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(PRUSSIAN BLUE)

For High-Class Results.

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Lavender Leaf.	Royal Blue.	Purple.
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Furze.	Mistletoe.	Camel.
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STOCKED IN

Royal . . .	50 lbs. and 70 lbs.	- -	480 Sheets
Medium . . .	40 lbs. „ 55 lbs.	- -	„ „
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Price **4½d.** per lb.

Special Quotations for large Consignments. Sample Book on Application.

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Dorset Street, Salisbury Square,

LONDON, E.C.

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5262 HOLBORN  
(3 lines).

Telegrams:  
"TANNER,  
LONDON."

## TRADE CIRCULAR

MARCH,  
1913.

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

This cover was embossed in a Platen Press with Die and Patent Counterpart made by Dyer Brothers, 27 Hatfield Street, Golden Lane, E.C.



# Tanner's Trade Circular

FOR PRINTERS & STATIONERS

Published by

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

Dorset Street, Salisbury Square,  
London, E.C. 4 4 4 4 4  
39 & 40 Hutton Street, and  
40, 41, 42 Primrose Hill,  
Whitefriars, London, E.C. 4 4  
Agent for South Africa:—

A. O. Bartlett, 1 Tamboers  
Kloof Road, Cape Town.

Telephone: 6262 Holborn (3 Lines).  
Telegrams: Tanner, Fleet, London.  
Cables: A.B.C. 5th Edition, 4  
Western Union and A 1 Code. 4

**Exclusive Trade Circulation.**

Vol. VIII., No. 3. MARCH, 1913.

Gratis and  
Post Free.

## UNSOLICITED.

**I**t is very gratifying to receive a communication, without solicitation, congratulating us on our prompt delivery. The get-up of the book referred to in the letter is most tasteful, and reflects the greatest credit on all concerned.

Dear Sirs, Feb. 20th, 1913.

You will doubtless be interested in the enclosed book on the Scott tragedy which was printed entirely on your paper. This was very quickly turned out, in fact in just over thirty-six hours, and in which we were assisted by your usual prompt delivery. The "get-up" has been greatly admired and a second edition is now being prepared, resulting in an increased order for your "Salisbury" paper to nearly forty reams.

Faithfully Yours,  
W. H. Smith & Son.

## 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: 1863 CENTRAL.

## TO THE TRADE.

# STANDIDGE & CO.

LTD.

36, OLD JEWRY, E.C.

Works:—18, WORSHIP STREET, E.C.

Lithographers, Printers & Engravers.

## OFFSET PRINTING

### A SPECIALITY

ANY SIZE UP TO QUAD CROWN.

TEL.: BANK 362.

# OUR MONTHLY REVIEW

### Special Clearance Lines.

THIS month we have to announce several special lines of cheap papers, which, we feel sure, are of more than usual interest. Under these circumstances our readers should not lose any time in securing particulars of them. The first to which we refer is a special purchase of over one thousand reams of 20 lb. Double Crown Green News Off-cuts, which we are offering in single reams at the remarkably low price of 2s. We shall be pleased to give special quotations for large consignments, and to send samples of the paper to any printer in the country. This is an opportunity of which the modern printer should not lose sight, and to avoid disappointment in delivery, orders should be placed without delay. The second line to which we refer is a good quality printing at 1½d. per lb. in the following weights and sizes: 24 lb. Double Crown (90 reams); 40 lb. Double Demy (110 reams); 48 lb. Double Demy (50 reams). For orders of the value of £3 and over the price is 1½d. per lb. The remaining special clearance line is: 63 reams of 41 lb. one-sided art Royal at 2d. per lb., a really good quality paper at a very low price.

### Sporting Club Requirements.

CRICKET, cycling, barriers, fishing, bowling and swimming clubs, among others, are catered for by means of the Fixture and Advertisement Sheets supplied by Messrs. Taylor Bros., Printers, Leeds. The sheets, which can be supplied with, or without, wood or metal mounts, or can be had mounted on strawboards, are beautifully lithographed, in panel form, in a variety of beautiful colours and chaste designs. The centre panel is, of course, intended for the club fixtures, and the surrounding panels are for local advertisements. Being printed in tremendous quantities, they are supplied at a price which brings them within the reach of all, and allows an excellent profit for printers handling them. Suburban and country printers should be particularly interested in these sheets, and those who have not already done so should communicate with the above firm in order to secure fuller information about this very remunerative line.



# 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.

# NEWS IN BRIEF

WE regret to learn that, owing to ill-health, Mr. E. T. Carr has been compelled to resign the secretaryship of the Caxton Convalescent Home, Limpsfield, which position he has held for a number of years, to the satisfaction of all concerned.

The will of Mr. R. H. Sharp, of R. H. and J. Sharp, litho. and general printers, Stockport, shows an estate valued at £27,134. Mr. E. A. Tootell, of Messrs. Tom Browne and Co., litho. printers, Hyson Green, left estate of the gross value of £13,913, with net personalty of £6,511. The will of Mr. W. Town, of J. Town and Son, Ltd., paper makers, shows an estate valued at £34,170; that of Mr. R. Seeley, publisher, at £10,051 gross, with net personalty of £9,942; and that of W. W. Stephenson, late publisher of the *Times*, at £6,989 gross.

It is claimed that a plant has been discovered in India which will supply an efficient substitute for paper. According to the *Standard*, it is the *Hedygium coronarium*, and the plant is distributed from the Himalayas to Ceylon and Malacca. According to the report it will furnish paper when rags and wood pulp fail. All of which we accept *cum grano salis*.

An American paper company purchased recently a quantity of old correspondence from a banking firm in Philadelphia for £14, amongst which was afterwards found old postage stamps that were valued at £15,320.

Mr. John Walter, of the *Times*, will preside at the 86th Anniversary Festival of the Printers' Pension Corporation, to be held at the Connaught Rooms, Great Queen Street, W.C., on May 28th.

Lord Northcliffe has sent a gift of two hundred guineas to the Lloyd Memorial Seaside Home, Deal, for the purpose of endowing two beds.

**SPECIAL**  
**CLEARANCE LINES**  
IN  
**Royal Boards**

400 gross 3 Sheet.

Per gross. **4/3** Per gross.

150 gross. 5 Sheet.

Per gross. **5/6** Per gross.

*Samples on Application.*

The above are offered to clear at prices much below  
their market value.

**R. T. TANNER & Co., Ltd.,**  
Dorset Street, Salisbury Square,

LONDON, E.C.

Phone  
6262 HOLBORN  
(5 lines).

Phone  
6262 HOLBORN  
(5 lines).

To celebrate the institution of the Insurance Act, Mr. A. Spurgeon presented a silver cup to the first child whose mother received the maternity benefit, and whose father had been employed by Messrs. Cassell and Co., Ltd., for at least twelve months.

According to Mr. R. A. Peddie, the paper used for book making in the 15th century was solid and thick, and entirely composed of rags; no trace of wood pulp or esparto grass is to be found. Of the whole of the known specimens of books printed throughout this century, the British Museum contains 10,000, or about one-third; but two-thirds of those issued during the period were printed in Italy and Germany.

Speaking at the dinner of the British International Association of Journalists, Mr. Sydney Buxton said he was not quite sure whether it was the newspapers that made the sensations, or whether it was the sensations that made the newspapers.

Prince Arthur of Connaught has consented to preside at the anniversary festival of the Newspaper Press Fund, to be held in May next.

The proposed amalgamation of all the Unions in the printing and allied trades is being pushed forward with considerable energy, says the *Printers' Register*. An appeal has already been issued to all the workers in the trades, and reports from the provinces are said to favour the prospects of the movement.

Still they come! Two new processes of colour photography are announced, but we are a little sceptical as to whether they meet the requirements for which we all eagerly await, namely, a direct method of reproducing the colours of nature in one simple process.

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

**LITHO PRINTING**  
FOR THE  
**TRADE**

PHONE  
HOLBORN 381

WIRE  
LITHO, LONDON

Engraving  
Copper-Plate Printing &c.

UP TO DATE  
PLANT  
MODERN METHODS

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

One of the Best  
Engraving Offices in London.

## 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 tons 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

### What Printing Buyers Think of Printers.

THE man who buys the printing for the largest firm of bakers in this country once told the writer that they always got their printing done at less than cost. The plan is simple. The buyer is a practical man himself and knows what printing costs are. When they are in the market for letterheads, all he needs to do is to send out a letter to a large number of printers on his list. He always has a large list of this kind because representatives are at all times asking him to let them have "a chance to figure on a job." He then says in this letter that they will need half a million, or whatever the number may be, and that they will pay \$1.25 for them, delivered at a certain time and as per specifications. The price quoted will not cover cost. The buyer knows it; many printers know it too, and decline to have anything to do with the matter.

But that does not mean that he is not going to get it done at that price. Oh, no! Just before the time limit for acceptance is about to fall, there is always some poor fool printer who says he will take the job at the figure named. The only reason which he can assign for a man doing such a foolish thing is that he figures that the receipt of ready money is worth something then to him to meet urgent bills, or that he takes the job, thinking thereby he can spite some other printer whom he thinks has designs on securing the job.

This man does not have need of any multigraph machines in his office.

The advertising manager of a varnish manufacturing establishment, with branches in several cities of the United States, once told the writer that printers were not as sensible as varnish makers. He knew something about varnish manufacturing and selling conditions, and was also familiar with the manner in which the printing trade was conducted. Too much misdirected competition was his explanation of the past ill-state of affairs in the Art Preservative. When people outside of the trade sit down and look upon us in silent wonder and with noticed contempt, it is



A VERY  
**SPECIAL LINE.**

We have secured

**1,000 REAMS**

20 lb. - - - Double Crown,

(480 Sheets)

**GREEN NEWS OFF-CUTS**

Which we are able to offer at the  
**REMARKABLE LOW PRICE**

of

Per ream. **2/0** Per ream.

or in 25 ream lots at

Per ream. **1/11** Per ream.

Write for Sample and send order early to avoid  
disappointment in delivery.

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

'Phone : Dorset Street, Salisbury Square, 'Phone :  
6262 Holborn :: LONDON, E.C. :: 6262 Holborn  
(3 Lines). (3 Lines).

certainly time wiseheads get together and do something. Education is the only practical means at their disposal, and the first persons to begin educating are themselves.

The man at the head of the purchasing department which has the responsibility of ordering the printed supply matter for one of the largest typewriter concerns in this country once suggested to me something about printers' prices which had never come to my attention before.

"Printers should not cut their prices," he said. "Whenever they do, because of a slack season, or on account of a fear of competition, or for any other reason, it is placing a burden upon the shoulders of a purchasing agent which he ought not to be compelled to bear."

"I should think he would consider such a stroke of buying something to bring praise to his department," I said, innocently.

"Sometimes it does, but you know how many times such things are noticed above you. It is the usual practice for a printer to make his lowest price on a new job. On such a one as this there is usually a new printer or two to place his figure. As a rule, the new job goes at a price less than what it should cost to print it. Then, when a reprint is ordered, the purchasing agent cannot get it done at the cheap price it was done for first. When the bills for these second jobs are sent to the auditor to be approved he cannot understand why they should be so much higher, and, in many cases, thinks it is of sufficient importance to tell the president, who always watches expenses closer than he does sales."


At the time I tried to convince him that he should confine his purchasing to one house of the highest reputation, but he found so many objections to such a plan that I began to doubt the sincerity of his explanation. Yet there is much of gospel for printers in what these men outside the trade have got to say about them.

The above is by Mr. Ernest Hesse, in the *American Printer*, but the remarks, we regret to say, apply the same here as they do in the States.


At the time of writing, says the *Sales and Wants Advertiser*, no settlement had been arrived at in the Glasgow and Edinburgh printing trade dispute, but hopes were entertained of a joint conference which has been arranged.

A copy of this *Trade Circular* will be forwarded to any Printer in the British Isles, as published, gratis and post free, on application to R. T. Tanner & Co., Ltd., Dorset Street, Salisbury Square, London, E.C.

USE  
BRITISH MADE DIES



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



Telephone  
104 CENTRAL  
(5 lines)

Wholesale  
and Retail  
Business

## WHAT OTHERS ARE DOING

THE report of the Ramsbottom Paper Mill Co., Ltd., allowed the directors to propose a dividend of 20% on the Ordinary shares, and to carry forward £12,231. The directors of the *Financier and Bullionist* recommend a final dividend for last year of 12½%, free of income tax, making a total distribution for the year of 25%. An interim dividend, at the rate of 10% per annum for the half-year ended December 31st last, has been declared on the Ordinary Shares in George Newnes, Ltd. The directors of Weldon's, Ltd., have declared a similar interim dividend for the corresponding half-year.

\* \* \*

We regret that a printer's error crept into our last issue in connection with the paragraph referring to the printing of the insurance stamps by Messrs. Waterlow Bros. and Layton. We announced that the firm had printed four million stamps in forty-two days. The number should read four *hundred* million.

\* \* \*

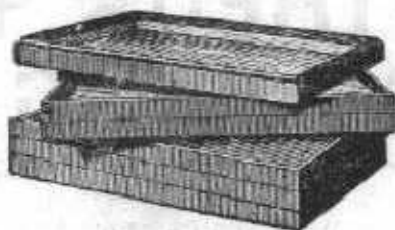
A strikingly effective advertisement appears in the current issue of the *American Printer*. A half-tone block, with frame border, printed in black ink, occupies the centre of the page, and the whole of the surround is printed in narrow vertical stripes in black and purple.

\* \* \*

In the House of Lords the Earl of Dunmore called attention to the recent decision of the House, as the Final Court of Appeal, respecting the immunity of trade unions from civil liability for wrongful acts. In reply, Viscount Haldane said the object of the Act was to protect sick and benefit funds from being diminished as the result of the action of individuals who happened to be leaders of trade unions. He had always felt critical of the remedy for the evil, and would have preferred rather to restrict the law of agency, but the result would have been the same. It was not, however, the fact that trade unions could use the machinery of oppression with absolute immunity. The individuals who put that machinery into operation were just as liable as ever. It was

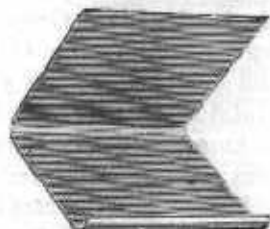


## Money & Time Saving Helps for Stationers.



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

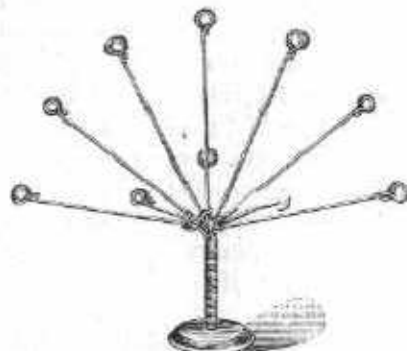
No. 57—6 trays each, 11x11x1, 8/- per set.  
58—4 trays ditto, 5/-.  
59—6 trays, 24x14x24, 16/-



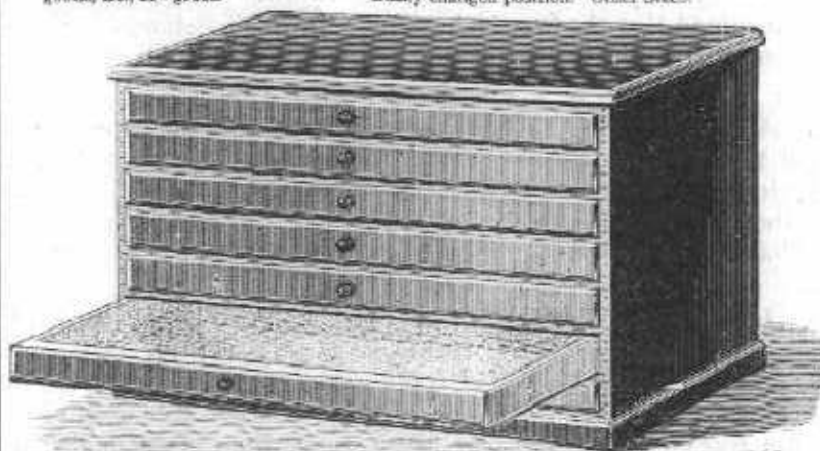
**CARD RESTS.**—For Window or Counter, give good and varied effects.

Size A.—Black Metal, 8/- gross.

Size B.—Larger and stronger, with support at back for books, framed goods, &c., 15/- gross.



**FAN-WIRE CARD STANDS.**—9 1/2 ins. high, 1/8 each, 6 for 5/6. 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, 10/6 each.

*Illustrated Lists on Application.*

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

true Parliament had decided a trade union could not be sued, but that was a smaller evil than allowing the funds for the sick and aged to be attacked.

Gold, silver and bronze medals are being offered in a poster competition, held in connection with the forthcoming Grocers' Exhibition at the Agricultural Hall, which will open some time in September.

One of the planks in the platform upon which the Democratic party made a successful campaign, says the *American Printer*, was based upon the statement that the tariff should be lowered, and would be lowered if the party came into power. It was therefore but the logical outcome of the situation that the Ways and Means Committee of the House of Representatives, upon which committee will devolve the work of preparing the new tariff schedules, should have taken the work immediately in hand and announcement made at the beginning of the year that hearings would be held relating to the various industries affected by the lowering of the tariff. A schedule of the hearings was published and the one set for printed matter fell upon the seventeenth of January. Directly following the announcement of the various hearings, organisations representing the different industries sprang at once into activity, and even some persons who had been emphatic before election in denunciation of the iniquity of the tariff lent a hand in the work of preventing a reduction of the duties so far as their particular interests may be affected. Committees have been appointed representing all branches of the printing trade in different sections of the country, and able counsel to present their arguments has been employed. The instructions given to these committees have been not only to prevent a lowering of the tariff, but, if possible, to have the duties increased.

### 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 762.

**T. J. PARKINS,**

45 & 45 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. (under Box numbers), when they will be forwarded to Advertisers.

COMPOSITOR (N.S.) seeks engagement. General jobbing or skill, quick, clean and reliable. Box 271.

PRINTERS' ORDER CLERK seeks change, 9 years' experience, would like to get into an advertising office, used to preparing copy for Drawings, etc., circulars. Good references. Box 274.

ADVERTISER desires position with Provincial Printing House, could undertake both management and London representation, excellent connection with publishers, first-class references. Box 272.

PRINTERS' ORDER CLERK, capable of following up jobs and with good knowledge of book-keeping and office routine, requires change. Box 275.

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.

WANTED IMMEDIATELY, Plate Rolling Machine. Send full particulars and price. Box 278.

WORKING FOREMAN, Job Printing Department, requires position. Can take over charge and design mast posters, booklets, advertisements, etc., interview customers and estimate. Highest references. Box 277.

LITHOGRAPHER requires situation. Transfer and machine. First-class colour and commercial. Good references. Box 276.

BIRMINGHAM. WANTED A PRACTICAL PARTNER with capital to invest in a Letterpress Printing Business. Established nearly 20 years. Thorough investigation essential. Or would sell as going concern upon valuation. Box 227.

PRACTICAL PRINTER seeks situation as Reader-Comp. or as Printer to a private firm. Has been in latter position for past four years. Energetic and reliable. Age 32. Good references. W. J. G., 79 Loughorne Street, Fulham Palace Road, S.W.

LINO OPERATOR, disengaged, and seeks at £600. Mechanical knowledge. London or portmace. H., 34 Victoria Road, Kilburn, N.W.

CYLINDERS and PLATENS. N.S. young man desires situation, 3 colour, half-tone and commercial. Good references. Box 279.

WORKS MANAGER seeks appointment. Estimate, plan and produce everything in printing and stationery; keen buyer. Box 280.

YOUNG MAN (21-22), tall, strong and active, requires situation, willing to make himself useful in any way. Excellent testimonials. Left former situation for reasons over which he had absolutely no control. Box 225.

WORKING FOREMAN desires change. 12½ years' experience on 7 rev. Mills, Bob-cot, Summit, etc./expert in 3 colour and half-tones, would take full charge, quick make-ready. Country and London experience, good references. Box 281.

VELLUM AND BINDER & BOOK EDGE MARBLER, 29 years, seeks situation. Thorough experience in both branches. J.R.M., 8 Hensborough Place, Westminster, S.W.

MACHINE MANAGER, young man seeks change, well up in all classes of colour work, capable to take charge. Box 284.

ADVERTISER seeks responsible position in London printing house. First-class knowledge of estimating. Thoroughly conversant with paper trade and all branches of the printing business. Keen buyer. 13 years' experience. London and provincial. Box 283.

PRINTERS' CLERK, 23, would assist printer during spare time. Box 282.

YOUNG MAN, 26½, desires change; 15½ years' experience printing trade; estimator; could take charge of office; good correspondent; author of articles in technical press; has a practical and all-round knowledge of all branches of printing and bookbinding. Salary 50/- Box 281.

FOR SALE. 21 H.P. Gas Engine by Crossley, No. 26226, splendid condition, can be seen running daily at 16, Swan St., Boro, S.E.

A FIRST-CLASS PLATEN HAND, desires change as an operator on cylinder machines. Good refs. 4 years' experience. K.B., 41 Salford Road, Tooting, S.W.

## ANOTHER NEW PAPER FOR THE MODERN PRINTER.

FRIEZE FINISH

# "SARUM" Cover Paper.

Supplied in the following Art and Neutral Tints—

Service Grey,  
Cafe au Lait,  
Sand,  
Pastel Blue,  
Cream White,  
Cedar Green,

Mist Grey,  
Oak,  
Lettuce,  
Guard's Red,  
Ultramarine,  
Suede,

Plumbago.

IN

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

Price **4**<sup>1</sup>/<sub>2</sub> 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:  
6885 HOLBORN  
(3 lines).

Telegrams:  
"TANNER  
LONDON."