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The Papers for all Modern Printers.

Supplied in the following Art Colours,
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Slate	Ingrain Green	Light Grey
Olive	Smoke	Caledonian Grey
Azure Grey	White	Dark Green
Maroon	Green	Drab
Royal Blue	Orange	Verdant Green
Scarlet	Purple	Ivy Green
Ingrain Brown	Pine Green	Russet
Blue Indigo	Pearl Grey	Camel Brown
Pea Green	Fawn	Burnt Umber
Elephant	Earth	

Stocked in

40 & 55 lbs. Medium, 18 × 23.

50 & 70 lbs. Royal, 20½ × 25½.

60 & 80 lbs. D/Crown, 20½ × 30½.

(All 480 sheets.)

Price **3³/₄d.** per lb.

Five Ream Lots **3¹/₂d.** per lb.

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

**TANNER'S TRADE
CIRCULAR TO
PRINTERS AND
STATIONERS**

FEBRUARY

1912

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

The COVER of this Issue
is printed on _____

"SCRIVIA" CANVAS PAPER

(Mignonette.)

Supplied also in the following Delicate Tints:—

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CALEDONIAN GREY

NECTARINE

PRIMROSE

ROSE

AZURE BLUE

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for Artistic
and Attractive
Results.

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46 lbs Double Crown.
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PRICE:—

Medium 11/3 per ream

Double Crown 17/3 " "

SAMPLES ON APPLICATION.

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

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.

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

Exclusive Trade Circulation.

Vol. VII., No. 2. FEBRUARY, 1912.

Gratis and
Post Free.

OUR INSET.

THE mounted colour inset with this issue will appeal to all modern printers. It shows what can be done in several directions, and is therefore interesting from many points of view. The original water colour is by W. Walcott, an exponent of the latter-day impressionism in art, in the possession of our Mr. F. Garratt. The three-colour blocks have been made by the Direct Photo Engraving Co., Ltd., and prove that this firm is capable of producing the finest and best half-tone and colour work, even when difficult subjects are submitted to them. We can honestly say that the reproduction is an exact counterpart of the original painting so far as the tone values are concerned. The blocks have been printed by Edmund Evans, Ltd., of the Racquet Press, Swan Street, Borough, S.E., and proves conclusively that this firm is equal to any and every emergency, and that they are constantly engaged in work of the most artistic description. The print is mounted by our Dry Mounting Process, and demonstrates, in a very practical manner, the capabilities and advantages of the process. As will be seen, there is no cockling or curling of the mount, although it is thin as mounts go. As we have mentioned on previous occasions, we have installed a most complete plant and opened a special department to cope with our continually increasing orders for dry mounting. The process has unquestionably come to stay, and already we are doing work, with the greatest degree of satisfaction,

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The only perfect method for sending
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No fear of spoiling the contents when
opening the pocket.

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"CECIL" COVER PAPERS.

CAMBRIC SURFACE.

Supplied in the Following Colours:

Monkey.	Seagull.	Frog Green.	Myrtle.
Ivory.	Furze.	Storm Grey.	Chocolate.
Lavender Leaf.	Mole.	Mulberry.	Pearl.
Camel.	Prussian Blue.	Mistletoe.	Purple.
Sienna.	Royal Blue.	Cardinal.	Fawn.
Bear Brown.	Chinchilla.	Steel Grey.	Sepia.

Stocked in:

Royal ...	50 lbs. and 70 lbs.	... 480 Sheets.
Medium ...	40 lbs. " 55 lbs.	" "
D. Crown	60 lbs. " 80 lbs.	" "

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

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

for the principal printers in the United Kingdom. For mounting three-colour illustrations for book work it is unique, as will be gathered from the inset, and the price is practically the same as for the best paste mounting. The mount used is one of our "Cecil" Cambric Surface papers, which we now supply in a wide range of neutral tints suitable for mounting either monochrome or colour illustrations. During the last few days we have added to this series three new colours, namely, Steel Grey, Sepia and Bear Brown, the first colour being used for the inset. We think our readers will admit that the inset altogether is very attractive in appearance, and that the processes employed in its production might be utilised with advantage in a variety of ways for producing high-class work with artistic merit.

OUR MONTHLY REVIEW

Additional Colours in Cover Papers.

OUR readers will be interested to hear that we have added three new colours to our "Cecil" Cambric Surface Cover Papers, and three new colours to the "Salisbury" Cover Papers. These are in neutral tints of browns and grey which nowadays are so extremely popular. The "Cecil" covers are now stocked in twenty-four distinct shades, the additions being Bear Brown, Steel Grey and Sepia. The "Salisbury" Covers are now stocked in twenty-nine distinct shades, the additions being Burnt Umber, Elephant and Earth. Both papers are supplied in 40 and 55 lb. Medium, 50 and 70 lb. Royal, and 60 and 80 lb. D/Crown. The "Cecil" is $4\frac{1}{2}$ d. per lb., and the "Salisbury" $3\frac{1}{2}$ d. per lb., a reduction in price being made for five ream lots.

* * *

"Wryto" Paper.

WE have just introduced another new line of writing paper to our already large selection. It will be known as "Wryto," and will be water-marked with this name. It is a cream laid paper, exceptionally white, possessing a remarkably good surface either for ink or type. We are sanguine enough to believe that it will have a wide popularity among our many friends. At present it is only supplied in Large Post, 21 and 23 lbs, but additional sizes will be added later. The price is 3d. per lb. We shall be pleased to send a sample to any printer, on receipt of application.

Valuations.

MR. FRANK G. BOWEN

IS PREPARED TO UNDERTAKE VALUATIONS AND
SUPPLY INVENTORIES FOR ALL PURPOSES—
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FOR

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

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"BELGRANO" CREAM LAID WRITING.

An Exceptionally Good Paper
With Beautiful Writing Surface.

Stocked in

Large Post ... 21, 23 and 26 lb.
Double Large Post ... 42 lb.
Double 'Cap ... 28 and 34 lb.

504 Sheets flat.

Sample on application.

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

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



ACCORDING to the last Day Census returns, there are over 50,000 workers in the various branches of the printing industry in the City of London. The industry stands as the greatest employer of labour in the City. The next trade, drapery, being 15,000 lower.

The next Printing, Stationery and Allied Trades' Exhibition will be held at the City Exhibition Hall, Manchester, from April 17th to May 1st. next. The organising manager is Mr. Frederic W. Bridges, and the Hon. Secretary is Mr. R. Hilton. Already sufficient space has been let to well-known firms, and enquiries for positions received from others, to ensure a successful Exhibition. Plans and forms of application are now ready and may be had on application.

On July 1st., the most comprehensive Copyright Act that has ever been enacted will come into force, and certain industries are looking forward to the Bill with a considerable amount of jubilation. Reference is made particularly to the Kinematograph and Talking Machine trades. On the other hand, some of the publishers think that the State has left a gap which must be filled. In the past, the registers at Stationer's Hall supplied a fairly complete catalogue of copyrighted works. Under the new Bill, no provision is made for the registration of books, so that Stationer's Hall will no longer be a source of information in this direction. A writer in the *Athenæum* suggests that that paper should issue the publishers' lists. They should be as full and complete as possible and supplemented at regular periods by a complete index.

The will of Mrs. Stannard, better known under the pen name of John Strange Winter, shows an estate valued at £547 10s. 10d. gross. The *Daily Mirror* says this is a sadly meagre result of thirty years' continuous writing, during which time the novelist published 103 novels. According to her husband, "John Strange

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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.

Winter" made a little over £40,000 by her pen, and at one time her income was well over £3,000 a year. Her first great success was "Boote's Baby" published in 1884, followed by: "Houpla," "Dinna Forget," "A Blameless Woman," "A Name to Conjure With," etc. In 1891, she started, with her husband, a weekly magazine called "Golden Gates," on which they lost very heavily and which had to be discontinued, just as it was turning the corner owing to the illness of Mr. Stannard.

Lest you forget:—We have a wide range of job lines of every conceivable description, and should you be requiring some special paper for a particular job, you would be well advised to communicate with us, sending us your requirements. We are almost sure to have something suitable for your purpose in stock, and can, therefore, make delivery without delay. Our range of job lines is so great that it is impossible to list them within the pages of our Trade Circular.

The imports of paper into the British Isles is steadily increasing, the figures being as follows:—

Jan.—Nov. 1911.	Total	10,020,769 cwt.	Value	£5,973,454.
" 1910.	"	9,928,491 "	"	5,813,046.
" 1909.	"	8,718,604 "	"	5,131,755.

By far the largest amount comes from Norway and Sweden. It is, however, interesting to note that the imports from Newfoundland of paper on reels, in November 1911, amounted to £20,510, whereas for the corresponding month of the year previous, it was only valued at £12,676.

We are pleased to see that the London Master Printers' Association is making a serious attempt to change what has unfortunately

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Another New Line.

“WRYTO”

CREAM LAID WRITING

WATERMARKED

“WRYTO SUPERFINE.”

THE PAPER for ALL COMMERCIAL WORK.

GOOD SURFACE for INK OR TYPE.

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per lb. **3^{d.}** per lb.

Other sizes and weights will be added later.

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Dorset Street, Salisbury Square,

Phone:

6262 HOLBORN (3 lines).

London, E.C.

become established as a trade practice, though not allowed as a legal “custom” by the courts—namely, the practice of making sketches free of cost.

“That the Board of Trade be asked to pass a law as early as possible, preventing any person describing himself by any trade or profession who is not genuinely occupied in, or has not the plant necessary for, that trade or profession.” Such is the terms of a resolution passed by the Halifax Typographers Association. It has been considered by the Federation of Master Printers, who decided to bring the matter before the various Chambers of Commerce and have asked the Government to initiate legislation.

This reminds us that a movement is on foot in the United States to reduce the number of persons without capital and experience being supplied with the necessary plant and credit to start them in the printing business. Such firms are said to cut prices, injure established concerns, and finally go out to let others come in. Although there may be something in the argument, it opens a very delicate problem, otherwise it might resolve the trade into a Trust. Most of the larger printing establishments in this country commenced in a very humble way, but their steady and slow growth has ensured a sturdy and robust adolescence.

Early last month an experimental service of the new telegraph letter system was inaugurated between London and Belfast, and London and Aberdeen. By this system letters may be sent by telegraph at the rate of 36 words for sixpence. They are sent from the receiving office to their destination as an ordinary letter, and therefore dispense with the services of the telegraph boy.

You pay your money and take your choice.—Some authorities have been telling us recently that the supply of wood pulp was limited, and must cease within the lifetime of the present generation. Now we are told that the spruce land of Labrador can supply the world for a few centuries, and that Quebec alone can supply all the requirements of the United States for the next half century.

A deputation waited upon the Post-Master General in respect to the C.O.D. Parcels Post. It appears that there is no hope at present for the cash-on-delivery system being extended to this country. It seems somewhat strange that such is the case, especially when the system is in vogue between our own country and certain Colonies, as well as Egypt.

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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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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 461.

PRACTICAL NOTES

Bronzing. MR. J. W. ROBERTSON contributes a very interesting and practical article on this subject to *The Sales and Wants Advertiser*, from which we have made the following excerpts.

Now that the authorities are making such stringent regulations in regard to bronze printing of all descriptions, most large printing houses are needlessly fighting shy of this effective and beautiful style of printing. A tin of bronze preparation can be obtained from any printing-ink maker. The method usually employed to reduce this special ink is the addition of a quantity of thin varnish, wax varnish, or solid oil. In some cases I have even found the machine-man adding paraffin oil. When I asked him the reason for doing this, he told me that the preparation pulled, and that he found that paraffin always stopped it instantly. I wonder how many printers realise how detrimental all these additions are to the finished production? The remedy for this is obvious. Always purchase your bronzing preparation from a reliable maker—and then give strict instructions to your machine-man that this ink must not on any account be tampered with. In the manufacture of this preparation certain definite quantities of varnish and other ingredients are used, and the manufacturer must be relied upon to know how much of each will give the best result when all are combined and milled together. If the ink requires any thinning at all, let it be done with a liquid such as spirit of turpentine, that will soon evaporate again, and leave the ink as it was intended to be. Users find that spirit of turpentine is the only reducing medium that is required, and if you have got a good preparation to start with, your bronze will not rub off again when it is dry—a fault for which the ink has often been blamed when the real fault lies in the way it has been worked. The ways by which you can tell a good preparation are these: It takes the bronze readily; the work does not rub off; it dries fairly fast; the bronze does not tarnish quickly.

The bronze powder should be applied as soon as possible after the preparation is printed. The reason for this is that the preparation has not had time to settle down, and consequently gets a better

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For Programmes, Menus, Folders,
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All Cards made in our own Factory
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- - - to your Customers. - - -

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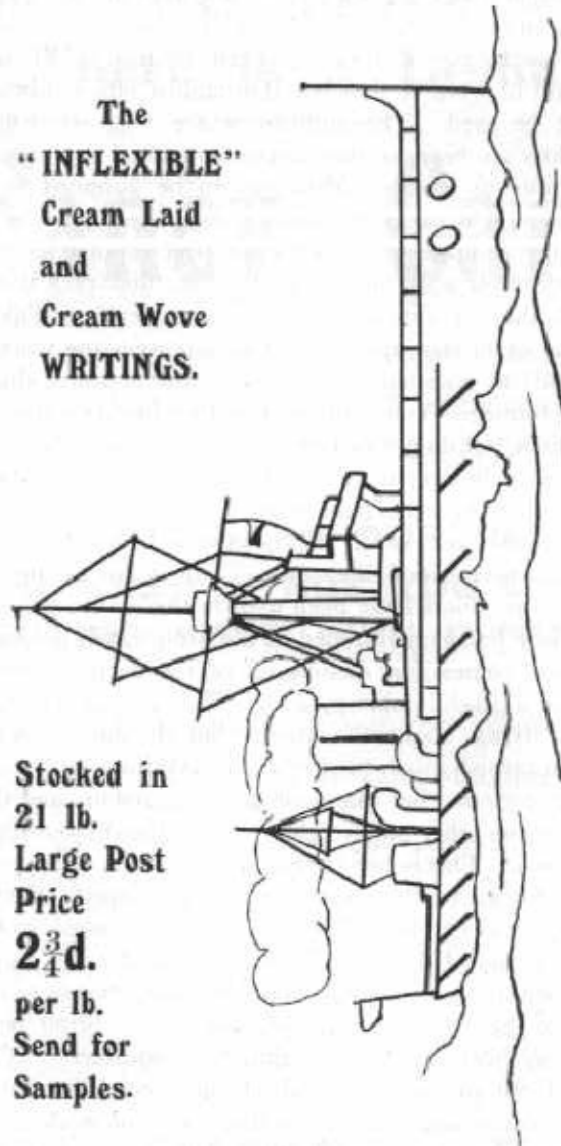
R. T. TANNER & Co., Ltd.,
Dorset Street, Salisbury Square,
LONDON, E.C.

grip on the powder than it does when allowed to stand—even for a minute. Users should always purchase as good a bronze powder as they can afford. It pays better to get a smaller profit on a job and to get it again than to get a large profit and lose the work next time through using inferior bronze. Moreover, good bronze is not nearly so dangerous to the worker as cheap bronze. Where a considerable amount of work is done, a thoroughly efficient bronzing machine must be used. The authorities are very strict upon this point, and rightly so, because the copper contained in the powder is very injurious to health. Milk has to be supplied to the workers that are using it to prevent ill effects from the copper in the body. If the bronze is applied by hand, the best method is this. First obtain a piece of fur such as a rabbit skin, and tack it to a wooden holder so that it can be handled conveniently. Take a very small quantity of bronze upon it, and go all over the work as lightly and as quickly as possible; then increase the pressure slightly to burnish the bronze. You cannot rub the bronze into the preparation too much, but do not rub too hard, or you will rub some of it off with a little of the preparation, and your fur will get clogged, and the work spoiled. On some papers and cards you will find that no matter how carefully you work, the bronze will cause a dark smudge wherever it has touched the work. This is due to the fact that various mineral products have been used in the manufacture of the paper. A little French chalk added to the bronze will generally correct this. Then comes the dusting-off of the surplus bronze powder. Some use a slightly damp cloth. This prevents the surplus powder from flying about the room—but the dampness will cause the bronze to tarnish much quicker than anything else. Some use a piece of rag or cloth—but that soon gets clogged up, and they go and shake it in some other part of the room to the discomfort of everyone in the place. This is one of the causes of the strict regulations that are enforced by the Government. The most effective method I know is to have a liberal supply of cotton wool, so that when a piece of it is full of the bronze it can be rolled up in a piece of paper, and thrown away or burnt. Hand bronzing, however, will soon be a thing of the past, for up-to-date methods bring better financial results, as well as better sanitary conditions. When bronzing is carried out under safer and cheaper conditions, there should be a very much wider market for that class of work, as the chief difficulties, namely, cost of production, danger to health, and damage to stock, will then be practically overcome.

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

A NEW PAPER
WITH
A NEW WATER-MARK

The
"INFLEXIBLE"
Cream Laid
and
Cream Wove
WRITINGS.



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21 lb.
Large Post
Price
2 $\frac{3}{4}$ d.
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WHAT OTHERS ARE DOING

THE third exhibition of the Senefelder Club for the advancement of artistic lithography, held at the Goupil Gallery, was a pronounced success, and proved the advantages of the process in its adaptability to the personal technique of the draughtsman.

What is considered as the largest single advertisement ever appearing in a daily newspaper was published in a recent issue of the *Chicago Examiner*. It ran to 20 pages, and at the ordinary rates would cost about £4,000. The Fair Store, which gave the advertisement, is one of the largest mercantile establishments in Chicago, employing some five thousand clerks.

In Germany there are about 25 playing card factories which exported in one year 1,410,941 packs of cards. During the same period, only 83,698 packs of cards were imported into Germany.

We live in an age of bustle, but, for smartness in this direction, the *Daily Mirror* will require, we imagine, some beating, in the way they outdistanced all competitors with the Durbar photographs. The event was held on December 12th, and the illustrations were being printed at 3.0 a.m. on December 30th. The photographer travelled via Brindisi, and on arrival at Calais there was a special steamer chartered to take him to Dover. On the passage across the blocks were made, every convenience having been fitted up for the purpose. A special train ran from Dover to St. Paul's Station, and to save time, the matter for describing the pictures was sent from the steamer by wireless telegraphy. Such is the way one is expected nowadays to keep going in order to be abreast of the times.

The *Master Printers' Monthly Circular* again feels that it is necessary to draw attention to the Imprint question. Members are reminded that a printer is bound to put his name and address on every work he prints, under a penalty not exceeding £5 per copy; *the only work excepted being*, "Engravings, address cards, business

The "Marlborough" PAMPHLET CASES,

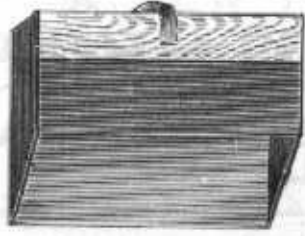
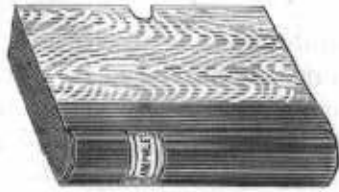
For Samples, Price Lists, Magazines, Invoices, Receipts, Letters, and Papers of all kinds.

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

There are 33 distinct sizes, from 7 $\frac{1}{4}$ x 5 $\frac{1}{4}$ (inside) selling at 1/-, to 18 x 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.
CATALOGUES.
INVOICES.
LECTURES.
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PAMPHLETS.
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RECEIPTS.

REPORTS.
SERMONS.
Blank Label.



MARLBOROUGH, GOULD & Co., Ltd., 15 DORSET STREET, SALISBURY SQUARE, E.C.

Manufacturers of Stationers' Requisites.

cards, price lists, lists or catalogues of goods dealt in or for sale, catalogues of estates for sale and the like; if printed by letterpress, bank notes, bills of exchange, promissory notes, bonds or securities for the payment of money, bills of lading, policies for insurance, letters of attorney, deeds, agreements, transfers, or assignments of stocks or shares, receipts, law proceedings, and papers printed by authority of Parliament, or of any public board or public office." It may be pointed out that obedience to the law, if general, will entail no hardship, but rather the reverse, as the printer obtains a gratuitous advertisement, while the knowledge that payment cannot be recovered, unless imprint is insisted upon, will prevent a customer threatening to remove his work on that account, for he will find others will make the same stipulation. There have been several cases recently in which customers have pleaded non-liability on account of the imprint not appearing. Lately special attention has been paid to newly-published books, and it is found that many are without the printer's name and address as required by Act of Parliament. As customers frequently object to imprints, being in ignorance of their own legal liability in case of omission, members are warned that any agreement to print books or papers without imprint is illegal and void. Should you omit the imprint, even by desire of your customer, you will (according to repeated rulings) be unable to recover for such work, and be liable to a penalty of £5 per copy."

Messrs. Waterlow Bros. and Layton are celebrating their centenary, the business having been established in 1811. The directors include two great-grandsons of the founder, Mr. James Waterlow.

Recently a tablet was unveiled in Grafton Street, Halifax, to mark the spot where the first printing press was set up in Canada

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

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Edge and Receipt Gumming.

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120lbs Double Imperial.

Price 6/3 per cwt.

For Orders of Five Ream Lots


 per cwt. **6/0** per cwt. 

Free Delivery within Metropolitan Area.

SAMPLE ON APPLICATION.

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

Dorset Street,

SALISBURY SQUARE, LONDON, E.C.

in 1751. During the year following the *Halifax Gazette*, which was the first newspaper to be published in the Colony, made its appearance from the same premises. This reminds us that the word "Gazette" is derived from the name of an Italian coin worth about a farthing, and was applied in the early days of journalism to a newspaper which sold at that price.

A method by which paper, cardboard and fabrics may be rendered insect proof has been invented. This is accomplished by impregnating the material with a decoction of sweet flag root or with a composition prepared by boiling a mixture of rosin, naphthalene, soda crystals, and water into a soap and mixing with starch paste. When the paper, etc., is treated in the pulp stage, alum is added to the second composition. When the paper is treated after manufacture, the alum may be omitted, and, after impregnation, it is passed through animal size. The sweet flag root and the resinous composition may be used together.—*Caxton Magazine*.

A catalogue of printing and allied subjects added to St. Bride Library since 1900 has just been issued. It is compiled by the acting librarian, and includes over 250 titles on General Typography, Materials, Composition, Proof-Reading, Presses and Machines, Stereotyping and Electrotyping, Design, Administration, Illustration and Bookbinding. The 250 titles noted are not of course inclusive of all the books published since the century began in connection with the graphic industry, but it is an exceptionally useful and instructive addition to the technical library of the St. Bride Foundation, which, by the way, is by no means so much used as it should be, especially by students.

It is rumoured in Fleet Street, says the London correspondent of the *Sheffield Independent*, that two Unionist evening papers are shortly to be amalgamated under the control of a young politician of the forward school, and a distinguished publicist who will continue to command a Sunday paper already brought under the same financial control.

Two serious questions:—Do you publish a Magazine? If so, do you know our Patent Pleated Wrapper? If not, may we send you a sample and quotation for quantities? This is all that will be required to secure your order. The advantages of these wrappers will appeal to you immediately.

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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