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# TANNER'S TRADE CIRCULAR

To Printers and  
Stationers

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*MAY, 1913*

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R. T. TANNER & CO., LTD.  
DORSET STREET, SALISBURY SQUARE,  
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**“CHICHESTER”**  
 Royal Boards

in  
 Neutral Tints of Browns, Greys, Greens, etc.

**Attractive and Artistic.**

Suitable for Mounts for all purposes,  
 High Class Covers, and Art Work of  
 every description.

Already in Stock.

Ivory,	Chocolate,	Elephant,	Earth,
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Supplied in three Textures—

Antique	....	....	11/3 per gross
Linen Faced	....	....	12/6   "   "
Frieze Finish	....	....	12/6   "   "

Sample Book in course of preparation.

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 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,  
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Works:—18, WORSHIP STREET, E.C.

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## OFFSET PRINTING

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ANY SIZE UP TO QUAD CROWN.

TEL.: BANK 362.

## OUR MONTHLY REVIEW

### Chichester Boards.

Attention was called in our last issue to the Chichester Royal Boards. From the way they have been received, we have no hesitation in saying that they will meet with a phenomenal success, and this has given us confidence to introduce immediately several new colours in neutral tints. It will be remembered that in our last issue we mentioned the following colours: chocolate, elephant, earth, fawn, black and ivory. We are now in a position to supply, in addition to the above, the following tints: laurel, coffee, French grey, dun grey, cloud grey, cafe au lait, dove, and moth brown. It will be seen from the above list that it comprises a number of neutral tints in greys, greens and browns, tints which are now much sought after for art work of every description. All the tints are supplied in three surfaces, viz.: antique, linen-faced, and frieze finish, which are self-explanatory from their descriptions. The price of the antique finish is 11s. 3d. per gross, and for the other two, 12s. 6d. per gross. Every printer should secure a sample book of these boards, which are, without doubt, a distinctive line for the modern typographer.

### Porcellanite Parchment.

This is a paper possessing the glazed surface and texture of good quality parchment, and will be found adaptable for a variety of purposes. It is very effective when printed with bronzes, the surface being particularly suitable for the purpose. Stocked in royal (500 sheets flat), it is supplied in two weights: 51/55 lb. at 20s. per ream, and 60/65 lb. at 22s. 6d. per ream. Sample will be forwarded to any printer making application for same.

### Imperial Mail.

A new large post Bank paper, cream wove, of good quality at a low price. It possesses a good surface either for typewriting or ink writing, and will be found suitable for all commercial purposes. The weight is 11 lb. (480 sheets), and the price, 5s. 3d. per ream.



# H. SILVERLOCK

Amalgamated with  
Suttley & Silverlock,  
Ltd.

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LONDON, S.E.**

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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.



**S**IR ROWLAND BAILEY, late Controller of the Stationery Office, states that the Publications' Committee of the House of Commons, by restraining the publication of unnecessary matter in official documents, e.g., as blue books, has resulted in an actual realised saving of £150,000 per annum.

It is proposed in the new Merchandise Marks Bill to omit the phrase "Made in Germany," and to substitute the words "Not British." On goods manufactured in any part of the British Empire, outside the British Isles, the phrase "British-Empire made" will be adopted.

The Celluloid Bills have been blocked in the House on second reading. The ground of opposition is that if legislation is required it should be universal and not particular to London, and that the Government should wait for the report of the Departmental Committee, appointed by the Home Office, to make enquiries in respect to the storage of celluloid, before instituting legislation.

Experts in the paper trade are of opinion that the much-discussed American tariff reductions will have little or no influence on the industry, so far as this country is concerned.

The will of Mr. J. W. Arrowsmith, of Bristol, shows an estate of £55,776, with net personalty of £49,258. Testator bequeathed his paintings, etc., to the Corporation of Bristol, and, among other bequests, he left £2,000 and 2,000 £1 Ordinary shares in J. W. Arrowsmith, Ltd., to the secretary, Mr. T. R. Davies. The will of Mr. F. Kilbourn, Camberwell, S.E., for twenty years "printer" of *The Times*, and for forty-five years in their service, shows an estate of £403, and that of Mr. W. Lunnon, of the Hedsor Board and Paper Mills, at £44,694 gross, with net personalty of £40,114.

## SPECIAL CLEARANCE LINES

after

# STOCK-TAKING

### 57 Reams

No. 770 ... 120 lb. Double Imperial

## BROWN

Price **6/3** per cwt.

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FREE DELIVERY LONDON ONLY.

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### 40 Reams

80 lb. Double Imperial

## OCHRE GLAZED

Price **10/6** per cwt.

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Don't fail to place your order early.

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

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

Messrs. Morrison and Gibb, Ltd., of Edinburgh, have dissolved the sick and benefit society in connection with the firm, owing to the fact that the National Insurance Act, to a large extent, covers the object for which it was formed. The scheme in connection with the firm had been in operation for over forty years, and during that time about £10,000 has been distributed among the members.

\* \* \*

Mr. C. J. Drummond, of the Board of Trade, has been appointed to the Commission of the Peace for the County of London. Mr. Drummond has had a long and active career, and has filled many positions of an honorary character. Among these may be mentioned his membership of the Royal Commission on Depression in Trade, a Convict Prison Visitorship, Chairman of the Governors of St. Bride Foundation, Joint Hon. Secretary of the Institute of Printers, Member of the Council Printers' Pension Corporation, President Caxton Convalescent Home, Limsfield, Liveryman of the Stationers' Company, Consulting Examiner in Typography City and Guilds of London, Crown Representative on the City Parochial Foundation, Local Pension Committee L.C.C. He is also a Past Grand Officer in Masonry and an Officer d'Académie of France.

\* \* \*

A Committee of the British Association for the Advancement of Science has issued a printed report on the influence of school books upon eyesight, giving specimens of the type recommended and other items of interest to printers. Copies of the report may be obtained from the offices of the Association, Burlington House, Piccadilly, W.

\* \* \*

The souvenir presented at the thirteenth annual dinner of the Institute of Printers, held on April 5th, at the Connaught Rooms, W.C., under the presidency of Sir George Riddell, is, in every sense of the term, an edition *de luxe*. It certainly does credit to the trade and to the occasion on which it was presented, and proves conclusively that the art of printing never stood as high as it does to-day. In the space at our disposal it is impossible to review the contributions, and when all are of so high a standard of excellence, perhaps it would be a little invidious to do so. It is, however, gratifying to find that so much real progress is being made in the trade.

\* \* \*

Sir Henry Lucy will preside at the annual dinner of the Readers' Pensions Committee, to be held on May 3rd.

# COLOR & GENERAL PRINTING FOR THE TRADE.

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Cheap, Choice and Charming.

Sample Set to take orders with, 5/- allowed off £5 order or if the Samples be returned in good condition.

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**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 481.

# PRACTICAL NOTES

## Mutual Confidence in Buying and Selling.

An interesting development in general business during the past few years has been the acknowledgment of the buyer of manufactured products and special service that the seller is deserving of a profit. While it has always been understood that the seller is entitled to a profit, if he can get one, the tacit belief of the shrewd buyer in many cases has been that he could get a price which would not leave much margin for profit.

This has been true in the printing business as well as others. The wisest purchasing agent is he who thinks that he has forced the printer to shave his price a little closer than usual in order to capture his business. As indicated, however, the recognition of the right of the man in every line of business to secure a profit commensurate with his capital investment and technical skill has been followed by a willingness on the part of the latter to come out into the open on this proposition.

This happens, for example, in the use of the percentage system, which is growing in popularity in a good many sections of the country. When this plan is used, the printer contracts to deliver work to the consumer at cost plus whatever percentage of profit is agreed upon. The plan has worked satisfactorily, and in fact a good many large printers are enthusiastic over it and are extending it wherever practicable.

The use of such a system, of course, involves the development of mutual confidence. Likewise it enables the buyer to select the printer in whose work he has the most confidence. The reputation of the house for turning out high grade printed goods is the chief consideration involved in his selection instead of merely the quotation made on a certain specified job.

This is, of course, a point in favour of the good printer, since it enables him to capitalize his prestige and the satisfaction of his customers in a concrete, tangible way.

It is true, also, that the use of the percentage system is eminently fair, and yet at the same time protects both parties. Considering the plan from the standpoint of the printer, it is certain,

## After Stocktaking Clearances of Art Papers.

44	Reams	27 lbs.	Two-sided White Art	Crown (15 × 20)
20	"	28 "	" " "	Demy
25	"	28 "	" " "	Medium
25	"	34 "	" Cream shade	"
12	"	32 "	" Cream shade	Double Cap
10	"	25 "	" Green	Large Post
8	"	28 "	" Green	"
28	"	35 "	" White	Royal
18	"	66 "	" "	"
20	"	57 "	" "	Double Crown

AT  $2\frac{1}{2}$ <sup>D.</sup> PER LB.

### ALSO THE FOLLOWING LOTS OF ONE-SIDED TONED ARTS.

12	Reams	34 lbs.	Toned one side	Demy
8	"	30 "	" " "	Medium
12	"	40 "	" " "	Royal

AT  $1\frac{7}{8}$ <sup>D.</sup> PER LB.

### AND THE FOLLOWING ONE-SIDED WHITE ARTS.

11	Reams.	36 lbs.	White one-sided	Demy
40	"	41 "	" " "	Royal
10	"	66 "	" " "	"
18	"	38 "	" " "	Double Cap

AT  $2$ <sup>D.</sup> PER LB.

**R. T. TANNER & Co., Ltd.,**  
DORSET STREET, :: **LONDON, E.C.**  
SALISBURY SQUARE,

Telephone : 6262 HOLBORN. (3 lines).

## AFTER STOCKTAKING CLEARANCES

We have the following lots of Unglazed Cover  
Papers to dispose of at very low prices :—

36	Reams	40 lbs.	Light Yellow	Medium	480	} d. 1 $\frac{3}{4}$
36	"	"	Salmon	"	"	
29	"	"	Blue	"	"	
20	"	"	Silurian	"	"	
40	"	"	Green	"	"	} 2 $\frac{3}{4}$
20	"	38 lbs.	Dark Slate	"	516	
18	"	"	Olive	"	"	} 2 $\frac{1}{2}$
16	"	48 lbs.	Chocolate	"	480	
8	"	50 lbs.	Blue	Royal	"	1 $\frac{3}{4}$
12	"	46 lbs.	Sage Green	20 × 28	516	2 $\frac{3}{4}$
12	"	61 lbs.	Mottled Green	17 × 27	480	2 $\frac{3}{4}$
16	"	70 lbs.	Chocolate	Double Crown	"	2 $\frac{1}{2}$

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

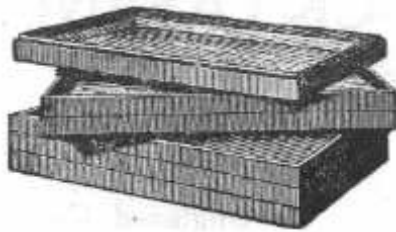
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## Money & Time Saving Helps for Stationers.

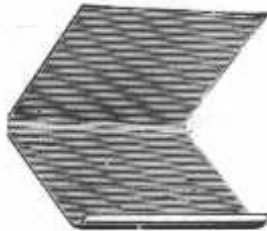


**NEST OF CARD TRAYS.**—Enable a whole stock of cards to be displayed and put back again without handling the cards.

No. 57—6 trays each, 19 x 11 x 1, 8/- per set.

58—4 trays ditto, 5/6.

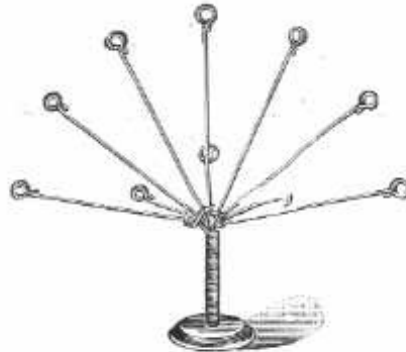
59—6 trays, 21 x 14 x 2, 15/-



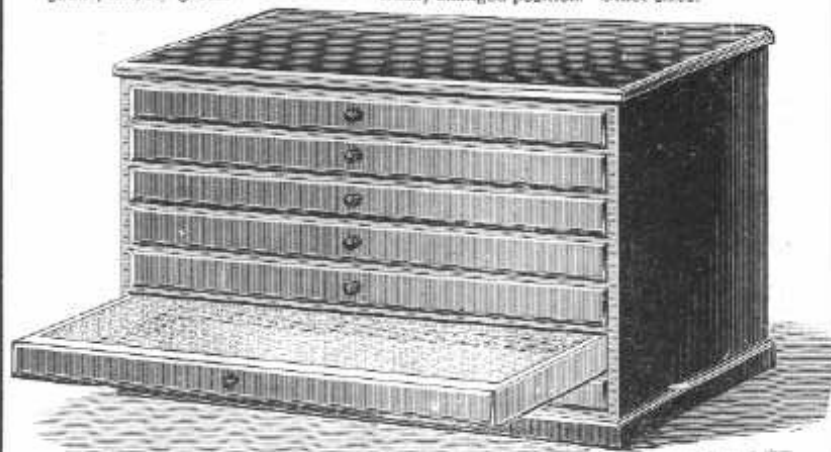
**CARD RESTS.**—For Window or Counter, give good and varied effects.

Size A.—Black Metal, 8/- gross.

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



**FAN-WIRE CARD STANDS.**—9½ 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. 20½ x 12 x 12, 19/6 each.

*Illustrated Lists on Application.*

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

of course, that he makes a profit. Every item which goes into the production of the work can be figured, and the profit goes on after all cost has been taken care of. Contrasted with the plan of estimating, which, while generally satisfactory, involves a good many unknown quantities and sometimes leads to disaster when the work is actually put through the job, this is an ideal condition.

On the other hand, the buyer is certain to pay only what the work is worth, since he gets it at cost plus a reasonable and legitimate profit, the amount of which he knows in advance. It sometimes happens that an error in estimating is made on the side of the printer, and an overcharge made which would only be caught if bids were had from several printers. The buyer who favours a certain house and gets but one estimate, entrusting his work to that house after a preliminary statement of the cost, is thus forced to pay more than a fair profit for the work.

When a mistake is made in estimating, and when it is discovered after work is begun that a loss is practically certain, there is a temptation to hold down costs at every step, and, if not actually to slight the work, to reduce every possible item of cost so as to keep the certain loss to as small proportions as possible. When this happens, the buyer suffers, for there are a lot of things which can't be written into the specifications, and it is on these that the printer is likely to skimp. But the fact that most printers stick to their guns and turn out the work just as it is wanted, even though they know in advance that they are going to lose on it, is attested by the small number of millionaires who are in the printing trade.

Another marked advantage of the plan is in the saving of time. When a hurry-up job is to be handled, all that is necessary is for the amount of the percentage to be agreed upon.

—Mr. G. D. Crain, in the *American Printer*.

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

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**TRADE**

UP TO DATE  
PLANT  
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Equipped Offices in London.



# WHAT OTHERS ARE DOING

**A**MONGST the tenders submitted by London printers for a certain contract for printing, the lowest was £128 and the highest £344. May we respectfully draw attention to the article on the American system of basing charges on a percentage of profit basis? This would no doubt, if practicable, eliminate a good many of the troubles and anxieties to which the printer is heir to.

\* \* \*

It is said that the late Mr. J. E. Taylor refused to consider an offer of one million sterling for the *Manchester Guardian*.

\* \* \*

The capital invested in the printing trade in the Transvaal is estimated at £4,000,000. There are 3,200 white men employed in the industry, which is said to return about 2½ per cent. interest on the capital invested. Surely there is some discrepancy here.

\* \* \*

Considerable discussion, says the *Sales and Wants Advertiser*, has taken place in Scottish educational circles over the blunder in the higher French paper of the leaving certificate examination throughout Scotland which was recently discovered. When the sealed papers were opened and distributed it was found that through some extraordinary blunder only one of the three pages of the document contained questions in French, the others being a reprint of the examination in English held a week previous. In the Glasgow schools the candidates were instructed to answer the questions on the first page of the paper only, and it is believed that in most of the Scottish schools also this was done.

The Scottish Education Department have since issued the following instruction: "With reference to the second paper in higher French, the Department regret that, owing to a serious mistake on the part of the printers, the examination in that paper has had to be cancelled. You are therefore requested to return all the books of answers to that paper and the defective examination papers." Further instructions were to be issued at the earliest possible date.

Mr. Stanley Paul, the well-known publisher, has great hopes in the future of the historical novel. He states that at present there is practically no market for the adventure story. Has the cinematograph, we wonder, taken its place? If so, the writers of such stories should get into touch with the producers of films.

\* \* \*

India has now nine paper mills, three of which are in Bengal, four in Bombay Presidency, one in the United Provinces, and one in Gwalior State. Their aggregate capital is about £3,600,000.

\* \* \*

A portrait of the Hon. Harry Lawson, M.P., wearing his robes as Mayor of Hackney, has just been presented to the London Press Club by Mr. P. T. Cole, the artist.

\* \* \*

Following upon the recent printing trades' costing congress, held in London, the Scottish Alliance of Master Printers have recently held a similar congress in Edinburgh.

\* \* \*

Mr. W. Howard-Hazell, on the occasion of the first annual dinner of the Scottish Alliance of Master Printers, said that unless they had some such alliance printers would be ground between the triple millstones of the Government, the Labour Unions, and the Customers. In view of the burdens added by the State it was absolutely essential that there should be a strong Association to speak in an authoritative tone as representing the whole of their craft.

\* \* \*

The last annual balance sheet of Edward Lloyd, Ltd., shows a profit of £140,337, after providing for depreciation and bad or doubtful debts. £20,000 is carried to reserve, and the directors recommended a final dividend at the rate of 1s. per share, free of income tax, making 10 per cent for the year. £23,629 was carried forward.

## 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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43 & 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.

**WORKS MANAGER** desires change. Thoroughly practical all departments; smart organizer; keen buyer and estimator. At present managing successfully works employing 30-40. Abstain. First-class references. Moderate salary. Box 295.

**ADVERTISER**, with excellent London connection, is open to represent good provincial printing firm, or would undertake both management and representation. First-class credentials. Box 293.

**IMPROVER** on Wharfedale and Platen, seeks situation. Half-tone and 3-colour; 8 1/2 time at hand. Town or country. Box 294.

**MACHINE MINDER** (27). 2-revolution quarter, 2-colour, German, American and English machines. Best 4-ton and 3-colour work; anywhere. Box 295.

**POSITION** required by Practical Letterpress Works Manager. Thoroughly experienced, can take sole charge, design smart Posters, Catalogues, Booklets, etc., and interview customers. Keen buyer and estimator. Box 297.

**SMALL PRINTING BUSINESS** required showing about £4 week net profit; near the City preferred. Must bear every investigation. Box 298.

**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 287.

**WAREHOUSERMAN**, N.E. (37), seeks re-employment. 12 years' experience as overseer, estimator, paper buyer, receiving and despatching, ordering half-tone, zincs and electrics. Well up in fashion, stationery, parliamentary and label work. Practical knowledge of letterpress, litho, account and letterpress bookbinding. Strict disciplinarian, W. 11 Grenard Road, Peckham, S.E.

**PRINTERS' ASSISTANT**, White Paper Warehouseman stock-keeper, 26, excellent references. Desires change, town or country. E.G., 71 Bunskin Road, Watford.

**GENTLEMAN** with 20 years' experience in a Publishing House (later years on the Editorial side) desires new post. Present firm giving up business. Could adjust himself to a different field of work if such offered. Opportunity and prospects the first consideration. Box 299.

**CYLINDER AND PLATEN MINDER** seeks situation. Used to all kinds of Machines. Quick make-ready, clean and reliable. Used to 3 and 4-colour, Half-Tone and Commercial Work. Address, H.C.B., 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.

**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 285.

**WORKING FOREMAN** desires change. 22 years' experience on 1 rev. Miehle, Behrrock, Summit, etc., expert in 3 colour and half-tone, would take full charge, quick, make-ready. Country and London experience good references. Box 286.

**MACHINE MANAGER**, young man seeks change, well up to 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. 12 years' experience. London and provincial. Box 283.

**PRINTERS' CLERK**, 23, would assist printer during spare time. Box 292.

**YOUNG MAN**, 26, desires change; 13 1/2 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.

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

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