## CHEAP and EFFECTIVE.

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 250. PER LB.

OR IN FIVE REAM LOTS

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.

TANNER'S TRADE CIRCULAR TO PRINTERS AND STATIONERS NOVEMBER 1911

R. T. TANNER & CO., LTD., Dorset St., Salisbury Square, London, E.C.

The Cover of this issue is printed on

# "CECIL"

CAMBRIC SURFACE

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ROYAL BLUE, MISTLETOE.

MYRTLE.

PURPLE

CHOCOLATE.

SIENNA,

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CARDINAL, IVORY,

FAWN.

Stocked in 50 lbs. and 70 lbs. Royal (480 sheets).
40 lbs. and 55 lbs. Medium,
60 lbs. and 80 lbs. Double Crown.

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

<del>体的</del>你还在你的现在分词,我们就是这个人的,我们就是这个人的,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们

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

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



Published by

R. T. TANNER & Co., Ltd.

Telephone: 6262 Holborn (3 Lines).
Telegrams: Tanner, London. 
Cables: A.B.C. 5th Edition, 
Western Union and A 1 Code.

Exclusive Trade Circulation.

Vol. VI., No. 11. NOVEMBER, 1911.

Gratis and Post Free.

#### "GUESSIMATING."

THIS is a word which is coming more and more into use in the Printing and Allied Trades. It refers, of course, to a state of things as described in the doggerel on page 211, but is the sin as black as it is painted? We are quite aware that many times there are wide differences in the estimates submitted for a particular job, but when one goes carefully into the figures it is found that by a clerical error some item of the work is omitted. We know of cases where an estimating clerk has altogether overlooked the cost of the paper on a long run, and in another instance where the composition charges were omitted for a brochure running into 96 pages. In such cases, the estimators prove themselves candidates for other jobs. But whilst this is so, there are certain cases where it appears to pay the printer to cut prices. We refer to the printers of some journals, where the machines are perhaps busy for three days in the week, and with little or nothing to do for the remaining time. The standing charges are all placed to the debit of the periodical, and whatever other work is obtained is more or less profit after actual payment for material. This is the competition which the printer has to fear, and in the past it has proved almost insurmountable. It is gratifying, however, to find that such printers are beginning to look at the subject from a different view-point and are estimating on fairer lines.

## AFTER ONE TRIAL

As Indispensable as the Telephone.

# MERRETT'S AUTOMATIC TRIMMING DESK.

A Guillotine in Miniature and Unsurpassed for Trimming Proofs, etc.

The action is simplicity itself, for by merely passing the paper or proof to be trimmed under the metal bar, and by pressing down the hinged table, the paper is **Quickly, Cleanly, and Squarely Cut.** A rule is set at right angles to the knife to enable the operator to measure and square the paper at the same time, both hands being free to hold it when the cut is made.

No Printer can alford to be without one.



No Process Block Maker can afford to be without

#### PRICES.

To c	ut 81	ins.	with	16	inch	rule	***		each	7/6	
**	10	ins.	14	9		**				15/6	
	121	ins.	11	10		10			41	21/-	Less
40	151	ins.		12			***	***		31/6	10 %
	24	ins.	**	12			***	***		50/-	

The larger sizes can be fitted with a Foot Treadle at the additional charge of 3/- for the 12½ ins. size, and 5/- for the 15½ ins. and 24 ins. sizes.

Carborundum Sharpening Stones ... each -/9.

Obtainable from

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

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



Fancy Cards.

This is the season of the year when Fancy Cards of every description are in demand for programmes, menus, invitations, folders, and highclass advertising schemes generally. We make a

special feature of this class of goods, having installed, for their manufacture, the most modern machinery and plant. This department has grown very considerably during the past twelve months, which, we believe, proves that our cards meet "a long-felt want." They are supplied in a wide range of patterns and designs, so that it is impossible in the space at our disposal to review them in detail. We shall, however, be pleased to submit samples to any of our friends who have not yet received them. They enable the printer to turn out something really attractive with the minimum of labour, and this, after all, is a factor newadays in business which is being sought after in all branches of commercial enterprise. Among the more recent introductions, mention might be made of a special line of Embossed Cards, Corres. size. There is a plain embossed floral scroll in the top left-hand corner on a ribbed ground, this groundwork extending all round the card to a depth of half an inch. The centre is embossed and left quite plain for the printed matter. These cards are supplied in four tints-blue, white, pink and mignonette at 4/6 per 1,000. A better card than the above is supplied with the ribbed ground under the design only, and with deckled edge, in blue, green, buff, pink and white at 8/6 per 1,000. In new Folding Cards the No. 1,004 is sure of a wide popularity. The size is 41 × 51 ins. The plain embossed design on the cover is exceptionally neat, and these cards are supplied in mignonette, blue, pink and primrose. The deckled edge is tinted with a colour of a darker shade than the card itself. The price is 1/6 per 100, or 12/6 per 1,000. The No. 1,083 series is similar to the lastmentioned card, except that the embossing on the cover is in the form of two panels, the upper one oblong, and the lower one square. The size is  $7 \times 4\frac{1}{5}$  ins., and it is supplied in pink, white, lilac and blue, at 1/9 per 100, or 13/6 per 1,000.

# 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.

AUCTION ROOMS AND OFFICES:
62a ALDERSGATE ST., & HARE COURT,
LONDON, E.C.

TELEPHONE: 1861 CENTRAL.

# DRY MOUNTING.

The only really satisfactory method of mounting illustrations of any description.

#### NO COCKLING OF CURLING EVEN on the THINNEST MOUNTS

With our method prints may be dry mounted almost as cheaply as with paste mountant.

EVERY PRINTER SHOULD SEE THE RESULTS OF THIS REMARKABLE PROCESS.

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

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

Chromo would draw especial attention to our quality Boards. No. 99, Two-Sided Chromo Royal Boards, which are supplied in 3, 4, 5 and 6 sheets. They are of a superior grade, and will appeal particularly to all litho. printers. The prices are 5/9, 6/9, 7/9 and 9/0 per gross respectively. We shall be pleased to send samples to any of our customers on application.

"Arctic" met with a phenomenal success since its introduction some few months ago. It possesses a fine
printing surface, and is altogether a high-class
paper at a low price, which is -/2½ per lb. "Arctic" Printing is
stocked in the following weights and sizes, all 504 sheets flat:—

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

"Scrivia"
Pamphlet
Covers.

THESE delicately-tinted and high-class papers will be found extremely useful for programmes, folders and for pamphlet covers. They have a rough finish, and are stored in the following tints:—

Mignonette. Azure Blue. Caledonian Grey. Nectarine. Rose Pink.

Primrose.

Lilac.

The following sizes are supplied:—30lbs. Medium (18ins. × 23ins.); 60lbs. Double Medium (23ins. × 36ins.); and 46lbs. Double Crown (21ins. × 30½ins.), all 516 sheets flat. The price is 3½d. per lb. Samples may be had on application, and we have no hesitation in saying that these papers will appeal to every modern printer.

An to visit us at our new premises when we shall be pleased to demonstrate our Dry Mounting Process.

We feel convinced that its immense possibilities will appeal to our friends and enable them to bring something new before their clients. It is of particular interest at this season of the year.

# "BELGRANO" Tinted Papers

## 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 × 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.

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

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

Phone: 6262 HOLBORN (3 Lines).



THE Annual Conversazione of the Institute of Printers was held on October 25th, at the St. Bride Foundation, E.C. A special programme of entertainment was arranged for the occasion, including a Café Chantant and Dancing. There was also an interesting and representative exhibition of the forthcoming Session's Christmas and New Year Cards, Programmes and other Blanks, which was opened at 3 o'clock to the trade generally. and reserved to the members of the Institute and their friends during the conversazione. The band of the Seventh Battalion City of London Regiment was in attendance, and light refreshments were provided for visitors. Altogether, the gathering was most enjoyable, and proved that the most friendly relationships exist among all sections of the craft.

According to Herr von Wiesner, rag paper was first made in China, in the eighth century, and he attributes the discovery of the shaking motion for felting the fibres also to the Chinese. The Arabs became acquainted with the process through intercourse with China, but they did not produce rag paper commercially until 600 years later.

This reminds us of a report that the use of esparto grass in the manufacture of paper is gradually diminishing. According to a consular report, the district of Aguilas, in Spain, shipped only 14,089 tons in 1910, as against 18,470 tons in 1908. The price paid is now so low that it is not remunerative to collect the crops in districts which are some distance from a port of shipment. The result is that thousands of tons are being left to wither on the hills, where this raw material grows wild.

The will of Mr. B. E. Fletcher, of the Hall, Marlingford, printer. stationer, and lithographer, of Norwich, shows an estate valued at £144,138.

Tanner's Trade Circular, Nov., 1911.

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# H. SILVERLOCK

8.长沙布西西亚生物生物物物种有有有有有多种的一种

Amalgamated with Suttley & Silverlock, Ltd. Blackfriars Road, LONDON, S.E.

TELEPHONE (3 tines) "3474 HOP."

# 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.

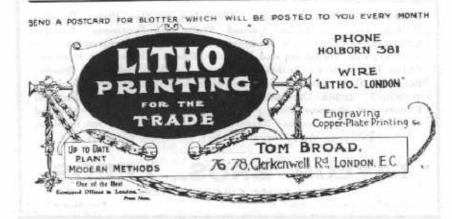
#### DON'T FORGET

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

Changes in rates of wages and hours of labour show, by the eighteenth annual report of the Labour Department of the Board of Trade, that 2,979 persons in the printing and allied trades were affected last year, and that the net amount of increased wages received by them was £275 per week.

A conference, under the chairmanship of the Lord Mayor, was held at the Mansion House on the 24th ult., to further the efforts of the Secret Commissions and Bribery Prevention League in making known the Prevention of Corruption Act, 1906, and of enforcing its provisions.

The report of the Postmaster-General for the year ended March 31st last, shows a still further expansion of the work of the Post Office. In regard to the delivery of postal packets of all kinds there was an increase under each head except newspapers. The effect of penny postage to the United States is shown by an increase of 15 per cent. in outward and 121 per cent. in homeward letters. Public forgetfulness is shown by the fact that no fewer than 467,000 packets were posted without any address, or were found loose in the post. Among the articles found locse in a pillar box was a letter of credit for £1,000. Whilst the number of home telegrams shows a decrease, the number of foreign messages has increased during the year. Arrangements have been made for accepting wireless messages at post offices, for transmission through Poldhu, at the rate of 3/- a word, when the ships they are intended for are beyond the range of the post office coast stations. There was a net increase under all heads of £4,244,538, an increase of £466,016. This was, notwithstanding, the deficit in telegraphs and telephones, the former amounting to £1,182,321, and the latter to £41,830.



# 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 (floral and ofnamental); 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: "Almonwo, Leeds."

Telephone 461.

For their next Xmas Cards, the King has selected a Coronation card showing Cerdic accepting the crown of Wessex in 519. The Queen's card is of a scene where William and Mary are offered the crown of England. That of Queen Alexandra is entitled "A Voice Divine," a beautiful girl sat at a window reading the Bible. The card of the Prince of Wales is a painting of the Black Prince. That of the Kaiser shows Christmas Greetings signalled by the latest type of battleship to the Victory. The cards are supplied by the well-known house of Raphael Tuck & Sons, Ltd.

The Sun is the title provisionally registered for a new halfpenny paper to be published at Manchester, devoted to the interests of Labour and Socialism. The committee of the Labour Party and the I.L.P. are asking for a capital of £150,000 to start the venture. About one-third of the amount is already subscribed.

Suites of apartments for the officials of the French National Printing Office have hitherto been provided, but they are to be abolished in the near future, thus effecting a saving of £24,000 per annum. The office is described as a veritable hotbed of officialism. With a staff which has been reduced to 1,331, there are 151 officials. The expenses of the office have been steadily increasing, until this year they are estimated at £323,000.

Again we would remind our readers that we have a wide range of Job Lines of every description. We shall be pleased at all times to submit samples and prices for any special requirements of our customers.

#### I GUESS.

I guess the time it takes to set,
I guess the paper, too;
I guess the ink—it may be black
Or yellow, red or blue.
I guess the binding, and I guess
To make my figures much the less,
And where the profit comes I guess
I cannot tell, can you?

Inland Printer.

Tanner's Trade Circular, Nov., 1911.

## **Every-Day Requirements**

# ENVELOPES

ALL BOXED.

SAMPLE BOOK ON APPLICATION.

1/6 2/4	$3\frac{1}{4} \times 5\frac{3}{4}$	3½×6	$3\tfrac{5}{8}\times4\tfrac{3}{4}$	$4\frac{1}{4} \times 5\frac{3}{8}$	54×44	$61 \times 5$	9×4	111 × 5	0 v f	10 v 2
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25.00										
				v.san			1735931531		200000	
2/10	3/2		2/10	3/2			5/6	9/-	8/6	12/6
			2.4							
					3/7	3/11				
					5/-	5/11				
				2,9						
		3/3		17111						
1/8	2/-			2/3		2/9	3/9	6/-	5/6	7/-
2/1	2/4			2/8	- 1	3/4	5/	7/-	6/9	9/-
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Reduction on 10,000—1d.; on 25,000—2d. per 1,000. SPECIAL QUOTATIONS FOR LARGE QUANTITIES.

Other Sizes to Order and Special Papers matched on the shortest notice.

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

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

#### CUSTOMS OF THE TRADE.

The official circular of the Master Printers' Federation says: The vivid imagination of customers has created so many "customs of the trade" during the past month that it may be as well to state that:—

It is not a "custom of the trade" to supply free sketches with an estimate. A legal correspondent very kindly supplies the following note on this:—"There is no special law on this subject, but the principles are clear. The usual practice of customers is to invite printers to submit a design by way of tender, but if the contrary is not indicated in some way the rule of common law would prevail that a customer must pay for what he orders. The custom of non-payment is not so universal that it could be pleaded as a custom."

It is not a " custom of the trade" to supply free proofs of a job when estimating.

It is not a "custom of the trade" to keep tons of type standing for an indefinite period rent free.

It is not a "custom of the trade" to recompose without charge standing type accidentally destroyed.

It is not a "custom of the trade" to insure gratis a customer's goods for which at law a printer is not responsible.

It is not a "custom of the trade" to put standing type to press without charge.

It is not a "custom of the trade" to collate poster sheets so as to deliver in complete sets.

Nor is it, as some of the public seem to think, a "custom of the trade" to do work for nothing whenever demanded.

By the way, it is a "custom of the trade" for printers to receive a copy of our Trade Circular monthly- It is sent gratis, and post free, on application, to any printer in the British Isles.

## VERY SPECIAL JOB LINE OF 30,000 CORRESPONDENCE CARDS

ROUND CORNER, GILT EDGE : AND ASSORTED COLOURS. :

Price, 3 6 per 1,000.

R. T. TANNER & Co., Ltd., Dorset St., LONDON, E.C.

Tanner's Trade Circular, Nov., 1911.

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# VFRY SPECIAL OFFER

and Phenomenal Success

Remarkably Cheap Line

# **BROWN**

Quality No. 770. PAPER

120lbs Double Imperial.

Price 6/3 per cwt.

For Orders of Five Ream Lots



per 6/0 per cwt.



Free Delivery within Metropolitan Area.

SAMPLE ON APPLICATION.

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

Dorset Street.

SALISBURY SQUARE, LONDON, E.C.



Who among the thousands interested in the Book Printing. printing art years ago, asks Mr. Roger H. Thomas, in the Progressive Printer, could have accurately fore. told how, in what direction, and to what extent the art of printing would develop by the end of the first decade of the twentieth century? It is easy enough by the aid of our "hindsight" to now see how and along what lines printing has progressed. There was surely room for improvement. From our present view-point we are able to realise how very bad was a great deal of the printing done at that time. The movement towards better things in typography dates from and undoubtedly was quickened by the work of William Morris, who threw aside many of the customs of the day and gave to the world an inkling of what might be done by the intelligent use of brains and hands. The movement depended for success more or less upon a mediæval manner of treatment; and while much successful work has resulted along that line, it is nevertheless a fact that a larger proportion of real successes has come to those who broke away from the Morris cult and intelligently applied the craftsmanship and knowledge acquired by them through study. The efforts of publishers and printers to improve their work have resulted in elevating the public taste, which has come to the point where good printing in books is no longer entirely a matter of choice with the publishers, but is demanded by their readers. It is not at all unusual at the present time to find on a bookseller's counter a "trade edition" book possessing so many of the characteristic features of good taste in typography that, at first glance, it is hardly to be distinguished from the expensive "limited" de luxe edition, in which one naturally expects a display of the best taste in all that pertains to its making. The man who is called upon to design all kinds of books ought to be conversant with the various styles of typography in vogue at different periods in different countries, otherwise he may make some ridiculous blunders. A skilful worker is able to impart "tone" to his books merely by the manipulation of plain type, with perhaps a very little rule work; and it will be safer for a beginner

#### RENT BOOKS, ETC.

Marlborough's Penny Rent Book 8s. 0d. per gross.

Twopenny Rent Book ... 16s. 0d. "

" 56 pages, 4s. 0d. per dozen.

(Strongly Bound)

Landloru's Rent Book, having coloured pages, to divide it into facsimiles of Tenant's Book 8s. 0d.

Ditto, Enlarged and Strongly Bound ... 20s. 0d.

#### LANDLORD'S WEEKLY RENT ACCOUNT BOOKS.

Foolscap Folio, each page Printed and Ruled for One Year.

No. 7. HALF-BOUND LEATHER.

Cloth sides, indexed and paged, 192 pages, azure laid

paper. (Sell 7s. 6d.) ... ... ... ... 5s. 8d.

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.

#### RENT APPLICATION FORMS.

For Quarterly and other terms of payment, in book form with counterpart for recording rent due and date of application, 8vo, 1 bound.

No. 1. First Application (White Paper) Per Book, Is. 9d. (Sell 2s 6d.)

No. 2. Second Application (Blue Paper) Per Book, 1s. 9d. (Sell 2s. 6d.)

## MARLBOROUGH, GOULD & Co., Ltd.

Wholesale Stationers and Paper Agents,

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

to work diligently with plain type for a while until gradually, by practice and study, he acquires sufficient knowledge to use simple ornaments understandingly. There are six good rules for him to follow. Three of them, "Study," "Study," "Study." And the other three, "Work," "Work," "Work." There is sometimes a tendency to overdecorate books. A large amount of decorative material on hand is always a great temptation to a beginner; but availability does not necessarily justify its indiscriminate use, particularly in places where it does not properly belong. In books of permanent value the ornamentation should, as a rule, be much more restrained and dignified than in a book of lighter characterfiction, for instance. In the latter the fancy may be permitted to have more play and freedom of choice, particularly in novels of the lighter, more frivolous sorts. It is a fortunate thing that by general consent and without any concerted action, so far as we are aware, a few different founts of type of excellent design and including both old style and modern faces are the only ones in general use for books printed in this country [America]. Title pages and other "front matter" and headings are usually set in varying sizes of the same face of type used for the text, increasing or decreasing the leads, etc. Brass rules of differing thickness on a title page very often add much to the artistic effect, particularly when, as sometimes happens, an awkward book title that will not "compose" well is encountered. A line or two of rule above and below, or perhaps a single rule, or an appropriate narrow, floriated border enclosing the entire page may enable the designer to solve the otherwise knotty problem.

May we again draw our readers' attention to our Dry Mounting Process, which will be found especially useful for Xmas Novelties and for mounting Greeting Cards. We shall be pleased to submit samples of our work and prices on application.

#### ENVELOPES.

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

Black Bordering. D B Relief Stamping. Edge and Receipt Gumming.

Send for quotations and Samples.

Telephone: Holborn 762. T. J. PARKINS, 45 & 45 St. John Street

AT THIS SEASON OF THE YEAR -

There is a Demand

FOR

Fancy Cards

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

HAVE YOU SEEN OUR RANGE OF SAMPLESP 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.

# WHAT OTHERS TO ARE DOING

"UNDER Six Reigns" is the title of a high-class, artistic brochure which gives a brief history of a century of progress and development of the well-known firm of Messrs. Waterlow Bros. and Layton Ltd., of Birchin Lane. The frontispiece is a photogravure of the founder of the business, Mr. James Waterlow. The history of the firm is one success after another, culminating in their present palatial premises which are replete with the most modern machinery and labour-saving devices. Although the firm have built up so large a connection, the principals have, during the past century, always taken a keen interest in civic work, one member of the firm having been Lord Mayor of London.

Paper towels are now almost as popular as paper handkerchiefs. The former are supplied in long strips on rollers and perforated at regular intervals. Paper clubs are being used by some of the American police as they are said to be harder than hickory clubs.

An important exhibition of modern lithographs is to be held in Philadelphia during the winter. Firms desirous of submitting work may send it to Messrs. Bourlet & Sons, 17 Nassau Street, Mortimer Street, W.

According to a contemporary the picture postcard industry in America has grown and grown till it now almost threatens to swamp the mails. No similar fad has ever laid so powerful an obsession upon the mass of the public. The number of cards passing annually through the American mail reaches the appalling total of 11,000 millions.

The half-yearly report of the Leicester Printing Society shows that the sales have been £6,477, which is an increase of about one thousand pounds over the corresponding period of last year. The present number of shareholders is now 313.

#### 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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