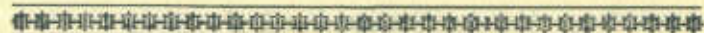


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FEBRUARY, 1910

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Exclusive Trade Circulation

Vol. V., No. 2. FEBRUARY, 1910.

Gratis and
Post Free.

THE BOOM.

WHATEVER may be the final results of the present political strife, it cannot be denied that it has given a fillip to the printing trade such as it has not experienced for many a long day. The keener the strife, the more printers' ink is required to keep the interest alive, with the result that a large proportion of the printing offices have had to work overtime to keep pace with the demands made upon them, and the list of unemployed connected with the various societies in the trade has been reduced to a minimum.

The present election has proved that the poster, from a political and propagandist standpoint, has come to stay. Enormous sums have been spent in this direction, the boardings of the country from John o' Groats to Land's End having been ablaze with political posters, in all colours, and conveying all sorts of messages. On this account the poster printer has probably received a greater return from the election than the letterpress printer. According to the *Daily Mail*, the official returns for the printing, etc., of the 1905 election cost £418,000, and it is safe to assume that the total expenditure will be double that sum this year—not only because each party is printing more than before, but also because the official returns take no cognizance of the expenditure of organisations which are not directed by the candidates. Perhaps it is too

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PLEATED

POSTAL WRAPPERS

(PATENTED.)

TRY THEM, AND THEIR SIMPLICITY
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Free Sample on application.

The Pleated Postal Wrapper should be in the hands of everyone who sends printed matter, rolled, either by hand or through the post. It is the only wrapper that can be easily opened without using a knife, and consequently it saves the irritation one so often feels when a package is received in which the contents are almost sure to be spoilt while opening. The Pleated Postal Wrapper is, therefore, absolutely safe and reliable, for a pleat runs along the entire length, and this pleat can be pulled from either end to open. It is, therefore, impossible to damage the contents of the wrapper.

Send dimensions of the wrapper you use, and the quantity you can order, and we will send you a quotation, together with sample.

Supplied either printed or plain, and with or without gummed flaps

R. T. TANNER & Co., Ltd.,

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

much to expect that the fillip which has recently been given to the craft will continue—we only hope it may, not only in our own interests, but also in the interests of our many friends throughout the country, for everyone must benefit by the increased output even if they are not themselves engaged in election work. We know of many orders which have had to be refused, owing to the printer fighting against time on election work, and such jobs have naturally been taken to other printing offices which were not so engaged.

OUR MONTHLY REVIEW

Tinted Writings.

THIS month we would draw our readers' especial attention to our exhaustive series of Tinted Writing Papers. We can, without hesitation, say that we have made a speciality of these papers, which we supply in all the British standard colours. Such papers are in great demand, not only for note paper, but also for invoice, statement, order forms, etc, and, indeed, for any commercial stationery required by every up-to-date business house. The great features of our tinted papers are that they can be used equally well for type as well as for writing in ink, and, while the colours are delicate, they do not fade as is so frequently the case with writing papers of this description. Below we give full particulars of the "Scrivia" and "Tangara" series, which we believe will appeal to every one of our readers.

* * *

"Scrivia" Writings.

THIS series has had a phenomenal success, and is stocked in 18 and 21 lbs. Large Post, 42 lbs. Double Large Post, 23 lbs. Medium, 46 lbs. Double Medium, and in certain colours in 32 lbs. Double Crown. All reams are 504 sheets flat. The following tints are supplied:—

Pink,	Mignonette,
*Caledonian Grey,	Lilac,
Blue,	Primrose,

H. SILVERLOCK

Amalgamated with
Suttley & Silverlock,
Ltd.

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Electrotyping and Stereotyping

By the most up-to-date plant
and the most efficient staff.

OUR SPECIALITY.

The fullest satisfaction to the customer and prompt delivery. Our Express Cycle Carriers will collect and deliver the work. All classes of work undertaken and personal attention given to all orders.

DON'T FORGET

That our Foundry is at the service of every modern and up-to-date printer.

Silurian, Green,
Cyclamen, Salmon,
* Moss Green

*Not stocked in 32 lbs. Double Crown.

The price of the above series is 3d. per lb. We shall be pleased to forward a sample book, showing the tints at a glance, in rainbow style, to any of our readers who do not happen to have received it.

"Tangara" Writings.

THESE Super-Calendered Tinted Writing Papers are also in great demand, and are stocked in the following weights and sizes:— 21lbs. Large Post, 42lbs. Double Large Post, 24lbs. Medium, 40lbs. Medium, 48lbs. Double Medium and 60lbs. Double Crown, all 50+ sheets, flat, to the ream. At the price, which is 2½d. per lb., these papers are of exceptional quality, and they will be found useful for a variety of purposes. The colours in which they are stocked are as follows:—

Cerise,	Azure Green,
Bluebell,	Rose,
Canary,	Apple Green,
	Nectarine.

As with the foregoing series, we shall be pleased to forward sample book of the "Tangara" papers, immediately on receipt of application, to any printer in the British Isles.

Just as we go to press we hear, with extreme regret, that the printing premises of Messrs. Smith, Crotch & Co., of Croydon, have been burnt out. Valuable new machinery has recently been installed, and during the fire this machinery could be plainly seen in the basement broken by the falling floors and twisted by the great heat.

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New York.

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WE have the necessary machinery for the
**DRY MOUNTING
... PROCESS ...**

and are in a position to undertake Trade Mounting of every description. The Process enables the prints to be mounted on the thinnest paper without cockling, and the Tissue itself isolates the print from any deleterious matter which may be contained in the Mount. Very artistic effects can be obtained by using Border Tints. Send your requirements and we will submit mounted specimen print, free. No order is either too large or too small to receive prompt and personal attention. Estimates on application

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*Phone: 13328 Central.

NEWS IN BRIEF

THE Federation of Master Printers and Allied Trades have decided to hold weekly meetings, on Tuesday afternoons, in the fine suite of rooms at the Federation's headquarters, Buchanan's Buildings, Holborn, E.C. The members will have an opportunity of social intercourse, tea being provided at a nominal rate, and it is hoped by this means to bring about a closer friendship among all sections of the members.

* * *

Lest you forget! We always have on hand a wide range of job lines in all classes of paper. Particulars are given in this issue of some of them, but, for want of space, the list is nothing like complete. If you send us your requirements we shall, no doubt, have something in stock that will prove suitable.

* * *

Mr. A. W. Morris, of Messrs. Morris & Bolton, Ltd., presided over the last concert of the Printers' Pensions Concert Fund. It was well attended, the proceeds amounting to over £42.

* * *

There is trouble in the printing trade in the Northern capital. Females there are employed as compositors, much to the chagrin of the Edinburgh Typographical Society. Voting cards have been issued to the members to ascertain whether or not there is a majority in favour of a strike. The employers have already received notice from the Society that no more females should be taken on after February 1st.

* * *

According to the *Sales and Wants Advertiser*, an English exhibition, representing all branches of industry and manufacture, will be opened during the Spring at St. Petersburg. The opening ceremony will take place during the forthcoming visit of the English Members of Parliament to the Russian capital.

* * *

Speaking of exhibitions reminds us that headway is being made with the Fourth International Printing, Stationery and Allied Trades'

Ruled Billheads and Memos.

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No.			No.			No.		
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438	8vo. broad		401	6mo. long		400	12mo.	1/7
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The above are supplied Boxed in 1,000's.

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433	8vo. broad		430	6mo. long		432	12mo.	1/5
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No. 2 BILLHEADS.

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426	8vo. up	} 1/9	423	6mo. broad	} 2/7	421	4to.	3/9
425	8vo. broad		424	6mo. long		427	12mo.	1/3
			422	6mo. up				

Ruled 2 on.

"BELGRANO" MEMOS.

8vo. 2/2 per 1,000. 6mo. 2/10 per 1,000.

SPECIAL NOTE.

For quantities of not less than 5,000 1d. per 1,000 less.
 " " " 10,000 2d. " " "

R. T. Tanner & Co., Ltd.,

✽ ✽ ✽ Dorset Street, ✽ ✽ ✽

Salisbury Square, LONDON, E.C.

Exhibition, which is to be held from May 25th next to June 9th, inclusive, at the Royal Agricultural Hall, N. The President is Sir Henry H. Bemrose, Vice-President, Sir James Henderson, D.L., J.P., M.A., the Organising Manager being Mr. F. W. Bridges. The Secretary, Mr. R. Hilton, will be pleased to give any information in respect to the event; his address is 119 Finsbury Pavement, E.C.

The venue of the forty-seventh anniversary dinner of the Newspaper Press Fund will be the Hotel Metropole. It has been fixed for Thursday, April 28th, the Earl of Crewe having given his promise to preside.

As every printer knows—standing formes are equivalent to capital locked up. It has been decided officially by the master printers that the method of charging on the composition value is not scientific, and the suggestion is made that a charge of 10 per cent. per annum, should be made on the value of the material for all formes kept over three months after being worked off.

The Italian Budget for the current financial year provides for an expenditure on paper and printing of £443,600. The whole of this work will have to be done by private printing firms, as, in Italy, there is no Government printing office.

Mr. G. C. Boosey, music publisher, left estate valued at £33,415. The will of Mr. J. Cooper, of Southport, for forty years assistant editor of the *Manchester Guardian*, shows an estate valued at £6,741, with net personalty of £6,684.

Don't forget that our new telephone number is 6262 Holborn (3 lines), for it will save you a considerable amount of time when you wish to communicate with us.

Owing to the Xmas holiday we were compelled to go to press with our last issue a little earlier than usual, and for this reason we were unable in the January number to mention an interesting function which took place at the Memorial Hall, Farringdon St., on Christmas Eve. One hundred and fifty employees of Messrs. C. & E. Layton then assembled to present a gold watch to Mr. E. Noel Layton on his coming of age. Mr. Layton expressed his appreciation for the kind reception he had received, and for the beautiful and useful gift that had been presented to him. Each

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AN INDEX to a few of the things in which we can assist you.
Your enquiries are invited for samples, estimates and other information for these or similar items.

Designing, Drawing on Stone or Aluminium or Zinc Plates, Transfer Writing, etc.; Labels for Canned Fruits and Provisions; General Lithography; Letterpress Posters; Advertising Transparencies (self-adhesive); Line, Half-Tone and Tri-Color Blocks; Three-Color Printing; Photo Lithography; Pocket Calendars; Leaflets and Date Blocks; Perpetual Daily Date Cards with Rims; Award Certificates (floral and ornamental); Zenith Decorative Transparencies (self-adhesive); Pictorial Posters and Window Bills; "In Memoriam" Cards (single folding and framing); Bordered Posters; Bordered Cards; Ruled Blanks for Invoices; Billheads, etc.; Patriotic Posters, Cards and Circulars.

TAYLOR BROS., LEEDS.

THE TRADE COLOR PRINTERS.

Telegrams: "Almanac, Leeds."

Telephone 461.

member of the company present was presented with a souvenir of the occasion by Mrs. Layton.

There is now a tax of 5 cents per kilogram on printing paper sent into Venezuela. Hitherto it has been admitted free.

Every printer should secure a copy of the half-crown pamphlet, *Printers' Costs*, published by the Federation of Master Printers. It is pre-eminently practical from start to finish, the system recommended being flexible to any moderate sized business, while at the same time, over-elaboration of details has been avoided.

The following "bloomer" is given in the current issue of the *Printers' Register*:—"Prof. Smith will lecture on Pachitonic Ants at the Crystal Palace, on Monday next, etc." For *Pachitonic Ants* read *Prehistoric Art*. The *Sales and Wants Advertiser* draws attention to another as follows: The wife crop of Gasconade Country during last year was 25,000 gals. For *wife* read *wine*.

Advertising rates in America appear as if they would be altogether prohibitive. Take for example the *Ladies' Home Journal*, published in New Year. The price per page for advertisements is \$4,000, close upon £1,000. We wonder if they always get it?

The *Deutsch-Amerikanische Buchdrucker-Zeitung*, the organ of the German-American Typographical Union, gives figures concerning the increasing use of composing machines, of which the following is an abstract: In 1901 there were in Germany 560 composing machines and 810 operators; in 1903, 1,022 and 1,482 respectively; in 1905, 1,399 and 2,069; and in 1907, 2,082 and 3,048.

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Envelope making (special sizes and qualities).
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No.	Reams.	Weight.	Size.
46	11	23	Cream Laid, Pinched Post
54	90	24	do. do.
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44	40	22	Vellum Wove do.
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9227	6	48	C. Wove, Dble. Pinched Post
114	68	80	do. Large Post
150	80	27	Vellum Wove
881	23	20	Antique Laid, Pinched Post
100	50	25	Vellum Laid, Large Post
1892	17	33	Azure Laid, Dble. Calender
23	16	23	Blue Wove do.
90	40	32	Antique Laid, Medium
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COLLOTYPE & ETCHING PAPERS

Price 2½d.

No.	Reams.	Weight.	Size.
76	14	78	Laid 24 x 40
8648	14	148	Wove 25 x 36
60	15	60	do. Royal
746	6	110	do. Imperial
105	10	105	do. do.
155	10	155	Green 30 x 42

Samples on application to

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

PRACTICAL NOTES

Americans' Cost. THE International Cost Congress of Employing Printers, which met towards the close of last year in Chicago, recommended the adoption of a uniform cost finding system, as follows, in all printing offices throughout the United States, Canada and Mexico.

1. For the purpose of arriving at the cost of production of printing, the standard unit of product shall be the hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely, labour, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay-roll.

4. "A" That stock handling, storage and shipping shall be kept as a separate department or departments and may be included as an item of the general overhead to the end that same be included in gross cost of mechanical department. "B" That to cover cost of handling stock it is suggested that a minimum of 10 per cent. be added to the delivered price at the plant. Profit to be added to this amount.

5. That the standard rate of depreciation on machines to be charged to cost of production shall be 10 per cent. annually of original purchase price.

6. That the standard rate of depreciation on type shall be 25 per cent. of its original cost.

7. That the standard rate of depreciation on type stands, chases, stones, etc., shall be 10 per cent. per annum of their original cost.

8. That the standard rate to be charged off for bad debts shall be 1 per cent. of volume of yearly sales.

9. That in the operation of a printing plant to its average capacity, a minimum profit be 25 per cent. added to cost of production.

SPECIAL CLEARANCE
—of—
ONE-SIDED ART PAPERS

at the very low price of
2d. per lb.

CANNOT BE REPEATED.

No.	Reems.	Weight.	Size.
1469	12	34	Toned Demy
1975	8	32	Medium
2006	8	33	do.
2014	21	34	do.
2096	4	39	do.
2279	2	42	do.
1468	9	68	Double Demy
1795	5	26	Large Post
2008	7	28	do.
1559	5	29	do.
404	7	52	Double Large Post
475	16	40	Toned Double Crown
2197	11	42	White
2560	4	45	do.
2476	8	46	do.
2556	11	55	do.
2508	6	62	do.
391	40	43	Royal
393	12	44	do.
1150	20	84	Double Royal
1784	30 gross	34	Mauve Royal Boards

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

10. That the standard terms of sale of the printers' product shall be thirty days net, payable on the 10th day of the month following purchase.

11. That in cylinder presswork ink should be charged as a separate item and not included in the cost per hour of the press.

12. As a requisite for determining costs the Congress endorses and deems necessary the use of an efficient loose leaf inventory system.

13. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

14. It was further recommended that the proceedings of this Congress be printed and distributed to the delegates in attendance at this meeting and such other printers as the Commission may deem wise.

* * *

**A Printer's
New Year
Resolutions.**

WORK done to right time shall be charged for at right price. A price which shall take into account that I shan't always be able to avoid travelling and counting house and other establishment charges, even if (by over working myself) I'm avoiding them to-day.

When a customer asks something outrageous in price, I'll remember that there are as good fish in the sea as I may be losing. Anyhow I won't myself be a filleted soul. I'll keep a backbone.

If I'm asked myself for a rise, I'll reflect that though the man is perhaps asking something that I can't pay, and that I must refuse, that inability to pay may be my own fault. And that he's not necessarily a criminal in asking for a chance to be as saving as I keep telling him he ought to be. And I'll remember that a man who has nothing but his labour to sell, must sell it dearly.

I will remember that fresh air's cheap, and foul air's dear. If need be I'll put in a ventilating fan.

I'll have a bit of fun as I go along. All work and no play makes a slug a sluggard.—Extracts from the *Sales and Wants Advertiser*.

* * *

Do you use Merritt's Automatic Trimming Desks? If not, you are behind the times, for there is no simpler or more effective means of trimming proofs than this guillotine in miniature. By merely passing the paper or proof to be trimmed under a metal bar, and pressing down the hinged table, the paper is quickly, cleanly and squarely cut. Can anything be simpler? The above desk is supplied in five sizes, from 8½ ins. to 24 ins. The price of the smallest size is 7/6 less 10%. We shall be pleased to forward illustration of this speciality to any of our readers.

Valuations.

MR. FRANK G. BOWEN

IS PREPARED TO UNDERTAKE VALUATIONS AND
SUPPLY INVENTORIES FOR ALL PURPOSES—
PROBATE, TRANSFER AND RE-INSTATEMENT.

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IT IS VERY NECESSARY FOR THE ASSURED TO
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Special Pictorial Cards and
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Can be cut with 2, 4, 8, or more on to order.

SEND FOR SAMPLES.

R. T. TANNER & Co., Ltd.

Dorset Street, Salisbury Square, E.C.

WHAT OTHERS ARE DOING

ALMOST incomprehensible figures were mentioned at the last general meeting of the Amalgamated Press, Ltd. The Chairman, Mr. Hartley Aspden, said that they had every reason to be gratified with the results of the year's trading. The total number of publications sold last year was 341,123,450, being an increase of 11,543,187 on the previous year. After writing off £25,000 for depreciations, the profits amount to £259,465 4s. 3d. The sum of £25,000 has again been placed to reserve, and £20,000, out of the large amount brought forward last year, has been utilized in the reduction of goodwill and copyright. The investments of the Company amount to £537,000, the bulk of which is invested in Newfoundland. A long communication was read from Lord Northcliffe, who at the time of the meeting was in Newfoundland, in respect to the Company's prospects in that territory. A dividend of 50 per cent. per annum was declared on the ordinary shares for the last six months, making, with the interim dividend of 30 per cent. for the previous six months, 40 per cent. for the year. £25,000 was placed to reserve, which now stands at £300,000.

The report of Waterlow & Sons, Ltd., for the year ended September 30th last, shows a profit on the year's trading, after allowing for depreciations, bad debts, etc., of £151,808. A dividend at the rate of 15 per cent. per annum was declared on the ordinary shares, and £30,000 was placed to reserve, raising that fund to £360,000. The balance of £5,708 was carried forward. In connection with the emergency fund and pension scheme, established for the benefit of the workpeople, the directors have spent £18,088 in pensions, payments to widows and grants in cases of distress and sickness since the inception of the schemes.

A *Daily Record of International Opinion* is the title of the daily published exclusively for the German Emperor. The circulation is two copies, one being placed in the hands of the Emperor, the other going to the National Library.

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The Blotting Surface is very absorbent, and the enamelled card surface possesses a high glaze, making it most convenient to use.

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(3 Lines).

Penrose's Pictorial Annual is again a remarkable and unique publication inasmuch as it shows almost at a glance the advancement to which the trade has arrived. Like past issues the present volume is full of good things, both for the block maker and the up-to-date printer. One thing is certain, and that is there is no stagnation in the printing trade, although the editor views with some misapprehension the present state of such processes as the half-tone, three-colour, collotype, and photogravure. According to the writer they have reached the zenith of their perfection, and it hardly seems possible to conceive a way in which they can be materially improved. Be this as it may, we believe the above-mentioned processes will be even more popular in the future than they have been in the past, unless some *direct* method of colour work comes along, and even this is not altogether an outrageous proposition. But we are digressing. Space will not permit us to mention in detail the many truly practical articles and the exquisite illustrations which find a place in the volume before us, and where all are so good it is invidious to make selections. We can only urge our readers to secure a copy. The publishers are Percy Lund, Humphries & Co., Ltd., London and Bradford.

* * *

The Institute of Journalists' Unemployment Fund is now in operation, and members of the Institute are invited to become subscribers. The entrance fee is 2/6, and a contribution of 10/6 per annum makes the members eligible for a benefit of £1 per week. If double the above amounts are contributed, double-rate benefit is received.

* * *

The last annual report of the British Wall Paper Manufacturers' Association shows a profit of £191,100, as against £190,200 for the previous twelve months. A dividend was declared at the rate of 5 per cent. per annum. The reserve fund amounts to £350,000.

DON'T FORGET THAT OUR
TELEPHONE NUMBER IS NOW
6262 HOLBORN (3 Lines),
FOR IT WILL SAVE YOU
CONSIDERABLE TIME WHEN
COMMUNICATING WITH US.

Miscellaneous Advertisements

Including Situations Vacant and Wanted; Businesses and Goods for Sale and Wanted to Purchase; Partnerships; Premises to Let and Wanted, etc.

Announcements from our customers to appear in this column are inserted free of charge, but they must be received by the 15th of the month, to appear in the following month's issue. Such advertisements will only be inserted once, unless special instructions are received to continue same. Replies may be addressed to R. T. TANNER & Co., Ltd., when they will be forwarded to Advertisers.

IS ANY MASTER PRINTER AND MANUFACTURING STATIONER seeking the services of a competent, trustworthy Warehouseman and Cutter, with good knowledge of paper? Keen buyer and stock-keeper who could control department with reliability. If so desiring a change, I am at their service for an interview. Write—P.A.F.R., c/o R. T. TANNER & Co., LTD.

WANTED.—WIRE STITCHER to stitch up to 150. Exchange stitcher to stitch 250, and millboard cutting machine 250, on iron stand.—PALMER & LUMK, 101-103, King's Road, Reading.

FOR SALE OR EXCHANGE, plus years' bank balances of *The British Printer*, from 1898 to 1904, complete (except one number) and in good condition.—"G.M." c/o R. T. TANNER & Co., LTD.

YOUNG MAN (30) requires situation in Paper Agent's Office or Wholesale Stationer. Good experience; 10 years in wholesale stationery and five years in paper trade. Used to sampling, executing orders, etc.; also had experience in travelling. Good references.—"T. W. O." c/o R. T. TANNER & Co., LTD.

MANAGER of Printing and Manufacturing Stationery Works seeks change. Energetic, practical, reliable; excellent references.—"P.M." c/o R. T. TANNER & Co., LTD.

WAREHOUSEMAN, young, disengaged February 4th, is seeking opening in printer's or publisher's warehouse. Packing, despatching, wire-stitching, etc.; non-Society; can take charge. In present berth 4 years. Excellent references.—"W.G.J." c/o R. T. TANNER & Co., LTD.

TO MASTER PRINTERS.—Caxton introduced printing into England in the year 1483. That's a long while ago, isn't it? And yet to-day we still find printers laboriously plodding in those old-time ways Caxton made centuries ago. Are you an old-time printer, or are you one of those who have a dim notion that live methods and good advertising spell success, yet somehow cannot hit on the right idea or method to employ? If you are of the latter class, I'm just waiting for an introduction to you. I've had over eight years' experience as a practical printer, can write distinctive ads. and initiate schemes that bring you out ahead of your competitor every time. It sounds a big claim, yet—well give me a month's trial, it would prove more convincing than talk. Sensitive preferred. Further particulars from "R.J.W." c/o R. T. TANNER & Co., LTD.

We are pleased to insert announcements in this Column for our readers, free of charge, but cannot continue such announcements unless instructions are received to do so.

"TANVILLE" CREAM LAID

A Hard Sized, Good, yet Cheap Writing Paper,
having a Phenomenal Success.

STOCKED IN THE FOLLOWING WEIGHTS AND SIZES:—

Large Post	...	18, 21 & 23 lbs.
Double Large Post		36 & 42 lbs.
Quad Large Post 72 lbs.
Double Cap. 26 & 30 lbs.
Quad Cap. 48 lbs.
Medium 21 lbs.

All 504 sheets flat.

Price **2 $\frac{1}{8}$ d.** per lb.

Orders for £3 and upwards, 2d. per lb.

SAMPLE ON APPLICATION.

R. T. TANNER & CO., Ltd.,

Dorset Street, Salisbury Square,

LONDON, E.C.