



R. T. TANNER & Co

TRADE CIRCULAR

To
Retailers & Dealers



February, 1906

Printed and
Published by
RICHARD TANNER,
LONDON, E.C.



IMPORTANT.

THE COVER

of this issue is printed on our

"SALISBURY"

EMBOSSSED BLANKS.

Stocked in several combinations of
colours.

Send for Prices and Samples.

SALISBURY COVERS

supplied in 19 Art Shades, two weights,
and three Sizes.

40, 55 Medium, 50, 70 Royal and
60, 80 Double Crown.

480 Sheets to Ream.

R. T. Tanner & Co.,

Dorset Street, Salisbury Square,
LONDON, E.C.

Tanner's Trade Circular
FOR PRINTERS & STATIONERS

Published by

R. T. TANNER & Co.

Dorset Street, Salisbury Square,
London, E.C. 39 & 40 Hutton Street, and
40, 41, 42 Primrose Hill,
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And at PARIS & BUENOS AIRES.

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No. 1.

FEBRUARY, 1906.

Gratis and
Post Free.

Foreword.

It is somewhat difficult to trace the genesis of the Trade Circular. Some so-called authorities affirm that it is of American extraction, whilst others hold that it is a natural evolution of the Monthly Price List. Be this as it may, we have come to the conclusion that it provides an excellent means of communication between buyer and seller, and must of necessity bring the one into closer relationship with the other. Our aim will be to keep our wide circle of customers, both at home and abroad, in close touch with our movements. With this end in view we shall bring the notice of our new goods and special lines before them in portable doses, if we may so use the term, a system which, as competition increases, becomes a more and more important office. An endeavour will also be made to give in each issue a few practical notes; these articles will have a certain aim, and it is hoped will have a certain coherence which may make them acceptable to the class of readers for whom they are primarily intended.

* * *

We cannot but feel that we make our appearance at an opportune moment. During the past few months there has been a distinct revival in the printing trade both in London and in the Provinces. The General Election has also proved a rich harvest to the up-to-date dealer, so that we cannot do better than to heartily wish our readers everywhere a continuance of this prosperity throughout the remainder of the year.

NOTES FOR FEBRUARY

WE are pleased to inform our many Customers, both at home and abroad, that having installed special machinery, we can now supply Correspondence Cards, and Embossed Fancy Cards for Programmes, etc., at exceptionally low prices.

The following are kept in stock:

Deckle Edge Antique Correspondence Cards
in Blue, Pink, Buff, Lilac, Green, Primrose, and White. Price 4/3 per 1,000. 9d. per 100. Packed 52's.

Double Correspondence, Scored & Deckled.
Price 7/6 per 1,000. 1/- per 100.

Hand Made, Deckle Edge Correspondence Cards

in Moss Green, Terra Cotta, White, Pink, Primrose, and Blue. Price 6/6 per 1,000. 1/- per 100.

Double Correspondence, Scored & Deckled.
Price 12/- per 1,000. 1/6 per 100.

Upright "Floral," and Oblong "Figure" Embossed Fancy Cards

in Buff, Lilac, Blue, Green, and White. Price 17/6 per 1,000. 2/- per 100.

Embossed Programme Cards with Deckled Edges,
in Several Colours and Patterns.

Write for Samples:

R. T. Tanner & Co.,

Dorset Street, Salisbury Square,
.. .. LONDON, E.C.

Our Latest Introductions

Having installed special machinery for making fancy cards, etc., we are now in a position to supply Correspondence Cards and Special Cards for Programmes, etc., at prices within the reach of all. Our Deckle Edge Antique Correspondence Cards are stocked in white, as well as in six delicate art tints, blue, pink, buff, lilac, green and primrose. The Hand-Made Deckle Edge Cards are of superior quality, with a rough mill-finished surface, and, like the former, they are stocked in white and several art tints. The above may be had either in single or double cards, the latter being scored. The Embossed Fancy Cards form a distinct departure, and we venture to think that they will be much appreciated by our many customers. The upright pattern is embossed in plain relief, the design being taken from a spray of narcissi. They are stocked in buff, lilac, blue, green and white; colours that are most effective for programmes. The oblong pattern is supplied in similar shades, but in this instance, the design includes an effective female figure study. In addition to the above, we supply upright and oblong plain embossed cards in a variety of styles. In every instance, the design has received the most careful consideration, so that they appeal even to the most fastidious tastes.

* * *

Although of quite recent introduction, the "Salisbury" Embossed Blanks are having an immense vogue. They are now supplied in eight distinct patterns, the cover of this issue being one of the first patterns to be introduced. These covers place a new power in the hands of the printer, and it is satisfactory to find that they have met with so phenomenal a success. The same remarks apply to the "Scivis" Embossed Blanks, which are now supplied in a large number of designs. Moreover, they are made in two sizes, demy 12mo. fly, and demy 16mo. fly, and in several combinations of colours. Great care has been exercised in choosing only those tints for embossing that harmonise with the colours of the papers on which they are printed. Needless to say, we shall be pleased to forward samples of any or all of the above specialities to any of our readers on receipt of postcard.

* * *

Should our reader be the proprietor of a magazine and has not seen our patented Pleated Postal Wrappers, we shall be pleased to send a sample immediately on application. By means of special machinery a paste-down pleat is run along the wrapper, and this part can readily be pulled back, thus dividing the wrapper into two parts. It will therefore be seen that it is impossible for the receiver of a packet sent out in this way to spoil the contents when opening it. These wrappers are made in white rope and mill glazed papers, and in various sizes.

* * *

THE LATEST NOVELTY.

NO UP-TO-DATE PRINTER CAN DO
WITHOUT

"SCRIVIA" EMBOSSSED BLANKS

Made in two sizes, demy 12mo fly and demy 16mo fly,

. . . and . . .

Several Combinations of Art Colours.

|| The Colours of the Embossing have been
carefully selected to harmonise with the
Art Tints of the Paper, so that we can,
without hesitation, pronounce them. ||

THE VERY BEST ON THE MARKET.

PRICES:

Demy 12mo fly.	Demy 16mo fly.
17/6 per 1,000.	15/6 per 1,000.
2/0 per 100.	1/9 per 100.

BOXED in 100's.

R. T. TANNER & Co.,

—Dorset Street, Salisbury Square, LONDON, E.C.—



Owing to the steady advance in the price of tin, antimony, lead, and copper, the price of type has been advanced as follows: 2d. per lb. on all classes of letters, borders, etc., and 1d. per lb. on quads, leads, clumps, quotations and metal furniture. There seems to be some justification for this step, for in ten years the market price of tin has advanced from £65 per ton to £165 per ton, whilst the remaining metals used have almost doubled in price. With this advance a corresponding increase is being allowed for old type.

* * *

The United States Ambassador, the Hon. Whitelaw Reid, has consented to preside at the forthcoming anniversary dinner of the Newspaper Press Fund to be held in May next.

* * *

Since the inception of the Company, the dividends paid by the Amalgamated Press, Ltd., have been as follows: 1897, 20 per cent.; 1898, 22½ per cent.; 1899, 25 per cent.; 1900, 30 per cent.; 1901, 35 per cent.; 1902, 40 per cent.; 1903, 40 per cent.; 1904, 35 per cent.; 1905, 40 per cent.

* * *

It cannot be gainsaid that for its best interests, further consolidation is necessary in the printing trade. One means towards this end was suggested by Mr. J. E. T. Allen at the last dinner of the London Master Printers' Association. The speaker said that the work performed by the Association as a body was of vital importance to printers, and if that point were more appreciated he did not hesitate to say that the membership would practically include everyone calling himself a master printer.

* * *

If employing printers were as well posted on the cost of manufacture as are employers in other lines of manufacture requiring the same amount of capital, there would most probably be as many well-to-do printers as there are rich manufacturers.—“The Progressive Printer.”

PLEATED POSTAL WRAPPERS

(PATENTED).

A Pasted Pleat is run along the length of the Wrapper by machinery; this can readily be pulled back, so dividing the Wrapper into two parts. No knife or cutter of any kind required for opening a packet sent out in this way. It is therefore impossible to spoil the contents of the packet whilst opening it.

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Made in White Rope or Mill Glazed Papers and in several sizes.
Special Quotations for Large Quantities.

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SPECIAL LINE.

100 Reams. 120 Double Imperial

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Per Cwt. **7/6** Per Cwt.

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R. T. TANNER & Co.,
Dorset Street, Salisbury Square, London, E.C.

PRACTICAL NOTES

An Art Training Essential.

With the advance of education a greater demand is made upon the intelligence of every business man, and especially is this the case in those branches of commercial industry that can in any way be associated with the artistic faculty. To prove the truth of this statement, one has only to look round and see the immense strides that have been made within the last fifty years in the furniture, pottery, textile, and other trades. An even more marked advance has been made in the printing trades, for printing has very appropriately been described as the handmaid of art, and the two are so intimately connected in many ways that they must of necessity go hand in hand. Compare, for instance, such productions as the *Inland Printer*, or the last issue of the *Process Year Book*, with similar productions of but a few years ago, and every member of the craft will agree that a new era is evident. It is not so much on the purely mechanical side of the business (although in this direction there has been a marked development within the past few years), but it is on the art side that the progress is most noticeable. Whilst this is so, there are many printers who seem to have arrived at a point at which further progress is most difficult, but the man of business should always recollect that in these days of keen competition, there is no such thing as standing still, and he who is not pressing forward is slipping back. One means towards advancement, and perhaps the principal one, is to develop the art side of your business, so as to always have something fresh and striking in the way of designs, and to produce colours that are effective and harmonise with one another. Employ only those artists who are efficient in their calling, and if possible try to secure those comps. who are acquainted with the fundamental principles of drawing and colour. To quote the words of Walter Crane, "This potentiality for art exists in a rudimentary way, though in very varying degrees, in perhaps all individuals." Encourage, therefore, this faculty in all your workpeople and it cannot but repay you, and what is most important of all, keep you ever in the van of progress. A writer in *Printing Art* truly says: "Printing, in its broad sense no longer suggests routine forms of mere mechanical equipment and processes. It involves the active and full use of the best that has been developed in illustration, design, engraving, colour, types and papers."



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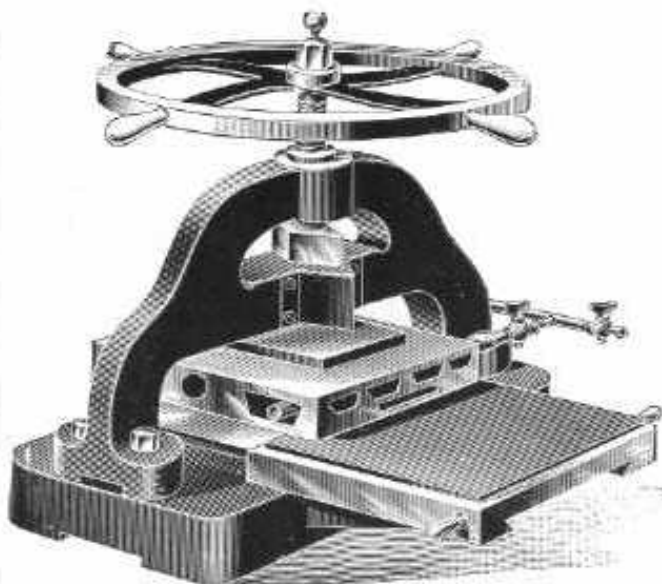
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FOR PRINTERS AND STATIONERS.

Mounting done for the Trade at reasonable prices.

WRITE FOR ILLUSTRATED LIST, POST FREE.

WRITE FOR ILLUSTRATED LIST, POST FREE.

WHAT OTHERS ARE DOING

If rumour is correct the proprietors of several American magazines are having a number of issues printed in advance. It appears that the reason for this step is in anticipation of the general strike amongst printers.

* * *

Messrs. Raphael Tuck and Sons, Ltd., are offering £100 for the best suggestion for a fourth Postcard Collectors' Competition. The latest date for receiving suggestions, which must be made on a Tuck Picture Postcard, is February 15th.

* * *

There have been in Germany, during the past year, about 2,000 strikes. Of this number 21 were connected with the paper trade, and 23 with the printing trade. In the majority of instances the *raison d'être* was the demand for more wages, a demand which was generally conceded.

* * *

Another new composing machine has been placed on the German market. Reference is made to the "Electrotypograph." The keys, of which there are ninety, are arranged in exactly the same way as in any standard typewriter, so that anyone conversant with the latter can work the former, and at about the same speed.

* * *

Of the twenty-nine composing machines in the offices of *The Brooklyn Eagle*, New York, five are operated by members of the fair sex. The manager of the above publication, in a recent interview, announces that the women operators were eminently satisfactory. They turn out, on an average, from 35,000 to 40,000 ems a day, which is indeed a better record than some of the men make. In fact, with the exception of tabular work, women are found to do as well as men, and for the same work they receive the same rate of wages.

* * *

Attention was drawn at a recent meeting of the Association of German Master Printers to the multiplicity of type-faces, and to the undesirability of type-founders increasing their number. It was held that the system necessitated the constant purchase of new type by those printers who at all wished to be up-to-date and, in consequence, was a great strain upon many members of the craft. The uniformity of type-bodies was also thought to be eminently desirable, and a resolution was passed to the effect that the founders should be given five years to standardise their fonts; failing which, printers would probably be recommended to boycott the defaulters.

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THE WHOLE STOCK

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Including

MANY ART PAPERS.

These we offer at

EXCEPTIONALLY LOW PRICES

A Full List of the above Lines
will be found on Pages 13-16.

SAMPLE SHEETS ON APPLICATION.

Send Your Requirements early or you may be
too late.

R. T. TANNER & Co.,

Dorset Street, Salisbury Square,

LONDON, E.C.

List of Job Papers.

No.	Ins.	Weight.	Size.	Sheets.	Price.
1214	100	16	Demy	480	1 $\frac{1}{2}$ d.
3327	40	17	"	480	2d.
2777	50	18	"	480	1 $\frac{1}{8}$ d.
3918	45	19	"	480	2d.
2765	56	20	"	480	1 $\frac{1}{2}$ d.
159	50	20	S.C.	516	1 $\frac{1}{2}$ d.
2785	20	22	"	480	1 $\frac{1}{2}$ d.
3180	46	26	S.C.	480	1 $\frac{1}{2}$ d.
3212	51	26	S.C.	480	1 $\frac{1}{2}$ d.
3090	121	32	"	480	2d.
276	78	32	S.C.	516	2d.
3346	33	33	S.C.	480	2d.
3463	100	35	S.C.	480	2d.
3397	29	36	S.C.	480	2d.
3570	11	44	"	480	2d.
1970	57	25	Double	480	2d.
6241	75 $\frac{1}{2}$	28	"	480	1 $\frac{1}{2}$ d.
1590	47	32	"	504	1 $\frac{1}{2}$ d.
6051	71 $\frac{3}{4}$	32	"	480	2d.
920	85	32	"	516	1 $\frac{1}{2}$ d.
4666	19	35	"	480	2d.
2230	99	38	"	480	2d.
164	19	45	"	516	1 $\frac{1}{2}$ d.
4860	51	46	"	480	2d.
4896	36	47	"	516	2d.
2496	66	48	"	516	2d.
5092 $\frac{1}{2}$	15	50	"	480	2d.
5021 $\frac{1}{2}$	69	55	"	480	2d.
2198	9 $\frac{1}{2}$	74	"	480	2d.
2234	17 $\frac{1}{2}$	89	"	480	2d.
281	58	64	Quad	516	2d.
117	26	80	"	516	1 $\frac{1}{2}$ d.
260	70	19	Dble. Crown	480	2d.
270	78	20	"	480	2d.
280	30	21	"	480	2d.
290	20	22	"	480	2d.
300	47	23	"	480	2d.
310	19	24	"	516	2d.
5153	51 $\frac{3}{4}$	27	"	480	2d.
1866	44	28	"	480	2d.
5571	140	29	"	480	2d.
191	18	30	"	516	2d.
3590	32	21	"	480	2d.
340	20	30	Double Crown	516	1 $\frac{1}{2}$ d.
6127	44	30	"	480	1 $\frac{1}{2}$ d.
3572	25	32	"	480	2d.
175	30	34	"	516	1 $\frac{1}{2}$ d.
3472	38	44	"	480	2d.

LIST OF JOB PAPERS.—(Continued).

No.	Rms.	Weight.	Size.	Sheets.	Price.
3548	63	47	S.C. Double Crown	480	2d.
5019 $\frac{1}{2}$	21	60	" "	516	2d.
3193	16	60	S.C. " "	480	2d.
3210	16	80	I. Art " "	480	2d.
3313	4	85	S.C. " "	480	1 $\frac{7}{8}$ d.
5335	18	64	Quad Crown	516	1 $\frac{7}{8}$ d.
165	23	64	" "	516	2d.
3873	7 $\frac{1}{2}$	65	" "	540	1 $\frac{7}{8}$ d.
3632	31	69	" "	516	1 $\frac{7}{8}$ d.
3632 ^B	60	70	" "	516	1 $\frac{1}{8}$ d.
187	156	80	S.C. " "	516	2d.
1470	44	86	Ant.W " "	480	1 $\frac{7}{8}$ d.
2584	85	88	" "	516	1 $\frac{3}{4}$ d.
2584	69	98	" "	516	1 $\frac{3}{4}$ d.
1214	4	110	Ant.Ld. " "	516	2d.
164	20	28	Se. Imperial	516	1 $\frac{1}{2}$ d.
231	20	29	21 × 33	516	1 $\frac{3}{8}$ d.
180	50	36	22 $\frac{1}{2}$ × 32	516	1 $\frac{3}{8}$ d.
308	40	38	21 $\frac{1}{2}$ × 31 $\frac{1}{2}$	480f.d.	1 $\frac{3}{8}$ d.
111	16 $\frac{1}{2}$	16	Double Cap	480	1 $\frac{3}{8}$ d.
5696	7 $\frac{3}{4}$	24	" "	480	1 $\frac{3}{4}$ d.
5097	8 $\frac{3}{4}$	26	" "	480	1 $\frac{3}{4}$ d.
4564	14	28	Ant. Ld. " "	480	1 $\frac{7}{8}$ d.
231	26	29	Toned " "	480	1 $\frac{7}{8}$ d.
5370	9 $\frac{1}{2}$	18	Royal	480	1 $\frac{7}{8}$ d.
5774	4 $\frac{1}{4}$	22	" "	480	1 $\frac{3}{4}$ d.
3416	66	22	" "	480	2d.
5740	4	30	" "	480	1 $\frac{3}{4}$ d.
3574	13	31	" "	480	2d.
3227	32	41	S.C. " "	480	1 $\frac{7}{8}$ d.
3249	48	42	" "	480	1 $\frac{7}{8}$ d.
4319	12 $\frac{1}{2}$	45	Toned " "	480	1 $\frac{3}{4}$ d.
180	10	91	Double " "	480	1 $\frac{7}{8}$ d.
3517	280	23	C. Laid L. Post	480	2d.
189	39	15	Pale Yell. W. L. Post	480	2 $\frac{1}{4}$ d.
154	18	21	T.S. " "	480	3d.
201	20	20	C. Laid D. Cap	480	1 $\frac{5}{8}$ d.
306	44	36	" "	480	2 $\frac{3}{4}$ d.
110	100	26	D. Medium Bank	480	2 $\frac{7}{8}$ d.
221	90	20	D. Crown Bank	480	3d.
120	36	56	C. Laid D. Royal	516	2d.
2950	43	52	Cartridge Imperial	480	2d.
2673	28	20	Yellow Wove Demy	480	2 $\frac{1}{4}$ d.
2746	44	22	Blue " "	480	2 $\frac{1}{4}$ d.
4983 $\frac{1}{2}$	52	13	Silurian Post	480	2d.
4983 ^B	29 $\frac{1}{2}$	14	" "	480	2d.
4983 ^C	56 $\frac{1}{2}$	14	" "	480	2d.
4784 $\frac{1}{2}$	24	24	" "	480	2d.

LIST OF JOB PAPERS.—(Continued).

No.	Rms.	Weight.	Size.	Sheets.	Price.
2711	51	15	Migne Large Post	480	2d.
24983	29 $\frac{1}{2}$	17	Silurian " "	480	2d.
4645	23	17	Migne " "	480	2d.
14983	35 $\frac{1}{2}$	18	Silurian " "	480	2d.
110	33	30	Orange " "	480	2d.
2697	18	52	Silurian D. L. Post	480	2d.
4645	37	20	Migne Medium	480	2d.
164	30	40	Pink " "	480	1 $\frac{1}{2}$ d.
114	100	42	Blue D. " "	480	1 $\frac{3}{8}$ d.
225	70	42	Green " "	480	1 $\frac{3}{8}$ d.
336	160	42	Yellow " "	480	1 $\frac{3}{8}$ d.
197	40	53	Primrose " "	480	2d.
3322	10 $\frac{3}{4}$	25-26	Cerise D. Cap	480	2d.
164	70	23	Lilac D. Crown	480	1 $\frac{3}{8}$ d.
3557 ^B	32	33	" "	480	2d.
4340 $\frac{1}{2}$	35	53	Blue " "	480	2d.
3321	17	27	Cerise Royal	480	2d.
180	80	36	Yellow 21 × 29	516	2 $\frac{1}{2}$ d.



Job Art Papers.

No.	Reams	Weight.	Size.	Sheets.
832	12	24	White Large Post	480
990	18	24	" " "	480
242	9	29	" " "	480
168	35	32	" " "	480
149	15	34	" " "	480
991	11	35	Toned " "	480
185	16	36	White " "	480
1008	10	35	Demy " "	480
993	7	37	" "	480
1055	8	38	" "	480
360	6	40	" "	480
989	4	55	" "	480
997	6	37	Royal	480
1048	14	42	" "	480
940	11	47	" "	480

Price 2 $\frac{3}{4}$ d.

LIST OF JOB ART PAPERS.—(Continued).

No.	Reams.	Weight.	Size.	Sheets.
1022	6	32	Double Cap.	480
905	3	35	"	480
1012	3	38	"	480
958	5	39	"	480
982	12	47	"	480
952	5	48	"	480
915	1	57	"	480
1016	4	40	Double Crown	480
374	3	42	" "	480
378	3	44	" "	480
377	3	47	" "	480
1017	6	50	" "	480
352	2	50	" "	480
342	6	52	" "	480
170	18	54	" "	480
372	4	56	" "	480
1020	6	56	" "	480
339	4	58	" "	480
978	3	69	" "	480
1034	3	76	" "	480

Coated One Side Only.

No.	Reams.	Weight.	Size.	Sheets.
1021	5	36	Demy	480
1027	5	38	"	480
977	2	48	"	480
1019	2	69	"	480
693	3	70	"	480
943	9	84	Double Demy	480
988	2	58	Royal	480
1010	4	82	"	480
1022	6	32	Double Cap.	480
717	3	52	"	480
965	4	54	"	480
960	2	67	"	480

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