
Go wishes sincere
For a real happy birthday
And a wonderful year.



No. 137—Size 3½ x 4½—Price 3½c

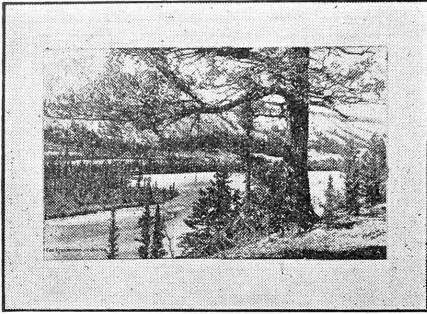


No. 146—Size 4 x 5—Price 4½c

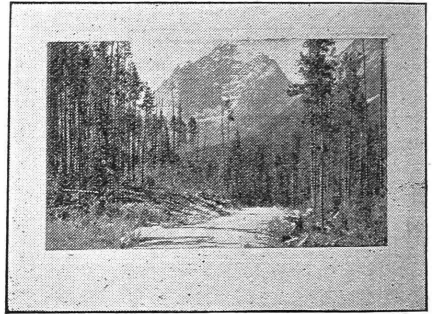
In this catalogue are shown over 160 Birthday, Everyday and Tally Card designs in addition to pictures. We have tried to publish a design for almost every occasion. Hundreds of our customers have been asking for this catalogue for a long time and we hope you are pleased with it. We welcome your comments.

PICTURES FOR HAND-COLORING . . .

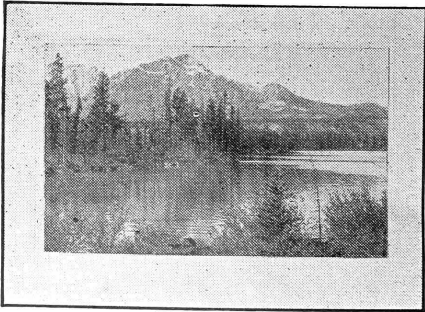
On these two pages are shown 12 photographs suitable for coloring with Japanese Water Color Films. These pictures are Canadian subjects taken by a Canadian photographer who is renowned for his work. The pictures are actual photographic prints (not halftone reproductions or photostatic prints) mounted on a white art board in a die sunk panel with deckle edges. You'll have a lot of fun coloring these photographs, and they look wonderful when framed. Size of photo 5 inches by 3 inches, size of mounting board 7 inches by 9 inches. These pictures make excellent subjects for living room, den, library or hall. Price 25c each.



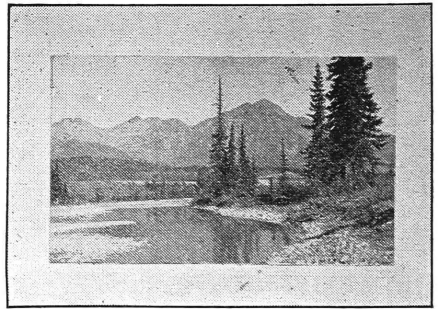
P-1—Athabasca Valley



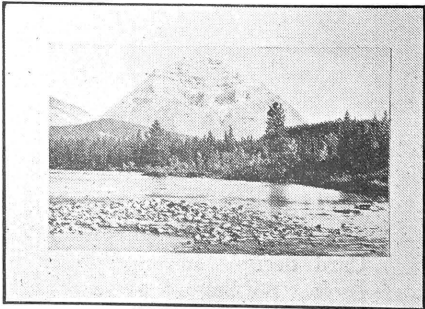
P-2—The Throne, Jasper Park



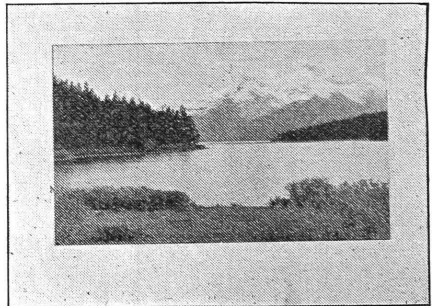
P-3—Mt. Pyramid and Lac Beauvert



P-4—Pyramid Range and Athabasca River



P-5—Mt. Hardisty and Athabasca River



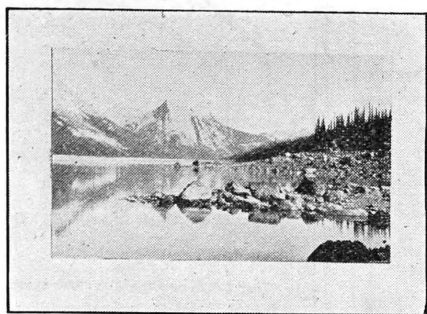
P-6—Maligne Lake, Jasper Park

We are now carrying in stock genuine imported Japanese Transparent Water Color Films which contain 16 color Films with instructions how to use them—Price \$1.10.

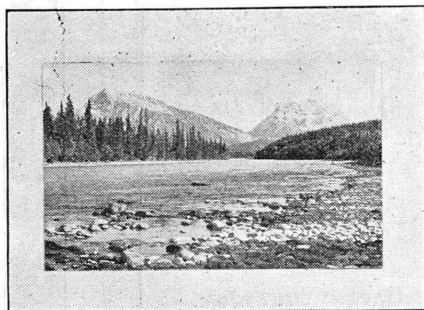
Or you can get a Trial Edition Booklet with 16 half size color films.

Price 50c

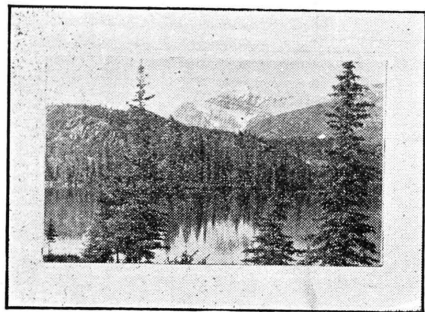
PAINT FOR AND MONEY TOO



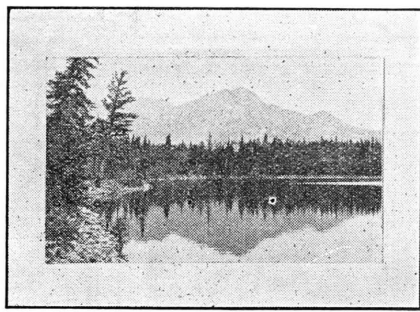
P-7—Medicine Lake, Jasper Park



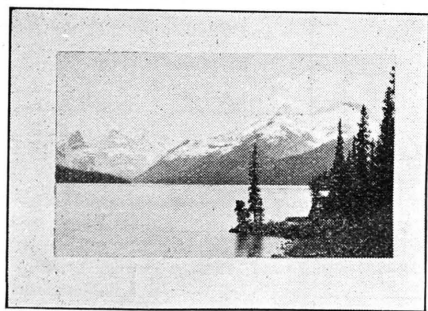
P-8—Mt. Kerkeslin and Athabasca River



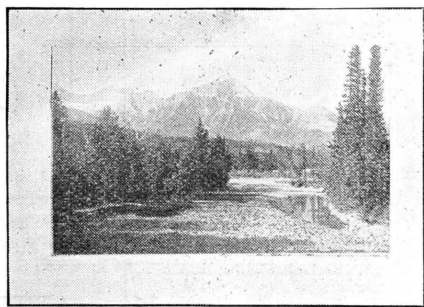
P-9—Mt. Edith Cavell and Lac Beauvert



P-10—Lake Edith and Pyramid Range



P-11—Maligne Lake, Jasper Park



P-12—Pyramid Range

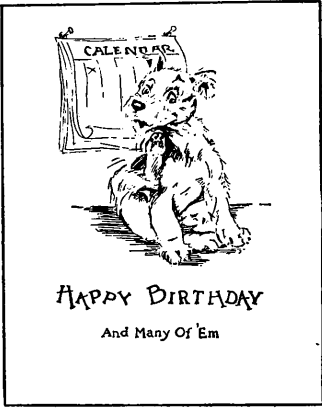
SPECIAL PAINTING BOOKS

These painting books are made in Switzerland and contain four different colour subjects, with an outline drawing of each subject ready for colouring. No drawing is required. We carry in stock six different books—2 contain studies of flowers, 1 a study of ships, 1 landscapes, 1 birds, 1 seascapes. The subjects are very pleasing and when the outline sketches are coloured with water colours and framed they make attractive pictures for your home. You can offer them for sale.

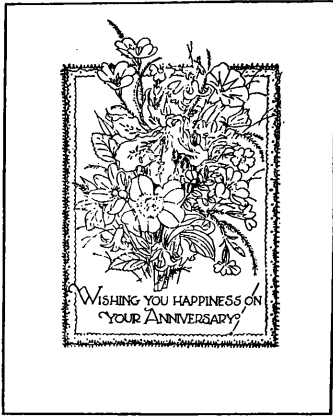
PRICE 50c per book

Each book contains 4 different coloured subjects and 4 outline drawings.

BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING

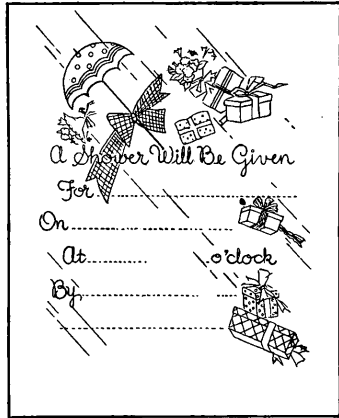


No. 139—Size 4 x 5—Price 4½c



No. 188—Folder, Size 4 x 5
Price 6c

With congratulations and greetings to you
May this Anniversary be happy
All the day through
And here are good wishes enough
for two.

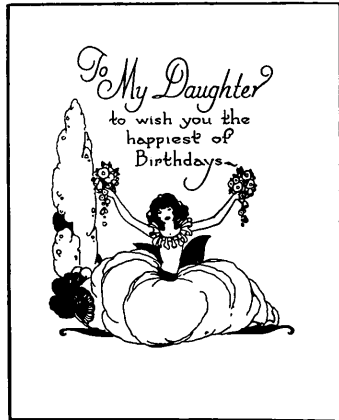


No. 189—Size 4 x 5—Price 4½c



No. 140—Folder, Size 3½ x 4½
Price 5c

I'm adding my remembrance
To share this glad event
And I'm hoping that the future
In happiness is spent.



No. 190—Size 4 x 5—Price 4½c



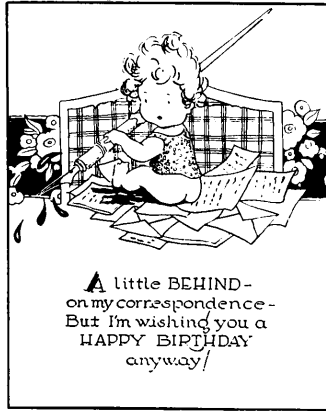
No. 151—Folder, Size 4 x 5
Price 6c

To one who has made the return
of each day mean happiness to
many.

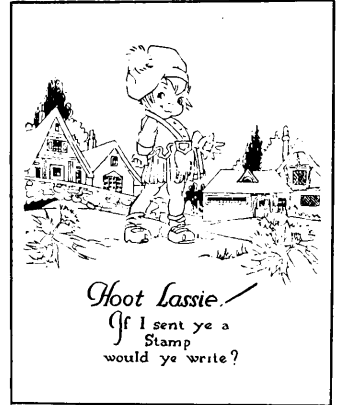
BIRTHDAY AND EVERYDAY CARDS FOR HAND COLOURING



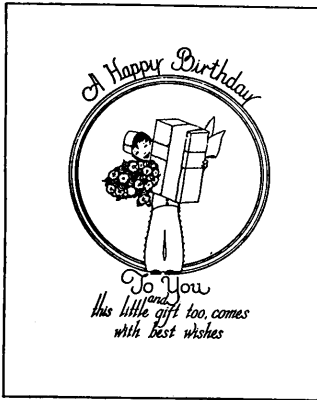
No. 149—Size 3½ x 4½—Price 3½c



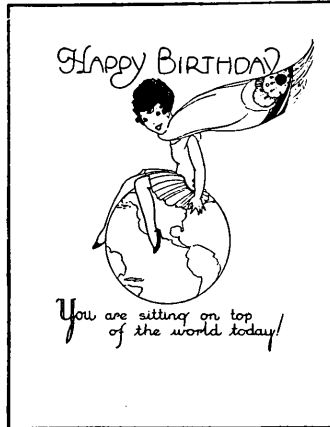
No. 147—Size 4 x 5—Price 4½c



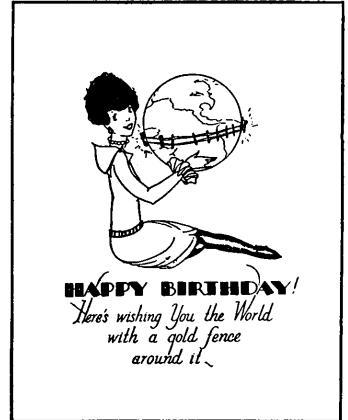
No. 132—Size 4 x 5—Price 4½c



No. 153—Size 3½ x 4½—Price 3½c

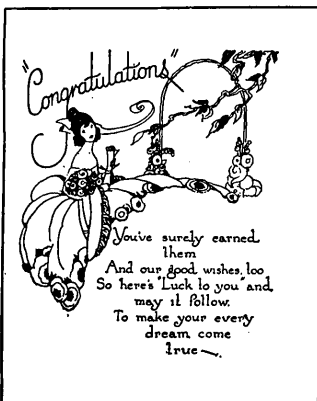


No. 154—Size 3½ x 4½—Price 3½c

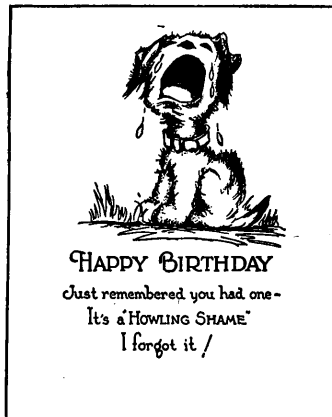


No. 155—Size 3½ x 4½—Price 3½c

This page looks interesting. We know there are several cards you will delight in coloring. Choose the cards you think you can use and sell. Remember, the larger your selection the more sales you make. Keep in touch with your customers by showing them Birthday and Everyday cards then when the Christmas catalogue is published, you will be sure of getting their orders for Christmas Cards. In this way you will build up a year round business.



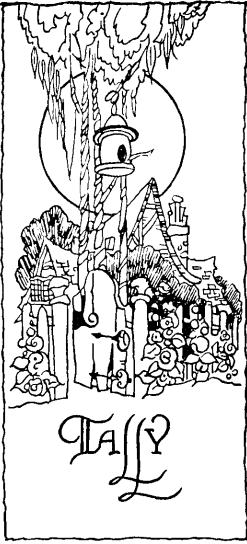
No. 156—Size 4 x 5—Price 4½c



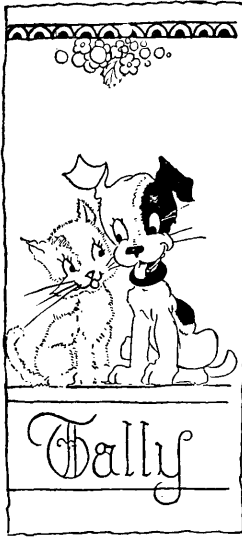
No. 187—Size 4 x 5—Price 4½c



No. 148—Size 4 x 5—Price 4½c



No. 201



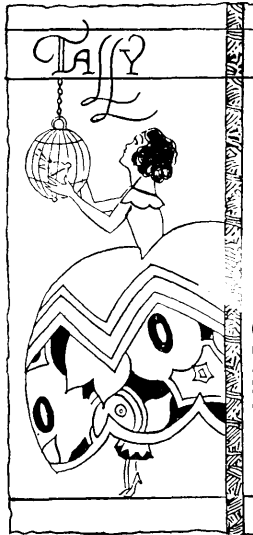
No. 202



No. 203



No. 204



No. 205



No. 131

SPECIAL QUANTITY DISCOUNTS

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 orders for discounts.

The above discounts are allowed on cards, pictures, tallies, and score pads. No other articles in the catalogue can be included to make up an amount for discount. Art supplies, books, COMPLETE LINE BOX, etc., are not subject to discount.

These are the only discounts we can allow.

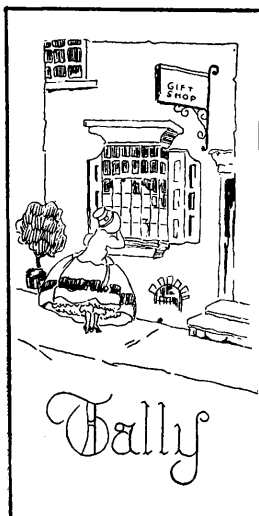
TALLY CARDS HAND COLORING

All Tally Cards 25c per dozen—3c each in quantities less than one dozen

Each card has silk cord and tassel in colors pink, blue and white.



No. 9



No. 10



No. 11



No. 12



No. 13

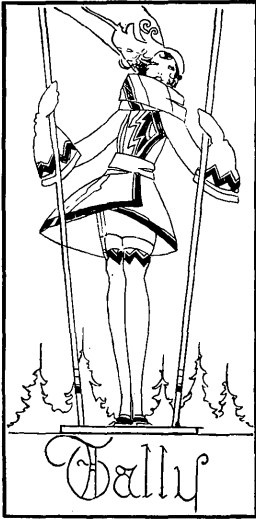


No. 14

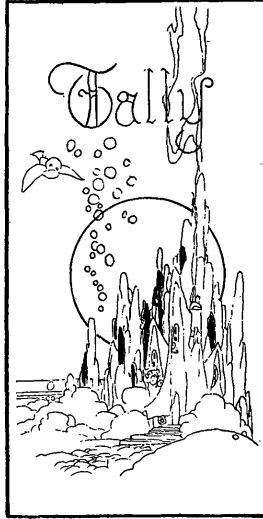
Bridge has been very popular for the last two or three years. The makers of playing cards, tallies, score pads, etc., are doing a big business. You too can make money by painting and selling tallies, score pads, etc. The bridge tallies shown on this page and on following pages are wonderful designs that are easily colored by anyone having the least knack for painting. You will find a ready market for all your work. Don't forget to include a generous quantity of tallies and score pads in your order for cards.

TALLY CARDS FOR ~~FOUR~~ AND COLORING

All Tally Cards 25c per dozen—3c each—quantities less than one dozen



No. 15



No. 16



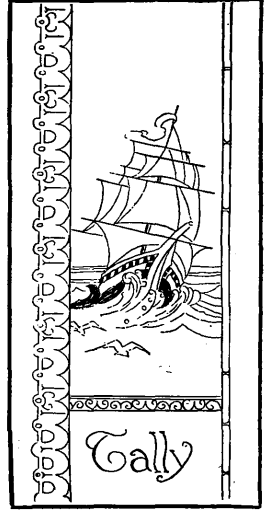
No. 17



No. 18



No. 19
TERMS



No. 20

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.

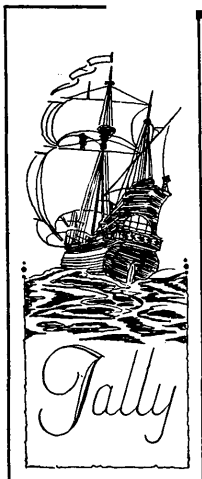
In ordering, be sure to write clearly, giving full name and address, card numbers, prices, etc.

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.



No. 191



No. 192



No. 193



No. 194



No. 195



No. 196

BRIDGE SCORE PADS

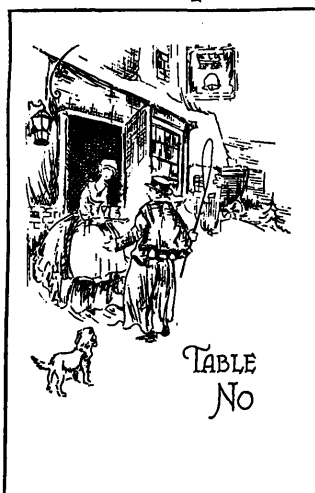
Size $3\frac{1}{2} \times 5\frac{1}{4}$,
Price 20c each.

Pads of 20
sheets substantially
attached to
folder.

All Tallies 25c
per doz.; 3c each
in quantities less
than one doz.



No. 197—Price 20c



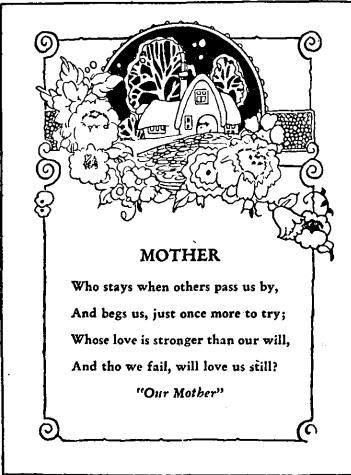
No. 198—Price 20c



No. 199—Price 20c



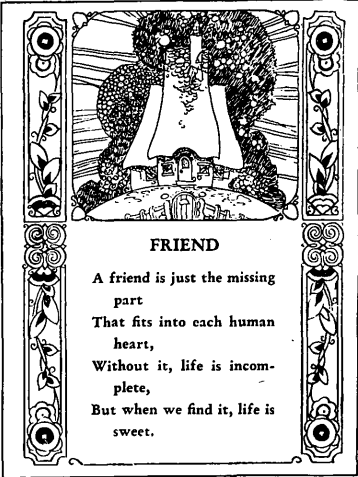
No. 200—Price 20c



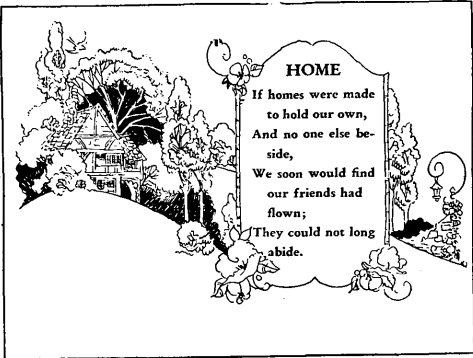
No. 159—Size 4¾ x 6¼—Price 10c

MOTTO CARDS

On this page you will see three motto cards especially created for Mothers. The sentiments expressed are written with all mothers in mind. They will appeal to your Mother and to mine. For Mother's Day they are particularly suitable but they are also good for any other time of the year.



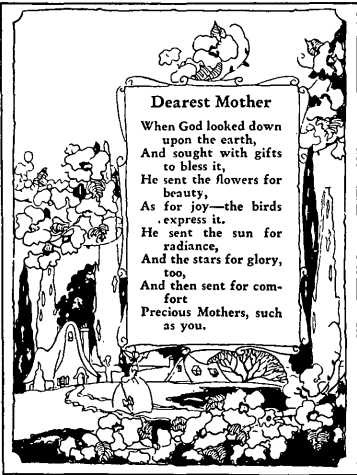
No. 164—Size 4¾ x 6¼—Price 10c



No. 161—Size 4¾ x 6¼—Price 10c

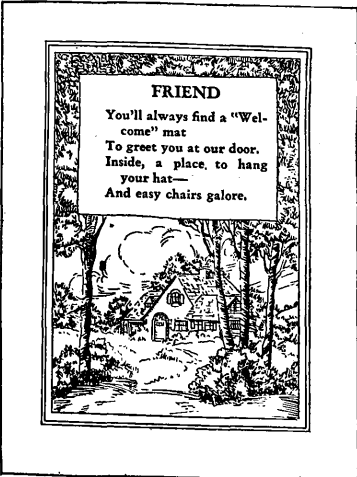


No. 162—Size 4¾ x 6¼—Price 10c



No. 163—Size 4¾ x 6¼—Price 10c

These motto cards are very attractive when coloured. You can have them framed for very little and sell them the year round. They are very suitable for Shower or Christmas gifts.



No. 160—Size 4¾ x 6¼—Price 10c

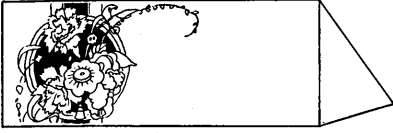
TALLY HO! ART SHOP - - - - - TORONTO

Place cards No. 80 to 87—2c each.

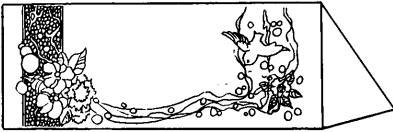
Shower and gift cards with envelopes—2½c each.



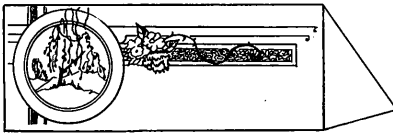
No. 80



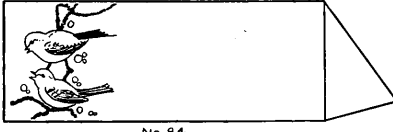
No. 81



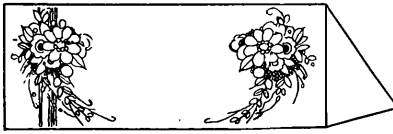
No. 82



No. 83



No. 84



No. 85



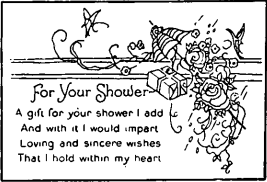
No. 86



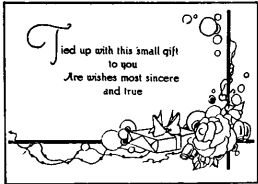
No. 87



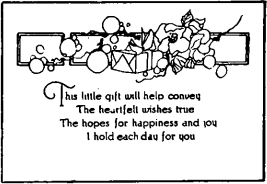
No. 88



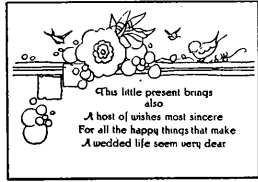
No. 89



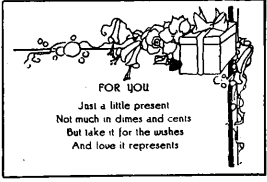
No. 90



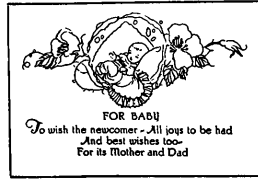
No. 91



No. 92



No. 93



No. 94



No. 95



No. 96

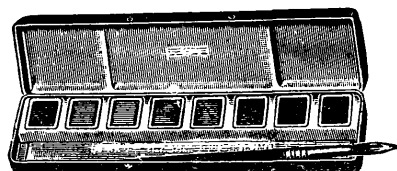
MAKE MONEY COLORING TALLY HO! CARDS

No doubt you have many friends who would appreciate a copy of this catalogue. Just send in their names to Tally Ho! Art Shops, 120 Wellington St. West, and a copy of this booklet will be sent to them. Every card in this catalogue has been designed and printed in Canada, by Canadians employing Canadian labor and capital. When you buy Tally Ho! Cards you are helping to build up a business for the betterment of Canada. At the same time you get better value for your money.

START EARLY — GET THE BIG ORDERS

Reeves' New Series "Spectrum" Water Colours

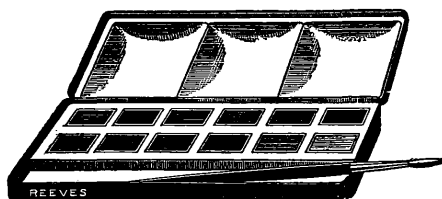
Deep Metal Cups in Japanned Tin Boxes



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

Japanese Transparent Water Colour Films

SPECIAL NOTE: We are now carrying in stock imported Japanese Transparent Water Colour Films.

Many of our customers have been asking for them for a long time, so now we can fill your requirements.

Complete Edition Booklet, contains 16 colour films with instructions how to use them.

Price
\$1.10

Trial Edition Booklet, contains 16 half-size colour films with instructions how to use them.

50c

SEND IN YOUR ORDER NOW

Students' Oil Colours in Tubes

Burnt Sienna
Burnt Umber
Flake White
Indian Red
Ivory Black
Lamp Black
Light Red
Antwerp Blue
Chrome Green Pale
Chrome Green Middle
Chrome Green Deep
Chrome Orange
Chrome Yellow Pale
Chrome Yellow Middle
Brown Madder
Cadmium Pale Tint

Cadmium Middle Tint
Cadmium Deep Tint
Carmine Tint
Cobalt Blue Tint
Crimson Lake
Emerald Green
Gamboge Tint
Indigo Tint
Lemon Yellow Deep
Raw Sienna
Raw Umber
Terra Verte
Vandyke Brown
Venetian Red
Yellow Ochre
Chrome Yellow Deep

Naples Yellow Pale
Naples Yellow Deep
Neutral Tint
Prussian Blue
Zinc White
Mauve
Olive Green
Purple Lake
Rose Madder
Sap Green
Scarlet Lake
Ultramarine Pale
Ultramarine Middle
Ultramarine Deep
Vermillion Middle Tint
Viridian

PRICE 10c PER TUBE

Reeves' Students Water Colours

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



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

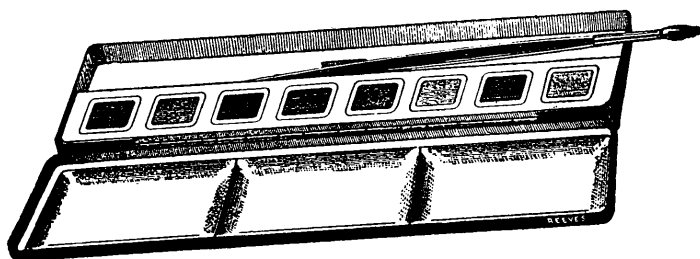


STUDENTS'
China Pan.
EACH 8c

| | | |
|---------------------|----------------------|----------------------|
| 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.

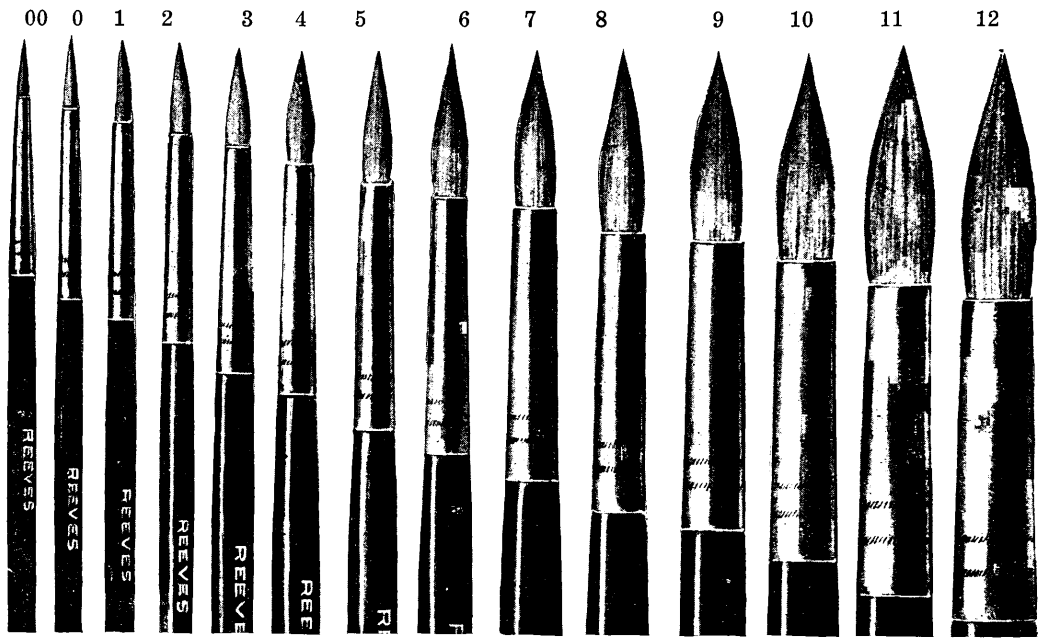
Per box 60c

A SPECIAL NOTE TO THOSE LIVING IN SMALLER COMMUNITIES

Why not set yourself up as the Greeting Card Specialist in your community? Because of the wide variety of cards you can obtain through the Tally Ho! catalogue you can offer the people of your district a wider assortment of subjects than they could possibly obtain in the local stores. Our huge volume of business and the fact that we specialize in the greeting card business allows us to offer you such wonderful designs and bargains. By carrying a small stock of each subject and having a complete line assortment pasted up in a portfolio or book you can take orders and obtain delivery on the latest and best cards produced in the Dominion to-day. In a short time the members of your district will look to you as the authority on greeting cards. You will have a fine business that no one can take away from you.

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 |

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.

Please Note:—After April 1st, 1932, Tally Ho! Art Shop will be moved from 331 Bay St. to larger premises at 120 Wellington St. W., Toronto.



Tally Ho! Art Shop
120 Wellington St. West
Toronto, Ontario