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Supplied in the following Art and Neutral Tints—

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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.

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"TANNER,  
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TANNER'S  
TRADE CIRCULAR

to  
Printers and Stationers.

Published by  
**R. T. TANNER & Co., Ltd., London, E.C.**

SEPTEMBER, 1913.

This Cover is printed with J. Kidd & Co.'s Green Cover Ink, No. 886, at 2/6 per lb., and the literary pages are printed with N.S. Black at 1/9 per lb.

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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. 4  
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Western Union and A I Code.

Exclusive Trade Circulation.

Vol. VIII., No. 9. SEPTEMBER, 1913.

Gratis and  
Post Free.

## COST-FINDING SYSTEM.

AS we have already anticipated, the campaign which is being conducted by the Costing Committee of the Master Printers' Federation has, so far, been remarkably successful. The same enthusiasm which marked the whole of the proceedings of the Congress has been noticeable at all the local conferences throughout the country. At all events this is the report of the *Printers' Register*, and we have no reason to believe that the remarks are in the least exaggerated. From the above report we also learn that the questions asked at recent meetings indicate clearly that inquirers have got beyond the stage of studying the general principles of the Cost-Finding System recommended, and are anxious to get more information on specific points of detail. The campaign has done much already to break down the barriers which unfortunately exist in so many districts between those engaged in the printing industry, and a better feeling undoubtedly prevails throughout the entire trade. Traditions not only with regard to methods of costing and estimating but other matters connected with printing which should have been buried long ago, are not likely to survive in an atmosphere of friendly discussion. The number of firms both large and small who are adopting the system is increasing daily, and from every centre comes encourag-

## 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  
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## "WRYTO"

SUPERFINE CREAM LAID.  
LARGE POST.

STOCKED IN 21, 23 and 27 lb.  
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PRICE **3<sup>D</sup>** PER LB.

Suitable for all Commercial Requirements.

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

ing news of steps taken to put into practice the plan advised by the Costing Committee. It is wonderful what can be done by co-operation and friendly intercourse among the members of any industry.



#### A Special Purchase.

Owing to structural alterations at one of the larger paper mills, we have purchased, at a low price, the whole of the makers' stock, including 25 tons of printing paper, in the various sizes and weights usually used, and 30 tons of Cream Laid Writing Paper in varying sizes. To clear quickly we are offering this stock at the considerably reduced price of 1½d. per lb., or for 5 cwt. lots, at 1¼d. per lb. It is impossible, in the space at our disposal, to give details of this special purchase, but we shall be pleased to receive enquiries from our friends.

\* \* \*

#### Automatic Trimmer.

Some months ago we drew attention to Merrett's Automatic Trimming Desks and to their advantages to the modern printer. A large number are now in use and are giving the fullest satisfaction. For trimming blocks or proofs they are indispensable, and at the same time automatic. The paper is passed under the top bar of the trimmer, and the hinged table on being pressed down cuts it cleanly, squarely, evenly and quickly. A rule is set at right angles to the knife to enable the operator to measure and square the paper at the same time. They are supplied in five sizes, namely, to cut 8½, 10, 12½, 15½ and 24 ins. The prices are respectively 7s. 6d., 15s. 6d., 21s., 31s. 6d., and 50s. The larger sizes can be supplied with treadle, which will prove a useful addition. The additional price for the two largest sizes is 5s., and for the 12½ ins. size, 3s.

ONE OF THE BEST  
WRAPPINGS ON THE MARKET.

No. "220" QUALITY,  
DOUBLE IMPERIAL, 120 lbs.

## DARK BROWN

EXCEPTIONAL QUALITY AND FINE COLOUR.

PRICE **8/6** PER CWT.

We carry a large and representative stock of

## BROWNS

suitable for any and every requirement.

SAMPLES AND PRICES  
... ON APPLICATION...

**Don't fail to see these before ordering.**

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

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



**L**ORD LOREBURN has introduced a Bill in the House of Lords which provides for imprisonment or fine, or both, of any person who conducts or procures, or permits to be conducted, in or through, any newspaper, published in or out of the United Kingdom, any prize competition which requires payment of money or other entrance fee, or the use of a coupon or other form.

\* \* \*  
A handsome Silver Cup has been presented by the staff of Messrs. Bemrose and Sons to Mr. W. L. Bemrose, on the attainment of his majority.

\* \* \*  
Sir George Riddell has kindly consented to occupy the chair on the occasion of the 74th anniversary of the Newsvendors' Benevolent and Provident Institution, to be held on November 3rd next at De Keyser's Hotel.

\* \* \*  
The Printing and Allied Trades' Charity Sports Association, besides promoting sports and recreation for those engaged in the trades represented, aims at raising money for trade Charities. During the past few years, the Association has handed over about £4,000 for this purpose, and the Committee is desirous this year, to raise £500 in order to found a pension in the Printers' Pension Almshouses and Orphans' Asylum Corporation. Two hundred guineas has already been subscribed towards the amount required.

\* \* \*  
The crusade still continues against vulgar picture postcards, an attempt having recently been made at Brighton to eliminate postcards from sale of a suggestive character.

\* \* \*  
The will of Mr. C. E. Weldon, of "The Birches," Chine Road, Bournemouth, Founder and a Director of "Weldon's, Ltd.," shows an estate valued at £131,474. The testator revoked many bequests to charities owing to the heavy death duties. The will of Mr. C. A. Rastall, Managing Director of Messrs. S. E. Hackett, Ltd., wholesale stationers, etc., of Nottingham, shows an estate of the gross value of £691, with net personalty of £603; that of

# H. SILVERLOCK

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Suttley & Silverlock,  
Ltd.

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LONDON, S.E.**

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## 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.

Mr. F. H. Rivington, formerly connected with the publishing house of Messrs. Rivington's, at £89,900 gross, with net personalty of £89,483; that of Mr. Alfred Austin, late Poet Laureate, at £2,098 gross; and that of Mr. J. Bell, of G. and H. Bell, Ltd., printers, etc., Nottingham, at £29,094.

Mr. John Gretton, M.P., announced at the last meeting of the shareholders of Messrs. Bass, Ratelife and Gretton, Ltd., that the number of labels printed for the firm during the year, for beer bottles, was 307,000,000.

The German Emperor has conferred his Royal Warrant upon Messrs. Raphael Tuck and Sons, Ltd.

Mr. Spurgeon said at a recent gathering of the employees of Messrs. Cassell, that there were ninety-two persons who had been with the firm for more than thirty years; sixty-one had been there between thirty and forty years; twenty-six between forty and fifty years; and five who had been there more than fifty years. He asked "Was not this a tribute to the feeling which existed between employer and employed?" a remark which we are pleased to find met with sincere applause.

To celebrate his 70th birthday, Mr. Rudolph Mosse, proprietor of the *Berliner Tageblatt*, and well-known German Advertising Agent, gave 2,000,000 marks for charitable purposes. Of this amount, 10,000 marks is set aside to aid needy proprietors of printing offices, and 300,000 marks was distributed amongst the employees of his establishment.

Two cases of lead poisoning were reported to the Home Office from printing works in June. This makes a total of eight cases for the first half of the year, as against fourteen for the same period in 1912.

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



**LITHO PRINTING**  
FOR THE  
TRADE

Up to DATE  
PLANT  
MODERN METHODS

PHONE  
HOLBORN 381

WIRE  
LITHO. LONDON

Engraving  
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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.

## LITHOGRAPHED POSTERS.

In One Sheet. 62×42ins.

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

## To Print Obstinate Vignetted Edges Cleanly.

A VIGNETTED plate mounted on a wooden base should be tested for height in centre and on edges with a type-high gauge, micrometer or straight edge. If found low in the centre the plate should be removed from the base. By slamming the base down hard on the bed of a cylinder press or on an imposing stone the brads are caused to rise and may be removed with pincers. Burrs from the brads will be found on the reverse of the plate and these must be filed off. An interlay of one hundred and twenty pound coated paper of either one or two thicknesses is made. The first interlay should be about a pica inside the vignetted edges all around, and the second interlay correspondingly smaller than the first. The interlays are pasted on the reverse of the plate. Callipers are useful to get the interlays to register. The plate is again tacked on the wooden bases, the edges of plate being drawn down as far as possible with the brads.

It is understood that the cut now remains type-high with the edges bevelled off to less than type height. The rollers must be just a trifle under type height. If properly set, an inked roller lying on an uninked plate will leave a streak or band of ink across the plate about one-quarter of an inch wide. Bearers must be used on platen presses when printing vignetted plates.

An overlay is now made by taking an impression on one hundred and twenty pound coated stock and carefully marking out for thin tissue patches. These should miss the edges about a nonpareil, gradually growing smaller toward the centre of the impression. Where the cut has a well-defined subject, this subject should be covered with seventy pound coated paper. The edge of the overlay is cut away to a depth of one lead—no more. Inside this cut edge the overlay may be sand papered or cut with a sharp knife to a gradual bevel. It is very important that the overlay be pasted accurately in register. If the packing or make-ready sheets have been increased or decreased it becomes necessary to pull an impression on the sheet beneath the tympan before attaching the overlay. If made as directed in connection with interlay

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with the latest machinery and plant  
**for the trade**  
at strictly competitive prices. Also

## SILVER & COLOURED EDGING & DECKLING

Orders executed promptly. Estimates free.

# FANCY CARDS

in an immense variety. Suitable for Weddings, Programmes, Menus, Invitations, etc., etc.

**MADE IN OUR OWN FACTORY.**

Prices and Samples on application.

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

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

Phone 7054 City (3 lines).

it will give the fade-away vignnetted edge without "wire-mark," so much desired, so seldom obtained.

On the platen press the vignnetted cut overlay as above made may be pasted on top of the tympan. It is more effective there than beneath. But nothing but thin tissue patches and the bevel edge should be used when it is placed on top of the tympan, heavier patches being secured when necessary to another overlay beneath the tympan.

To print ordinary half-tones with other than vignnetted edges, so that the edges will not show, on platen presses, a good device is to pull an impression after the plate has been made ready on one hundred and twenty pound coated stock and trim the paper exactly to the edge of the plate. This cut-out impression is then secured in register to an impression on the tympan, care being used that no lumps of paste are attached. This sheet pasted in register on the tympan acts as a male die to the impression in the form of a female die and holds the impression up from the edges so that it is not visible on the reverse of the sheet.

The inexperienced have trouble in printing vignnetted edges cleanly because they retain too much impression on the edges by not building the cut up enough in the centre and by cutting away too much of the edge. By cutting deeply the impression is removed not only from the edge but also from the parts inside the edge, and these no longer bear off the impression from the edge, which remains heavy as before. If but a lead's thickness of edge is removed and a bevel made from a nonpareil inside we have a gradual slope ending in nothing, which yields the fade-away effect.

EUGENE ST. JOHN in the *American Printer*.

## AN IMPORTANT NEW ISSUE.

**F**OR some time past we have been engaged on the preparation of an entirely new sample book of Typewriting Papers. It will contain an exhaustive range of samples, including every kind of white and tinted paper suitable for modern commercial requirements. As such, we are sanguine enough to believe that it will be a book which will be in daily use, and we hope, therefore, that our readers will make early application for a copy. We expect to receive copies by about the middle of the month, and these will be posted, immediately on publication, to our friends from whom we receive applications.

A copy of this *Trade Circular* will be sent monthly, gratis and post free, to any printer in the country, on receipt of application.

## Cost and Profit

Printers who have attended, or who have read the proceedings of the Costs Congress meetings cannot fail to appreciate the great benefits they will obtain by adopting a proper costing system. If it is safe to prophecy, there is a good time coming, and printing, in the near future, will be in the front rank of profitable businesses, judging by the enthusiasm with which the movement has been taken up.

A costing system, however, should be accompanied by a strict exercise of economy in working, such as, among other things, using those materials which will conduce to lessening the cost of actual production without in any way lowering the quality of work. In ink, now, one of the best profit-earners is N.S. Black; an ink which never dries on forme, rollers or slab, and never skins in the tin. Its use allows a machine to run constantly without washing up except for the removal of dirt and dust. Although it cannot dry on the rollers and slab, N.S. Black dries well on all papers with the exception of hard ledger and similar papers; in fact, on all papers where the drying is by absorption. The intensity of the colour is excellent, and for the busy hustling printer who is keen after profits no ink helps him better. This issue of the Circular is printed with the ink, which is 1/9 per pound, and obtainable only from the makers:—  
JOHN KIDD & CO., LTD., 11 Wine Office Court,  
London, E.C.

## WHAT OTHERS ARE DOING

WHAT is considered the longest novel in the world has just been completed by a Japanese writer. He commenced the work in 1852, and a publisher was found who was willing to issue the novel in volumes as they were concluded. Altogether, the story runs to 106 volumes, each one containing about 1,000 pages of matter.

\* \* \*

The enquiry into the question of establishing a Government Printing Department, under the control of the Stationery Office, to deal with official reports, etc., has been postponed.

\* \* \*

The Norwegian book-binding industry appears to be at the moment in a flourishing condition. At the time of the last report, there was practically no unemployment whatsoever.

\* \* \*

According to the *Sales and Wants Advertiser*, it is reported from Hobart, Tasmania, that the experiment of converting Tasmanian hardwood sawdust into paper pulp has been successfully demonstrated by a small experimental plant at the Technical School at Launceston, where a paper pulp has been produced from ordinary uncleaned hardwood which, it is stated, compares very favourably with the high-grade material produced in Sweden.

\* \* \*

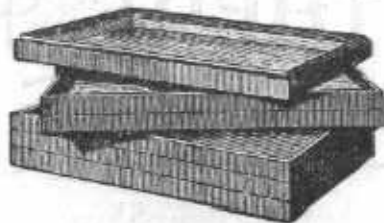
Experiments have been made in the direction of printing bank notes on silk instead of the special papers now universally used.

\* \* \*

The Directors of Messrs. Perry and Co., Ltd., manufacturers of steel pens, etc., have resolved to pay an interim dividend for the first six months of this year on the ordinary shares, at the rate of 15 per cent. per annum, free of income tax. The report of Weldon's, Ltd., shows a profit available for dividend of £53,570; a dividend was declared on the ordinary shares at the rate of 10 per cent. per annum for the half-year, making 10 per cent. for the



## Money & Time Saving Helps for Stationers.

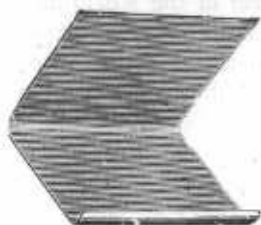


**NEST OF CARD TRAYS.**—Enable a whole stock of cards to be displayed and put back again without handling the cards.

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

58—4 trays ditto, 5/6.

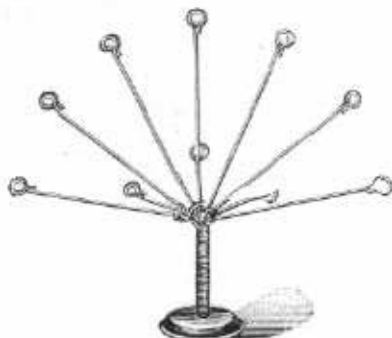
59—6 trays, 21×14×2, 15/-.



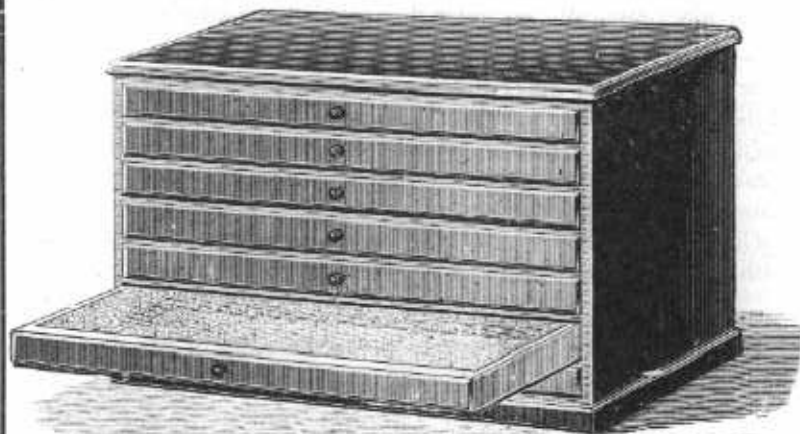
**CARD RESTS.**—For Window or Counter, give good and varied effects.

Size A.—Black Metal, 8/- gross.

Size B.—Larger and stronger, with support at back for books, framed goods, &c., 16/- 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. 20½×12×13, 10/0 each.

*Illustrated Lists on Application.*

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

year; £12,000 was placed to reserve, £3,000 was set aside in respect of the depreciation in the market value of the investments, £1,000 was allocated for bonus to staff, and £9,570 carried forward. The Directors of *Illustrated London News* and *Sketch* have declared an interim dividend at the rate of 5 per cent. per annum on the ordinary shares for the half-year ended June 30th last.

\* \* \*  
The large Swedish lithographers have formed a combination or trust with a capital of nearly one million sterling.

\* \* \*  
A new weekly paper is reported to make its appearance early this month under the title of *The Briton*.

\* \* \*  
We cull the following from the *Printers' Register*:—"A printer's traveller, whose practical knowledge was of that wonderful quality possessed by perhaps too many of his class, had to face an irate customer owing to the faulty printing of an order. After listening to the complaint, the unpractical one said: 'Well, what could you expect, when, instead of large post, you would insist upon having tub-sized?'"

\* \* \*  
The introduction of the sloping Roman letters or italics was made by Aldus Manutius, of Venice, in the latter part of the fifteenth century.

\* \* \*  
At the annual dinner of the Press Gallery recently at the House of Commons a letter was read from Sir Henry Lucy, announcing that he had sent £1,000 to Mr. Sydney Holland, chairman of the London Hospital, for the endowment of a Press Gallery bed, "where for all time, as long as the hospital and the Press Gallery exist, the members and their wives and families will in times of severe sickness be cared for, and, I trust, cured."

### 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,**

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.*

PLATE MACHINE MINDER seeks situation, 5 years present berth; entire charge of Printing Department in manufacturing firm. Superintends composing, machining, setting, folding, stitching, punching, etc. Good references. Total abstainer.—Address: Box 318.

WOMAN, 33, exp. binder's miscellaneous work, seeks change, small printers, or as forewoman in small binder's in City. June, 2 Mitre Court, Fleet Street, E.C.

MACHINE MINDER desires situation; 20 years' experience on 2-col. Miehle, Babcock, Sammit, etc. Export in 3-colours and half-tone, and could take full charge; quick make ready. Country and London experience. Good references. Box 305.

PRINTERS' ORDER CLERK AND PAPER BUYER seeks change, experienced in Catalogue Compiling, Magazines, Books, etc., assist manager and estimates.—Apply Box 304.

FOR SALE: Two Quad Royal Folding Machines by Foster, £40 each or near offer. Both in good condition. Three Folding Machines, Quad Royal, by Warren, in good condition. £35 each or near offer. Box 308.

A COMPETENT MANAGER WANTED for printing works in a country town, publishing a weekly newspaper. General printing and stationery.—State salary and when free; send testimonials on to "P. G.," R. T. Tanner and Co., Ltd.

TRAVELLER REQUIRED for up-to-date printing works in the centre of the City. Permanency and liberal treatment to smart gentleman having already a paying connection.—State particulars, in confidence, to Box 317.

MACHINE MANAGER desires change, well up in 3-colour and half-tone work, capable estimator. Box 310.

PRINTERS' MANAGER'S CLERK (21) seeks change, capable of seeing orders through, good bookkeeper and with thorough knowledge of office routine. Box 307.

MANAGER or WORKS MANAGER. Practical printer (N.S., 38), managing works near London, seeks improved position; thoroughly experienced in all departments. Box 306.

YOUNG MAN (21½) seeks re-engagement, 25 years' knowledge of Printer's Warehouseman; excellent references. Box 309.

PRINTERS' WAREHOUSEMAN AND CUTTER seeks re-engagement; 9 years' practical experience of good-class work; age 28; excellent references. Box 313.

WORKING FOREMAN, with London and Provincial experience, seeks situation (country preferred); good disciplinarian and organiser; excellent reference. Box 314.

TRAVELLER required for London to represent progressive firm of City printers. Permanent appointment, with liberal salary and commission, to gentleman with really good connection. Address, stating turn-over and class of work, in confidence to Box 312.

PORTER AND PACKER seeks situation; eight years in City warehouse; excellent references.—Box 315.

SHORTHAND-TYPIST (body) requires re-engagement; two years' experience in printers' office; proof reader; speaks 40-50. Box 311.

IMPROVER on whiffles and platers seeks situation; half-tone and three-colour; 401 class at cost.—Box 316.

COMP. (all-round), N.S., seeks situation in or near London; will take job; references.—W. Hayson, 8 Waterfield Gardens, Peckham, S.E.

A PRACTICAL MANAGER, who has had ten years' experience in management, would like to hear of similar appointments in town or country. Now in office where a daily and weekly paper, together with all kinds of commercial work, is done. References to employers and men of standing in the trade.—Box 318.

# "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.

Stocked in the following 15 Tints

Ivory,	Chocolate,	Elephant,	Earth,
Laurel,	Fawn,	Black,	Coffee,
French Grey,	Dun Grey,	Cloud Grey,	Dove,
Cafe au Lait,	Moth Brown,	Slate Grey,	

Supplied in three Textures—

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

Samples on application.

A Distinctive Line for the Modern Printer.

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