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Tanner's Trade Circular

FOR PRINTERS & STATIONERS

Published by

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39 & 40 Hutton Street, and
40, 41, 42 Primrose Hill,
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Vol. VI., No. 5.

MAY, 1911.

Gratis and
Post Free.

THE CORONATION.

THE Coronation appears to be the business theme of the day. Shop windows of every trade are displaying either souvenirs or articles, which, for the moment, have been christened with some name relative to the event. It is the mascot for every tradesman, and seeing this is the case, it can readily be understood that the printer is having his time fully occupied in supplying suitable literature to advertise these many specialities. Indeed, the printer who is not alive to this extra business must be a long way behind the times. Everything is in his favour—the block-makers and typefounders have come to his assistance by supplying Royal Portraits and other patriotic designs in almost every conceivable shape and size, and judging by the announcements we receive daily there is no side of the work required for Coronation printing which has been overlooked. And here we might mention that we have introduced several special papers suitable for this particular event, which we are pleased to say are having a large sale. Naturally red, white, blue and purple predominate, but only those colours have been selected which are considered correct. We have also introduced several fancy cards, which will also be found useful, particulars of which will be found in another portion of our impression.

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We have the following parcels to dispose of at a very cheap price.

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18	2526	38	Double Demy	516
15	117	40	" "	516
30	103	42	" "	516
9	172	48	" "	516
8	114	26	Royal	516
19	118	32	" "	516

PRICE 1½d PER LB.

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

DORSET STREET, LONDON. E.C.

OUR MONTHLY REVIEW

Coronation Specialities. It cannot be denied that the Coronation will give another fillip to the printing industry, and as everything about that time will bear on the event, we have introduced several specialities which we feel sure will appeal to our many readers. Among them we would draw especial attention to the Cecil Covers in special colours for Coronation work. As is now well known, this paper is of exceptional quality and possesses a cambric surface. The special colours referred to are of course red, white, blue and purple—colours which will have an immense vogue during May and June. The Papers are stocked in 40 and 55 lbs. Medium, 50 and 70 lbs. Royal, and 60 and 80 lbs. Double Crown (all 480 sheets to the ream). The price is 4½d. per lb., and an item of importance to our customers is that we can supply these papers without delay. A special sample book of the above colours has been prepared, which we shall be pleased to send to any printer making enquiries for it.

Fancy Cards. SINCE the enlargement of our card factory we have added many new patterns to our long list of Fancy Cards, etc., which are suitable for numberless requirements. Many of them will be found exceedingly suitable for Coronation printing, and for souvenir work of every description. It is impossible in the space at our disposal to particularise them, but we shall be only too pleased to send samples on hearing of our customers' requirements.

Another Reminder. WHILEST speaking of Coronation work may we again draw our readers' attention to our Dry Mounting Process? For mounting Three-colour Illustrations, e.g., of the King and Queen, either on paper, card, satin, silk or other material, it is unsurpassed. We are already receiving a considerable amount of work in this direction, and in every instance it has proved pre-eminently successful. We have also made a number of multiple mounts in red, white and blue for show cards, and we mention these facts to show instances where

The Coronation The Business Opportunity.

SPECIAL PAPERS & CARDS

SUITABLE FOR THE ABOVE
— IN GREAT VARIETY. —

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FOR
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WITH PROMPT DELIVERY
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DORSET STREET,
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the process can be used with the utmost satisfaction. As mentioned in our last issue, it will be a pleasure to show any of our readers the capabilities of the process when they call upon us, and we are sure it will prove a revelation to many.

Double Tone Inks. MESSRS. JOHN KIDD & CO., LTD., 11 Wine Office Court, Fleet Street, E.C., submit us specimen sheets which show the excellent characteristics and quality of a series of Double Tone Inks which have recently been placed on the market. These new inks make it quite easy to produce the rich, warm colouring that adds so much to the beauty of high-grade work. The gradation of colour in every instance is very marked; and in some cases especially the result is almost equal to that of good two-colour printing. Already this new Double Tone series is being used extensively for magazine illustration and similar work where quality is the first consideration. They are supplied in Blue Green, Ruby Black, Sepia, Mahogany, Brazil Brown, Black, Olive Brown, Blue Black, and Brown. The price of Double Tone Sepia is 3s. per lb., and the others in the above list are 4s. per lb. We strongly recommend our readers to secure these specimen sheets, which are published in booklet form under the title "Beauty in Double Tone Inks."

We would again remind our readers that we have a large stock in job lines of every description of paper, which we can offer at exceptionally low prices. We cannot, of course, give a complete list, but we will be pleased at any time to send samples to our customers on hearing of their requirements.

A copy of this Trade Circular will be sent to any printer in the British Isles, gratis and post free, on receipt of application.

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

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WITH A VIEW TO SAVING TROUBLE, LOSS, AND
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R. T. TANNER & Co., Ltd.,

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



IN the House of Commons Mr. Lansbury recently asked the Prime Minister if his attention had been called to the fact that a contract for the supply of stamps was entered into between the Government and a private firm in the year 1901 without competition being invited, and that the amount paid on account of this contract was £97,000 per annum, and that it has now been discovered that the estimated profit was more than £40,000 per annum, which is now being saved owing to competitive prices having been obtained. Mr. Hobhouse, who replied, said that although there was a saving on the new contract of £40,000 a year he could not say how much exactly of this sum was actual profit to the late contractor. It does not follow that because this saving has been secured for the future a similar saving could have been made by a competitor in 1899.

* * *

According to the *London Gazette*, the Secretary of State for the Home Department gives notice, pursuant to section 80 of the Factory and Workshop Act, 1901, that he has certified the process of applying dry metallic powders to, or dusting them off from, surfaces previously printed or otherwise prepared, in Letterpress Printing, or Lithographic Printing, or Coating of Metal Sheets, to be dangerous, and that he proposes to make regulations to apply to all factories and workshops in which such process is carried on. Copies of the regulations proposed to be made may be obtained on application to the Chief Inspector of Factories, Home Office, London. Objections to the draft regulations by, or on behalf of, any persons affected by the regulations must be sent to the Secretary of State within forty days from the date of this notice.

* * *

Mr. J. Harris has completed forty years in the service of Messrs. W. H. Smith & Son, as bookstall manager, at Spalding railway station. This is a record so far as length of service at one station is concerned.

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

Judge Rentoul said at the Institute of Printers' Dinner that no invention had at all approached printing in its power over the human race. Even the telegraph and steam sank into insignificance in comparison with that which printing has exercised on every department of life.

* * *

The annual general meeting of the Federation of Master Printers and Allied Trades of the United Kingdom will be held in Belfast from June 9th to June 13th. The members of the trade in Belfast are preparing for the event, and are anxious that it should be signalled by a record attendance. The programme is an exceptionally interesting one, and we can imagine the visit of the Federation to the Emerald Isle will be one to look back upon in years to come.

* * *

It cannot be denied that the printing trade of Germany has more or less centralized in Leipzig. There are in the town 170 printing establishments, 156 book publishers, 370 newspapers, etc., 70 type-founders and machine shops, 22 music publishers, and 450 agents connected with the trade. The number of persons engaged in the trade is over 60,000.

* * *

A machine has been invented for opening envelopes. In shape it is somewhat like a cash register, and opens twenty envelopes at a time without cutting the enclosures.

* * *

The inventor of the gummed postage stamp, says the *Sales and Wants Advertiser*, was a Scotsman, Mr. James Chalmers, of Dundee, who, in 1834, suggested the adoption of the practical system of affixing adhesive squares of paper to envelopes. Mr. Chalmers was ridiculed, and, among others, medical men predicted

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ESTIMATES FREE.

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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 (floral and ornamental); Zenith Decorative Transparencies (self-adhesive); Pictorial Posters and Window Bills; "In Memoriam" Cards (single folding and framing); Bordered Posters; Bordered Cards; Ruled Blanks for Invoices, Billheads, etc.; Patriotic Posters, Cards and Circulars.

TAYLOR BROS., LEEDS.

THE TRADE COLOR PRINTERS.

Telegrams: "Almanac, Leeds."

Telephone 481.

that the constant licking of gum would be prejudicial to the health of the nation. It was not until 1841 that the plan of Mr. Chalmers received the serious attention of the post office authorities.

* * *

At the annual staff dinner of Messrs. Cassell & Co., Ltd., a gold cigarette case was presented to Mr. A. Spurgeon, J.P., the general manager, on the occasion of his fiftieth birthday. In making the presentation, Mr. Golding said the gift represented the pennies collected from 1,676 members of the staff.

* * *

The Hon. W. F. D. Smith, principal of Messrs. W. H. Smith & Son, recently gave the land at Denmark Hill, at a cost of £70,000, for King's College Hospital. He has now undertaken to defray the cost of one of the centre ward blocks of the new hospital, which is estimated to cost £30,000.

* * *

The will of Mr. A. Street, of Messrs. Street & Co., Ltd., advertising agents, shows an estate valued at £5,214. That of Mr. W. Notting, of Bowling Green Lane, E.C., is valued at £4,915 gross and £3,747 net. He bequeathed £1,000 for a "William Notting" lifeboat and £500, in the hope that it would be used for a lifeboat-house, to the National Lifeboat Institution; a sum sufficient to endow three pensions to the Printers' Pension and Orphan Asylum Corporation, to be known as the "William Notting Pension," the "Pierre Notting (Luxembourg) Pension," and the "Sophia Notting Pension," these pensions being given to the applicants who have been longest on the unsuccessful list.

* * *

That the Caxton Convalescent Home at Limpsfield, Surrey, is appreciated is evidenced by the fact that 162 male employees in the printing and kindred trades were received during the past year, nearly all of whom returned to their work in renewed health and strength. Funds are urgently needed to carry on the good work during the current year and to enable the trustees to liquidate the building debt of £700, the balance of the loan with which the home is burdened.

* * *

Will our readers kindly 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, a fact which will appeal to our friends both in London and in the provinces.

Do you know this?

Do you know that a low-priced ink is not of necessity a cheap ink, and that a higher-priced ink is not necessarily a dear ink? A higher-priced ink will go further than a low-priced ink—it covers better—gives a better finish to the work, and as less is needed, dries quicker. It enables the job to be cut, bound and delivered sooner. Kidd's "Triumph" Cut Black at 2/6 is a case in point. It is most economical in use, and always turns out the printing in high-grade style. Some leading printers use nothing else for any of their black letterpress work. This number is printed with "Triumph" Black. KIDD & CO., LTD., 11 Wine Office Court, London, E.C.

PRACTICAL NOTES

The Art of Seeing.

THE following extracts are from an extremely interesting lecture given by Mr. J. Albert Cooper, and are continued from our last issue:—We will see, therefore, what place balance occupies with relation to jobbing composition. Most designs may be analysed in a similar way to a spray of "creeper." Take a page and divide it vertically through the centre. A well-balanced design will not show too much heaviness on either side. There may be certain features such as a main mass placed more to the left or right when we view the page as a whole, but when we look at it from the central line, that large mass must be so disposed that the amount showing on the left-hand side is balanced by the addition of smaller masses or lines on the right hand side. It may happen that while our large mass is composed of small type set close—giving a grey effect—our smaller masses may be a heavier head-line or a line or two in another colour, in which case our larger mass will not want to be so near to the centre as would be the case if the larger mass were the more prominent feature. In the case of book pages, with the possible exception of the title and half-title, if any, we must consider not each page by itself, but the opening as one page divided in the centre by the fold, in which case our outside margins should be larger than that between the pages. As to how much larger must be to a certain extent governed by the shape of the book, and whether it is an "ordinary" or "good" job; though it is usual in the case of "fine" editions, such as those of William Morris, to make the margin on the fore-edge equal to that between the two pages. In the case of title-pages, Morris (and several of his imitators), finding the page by itself on the right of the opening to be objectionable, as having nothing to balance it, overcame the difficulty in some instances by making a bordered title on the left-hand side, which balanced the first page of text beginning on the right. As, however, there are few cases where this can be done in ordinary practice, the title must, it seems to me, be treated by itself, and if there is a blank page in front of it, the fact of the title being nearer to the back than the fore-edge will not be found objectionable; and as the old saying has it,

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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 $7\frac{1}{2} \times 5\frac{1}{2}$ (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
CATALOGUES	MANUSCRIPT	PRICE LISTS
INVOICES	MSS.	RECEIPTS
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"Of two evils choose the lesser," so, where it cannot be avoided, it is better to have the title in the back, rather than to make all the other pages centre or come nearer the front. The next subject is harmony, which is the just adaptation of parts to each other, so as to form a symmetrical and connected whole, and implies, I think, not merely a passably satisfactory arrangement, but such a one as shall give positive pleasure to the beholder. Harmony is of many kinds, and so subtle is it in detail as to make it exceedingly difficult to give an adequate explanation of any of its features—this is proved by the contradictory statements of most of the writers on the subject. While proportion, rhythm, and balance are more or less subject to scientific rules, harmony, especially colour harmony, is so intimately connected with feeling that unless you have that feeling for harmony—a natural sense of what is right—the only thing you can do is to follow good examples as far as possible, and so avoid making gross errors. First, as to colour harmony. The worst error an inexperienced person can make is to endeavour to be "original"—that is, in its usual sense, of inventing something "out of one's own head." True originality is individuality developed by a long and careful study of principles which are as old as nature, and any attempt at invention, apart from knowledge, evolves only bad work and a mistaken sense of one's own importance—whereas the more one studies and learns nature's secrets, the more one feels the vast amount yet unlearned. Good work rarely shows all its qualities on the surface or to the casual observer; its beauties must be studied to be appreciated. It is far better to learn the control of a few colours, such as red, black, brown, green, and orange, and see how these colours are arranged in nature and by the greatest craftsmen, than it is to be continually trying experiments with various so-called "art" colours, without having obtained mastery over the simpler ones first. And you must not understand, when I say "simpler," that I mean the use of *any* combination of colours to be thought of as simple—for it is not so; but where you have black as one of the inks, you have not quite the subtlety and delicacy that you have when black is absent. The observation of nature, and some general hints, will help to educate you, if your faculties are merely untrained; but no one can produce good and inventive colour work who has not a natural liking for it. You cannot master it, as you can the letters of the alphabet, by sheer plodding. That there must be a natural gift for colour harmony is easily seen by taking a simple example, a job in red and black. Now, I may tell you, and you may have seen, that properly used, red is one of the most beautiful colours to liven up, and make handsome, a page of well-printed black; but you must have just the right quantity of red.

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"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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"Tanner,
London."

WHAT OTHERS
ARE DOING

A MEETING was recently held at Caxton House to promote the idea of amalgamating all the unions of the printing and allied trades in London. The following resolution was carried unanimously:—"That this meeting of the London printing trade unions is of opinion that there should be but one printing union in London, to embrace all grades or sections where labour is primary or tributary to the printing industry." The meeting also organised itself into a society under the title of the London Printing and Allied Trades' Amalgamation Committee.

* * *

According to the *Caxton Magazine*, a facsimile reproduction of the first book to be printed from movable types, namely, The Gutenberg or Mazarin Bible, is to be published. The prices will vary from £30 for an unbound copy on ordinary paper to £136 for a vellum copy in four volumes, bound in full morocco. The reproduction will be, like the original, in two folio volumes, containing 1,282 pages.

* * *

At the last annual general meeting of Messrs. Cassell & Co., Ltd., it was announced that the accounts show a profit of £28,346 for the year, which is £6,000 in excess of last year. After allowing for interest on the debentures, and with the balance brought forward,

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.

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:

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 FOR A VARIETY OF PURPOSES * * *

R. T. TANNER & Co., Ltd.,
Dorset Street,
SALISBURY SQUARE, LONDON, E.C.

there was a net balance of £26,070 for appropriation. Whilst the directors believe that the policy of conserving the finances of the company should still be pursued, they recommended, in view of the increased profit, that the dividend should be raised to 2 $\frac{1}{2}$ per cent. Of the balance £6,000 was placed to reserve, £8,000 to copyright equalization account, and £2,126 carried forward.

* * *

Messrs. Hodder & Stoughton have hit upon a novel scheme with the object of bringing out latent talent. £1,000 is being offered for the two best novels, the first prize being £600, and the second prize £400. The competition is open to all, and there is no entrance fee.

* * *

Presiding at the fourteenth annual general meeting of *Financial News Ltd.*, Mr. G. Flower stated that the profits for the year amounted to £45,110 3s. 10d. The directors recommended a final dividend of 5 per cent., making 10 per cent. for the year, together with a bonus of 5s. per share, making a total distribution of 35 per cent for the year. £5,596 4s. 4d. was placed to the ordinary reserve fund, and £7,500 to the establishment of a second reserve fund. In addition, the directors decided to distribute the sum of £3,000 to the members of the editorial, reporting and business staff as a bonus.

* * *

It is satisfactory to be able to report that the Printers' Medical Aid Association is in a healthy condition. From the last quarterly report we notice that whilst the receipts were £148, the expenditure was but £83. The funds of the Association stand at £359, an increase on the previous quarter of £65.

* * *

There are farthing daily papers in St. Petersburg, Moscow and Odessa, and yet the nation in which they are published is not over-enlightened. Is it that the literature is too cheap?

* * *

Lord Minto will preside at the anniversary dinner of the Newspaper Press Fund to be held at the Hotel Metropole on May 11th. Among those who are expected to be present are the following:— Lord Cadogan, Lord Mersey, Mr. W. Astor, M.P., Mr. P. Kerr Smiley, M.P., Sir Francis Maclean, Sir P. Playfair and Sir George Riddell.

Miscellaneous Advertisements

Including Situations Vacant and Wanted; Businesses and Goods for Sale and Wanted to Purchase; Partnerships; Premises to Let and Wanted, etc.

Arrangements 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.

PRACTICAL PRINTER, with small up-to-date plant and fair connections, 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 organiser and keen buyer of paper, estimating age 35 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; 5 years last engagement in City House; references if required.—"T.A.G.," c/o R. T. TANNER & Co., Ltd.

MANUFACTURING STATIONER—Young man, 22, desires change. 3 years' experience as counter hand, order clerk, stock keeper; also good experience in showrooms and valuations. First-class refs.—Reply, "G.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.

PRINTING—City Firm putting down small up-to-date plant require smart working foreman. Must be a live man with experience in good house. Box 101, c/o R. T. TANNER & Co., Ltd.

STATIONERY order clerk wanted, one who has had first hand experience of posting account books of every description through the railway; must have a good knowledge of papers and be able to estimate. Apply giving full particulars as to age, experience, salary etc., to Box 102, c/o R. T. TANNER & Co., Ltd.

BARGAINS IN BRASS BULBS—80 Gross to be cleared. 3-to-Pica plain, 2/- per doz., 21/- per gross; 8-to-Pica Dotted or Waved, 3/3 per doz., 42/- per gross. All 24 inches. Also 100 gross Reglets, Nonpareil to Pica, best seasoned oak, 7/- per gross. Net cash.—"H.R.," 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.—"B.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.—"F.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.

PACKER and WAREHOUSEMAN requires situation. Age 21. Excellent references of ability and conduct.—"H.A.," c/o R. T. TANNER & Co., Ltd.

WAREHOUSEMAN, CUTTER Etc.—Age 30, 15 years all-round experience, excellent references.—"F.K.G." 30 St. John's Church Road, Hackney.

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

MANUFACTURING STATIONER—Young man desires change. Age 25, well up in Account books and Commercial Stationery.—"B.A.," c/o R. T. TANNER & Co., Ltd.

PRINTING & STATIONERY—Exceptional opportunity to acquire a splendid business in one of the principal main roads in the West End suburb of London. Turnover over about £3,000. Excellent net profits. Price required £2,500, or nearest first offer. Must be sold. Every investigation can be made and trade references given.—Write "A.Z.," c/o R. T. TANNER & Co., Ltd.

STATIONER'S ASSISTANT requires situation. Age 24. Excellent references.—"W.E.D.," c/o R. T. TANNER & Co., Ltd.

STEADY, RELIABLE MAN, with full knowledge of white, fat and gold blocklog; account book and bookbinders forwarding; seeks situation. Capable of taking charge.—Apply "P.U.B.," c/o R. T. TANNER & Co., Ltd.

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