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**TANNER'S
TRADE
CIRCULAR**

NOVEMBER,
1912.

R. T. Tanner & Co., Ltd.

Dorset Street,

Salisbury Square, LONDON, E.C.

This cover was embossed in a Platen Press with Die and Patent Counterpart made by Dyer Brothers, 27 Hatfield Street, Golden Lane, E.C., and is printed with Kidd & Co.'s Glass Brown Ink at 1/6 per lb. The literary pages are printed with Zenith Black at 2/6 per lb.

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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Exclusive Trade Circulation.

Vol. VII., No. 11. NOVEMBER, 1912.

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Post Free.

THE PARLIAMENTARY COMMITTEE.

THE outcome of the Moor Lane Fire has been the appointment, by the Home Secretary, of a committee to inquire and report as to the precautions necessary in the use of celluloid in the manufacture and the handling and storage of celluloid and celluloid articles. The names of the members of the committee are as follows:—The Earl of Plymouth, Chairman; Prof. J. J. Dobbie, Principal Government Chemist; Capt. M. B. Lloyd, who was a Home Office Inspector of Explosives; Mr. H. M. Robinson, Deputy Chief-Inspector of Factories; Mr. E. O. Sachs, Chairman of the Executive of the British Fire Prevention Committee. The powers that be in the printing trade should lose no time in communicating with this Committee, so as to submit evidence from the trade. This step has already been taken in other trades, for it is felt that the matter is of extreme importance to all those who have to use celluloid, in any form, in the daily routine of their business. A Government Committee has always the power to suggest legislation which might prove detrimental to the best interests of a particular trade, and it is for this reason we suggest that the printing trade should hold a watching brief to see that the trade is treated with equity and fairness.

Valuations.

MR. FRANK G. BOWEN

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SUPPLY INVENTORIES FOR ALL PURPOSES—
PROBATE, TRANSFER AND RE-INSTATEMENT.

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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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OUR MONTHLY REVIEW

Porcellanite Parchment.

THIS paper possesses a highly glazed surface similar to parchment, and will be found very useful for high-class folders and advertising leaflets. Printed in bronze inks, it is very effective and will appeal to those who require artistic productions. It is stocked in two weights, in royal, the thickest substance varying from 60 to 65 lbs., and the thinnest from 51 to 55 lbs. The price per ream (500 sheets flat) is 22s. 6d. and 20s. respectively. We shall be pleased to send a sample of this new paper to any of our readers on receipt of application.

* * *

Royal Boards.

DURING the past month we have added two new grades of Royal Boards to our already long list. Reference is made to the "Hutton" ivory boards at 8s. per gross, which, in 10 gross lots are supplied at 7s. 6d. per gross. This, it will be seen, is a cheap-quality ivory board, and printers will find it an excellent substitute for a high class ivory board where price has to be taken into careful consideration. The "Superwhite" 4-sheet Royal Boards are supplied at 7s. 6d. per gross, or in 10 gross lots at 7s. 3d. per gross. This is a very hard and particularly white board, which will be found very useful for a large variety of purposes. Samples of both will be sent to any of our customers making enquiries for them.

* * *

Pleated Wrappers.

It is satisfactory to be able to report that our Patented Pleated Wrappers are bounding into popular favour. We now supply them to a large number of magazine and newspaper proprietors, and in any case, we are pleased to be able to say that they are meeting with unqualified success. We would respectfully submit that if you are not using them you are somewhat behind the times. Send for particulars and quotations.

H. SILVERLOCK

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Suttley & Silverlock,
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OUR SPECIALITY.

The fullest satisfaction to the customer and prompt delivery. Our Express Cycle Carriers will collect and deliver the work. All classes of work undertaken and personal attention given to all orders.

DON'T FORGET

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

NEWS IN BRIEF

BY request of the Postmaster-General, we are inserting an "Indicator" word—representing the Delivery Office—between the abbreviation and the word "London," in our registered telegraphic address. The use of this word will enable telegraphists at the Central Offices to circulate messages direct to the proper office of delivery without delay. Under this new arrangement our telegraphic address will be:—"Tanner, Fleet, London." The "Indicator" word is transmitted free of charge in inland messages, so that the cost of telegrams, so far as the address is concerned, is still the same.

* * *

Dr. G. K. Fortescue, the Keeper of Printed Books at the British Museum, who was retiring, passed away on the 28th ult. He held the opinion that, although the Library is the youngest of the great libraries of Europe, it is also the largest.

* * *

The will of Mr. D. Harris, of Messrs. A. B. Fleming and Co., Ltd., shows an estate valued at £9,429; that of Mr. C. J. Letts at £21,315; and that of Mr. W. H. D. Wayre, of Messrs. Wayre and Son, Ltd., printers, at £23,768 gross, with net personalty of £13,555.

* * *

The fourteenth Annual Conversazione of the Institute of Printers was held on Wednesday evening, October 23rd, at the St. Bride Foundation, E.C. The President and Council were well supported.

TRADE PRINTING.

Posters a Speciality
Machining up to Quad Demy.

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Samples and prices on application.

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R. T. TANNER & Co., Ltd.

Dorset Street, Salisbury Square,

LONDON, E.C.

by members, and the event was pronounced by all as one of the most successful ever held in the history of the Institute.

During the first week of the Insurance Act, 16,600,000 insurance stamps were sold, and 10,500,000 persons were members of some approved society.

Winter's Pie is to be published on Nov. 4th under the editorship of Mr. W. H. Spottiswoode. It is to be a Christmas number of *Printers' Pie*.

"Disloyalty of the Wholesaler." This subject was again discussed at a recent conference of the kindred trades, held at the St. Bride Foundation. The following resolution was unanimously agreed to:—"That this meeting having afforded opportunity to the representatives of most of the allied industries to discuss the subject of the desirability of trade and wholesale houses giving preferential treatment to printers and stationers, is of the opinion that the matter is not one on which there can be any concrete or definite agreement, and is also of the opinion that the grievances existing could be better removed by individual missionary work." The council of the institute state that they "are gratified to know that as the result of their efforts in this matter steps have already been taken by certain firms to conform to the terms of the above resolution, and they venture to express the opinion that such resolution is worthy of the favourable consideration of all who have at heart the best interests of the printing and kindred trades."

It is not often that one hears of a daily paper being sold at auction, but such occurred in Fleet Street about a month ago. Mr. Rud-dock brought under the hammer, by order of the High Court, the property of the Midland Express Company, including the goodwill and copyrights of the *Birmingham Gazette* and other Midland

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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.

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In One Sheet. 62x42ins.

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 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.

papers. The property was finally knocked down to Mr. C. W. Starmer at, it is understood, £16,350.

* * *

The L.C.C. lectures on paper-making, now being held in the new schools, Bolt Court, should appeal to our readers. The course is very comprehensive, and is given by Mr. A. A. Whalley, on Monday evenings at 7.0 o'clock, whilst the advanced lectures are given on Friday evenings at the same hour. Persons under 21 years of age, who are bona fide engaged in the trade, are admitted free. To others, the fee is 5s. for the course.

* * *

An American was the guest of honour at a Chinese mandarin's house, and at dinner one of the courses consisted of eggs apparently quite whole, yet within them was a delicate salad of mushrooms, lettuce, nuts and mustard. "It puzzles me," said he to the mandarin, "how all these things are put inside a whole egg." His host took up an uncut magazine from a table, "But it puzzles me still more," he said, peering between the leaves, "how you manage to put the printing in here!"—*Caxton Magazine*.

* * *

Sir Edward Henry, Commissioner of Police, has ordered the stoppage of the street distribution of handbills within a six-mile radius of Charing Cross. It is said that it will affect the livelihood of 1,000 bill distributors. Sir Edward says that in nearly every case where advertising matter is distributed in the streets the handbill is speedily thrown down on the path or roadway, thus littering up the streets and giving extra work to the local authorities.

* * *

An object lesson!—To prove the effectiveness of our "Cecil" papers for pamphlet covers, etc., our readers have only to examine the cover of this issue, which has been beautifully embossed by Messrs. Dyer Bros., and the cover of the current issue of the *British Printer*. We feel that further comment is unnecessary.

* * *

Selected subjects from those successful at the National Competition, 1912, held by the Board of Education, were recently arranged at South Kensington and open for inspection. The designs exhibited included samples of work from the classes in typography, lithography, book-binding, as well as the various subjects of study in connection with the art schools in various parts of the country. On the whole the prize designs may be regarded as well up to the average of recent years. This at least applied to lithographic drawing and designing, and perhaps to bookbinding. Typography was chiefly represented by title pages and bookwork.

Half the Battle.

Good ink, and good rollers with which to apply it, are, it will be admitted, half the battle in the production of good printing. A good ink should, among other qualities, possess body; that is, it should be capable of being applied in a film of extreme thinness and yet give a perfectly solid impression of full colour. Such an ink is Kidd's Zenith Black. Its intense blackness—no ink was ever blacker—its clean and free working, and its remarkably quick drying properties, make it an ideal ink for fine illustrated work on art and imitation art papers. It renders slip-sheeting quite superfluous, as the small amount it is necessary to use, together with its rapid drying, prevent off-set. Applied with Kidd's Resilient Rollers—the most perfect in surface, and the most durable yet made—Zenith Black is one of the best time and money-saving inks ever offered to the printer. This issue of the Circular is printed with it, and it is no exaggeration to say that one of the best investments the printer can make is to send a trial order for a few pounds. Price 2/6 per pound.—JOHN KIDD & CO., LTD., 11 Wine Office Court, London, E.C.



PRACTICAL NOTES

To Save Time in Correcting.

It would appear to a casual thinker that all the simple, ingenious devices possible for saving time to the compositor working on the ordinary case had been thought of and put in practice. But something new in this line, says a correspondent of the *Practical Printer*, comes to one's observation every little while.

The other day I noted a rather neat time-saving expedient in use by a compositor who had a great deal of correcting to do. Everybody is familiar with the usual style. Put a galley on your lower-case, at an angle, and slide it backward and forward, up and down—any way required—to get it out of the way for the particular letter required. And the type you want is somehow always under the galley. But this compositor had really devised something entirely new.

In the first place, he put his lower-case on the upper part of his frame, where the cap-case usually goes, and put the cap-case down under the galley. The cap-case was divided as usual, and was like any other cap-case save in the arrangement. He had shifted the caps and small caps from the four lower to the four upper rows of the case. The galley covered only the little-used sorts normally placed in the four upper rows. Consequently he had before him, as he worked, an uncovered lower-case and an uncovered cap-case.

I could not but think, as I observed the rapidity with which this compositor made his corrections, that a good man, who is genuinely interested in his business, will always come to the front and make money for himself and his employer where a poor man, anxious only to fill in his time, would barely earn his salt. There is a lesson in this little incident for every thoughtful printer. Every minute saved is so much gained. Can you think of no simple plan of making your work easier and at the same time increasing the output of the office? Every invention in the way of time-saving machinery had its origin in the patient thought of some observing, careful man as to how the doing of any more or less complex operation could be simplified.

The Imprint

EDITED BY: F. ERNEST JACKSON; EDWARD JOHNSTON;
J. H. MASON; GERARD T. MEYNELL.

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THE IMPRINT will be an illustrated monthly magazine, price one shilling net, devoted to the printing and allied trades. It will deal with book and periodical printing; tracts, catalogues, circulars, posters, etc.; type-founding, stereotyping; wood-engraving, process-block making, electrotyping; lithography, metallography; offset, collotype; intaglio printing, etching and engraving; machinery, bookbinding; penmanship, palaeography, and illuminating; drawing for reproduction.

THE IMPRINT will appeal to master printers and binders, and workers in every branch of the trade; to the makers of machinery, paper, blocks, ink, type, rollers, etc., and to all dealing in printers' supplies, to the publishing trade, and to advertising and printing managers in large establishments; and to students specialising in the graphic arts.

THE IMPRINT. The head of the lithographic and etching department will be Mr. F. Ernest Jackson, the founder of the Senefelder Club and one of the most widely known lithographic artists of the day. The head of the printing department will be Mr. J. H. Mason, who for many years had the advantage of working with Mr. Cobden-Sanderson and Mr. Emery Walker at the Doves Press, and was associated with the production of many of its noblest works, and who is now Director of Printing at the L.C.C. Central School of Arts and Crafts. The head of the illuminating and lettering department will be Mr. Edward Johnston, who, as an exponent of good lettering, is acknowledged both at home and abroad to have largely influenced its present revival. Every department will be filled in the same way. The composition of the Advisory Committee gives an assurance that **THE IMPRINT** will be produced under the most competent criticism and will be guided by the best advice obtainable.

THE IMPRINT is anticipated in France with interest, and contributions have been promised by eminent craftsmen and printers.

THE IMPRINT. Subscriptions received before the publication of the first number, which will be duly announced, will be at the rate of 12s. per annum, post free, for the United Kingdom. Agents wanted at home and abroad. All communications should be addressed to

Mr. GERARD T. MEYNELL, 11 Henrietta Street, London, W.C.
Telephone 5661 Gerrard.

WHAT OTHERS ARE DOING

AN International Exhibition of the Book Industry and Graphic Arts is to be held in Leipzig from May to October, 1914.

It will commemorate the 150th anniversary of the Royal Academy of Graphic Arts, and, according to the prospectus, the object is to promote friendly international competition in the kindred arts and industries. There will be 16 groups, which will be divided into 63 classes, so that every phase of the printing industry will be represented.

There are in Dublin several printing firms that have a continuous history of upwards of a century. The oldest existing firm of the kind in the city was established in 1770, and this firm is said to have been the first to introduce the ingenious ruling machine.

In connection with the subject of supplying experimental sketches for the obtaining of printing and other orders, says the *Printer's Register*, and the many disputes arising therefrom, which are carried very often into the courts of law, a correspondent prints in the official circular of the master printers' federation the following note:—

They do things better in the States! In the office of every Typothetæ member hangs a card, "Customs of the Printing Trade," and among these customs is, "*Experimental Orders*: All work produced in an experimental way at customer's request will be considered an order, and all composition, sketches, drawings, plates, presswork, and materials will be charged for." Copies of these "customs," too, are sent out broadcast with all proofs and letters and to all buyers of printing. That should be the practice to follow here.

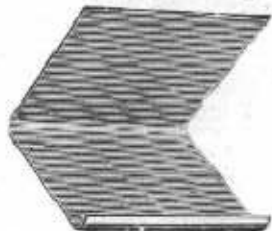
We have received from Messrs. Taylor Bros., Leeds, an interesting 8 pp. circular, which should be secured by our readers if they are at all desirous to take orders for the Christmas trade. Particulars are given of Chromo almanacs, card calendars, monthly date blocks, etc., the former being supplied in a very

Money & Time Saving Helps for Stationers.



NEST OF CARD TRAYS.—Enable a whole stock of cards to be displayed and put back again without handling the cards.

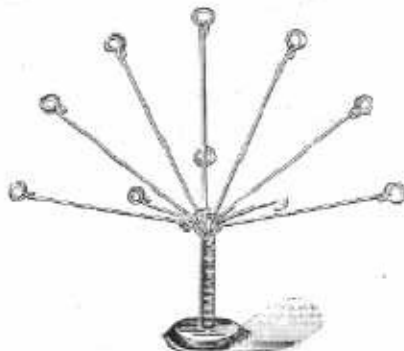
No. 57—6 trays each, 19×11×1, 8/- per set.
58—4 trays ditto, 5/6.
59—6 trays, 21×14×2½, 15/-



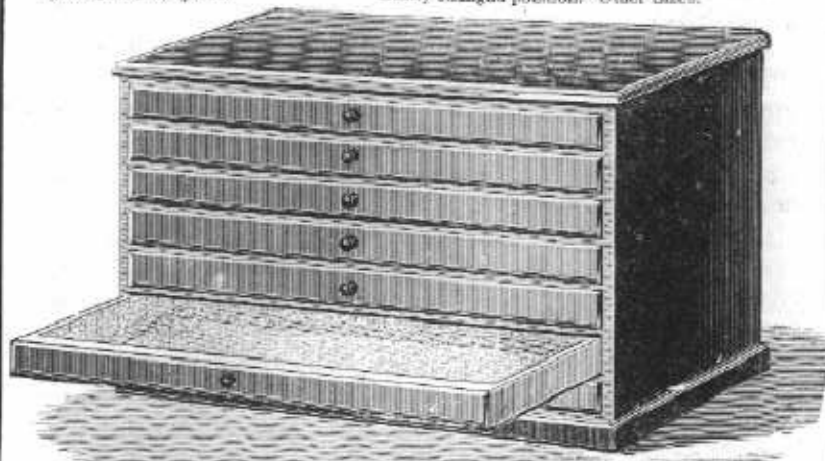
CARD RESTS.—For Window or Counter, give good and varied effects.

Size A.—Black Metal, 8/- gross.

Size B.—Larger and stronger, with support at back for books, framed goods, &c., 16/- gross.



FAN-WIRE CARD STANDS.—9½ ins. high. 1/3 each, 6 for 6/6. Make an attractive show. Easily changed position. Other Sizes.



STOCK CABINET (No. 4) for Purses, Prayer Books, &c. Dark stained and polished wood.

Seven drawers lined with fleecy wool to prevent rubbing. 20½×12×18, 19/6 each.

Illustrated Lists on Application.

MARLBOROUGH, GOULD & Co., Limited,
15 Dorset St., Salisbury Square, Fleet St., E.C.

extensive range of attractive pictures and designs. The firm is extremely well known for colour work, and for the above specialities they are, without doubt, *nulli secundus*.

* * *

The cover of this issue has been designed and embossed by Messrs. Dyer Bros., on a Platen Press, as will be seen from the footnote on page 1 of the cover. It proves that this firm is equal to any emergency, and that as die sinkers and engravers they hold a position which cannot be beaten. Not only is the design most effective, but by examining the work it will be seen that the dies are perfect. Should any of our readers require this class of work, we are convinced that they could not be better advised than to communicate with the Brothers Dyer, at 21-27 Hatfield Street, Golden Lane, E.C.

* * *

The Bank of England, says *The Sales and Wants Advertiser*, employed about 130 boys between 14 and 16 years of age who were engaged in the printing department as "layers on" and "takers off" of the bank notes, postal orders, Consol certificates, dividend warrants, stationery, etc. They received 7s. to 10s. a week, and recently they came out on strike because they felt that three of their number had been treated unjustly.

In addition, the boys, and, indeed, some of the men, seemed to be dissatisfied at the introduction of a timing-machine, which, they asserted, shortened their luncheon hour, as they were delayed in timing off.

The Bank's reply to the lad's ultimatum—Capitulation by the authorities on the question of fines, or no work—was met with the reply, "Instant resumption of work or dismissal, with half a week's wages." Later the strike was ended by the Bank authorities paying off the boys and dispensing with their services, the lads being informed that their places had been filled.

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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T. J. PARKINS, 45 & 46 St. John Street,
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.

WAREHOUSE OVERSEER who has had considerable experience in large city printing houses, seeks a position. Used to managing large staff, superintending printing, lithographing and stationery, forwarding and charging up work, etc.; excellent references. Box 221, c/o R. T. TANNER & Co., LTD.

DISPLAY & JOBBING COMPOSITOR (Soc.) desires re-engagement. 5 years' references. Box 252, c/o R. T. TANNER & Co., LTD.

FOR SALE, a PRAHMA GLEUING, GUMMING MACHINE, Type C1. Suitable for strip and whole surface work. Cost £21 5s. Never been used. Box 253, c/o R. T. TANNER & Co., LTD.

READER seeks change. Experienced in all kinds of work. Well recommended. Box 254, c/o R. T. TANNER & Co., LTD.

COMPOSITOR (N.S.) seeks permanency in London. First-class hand, jobbing and stone work. Excellent refs. Box 254, c/o R. T. TANNER & Co., LTD.

PRINTER'S and STATIONER'S WAREHOUSEMAN, thorough knowledge of papers, cards, etc., general routine, take charge. 14 years' experience. Box 255, c/o R. T. TANNER & Co., LTD.

WANTED, a Second-hand Gas Engine, about 2 h.p. Must be very cheap. Box 254, c/o R. T. TANNER & Co., LTD.

EVERY Printer who wants to save money should send for my New Catalogue of Type and Printing Materials. A guaranteed saving of 10 to 35 per cent. Post free on application to Box 253, c/o R. T. TANNER & Co., LTD.

IMPROVER on plates and wharfedale seeks sit. Half-tone and 3-colour. Can assist at case. Good references. Box 262, c/o R. T. TANNER & Co., LTD.

STOCK-KEEPER and WAREHOUSEMAN. Knowledge of proof reading, printing and binding, invoicing and day-book posting, packing and despatch department, 25 years varied experience. Excellent references. Moderate salary. Box 267, c/o R. T. TANNER & Co., LTD.

ADVERTISER desires position with provincial printing firm. Would undertake both management and representation. Sound and extensive London publishing connection. First-class references. Box 268, c/o R. T. TANNER & Co., LTD.

PRINTER'S OFFERK, age 27, seeks change. Box 256, c/o R. T. TANNER & Co., LTD.

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