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CIRCULAR

To *PRINTERS . .*
and *STATIONERS.*



JULY, 1911.



R. T. TANNER & Co., Ltd.,
Dorset Street, Salisbury Square,
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For Artistic Covers.

The Design of the Cover of this issue is supplied in the following combinations:—

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With Panel Design the following combinations are supplied:—

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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
BUENOS AIRES.

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Cables: A.B.C. 5th Edition,
Western Union and A 1 Code.

Exclusive Trade Circulation.

Vol. VI., No. 7.

JULY, 1911.

Gratis and
Post Free.

THE INSTITUTE OF PRINTERS AND KINDRED TRADES.

IN accordance with the generally expressed desire for a definite programme of events in connection with the social side of the objects of the Institute, the Council have published, in booklet form, the arrangements for 1911-12. Several new functions have been added to those hitherto given, and, with few exceptions, they will be free to members. The Council cordially invite members to give what assistance they can in all the various functions, either by way of suggestion or advice, as well as by actual work, particularly in connection with the Concerts, Exhibitions, Debates, and the production of the Souvenir of Printing. The Council feel confident that if the Members generally will take this personal interest in the affairs of the Institute, there must result not only an increase of membership, but also in the usefulness of the Institute to its Members, and to the trades it represents. Letters addressed to the Hon. Secretaries will be welcomed and will receive prompt attention, or suggestions can be brought forward at any of the ordinary monthly meetings, which will be held at the headquarters of the Institute every Fourth Wednesday from October to May, at 7.30 p.m. To keep the Members in touch with each other during the

SUNNYSIDE

Cream Laid Large Post.

A High - Grade Writing
at a reasonable Price,
suitable for ink or type.

SUPPLIED IN

21 lbs. and 24 lbs.
(480 SHEETS.)

PRICE $2\frac{7}{8}$ PER LB.

Watermarked "Sunnyside."

Send for Samples. Post Free on Application.

This Paper is especially suitable for all
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Telegrams—
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London."

Summer months, several events have been arranged, in which the Members and their friends can participate at small cost, and it is hoped that these functions will receive hearty support, so that they may be continued in succeeding years, to the benefit of the Members and of the Institute.

OUR MONTHLY REVIEW

"Sunnyside" Cream Laid. We have introduced an excellent Cream Laid Writing which is watermarked and sold under the name of "Sunnyside." It is a high-grade paper at a reasonable price and will be found equally suitable for ink or type. Already it has met with a large sale for Commercial Work and is being used extensively by the modern printer. Supplied in Large Post, 21 lb. and 24 lb. (480 sheets), the price being $2\frac{7}{8}$ d. per lb. We shall be pleased to submit sample on application.

Billheads and Memos.

We always keep on hand a representative stock of these everyday requirements, in all the usual sizes. In Billheads we supply three grades, as follows:—"Belgrano," "Scriveria" and No. 2 Quality, in the following sizes: 8vo up, 8vo broad, 6mo broad, 6mo long, 6mo up, 4to, 12mo. The "Belgrano" is also supplied in foolscap folio; the "Scriveria" 2-3rds. long folio, and the No. 2 in foolscap folio and 2-3rds. long folio. The prices range from 1s. 7d. to 6s. 6d. per 1000. All Billheads are supplied ruled 2 on, with $2\frac{1}{4}$ in. heading, except foolscap folio, which is 3 in. The "Belgrano" Memos have an immense sale; the 8vo being 2s. 2d. per 1000 and the 6mo, 2s. 10d. per 1000. A reduction of 1d. per 1000 is made for orders of not less than 5000, and 2d. per 1000 for orders of not less than 10,000. We have prepared a handsome sample book of these Billheads and Memos and shall be pleased to send a copy to any printer who has not yet received it. As it will be found extremely useful for future reference, it should be in the hands of all up-to-date members of the craft.

Valuations.

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OWING to the charter of the Printers' Pension Corporation it would be impossible for the Council to continue the publication of *Printers' Pie*, in the event of anything happening to Mr. Hugh Spottiswoode, and as his executors consider that they would not be justified in continuing the heavy financial risk, which has hitherto been borne by Mr. Spottiswoode, it has been decided to convert it into a private limited company. The property has been valued at £10,000. The company issues Preference Shares to this value, which shares will be placed in the hands of trustees of the "Printers' Pie" Trust, with the proviso that 60 per cent. of the income received will be handed over to the Printers' Pension Corporation, and 15 per cent. to the remaining charities, which have hitherto benefited by the profits. The remaining 25 per cent. will be reinvested in other securities and when the funds have accumulated the income will be divisible amongst the charities. Hitherto, the contributions have not been paid for, but in future it has been decided to pay literary and artistic fees. We cannot but feel that it is a step in the right direction in putting matters on a business basis on the lines suggested by Mr. Spottiswoode, and we agree with him in his statement that whatever the ultimate future of the publication may be, it will create a permanent memorial to the authors and artists who have assisted him in the foundation of an annual which has been looked forward to by all sections of the community.

* * *

The will of Sir Thomas A. de la Rue shows an estate valued at £822,041. Large bequests were made to employees, including annuities to the heads of departments and legacies from £500 to £20 (according to length of service) for persons in his own employ, but not for employees of companies of which he was a director.

* * *

The Copyright Bill has met with a fair amount of criticism from one quarter and another. The length of copyright is the point

LINEN FACED ROYAL BOARDS.

These Boards have met with a large Sale since their introduction, meeting the popular demand nowadays for Linen Faced Work.

They are supplied in nine delicate tints, as follows:—

BLUE.	NECTARINE.	SALMON.
PINK.	MOTTLED GREY.	PRIMROSE.
MIGNONETTE.	AZURE BLUE.	CALEDONIAN GREY.

The Printer will find these new Boards a distinct advance on plain Boards for Artistic Work of every kind. The most pleasing effects may be obtained with single printing.

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PER GROSS.

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Write for Samples.

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Three Lines.

attacked by the publishers. According to the original Bill it subsists for 50 years after the author's death, but an amendment has been made, whereby anyone who gives notice of his intention to reproduce the work, may do so after 25 years on condition that he pays 10 per cent. of the published price of all copies sold to the owner of the copyright.

* * *

Mr. Clowes, of Messrs. W. Clowes & Sons, Ltd., has been appointed the first president of the newly-formed Master Printers' and Allied Trades' Association.

* * *

The will of Mr. G. Spicer of Messrs. Jas. Spicer & Sons, paper merchants, shows an estate valued at £125,434. Among his bequests are £500 each to the British and Foreign Bible Society, and the London Missionary Society; £250 each to the Congregational Pastors' Retiring Fund; the Congregational Chapel Building Society; the London Congregational Union; Congregational Chapel Aid Society and the Colonial Missionary Society.

* * *

One of the pleasantest features in connection with the Coronation, and one which may be the means of untold good, is the banquet given to the newspaper proprietors, editors and journalists of Greater Britain by their colleagues of the home Press.

* * *

Don't overlook the fact that we always have on hand large stocks of job lines and overmakes of papers of every description. They are too numerous to detail, but any application will be immediately replied to, and suitable samples submitted.

* * *

It is announced that the cost of producing the recently completed official history of the Boer War has amounted to £34,706. The official History of the Russo-Japanese War, which is in course of compilation, has already cost £5,703.

* * *

Mr. Edison, says the *Caxton Magazine*, is reported as predicting that before the end of this century nickel will be used instead of paper for books. A sheet of nickel one twenty-thousandth of an inch thick is cheaper, tougher, and more flexible than an ordinary sheet of book paper, and it will absorb printer's ink. A nickel book two inches thick would contain 40,000 pages. It would weigh only a pound, and the cost of the nickel pages would be 5s.

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By the most up-to-date plant
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DON'T FORGET

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

Acting on a suggestion from the Chamber of Commerce the Postmaster-General has decided to supply, at a charge of one half-penny, certificates for posting a letter, as a proof that it has been posted to a particular person. This does not interfere with the present system of registration which will continue as heretofore.

* * *

From time to time we have given in our pages suggestions which have been made for the use of paper. The latest is a new fibre for textile manufacture. Mr. Carl Hellberg, of Halmstad, believes that he has discovered a means which will make the manufacture of yarn from paper a commercial possibility. If this comes about, we may in the near future hear of paper clothes.

* * *

Sir Vezey Strong presided at the eighty-fourth anniversary festival of the Printers' Pension Corporation, which was held in the Connaught Rooms, Great Queen Street. There was a large and representative gathering, and during the evening a loyal message was forwarded to the King to which a reply was received during the evening and read amidst loud cheers. It was announced that subscriptions amounting in the aggregate to £6,086 1s. 6d. had been received.

* * *

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1911

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

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(American style).

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Low Prices and Quick Delivery.

Send for Samples and state requirements.

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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.

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THE TRADE COLOR PRINTERS.

Telegrams: "Almanac, Leeds."

Telephone 461.

TABLE OF EQUIVALENT WEIGHTS.

Size of Paper.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.
Demy, 17½ × 22½	13	14	15	16	17	18	19	20	21	22	23	24	25
Dbl. Foolscap, 17 × 27	15	16	17½	18½	20	21½	23½	26½	29½	33	37½	42	47½
Royal, 20 × 25	16½	17½	18½	20	22½	25½	29½	34½	40½	47½	55½	64½	74½
Super Royal, 20 × 27	18½	19½	21	22½	24	26½	30½	35½	41½	48½	56½	65½	75½
Double Crown, 20 × 30	19½	21	22½	24	26½	29½	33½	38½	44½	51½	59½	68½	78½
Imperial, 22 × 30	21½	23½	25½	28½	31½	35½	40½	46½	53½	61½	70½	80½	91½
Double Demy, 22½ × 35	25	28	30	32	34	36	38	40	42	44	46	48	50

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WEDGWOOD BLUE and WHITE

An Ideal and Useful Paper for
Dainty Printing of every kind.

- ☐ Hopsack Blue especially suitable for
Covers, Folders, Brochures, etc.
- ☐ Hopsack White an ideal paper for
Programmes, Menus, Folders, etc.

Hopsack White harmonises well in conjunction with
Hopsack Blue.

THE PAPER PAR EXCELLENCE FOR THE MODERN PRINTER.

Stocked in Large Post, 29 lbs.
(480 sheets to ream).

Price **5 $\frac{1}{2}$ d.** per lb.

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(3 lines).

PRACTICAL NOTES

Ink Quantities for Three-Colour Work.

A contributor to the *Printers' Register* gives some practical hints in regard to estimating the quantity of ink required for three-colour work. He says that when estimating for three-colour work the most uncertain quantity is usually the amount of ink likely to be required, and if the run should be a fairly good one, say 25,000 double crown sheets containing eight three-colour blocks 9 in. by 6 in., unless a certain basis can be found on which to make the calculation it is usually very much underestimated. When it is remembered that ink of an average price of 5s. per lb. is being used, a few extra pounds above the quantity estimated may turn into a very poor bargain what appeared on the estimate sheet to show a good profit. The class of machine to be used needs to be taken into consideration also. Within the last few weeks the writer had occasion to print 150,000 three-colour postcards on a royal cylinder (twelve up) and within a few weeks to repeat the order, printing four up on platen presses. For future reference the quantity of ink used was carefully kept, and it was found that about 4 lb. more had been used on the platens than on the cylinder. This, doubtless, was partly explained by the fact that the run for each colour on the cylinder was 13,250, about two days' actual running time; while each colour on the platens was 40,000, or about five days' run, allowing for overs in each case. Thus much more ink was wasted in the increased number of times the platens required washing up. Experience has proved, however, that for runs of 10,000 or more the safest method is to find the number of square inches contained in the print and to allow $\frac{1}{2}$ d. per square inch for all three colours per 1,000. To print 10,000 or 25,000 double crown sheets containing eight three-colour blocks 9 in. by 6 in. the quantity of ink required would be worked out thus: 9 by 6 = 54 by 8 = 432 farthings = 9s. per 1,000 sheets; 10,000, £4 10s.; 25,000, £11 5s. This is a much safer method than jumping at figures, for on first thoughts they may look high, but experience will prove they are not.

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.

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THE WHITEST PAPER IN THE MARKET.

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Don't fail to secure them quickly.

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

Grams :
"Tanner,
London."

Linotype Hints.

A CONTRIBUTOR to *Linotype Notes* endorses an earlier suggestion for attaining and maintaining speed at the keyboard.

"First and foremost, I am convinced there is one thing that is the basis of fast operating. It is this: *Use the thumbs.* Let any operator place his hands on the keyboard ready for operating and note their position. The fingers are all in position for the main range of the lower-case, with the thumb in the exact position for the few letters at the bottom, such as n, u, p, and occasionally one or two higher letters. If the fingers are used for these letters, then the whole of the hand is thrown out of position, but if the thumbs are used it will be found that each finger will automatically drop on the desired letter. Try a few words and prove it.

"The necessity for clean setting is obvious; but with a proper style—and with the all-important proviso of the machine being in proper order for fast operating—one must automatically set clean, and it has been my experience that the cleanest work has been on the fastest operating. The really fast operator is invariably clean.

"For setting caps and periods I use chiefly the second, third and little fingers of the right hand, the thumb automatically dropping on the full-point and comma as required. Apart from the preliminary movement of the hand to the cap. side, this entails the minimum of movement necessary for list of names, &c.

"For sending the line away when full I use either the right or left hand, whichever is most convenient, but in the great majority of cases the left hand, as the hands are then at once in their correct position on the fall of the assembler. If the right hand is used on the handle, it means a small loss of time if the fingers of that hand are required for the first letters of the next line. To some it may appear that these small points are carrying things to extremes, but it is the small things that count."

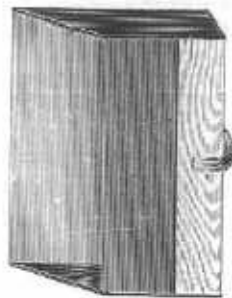
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Receipts, Letters, and Papers of all kinds.



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 $7\frac{1}{4} \times 5\frac{1}{2}$ (inside) selling at 1/-, to 18×12 , 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
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LECTURES	MUSIC	REPORTS
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LISTS	PAPERS	<i>Blank Label</i>

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WHAT OTHERS ARE DOING

THERE are many curiosities at the Press Exhibition, which was opened on June 26th, at the White City by the Duke of Teck, which will interest many of our readers. Mr. Punch has sent his famous table from Bouverie Street, on which are carved the monograms and initials of the various writers and contributors. There are many curious advertisements of one kind and another as well as a set of first issues which illustrate in a melancholy way the rate of mortality among journalistic ventures. An attractive exhibit is sent by the St. Bride's Foundation Institute, including a set of original cartoons by Mr. Arthur Moreland. The marvels of modern newspaper production are illustrated and altogether the Exhibition is one which will appeal not only to the members of the craft but also to the general public.

* * *

The last report of the Printing Trades and General Insurance Company, Limited, states that the net premiums for the year amount to £2,757 as against £1,427 for the preceding year. The net losses were £1,323 being 48 per cent. of the premium income, as against 53 per cent of the premium income of the preceding year. The profit, including the amount brought forward, is £953, out of which the directors propose writing off $33\frac{1}{2}$ per cent. for preliminary expenses, and to carry forward £718.

* * *

At the last Annual Meeting of A. B. Fleming & Co., Ltd., the directors declared a dividend on the ordinary shares of $7\frac{1}{2}$ per cent. making $12\frac{1}{2}$ per cent for the year. £300 was written off for depreciation, and £2,000 carried to reserve, increasing this fund to £38,000.

* * *

The directors of *The Financier and Bullionist*, Limited, have declared an interim dividend at the rate of 30 per cent. per annum for the quarter ending March 31st, free of income tax.

One of the Best Wrappings on the Market.

No. "220" Quality,
Double Imperial, 120 lbs.

DARK BROWN

Exceptional Quality
and Fine Colour.

Price . . **8/6** per cwt.

We carry a large and representative stock of

BROWNS

suitable for any and every requirement.

Samples and prices on application.

Don't fail to see these before ordering.

R. T. TANNER & Co., Ltd.

Dorset Street, Salisbury Square,

☘ **LONDON, E.C.** ☘

As a journalistic venture, says the *Financier and Bullionist*, the Amalgamated Press has achieved a commercial success which has been phenomenal. The capital is £1,300,000, of which £550,000 is in 5 per cent. Preference shares. The company was registered in 1896 as Harmsworth Brothers, Limited, the present name being adopted in 1902. All the Preference and £500,000 of the Ordinary shares are paid up. A feature of the Preference issue is that no Debenture stock can be created without the assent of a three-fourths majority of the holders of the Preference. Also, after payment of the Preference dividend there is to be set aside £10,000 to reserve, up to £100,000, and then £5,000 annually until the fund amounts to £200,000, which has now been reached. The Preference shares are cumulative, and rank in priority as to capital. Between 35 and 40 per cent. has been paid on the Ordinary capital.

The Associated Newspaper Company is under practically identical management with that of the Amalgamated Press. It has acquired the "Daily Mail," the "Illustrated Mail," the "Overseas Mail," the "Evening News," and the "Weekly Dispatch." Of £1,600,000 authorised capital, 500,000 £1 shares are Five per Cent. Cumulative Preference, 600,000 are Cumulative Ordinary, ranking for 7 per cent., and 500,000 Deferred, taking surplus profits. After satisfying Preference and Ordinary, £20,000 has to be annually placed to reserve. Ten per cent. has been paid on the Deferred for four years.

The profit of the Company for the past year, after providing for depreciation, etc., amounted to £162,800—an increase of about £500. The amount brought forward was £17,000 less than last time, and the raising of the dividend on the Deferred shares from 10 to 12 per cent. calls for a distribution of £10,000 additional, but £25,000 less than last time is placed to reserve. After providing for income tax, there is a small decline of £300 in balance forward.

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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West Smithfield.

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.

RESPECTABLE YOUNG MAN, age 21, seeks situation in warehouse or any capacity. Can drive one and two horses. Good knowledge of London. A business and non-smoker. Can produce good references. Please write "W.R." c/o R. T. TANNER & Co., LTD.

STATIONERY ASSISTANT, age 31, requires situation, town or country. Thoroughly experienced in taking orders for Letterpress, Lithographic Printing and Account Books, etc. Excellent references.—Apply "W.E.G." c/o R. T. TANNER & Co., LTD.

STEADY, RELIABLE MAN, with full knowledge of white, ink and gold blocking; account book and bookbinders forwarding; seeks situation. Capable of taking charge.—Apply "P.E.R." c/o R. T. TANNER & Co., LTD.

STATIONERY—Vacancy for assistant with thorough knowledge of the needs of solicitors, also company work; must have had experience in a first class house. Send full particulars to Box 103, c/o R. T. TANNER & Co., LTD.

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