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**TRADE
CIRCULAR**

**FEBRUARY,
1913.**

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

This cover was embossed in a Platen Press with Die and Patent
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Tanner's Trade 
 **Circular**
FOR PRINTERS & STATIONERS

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

Dorset Street, Salisbury Square,
London, E.C. *///*
39 & 40 Hutton Street, and
40, 41, 42 Primrose Hill,
Whitefriars, London, E.C. *///*

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Cables: A.B.C. 5th Edition, *///*
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Exclusive Trade Circulation.

Vol. VIII., No. 2. FEBRUARY, 1913.

Gratis and
Post Free.

PRICES ADVANCING.

FROM time to time we have drawn attention in our pages to the advance in prices of what may be termed the raw materials of the printing industry. Type has advanced in price, paper is advancing, and the price of labour is far higher than it was but a few years ago. The reason given for the advance in price of the first two commodities is again the advance in price of raw material, and the extra cost of labour. It is interesting to find that this advance is not particular to any country; but is world-wide amongst what may be termed the commercial nations of the world. This being so, it would appear, although we had hoped to the contrary, that the advances are permanent, and it, therefore, behoves the printer, for his part, to seriously consider the situation, and endeavour to meet it by a general stiffening of the prices at which he is supplying his work. Master Printers' Associations throughout the country, we are pleased to find, are becoming alive to the situation, and it is for the individual printer to render every assistance in his power.

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.

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TO THE TRADE.

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Works:—18, WORSHIP STREET, E.C.

Lithographers, Printers & Engravers.

OFFSET PRINTING

A SPECIALITY

ANY SIZE UP TO QUAD CROWN.

TEL: BANK 302.



THE Council of the London Chamber of Commerce has unanimously resolved to support the London Master Printers' Association in pressing the Government for an open enquiry into the conditions now laid down by the Treasury with regard to Government printing contracts.

Six lectures will be delivered at the St. Bride Foundation Institute, by Mr. R. A. Peddie, on "The History and Progress of the Arts of Printing and Book-making." The lectures are given on successive Monday evenings, and commenced January 13th.

Information has come to hand that the Dublin Master Printers' Association has decided upon an immediate advance in all prices for printing, owing to the greatly increased cost of production, consequent on the Insurance Act, shorter hours, and increased cost of raw materials.

Censorship of cinematograph films is now an accomplished fact, and it has been suggested that there should be some form of censorship of picture postcards. Sir Adolph Tuck states that the output of vulgar and indecent picture postcards has reached proportions which are scandalous.

During November the Labour Exchanges received 1,977 applications for employment in the printing and allied trades. The number of vacant posts notified during the month was 1,116, of which 861 were filled through the Exchanges.

Blocks of notepaper appear to be the fashion of the day. According to the *Sales and Wants Advertiser*, there appears to be a growing tendency for people to write on one side of the paper only. There is plenty of scope for individual taste in envelopes, for, in addition to the white, mauve and blue envelopes, used for notepaper, all the fashionable envelopes have a different coloured tissue paper lining. Green and orange are great favourites.

H. SILVERLOCK

Amalgamated with
Suttley & Silverlock,
Ltd.

**Blackfriars Road,
LONDON, S.E.**

TELEPHONE (3 lines) "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.

Linen paper remains in favour with many people, but the thin, stiff sheet is more in vogue than any other. An interesting novelty is a gradual revival of violet ink.

* * *

It has been suggested by Mr. H. J. Waterlow that the City Guilds should unite and offer to contribute a Dreadnought to the nation, to bear a name in some way associated with the City of London. If this comes about we shall soon see the larger industries following suit, and christening a battleship with some name associated with the particular trade contributing it.

* * *

The will of Mr. W. M. Fawcett, for forty years editor of the "Solicitor's Journal," shows an estate valued at £12,785, of which £9,744 is net personality; that of Mr. C. D. Paton, printer, of Edinburgh, at £18,977; that of Miss A. Spottiswoode, of Shere, the last survivor of the family of the late Mr. W. A. Spottiswoode, who died in her 89th year, shows an estate of the value of £65,984; that of Mr. E. Hanson, of Messrs. Ballantyne, Hanson and Co., Edinburgh, shows an estate of the gross value of £2,611, of which £2,307 is net personality.

* * *

According to the Board of Trade returns, last year proved one of exceptional prosperity, the trade figures being as follows:—

	Imports.	Exports.
1910	£678,257,024	£430,384,772
1911	680,157,527	454,119,298
1912	745,896,514	487,434,002

* * *

Sir William Bull put the following question in the House of Commons recently, "To ask the Prime Minister whether he is aware that the law, as stated in the decision of the House of Lords in the case of Vacher and Son v. the London Society of Compositors, applies to trade unions of employers as well as trade unions of employees, and whether he will take measures to safeguard employees and others against torts committed by trade unions of employers." The Attorney-General replied:—"The Government does not think it necessary to propose any such measures."

* * *

Mr. Harcourt announced in the House of Commons recently, that the Commonwealth of Australia and Newfoundland have passed legislation, adopting the Copyright Act, 1911.

* * *

There were only, on this occasion, two New Year Honours conferred upon gentlemen connected with printing and journal-

**ANOTHER NEW PAPER FOR THE
MODERN PRINTER.**

FRIEZE FINISH

**“SARUM”
Cover Paper.**

Supplied in the following Art and Neutral Tints—

Service Grey,	Mist Grey.
Cafe au Lait,	Oak,
Sand,	Lettuce,
Pastel Blue,	Guard's Red,
Cream White,	Ultramarine,
Cedar Green,	Suede,
	Plumbago.

IN

55 lbs. Medium. 70 lbs. Royal. 80 lbs. D. Crown.
(480 sheets.)

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

These Cover Papers possess a rough surface, thus lending themselves to high-class work and yielding results which will prove a credit to the printer and give the fullest satisfaction to the customer.

Write for full range of Samples to—

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

Dorset Street, Salisbury Square,

LONDON, E.C.

Telephone:
6262 HOLBORN
(5 lines).

Telegrams:
“TANNER,
LONDON.”

ism; one was Mr. Rowland Bailey, Controller of the Stationery Office and King's Printer of Acts of Parliament; who was knighted, and the other was Mr. James Dods-Shaw, also knighted, who has been in the House of Commons Press Gallery for thirty years, and who was appointed first editor of the Official Debates in the House of Commons.

* * *

A Leeds printer has been fined a penny per copy for 7,000 copies of pirated songs found on his premises. An order was also made for the confiscation of all plates, etc. The defendant stated that he was absolutely ignorant that there was any such thing as Copyright Law.

* * *

Mr. Justice Darling, speaking the other day to the Society of Authors, advised them to form themselves into a trade union. “You can,” he said, “secure absolute immunity and write as many libels as you like without paying any damages to anybody if you form the Society of Authors into a trade union; and there is no reason why you should not include all the newspapers of the day and publish everything not under the author's name, but under the name of the trade union.”

* * *

May we again draw our readers' attention to the “Wryto” cream laid paper? It is now supplied in three weights, and at the price is an exceptionally good quality paper, equally suitable for ink or type. It has had a large sale since its introduction, and many of our friends have been good enough to compliment us upon the introduction of “Wryto.” We shall be very pleased to send a sample to any of our customers who have not received one, and we feel that in recommending this paper we are recommending something of real good value.

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

LITHO PRINTING
FOR THE
TRADE

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HOLBORN 381

WIRE
“LITHO. LONDON”

Engraving
Copper-Plate Printing

UP TO DATE
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MODERN METHODS

TOM BROAD.
76-78, Clerkenwell Rd LONDON, E.C.

One of the Best
Equipped Offices in London.
Four Lines.

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. 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.

PRACTICAL NOTES

Handling a Sheet of Three-Colour Work.

FOLLOWING is the conclusion of a valuable paper on this subject read by Mr. James Trotter, of Leicester, to the Yorkshire Centre of the Printers' Managers and Overseers' Association, which we reprint from the *Printers' Register*.

After we have decided that we have got the best possible effect, according to our light, then we proceed with the printing. But before we have gone far, the parts which represent the solids in the blue plate—when printing upon or overlapping the solid portions of the red and yellow—present a transparent effect, as though we were carrying too little colour, producing instead of a black, a colour that is a dull red-brown in appearance. This effect is known in the trade as the blue not taking on. If this effect is at once apparent, then it can be dealt with, and the loss of material is trifling. If the work has been running apparently all right, the machineman should at once examine the work done, for he might find that appearances have been deceptive; that the blue which looked so flat and regular has now separated, and if examined beneath a glass, it will be found to have run into little hillocks resembling the dots of a half-tone plate. This is the result of the red having become too dry. Various plans are adopted to overcome (shall I say?) this calamity, for I can assure you it gives you something to think about when a batch of 10,000 double demy sheets presents this state of collapse. The rubbing of the prints with magnesia is the remedy usually tried to overcome this difficulty. It deadens the surface of the red, and with care is often effective. The objection to this method is the leaving of small particles of magnesia upon the sheets which seriously affects the appearance of the blue, and unless the sheets are very carefully dusted, grit gathers in the interleaving sheets, which affects work that may be put into them later.

Great care must be exercised in rubbing the sheets, otherwise smearing of the red may result. The cloths used for rubbing must be changed from time to time, for a small amount of red will adhere to the cloth, and the scratching of the print will result. Carefully done, the finished prints as a whole look better for the

◀ **WRYTO** ▶

SUPERFINE

Cream Laid Large Post

Stocked in 21, 23 and 27 lbs.

(504 Sheets).

PRICE **3d.** PER LB.

The Paper for all Commercial Purposes.

SEND FOR SAMPLE.

R. T. TANNER & Co., Ltd.

DORSET ST., SALISBURY SQUARE,

— LONDON, E.C. —

rubbing, as it removes any dust or grit which may have been picked up from the interleaving sheets, which if left on would have produced red specks in the finished print. The finished sheets should now be placed in racks in small quantities, and not stacked as were the two previous printings.

Driers can be added to the blue in such quantity as clean working and dispatch of the work demand. If the sheet be a heavy one, which requires a lot of ink, the work must be examined from time to time to see that the interleaving sheets are not sticking. Cracks or creases in the interleaving sheets will, if allowed to stick, mark the print. The critical time is just when the ink is on the point of drying. At this stage the sheets should be gently shaken and the stacks reversed. Should the sheets stick to the interleavers, the safest way to separate them is to roll them in the sheets. If the sheets are printed upon both sides, care must be taken, even after they appear quite dry, not to stack them too high, for the centre of the stacks becomes heated; then the varnish in the ink gets sticky, and when required the prints may be found to absolutely refuse to part company.

* * *

**Quality
Printing
Pays To-day.**


It needs but a glance at the many magnificent catalogues, beautifully illustrated booklets and high-class prospectuses, to show that "quality printing" is what is demanded now. Just compare the general advertising literature of ten, five, or even three years ago with the same class issued by the same concerns to-day. The expenditure often is lavish for such work; the cost of production must be large. There are booklets and catalogues, with their fine engraving upon the very best paper obtainable, that cost from one to two shillings each, and that in large lots. Examine some of the beautiful advertising booklets. One has to look in very high-class and expensive books to find such paper, such elegant cuts and fine colour work. In fact, the advertising literature of to-day is far ahead of general reading literature.

Does it pay? Evidently it does. Certainly it proves that "poor printing" doesn't "go" any longer. It speaks strongly for first-class equipment in a printing establishment.


* * *

Mr. W. H. Burchell has had forty years' experience as expert adviser to the printing and kindred trades. He is the author of several books on printing, and is in a position to render practical assistance on every side of the industry. His address is 13-15 Leather Lane, London, E.C.

USE
BRITISH MADE DIES



DYER BROS.
DIE-SINKERS & ENGRAVERS
21-27, Hatfield Street,
Golden Lane, LONDON, E.C.



Telephone
86 CENTRAL
(S. LONDON)

Telegram
DYEENGR
(LONDON)

WHAT OTHERS ARE DOING

MESSRS. WATERLOW AND SONS, LTD., started the 50-hour week on January 1st. The firm also presented all their employees who were in their service at the end of the financial year with double wages for Christmas week.

Paper napery is now the order of the day. In all sorts of houses it is being used extensively, and its manufacture is increasing by leaps and bounds. Paper towels are also being introduced in England; they have been used in America for some time past.

Congratulations to the *Tunbridge Wells Advertiser*. Its issue of January 10th contains a full report of the juvenile fancy dress ball, given by the Mayor and Mayoress the previous evening. There were no less than 58 photographs to be reproduced, together with the description of the guests' dresses. All the illustrations came out splendidly, and it only proves what can be done in this age of hustle by an enterprising and up-to-date printer.

Messrs. Waterlow Bros. and Layton printed four million Insurance stamps in forty-two days, the stereotypes being received on May 19th, and the contract to deliver being June 30th. Owing to the firm having turned out the Insurance stamps in so satisfactory a manner, the Government has entrusted the Company to print the high value postage stamps from 2s. 6d. upwards.

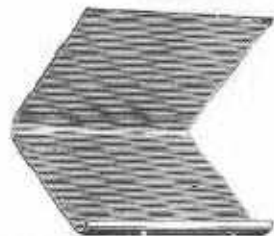
The report of Messrs. Eyre and Spottiswoode, Ltd., for the year ended March 31st last, shows an available balance of £14,506, after providing for debentures, etc. An interim dividend on the Preference Shares, at the rate of 2 per cent. per annum, has been paid, whilst £8,000 has been set aside for depreciations, etc. The report of Messrs. Waterlow and Sons, Ltd., after providing for depreciations, etc., shows a net profit of £169,865; a dividend at the rate of 15 per cent. was recommended, together with a bonus of 2 per cent. The report of Messrs. Waterlow Bros. and Layton, Ltd., shows an increased

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.

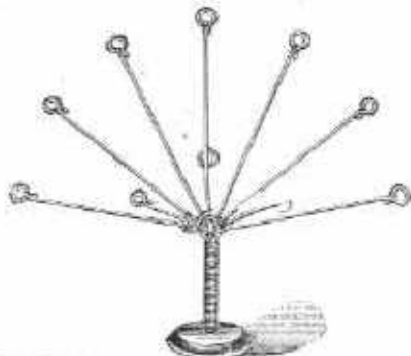
No. 57—6 trays each, 19 x 11 x 1, 8/- per set.
58—4 trays ditto, 5/6.
59—6 trays, 21 x 14 x 2, 15/-



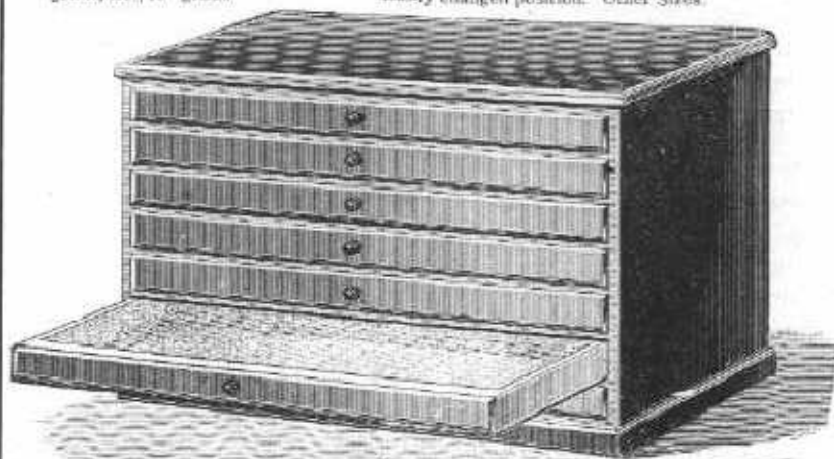
CARD RESTS.—For Window or Counter, give good and varied effects.

Size A.—Black Metal, 9/- gross.

Size B.—Larger and stronger, with support at back for books, framed goods, &c., 10/- gross.



FAN-WIRE CARD STANDS.—9 1/2 ins. high. 1/8 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. 30 1/2 x 12 x 18, 19/6 each.

Illustrated Lists on Application.

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

profit over the previous year's trading of £1,300, which has enabled the directors to increase the dividend from 4 to 5 per cent. The directors of the Kellner-Partington Paper Pulp Co., Ltd., report that the year's gross profits amount to £346,145; a dividend was recommended at the rate of 20 per cent. per annum, free of income tax, and, referring to the dividend, the Chairman said as far as the directors can judge from the contracts, barring strikes and unforeseen accidents, they would be able to show an even better profit next year.

* * *

The *Inland Stationer* says that a \$10,000,000 envelope company, with a daily capacity of twenty million envelopes, has been made at Columbus, Ohio. The purchase includes practically all the stock of the Columbus Envelope Co., and the Indianapolis Envelope Co., formerly operated as subsidiaries of the Columbus Lithograph Co. Interests connected with the Bryant Paper Mills Co. and the Illinois Envelope Co. are the purchasers.

* * *

Now that they have begun their sittings, the Departmental Committee appointed by the Home Office to inquire into the precautions necessary in the use of celluloid are anxious to receive evidence on certain points. The particular heads on which information is sought include the following:—The liability of celluloid to explosion and spontaneous ignition; standard tests for ascertaining purity and inflammability; the cost, reliability and utility of non-inflammable substitutes; how far the dangers of celluloid are realised by the public; and the various uses it is put to in manufacture, together with the precautions adopted and their adequacy. Persons desirous of giving evidence or of submitting information to the committee are requested to communicate with the secretary, Mr. C. G. Markbreiter, of the Home Office, Whitehall, S.W.

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.

Telephone:
Holborn 782.

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. Such announcements will only be inserted once, unless a request is received to repeat same. Replies may be addressed to R. T. TANNER & Co., Ltd., when they will be forwarded to Advertisers.

COMPOSITOR (N.S.) seeks engagement. General jobbing or solid, quick, clean and reliable. Box 271, c/o R. T. TANNER & Co., LTD.

PRINTER'S ORDER CLERK seeks change. 9 years' experience, would like to get into an advertising office, used to preparing copy for Drapers, etc., circulars. Good references. Box 274, c/o R. T. TANNER & Co., LTD.

SMALL PAPER CUTTER WANTED, must be cheap. Box 273, c/o R. T. TANNER & Co., LTD.

ADVERTISER desires position with Provincial Printing House, would undertake both management and London representation, excellent connection with publishers, first-class references. Box 272, c/o R. T. TANNER & Co., LTD.

WANTED, a Second-Hand Gas Engine, about 2 H.P. Must be very cheap. Box 258, 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 20 to 25 per cent. Post free on application to Box 263, c/o R. T. TANNER & Co., LTD.

IMPROVER on platens and what-die seeks sit. Half-tone and 3-colour. Can work at once. Good references. Box 262, c/o R. T. TANNER & Co., LTD.

PRINTER'S ORDER CLERK, capable of following up jobs and with good knowledge of book-binding and office routine, requires change. Box 275, 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 261, c/o R. T. TANNER & Co., LTD.

FOR IMMEDIATE SALE a genuine old-established Fancy Stationery, Art Needlework and Leading Library Business, situated in the best shopping road of one of the most select, cosmopolitan and improving seaside resorts on the South coast. Established twenty years. Takings exceed £1,000 per ann. at good profits. Rent £80 per ann. Price, goodwill, £100, with stock at valuation. Every facility for investigation. Box 260, c/o R. T. TANNER & Co., LTD.

STOCK-KEEPER and WAREHOUSE-MAN. 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.

MANAGER (35) seeks change. Thorough knowledge of printing trade, used to works and office control, buying and interviewing. Well educated, not afraid of work. First-class references. London or suburbs. Moderate salary. Box 269, Turner's Trade Circular.

PLATEN HAND seeks situation. Good half-tone, 3 colour, commercial, brass plate work, embossing. Address: W. H. 42 Inville Road, Waltham, S.E.

WANTED IMMEDIATELY, Plate Binding Machine. Send full particulars and price. Box 276, c/o R. T. TANNER & Co., LTD.

WORKING FOREMAN, Job Printing Department, requires position. Can take sole charge and design smart posters, booklets, advertisements, etc., interview customers, and estimate. Highest references. Box 277, c/o R. T. TANNER & Co., LTD.

LITHOGRAPHER requires situation. Transfers and machines. First-class colour and commercial. Good references. Box 278, c/o R. T. TANNER & Co., LTD.

CYLINDERS and PLATENS. N.S. young man desires situation, 3 colour, half-tone and commercial. Good references. Box 279, c/o R. T. TANNER & Co., LTD.

PRINTING and STATIONERY. Sound well-established business for sale at Grantham, doing £7,000. Double-fronted shop in main street, good plant in perfect running order, fresh clean stock, about £1,600 wanted, unique opportunity. Apply G. W. Golding, Auctioneer, Grantham.

DENY RELIANCE WHARFEDALE for sale, with 2700, in thoroughly good working order. Can be seen running any time. £35 net each. G. F. Tomlin, 626 High Road, Leytonstone.

WORKS MANAGER seeks appointment. Estimate, plan and produce everything in printing and stationery; book buyer. Box 280, c/o R. T. TANNER & Co., LTD.