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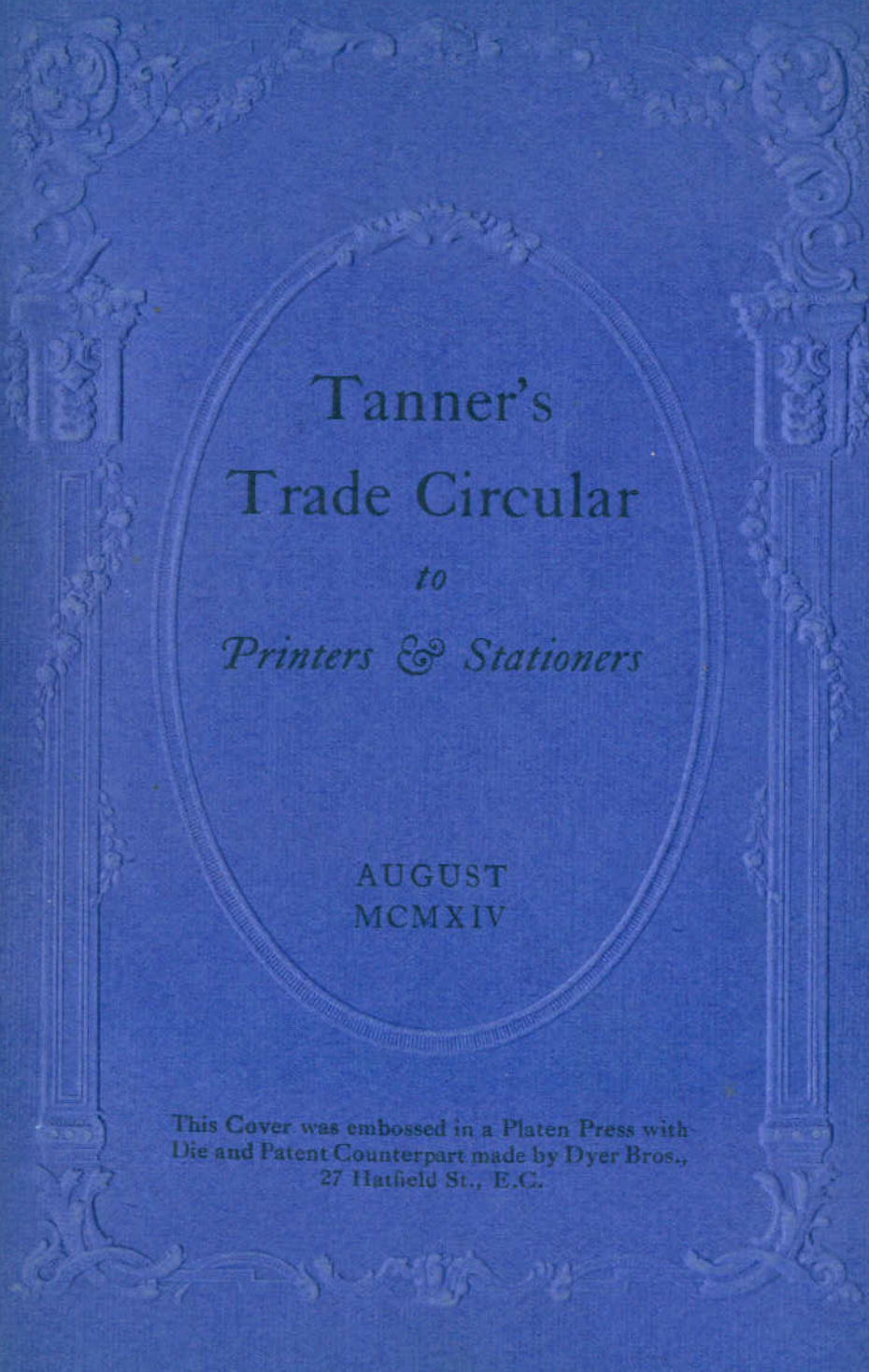
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Tanner's Trade Circular

to
Printers & Stationers

AUGUST
MCMXIV

This Cover was embossed in a Platen Press with
Die and Patent Counterpart made by Dyer Bros.,
27 Hatfield St., E.C.

Tanner's Trade ❖ Circular ❖ for Printers & Stationers

VOL. IX—No. 8

AUGUST, 1914

Gratis and Post Free

THE LONDON COUNTY COUNCIL BILL

THE Select Committee of the House of Commons dealing with the Celluloid Bills decided that the preamble of the L.C.C. and Glasgow Bills was proved, and then proceeded to discuss clauses. The opposition of the London Chamber of Commerce, relative to celluloid articles, proved effective, for the Committee decided that they must not be brought within the purview of the Act. The Bill does, however, affect the printing trade to a certain extent, especially those members of it who manufacture Christmas cards and showcards in which celluloid is used. According to the Bill, "Celluloid Stores" means any premises upon which, for the purpose of sale, hire or profit, celluloid which has not been subjected to any process of manufacture, is kept or stored in quantities, at any one time, exceeding in the aggregate 112 lbs. in weight. "Celluloid Factory" means any premises upon which, for the purpose of sale, hire or profit, any process of manufacture is carried on involving the moulding, cutting, perforating or filing of celluloid. The Act comes into force on April 1st, 1915, and it is requisite for every Celluloid Store to be registered, the fee for which is not to exceed ten shillings and sixpence. The Council can make bye-laws, and the regulations required will be sent to the occupier of the premises, and he, in turn, has to communicate the Council's demands to the landlord, and see that they are carried out. If the landlord feels aggrieved with the expense put upon him, he can apply to the Court, and the Court may make such order concerning the expenses or their apportionment amongst the persons interested in the building, as it appears to the Court to be just and equitable in the circumstances of the case. Any person breaking the bye-laws, or failing to comply with the provisions of the Act, is liable on summary conviction to a penalty not exceeding £20, and to a further penalty of £10 for each day on which the offence continues, after conviction thereof. Any person aggrieved by the action of the Council may appeal to a Metropolitan Police Magistrate, and any person aggrieved by any decision of a Magistrate, may appeal therefrom to the Court of Quarter Sessions.

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56, 60 and 80lbs.
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72lb.

*Double Crown, 17lb. } Are 480 sheets and
Quad Crown, 34lb. } $\frac{1}{2}$ d. per lb. extra.

The rest of stock all 516 flat.

R. T. TANNER & CO., LTD.,
DORSET ST., SALISBURY SQUARE, LONDON, E.C.

Our Monthly Review

The Souvenir of Printing for 1914, issued in connection with the Annual Dinner of the Institute of Printers, is one of those hardy annuals we are always pleased to receive. It is larger and more representative than ever, and gives an excellent idea of the

The progress that is being made in the craft from year to year.

Souvenir Every branch of the printer's art is represented within the

covers of the current souvenir including:—colour work; machine printed photogravure; half-tone; colour work printed on the offset litho rotary; cover designs; duple printing; colour work from autochromes; monochrome portraiture; commercial work; typographical specimens, etc.

Messrs. Lake Sison & Brown, Ltd., have printed several of the specimens, including an example of cover printing in two colours from half-tone blocks; specimen of half-tones in brown; and a nicely designed and excellent specimen of illustrated leaflet. Messrs. Forman & Son

have printed and contributed two really excellent colour illustrations including: "The Winding Dee" and a Female Study, being an example

of offset printing in colour. Messrs. R. Taylor & Co. also contribute an excellent colour illustration of Cornflowers, which, for brilliancy of effect and truth in colour, could not be surpassed. The Salvation

Army have contributed a charming illustration in colour, entitled "Bluebells," which is printed from an autochromic illustration.

Messrs. Langley and Sons, Ltd., also prove by their contributions that their works are equipped and capable of turning out work of the highest technical excellence, a remark which also applied to Messrs.

Edmund Evans, Ltd., "Moonlight" being a charming specimen of four colour block printing. Really fine half-tone work is contributed by the Argus Printing Co., Ltd., Messrs Ward and Foxlow, and

Messrs. Geo. Pulman and Son, Ltd. Indeed, the volume contains throughout work of the highest possible merit, and we can well understand that the souvenir will be appreciated by every recipient. And

now a word or two as to the cover. The design is the work of the Carlton Studio, and it is printed on one of our Chichester frieze-finish boards, which proves how suitable they are for high-class work of every description. These boards are now supplied in three textures:—

Antique, linen-faced and frieze-finish, and in the following neutral tints:—Ivory, laurel, moth brown, french grey, chocolate, fawn, dun

grey, elephant, black, cloud grey, earth, coffee, dove, cafe-au-lait and slate grey. The price of the antique royal boards is 11s. 3d. per gross, and the linen-faced, and frieze-finished royal boards is 12s. 6d.

per gross. We have every confidence in recommending these boards to the notice of our readers. Perhaps those who have not received samples will lose no time in communicating with us, so as to give us

an opportunity of submitting same.

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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.

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IVORY	FRENCH GREY	MOTH BROWN
EARTH	SLATE GREY	CHOCOLATE
DOVE	CLOUD GREY	COFFEE
FAWN	DUN GREY	ELEPHANT
LAUREL	CAFE AU LAIT	BLACK

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.

News in Brief

AT a meeting of the exhibitors at the recent Printing Exhibition the following resolution was unanimously carried: "That experience having proved, and the trade generally being of the opinion, that an interval of four years is best calculated to ensure the success of exhibitions connected with the Printing and Allied Trades, and Mr. Bridges having intimated his intention of promoting and organizing another exhibition on similar lines to that which has just closed, this meeting endorses the recommendation of the Hon. Advisory Council that the next exhibition be held at the Royal Agricultural Hall in 1918, under the promotion and organisation of Mr. F. W. Bridges, and agrees to support same."

The will of Mr. A. W. Miller, for forty-years keeper of printed books in the British Museum, shews an estate valued at £6,193; that of Mr. G. H. Turner, wholesale stationer of Great Windmill Street, at £71,110 gross, with net personalty of £19,862; that of Mr. F. W. Bottrill, printer, Lutterworth, at £7,877 gross, and that of Mr. C. H. Ashley, part-proprietor of *The Sportsman*, at £160,165.

Mr. T. P. O'Connor, M.P., has severed his connection with *T.P.'s Weekly*, which he inaugurated about twelve years ago. We understand that the Honourable Member will commence a new paper, which will make its appearance some time in October.

Under the Presidency of the Master of the Stationers' Company, a meeting was recently held in London to take steps for the formation of a Livery Club. It was thought that such a club would encourage social and literary intercourse and good fellowship amongst liverymen in the city, and that the proposal was practical, economical and timely.

The Board of Trade Journal has issued particulars relative to Copyright Laws in Jamaica. It is proposed under the new law that copies made out of the island of any work in which copyright subsists which if made in the island would infringe copyright, and as to which the owner of the copyright gives notice in writing by himself or his agent to the Collector-General that he is desirous that such copies should not be imported into this island, shall not be so imported, and shall, subject to certain prescribed provisions, be deemed to be articles absolutely prohibited to be imported within the meaning of the Customs Consolidated Law, 1877, and any Law amending the same or incorporated therewith. A similar Law operates in Grenada.

The old and vexing subject of the necessity of a stamp on an advertising order to the value of £5 and upwards, came up again last month,

Suttley & Silverlock

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BY THE MOST UP-TO-DATE PLANT
AND THE MOST EFFICIENT STAFF.

OUR MOTTO

Punctuality and First Class Work.

OUR SPECIALITY

The fullest satisfaction to the customer. 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.

TANNER'S TRADE CIRCULAR

says the *Printers' Register*, when the Registrar at the City of London Court delayed a case, and sent the documents to Somerset House for the Inland Revenue Authorities to say if the order should have been stamped. These gentlemen decided in the negative, but said that inasmuch as payment was to be made in advance, a stamp fee of 5s. was payable. The Registrar thereupon said that he had given up trying to understand the Stamp Act. Our contemporary points out that in this case, Mr. Registrar Wild was acting as Judge in the case, and it is for the Judge, and not for the Authorities at Somerset House, to decide whether a contract requires a stamp, and consequently, he had no right to refer that matter to the Revenue of Commissioners.

An idea of the size of the International Exposition of the Graphic Arts at Leipzig, Germany, may be obtained from the statement that eighty buildings and pavilions are required to house the exhibits and other attractions and to provide for executive and administrative offices. Most of the great nations are represented officially by separate buildings housing their individual exhibits; the other important nations have exhibits grouped in buildings set aside for the purpose. There is only one country playing a large part in the printing world that is conspicuous by its absence—the United States of America. The nations, in addition to Germany, that have separate buildings, are England, Russia, France, Italy and Austria. Nations that have officially taken space though not individually occupying the whole buildings are Portugal, Switzerland, Holland, Denmark, Sweden, Norway, Belgium, Spain, China, Turkey, and Siam. The Exposition is held under the auspices of the German Bookcraft Association, of which Dr. Ludwig Volkmann is president, and he is consequently president also of the Exposition. Dr. Volkmann, by the time it closes, will have given practically three years of labor to the enterprise, a service for which the graphic arts of Germany, and indeed of the whole world, are greatly indebted to him.

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

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ANYTHING IN COLOUR

Better, Quicker & Cheaper
than can usually be obtained.

INCLUDING AMONGST OTHER THINGS: Lithographed Pictorial Posters 64 by 44 in one sheet, Calendars, Newspaper Supplements, Magazine Insets, Show Cards, Labels, Wrappers, Transfers and Transparencies, Half-Tone and Tri-Colour Blocks and Printing, Catalogues, &c.

ALSO WE PUBLISH: Chromo Almanacs, Art Card Calendars, Leaflets, and Date Blocks, Memoriam Cards, Decorative Transparencies, Award Certificates, Fancy Bordered Cards, Show and Sports Posters, Fixture Advertising Sheets, Pictorial Blotting Slips, Patriotic Posters, &c.

INQUIRIES SOLICITED. CORRESPONDENCE INVITED.

TAYLOR BROS. (Colour Printers) LEEDS

Wires—"Almanac, Leeds." Phone 461.

THE CLEANSEWELL TYPEWASH

The Typewash every Printer **SHOULD** and **WILL** eventually use.

Already extensively used in many London & Provincial Printing Works, giving every satisfaction. Instantly removes even the best coloured inks, leaving no greasy or other deposit. No corrosion—non-inflammable—disinfectant—harmless to the hands and brush.

Sold mixed ready for use in 5-gall. Drums, 1/- per gall.; single gall., 1/3. Country orders for 5 galls., half carriage allowed.

TO BE OBTAINED ONLY FROM

The CLEANSEWELL SPECIALITIES, Ltd.
70 VICTORIA STREET, LONDON, S.W.

Practical Notes

TRADE ABUSES

ASIDE from varying prices, says the *Printing Art*, which the boards of trade and the cost system movement are doing much to correct, perhaps as great an evil as any other in the industry is the credit abuse. Due to the lax credit and collection methods of many printers, customers seem to frequently gain the idea that a printer's charge is one that can either be ignored or taken care of after all other bills are paid.

Rush work is another abuse that takes away much of the printer's profit is not fair to other customers, and with its strain and overtime demoralizes the organisation of a printing office.

While the dummy evil does not affect every printer, it is one that imposes a severe tax on many establishments. When an important booklet or catalogue is in the market it is not unusual for the various dummies submitted to cost more than the price at which the work is sold.

Another evil, an inheritance from the days of typesetting by hand, is the selling of composition at the same price per 1,000 ems regardless of the measure, leading, point size, or width of face. With clear copy, a wide measure, and a broad 6-point face on an 8-point body, it is possible for a composing machine operator to average 6,000 to 8,000 ems per hour. When confronted with bad copy, a thin 12-point face on the same size body, and a narrow measure, despite every effort, this same operator may find it impossible to average more than 3,000 or 4,000 ems per hour. Is it not absurd to sell these two kinds of composition at the same price per thousand ems? Either the six-point matter is sold at an excessive price and an injustice done the customer, or the twelve-point matter is sold too low and the printer suffers an injustice.

Since the introduction of composing machines bad copy has become an acute evil, augmented by the fact that the printer can seldom, if ever, make an additional charge for its composition. To most customers—and printers also, it must be admitted—all copy looks alike, and its degree of legibility is not thought an important factor when estimating the cost of its composition.

The relation of the weight of paper to its price affords a good example of the application of one of these customs. This was brought home in a very striking way when a paper-maker declined an order for several car-loads of thirty-five pound super-calendered book, the reason being that the paper-maker could see no reason for selling thin sheets, which cost considerably more to produce, for the same price per pound as heavier stock.

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LETTERPRESS MACHINING
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HALF-TONE :: EMBOSSING
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LONDON, E.C.

TANNER'S TRADE CIRCULAR

With super-calendered paper the minimum basis is 25 by 38—50. When a lighter weight is required an extra price must be paid, this charge increasing by every pound or fraction as the weight is reduced. Machine-finish papers, coated papers, and cover papers also have their minimum weights, below which an extra charge is made to compensate for the increased manufacturing cost. This additional charge is greater than is apparent at first glance, a seventy-pound coated paper selling at eight cents costing half a cent more per pound in the sixty-pound weight.

Other paper trade customs sanction additional charges for packing, for wrapping and sealing in packages, for coated papers of any shade other than white or light natural, for trimming paper, for special sizes and weights of less than a certain amount, for orders less than a full package, and for other reasons.

By referring to a paper jobber's price list any printer can study these trade customs in detail. And if he will check over his paper bills he will find they are very strictly enforced. The purpose of these customs is to place all buyers, whether they be jobbers or consumers, on an equal basis. It must be obvious that if one customer can buy light-weight paper at the same price per pound as heavier stock, then the manufacturer must increase the price of some other item to compensate for the loss. If a customer asks that paper of special size or weight be sold him at the price of a standard size or weight the extra cost thus entailed must come out of the pocket of some one, and it is more likely to be the buyer than the manufacturer. That these trade customs be adhered to is therefore as much to the interest of the buyers as it is to the seller.

It has been possible for paper manufacturers to enforce these trade customs, not only because they are fair and just, but because in this field there is absent to a great extent that distrust and suspicion which so characterises many employing printers. There is needed in the printing industry the cultivation of a spirit of mutual helpfulness and trust such as animates paper manufacturers in their dealings with each other. The various organisations in the trade are doing much to bring this about, and considering the great advancement made in the past five years it is not too much to hope that the time will soon arrive when printers will have a code of ethics or trade customs for use in dealing with their customers and themselves that will be as fair and as just, and as rigidly enforced, as those in the paper trade.

When that time arrives the customer who pays his bills promptly will not be penalised to take care of the buyers who ignores or refuses to pay his printing bill.

Nor will the foresighted customer's work be side-tracked without his permission to make room for the buyer who neglects to place the order for his catalogue until it is time for its distribution.

H. & R. PROCESS ENGRAVING CO., LTD.,

4, SUSSEX PLACE,
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Makers of Cheap and Good

HALF-TONE BLOCKS, WOOD ENGRAVINGS,
LINE BLOCKS, ELECTROTYPES.

ELECTROS OF THIS BORDER CAN BE HAD
MADE UP TO ANY SIZE.

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suitable for

INVITATIONS, PROGRAMMES, MENUS

ETC., ETC., ETC.

Large Variety of Distinct Patterns
Manufactured on our own Premises.
These Cards will appeal, and will
prove useful to every modern printer.
Samples on application.

R. T. TANNER & CO., LTD.,
DORSET ST., SALISBURY SQUARE, LONDON, E.C.

What Others are Doing.

THE Spanish newspapers never run to more than two or three sheets, and the largest daily circulation of any individual newspaper is 100,000 copies.

The girls employed at the various printing works in Aberdeen, held a meeting recently at which they formed themselves into a Trade Union.

The Amalgamated Society of Engineers and the London Society of Compositors have each declined to invest £5,000 in the *Daily Citizen*.

The Papermakers' Union is advocating that all mill workers should cease work at 12 o'clock on Saturdays, and if any are employed after that time, the wages should be at the rate of time and a half, and for Sunday work, double time should be paid.

The Annual Report of Kelly's Directories, Ltd., shows a profit of £54,080, which, with the amount brought forward from last year, makes a total of £71,114 for appropriation. A dividend at the rate of 10 per cent, per annum was declared, together with a bonus of 2½ per cent. on the ordinary shares. £5,000 was placed to reserve, and £20,423 was carried forward. The Directors of the *Yorkshire Evening News* were able to recommend a dividend of 15 per cent., which is just double that of last year. It was announced at the meeting that the cost of operating the private telegraph wire between the Leeds and London Offices, amounted to £2,532 for the year. The net profit for the year of Associated Newspapers, Ltd., amounts to £163,171. A dividend at the rate of 12 per cent. per annum was declared on the deferred shares, with a bonus of 1s. per share.

The *Pall Mall Magazine* has been acquired by the American Syndicate controlled by Mr. W. R. Hearst, and will, after this month, cease to exist as a separate publication, being amalgamated with *Nash's Magazine*.

All craftsmen who keep abreast with the latest ideas engaging the attention of the printing world will be interested in the "New Idea" system of storing brass rule, which dispenses with shears and rule-cutter. A great feature about the new case is that the storage capacity

of each compartment is in proportion to the requirements of the composing room; whilst the system of classification is extremely simple, enabling any size to be located instantly. Leading experts have admitted the superiority of the "New Idea" case over the ordinary style of case in general use. We understand that it is being introduced to the trade by the patentee, Mr. G. H. Moss, 13 Blagrove Road, Westbourne Park, London, W.


Pens sometimes becomes valuable properties: one used by Charles Dickens sold for £21, while a well-worn gold pen used by the same author for many years, changed hands for £40. A quill pen used by Wellington sold for £6, and one belonging to Sir Walter Scott fetched £9.

The crusade against vulgar postcards still continues, with the result that many towns are appointing Censorship Committees to deal with the matter.

The Printers' Association of Germany represents over fifty per cent. of the printing establishments in the fatherland, the membership running to something like 5,000 in number. The Association has issued a booklet of some 100 pages, in the form of a tariff, which sets forth the regulations that are to control all matters pertaining to the printers' trade.

Messrs. Taylor Bros., of Leeds, draw our attention to their football fixture and advt. sheets, which we feel sure will appeal to a large number of our readers. They are beautifully produced in colours, and yet are supplied to the trade at exceptionally low prices. Suburban and provincial printers especially will find these a most remunerative line to handle, and as the football season is fast approaching, no time should be lost in securing this firm's illustrated list and prices.

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DYER BROS.
DIE-SINKERS & ENGRAVERS
21-27 Hatfield Street,
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Send for quotations and Samples.

T. J. PARKINS, 43 & 45 St. John Street,
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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.

EX-NAVY MAN; age 30, desires situation in printer's warehouse, or position of trust, excellent references; strong, willing, and trustworthy.—Irving, 1 Kewlin Avenue, Bowes Park, N.

LETTERPRESS PRINTING.—Situation desired as **MANAGER** of Provincial Printing works; over 20 years' practical experience; good class jobbing; age 33; abstainer; good knowledge estimating, costing (advanced system), supervision; accustomed to newspaper routine, would suit medium size news and jobbing office; or would take situation as **OVERSEER**. Particulars willingly, in confidence.—Box 386.

ESTIMATING CLERK (36) good buyer, practical knowledge in all departments, exceptionally wide experience, excellent references.—Box 380.

IMPROVER seeks situation, wharfe and platen, half-tone, general, and commercial work.—Box 393.

MANAGER with wide experience in all departments who could take entire charge of Printing Works, would like to communicate with printer with view of similar appointment. Disengaged early June. Good references from previous employer, and with ten years' experience of management. Apply Box 377.

STATIONERS, SALESMAN requires situation in town or country, aged 32 married, first-class City and West End experience, good references. Salary about £5 per week. Replies to A. E. Foucard, 84 Penton Place, Kennington Park Road, S.E.

TO COUNTRY PRINTERS. Advertiser, with good connection among publishers, is open to take up a commission.—Address, Box 391.

PLATEN HAND, seeks situation, half-tone and three colour and commercial, any machine.—J. C. 24 Rush Hill Road, Lavender Hill, S.W.

PRINTING BUSINESS FOR SALE.—Kensish Town; prosperous condition; good plant; bargain for energetic man.—Apply Box 382.

SUCCESSFUL PRINTING FIRM wishes to purchase or amalgamate with a Printing Works in good country town about 30 miles from London. Plant must be good and premises modern, with capacity for additional work and room for extension.—Box 381.

COMP. MACHINIST (22), seeks perm. General Jobbing comp. and good platen hand. Capable of taking charge of small office.—Box 380.

PRINTERS.—As Manager or London Agent. Good progressive record. Hard worker, inside and out. Guarantee given. Provincial firms seeking a sound, reliable, and capable London representative please apply Box 384.

CLERK with 10 years all-round experience of all classes Litho and Letterpress work, Binding, etc., desires change as Estimator or Assistant Manager. Capable Estimator, able to produce highest references.—Box 392.

MACHINE MINDER (Soc.), seeks situation; half-tones, electros, stereos, three-colour and book work; good references; latest machines; London preferred.—Box 375.

WHITE PAPER WAREHOUSE OVERSEER or **ORDER CLERK** desires change; 18 years experience, with up-to-date methods of stock-keeping, keen buyer.—Box 383.

OVERSEER (Composing rooms) or **ASSISTANT OVERSEER**, shortly disengaged. Practical, up-to-date, and of wide experience.—Box 385.

PRINTER'S MANAGER desires engagement in London or Country; 14 years experience. High-class jobbing, journals, modern costing, estimating, buying, publishing, Good organiser. Excellent references.—Box 386.

PRINTER'S CUTTER (Soc.), seeks sit.; age 32, all round experience of a good class general and commercial work.—Box 376.

MASTER PRINTERS.—Fully qualified and Practical Manager, excellent record of profits and increased business, desires change as General or Works Manager, or Principal's Right Hand Man. Used to handling very large amount of orders for foremost London house; buying and estimating. Splendid testimony for securing new business and attention to customers. Would work up London or Country business, or act as London representative for provincial firm.—Box 382.

THE PROPRIETOR of a sound, old established Printing Business and weekly newspaper is open to dispose of same, or it could be formed into a company. Replenished with new plant. Annual turnover, £4,000; owner retiring.—Box 379.

MANAGER (36), with 20 years' experience of printing and stationery trade, seeks change. Works or general office, or as principal's assistant; well educated; thoroughly competent estimator and buyer; not afraid of work or responsibility; extensive all-round experience; highest refs.—Box 378.

IMPORTANT NOTICE

SCRIVIA

PARCHMENT WOVE

LARGE POST

At the request of a number of our customers, we have improved the shade of this popular paper, and we now also stock it in two additional weights as follows:

15 lb. Large Post	3½d. per lb.
18, 21, 24 and 27 lb. Large Post	3¼d. per lb.
(ALL 304 SHEETS.)	

The 15 and 18 lb. weights are entirely new.
The 21, 24 and 27 lb. weights are reduced in price.

A suitable Letter Paper for all purposes.

SAMPLES FREE ON APPLICATION.

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