THE COVER OF THIS ISSUE IS PRINTED ON

FRIEZE FINISH

"SARUM" Cover Paper.

(CREAM WHITE).

拉拉拉山西南南南南南南西西西南南南南南南南南南南南南南南南南南南南南南南南南

Supplied also in the following Art and Neutral Tints-

Service Grey, Cafe au Lait, Cedar Green, Mist Grey, Oak, Sand,

Lettuce,
Guard's Red,
Ultramarine,
Suede,
Plumbago,
Pastel Blue,

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,

Telephone: 7054 CITY (3 lines). LONDON, E.C.

Telegrams:
"TANNER,
LONDON."

TANNER'S

TRADE

AUGUST,

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. Specimens and prices of similar Dies on application.



Published by

R. T. TANNER & Co., Ltd.

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

A. O. Bartlett, 1 Tamboers Kloof Road, Cape Town. Telephone: 7054 City (3 Lines). Telegrams: Tanner, Fleet, London. Cables: A.B.C. 5th Edition, & Western Union and A 1 Code.

Exclusive Trade Circulation.

Vol. VIII., No. 8. AUGUST, 1913.

Gratis and Post Free.

OUR MONTHLY REVIEW.

Brown Papers. We should like to draw the attention of our readers to two special lines of brown papers which we are offering on very favourable terms. The first is the Salisbury Kraft, stocked in 60 and 80

lb. Double Imperial; 60, 80 and 100 lb. Casing, and 21 lb. Bag Cap, the price being 17s. 6d. per cwt. This is an exceptionally strong paper, and will be found useful for most commercial purposes. The second quality is No. 220, Double Imperial brown (120 lb.). The price is 8s. 6d. per cwt., and is delivered free within the Metropolitan area. We shall be pleased to forward samples of these two papers to any of our friends, on receipt of application.

Scrivia Bond. We have just introduced a new writing paper under the title of "Scrivia Bond," which is a good quality, 15 lb. cream wove, large post paper, at a reasonable price, namely, 6s. per ream. It is a

good white, and will be found adaptable for all office purposes.

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: 1861 CENTRAL.

SPECIAL CLEARANCE

OF

TINTED & WHITE LINEN FACED LARGE POST,

SUITABLE FOR PROGRAMMES, Etc.

25	Rms.	22	White			Large Pos	st.
48	**	29	_ 22			**	
30	**	28	Blue	90,000	4.44	**	
28	22	30	- 22	27.2		**	
30	**	28	Lilac	***		**	
10	99	30	***		0.64	**	
12	99	32	27 .			**	
7	**	31	Wedgy	vood	Blue,	**	

PER 25d. LB.

R. T. TANNER & Co., Ltd., DORSET ST. SQUARE, LONDON, E C.

Pleated Wrappers. They are now used by the majority of the larger publishers of magazines, and meet, in the truest sense of the term, "a long felt want." We have been compelled to install another machine for the manufacture of these Wrappers, and are therefore in a position to fill any orders on the shortest possible notice. Should there be any of our friends who have not received particulars of these Wrappers, we should be pleased to receive notification, so as to enable us to forward sample and quotation for quantities. They can be made to any size to suit every individual requirement, and at a price which is strictly competitive, and brings them within the reach of all.

Tanner's Trade Circular, August, 1913.

Fixture
Sheets, etc.

We have received from Messrs. Taylor Bros.,
Colour Printers, Leeds, illustrated lists of their
Football Fixture and Advertising Sheets. They
form quite a seasonable line, and will no doubt be

popular amongst suburban and provincial printers. We note that they are supplied in quite a large selection of designs and sizes, and we would recommend our readers to obtain a copy of the illustrated catalogue submitted to us. This firm also make a feature of calendars of every description, letter racks, date blocks, as well as blank show-cards and labels, patriotic cards, posters and zenith transparencies, all of which are fully described in the 16-page list already referred to.

SPECIAL NOTICE.

OUR page for Miscellaneous Advertisements is open for the free use of our customers and their employees, and it is hoped they will make more and more use of it as occasion requires. At the same time we hope advertisers will keep us posted with their address after asking us to insert an announcement. We are constantly having letters returned to us with the cryptic phrase "Gone, no address."

Special Clearance of Mill Finished Papers.

Reams.	Reference No.	Weight.	Size.	Sheets.
70	2685	38 16.	Double Cap	480
20	2886	21 ,,	Royal	#
12	2880	24 ,,	**	33
11	348	25 ,,	33	516
42	3003	28 ,,	Double Demy	480
21	432	40 ,,	12	516
50	413	24 ,,	Double Crown	**
15	256	27 ,,	,,	**
10	174	28 ,,	,,	22
28	432	28 ,,	***	7.5
30	269	33 "	"	7.5
20	309	33 "	**	**
10	173	38 "	,,	119
10	2903	38 "	37	480
36	2719	40 ,,		,,
25	277	40 .,	22	516
20	404	50 ,,		"

Price 17d. per lb.

31 cwt lots 13d.

SPLENDID CLEARANCE LINE OF 194 REAMS (57 lbs.)

Super Calendered Double Demy

(480 Sheets Flat).

17d. per 1b.

SAMPLES ON APPLICATION.

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



WE should be pleased if advertisers in the "Miscellaneous" column would keep us posted with any change in their address, after asking us to insert an announcement. We are constantly receiving replies for advertisers, and, when forwarded, having them returned to us through the "Dead Letter Office." To say the least, this is unsatisfactory from every point of view.

Labour newspapers cannot be said, so far, to have proved a success. The Daily Herald has been secured by the Socialist party, and the Daily Citizen is strenuously appealing for funds.

The "Dryden Copy" of the first folio edition of Shakespeare recently fetched £1,950, a record price, at Sotheby's.

The censorship of picture postcards goes on apace. A Censorship Committee of dealers is suggested at Cleethorpes for the purpose of cleansing the trade of coarse, vulgar and obscene designs.

Mr. Justice Darling recently compared the Trades Disputes Act to the Gambling Act, and stated that it contained one of the most extraordinary clauses ever put into an Act of Parliament.

The result of the "Miehle" action appears to maintain the status quo. The action by Linotype and Machinery, Ltd., is dismissed; the counter-claim by the Chicago Miehle Manufacturing Co. has failed; the action against the British Miehle Company is also unsuccessful; and each party has to pay its own costs.

The will of Mr. A. Chatto, of Messrs, Chatto and Windus, shows an estate valued at £14,054; that of Mr. W. S. Millington, wholesale stationer, Budge Row, E.C., at £33,655; that of Mr. J. Bass, late managing director of Messrs. Waterlow and Sons, Ltd., at £273,451; that of Mr. G. Munt, fancy box maker, etc., at £68,726; and that of Mr. R. H. Allen, of Messrs. David Allen and Son, at £65,221.

Tanner's Trade Circular, August, 1913.

119

H. SILVERLOCK

O AND CONTRACT CONTRA

Analgamated 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,

Hungary has at last announced the intention to join the Berlin-Berne Convention for the international protection of copyright.

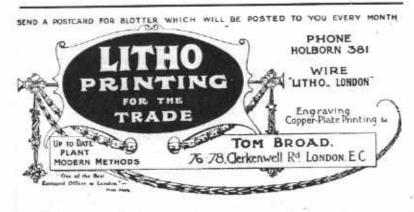
At the eighth meeting of the International Publishers' Congress, recently held at Budapest, under the patronage of Arch-Duke Joseph of Austria-Hungary, the chief matter for consideration was the new Copyright Act, and the many privileges it conferred upon authors, etc.

The Third Civil Court of France has decided that a photographer who gives permission to a publisher to reproduce any of his works or sells the copyright in them, has a right to demand that the reproductions bear his name or imprint.

A recent Government report shows that there has been a considerable falling off recently in the amount of white packing and wrapping papers exported from the United States to British ports.

The following resolution was passed at a recent meeting of the Federation of Master Printers in Liverpool: — "That this meeting expresses its strong disapproval of the methods of firms who supply plant and material to enable individuals to start in the printing business, without sufficient capital, on the instalment system or on deferred payments, thus compelling them, in despair of meeting the payments, to take work at ruinous prices.

May we again remind our readers that we always keep on hand a large stock of job lines in every class of paper. Some of them are enumerated in this issue, but it is impossible for us to issue a comprehensive list. Send your requirements, and we will immediately communicate with you.



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: "Almonav, Leeds."

Telephone #1.

PRACTICAL NOTES

Tanner's Trade Circular, August, 1913.

New Opportunities for the Typographer, THE printing industry has changed and progressed so rapidly during the past dozen years that many splendid new opportunities have come for the alert typographer who is seeking something

better than just a plain "scale" position. A foremanship a few years ago was the highest ambition, perhaps, that a good compositor could attain, but to-day, in many of the large modern printing plants and the great advertising agencies throughout the country, there are special positions open to progressive typographers that are far more advantageous than the average foremanship and with much better compensation. Advertisement writing. Take the writing of any laving-out of advertisements for an example: This work can only be successfully performed by trained men from the printing craft, yet there are hundreds of misguided people taking mail courses in advertising art who know not the name or size of any type series! Such students may develop into good copy writers, but without working as a typographer in a good composing-room they can never "set type" in display style on paper. If a compositor can set good display work on his frame, there is no good reason why he could not do the same work with cravon on paper. What he requires in addition to this ability, however, is the training for writing in modern advertising style and coining of catchy adjectives and expressions. Who has more interesting slogans and phrases at his command than the average printer? The compositor during the course of his career handles copy and type matter covering almost every subject, and naturally becomes well informed upon the details of their construction; thus, were a good typographer to take up the study of advertising at home during spare evenings, the course would soon become easy and progress very rapid. For success in advertising write-up, one is supposed to have "originality," which only means, after all, writing in a new and better manner the things that have already been written. The Comp.-Designer.-The head-comp, position is still another opportunity which has recently come in the big plants for job compositors who can produce the newest and best in art typo-

Clearance Lines in Art Papers.

44	Reams	27	lbs.	Art	Crown (15 × 20)
33	**	28	21	"	Medium
40		32	**	" Crear	ny "
15		61			Royal
14		66	***		(1994)
9	,,	100	,,,	Toned	,,
10	,,	25	99	Green	Large Post
10	11	26	32	31	"
10	11	28	**	,,	**
28	11	. 40	"	480 Flat.	Double Cap
			AII	480 Flat.	

PRICE $2^{1}_{2}d$. PER LB. SAMPLES ON APPLICATION.

Clearance Lines of Boards.

	-			
Gross.	Sheet.	Size	Price.	
90	2	Royal	3/9 Per	Gross.
120	3	,,	4/3	.,
40	4	"	4/0	,,
80	5	33	F 0	11
40	6	**	6/3	**
		Also		
60	3	$22\frac{1}{2} \times 28\frac{1}{2}$	5/6	53

SAMPLES ON APPLICATION.

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

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

graphy. There were, perhaps, head-comps, ever since the beginning of printing, but only a few years ago did the employing printers come to recognize the importance and scarcity of these specialists. To-day there are in many large composing-rooms positions open for high-class job-comps, who can produce fine art work, but there are few men to supply the demand. Any ordinary careful job compositor, or even a "plain hand" or book compositor for that matter, can become a head dispay comp. if he be willing to pay the "price"-which is constant, faithful study of the leading trade papers during evenings at home. "You can be what you will," but not in working just eight hours a day on straight matter or make-up. Let any compositor, with ordinary good health and determination to succeed, take a class course and the best printers' journals; select, say, two certain evenings of each week for careful study of these, and he is sure to go just as high as he wishes to in the business. In this same manner the typographer who seems to possess talent in the fine arts can take up cartooning, hand-lettering and sketching at the evening schools in the big cities. One young job compositor took an evening course in one of the art schools and to-day is well known as a cover designer for the national magazines. And then there are other positions, such as newspaper correspondent, reporter, editor, etc., that seem to develop in a natural way from printerdom. The compositor seems to be fitted for any of these positions much better than the average college graduate, who, after all, only works on theory.

In the near future, big national manufacturing concerns, instead of placing their advertising with agencies, are going to have their own departments for this indispensable service. Here is another opportunity for the ambitious compositor who would like to study advertising. Most of these big concerns have private printing plants in conjunction with their advertising departments. No reason why the compositor could not train to hold the management of any of these departments.

With the great national magazines there has come an unique position of an expert job compositor. This position is held by what is known as "the final man" or the "critique," and after the advertising had been set up, made up, and all the text pages arranged, before going to foundry, the pages are minutely examined by the said "critique," who takes his pencil and marks any improvements in the advts. or text that may seem necessary. Often a "point out here" and a "point in there" makes a remarkable improvement in a text or advt. page, and here is where the "final man" comes in.

Robert F. Salade, in the U.S.A. Typo. Journal.



WHAT OTHERS TO ARE DOING

N connection with the Printing and Allied Trades' Charity Sports' Association, of which Mr. Waldorf Astor, M.P., is President, the annual swimming gala will be held at the Lambeth Baths, Kennington Road, S.E., on Saturday, September 20th.

At the fourth annual meeting of "London Opinion, Ltd.," the Chairman stated that the profits last year showed an advance of £2,000 on those of the previous year, and this year's show a further increase of £3,000 on that. Last October an interim dividend at the rate of 200 per cent. per annum was paid, and a second dividend at the same rate was declared, making 200 per cent for the year, and a bonus at the rate of 15s. per share was also distributed. The actual net sale to the public, when all returns have been deducted, are now over a quarter of a million copies per week. The directors of Kelly's Directories, Ltd., have declared a dividend of 15s. per share on the ordinary shares, making, with the interim dividend of 5s. per share, 10 per cent, for the year. The ordinary shareholders have also received a bonus at the rate of 5s. per share. Seven thousand pounds was placed to reserve, and £17,034 carried forward. The directors of Raphael Tuck, Ltd., have declared a final dividend at the rate of 7 per cent, per annum for the six months ended April 30th, making 6 per cent. for the year. Ten thousand pounds is placed to reserve, and £5,502 carried forward.

"It is a matter for congratulation among lithographers and lovers of art," says the Caxton Magasine, "that New York now has a permanent and well-ordered historical collection of lithographs, and the Fuchs and Lang Manufacturing Company has honoured itself and the craft in providing the collection for the delectation and instruction of the public. The importance of this timely opening of a lithographic art gallery will be recognised by all interested in the progress of the art, for the collection is well-housed, and the facilities for study and observation excellent.

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.

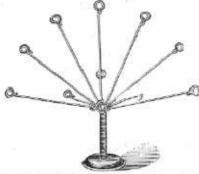
59-6 trays, 24 × 14 × 24, 15 -



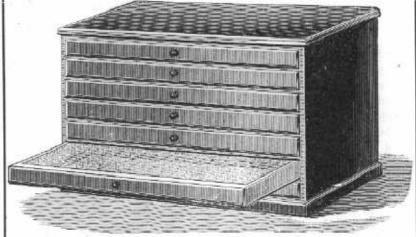
CARD RESTS.—For Window or Counter, give good and varied effects.

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.—94 ins. high. 1/0 cach, 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. 265×12×18, 19/6 each.

Illustrated Lists on Application,

MARLBOROUGH, GOULD & Co., Limited,

15 Dorset St., Salisbury Square, Fleet St., E.C.

After fifty-one years' service, Mr. Horace Cox is retiring from the management of *The Field*. His successor is Mr. Dibblee, who was formerly manager of the *Manchester Guardian*, and recently Chairman of the Press Association.

According to a report issued by the Board of Trade, the exports of paper for the six months ending June 30th last amounted to £1,888,828, as compared with £1,691,344 for the corresponding half year of 1912. The imports amounted to £3,686,633, as compared with £3,304,927 for the corresponding period of last year.

The President of the American Type Founders' Company suggests the establishment, in New York, of a permanent exhibition of everything that has to do with the graphic arts, similar to the one at Leipzic.

Mr. J. D. McAra, F.C.I.S., and Mr. F. Whiteman, who have managed the business of the Multi-Colour Printing Company for some years, have now acquired the whole undertaking, and have registered a company under the title of McAra and Whiteman, Ltd. The career of the Multi-Colour Printing Company reads like a romance, and it is testimony to the ability and energy of the new proprietors that they have been able to weather the storm so effectively and to build up so substantial a business. Under the more favourable circumstances now surrounding the undertaking, it is anticipated that the acumen and enterprise of the managing directors and the personal attention which they are devoting to the interests of their customers, will enable them to improve their position still further and to widen and develop the Company's operations in a manner fruitful to themselves and beneficial to the trade.

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.

Annumements 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.

GENTLEMAN with 30 years' experience in a Publishing Heuse (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 affered. Opportunity and prespects the first consideration. Box 300.

PLATEN MACHINE MINDER seeks struction, 8 years present both; entire charge of Prioring Department in manufacturing from Superintends composing, maching, cutting, folding, extening, punching, etc. Good references. Total abstance.—Address, Box 306.

WOMAN, 33, exp. binder's miscellaneous work, seeks change, small printers, or as (or ownman in small binder's in City, Jones, 2 Mitre Cours, Plact Street, E.C.

MACHINE MINDER desires althaution; 20 years' experience on 2-rev. Michle, Baboock, Summit, etc. Expert in 5solvers and half-tunes, and could take full charge; quick make rough. Country and London experience. Good references. Ecv. 108.

GUILLOTINE CUTTEE, age 23, good reference; experience in General Printing, Boxes and Christmas Cards.—Apply Box 202.

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

FOR SALE: Two Quad Royal Folding Machines by Foster, 540 cash or near offer. Both in good condition. Three Folding Machines. Quad Royal, by Watson, in good condition. A30 cach or near offer. Box 306.

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 testimentals on to "F. C., B. T. Tunner and Co., Ltd.

MACHINE MANAGHE desires change, well up in 3-colour and half-cone work, capable estimator. Box 210.

PRINTER'S MANAGER'S CLERK (21) seeks change, supuble of seeing orders through, good bookkesper and with therough knowledge of office routine. Box 207.

MANAGER or WORKS MANAGER.
Practical printer (N.S., 33), managing
works near Landon, seeks improved position; thereughly caperisment in sil departiments. Box 108.

YOUNG MAN (21) seeks re-engagement, 6] years' knowledge of Frinter's Warehouseman; excellent references. Box 209.

ALL-HOUND DISPLAY COMPOSITOR seeks slimation (Sec.); catalogous, modern jobbing, postern, exc.—W.L., 68 Durbin Road, West Barn, E.

PRINTER'S WABEHOUSEMAN AND OFFICER seeks re-engagement; I years' practical experience of good-class work; age 28; accellent references. Box 315.

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

THAVELLER required for London to represent progressive from of City printers. Permanent appointment, with liberal salary and commission, be gootleman with really good connection. Address, stating turnover and class of work, in confidence to Box 21%.

PORTER AND PACKER seeks situation; slight years in City warehouse; excellent references.—Box 212.

SHORTHAND-TYPIST (lady) requires re-engagement; two years' experience in printers' effect; proof reader; epochs 40.00, Box 211.

"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	**	39
Frieze Finish		700000	12/6	**	

Samples on application.

A Distinctive Line for the Modern Printer.

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

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