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

Dorset Street, Salisbury Square,

LONDON, E.C.

Tanner's Trade Circular

FOR PRINTERS & STATIONERS

Published by

R. T. TANNER & Co., Ltd.

Dorset Street, Salisbury Square,
London, E.C. 39 & 40 Hutton Street, and
40, 41, 42 Primrose Hill,
Whitefriars, London, E.C. And at PARIS and
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Exclusive Trade Circulation.

Vol. V., No. 6.

JUNE, 1910.

Gratis and
Post Free.

THE WORLD'S LOSS.

SINCE the issue of our last number, and with startling suddenness, His Majesty King Edward VII. passed peacefully away on May 6th. The whole country was plunged into mourning, and a spirit of grief permeated every corner of the globe, for he was, unquestionably, the greatest diplomat the world has ever seen. He died; as he had lived, in harness, his last words being that he had done his duty, a truth which appealed to every one of his subjects. Through his exertions France became a friendly nation; the feeling against Russia was, to say the least, toned down, and Germany felt that in Edward VII. there was a force working for the amelioration of mankind, which gave them great hopes for the future. The world over he was known as Edward the Peacemaker, and by what nobler name could any monarch live in the memory of his people? The gap caused by his death is one which it will be difficult to fill, especially when we consider his interests in the poor. He loved sport of every description, and yet he took the keenest interest in everything appertaining to the welfare of the commercial life of the country, and printers especially will mourn his loss as that of a personal and near friend.

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DON'T FORGET

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

OUR MONTHLY REVIEW

THE "Cecil" Cambric Surface Cover Papers, we are pleased to say, are having a phenomenal success. The demand for these papers is continually on the increase, the reason no doubt being that for high-class work they are not to be beaten at the price. Every care has been taken in the selection of the colours, and only those are included which are absolutely up-to-date. In this way the range of neutral tints is an exhaustive one, browns, greys and greens predominating in the series, which numbers eighteen distinct colours, as follows:—

Monkey	Storm Grey	Camel
Lavender Leaf	Chinchilla	Mulberry
Seagull	Myrtle	Mistletoe
Furze	Chocolate	Sienna
Mole	Fawn	Cardinal
Frog Green	Pearl	Ivory

The above names are very descriptive, and are not names which bear no relation to the colour of the papers. They are stocked in 70 lbs. Royal, but can also be supplied in three days in the following; 40 lbs. and 55 lbs. Medium, 50 lbs. Royal, 60 lbs. and 80 lbs. Double Crown. The price is 4½d. per lb. We have just issued an entirely new sample book of the above paper, and shall be pleased to forward a copy of it to any of our friends.

Wedding Stationery.


Some time since we introduced a range of specialities in wedding stationery, which will be popular with all printers at this season of the year. The series includes many new and novel designs in invitation cards, at-home cards, etc., and suitable envelopes are supplied for each. One design which has been very popular is a small plate-sunk card, silver edged, pasted diagonally on a larger card with silver edge, and tied at one corner with a small white ribbon bow. Other designs have a moire or watered surface, while others, again, have two plate-marked hearts for carrying the respective monograms.

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for the

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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 

The Adhesive Dry Mounting Co., Ltd.,

 27/28 Fetter Lane, 

LONDON, E.C.

*Phone: 13328 Central.



NEWS IN BRIEF



WILL our readers kindly make an especial note of the fact that the Three-colour blocks of the portrait of Paulus Manutius which accompanies this issue were made by the Direct Photo Engraving Co., Ltd., Farringdon Street, London, E.C. They were made direct from an oil painting in the possession of our Mr. F. Garrett and prove, in a very practical manner, the high quality of work which the above company is constantly undertaking. It is considered to be, by all those who have seen the original painting, one of the most perfect reproductions possible, not only from the technical standpoint, but also from the marvellous truthfulness of the colour values. It is almost unnecessary to say that the Direct Photo Engraving Co. are likewise past masters in monochrome, and we can, with confidence, recommend the firm to our readers who require high-class half tones or colour work at a minimum of cost.

It will be seen that this issue of our monthly circular contains many items of peculiar interest to the modern printer. In addition to the portrait of Paulus Manutius there are reproductions of work done at the Aldine Press, which we feel sure will be appreciated

(Continued on page 115.)

SEND A POSTCARD FOR BLOTTER WHICH WILL BE POSTED TO YOU EVERY MONTH



**LITHO
PRINTING**
FOR THE
TRADE

UP-TO-DATE
PLANT
MODERN METHODS

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WIRE
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Illustrated List on application.

PICTORIAL POST CARDS.

From your own Photographs.

Low Prices and Quick Delivery.

Send for Samples and state requirements.

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 481.



Aldus Manutius, from Book Published 1575.

A Brief History of the Aldine Press Established at Venice in MCDXC.



EVERYONE, rightly constituted, is interested in the records of the life, attainments and successes of a pioneer in any particular branch of art, science or industry, especially when the results of such labours have been achieved in the face of immense disadvantages such as we of the twentieth century can hardly comprehend. Particularly is this the case when the ultimate artistic success is of so important and lasting a character that the work of the pioneer, after four hundred years, is still used as an example of all that is classic and beautiful. With the intention

THIS INSET IS PRINTED ON R. T. TANNER
& CO.'S NO. 292 QUALITY ANTIQUE LAID
PAPER, 48 lbs. D. DEMY. FURTHER SAM-
PLES MAY BE HAD ON APPLICATION
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SQUARE, E.C. SUPPLIED ALSO
IN 60 lbs. D. DEMY, 32 & 40 lbs.
D. CAP, 64 lbs. QUAD CAP,
40 lbs. & 50 lbs. DOUBLE
CROWN, 80 & 100 lbs.
QUAD CROWN, AT,
PER LB.,

2½d.

of inciting in our friends a desire to overcome diffi-
culties, and so to attain higher artistic achievements
in the printer's art, we have written a short account of
the Aldine Press, established at Venice in 1490, and
of two men, who, with our own countryman, Caxton,
did more for the advancement of typography than
any others.

Aldus Manutius, the founder of the Aldine Press,
was born at Sermoneta in 1450. He studied Latin at
Rome, and Greek at Ferrara, and eventually became



Dated 1569.

tutor to the nephews of Alberto and Lionello Pio,
princes of Carpi. It was Alberto Pio who supplied
Aldo with funds for starting his printing press, the
reason for its inception being Aldo's ambition to secure
the literature of Greece from further accident by com-
mitting its chief masterpieces to type, so that the
scholar, of necessity, became printer, as has so
frequently happened since. The earliest tracts issued
from the Aldine Press were *Hero* and *Leander*, and the
Greek Psalter, which must have been published about
1492. At Venice, Aldo gathered a number of Greek
scholars and compositors around him and, not counting



ALL' ILLVST. SIG.
IL SIGNOR
MARINO DI ANDREA
BOBALIO.



AVENDO noi, Illustre Sig. Marino, per molta istanza fattaci da nostri amici, & specialmente da V. S. Illust. deliberato di mandar in luce queste Rime, che già nostro fratello M. Sauino di bob. mc. si felicemente compose; habbiamo pensato douer esser ben fatto d'adornarle, & asscurarle co'l nome di alcuna persona degna, & meriteuole, à cui in segno di riuerenza offerte fossero. percioche douendo esse venir fra la gente, erano astrette di pauentare alcuni giudicij troppo acuti; & diffidarli ancora de i suoi proprij ornamenti, che à tutti generalmente sodisfar potessero. nella qual parte, qual persona doueua esser preposta da noi à V. S. la quale così per la molta diuotione, & affettione hauuta alle uirtù di lei, come per l'utile dell'opera, era stata già dal medesimo

* 2

desimo

Specimen Page from Aldine Press.



R I M E
AMOROSE, E PASTORALI,
ET SATIRE,

Del Mag.^o Sauino de Bobali Sordo,
Gentil'huomo Raguseo.



Uo viuea dolcemente i miei prim'anni
De' legami d'Amor libero, e sciolto;
Nè tema, d'cura hauea d'esser mai colto
Da la sua falsa fede, e veri inganni;
Quand'ei pronto, e leggier mosse a' miei danni
Con le sue frode; & entro un caro volto
Mostrommi tutto'l bello insieme accolto,
Che può venir quà giù da gli alti scanni.
Stupine io allora: e, qual augellin suole,
Che cibo vede; pien d'alta vaghezza
Vi corsi tal, che caddi al laccio reso.
Nè mi dispiaque: che due stelle, un Sole,
Rubin, perle, oro, e tanta altra bellezza
Furon dolce esca, e rete; ond'io fui preso.
A DA

Specimen Page from Aldine Press.

the craftsmen employed as merely labourers, he entertained as many as thirty of these Greek assistants in his family. His own industry was unremitting, but his work was carried out under such difficulties as strikes among his workmen, the copying of his ideas by rivals, and the interruptions of wars, and for these reasons his publications were issued intermittently for some time. Aldo was not only a scholar but he was an idealist—his stores of MSS. were as open to the learned as his printed books were liberally given to the public. Although he aimed at excellence of typography, he strove to make his books cheap, the current price of his pocket editions of Greek, Latin and Italian classics selling at two shillings per volume of our present money. When he died in 1575 it is not surprising to find that he was a poor man, but during his life he bequeathed Greek literature as an inalienable possession to the world. Aldo had for his device the anchor and dolphin entwined, and for his motto, *festina lente*, indicating quickness combined with firmness in the execution of a great scheme. These were never wholly abandoned by the Aldines until the expiration of their firm in the third generation.

Aldo's work was eventually carried on by his son Paulus, who was born in 1572, three years before his father's death. He, like his father, was an ardent scholar, but owing to excessive application his health was impaired and he remained weak during the rest of his life. In 1533 Paolo undertook the conduct of his father's business, it having, between 1515 and that date, been carried on by his uncles, who had neglected it. Paolo determined to restore the glories of the house and devoted himself principally to the Latin classics. Although he became a finer scholar than his father had been, his life was a long struggle with pecuniary difficulties. In 1561 Pope Pius IV. invited

him to Rome, offering him a yearly salary of 500 ducats and undertaking to establish his press there. Paolo accepted the invitation, but it does not appear that he was at all happy under the new regime. He married in 1546, his eldest son, the younger Aldus, succeeding his father in the Venetian printing house when he settled in Rome in 1561. Paolo, as has

M A X I M I L I A N I . I I



**Editio Aldi Manutij
Paulli F. Aldi N.**

Dated 1575.

already been hinted, was not a strong man, and this, together with his commercial worries and his studious life, no doubt hastened his death, which occurred in 1574 when he was in his sixty-second year. He was succeeded by his son Aldus, the younger, but although he was a scholar of no mean ability, and a publisher of some distinction, he was the least remarkable of

the three men connected with the firm of the sign of the anchor and dolphin. He died in 1597, but his children either did not care, or had not the capacity, to carry on the Aldine Press, and so it ceased to exist.

The three-colour illustration, which accompanies this issue, of Paulus Manutius is from an oil painting in the possession of our Mr. Garrett, and through the courtesy of friends we are able to reproduce several pages from books emanating from the Aldine Press, which we feel confident will prove of interest to our readers. In the short space at our disposal it is impossible to give a complete list of the 908 books emanating from the Aldine Press, but it will no doubt be news to some of our readers to learn that Aldus the elder was the first to use italics, in 1501, their use having been suggested by Petrarch's writing. Moreover, it cannot be denied that the editions published by the Aldine Press form an epoch in the annals of printing, as they contributed in no ordinary manner to the perfecting of types. No one, before Aldus, had ever used such beautiful Greek types, of which he had nine different kinds made, and of Latin he had specially made for him as many as fourteen distinct kinds.



Dated 1556

by our readers. The block of the cover is taken from the title page of an interesting book, published in 1626, and shows to what a high state of perfection steel engraving had attained even at that early date.

A last reminder.—The Printing, Stationery and Allied Trades' Exhibition, opened at the Agricultural Hall, Islington, on May 25th, and remains open each day from 10 a.m. to 10 p.m. until June 9th. Those of our readers who have not yet paid a visit to this exhibition should make a point of doing so before it closes, as there is much to interest every printer.

Among recent wills that of Mr. A. C. Wootton, editor of the *Chemist and Druggist*, shows an estate valued at £16,821; that of Mr. Tom Browne, artist, at £18,529 gross, with nett personality of £15,791; and that of Mr. A. F. Walter, one of the proprietors of the *Times*, at £287,403 gross, with nett personality of £186,678.

A magnificent solid silver challenge cup has been presented to the Rifle Section of the Printers' Sports by its President, Mr. Walter Haddon. It is a splendid specimen of the silversmith's art, standing nearly three feet high. The sports will take place on Saturday, June 25th, at the Alexandra Palace. Nearly all the competitions are confined to members of the Printing and Allied Trades, programmes of which can be obtained from Mr. W. N. Emeny, *Daily Telegraph* R.C., Fleet Street, E.C.

If rumour is correct a large portion of the Printing and Binding of the new edition of the *Encyclopædia Britannica* is to be done by a London firm. This is the first time that any portion of this great work has been executed outside Edinburgh.

Mr. J. J. Keliber, the chairman of the Master Printers' Association, is warmly promoting the establishment of a pension, especially for master printers. The scheme is to be worked in connection with the Printers' Pension, Almshouse and Orphan Asylum Corporation, and any master printer interested in it can secure full particulars from Mr. Keliber, whose address is Craven House, Kingsway, W.C.

On May 7th a statue of Dr. Johnson was unveiled by Princess Louise, Duchess of Argyll, in St. Clement Dane's Church, Strand.

Valuations.

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The last annual report of Carl Hentschel (1906) Ltd., shows a net profit of £6,897. This, together with £1,203 brought forward from the previous year, enabled the directors to pay a dividend on the ordinary shares of 4 per cent. per annum; to place £2,000 to a contingency fund, and to carry forward £500. The report of the London Printing Alliance Ltd., for the year ending January 31st last, shows a profit of £5,622; after deducting £1,085 for interest on Debentures, and allowing ample for depreciations, the directors recommend that the dividends for two years be paid on the Preference Shares; that £1,000 be added to reserve and the balance of £2,281 carried forward.

* * *

The report of the International Linotype Ltd., which covers the period from the incorporation of the company, states that the net profit is £39,473. The directors recommended the payment of a dividend of 5 per cent. for the last six months of the year, making, with the interim dividend, 7 per cent. for the year, and the balance of £1,048 was carried forward.

* * *

The Emperor of Japan has conferred the dignity of Knight Commander of the Imperial Order of the Rising Sun on Sir George Wyatt Truscott, during whose Lord Mayoralty Prince and Princess Kuni were received in the City, and the preparations for the Japan-British Exhibition were commenced.

* * *

Owing to pressure on our space this month we are not able to give a list of Job Lines, but we would remind our readers that we still have a number of Special Clearance Lines left from stock-taking which we are offering at exceptionally low prices. If our friends will be good enough to favour us with their requirements, we shall, no doubt, have something suitable to offer from stock.

FOR THE TRADE

Envelope making (special sizes and qualities).
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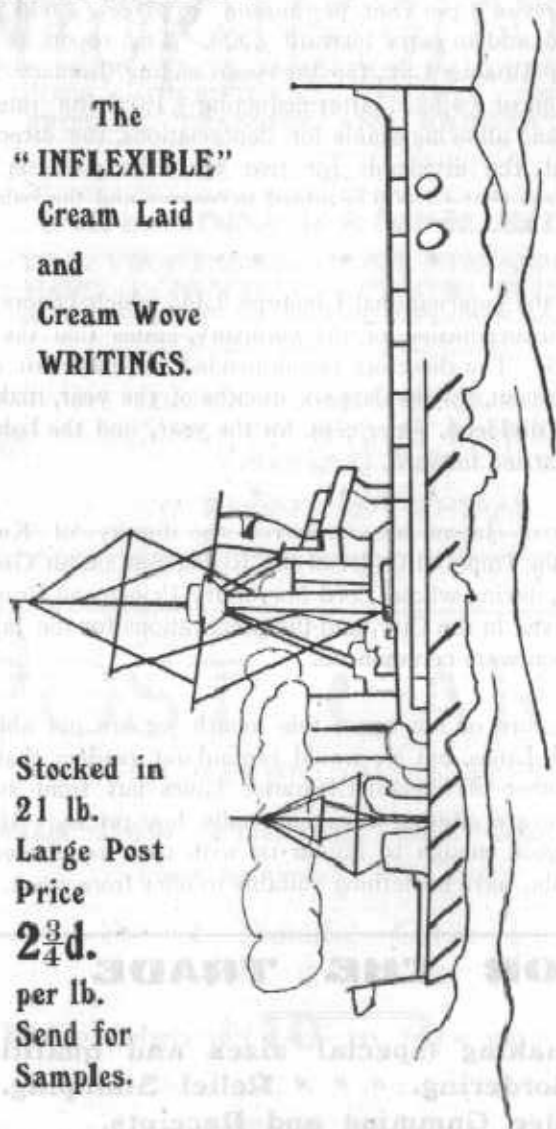
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WITH
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PRACTICAL NOTES

A Practical Remedy for Empty Cases.

THINK of a contractor putting bricklayers to work without any bricks to proceed with! Or instructing them to search for the bricks! says Mr. R. F. Salade in the *Practical Printer*. Incredible as it may seem, this is practically what every foreman or proprietor does when he puts compositors to work on empty cases.

Sort hunting and type picking are responsible for at least 50 per cent. of the lost time in a large number of composing rooms, as well as a considerable amount of damage to various characters through the use of tweezers, which most men will use when losing time rapidly on a forme.

The only practical remedy for empty cases, in the writer's opinion, is offered in the following plan:—

Two or three of the regular compositors are selected to work on distribution one or two nights each week. If night work is the rule on several evenings each week, the evenings should be selected when no other work is done. The idea is to give the distributors absolute freedom to work, and with no composition going on, it is surprising how much distribution can be done in an evening by a couple of good men.

These workmen should take note of certain cases which are always short, and if systematic distribution does not refill these cases, it means, of course, that the faces in question have been used to a great extent in live, standing matter. This condition of the case should be reported to the foreman so that an additional supply may be purchased. The distributors could also keep note of certain sizes of metal furniture, leads, slugs, and quads which continually run low.

Certain job faces which are continually in use and for ever running low in the cases should always be purchased in weight founts. Then, with systematic distribution, somewhat on the plan outlined herein, there will be a positive increase in composing room production. Let the lost time be spent in distribution and not in sort hunting.

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.

SECOND-HAND HULING MACHINE (with striker) cheap for cash.—"E.C." c/o R. T. TANNER & CO., LTD.

COMPOSITOR DESIRES SITUATION. Had a most varied experience and capable of taking charge of small general or private printing office. Society, age 30 and married; excellent refs. "J.N.," 684 Forest Road, Walthamstow.

£90 SPOT CASH. Small Printing Business for disposal. Fair connection; plant alone worth £100. Write "E.," c/o R. T. TANNER & Co., Ltd.

TO LETTERPRESS PRINTERS.—An old-established City printing house, having a small factory adjoining their premises to let, is in a position to place a fair amount of trade letterpress work with a suitable tenant. —Apply, by letter only, to "A.B.," c/o R. T. TANNER & Co., Ltd.

PRINTERS, ETC.—Assistant Manager, or Overseer of Machine Room. Expert process, colour, half-tone and general printer.—Alfred, 23 Larkbore Road, Sydenham, S.E.

HANDY MAN, Three years' experience electrical work, wants place as machine fitter or carpenter of any description. Handy man in general.—H. E., c/o R. T. TANNER & Co., Ltd.

WAREHOUSE OVERSEER seeks appointment. Accustomed to all class of work. Keen buyer of paper, etc.; many years with a London firm; good organiser; excellent references.—"A.C.," 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.

"CECIL"

CAMBRIC SURFACE COVER PAPERS

FOR HIGH-CLASS WORK.

Supplied in the following colours—

SEAGULL,
LAVENDER LEAF,
CAMEL,
FURZE,
MOLE,
SIENNA, FROG GREEN,
STORM GREY, CARDINAL,
CHINCHILLA, IVORY,
MYRTLE, MULBERRY.
CHOCOLATE,
MONKEY,
PEARL,
MISTLETOE,
PRUSSIAN BLUE.

Stocked in 70 lbs. Royal (480 sheets).

Can be supplied in three days in 40 lbs. and 55 lbs. Medium, 60 lbs. and 80 lbs. Double Crown and 50 lbs. Royal.

Price **4** $\frac{1}{2}$ d. per lb.

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