

THE COVER OF THIS ISSUE
is printed on Ivory Linen Finish

Chichester Royal Boards

STOCKED IN LINEN FINISH
ANTIQUÉ Finish, FRIEZE Finish

In 15 Beautiful Neutral Shades, as follows:—

FRENCH GREY	DUN GREY
ELEPHANT	CLOUD GREY
DARK GREY	FAWN
CAFÉ-AU-LAIT	DOVE
MOTH BROWN	EARTH
COFFEE	CHOCOLATE
LAUREL · IVORY ·	SLOE BLACK

ANTIQUÉ FINISH . . . 32/6 per gross
LINEN FINISH 35/- " "
FRIEZE FINISH 35/- " "

Less 2/6 per gross for 10 gross orders

THE COVER PAPER FOR
MODERN REQUIREMENTS

R · T · TANNER & Co Ltd
DORSET STREET · SALISBURY SQUARE
LONDON · E.C.4

Telephone · CITY 7054 (3 lines)

Telegrams · TANNER, FLEET, LONDON

TANNER'S TRADE CIRCULAR

To Printers & Stationers

APRIL
1922



Designed & Drawn by

L. A. Garrett

R. T. Tanner & Co Ltd
London E.C.4

Exclusive Trade Circulation



"Scrivia"

CREAM LAID AND WOVE WRITING

STOCKED IN

LAID

Large Post - 18, 21, 23 and 28 lbs.
 Double Large Post - 42 lbs.
 Double Cap - 26 and 30 lbs.

WOVE

Large Post 15, 18, 21, 23 and 28 lbs.
 Double Large Post - 30 lbs.
 Double Cap - 26 and 30 lbs.

All 504s.

Except 15 Cream Wove Large Post 480
 30 " " D. Large Post 480

Price on application

ALWAYS GIVES SATISFACTION
 EQUALLY; SUITABLE FOR
 INK OR TYPE

R. T. TANNER & Co. Ltd
 Dorset Street, Salisbury Square
 London, E.C.4

Telephone
 City 7054 (3 lines)

Telegrams
 Tanner, Fleet, London



DE NOBIS.

MANY of our customers, especially amongst those who have recently joined the ranks of the printers, will, no doubt, be glad to know something of our past history. The business was founded in 1864 by Mr. R. T. Tanner and Mr. J. Hunt, at Upper Thames Street, and was carried on under the title of Hunt & Tanner. There was a dissolution of partnership in 1877, Mr. Hunt continuing the business at the old address, while Mr. Tanner established the present business at 16, Dorset Street. Mr. F. Garrett became associated with the business about 1879, and on the death of Mr. R. Tanner, it was carried on by the executors for ten years, until Mr. W. A. Tanner came of age. This was in 1888, and in 1896 Mr. Garrett was made a partner, and in 1900 Mr. A. Tanner, the youngest son of the founder, entered the firm.

In 1903 the warehouse and factory in Hutton Street and Primrose Hill was partially destroyed by fire and had to be rebuilt. Four years later the business was converted into a private limited company, the directors being W. A. Tanner, F. Garrett, A. Tanner, H. S. Pearsall, and A. Eames. In the same year, namely, 1908, Mr. W. A. Tanner died. In order to cope with an ever increasing business, additional premises, adjoining the old premises in Dorset Street, were taken in 1911, which allowed us to carry larger and more representative stocks than we had done in the past.

Our present directors are Mr. F. Garrett, Chairman; Mr. A. Tanner, Controller of Sales Department; Mr. A. Eames, Buying Department; Mr. H. S. Pearsall and Mr. F. A. Garrett, M.C. The firm is well represented by Messrs. S. C. Wakefield, G. F. Maisey, R. Scruby, C. Stacy, M. Smith, W. H. Pocklington, H. Pearsall, and F. H. Cuttbert, while Mr. F. A. Squire and A. Krolle represent the leather department. The Secretary is Mr. G. J. Bird.



**SPECIAL
CLEARANCE LINE**

Quality No. 786.

100 Reams	24	White	Double	Crown	504
80	"	27	"	"	"
90	"	30	"	"	"
70	"	36	"	"	"
25	"	60	"	Quad Crown	"
50	"	20	"	Demy	"
60	"	24	"	"	"
80	"	36	"	Double Demy	"
70	"	40	"	"	"
60	"	48	"	"	"
50	"	48	"	Quad Cap	"

Price 4d. per lb.

3½ cwt. lots 3¾d. per lb.

*This Magazine is printed
on 48 lb. Double Demy.*

R·T·TANNER & CO L^{TD}

**Dorset Street
Salisbury Square, London
E.C.4**



BELGRANO COVERS.

FOR dainty covers it would be difficult to beat the Linen-Faced Belgrano Papers. They can also be used for folders, pamphlets, etc., with marked success, being so delicate in tone and yet possessing a "rich" appearance. These covers have been before the public for some time, but we have just issued a new sample book which we shall be pleased to forward to any of our friends in the trade. They are supplied in five tints as follows:—

Lilac. Amber. Blue.
Grey. Gold.

In order, however, to appreciate their delicacy, it is necessary to see the samples, and their effect is considerably enhanced by being linen-faced. We have no hesitation in saying that the Belgrano Covers should find a place in every estimating office—they will be required frequently, and will give every satisfaction. Stocked in:—

Dble. Crown, 21 x 30½	...	75lbs. 504 sheets.
Medium, 18 x 23	...	50lbs. 504 sheets.
Royal, 21 x 25½	...	65lbs. 504 sheets.

JOB LINES.

One of our newer customers wrote us some time back to ask if we ever had Job Lines of a certain class of paper. We replied in the affirmative, and were able to fill his order with entire satisfaction. We mention this fact in order to state that we always have on hand a wide range of job lines in all kinds of paper, and we shall be pleased at any time to receive our customer's requirements, and to submit samples for his consideration.



**COPY OF THIS TRADE CIRCULAR
WILL BE SENT MONTHLY·GRATIS
AND POST FREE TO ANY
PRINTER IN THE BRITISH ISLES**

Dawson · Payne & Lockett · Ltd

**SHOWROOMS
AND REPAIRING SHOPS**

for

**DAWSON PAYNE ELLIOTT
MACHINES**

**WAITE & SAVILLE'S MANU-
FACTURES. :: CARLAW'S
ENVELOPE MACHINERY ::
WAITE & SHEARD'S RULING
MACHINES :: ELECTRICAL
INSTALLATIONS**

Dawson, Payne & Lockett
LTD.

Dean Street, Fetter Lane, London, E.C.4

and

103 Farringdon Road, E.C.1

News in Brief



THE seventy-ninth Annual Meeting of the Vellum Binders and Machine Rulers' Pension Society was held at St. Bride's Institute, on Monday, 6th March, Mr. F. A. GARRETT, JUNR., presiding. The chairman, in moving the adoption of the Annual Report and Balance Sheet, drew attention to the satisfactory state of the affairs of the Society, due in a great measure to the efforts of their experienced Secretary, Mr. F. C. PEACOCK, and to their energetic Committee. Mr. C. W. ATKINS (Co-Op. Printing Society) moved a resolution that the Society should call upon the Friendly Societies and Trades Unions to urge that the pensions granted by them to their members should be made free from assessment as income. The Voting Papers having been counted, the following Pensioners were declared elected:—

MISS S. A. JOHNSON, MR. A. T. SHARP.

MISS J. MARR received the unsuccessful Candidate's grant. Mr. H. R. DANFORD proposed and Mr. T. J. HUNT seconded a vote of thanks to the chairman, bringing a very businesslike meeting to a close.

At the invitation of Mr. ATKINS, several of those present afterwards attended a Dance given by the Staff of the Co-Op. Printing Society, Ltd., where they spent a very enjoyable evening.

We have received an offer from a printer in Budapest to print and post advertising circulars at a ridiculously low price, and to give a sworn statement (for what that may be worth) certifying the number of circulars printed. What interests us most is the cost of postage, which per thousand circulars is 7/-. To this has to be added a commission of 4/- per thousand, making the postage rate 11/- per thousand, or about two circulars for a farthing. Is it not about time that Mr. KELLAWAY woke up? This country receives no revenue whatsoever for distributing circulars posted in this way from Budapest.

The demands made by the Newspaper Proprietors' Association, to which we drew attention in a recent issue, for reduction of

BEST LONDON-MADE Leather Goods

Made throughout in our own Workshops. Highest-class Workmanship. :: Guaranteed Quality. :: Leather Cases and Bags to meet any requirements made to order



**Traveller's
Sample
Bags**

BEST GRAINED
COW-HIDE.
English Frames and
Locks. :: Handsewn
throughout.
USUAL SIZE 18 ins.
Price **2/2** per in

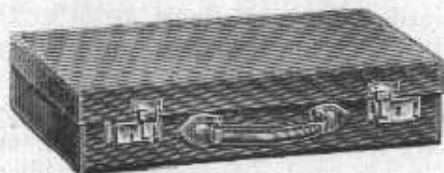
Attache Cases

Hand-made throughout in best nut hide, and fitted with English lever locks (gilt or nickel plated) and lined leather. Price **2/0** per in

Fitted with Stationery
Pockets and Pad in lid
Price from **1/6** per in

Fitted with gussetted
Pocket, and Flap with
automatic catch.

Price from **2/0** per in



Cheaper quality Attache Cases from 1/0 to 1/9 per inch
Best PIG SKIN Attache Cases .. 4/0 .. 5/0 ..

Fitted with Stationery Pockets and Pad in lid } Prices on application
Fitted with gussetted Pocket and Flap, with }
Automatic catch

BEAUTIFULLY FINISHED AND ATTRACTIVE IN APPEARANCE

Apply to the Manufacturers:

R. T. Tanner & Co. Ltd
DORSET STREET, Salisbury Square, LONDON, E.C.4

wages, longer hours, and reduced privileges, have been withdrawn. It was eventually proposed that an all-round cut of ten shillings per week, in two instalments of five shillings, should be made.

An organisation which is capable of doing much good is the Trade Marks, Patents and Designs Federation, of 329, High Holborn, W.C. Among the objects of the Federation are:— To promote the interests of British owners of trade mark rights, to prevent the infringement of British industrial property abroad, to promote the formation of a world alliance of industrial property owners, to obtain international agreements for the protection of regional appellations, town names, and national emblems, to consider a system of international registration of trade marks, and to educate traders as to the value of industrial property rights.

It is proposed to transfer the St. Bride Printing School to Stamford Street, Blackfriars, where the maintenance cost will be increased by £5,200 per annum, making £12,000 in all. Of this amount £2,500 per annum is to be guaranteed for five years by various organisations connected with the industry, which fund is already available, thanks to the efforts of the joint committee of which LORD RIDDELL is the chairman.

The cover of this issue is designed by MR. L. A. GARRETT, the youngest son of our Managing Director, who is taking up Art as his profession. The drawing augurs well for the future success of "Mr. Lewis." It is bold, striking, and convincing, three qualifications very necessary for Art in its relationship to modern commerce.

It is said that in order to cope with the large amount of printing that the State Printing Works have undertaken in the last year or two, it has been necessary to spend a very large sum in buying plant and buildings at very high post-war prices. In 1921 an expenditure of £228,000 appeared in the Supplementary Estimates. Meanwhile an enormous amount of similar plant is lying idle in the works of printers throughout the country, says the *Sales and Wants Advertiser*. The majority of this plant, in the hands of trade printers, was bought at pre-war prices, and the cost of running this plant is, therefore, considerably less than with the new plant bought at post-war prices. Speaking on this matter recently, DR. MACLEHOSE says that a very large volume of work has been given to the State Printing Works without any tenders being invited from outside firms, and it is hard to say how much money is lost to

QUALITY No. 831 ESPARTO
**CREAM LAID &
 WOVE WRITING**

STOCKED IN

LAID

Large Post 18, 21, 23 lb
 Dble L. Post 36, 42, 46 lb
 Quad .. 72, 84 lb
 Dble Cap 23, 24, 26, 28 lb
 Quad .. 48, 56 lb
 Post (14½ × 18½) 16, 18 lb

WOVE

Large Post 18, 21, 23 lb
 Dble L. Post 36, 42, 46 lb
 Dble Cap - 24, 26, 28 lb

(All 480 Sheets)

Price $4\frac{3}{4}$ per lb.10 Reams $4\frac{1}{2}$ d per lb $3\frac{1}{2}$ cwt $4\frac{1}{2}$ d per lb

SUBJECT TO MARKET FLUCTUATIONS

SPECIAL LINE

Cut "BOND" Paper

SUBSTANCE OF 14 LB LARGE POST
 IN TWO SIZES

10 × 8

Price - 1/8 per ream
 " - 1/7 for 25 rms
 " - 1/6 for 100 rms

13 × 8

Price - 2/2 per ream
 " - 2/1 for 25 rms
 " - 2/0 for 100 rms

SUBJECT TO MARKET FLUCTUATIONS

R. T. Tanner & Co Ltd
 DORSET STREET :: LONDON, E.C.4

the country by such action. The Telephone Directories had been satisfactorily produced for many years by a large firm of printers. About two years ago this work was taken away from these contractors, who were not even told that the work was being taken from them and sent to the Government works. The cost of setting up the type of these directories must have been thousands of pounds, and the value of the standing type was entirely lost. The *Post Office Guide*, until a few months ago, was printed by a well-known firm of contractors. When tenders were recently invited by the Stationery Office for a new issue the existing contractors, because they had it all standing in type, quoted a very low price, but neither their offer nor that of any other contractor was accepted. The Government Printing Works took the work themselves, and all the standing type was wasted. In both these cases the usual excuse was made that the Government proposed to make alterations in the style, and, therefore, they would reset the whole of the type themselves.

According to the *Daily Mail*, the latest Society craze is for striped notepaper. The stripes are of the same colour as the paper, but of slightly deeper shades, producing an effect very similar to the pre-war striped wall-papers.

Lecturing recently on Letterpress Printing and Art, Mr. E. WALKER said:—"Books printed by men who derive pleasure from so doing were real works of art." This remark applies very forcibly to the beautiful works issued by WILLIAM MORRIS at the Kelmscott Press, as it does to-day to the books printed and published by MR. HORNBY, at the Ashendene Press, of which the latest is "Fioretti di S. Francesco."

"Universal Printers, Ltd., London," has been formed with a capital of £800,000. It is a combination which includes Messrs. Bemrose & Sons, Ltd., Derby; Messrs. Alf. Cooke, Ltd., Leeds; and Messrs. Norbury, Natzio & Co., Ltd., Manchester. The first directors are:—W. Wright Bemrose, H. Cooke, and A. E. Natzio.

The will of MR. JAMES C. GLEGG, chairman of the Culter Mills Paper Co., Ltd., shows an estate of the gross value of £50,840; that of MR. H. WILSON-FOX, M.P., editor of the *South African Mining Journal*, at £63,020; that of MR. JOSEPH TOWN, paper maker, of Leeds, at £39,511; that of MR. A. CROSBY LOCKWOOD, of Stationers' Hall Court, E.C., at £41,584; that of MR. F. M. DRUMMOND, late editor of *The World*, at £1,350; that of DR. E. HOPKINSON, a director of Messrs. Mather and

CLEARANCE LINE OF BILLHEADS.

No.		Per 1000.	
431.	8vo. Up. Special Billheads	@ 3/-	} 18 lbs.
433.	6mo. Broad "	@ 4/-	
229.	8vo. Up. "	@ 3/6	} 21 lbs.
"	6mo. Broad "	@ 4/9	

QUALITY "23" CREAM WOVE,

Stocked in:—

8 vo. Upright	@ 3/8	} 23 lbs.
6mo. Broad	@ 4/6	
4to.	@ 7/3	
1d. per 1,000 less for 10,000 lots.			
2d. " " " 20,000 "			

R. T. TANNER & Co. Ltd. Dorset St. London, E.C. 4

ANYTHING IN COLOR!

Better, Quicker and Cheaper

Than can usually be obtained.

PICTORIAL :: LITHOGRAPHED :: POSTERS

(in sheets up to 44 x 64 inches)

For Shipping, Railways, Pleasure Resort Announcements, etc.

WE DO THE JOB COMPLETE, making the Designs, Drawing on Stone or Plate and Printing, delivering the work ready for your customer. We will be pleased to assist you with any part of it.

By arrangement, we will submit competitive designs at our own expense.

We also undertake every kind of

COLOR PRINTING, as SHOWCARDS, LABELS, WRAPPERS, COLORED SUPPLEMENTS, MAGAZINE INSETS, CHILDREN'S PICTURE BOOKS, PICTURE POST CARDS, VIEW BOOKS, etc.

We are also publishers of

CHROMO ALMANACS, CARD CALENDARS, DAILY, WEEKLY and MONTHLY DATE BLOCKS, DECORATIVE and ADVERTISING :: TRANSPARENCIES, SPORTS CLUB FIXTURE SHEETS, :: PICTURES FOR BOX TOPS, TRADE MARK and DECORATIVE TRANSFERS FOR ENGINEERS AND DECORATORS, Etc.

INFORMATION, SAMPLES AND PRICES ON APPLICATION.

TAYLOR BROS. THE TRADE COLOR PRINTERS, LEEDS.

Telephone: 24396.

Wires: "Almanac," Leeds.

Platt, Ltd., at £141,675, with net personalty of £137,904; and that of Mr. C. E. JERNINGHAM, "Marmaduke," of *Truth*, at £2,161.

LORD BEAVERBROOK stated at a recent dinner that when he took over the *Daily Express* there was a loss in the preceding year of £40,000. During the year July, 1920, to July, 1921, the paper consumed newsprint of the value of £900,000, as against a pre-war figure of £150,000, the result being that his lordship had to put during the year, into the coffers of the *Daily Express*, cash to the value of £140,000. The price of news-print has fallen from £60 per ton to £20 per ton.

What was the house organ of Messrs. Penrose & Co., Ltd., namely, *Process Work and Electrotyping*, is to be enlarged, and will be issued in future by Messrs. Percy Lund, Humphries and Co., Ltd., as an independent quarterly, under the title *Process Work and the Printer*.

The DUKE OF YORK will preside at the Anniversary Festival Dinner of the Printers' Pension, Almshouse and Orphan Asylum Corporation, to be held at the Connaught Rooms, Great Queen Street, W.C. 2, on November 15th.

German carpets, made of paper, are said to be so close an imitation of the real thing as to render detection almost impossible. There appears to be no end to the uses to which paper may be used in one form or another.

The annual dinner of the Paper-makers' Association was held on March 24th, under the Chairmanship of the President, Mr. LEONARD TODD. Practically all sections of the printing industry was represented at the gathering.

We would call the attention of every one of our readers to the beautiful, useful, and entertaining production, the "St. Bride Students' Cake." It is a compilation of articles and illustrations, after the character of "Printer's Pie," published by the students of St. Bride, and having for its object the raising of £600 to found a Printer's Pension in commemoration of St. Bride students who fell in the war. Each contributor to the Fund, of not less than ten shillings, receives a copy of the "Cake." Surely a very worthy object, and one which will be supported by our many friends. The book, which takes the place of the annual portfolio of specimens, has been printed by the students, mainly by disabled men undergoing a course of training to prepare them to take up work in the printing office. Through the generosity of friends, all the

Special Clearance Lines of Envelopes.

52,000	972/Cream Laid Court 8vo	$4\frac{1}{2} \times 3\frac{1}{4}$	- 5 0
25,000	189W/6s Cream Laid	$5\frac{1}{2} \times \frac{1}{2} 3$	- 4 0
50,000	180/8s Cream Laid	$5\frac{1}{2} \times 3\frac{1}{4}$	- 4 6
100,000	139/8s	$5\frac{1}{2} \times 3\frac{1}{4}$	- 5 6
43,000	Hand Made Loan 7 $\frac{1}{2}$ s	$6 \times 3\frac{1}{2}$	- 12 6
18,000	189/Cream Laid	$6\frac{1}{2} \times 5$	- 8 6
20,000	Thick Cartridge	9×4	- 13 6
14,000	262/Cartridge	$10\frac{1}{2} \times 4\frac{1}{2}$	- 12 6
23,000	262/Cartridge	11×5	- 13 6
100,000	285F/7 $\frac{1}{2}$ s Manilla	$5\frac{1}{2} \times 3\frac{1}{2}$	- 3 6
50,000	859/8s	$5\frac{1}{2} \times 3\frac{1}{4}$	- 3 0
100,000	859/8 $\frac{1}{2}$ s	$6 \times 3\frac{1}{2}$	- 3 3
25,000	285/Large 8vo	$5\frac{1}{2} \times 4\frac{1}{4}$	- 4 3
20,000	Extra Thick "	$5\frac{1}{2} \times 4\frac{1}{4}$	- 5 3
60,000	Kraft	6×4 Bags	4 6
11,000	Buff Casing	$7\frac{1}{2} \times 5$	- 8 0
100,000	Special Manilla	9×4	- 5 0
100,000	859	9×4	- 6 0
50,000	859 Special,,	9×6	- 9 6
23,000	2857	10×8	- 13 6
12,000	2857	11×8	- 15 6
10,000	859	$10\frac{1}{2} \times 4\frac{1}{4}$	- 8 6
16,000	285 Special,,	11×9	- 20 0
16,000	" " "	12×10	- 20 3
90,000	Salisbury 6s Azure Laid	$5\frac{1}{2} \times 3\frac{1}{2}$	- 5 0
40,000	" L. 8vo "	$5\frac{1}{2} \times 4\frac{1}{2}$	- 6 6
91,000	Azure Manilla 7s	$5\frac{1}{2} \times 3\frac{1}{2}$	- 3 0
17,000	" " 8 $\frac{1}{2}$ s	$6 \times 3\frac{1}{2}$	- 4 0
16,000	Opaque	$6\frac{1}{2} \times 3\frac{1}{4}$	- 6 6
11,000	Parchment Wove Med. 8vo	$5\frac{3}{4} \times 4\frac{1}{4}$	- 7 6

R. T. TANNER & CO., LTD.,
Dorset St., Salisbury Square, London, E.C. 4.

material has been supplied gratuitously, thus enabling contributions in their entirety to be paid over to the Pension Fund. Among the portraits appearing in the volume in monochrome or colour are C. J. DRUMMOND, M.B.E., J.P., SIR ROBERT BLAIR, M.A., LL.D., EDWARD UNWIN, RIGHT HON. VISCOUNT BURNHAM, C.H., RIGHT HON. LORD RIDDELL, REGINALD J. LAKE, and T. W. MCARA, J.P.

The following articles, among others, appear in the "Cake": "Patriotism," by T. W. OSWALD-HICKS, B.A.; "A Printer's Assistant at the 'Varsity,'" by W. BLOXAM; "The Management of Technical Schools," by J. R. RIDDELL; "What St. Bride is doing for the Master Printers," by A. LIDDINGTON JOHNS; "Science for Printers," by C. HARRAP; "Bookbinding in the Early Ages," by B. J. SANSOM. The volume is excellently produced, and contains something which will appeal to every printer, whether master or man.

At the annual meeting of the Newspaper Press Fund, presided over by LORD BURNHAM, it was announced that donations during the past year reached the record figure of £10,411. Forty-eight pensions are being paid, amounting to £2,542, an increase of £508 compared with 1920; of the annuitants, 21 are members and 27 the widows of members. No fewer than 356 grants were made in 1921, against 254 in 1920, and the amount spent in grants and pensions was £10,689, nearly £2,000 more than in the previous year.

Don't overlook the special offer we make this month of Job Lines in Envelopes—it will be seen there are many sizes and qualities, and you may find a "line" among them for which you have been looking some time. Needless to say, the prices are "right," a factor of considerable importance in these competitive days. (See opposite page).

Call in the "Specialist."



VISIT to many printing offices reveals to the trained observer an appalling wastefulness in material and time, entirely due to following "bad old" customs through the lack of knowledge of other and better methods than those which have become the rule of the office. Unfortunately, printers have a reputation for conservatism, self-satisfaction and complacency — and

ENVELOPES

MADE ON THE
PREMISES BY
MODERN
MACHINERY IN ANY
SHAPE OR SIZE, AND
IN ANY QUALITY OR
SHADE OF PAPER.
SEND YOUR REQUIRE-
MENTS, AND WE
WILL SUBMIT ESTI-
MATE. ALL
COMMERCIAL SIZES
IN STOCK AT COM-
PETITIVE PRICES



R. T. TANNER & Co Ltd
DORSET STREET
SALISBURY SQUARE
LONDON · E.C.4

Works: Hutton Street & Primrose Hill, Whitefriars, E.C.4

whilst their Craft has educated the world, they themselves, it must be admitted, have not been numbered amongst those who have readily adopted scientific principles applicable to their business.

I submit that most printers could with advantage follow the custom of the medical profession and certain prominent industries, and periodically call in a consultant with a practical knowledge of the industry, who out of his experience and by investigation of existing methods and equipment might proffer suggestions that would be helpful not only to the firm but also to those controlling the various departments. Not that the "specialist" is likely to know more about the particular class of work done by those engaged in it, but by observation and in consultation with those responsible for the productive side of the business he would be of assistance in helping to diagnose the troubles which are over-abundant in every printing office. It is not usual to find heads of departments who object to discuss their difficulties with someone who has a practical and sympathetic understanding of their problems. It is equally true in the printing business as in other walks of life that what is nearest to the eye is most difficult to see.

It is a frequent occurrence to find firms equipped with plant totally unsuitable for their particular needs, or one department equipped with the most modern of labour-saving machinery, while other equally important departments are not so efficiently laid out. It being seemingly overlooked that, just as the strength of a chain lies in its weakest link, so it cannot be expected to obtain the best production if every department is not planned to cope with the increased efficiency accruing from the adoption of modern plant, backed by sound organisation. Yet many firms seem to be totally unconscious of what is apparent even to the casual observer.

Now that printers have got the habit of calling in costing experts to assist them in the financial side of their business, it is to be hoped that it will not be long before it becomes customary to discuss with some disinterested person matters affecting the productive side of the business.

In the future, success and a return commensurate with capital invested, skill required, and risks accepted will only come to those who are equipped to obtain the best in quality and quantity, coupled with an organisation which eliminates waste in time and labour.

There is money in the printing business, but in the past the printer did not always obtain it, mainly through lack of business instinct, unsuitable equipment, and his failure to recognise and keep abreast of new methods demanded by the ever expanding printing industry.

J. R. RIDDELL in *St. Bride Students' Cake*.

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 these columns are inserted free of charge, but they must be received by the 15th of the month, to appear in the following month's issue. Replies may be addressed to R. T. TANNER & Co., LTD., when they will be forwarded to Advertisers

Experienced Machine-Minder desires change, can take charge. Half-tone and three-colour work, and quite conversant with the routine of a General Jobbing Office. Good References.—XYZ, 184 High Street, Walthamstow, E.11

YOUNG MAN, 28, Ex-Ser., seeks sit. as Printer's Warehouseman or Packer, etc., 3 yrs's experience.—J. Witcox, 15 Dragon Road, Camberwell, S E.16

ROBEY COPIER (No. 3) and Punch, second-hand, first rate condition, half pre-war price, £6 13 3.—Address "W" c/o R. TANNER & Co., Ltd.

COMPOSITORS: Use the new Double-Sided Slide as an adjunct on York stick, 2/6 post free. Fits any stick. Results will please you. Apply "Invention," 99, Clifton Road, Rugby.

MARRIED MAN wants situation, 15 years as Export Packer and Warehouseman in the Paper and Stationery Trade, 18 months as Furniture Packer, and 14 months as Groceries Packer. Good references.—A. J. GREENGRASS, 8, Featherstone Buildings, Holborn, W.C.1

We are pleased to insert ANNOUNCEMENTS in this column for our readers, free of charge.

PHONE
CLERKENWELL 2428

WIRE
"LITHO., LONDON"

**LITHO
PRINTING**
TOM BROAD,
76-78, Clerkenwell Rd. LONDON, E.C.
**FOR THE
TRADE**

ESTATE
PLANS

COMMERCIAL
& COLOUR

Incorporating THOMAS BROAD, 17, Featherstone Buildings, Holborn, W.C.1.

SALISBURY Cover Papers

Supplied in the following colours:—

Fawn	Drab	Camel
Ingrain Brown	Earth	Russett
Indigo Blue	Ivy Green	Pea Green
Green	Ingrain Green	Olive
Azure	Slate	Pearl
Light Grey	Elephant	Caledonian Grey
Purple	Pastel Blue	Maroon
Royal Blue	Scarlet	White

Stocked in

40 @ 53 lb.	MEDIUM	18 x 23
50 @ 67 lb.	ROYAL	20½ x 25½
60 @ 80 lb.	D. CROWN	20½ x 30½

All 504 Sheets

THREE FINISHES

Antique, Linen & Frieze

New Sample Book on Application

The Papers for all
Modern Requirements

R. T. TANNER & Co. Ltd
DORSET STREET, SALISBURY SQUARE
LONDON, E.C. 4