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Tanner's Trade ❖ Circular ❖ for Printers & Stationers

Vol. IX—No. 5

MAY, 1914

Gratis and Post Free

OUR MONTHLY REVIEW

Consequent upon stock-taking we have a large number of job-lines in every description of paper, which we are in a position to offer at especially low prices to clear. It is impossible in the space taking at our disposal to publish a complete list, but on pages Clearances 77, 78 and 79 special attention is called to a number of clearance lines which we feel convinced will appeal to our many readers. Should the list not contain what you require, we shall be pleased if you will communicate with us, when, no doubt, we shall be able to find something suitable and satisfactory. A perusal of the above-mentioned pages will show that we have a number of mill-finished printings, in various weights and sizes, which we are offering at 1 $\frac{1}{2}$ d. per lb. There are likewise several weights and sizes in one-sided art papers, both in white and toned, which are being offered at 2d. per lb. In linen-faced Large Post we have a limited supply of 22, 28, 29 and 30lb. white; 25, 28, 30 and 32lb. lilac; 28 and 31lb. blue, which we can supply at the very low price of 2 $\frac{1}{2}$ d. per lb. Special attention should be given to the offer of 450 reams of 20lb. green News, double crown, at 2s. per ream, or in 20-ream lots, 1s. 11d. per ream, and to the offer of white 3-sheet Royal Boards, at 4s. 3d. per gross, or in consignments of not less than ten gross, 4s. per gross. All the above offers are made subject to their not having been previously disposed of, and no time should be lost in sending your requisitions.

We have just introduced two new designs in Fancy Cards. These are made on our own premises, and we quite anticipate that they will be as popular in the future as the other designs have been in the past. These cards appeal to the modern printer, for they save a large amount of time and anxiety to secure something "out of the ordinary," and yet effective and inexpensive. The No. 832 pattern is a thick antique plate-marked and deckled edge card, with fly, which is stocked in three sizes and in two shapes, oblong and upright. The prices are as follows:

Double Smalls	Upright	8s. 6d. per 1,000	1s. 0d. per 100
"	"	Oblong	8s. 6d. " " 1s. 0d. " "

Valuations

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TANNER'S TRADE CIRCULAR

Double Large	Upright	10s. 6d. per 1,000	1s. 3d. per 100
"	"	Oblong 10s. 6d. " "	1s. 3d. " "
Double Coms.	Upright	12s. 6d. " "	1s. 6d. " "
"	"	Oblong 12s. 6d. " "	1s. 6d. " "

We shall be pleased to forward sample of the above to any of our friends on receipt of application. The No. 833 Fancy Card will be found suitable for a variety of purposes, including programmes, menus and high-class commercial work. It measures $8\frac{1}{2}$ by $5\frac{1}{2}$ in. with fly, the cover being embossed with an all-round floral scroll design, which is particularly neat and attractive. These embossed blanks are made in white, pink, blue, green, buff and lilac, and are supplied at 12s. 6d. per 1,000 or 1s. 6d. per 100. If printed in colour to harmonise with the tint of the card, No. 835, the price is 15s. per 1,000 or 1s. 9d. per 100. We strongly recommend this latest introduction to the notice of our readers and shall be pleased to forward samples on receipt of postcard.

The cover of this issue of our Trade Circular is printed on one of the well-known and ever-popular Salisbury Cover Papers, namely **New** cinnamon. These papers are supplied in a wide range of **Salisbury** art colours, and in varying weights and sizes. Owing to the **Cover** popularity nowadays for neutral tints of greys, greens and browns, we have added another colour to our already long list, namely sable, which we feel sure will have a tremendous vogue in the future. It is a distinct colour from the many browns already in the list, but we are sanguine enough to believe that its introduction will be appreciated by our customers.

We have just issued a sample book of "Scrivia" Writing Paper, which is an entirely new parchment wove paper, and for which we predict a steady and increasing demand. It can be used successfully for a variety of purposes, e.g., letter paper, writing paper, and for price lists and catalogues, in which there are no half-tone blocks. It handles well for machining and is easy to work. It is equally suitable for letterpress, litho. or offset printing and is supplied in 15, 18, 21, 24 and 27 lb. Large Post, all 504 sheets. The price of the lightest weight is $3\frac{1}{2}d.$ per lb. and the other weights are supplied at $3\frac{1}{4}d.$ per lb.

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Just make the experiment by using it on that next job that must be got out sharp and must be done well. You will appreciate the quality of the work as well as the quickness with which the ink dries and the saving it effects by not requiring slip-sheeting for art and similar papers. Try it on good-class illustrated work.

This month the *Circular* is printed with Premier Black, and the cover shows the solidity you can get with a coloured cover ink at as low a price as 3s. per pound if only you use Kidd's Cover Inks.

JOHN KIDD & Co. Ltd.

11 Wine Office Court, London, E.C.

And at Stand No. 20
at the Printing Exhibition.

News in Brief

IN connection with Income Tax Allowances, the Associated Chambers of Commerce has issued a copy of the following letter, received from the Inland Revenue officials, which it will be seen relates to printing works.

"I have laid before the Board of Inland Revenue your letter on the subject of allowances for depreciation of machinery and plant in the cases of the shipping industry, paper mills and printing works, and in reply I am directed to state for the information of your association that such allowances fall to be made by the General Commissioners of Taxes or by the Special Commissioners of Income Tax, as the case may require. The Board, however, have always endeavoured, wherever practicable, to secure a measure of uniformity in the treatment of such claims, and as regards the industries to which you refer, the following represents the usual practice:

" PRINTING WORKS

"(a) No objection is raised where the Commissioners grant allowances not exceeding 5 per cent. in respect of engines, boilers and shafting, and 7½ per cent. in respect of printing binding machines.

"(b) Type is as a general rule dealt with by way of an allowance for actual cost of renewal, but should depreciation be insisted on, an allowance not exceeding 10 per cent. is assented to.

"(c) Special and delicate machinery is dealt with according to the facts of each case.

"The above allowances in the case of printing works are calculated on the written down value, *i.e.*, on the balance of value left, at the end of the year preceding the year of assessment, after deduction from the prime cost of the sums allowed for depreciation, and the additions of sums spent on additions and renewals.

"In all cases where an allowance is made for depreciation, the cost of renewals and replacements, less any allowances made for obsolescence, is necessarily treated as capital expenditure."

According to *The Bookseller*, the publications of the year, meaning new editions as well as new books, have numbered 12,048. This is a slight decline as compared with 1912, when there were 12,886 publications. Fiction is again easily first with 2,285 volumes, while "religion and theology" come second with 893, "essays and belles lettres" third with 876, and children's books fourth with 869.

It is with extreme regret that we hear that Mr. C. Arthur Pearson, the founder of the publishing firm bearing his name, is now completely blind. There is a pathetic announcement in the current issue of the *Printer's Register* to the effect that Mr. T. P. O'Connor, M.P., speaking

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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

on the subject of the blind in the House of Commons, stated that Mr. Pearson, smitten with blindness in the prime of his active life, had appealed to him to speak for the motion.

In a recent lecture at Manchester, Mr. R. B. Fishenden stated that during the last eight or ten years there had been practically no advance in the quality of illustration work, and that during the last five or six years the half-tone process had stood at a dead level of high-grade mediocrity.

The will of Mr. Henry Richardson, printer and stationer, Greenwich, shows an estate of the gross value of £13,889, of which £13,265 is net personalty; that of Sir John Tenniel, the well-known *Punch* cartoonist at £10,509; that of Mr. James Buckley, printer, Leeds, at £19,794; that of Mr. E. C. Mitchell, journalist, and well known under the pen-name of "Captain Coe," at £6,491, and that of Mr. Henry Cox, printer, &c. of Scarborough, at £6,567.

To celebrate the 75th anniversary of the foundation of the firm, and the jubilee of Mr. Walter Hazell, Messrs. Hazell, Watson and Viney recently gave a dinner, at which there was a large gathering, including Lord Lyveden, Sir T. Vesey Strong, Mr. J. F. Remnant, M.P., Mr. T. Fisher Unwin, &c.

According to the annual report of the Printers' Pension Corporation, the total income of the Pension Fund was £11,402; of the Almshouse Fund, £1,131; and of the Orphan Fund, £1,575. There are now no fewer than 550 pensioners, together with the almshouse inmates, and a number of orphan children. The amount distributed last year was double that distributed ten years ago. Sir Vesey Strong, who presided, stated that it was the fourteenth time he had held that office at the annual meeting of the Corporation. Mr. G. Rowland Blades and Mr. C. W. Bowerman, M.P. were re-elected as trade auditors.

There are 9,304 newspapers and periodicals in Germany, of which 3,894 are dailies, the rest being trade and other papers. The dailies have a total circulation of eighteen million copies, and the trade papers a circulation of about thirty-four million copies.

The Sales and Wants Advertiser asks the question "Will picture stamps take the place of picture postcards?" These stamps are used for sealing letters or parcels, or for adorning the front of an envelope, and already letter writers can have their favourite authors on their stamps, or a series of pictorial peeps at classic fairy-tales, or views of the Empire.

It is satisfactory to be able to report that the Government has now decided to spend £13,000 in officially participating in the forthcoming printing exhibition to be held at Leipzig.

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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.

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

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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.

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Practical Notes

THE TYPOGRAPHY OF BOOKS

GOOD taste, a quality essential to the successful production of all kinds of printing, is of great importance in the typography of books. In the matter of good taste most of us are specialists—we perfect our judgment in some one respect and let it remain erratic in others. A musician or other artist may stand high in his class and yet, perhaps, show poor taste in dress and manners.

A person of good taste is usually conservative. He weighs all new things in the balance of judgment, and allows enthusiastic faddists to push him off the sidewalk rather than join the crowd and shout with it. He knows the fickleness of mobs and remembers that in a week hosannas have been changed to shouts of bitter invective. The merchant catering to the whims of fashion ever has unsaleable stock on his shelves. In the days of militant Rome the crowd which one day cheered Sulla, the next day crowned Marius with laurel.

The natural tendency of humanity is radical. The conservatives are in the minority, yet their influence is great because their opinions are generally based upon sure foundations. Of course a person can be progressive and possess a present-day mind without being either radical or conservative. The natural tendency of job printers is radical. Left much to their own whims and fancies they produce printed things which may please only for the moment. The test of gold is not in its appearance when purchased, but in years of wear. Because a job of printing is made for short service is no reason why it should not be as well done as book composition is required to be. All the art-reasons in book typography are equally applicable to job typography. The two methods should not be judged by separate standards—a thing is good, or it is not. At the present time educational work is elevating the standard of job typography, and the designer of job composition, drawing closer to his book brother, is beginning to notice the faults and flaws in the latter's work.

William Morris set out to change book typography, and in contrast to the typography of the day his ideas may have seemed radical. What he really offered was the good things found in the works of the old masters of Venice and Nuremberg—typography and decoration that had well stood the test of centuries. Book pages produced fifty years ago by Pickering and Whittingham look well to-day; not because they are old, but because they were in good taste then, and are in good taste now. Pages set by their contemporaries in condensed roman look abominable now, because they were contrary to true art principles then.

EDMUND G. GRESS in *The American Printer*.

PRODIGIOUS!

As an Index to the popularity and utility of

TANNER'S PLEATED POSTAL WRAPPER

We are pleased to state that the total sales during 1913 exceeded

8,000,000

(eight millions), and there is every indication that during 1914 the above figures will be easily passed. May we send you specimens and particulars of this patent wrapper? Any size and any quantity delivered quickly.

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What Others are Doing ❖

THE Times has become a "Society" house, and in future trade union labour will be employed in the printing department. This decision will affect 400 men, of which number about 250 are compositors.

Messrs. Sangorski and Sutcliffe are now exhibiting an illuminated manuscript of some of the poems by Keats, which is bound in a cover containing over a thousand precious stones.

The crusade against vulgar postcards still goes on apace. At Berwick, five members of the trade have been appointed to act as a Board of Censors to prevent the circulation of objectionable postcards. Speaking at the First Annual Meeting of the Scarborough Postcard Censorship Association, the Chief Constable referred to the excellent work of the Committee, and stated that the institution of such Committees was causing publishers to issue a better class of card.

The Stereotypers' and Electrotypers' Society Assistants have amalgamated with the National Society of Operative Printers and Assistants.

The Annual Report of Messrs. Odhams Ltd. shows a gross profit, for 1913, of £39,012, and net profit, after providing for all charges, of £25,599. A dividend on the preference shares at the rate of 7½ per cent. per annum, was declared, together with a dividend on the ordinary shares of 9 per cent. per annum, leaving a balance of £12,041, of which £2,041 was carried forward, the remainder being placed to various reserve funds. It is satisfactory to be able to report that the profits are more than twice the average figures given in the company's prospectus of May 1912. The annual report of Messrs. Edward Lloyd Ltd. shows an increase in the profits during the past year of £12,000, which enabled the Directors to declare a dividend, on the ordinary shares, at the rate of 11½ per cent. per annum, and to add £20,000 to the reserve fund. The last annual report of Messrs. Cassell and Co. Ltd. shows a net profit of £41,602, which is equivalent to an increase of 30 per cent. on the preceding year, and with two exceptions is the largest profit which has ever been earned in one year by the Company. A dividend at the rate of 5 per cent per annum was declared, £8,000 was placed to reserve, £8,000 to the copyright equalisation fund, and £2,000 to writing down

discount on debenture issue. It cannot be denied that the Board is to be congratulated on its success, and we are particularly interested to hear that Mr. Arthur Spurgeon, the general manager, has now been made a director of the company. The report of the Lamson Paragon Supply Co. Ltd. shows that the profits for the last financial year amounted to £36,491, and after providing for depreciations, &c. there was a balance of £31,319 for appropriation. This enabled the directors to propose a dividend on the ordinary shares equivalent to 7½ per cent. per annum, and to place to investments reserve £2,561, and carry forward £4,135. The last annual report of John Dickenson and Co. Ltd. shows that the net profit for last year amounts to £87,794, as compared with £99,471 of the previous year. Although there was a fall in profit, the sales showed an increase; it was stated that the principal reason for the reduction in profit occurred at the Croxley Mills, where there had been an increase in waste, together with increased wages.

About 300 employees of the Solicitors' Law Stationery Society, Ltd. attended the last annual meeting of the company, when the Chairman announced that the turnover had increased from £76,056 in 1912 to £77,110 last year. This enabled the directors to declare a dividend at the rate of 10 per cent. per annum, so that under the profit-sharing system in connection with the business, the bonus on the earnings of the staff was at the rate of 4 per cent., which was the same rate as was paid last year. This bonus is equivalent to a fortnight's wages to each employee who was qualified, and totalled £1,112 as against £999 in the previous year.

To mark his business jubilee, Mr. E. Straker, chairman of Messrs. Straker Bros. Ltd. presented the members of the staff with bonuses. Employees with twenty-five years' service and over received six weeks' wages, and the scale graduated down to those with two years' service. The event also marked Mr. Edgar Straker's withdrawal from active service in the company.

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Of special sizes, shapes and qualities made in a few hours.

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8	„ 40lb. White „ „	„
26	„ 19lb. White Double Cap	„
24	„ 20lb. „ „ „	„
20	„ 38lb. Creamy „ „	„
89	„ 44lb. Quad Cap	516 sheets
90	„ 33lb. Double Large Post	„
26	„ 22lb. Toned Royal	480 sheets
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2 " 37lb. "	18 " 38lb. "
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23 Reams 22lb. L.Post	8 Reams 25lb. L. Post
12 " 28lb. "	10 Reams 28lb. L. Post
49 " 29lb. "	15 " 30lb. "
15 " 30lb. "	12 " 32lb. "

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20 Reams 28lb. L. Post	10 Reams 31lb. L. Post
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ALL 480 SHEETS

At **2¹/₂d.** per lb.

SPLENDID LINE IN WHITE
ROYAL BOARDS

280 Gross	3 Sheet Royal	4/3 per Gross
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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.

LETTERPRESSPRINTING.—Situation desired as Manager's Assistant; age 33; abstainer; 30 years' practical experience through works to sales, estimating and costing, with control of works; progressive, systematic organiser and disciplinarian; good knowledge of advanced cost finding system (M.P.F.).—Box 368.

ELLIOTT-FISHER BILLING MACHINE, with desk; condition perfect; cost £47; cash £25; seen any time.—A. F. Thompson & Co., Ltd., 19 Ivy Lane, E.C.

WAREHOUSEMAN AND CUTTER, 24 years' character; can keep stock, pack, and general warehouse work.—C.C., 79 Gillespie Road, Highbury, N.

WAREHOUSEMAN and CUTTER, 30, desires change as Foreman or Deputy; used to good class commercial and theatrical houses; 6 years present berth; good references.—P.M., 8 Ferndale Road, Stamford Hill, N.

PRINTER'S CLERK (junior), with experience of office routine, orders, costing systems, workshop time dockets; systematic and keen worker. Write, giving previous experience and wages.—Box 359.

COMP-MACH. (N.S.) seeks perm. Present sit. in charge of small office; all round jobbing and good platen hand.—Box 358.

ARTISTIC COMP. (S.)—Lay out own jobs; modern ideas; adverts., booklets, handbills, cuts, etc.—Box 356.

ESTIMATE CLERK.—Thoroughly competent; practical knowledge all departments and all classes of machines; 16 years experience; age 30; capable interviewer; reliable and conscientious; or would accept position as Assistant Works Manager.—Box 355.

PRODUCTION MANAGER desires change. 14 years' practical experience. Printing, paper, illustration, binding, proof reading, advertising, publishing arrangements, authors' accounts, etc. Age 34, moderate salary. Box 367.

MANAGING DIRECTOR of very successful modern printing business in London, retiring, offers part or whole interest to Practical Printer only.—Apply in confidence (principles only) Box 374.

PRACTICAL MANAGER seeks change (Silver Medallist) 16 years' successful experience. M.P.A. departmental costing system. Keen estimator. Man with tact and energy. Mod. salary.—Box 370.

PRINTING.—Outdoor and Indoor Manager, seeks vacancy with view to partnership. Good estimator, buyer, and organizer. Able to influence business. Box 366.

PRINTER'S MANAGER (36)—Extensive practical experience in control and supervision of every department; good organizer, expert estimator, competent buyer, proficient in scientific costing and qualified to instal M.P.F. system throughout works; familiar with modern business methods and latest labour-saving machinery; double medallist and C. and G. Institute highest diploma for practical work; moderate salary.—Box 357.

PRINTER'S MANAGER.—15 years' experience, good estimator, traveller, and man with ideas. Keen buyer, and able to get business. Would suit medium sized firm with modern plant.—Box 372.

WHITE PAPER WAREHOUSE OVERSEER desires change; 6 years in present situation; with up-to-date methods of stock-keeping and sound knowledge of paper-makers' specialities.—Box 359.

STEREO PLANT FOR DISPOSAL (Nearly New). Combined Melting Furnace and Hot-Air Chamber by H. Williams, size 8ft. by 2ft. 2in., Melting Pot, 19in. in diameter. Platen, 2ft. 2in. by 2ft. 4in., fitted with Hot-Air oven, etc., for plaster process. Flues, etc. Offered at £25. Gas Heated Strong Staple Screw Press, by H. Williams, size 2ft. 6in. by 2ft. 6in. Patent burners. Cost £26 offered at £15. Powerful Planing Machine, both for type high or picca plates, with spare knife, bed 24 in. by 12 in. Offered at £12. All of excellent value, can be seen at any time by appointment. Box 360.

MINDER, young; seeks sit.; Babcocks, Whattes, Platens; Half-tone & Three Colour; would like to get on a 9-Revolution machine.—Box 361.

WAREHOUSEMAN AND CUTTER (22) seeks re-engagement; 7 years experience in general printing and warehousing; excel. refs.—Box 362.

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