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Dorset Street, Salisbury Square, E.C.

TANNER'S TRADE  
CIRCULAR TO  
PRINTERS AND  
STATIONERS

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

# TO ALL PRINTERS

*The Possibilities and Advantages of*

## **DRY MOUNTING ARE KNOWN TO ALL**

Hitherto, the question of price has been the stumbling-block to enable this process to be effectively applied to the requirements of the modern printer.

## **THIS DIFFICULTY HAS BEEN OVERCOME**

With the result that prints may be dry mounted nearly as cheaply as with paste mountant. ❁ ❁

To cope with the ever-increasing demand made upon us, we have opened a special department for Dry Mounting, and have installed the latest and most perfect machinery.

**R. T. TANNER & Co. Ltd.**

Dorset Street, Salisbury Square,  
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Western Union and A.I. Code. ❁

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### **OUR ADDITIONAL PREMISES.**

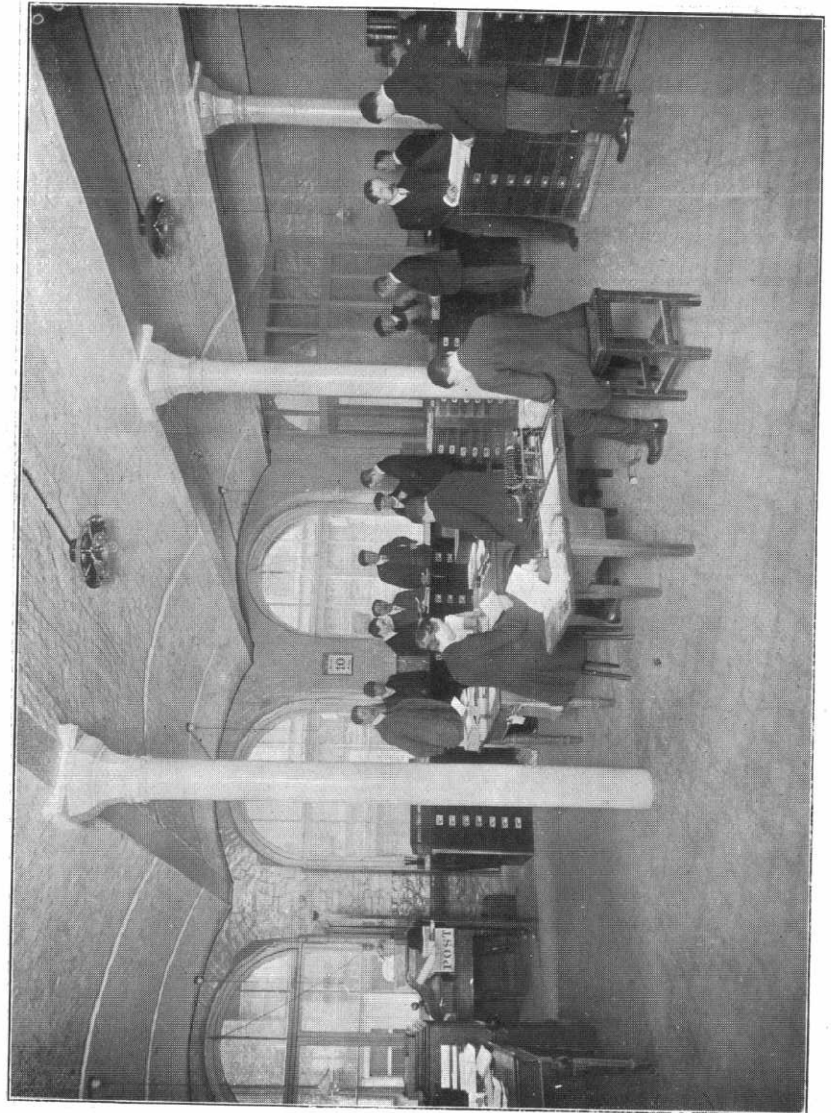
AS announced in our last issue, we have taken on a long lease the large building, recently occupied by the *St. James' Gazette*, which adjoins our older premises in Dorset Street. This new addition comprises over 10,000 square feet of space on four floors. Naturally, the whole of the building has had to be redesigned to suit our special requirements, and for months past it has been in the hands of the builders and decorators. We have moved gradually into the new building so that there has been no stoppage in our business, but, of course, it will be a little time before we get absolutely settled. This increased space gives us many facilities we have not possessed in the past, and we believe it will enable us to assist our customers in the future even more than we have been able to do in the past. A considerable section of the new building is devoted to warehousing our large stocks of paper, and the old premises are utilised exclusively for this purpose. This increased accommodation will allow us to carry larger and more

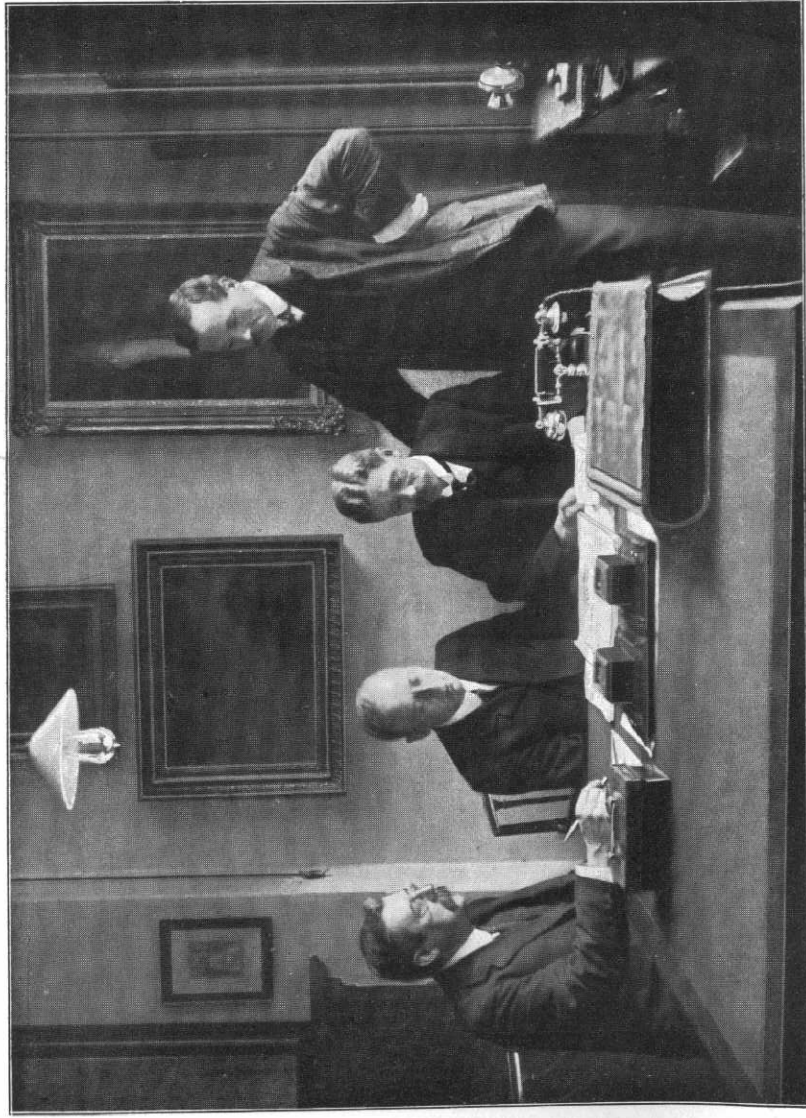


WAREHOUSES AND OFFICES,  
DORSET STREET, SALISBURY SQUARE, E.C.

New  
Sales  
Department

Dorset  
Street,  
E.C.





A Meeting of Directors.

R. T. Tanner & Co., Ltd.



Mr. Garrett's Private Office.

R. T. Tanner & Co., Ltd.

## Valuations.

### MR. FRANK G. BOWEN

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

FOR

### FIRE INSURANCE RISKS

IT IS VERY NECESSARY FOR THE ASSURED TO  
HAVE A PROPERLY ATTESTED INVENTORY,  
WITH A VIEW TO SAVING TROUBLE, LOSS, AND  
OFTEN GREAT EXPENSE.

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### CREAM LAID & CREAM WOVE WRITINGS.

AS USED BY ALL PRINTERS.  
EQUALLY SUITABLE FOR INK OR TYPE.

Stocked in 21 lbs. Large Post.

Price  $2\frac{5}{4}$  d. per lb.

Send for Sample.

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

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

representative stocks than we have done in the past, and this, we feel convinced, is in the best interests of our many friends. The Sample and Order Department is on the ground floor of the new building, and has been especially fitted up to expedite business as much as possible. Here, also, is the Telephone Exchange, whereby every department can be connected to the public system.

The General and Private Offices are on the first floor, as are the Buying Department and Waiting Rooms. The offices have been fitted up with all the latest labour-saving devices, and everything has been done to add to the comfort of the clerks. The Private Offices are well appointed, Mr. Garrett's office being an exceptionally fine room. And here we should like to say that Mr. Garrett extends a very hearty invitation to our many customers to visit the new premises. If any are in the vicinity of Dorset Street he hopes they will call and make a point of seeing him, for it is always a pleasure to him to meet old friends and to renew old acquaintances. We hope, therefore, that he may be kept very busy in this direction for some time to come.

The top floor of the new building, which is an exceptionally fine and well-lighted room, is being devoted to Dry Mounting. This process, as we have frequently pointed out, possesses many and varied advantages which appeal to all printers. Not only do the pictures lie quite flat, no matter how thin the mount may be, but the method has been so much improved that it has become a commercial possibility on a large scale, and is not very different in price from paste or other damp mounting. There is, however, no comparison in the results, and we have simply been inundated with orders. Our list of customers in this connection includes the largest and best-known art printers and publishers in the British Isles, and in every instance we are giving the greatest satisfaction. It was quite impossible for us, under the old regime, to keep pace with the demands made upon us, but with the new department, coupled with the installation of new and larger machinery, we feel convinced that no order submitted to us in the future will be either too large or too small for us to cope with. We shall be only too pleased to show any of our friends the capabilities of the process when they call upon us, and to many we are sure it will prove a revelation.

In conclusion, we should like to convince our friends that our business is carried on under the personal supervision of our directors, who take the keenest practical interest in its welfare. All orders, therefore, entrusted with us receive the promptest attention, our aim being always to please and satisfy our customers.

# H. SILVERLOCK

Amalgamated with  
Suttley & Silverlock,  
Ltd.

**Blackfriars Road,  
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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.

## OUR MONTHLY REVIEW

### Arctic Printings.

OUR readers will be interested to hear that we have introduced an entirely new line in Printings which we are sanguine enough to believe will have a phenomenal sale. Known by the name of "Arctic," this paper is a pure white, indeed, it is the whitest printing paper we have ever seen. Not only so, but it is extremely strong, and possesses a fine printing surface, so that it can be used with considerable advantage for half tones, etc. This new paper is supplied at 2½d. per lb. in the following weights and sizes:—30, 36, 40, 48 and 54 lbs. Double Demy; 23, 27, 30 and 36 lbs. Double Crown; 46 lbs. Double Royal; and 60 lbs. Quad Crown. Other sizes and weights can be procured to order on the shortest possible notice. Every printer should secure a sample of this new paper, for we are convinced one and all will find it suitable for a variety of purposes.

### "Scrvia" Canvas Tinteds.

THE cover of this issue is printed on "Scrvia" Canvas Tinted Paper (Salmon). It will therefore give our readers some idea of its suitability for covers, folders, pamphlets, etc. As will be seen it possesses a fine canvas surface which is applicable to high-class work. In certain tints it will also be found suitable for writing paper, and already, in this connection, the French Grey has become exceedingly popular. It is supplied in the following tints:—Heliotrope, French Grey, Salmon, Lemon, Pale Green, Pink and Blue, in 30lbs. medium and 46lbs. Double Crown. The price for the former is 11/3 per ream, whilst the latter size is 17/3 per ream.

Perhaps some now freely using the word "chapel" do not know that it is a relic of the olden time when the printers were priests, and when the printing was done in cathedral chapels set apart for the purpose. Caxton, for example, did his printing in a chapel of Westminster Abbey. There are other technical terms connected with the printing business that are likewise relics from the early days of the craft—for example, "father," "quad," "forme," and "devil."—*The Sales and Wants Advertiser.*

## COLOR & GENERAL PRINTING FOR THE TRADE.

### CHROMO ALMANACS.

Cheap, Choice and Charming.

Sample Set to take orders with 5/-, allowed off £5 order or if the Samples be returned in good condition.

### CARD CALENDARS.

(American style).

Smart, Up-to-date and Attractive. Send for Sample Book.

### LITHOGRAPHED POSTERS.

In One Sheet. 62×42ins.

By Experienced Designers and Printers.

LOW PRICES. GOOD WORK. PROMPT DELIVERY.  
ESTIMATES FREE.

### ADVERTISING FIXTURE SHEETS.

For Cricket and other Clubs.

A Splendid Range of Designs Lithographed in Gold and Colors.  
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 tone 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 (boreal 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.



THE fourth Bohemian Concert in connection with the Institute of Printers' and Kindred Trades of the British Empire, was held on March 1st at the St. Bride Foundation, under the Chairmanship of Vice-President R. B. Butt. It was well attended and proved a most enjoyable evening.

The Right Hon. the Lord Mayor, Sir T. Vezey Strong, has kindly consented to preside at the Anniversary Festival of the Printers' Pension Corporation, to be held at the Connaught Rooms, Great Queen Street, on May 30th.

Removal:—Will our readers kindly make a note that Messrs. Marlborough Gould & Co. Ltd., have removed from 52 Old Bailey, to more commodious and convenient premises at 15, Dorset Street, Salisbury Square, E.C.

Amongst recent wills, that of Sir W. Agnew, proprietor of *Punch*, shows an estate valued at £1,353,592, with net personalty of £1,245,172; that of Mr. C. H. Miles, a director of Messrs. Simpkin Marshall & Co., Ltd., shows estate valued at £24,026, and that of Mr. J. G. Widdicombe, a director of the London Paper Mills Co., Ltd., shows personal estate valued at £28,900.

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

**LITHO PRINTING**  
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UP-TO-DATE  
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"LITHO. LONDON"

Engraving  
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One of the Best  
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# "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	"
Quad Large Post	=	= 72	"
Double Cap	=	= 26 & 30	"
Quad Cap	=	= = 48	"

All 504 Sheets Flat.

**PRICE 2 $\frac{1}{8}$ d. PER LB.**

Orders for £3 and upwards,

**PRICE 2d. PER LB.**

SAMPLE ON APPLICATION.

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

DORSET STREET, SALISBURY SQUARE, E.C.

The Hon. Harry Lawson, M.P., presided at the last annual dinner of the Institute of Printers and Kindred Trades on the 30th ult.

\* \* \*

Presiding at the 68th annual meeting of the Vellum Binders' and Machine Rulers' Pension Society, Mr. F. Garrett said that he felt conscious of the honour the Society had conferred upon him by asking him to take the chair. He was and always had been a great admirer of vellum. To that wonderful material we were indebted for so much; our knowledge of ancient history was bound up in vellum; without that lasting and most applicable skin our information as to the history of our race would be very meagre. Whenever he went to the British Museum he was struck with wonder at the magnificent artistic work which was carried out by the early scribes and monks. And the use of vellum did not end there—it was applicable to so many things— from the lordly drum which makes itself so conspicuous at the gorgeous pageants of history to the covering of the humble jam-pot; from the interesting and valuable document on which is recorded our Magna Charta, to the indentures of an apprentice to his useful trade, it fills a place in our economy which could be occupied by no other substance. He recollected reading that at the early introduction of paper one of the eastern emperors forbade the use of paper for all legal and official documents, and commanded the sole use of vellum. This was the right spirit, not to consider only one's own time and people but to think of posterity. It seemed to him that this spirit had pervaded the principles of this their own admirable society. For 68 years their managers had been possessed with the laudable object of providing, when able, for old age and incapacity to work which must necessarily follow, and the knowledge that provision can be made in early manhood for the necessities of old age, should be an inducement to every man engaged in their own and kindred trades to join that Association, and to do all that lay in his power by work

## ENVELOPES.

Of special sizes, shapes and qualities made in a few hours.

**Black Bordering.    ° ° °    Relief Stamping.  
Edge and Receipt Gumming.**

**Send for quotations and Samples.**

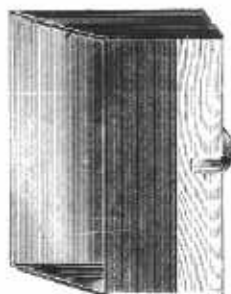
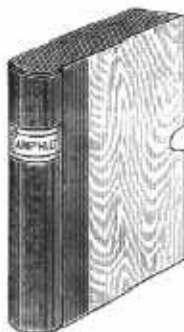
Telephone:  
Holborn 762.

**T. J. PARKINS,** 45 & 45 St. John Street  
West Smithfield.



# The "Marlborough" PAMPHLET CASES

For Samples, Price Lists, Magazines, Invoices,  
Receipts, Letters, and Papers of all kinds.



The "MARLBOROUGH" DUST-PROOF CASES offer an Inexpensive, Simple, and Effective means of preserving papers from dust, and in a form at once easily accessible and secure.

There are **33** distinct sizes, from  $7\frac{3}{4} \times 5\frac{1}{4}$  (inside) selling at 1/-, to  $18 \times 12$ , selling at 4/- each.

*A fully-detailed List, giving exact measurements of all sizes, with prices, sent on application.*

The cases can be supplied without Labels, or with either of the following Labels without special charge. The Labels are printed in gold on red calf paper.

BILLS	MAGAZINES	PAMPHLETS
CATALOGUES	MANUSCRIPT	PRICE LISTS
INVOICES	MSS.	RECEIPTS
LECTURES	MUSIC	REPORTS
LETTERS	NOTES	SERMONS
LISTS	PAPERS	<i>Blank Label</i>

**MARLBOROUGH, GOULD & Co., Ltd.**

Wholesale Manufacturers and Paper Dealers,

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

and subscriptions to increase its usefulness. He was very glad to see their account sheet in so satisfactory a condition, and their committee was to be congratulated.

\* \* \*

Will our readers please note that we have made arrangements with an important Mill to take all Mill-finished Jobs throughout this year? These are offered monthly at great reductions, and we are sure this announcement will appeal to our friends both in London and in the provinces.

\* \* \*

On the occasion of the meeting of the French Master Printers' Association, at Paris, in July next, a Trade Exhibition of an international character will be held, similar to the one held last year. The address of the Secretary of the Exhibition is 117, Boulevard St. Germain, Paris.

\* \* \*

The returns received by the Board of Trade under the Census of Production Act show some striking figures in connection with the printing trade. The gross output, i.e. the selling value or value of work done, amounts to well over twenty-four and a half millions sterling. The cost of the material used is about eight and a half millions sterling. 172,677 persons, at the time of the report, were employed in the trade, and the net output per person employed was £89 per head.

\* \* \*

We regret to have to announce the death of Mr. George Spicer, J.P., which occurred last month. Mr. Spicer was one of the principals of the well-known firm of James Spicer and Son, Ltd. and was a generous supporter of many public and philanthropic institutions.

## CORONATION POST CARDS

Illuminated in Gold and Five Colours, with reproduction from Photographs of the King and Queen, 6 in a packet for 1/-; also

## CORONATION TICKETS,

Illuminated Souvenir with Strut at back, Programmes, &c.

**ALL BRITISH MANUFACTURE.**

**W. W. RUSSELL & Co.**

Christmas Card Publishers.

EAST DULWICH ROAD, LONDON, S.E.

## AN ENTIRELY NEW LINE.

# "ARCTIC" PRINTING PAPER

It is absolutely pure white, possesses an excellent printing surface and is very strong.

### STOCKED IN

30, 36, 40, 48 & 54 lbs.	Double Demy.
23, 27, 30 & 36 lbs.	Double Crown.
60 lbs.	Quad Crown.
46 lbs.	Double Royal.

Other Sizes and Weights supplied on the shortest notice.

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

**THE WHITEST PAPER IN THE MARKET.**

Samples free on application.  
Don't fail to secure them quickly.

## R. T. TANNER & CO., LTD.,

Phone:  
6262 Holborn.  
(3 Lines).

**DORSET ST., SALISBURY  
SQUARE, LONDON, E.C.**

Wire:  
"Tanner,  
London."

# PRACTICAL NOTES

### The Art of Seeing.

THIS was the title of an extremely interesting lecture given by Mr. J. Albert Cooper, and is continued from our last issue. Note in passing the perfect suitability of giving a larger stalk to a larger leaf, and the strengthening of the main stem where the stalks grow out from it—not as in so many typographical compositions (one cannot call them designs), where a two-inch flower is delicately supported by a fine-faced rule, or grows even without a stalk at all. The main feature of the "creeper" being, as we have seen, the leaves, there is no rivalry between them and the stalks, either in point of size or in beauty of colouring; there is no competition between them as to who shall be seen first, nor is there, on the other hand, such inequality that we should suppose the stalks did not exist. If we were to examine a rose tree, a cyclamen, or any flowering plant, we should find a still greater number of elements, but always the same variety in the proportions, and the same exquisite relationship in both large masses and small detail. My reason for taking the "creeper" as a specimen is not that it is most perfect in every respect, but that it is good in what it exhibits, and is quite simple and well known. It is better to focus the mind on some simple object than to take a number of examples each showing different points. If you can understand the first principles, the finer points you can investigate at your leisure. Of course, a definite rule cannot be laid down whereby one may arrange the proportion of the elements of a composition; for just as there are no two plants, trees, or flowers alike—even of the same species—and no two grow in exactly the same way, so in our jobs no two have exactly the same matter (nor would the same setting suit two different customers), and we have other varied conditions to cope with. But still the general principle remains that there must be diversity in size of the masses, though not such as to cause confusion by too great predominance of one or two over the rest. There are other aspects of proportion, such as that between various characters in the type; but as we are seeking information as to broad principles, we must omit the details from our present examination.—Reprinted from the *Printers' Register*.

CHEAP and EFFECTIVE.

“BELGRANO”

COVER PAPERS.

SUPPLIED IN FOUR TINTS:

FORGET-ME-NOT      APPLE GREEN  
LAVENDER              MARIGOLD.

AND IN THREE SIZES:

40 lb. MEDIUM  
50 lb. ROYAL  
60 lb. DOUBLE CROWN.

(480 Sheets Flat.)

PRICE  $2\frac{1}{2}$ D. PER LB.

OR IN FIVE REAM LOTS:

PRICE  $2\frac{1}{4}$ D. PER LB.

WRITE FOR SAMPLES WITHOUT DELAY.

YOU WILL FIND THESE PAPERS SUITABLE  
FOR A VARIETY OF PURPOSES

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

Dorset Street,

SALISBURY SQUARE, LONDON, E.C.

## WHAT OTHERS ARE DOING

AT the annual general meeting of the *Financial Times Ltd.*, it was announced that the profits for the year amounted to £60,506, enabling the directors to increase the dividend from 10 to 30 per cent. £10,000 was placed to special reserve for extensions, and a sum of £1,500 was allocated as the nucleus of a staff pension fund. Presiding at the twelfth ordinary general meeting of *Illustrated London News and Sketch Ltd.*, Mr. Ingram said the report was much better than the one for the preceding year despite the fact that they had had to pay £3,000 more in wages and £5,000 extra for paper. It was proposed to reduce the capital of the company by writing down the ordinary shares to 5s. each.

\* \* \*

The Printers' Warehousemen's Pension Fund to the Printers' Pension, Almshouse and Orphan Asylum Corporation has been in existence about fourteen years. The last report shows that £235 16s. has been raised towards the £500 required.

\* \* \*

According to the *Printers' Register* a new and beautiful method of obtaining the most delicate lithographic effects by means of half-tone blocks produced by a special new process has been introduced. The delicate filigree work and intricacy of design which the process enables to be used would be extremely difficult even in the finest lithographic work. In specimens printed in one colour the effects are so remarkable that we were at first of the opinion that the productions were the result of several printings and that they were the work of the finest lithographic artists. But we were shown—and this is the most extraordinary part of the process—that the blocks had been produced from an ordinary line drawing only, and examination of the actual plates from which the original zinco had been made showed that the delicate backgrounds and other pictorial and relief effects had been introduced by photographic procedure during the course of making the blocks. The great saving both to the printer and to the user will at once be obvious.

## 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. Replies may be addressed to R. T. TANNER & Co., Ltd., when they will be forwarded to Advertisers.

MANAGER seeks new London berth. First-class refs. Practical experience, U. and G. titles outside. Good to wide range of work, letterpress, litho, binding, cutting, etc.—Apply "C.B.J." c/o R. T. TANNER & Co., Ltd.

STEREO GUTFIT (Royal Folio), by Settle & Co.—Molting Pot, Casting Box, Steam Saw Shooter; all complete. Replacing with larger size. Cheap for immediate offer. Dursley, 451 Holloway Road, N.

TO LETTERPRESS PRINTERS. Wanted Position as Overseer or Assistant Manager. Thorough practical knowledge of all branches of the business. Used to estimating. Keen buyer, practical knowledge paper and machinery. Highest references.—"Amos," c/o R. T. TANNER & Co., Ltd.

PRACTICAL PRINTER with small up-to-date plant and fair connection, would like to join another Printer, or meet with someone with little capital to extend same. Near Chancery Lane. "E.L.M.," c/o R. T. TANNER & Co., Ltd.

WAREHOUSE OVERSEER seeks appointment. Thoroughly up-to-date in all classes of work. Good organizer and keen buyer of paper, estimating, age 39 years, good refs.—"O.N.," c/o R. T. TANNER & Co., Ltd.

PRINTERS' MANAGER or OVERSEER (Letterpress and Litho) seeks engagement. Practical in all departments, estimating, buying; energetic, capable, reliable and sober habits; 9 years last engagement in City House; references if required.—"E.A.G.," c/o R. T. TANNER & Co., Ltd.

MANUFACTURING STATIONER.—Young man, 22, desires change. 8 years' experience as comber hand, order clerk, stock keeper; also good experience in showcards and calendars. First-class refs.—Apply, "C.A.," c/o R. T. TANNER & Co., Ltd.

STATIONERY.—Young Man (24) wants situation as Head Assistant in High Class trade; excellent references; 10 years experience.—"J.H.," 74, Lower Park Road, Peckham, S.E.

ADVERTISER seeks engagement as Assistant Manager or Manager. Age 26. Thorough knowledge of litho and letterpress printing, bookbinding and paper trades. Capable buyer and accurate estimator. Highest references. Moderate salary.—"Alpha," c/o Messrs. R. T. TANNER & Co., Ltd.

PARTNERSHIP.—An opportunity occurs for a practical printer with small capital to enter an old-established business in Central London to assist advertiser to develop same. "Practical," c/o R. T. TANNER & Co., Ltd.

BARGAINS IN BRASS RULE.—50 gross to be cleared. 5-to-Pica plain, 2/- per doz., 21/- per gross; 5-to-Pica Dotted or Waved, 3/- per doz., 42/- per gross. All 24 inches. Also 200 gross Hepler's, Nonparted to Pin, best seasoned oak, 7/- per gross. Net cash.—"B.E.," c/o R. T. TANNER & Co., Ltd.

PRINTERS' WAREHOUSEMAN CUTTER, age 38. Experienced publishing, commercial, general.—"George," 3, Chapel Place, Islington, N.

WANTED, Minder (Non-Society). Must be first-class man, for three-colour and tone work, and bear excellent references. Good salary for suitable man. "C.P.," c/o R. T. TANNER & Co., Ltd.

PRACTICAL PRINTER, well up in commercial and jobbing, seeks situation. Competent to take charge of small office. Can estimate. Good references.—"H.E.C.," c/o R. T. TANNER & Co., Ltd.

PRINTERS' CLERK.—Position wanted by smart up-to-date young man. Can interview customers. Has travelled and exhibited for present firm. Highest references.—"P.W.H.," c/o R. T. TANNER & Co., Ltd.

TO LETTERPRESS PRINTERS.—A 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.

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