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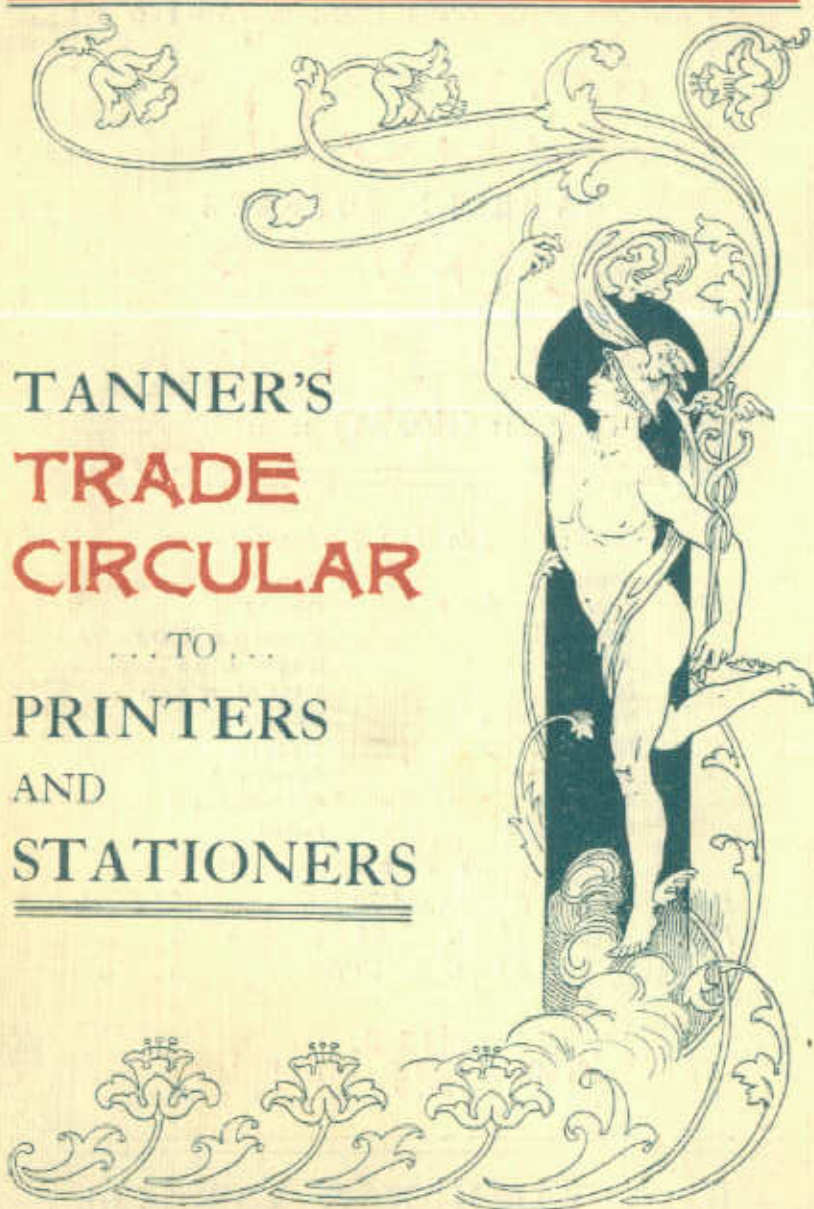
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DECEMBER

1911



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STATIONERS

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FOR PRINTERS & STATIONERS

Published by

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Dorset Street, Salisbury Square,
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39 & 40 Hutton Street, and
40, 41, 42 Primrose Hill,
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Vol. VI., No. 12. DECEMBER, 1911.

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WE SEND
HEARTY GOOD WISHES
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HAPPY YULETIDE
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OUR
MONTHLY REVIEW

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* * *

Browns.

We make a special feature of brown papers of every description and would recommend to the favourable notice of our readers the No. 789 quality, which is a very strong hard brown at 10/0 per cwt. in 120lbs. Double Imperial. This paper is having a large sale and is meeting with entire satisfaction amongst our many customers who use it. The No. 770 quality, in the same size and weight, is of more recent introduction, and is cheaper than the one mentioned above, the price being 6/3 per cwt., or in five ream lots 6/0 per cwt. We will gladly send samples of the above to any of our friends who have not yet received them.

* * *

**Fancy
Cards.**

May we again remind our readers, just before the Festive Season of the Year, that we have a wide range of Fancy Cards which will be found suitable for a variety of purposes, and which will save the printer considerable time in the production of something which will prove neat and attractive and which will be sure to appeal to his customers. Our sample book contains examples of Fancy Cards for all purposes, including Programmes, Menus, Invitations, and Folders. Many of the cards have had a phenomenal success, and it is pleasing to be able to report that this department of our business is growing by leaps and bounds.

Valuations.

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A PROPOS of the Insurance Bill, the Council of the Federation
of Master Printers has passed the following resolution:—

That the Council is of opinion that under the National
Insurance Bill an undue burden is placed on employers of labour in
those trades where the amount paid in wages forms a very large
proportion of the turnover, and that the Bill will not be acceptable
to the printing trade unless a larger share of the necessary cost is
thrown on the general community.

By the will of the late Mr. Joseph Pulitzer, the proprietor of the
New York World, his newspapers are left to his three sons. The
sum of £400,000 is bequeathed to the Columbia School of Jour-
nalism, and £200,000 is to be devoted to the cultivation of music,
art, and literature. A sum of money is also left sufficient to provide
an annual prize of £100 for the best newspaper editorial, and £200
for the best bit of reporting work. The will of Mr. B. E. Fletcher,
of Fletcher & Sons, printers, Norwich, shows an estate valued at
£144,138; that of Mr. A. J. P. Brown, of Brown, Brough & Co.,
paper merchants, Warwick Lane, at £41,288; and that of Mr. C.
Cumbers, of Johnstone & Cumbers, printing ink makers, Farringdon
Street, at £41,443. By the death, at Liverpool, of Miss Willox,
sister of the late Sir J. Willox, the reversion occurs of a large sum
of money to charitable institutions, including £10,000 to the News-
paper Press Fund. Sir John was the proprietor of the *Liverpool
Courier*, and left estate of the gross value of £165,025.

It seems as if copyright registration is to be abolished under the
new act which will come into operation in July next. Not a word
was said about registration, either upon the second reading or the
report stage, neither did Lord Haldane say anything about it when
introducing the Bill in the House of Lords. If this be so, the
Stationers' Company loses its most treasured privilege, and the blow
is one of the most serious aimed at the Guilds for a long time past.
It is well-known that the Stationers' Company enjoyed, in former
times, a monopoly of the printing of all books, and long after this

"BELGRANO" Tinted Papers

FOR

High-Class and Artistic Results.

Supplied in the following Delicate Tints:—

ROSE PINK.	GREEN.
LILAC.	SALMON.
BLUE.	YELLOW.

In the following Weights and Sizes:—

42 lb. - Dbl. Large Post.	50 lb. - Dbl. Medium.
21 lb. - Large Post.	25 lb. - Medium.
40 lb. - Dbl. Crown (21 x 30).	

All 504 Sheets, Flat.

Price **2 $\frac{3}{4}$ d.** Per lb.

SAMPLE BOOK ON APPLICATION.

These Papers will be found especially useful for
Winter Season's Printing.

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privilege had gradually been withdrawn from them, they continued to assert the exclusive right of publishing almanacs. This claim was successfully contested in 1775 by Thomas Carnan, a bookseller in St. Paul's Churchyard, but after this date the Company continued the publication of almanacs with considerable profit to themselves.

A considerable amount of controversy is going on at the present moment in respect to the effect of modern types on the eyes. The complaint is being made that books for school children are printed in small type, thus causing additional strain to the eyesight, and consequent eye troubles. In a report by an eminent oculist, on the new fount of type which was employed for the *Times* in 1909, it was stated that all books for the young should be printed in type sufficiently large, and sufficiently well spaced, to be read quite easily at a distance of, say, two feet from the eyes. During the recent discussion the *Times* has again drawn attention to this report. Other ophthalmologists agree with the dicta of William Morris who held that books should be easy to read and should not dazzle the eye or trouble the intellect of the reader by eccentricity of form in the letters. Other authorities again complain of the increasing use of art papers, holding the opinion that the shiny surface has a very deleterious effect upon the eyes, whilst Dr. Boyes gives as a cause for defective sight in school children the general use of white paper for writing and drawing, which is more trying to the eyes than the dull surface of the slates which used to be employed. Although there has been a considerable amount of controversy, no very practical suggestions have been forthcoming.

An interesting discussion took place on the 22nd ult. at the St. Bride Foundation on "The Disloyalty of the Wholesaler to the

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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.

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

Printer." The discussion was opened with a view to settling upon some definite policy in order to face the system adopted by certain traders, who are canvassing and obtaining orders direct from customers (quoting them the lowest trade prices), thereby infringing true trade principles to the detriment of legitimate printers.

Says the *Evening News*:—"With dear provisions and the cost of keeping alive mounting year by year it seems hard that we should have to pay enormous sums for dark blue and whitey-brown paper. It has been estimated that the total loss to consumers of tea in the United Kingdom for a year is £525,000 from this cause. There are many firms who sell commodities in wrappers, although the weight of the wrapper varies. But short weight is undoubtedly a growing custom, and considerably adds to the cost of living, when looked at over a whole year. The Middle Ages would have treated this complaint by compelling the offenders to promenade the principal streets, clad solely in dark blue paper."

The Government has formulated an important scheme for the more effective dealing with industrial disputes. A National Industrial Council is to be formed, composed in equal proportions of representatives of capital and labour who will consider all disputes referred to them. Sir George Askwith will be Chairman, and, to represent the printing trade, Mr. C. W. Bowerman, M.P., and Mr. W. A. Clowes have accepted Mr. Sydney Buxton's invitation to serve on the Council. This Council will, no doubt, strengthen the operations of the Board of Trade in the discharge of their duties under the Conciliation Act of 1896.

"In our own country," says the *Sales and Wants Advertiser*, "book lovers have to deplore the destruction of the libraries in the reign of Henry VIII. at the dissolution of the monasteries. Those who purchased the religious houses took the libraries as part of their booty. Many of the books were sold as waste paper, and ship loads were sent abroad, which accounts for the many valuable 'finds' at out of the way book shops on the Continent. Popular rage also spent itself on illuminated MSS. Any which had red letters on the title-page were thrown into the fire as being papistical and diabolical. And many otherwise beautiful MSS. which have escaped utter destruction are found stripped of their gold initial letters, for the gold used by mediæval scribes was not gold leaf, but a thin plate of gold, and so the mutilation of a few illuminated missals realised a small fortune."

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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.

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

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By Experienced Designers and Printers.

LOW PRICES. GOOD WORK. PROMPT DELIVERY.
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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 (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.

PRACTICAL NOTES

On Make-up.

IN the bookroom of a printing office one naturally expects to find many rules and usages that cannot well be observed in the newsroom, but in the following statements, from an article in an American contemporary, there are points that it is well for every compositor and maker-up to be conversant with. The placing of cuts and the practice in regard to break lines are matters that concern newspaper make-up as much as that of either book or magazine nowadays.

Where a page has footnotes of much smaller type than that used in the text, and where no footnotes occur on the preceding or following page, it should be made slightly shorter than the other pages of the work; for the reason that, there being less shoulder on the smaller type, the page will appear longer. So where a rule separates the body of the page from the footnote, there should be put more space between the rule and the footnote than is used above it, or the rule will not appear to be in the centre of the space.

Where a half-title is used in a book, whether consisting of a single line or several, it should never be placed in the centre of the page, but somewhat above it. A type page always has a blank line at the bottom, but none at the top. Therefore when a bastard title is used, or a page having but a few lines upon it, they should be put somewhat above the middle of the page.

If a page has subject headings in an otherwise solid page, these headings should not be placed in the centre of the space they occupy. They refer to what follows them, and should be placed so that there is noticeably more space above the line than below it. If, however, the line is merely a display line, equally connected with what precedes and what follows it, it should be placed midway in the space allotted to it.

One would suppose the knowledge that a broken line at the end of a paragraph should never be placed at the top of a page or column would be elementary with a printer, but the writer has seen many instances where makers-up have thought it permissible if the line was a full one, and would so make up a page. The maker-up should avoid dividing a word at the bottom of a page, and never do

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120lbs Double Imperial.

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so when the leaf has to be turned to find the rest of the word.

The largely increasing use of half-tone and other illustrations makes it necessary that the maker-up should know how to insert them properly. Illustrations should be as near as possible to the ext referring to them. If cuts are large and run heavily, as oftentimes in magazines, no attempt, however, can be made to do so, and at best the cuts can only be placed in the order in which the subject matter they illustrate appears in the text. If but a single cut appears on a page, and it does not occupy the full width of the page, it should always be on the outside of the page, that is, on the side the folio is; greater prominence is thereby given it, and it is more easily seen. So, also, where two cuts are on a page, if one extends the full width and the other does not, the latter should be inserted as if there were but one. But if two or more small cuts appear on a page, the larger or greater number of them should be on the outside of the page. If a single full-width cut is used, it should not be placed in the centre of a page, but above it, for when a cut is placed in the centre of a page it appears to the eye to be below it.

The Printers' Register.

Our next issue will contain a number of Tables which will be found of practical usefulness by every printer. This issue will be an altogether special number, and will commence our seventh year of publication. Should any of our readers not receive a copy of our Circular regularly, we shall be pleased to hear from them so that we may place their names on our mailing list.

NEW LINE OF

Strong, Hard,

BROWN PAPER

No. 789 Quality.

120 lbs. Double Imperial.

PRICE 10/0 PER CWT.

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Marlborough's Penny Rent Book	...	8s. 0d. per gross.
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Landlord's Rent Book, having coloured pages, to divide it into facsimiles of Tenant's Book	8s. 0d.	"
Ditto, Enlarged and Strongly Bound	...	20s. 0d. "

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No. 7. HALF-BOUND LEATHER.	
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No. 8. STRONGLY BOUND.	
Smooth calf, cloth sides, lettered back, indexed and paged, 288 pages, azure laid paper. (Sell 15s. 0d.)	10s. 6d.
No. 9. STRONGLY BOUND.	
As No. 8, 480 pages, azure laid paper. (Sell 21s. 0d.)	15s. 0d.

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WHAT OTHERS ARE DOING

AN arrangement for close co-operation has been entered into by George Routledge & Sons, Ltd., and Kegan Paul, Trench, Trubner & Co., Ltd. The joint offices are at Broadway House, Ludgate Hill, E.C.

The report of the Aberdeen University Press shows a profit of £4,586, making, with the balance brought forward from last year, £5,146 for appropriation. A dividend at the rate of 5% per annum was declared on the ordinary shares; £1,000 was written off machinery and plant, and £1,196 carried forward. The Directors of Edward Lloyd, Ltd., have declared the dividend due October 1st on the 5½% Preference Shares, and after placing £20,000 to reserve have declared an interim dividend at the rate of 1/- per share, free of Income Tax, on the ordinary capital in respect of the half-year ended June 30th last. Messrs. Novello & Co., Ltd., have declared a dividend on the ordinary shares of 12½% per annum, and have placed £1,400 to reserve.

The compositors of one of the larger printing establishments at Essen recently went out on strike, objecting to the position a new foreman had selected for his desk and being refused the privilege of placing it to suit themselves. It is satisfactory to find, however, that the Union Committee sent the men back to work. What next?

If this is correct it seems P.R.O.D.I.G.I.O.U.S. The *Saturday Evening Post*, of America, had 1,624 pages of advertisements last year, the price charged working out at £700 per page in each issue. The *Ladies' Home Journal* gives up 434 pages per annum in advertisements, the revenue being close upon £1,200 per page.

Books, reviews, and other printed publications, sewn or not, are now free of Customs Duty on importation into Turkey. Customs

AT THIS SEASON OF THE YEAR -

There is a Demand

FOR

Fancy Cards

For Programmes, Menus, Folders,
Invitations, Circulars & Advertising
- Schemes of every description. -

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SAMPLES? IF NOT, YOU ARE NEG-
LECTING YOUR OWN INTERESTS.**

All Cards made in our own Factory
with the most up-to-date Machinery.

A wide selection of Artistic and
Attractive Designs, which will appeal
- - - to your Customers. - - -

SAMPLES ON APPLICATION.

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

Duty will, however, be assessed on the value of the binding of books, etc., bound in boards or otherwise. The exemption from duty extends to catalogues, advertisements on paper or cardboard, even with illustrations, imported for gratuitous distribution by commercial houses or other establishments; also to MSS. and printed or drawn building plans, but not to registers, ledgers, memorandum books and the like, imported for the use of commercial or financial establishments or other businesses.

£15,000 is being asked for the *Missale Speciale*, in the possession of W. L. Rosenthal, of Munich. It is the only copy known and is supposed to have been produced by Fust & Schoeffer, at Mayence, about 1400. It is, therefore, up to date, the most expensive book in the world.

The Federation of Northern Newspaper Owners have, in accordance with the terms of their advertisement, forwarded a cheque for £50 to the individual who gave information which led to the conviction of three men, at the Liverpool Police Court recently, for stealing newspapers and returning them as unsold copies. One man was sentenced to three months' and the other two to two months' imprisonment.

The Caxton Publishing Co. are inaugurating a competitive examination in business knowledge, the prize being a vacancy in the office, the commencing salary of which is £200 per annum. Competitors must own the "Business Encyclopædia," as the questions will be based on the 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.

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43 & 45 St. John Street
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SPECIAL CLEARANCE LINES

Reams.	Reference No.	Weight.	Size.	Sheets.
30	118	36	s/c Double Demy	516
35	237	53	s/c "	516
40	309	55	Printing. "	500
27	2378	28	s/c Double Cap	516
30	2314	47	s/c "	500
80	134	34	Printing. Quad Cap	480
11	342	49	" "	516
5	348	79	" Double Crown	516
38	639	98	" 31 × 41	500
40	126	32	" Double Royal	500
28	1265	132	" "	516

Price **1½d.** per lb.

Special Clearance Lines of Linen-faced Cover Papers.

Reams.	Ref. No.	Wght.	Colour.	Size.	Sheets.	Price.
10	192	37	Canary	Demy	516	2½d.
11	107	33	Orange	Medium	516	2½d.
9	134	38	Cal. Grey	"	516	3½d.
13	245	38	Olive	"	516	3½d.
11	303	40	Slate	"	480	3½d.
19	114	40	Green	"	480	3d.
4	157	50	Brown	Royal	480	3d.
13	225	55	Drab	"	500	3d.
10	356	46	Sage Green	20 × 28	516	3½d.
11	142	56	Cream	22 × 30	480	2½d.
7	175	75	White	20 × 30	480	2½d.

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Reams.	Reference No.	Weight.	Size.	Sheets.
17	1878	28	s/c Demy	480
7	1920	60	s/c "	480
50	175	64	s/c "	516
26	1659	28	Printing. Double Demy	480
30	180	38	" "	504
70	133	42	" "	480
90	172	21	" Double Crown	480
35	164	30	" "	480
17	2100	31	" "	480
11	2103	38	" "	480
12	892	40	" "	500
30	2277	47	s/c "	480
18	446	57	Printing. "	480
18	186	76	" "	480
10	115	120	" Imperial	516
8	114	26	" Royal	516
23	232	34	Toned. "	480
5	190	41	Ant. Laid "	480
10	226	100	Im. Art. Double Royal	516
10	217	14	Printing. " Cap	480
26	663	24	" " "	480

Price **1¾d.** per lb.

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Dorset Street, Salisbury Square,

—LONDON, E.C.—

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.

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