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TANNER'S TRADE CIRCULAR



MARCH, 1910

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








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Dorset Street, Salisbury Square,
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Exclusive Trade Circulation

Vol. V., No. 3. MARCH, 1910.

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Post Free.

MORE ELECTIONS.

NO sooner is the General Election over than everyone, at all events in London, is attracted with the London County Council elections. Nothing could be better from the point of view of the printing trade than that one election should follow another in this way, for it will mean increased work for one and all. It would seem as if the poster were to play as important a part in the L.C.C. election as it did at the General Election. Already large hoardings are covered with posters in the most brilliant colours, and leaflets of every kind are being distributed without stint. May we again draw our readers' attention to the fact that we have a large stock of papers and cards especially suitable for election literature. In addition, we have a range of special envelopes which we can supply at very low prices. Our readers need have no fear of disappointment in deliveries for we always keep a stock of the above on hand to meet any urgent requirements. Although this issue will only appear but a few days prior to the date of the election, we take the opportunity of drawing attention to the above specialities, for we know there is usually a good deal of work to get through within the last few days, and in all probability some circular of one kind or another will be required even at the eleventh hour.

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OUR MONTHLY REVIEW

New "Cecil" Covers.

THE immense popularity of the "Cecil" Cover Papers has induced us to add six further colours to the list. These papers, as will be seen from the cover of this issue, have a cambric surface and are suitable for the highest class work. The colours have been most carefully selected and we are sanguine enough to believe that the additional tints will be appreciated by our many friends. They are as follows:—

No. 53. Mulberry.	No. 56. Cardinal.
No. 54. Mistletoe.	No. 57. Ivory.
No. 55. Sienna.	No. 58. Prussian Blue.

These papers are capable of yielding the most artistic results in the truest sense of the word, both the surface and the tints of the papers lending themselves to this end, and particularly is this the case when two-colour inks are employed. The "Cecil" Cover Papers are now supplied in nineteen distinct colours and are stocked in 70 lbs. Royal (480 sheets). They can also be supplied in 40 lbs. and 55 lbs. Medium, 60 lbs. and 80 lbs. Double Crown, and 50 lbs. Royal, with three days' notice. The price is 4½d. per lb.

"Tanville" Covers.

SPEAKING of cover papers reminds us that the "Tanville" Covers are going particularly strong at the present moment. These papers are considerably cheaper than the "Cecil" Papers reviewed above, the price being 1½d. per lb. for eight of the colours, and 2½d. per lb. for the Geranium Red. They are stocked in 40 lbs. Medium and 60 lbs. Double Demy (480 sheets). The colours supplied at the lower price mentioned above are as follows:—

Yellow,	Cerise,
Silurian,	Pink,
Blue,	Salmon,
Green,	Caledonian Grey.

We shall be pleased to send sample book of either or both of the above cover papers to any one of our readers, or indeed to any printer, making application for same.

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Brown Papers.

IN Brown, Manilla and Mill Glazed Papers we have a wide selection to choose from; in fact, in the former our prices range from 7/- to 22/- per cwt., so that there is one or other quality which will meet all requirements. Moreover, we always keep a large stock of these papers on hand so as not to disappoint our customers with deliveries. We have recently issued a new sample book of the above papers and will be glad to forward a copy to any of our friends who have not received same. This book contains samples of the following:—


No.	Description.	Stocked in	Per Cwt
317	Dark Brown	70 Imperial... ..	22/-
360	Golden Brown Casing	60 and 80 Dbl. Imperial ...	18/6
		60 and 80 Casing	"
315	Medium Brown	60 Imperial, 36 Bag Cap ...	"
		120 Dbl. Imperial	"
		140 Casing (36 × 46)	"
318	Light Brown	96 Extra Casing (36 × 48)	17/6
313	Dark Brown	28 Bag Cap... ..	16/6
		120 and 140 Dbl. Imperial	"
		80 and 140 Casing (36 × 46)	"
		200 Casing (40 × 48)	"
323	Light Brown	60 and 80 Casing	16/6
440	Medium Brown	60 Imperial... ..	15/-
		80, 120, 140, 160 Dbl. Imp.	"
		140 Casing (36 × 46)	"
		180 Casing (38 × 48)	"
		200 Casing (40 × 48)	"
308	Dark Brown	120 Dbl. Imperial	14/6
350	Red Brown	120 and 140 Dbl. Imperial	13/6
		200 Casing (40 × 48)	"
340	Medium Brown	(Same as No. 350)	13/6
305	Dark Brown	240 Double Dbl. Imperial	13/6
		120 Dbl. Imperial	"
		140 Imperial, 140 Casing ...	"
330	Medium Brown	120 Dbl. Imperial	13/-
303	Dark Brown	40 Bag Cap, 70 Imperial ...	12/6
		60, 80, 100, 120 and 140	
		Dbl. Imperial	"
		280 Double Dbl. Imperial... ..	"
		140 Casing (36 × 46)	"
		200 Extra Casing (40 × 48)	"

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No.	Description.	Stocked In	Per Cwt
258	Ochre Glazed ...	60, 100, 120, 140 Dbl. Imp. 50 Imperial, 140 Casing ...	11/6 "
311	Dark Brown ...	120 and 140 Dbl. Imperial 140 Casing (36 x 46) ...	11/- "
302	Medium Brown ...	40 Bag Cap, 140 Casing ... 80, 120 and 140 Dbl. Imp. 200 Extra Casing (40 x 48) ...	10/- " "
220	Dark Brown ...	120 Dbl. Imperial (29 x 45)	8/6
301	Light Brown ...	100 and 120 Dbl. Imperial	7/-
320	White Rope ...	80, 100, 120 Dbl. Imperial 80, 100, 120 and 160 Casing	17/- "
245	Manilla ...	100 and 120 Dbl. Crown	2 1/4 d.
356	Manilla ...	80 and 100 Dbl. Crown	3 1/4 d.
391	Buff Manilla ...	120 Quad Crown (516)	4d.
280	Tinted Manilla in Green, Blue, Pink, Salmon and Yellow	80 Dbl. Crown ...	3 1/4 d.
232	Manilla Sealing ...	19lbs. (19 x 24) Folded ... 30lbs. (30 x 38) " ... 38lbs. (30 x 40) " ...	2d. " "
238	Sealing ...	34 Dbl. Demy ... 19 and 23 Dbl. Crown ...	2d. "
258	Mill Glazed Sealing ...	60 and 70 Casing (36 x 46)	2 1/4 d.
196	Mill Glazed Sealing ...	34 Dbl. Demy ... 19 Dbl. Crown, 50 Casing	2 1/4 d. "
243	Mill Glazed ...	15 Demy, 26, 30 Dbl. Demy 13, 15, 19 and 24 Dbl. Crown 14 and 15 lbs. (18 x 26) ... 26lbs. (30 x 38) ... 34lbs. (30 x 40) ...	2 1/4 d. " " " "
203	Mill Glazed ...	23 Dbl. Crown, 34 Dbl. Demy	2 1/4 d.
280	Mill Glazed Envelope	60 Dbl. Demy, 47 Dbl. Crown	3d.
279	Tinted Mill Glazed in Blue and Yellow ...	48lbs. (30 x 40) 504 sheets	2 1/4 d.
245	Postal Wrapper ...	29 Dbl. Demy (516) 32lbs. 25 1/2 x 35) ...	2 1/4 d. "

Ruled Billheads and Memos.

SAMPLES ON APPLICATION.

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 " " " 10,000 2d. " " "

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

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SIR G. WYATT TRUSCOTT, Bart., will preside at the Eighty-third Anniversary Festival of the Printers' Pension, Almshouse and Orphan Asylum Corporation, on May 25th, at the Holborn Restaurant, W.C.

There has been a saving of £10,000 in the printing of Parliamentary papers during the past year, and the Controller of the Stationery Office states that he has been able to reduce the cost of the printing of public departments generally by another £25,000 per annum, being the direct effect of the recommendations of the Committees appointed some time ago to go into the matter.

The Federal Grand Jury at New York has returned indictments against no less than 140 paper manufacturers, comprising the American Paper-Board Manufacturers' Association, alleging the formation of a combination in restraint of trade.

Seventy-five Members of the present House of Commons are, or have been in one way or another, associated with the Press or Printing and Allied Trades.

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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.

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On April 28th the Earl of Crewe will preside at the forty-seventh anniversary dinner of the Newspaper Press Fund. It will be held at the Hotel Metropole.

* * *

The executors of the late Lady Campbell Clarke have contributed £250 to the Printers' Pension Corporation, and £100 to the News-vendors Benevolent Institution.

* * *

According to the *Sales & Wants Advertiser*, an important discovery has been made in the West of England. This is in the form of a stone formation, of which the quantity on the estate is very great. It appears to have just the needed litho qualities, of even hardness, of homogeneous texture, of amenable surface, and of subtle sympathy with grease and with those two agents' mutual antipathies. The matter is greatly interesting several of our largest lithographers in London and the provinces, in whose works stones from this new British source are being tested. It appears that nowhere else in England is there a deposit of the same nature.

* * *

It is truly said that "Nothing succeeds like success." The Governing Body of the St. Bride Institute have cause for considerable gratification, for, according to the last annual report, the aggregate membership is 9,020, including 444 students. During the past year £370 10s. has been paid in existing pensions of £26 a year each, and, in addition, £80 has been expended in grants on account of sickness and emergency, and in subscriptions to various hospitals and funds for benevolent purposes.

* * *

We regret to have to announce the death, in his fiftieth year, of Mr. R. Bradley, head of the well-known printing firm at Reading, of Messrs. Bradley & Son. Mr. Bradley had been in ill-health for some time, and, on this account, he was compelled to relinquish his position as the Reading representative on the Federation of Master Printers. The deceased gentleman took a keen interest in all outdoor sports, and his loss is mourned by a wide circle of friends.

* * *

At a printer's wedding last month, the menu was as follows:—Take up Copy (Roast Beef, &c.); Tabular Matter, with Plates, Inside Matter (Ham & Tongue); "Fat" or "Lean" Takes (Pickles & Walnuts); P.I. (Assorted Cakes, &c.); Make Even (Stewed Fruits, &c.); Dis (The cup that cheers, but not inebriates).

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57	958	36	s/c Demy	480	1 $\frac{1}{2}$ d.
39	954	42	s/c "	"	1 $\frac{3}{4}$ d.
33	151	32	Rough Double Demy	"	1 $\frac{7}{8}$ d.
40	237	40	s/c "	"	1 $\frac{3}{4}$ d.
25	601	47	s/c "	"	1 $\frac{3}{4}$ d.
75	1245	50	s/c "	"	1 $\frac{7}{8}$ d.
80	126	55	M.F. "	504	1 $\frac{3}{4}$ d.
20	249	80	I. Art "	500	2 $\frac{1}{2}$ d.
25	153	85	s/c Quad Demy	516	1 $\frac{7}{8}$ d.
50	237	110	M.F. "	504	1 $\frac{3}{4}$ d.
150	341	32	Double Crown	516	1 $\frac{3}{4}$ d.
40	117	36	"	516	1 $\frac{7}{8}$ d.
12	407	59	s/c "	480	1 $\frac{3}{4}$ d.
24	446	59	s/c "	"	1 $\frac{3}{4}$ d.
40	981	37	s/c Royal	"	1 $\frac{3}{4}$ d.
41	968	38	s/c "	"	1 $\frac{3}{4}$ d.
50	494	48	s/c "	"	1 $\frac{3}{4}$ d.
18	121	50	s/c "	"	1 $\frac{7}{8}$ d.
30	457	60	s/c Double Royal	516	1 $\frac{3}{4}$ d.
20	825	25	Double Cap	480	1 $\frac{3}{4}$ d.
8	849	27	"	480	1 $\frac{3}{4}$ d.
30	846	60	Quad Cap	516	1 $\frac{3}{4}$ d.

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It is estimated that it will take but fifteen hundred years to convert the entire contents of our present libraries into dust. Experiments are therefore being made with a view to finding a means whereby records of exceptional value may be preserved through the ages. Dr. W. F. Manning suggests that ordinary printing on unbleached linen of fine mesh would endure for many thousands of years.

* * *

The Hon. Harry Lawson, M.P., has been appointed president of the Readers' Pensions Committee, in succession to the late Lord Glenesk. Mr. Lawson will take the chair at the Readers' Dinner, which will be held next month.

* * *

A high honour has been conferred upon Capt. Edward Partington, president of the Paper Makers' Association, by the Emperor of Austria. This is the Cross of the Order of Francis Joseph, and has been granted in recognition of the successful conduct of the works of the Kellner-Partington Paper Pulp Co., Ltd., at Hallein, in Austria.

* * *

In a recent case heard at Birmingham, the Judge said that if only tradesmen would take the precaution to have orders confirmed in writing by principals, they would escape many risks which, in course of business, arose from contact with unworthy persons.

* * *

That imprint again. Three persons, including the printer, were recently fined for allowing leaflets to be circulated referring to a Town Council Election, which did not bear the name and address of the printer. His Lordship said the statute provided for a fine of £100, but he took a lenient view of the situation and imposed a penalty in each case of £2.

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12	195	18	Silurian	Post	480	2d.
40	133	21	Brown	Large Post	„	2½d.
20	197	26	Buff Art Laid	„	„	2½d.
15	117	30	Dark Green	„	„	2½d.
10	180	42	Moss Green	Double Large Post	504	2½d.
18	291	24	Pink	Medium	480	2d.
24	196	25	Buff	„	„	2½d.
8	139	26	Pink	„	„	2d.
6	427	36	Mignonette	Royal	500	2½d.
23	180	45	Blue	„	516	2d.
20	114	55	Drab	„	500	2½d.
18	117	28	Green	Double Cap	480	2½d.
17	117	40	„	„	„	2½d.
20	189	35	Mignonette	„	516	2½d.
17	300	60	Primrose	Double Crown	516	2½d.

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

DORSET STREET, SALISBURY SQUARE, LONDON, E.C.

PRACTICAL NOTES

Under-bidding and Price-Cutting.

THERE is a wide difference between the above terms in the getting of business engaged in the printing and allied trades. There is such a thing as one printer, for instance, underbidding another where both are expert as to the cost of producing the job, and where one of these can come in under the other by reason, perhaps, of a little shrewder knowledge in some of the details of his business, or by reason of superior facilities. This advantage is legitimate, and on this fact the honest competition in the printing business is based. But, says *The Progressive Printer*, price-cutting is an entirely different thing, which partakes of many exigencies in the business.

There is the ever-recurring condition of a percentage of printers under a pressing need of work whose living requirements are in the small figures. Men of this stamp may know the cost of a job, but little urgencies in their offices, and the modest income needed, will tempt them to descend below the mark of fair competition and to cut the price under the profit to get the job. This is foolish, but men who practice it sometimes offer explanations which hold them above the charge of wilful slashing of prices.

But the price-slashing nuisance in the printing business has been built up by a different class of men—the ignoramuses who do not know what constitutes the factors entering into the cost of printing.

With the great number of printers the one sure remedy for the price-cutting evil would be to get organized. There must be concerted action amongst printers if they are to be held together at the point where figures submitted cannot be lowered and the profit sustained, and the customer compelled to pay the price. There are but two things that can be done. The first is reasonable and effective—it is education; and yet this matter will never comprehend all the wrong-doers, who are increasing possibly as fast as the old ones are being cured. But it is a means nevertheless. The other is practically complete organization of employing printers, getting the great majority within the fold, and then the minority offenders can be hung up high and dry. There is a great work going on in this direction, and it remains to be seen how broadly successful it can be made.

Valuations.

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WHAT OTHERS ARE DOING

FOR the last six months of the year, the directors of the *Financial Times* recommend a dividend on the ordinary shares, at the rate of 12 per cent. per annum, making 10 per cent. for the year. The directors of Messrs. Perry & Co., Ltd., the well-known Birmingham pen makers, have declared a dividend on the ordinary shares at the rate of 15 per cent. per annum and a bonus of 1/- per share, which makes a distribution amounting to 20 per cent. per annum. The report of *Country Life*, Ltd, for the past year shows a gross profit of £20,372 2s. 1d. About £2,500 has been placed to reserve and a dividend at the rate of 10 per cent. per annum has been declared in addition to a bonus of 2½ per cent. on the ordinary shares. £6,533 17s. 9d. was carried forward.

The *Caxton Magazine* draws attention to a proposed new invention which appears in a recent issue of an American journal. While we do not think there is any immediate danger of the present methods of producing newspapers and other printed matter being discontinued, still the idea set forth is unique and not altogether impossible. An inventor is perfecting a machine with which he expects to revolutionise not only the newspaper business, but which is to become the common means of communication. The machine, which is being designed, he intends for producing newspapers under his method. It consists of a phonograph into which the editor speaks his editorial, his news item, or an advertisement as the case may be. The sound waves are engraved automatically on a cylinder, very much the same as with the present phonograph. From this cylinder is produced a hard metal cylinder by a magneto-electro process. This hard metal cylinder is placed on a machine which very much resembles the present newspaper printing press, but in place of printing characters on the surface of the paper with ink, it will make small indentations in the paper. The space occupied by an average word in the new process will be no greater than that occupied by a single letter in the present process. Therefore the large edition of the Sunday paper can be readily carried in

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**JOHN KIDD & Co., Ltd., 11 Wine Office Court,
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the vest pocket. In place of receiving a large bulky paper at your house, you will receive a little roll of paper, the length of a lead pencil and a little larger in diameter. This little roll of paper is placed in a phonograph and you will hear the news of the day while you are enjoying your dinner. The reporter when he goes to report the speech of a noted statesman will take with him his phonograph and the speech will be recorded and reproduced in thousands of homes in the original tone of the orator. There will be no transcribing of the speech by the reporter, therefore he cannot be charged with any errors in reporting the same. The reproduction will be mechanical and automatic, with no possibility of error. The speaker cannot deny a single word of what the record produces.

* * *

The Paper Maker gives one of the best election stories we have heard. An energetic lady canvasser in the Conservative cause was canvassing a very poor quarter of Holborn. After urging one woman to get her husband to vote for the Conservative cause, the lady canvasser concluded by saying, "Tell your husband that if he votes for the Liberals we shall lose the Empire." The poor woman's face suddenly lit up with a broad grin, and she replied, "Lor' bless you, ma'am, that won't matter, cos my old man's employed at the Alhambra."

* * *

The Empire Press Union is the name of a company which has been registered, but from which the word "Limited" is omitted from the title by license of the Board of Trade. It has 1,000 members, and is intended to promote the interests of the newspaper press and those connected with the publication of news. The management is vested in a council, the first members of which are Lord Burnham (president), Lord Northcliffe (treasurer), Mr. C. Arthur Pearson (chairman), Sir J. A. Arnott, Messrs. Moberley Bell, R. Donald, Kennedy Jones, Hon. H. L. W. Lawson, C. D. Long, E. Parke, Sir Geo. Riddell, C. P. Scott and J. A. Spender.

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Manchester boasts of having the oldest Typographical Association in the country. The next in point of age is the Leeds Society, which will this year celebrate its centenary.

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The London and County Printing Works and Bazaar Staff Association, we understand, held their Annual Bohemian Concert at the Holborn Restaurant just as we went to press with this issue. As is now well known, the object of this concert is to augment the funds of the House Pension in connection with the Printers' Pension Almshouse and Orphan Asylum Corporation.

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 K. T. TANNER & Co., Ltd., when they will be forwarded to Advertisers.

COMPOSITOR, young, clean and reliable, used to news, book, magazine and commercial work seeks permanency; easy wages; would welcome opportunity to go abroad.—W. E. MOORE, 27, Durham Road, Sidcup, Kent.

STATIONERY, FANCY GOODS, &c.—Young lady, 18, four years' experience, excellent references, good appearance, seeks re-employment, lodgings preferred.—"D.L.S.," 11, High Street, Sidcup.

WANTED: SITUATION as Estimator Clerk. 15s. per week to start with.—"E.G.C.," c/o H. T. TANNER & Co., Ltd.

MASTER PRINTER wishes to place one of his sons in a good office; 8 years' experience all round, including Binding and Estimating. Accept low salary to start with.—"L.," c/o H. T. TANNER & Co., Ltd.

SITUATION required by young man as first hand or manager. Experienced in commercial and fancy branches. Disengaged.—"C.," 72, Hillfield Park, Muswell Hill, N.

YOUNG MAN (age 23) seeks situation as Printer's Representative. Practical knowledge of the trade, including office work, collecting, canvassing, interviewing customers, &c.—PRINTER, Langton Villa, Leicester Road, East Finchley, London, N.

MACHINE WORKING FOREMAN seeks engagement. Highest class 5-tone, 3-colour and vignette. London and provincial experience. Able-bodied. Excellent references.—"E.H.," 33 Castle Road, Newport, Isle of Wight.

PRINTER'S TRAVELLER wanted, with London connection, on salary and commission.—"G.," c/o H. T. TANNER & Co., Ltd.

WAREHOUSE OVERSEER seeks appointment. Accustomed to all class of work. Keeps buyer of paper, etc., many years with a London firm; good organizer; excellent references.—"A.C.," c/o H. T. TANNER & Co., Ltd.

PLATE HAND, experienced, requires situation. Wages moderate; good references; aged 22.—"W.W.," c/o H. 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.