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

DECEMBER 1922



TANNER'S
TRADE CIRCULAR

R. T. TANNER & CO. LTD. · SALISBURY SQUARE · E.C.

CHICHESTER ROYAL BOARDS

STOCKED IN LINEN FINISH
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In 15 Beautiful Neutral Shades, as follows:—

FRENCH GREY	DUN GREY
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ANTIQUE FINISH · · ·	30/-	per gross
LINEN FINISH · · · ·	32/6	" "
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Tanner's Trade Circular

The Best of Good Wishes.

TRADER this year has, to say the least, been difficult. Although there has been a general tendency towards an improvement on the figures of last year, it has not, by any means, been marked. Thanks to the election campaigns, there has been a decided improvement in the printing trade during the past month, and no doubt the election has been instrumental, in many instances, in clearing miscellaneous stocks which have been on the shelves for some time. This should lead in course to replenishment which will relieve the tension on the paper mills, for it is not generally realised to what extent employment has been found in many mills simply for the purpose of making stocks. This applies to the majority of manufacturing businesses, but it is a burden which can only be carried to a limited extent, depending on the amount of available capital.

We can only hope that the improvement in the printing trade may continue, and that the printing required for the Festive Season of the year may be considerably larger in amount than was the case last year. At the same time we cannot hope for any considerable and general advance in the printing industry until there is a betterment in trade generally, and this can only be brought about when foreign exchanges allow us to export manufactures on somewhat like a pre-war basis. At the moment that prospect appears as far distant as it did last year, but all the signs point in the direction that we have, at all events, "touched bottom."

Remembering the old proverb—that it is a long lane that has no turning—we are optimistic of the future, and in that optimism we sincerely wish our readers everywhere

THE very best of Good Wishes for a Happy Yuletide, and a much more prosperous year in 1923 than they have experienced in 1922.

THE TEXT PAGES

of this issue are printed on
"TANVILLE" Imitation
Art, 60 lbs Double Demy

Stocked also in

Double Crown	36, 40 and 50 lbs
Quad	72, 80, 90 & 100 lbs
Double Demy	48 lbs
Quad	96 & 120 lbs
Double Royal	60, 72 and 80 lbs
Quad Cap	56 lbs

All 504 Sheets per Ream

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by modern machinery
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quality or shade of paper.
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commercial sizes in stock at
COMPETITIVE PRICES

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DORSET STREET LONDON E.C.4

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Our Monthly Review

USEFUL XMAS PRESENTS.

IT is sometimes a little difficult to make up one's mind as to what will make a suitable, and at the same time, useful Christmas Present. To those of our friends who find themselves in this dilemma may we suggest the consideration of our range of London-made Leather Goods? So far as price is concerned, there are useful articles to suit all pockets, ranging from a gentleman's "Coinote" Purse to a Ladies' Fitted Dressing Case. The former, as its name implies, is made to carry both coin and paper money, and is the most convenient purse on the market. It is supplied in several qualities from 24/- per dozen upwards. Other appropriate articles are Ladies' Bags, Attache Cases, Suit Cases, and Travelling Bags of every description, and in many cases a choice can be made of special colour silk linings to suit customers' taste. All the articles are made on our own premises by competent London workmen, so that the quality can be guaranteed. We have just issued a comprehensive catalogue of Leather Goods, and shall be pleased to forward a copy to any of our friends who have not yet received it. We hold full stocks, so that deliveries can be made quickly.

"SLIP-IN" BOOK POST ENVELOPE.

Objections have been raised by the authorities to the "Tuck-in" bag-shape envelope owing to the frequency of smaller envelopes slipping inside them in the post. To overcome this difficulty, and at the same time provide a really practicable book-post envelope, we have designed and registered the "Slip-in." The flap of the envelope is cut to a special shape and is held in position by a paper band which slips through a slit in the envelope itself, as may be seen from the one in which this copy of our Trade Circular is posted. The "Slip-in" is made in our own factory, and possesses two essential qualifications, namely, Simplicity and Security. There are no metal fittings or other inconveniences, so that the package can be made up more quickly than simply tucking in the flap of the envelope. We shall be pleased to send samples and prices on receipt of your requirements. They can only be supplied at present in bag-shape, and of a minimum size of 7¹/₂ x 5 inches.

*Special
Notice to the Trade*

Ruling

Our Customers
are respectfully re-
minded that our
TRADE RULING
Department is
equipped with the
latest and most
approved machin-
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all classes of work
Competitive Prices

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Dorset St. :: Salisbury Sq.
London E.C.4

News in Brief

WE are indebted to the Sun Engraving Co., Ltd., of Milford Lane, Strand, London, for the very beautiful specimens of their colour work which appear on the covers of this issue of our Trade Circular. There are four subjects, as follows:—Uncle Toby and Widow Wadman, Crivelli's Virgin and Child, Dulcinea del Toboso, by C. R. Leslie, R.A., and Choosing the Wedding Gown, by William Mulready, R.A., all the original pictures being in the Victoria and Albert Museum. The three-colour process, when properly used, gives the most perfect facsimile results, and though it is used so freely now that it is very much taken for granted, it must always remain an astounding discovery. It is often abused by being badly handled, but at its best, it is really wonderful. The illustration is mounted by another wonderful process, which is operated by the Adhesive Dry Mounting Co., Ltd., of 27-28, Fetter Lane, E.C. As will be seen, there is no cockling nor curling although the print is mounted on a comparatively light weight paper. It is the process *par excellence* for mounting illustrations in books, whilst for photographs it is perfect, as it isolates the prints from any deleterious chemicals which might be contained in the mounts.

The German Government uses nearly 13 tons of paper daily for the production of banknotes. Although working night and day, the Reichsbank is unable to cope with the demand, and plants at Munich and Stuttgart have been commissioned to print several millions daily.

Printers everywhere will regret to hear that Mr. Fellaway was unsuccessful in his Parliamentary fight at Bedford, in view of his promise to make further reductions in the postal rates, a matter of vital importance to the industry. Lord Blyth has pointed out that no step is so calculated to accelerate a return of commercial prosperity as the penny post.

Here is a pregnant little story which has reached us from Fleet Street, says *The Printers' Register*. An active agent for a French process block firm has been getting many

Useful and Acceptable Christmas Presents



We make all kinds of Leather Goods in our own workshops, employing only the best London workmen, and we invite you to call if you are wanting Special Cases designed and made to order quickly.

WE HAVE ALWAYS IN STOCK
ATTACHE CASES, SAMPLE CASES
SUIT CASES, BANK BULLION BAGS
COMMERCIAL FOLIOS

*The Finest Quality
Case Hides only used*

*The best & strongest
ENGLISH LOCKS*

Illustrated Catalogue now ready.

R. T. TANNER & CO. Ltd
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orders for his goods from British printers recently—price has been the consideration. One of these orders was for £150 worth of half-tones for a catalogue. The British estimate was in the region of £300. The goods were delivered. The copy for the catalogue and the blocks were sent to the composing room. The blocks were examined and were found to be minus the trade union mark on the mounts. The men refused to handle them. In a quandary the master got into touch again with the French agent. This gentleman helped him out of the difficulty, gave him the address of a Parisian firm of good printers, who sent a price and got the order. The work, we are told, was done in a first-class manner at 30 per cent. lower than the English printer could have turned it out.

We have heard it said that a General Election is bad for Trade. This may be so, but we think that most of our customers will agree with us that for the Printing and Allied Trades, it "fills a long-felt want." Whatever opinions the various Candidates may hold, they all, apparently, agree in using plenty of paper. At least, to judge from our Sales Returns, this would appear to be the case. Being always on the "Qui Vive" for an opportunity to earn an honest penny, we lent an attentive ear to the first rumours of an Election and proceeded forthwith to make our preparations by laying in especially large stocks of those papers, boards and envelopes which we thought would be most in demand, at the same time issuing a special folder of samples. We are glad to say that our customers availed themselves fully of our stocks and that the samples appear to have been useful to them; in fact, so great was the response, that we had to run special cars to cope with the orders, our aim being always to "Deliver the Goods"—and promptly. We cannot recall any instance of our having to refuse an order, either from lack of stock or inability to deliver, and we wish to thank our friends for their appreciation of our efforts, which we hope were to our mutual advantage.

Is it yours?—On Monday, October 30th, some one left a large key on a chain in our office, but we are unable to say who it was. It can, however, be obtained by making application to the counter in our Sales Department.

Mr. R. A. AUSTEN LEIGH, President of the Master Printers' Federation, has been invited by LORD MORRIS to serve on the Committee that will arrange the printing section of the British Empire Exhibition to be held in 1924.

The question of colours for posters and contents bills has

No. 942

WHITE PULP BOARDS

Royal (20 x 25)

3 Sheet, per grs.	7/3	For 10 grs. lots.	6/9	per gross
4 " "	8/6	" " "	8/-	"
5 " "	10/9	" " "	10/-	"
6 " "	12/9	" " "	12/-	"
7 " "	15/-	" " "	14/3	"

Postal (22½ x 28½)

3 Sheet, per grs.	9/6	For 10 grs. lots,	9/-	per gross
4 " "	11/-	" " "	10/6	"
5 " "	13/9	" " "	13/-	"
6 " "	16/-	" " "	15/3	"
7 " "	19/3	" " "	18/3	"

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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.

again been receiving the consideration of experts, with the result that black on yellow still retains the first position for legibility. Other combinations are as follows:—(2) Green on white; (3) red on white; (4) blue on white; (5) white on blue; (6) black on white; (7) yellow on black; (8) white on red; (9) white on green; (10) white on black; (11) red on yellow; (12) green on red.

LORD RIDDELL, speaking on the subject of the printing trade and the openings it afforded for youths, said that it was a highly organised trade, both on the side of the master and the man. The Printers' Union was, he thought, one of the first Trade Unions in the country. So far as the trade was concerned the public could get as good printing in this country now as could have been obtained at any time or in any country.

MR. F. M. LAMBERT, of the Photochrom Co., Ltd., on behalf of the Post Card trade, presented to Sir Adolf Tuck a silver cigar box, in recognition of the services he had rendered to the trade, in securing a reduction in the postage rate for postcards. The presentation was made at a luncheon held at the London Chamber of Commerce.

ASSOCIATED NEWSPAPERS, LTD., have authorised an interim dividend on the deferred shares for the quarter ending September last, at the rate of 40 per cent. less tax. For the quarter ending June 30th, the dividend was at the rate of 20 per cent., free of tax.

At a recent meeting of the SWANSEA ROTARY CLUB, a speaker stated that six firms in London were spending about a quarter of a million sterling on advertising. He estimated the aggregate expenditure on advertising throughout the country at about ten millions sterling per annum.

The Joint Industrial Council has passed a resolution urging that the Merchandise Marks Amendment Bill should be pressed forward in order that all printed matter, when sold, should clearly convey to the public the country of origin.

Probably in view of recent actions at law, the Federation of Master Printers is calling the attention of its members to the importance of insisting upon their imprint appearing upon everything that is issued from their works which will bear the inscription. It is announced that a pamphlet dealing with the law of the imprint is now under revision and will shortly be issued by the Federation.

Special Boards

316 WHITE TRIPLEX BOARDS

			per gross nett.
3 sheet Royal (20x25) @			6/6
4 " " " "			7/6
5 " " " "			9/6
6 " " " "			11/6

316 WHITE TRIPLEX BOARDS

			per gross nett.
3 sheet Postal (22½x28½) @			8/6
4 " " " "			10/6
5 " " " "			12/6

"S" WHITE PASTE BOARDS

			per gross nett.
5 sheet Royal (20x25) @			10/-
6 " " " "			12/-

THE above special lines are recent additions to our already varied selection of boards. Since adding them to stock we have been gratified by the large number of orders received. We look forward to a still greater demand and we shall be pleased to send samples on application. Special quotations for large deliveries.

R. T. TANNER & CO. LTD
DORSET STREET, LONDON, E.C.4

Have you seen our blank Menu Cards? They are in great demand at this season of the year, and provide something neat, yet inexpensive, for the table. The cards have gilt-edge with plate-mark on front page, together with the word "Menu" embossed in colour. We shall be pleased to send a sample with price to any of our customers on receipt of application.

In our last issue, attention was drawn to a new machine for setting type by photography. Mr. W. Gamble now says that five years will be sufficient to develop photo-composing machinery. He does not suggest that it will supersede linotypes and monotypes, but that it will be probably employed at first as an auxiliary means of production.

MRS. JENNER, the widow of Mr. G. W. Jenner, the ship's printer of the ill-fated P. & O. liner Egypt, was presented with a cheque for £387 at Dover Town Hall on the 23rd ult. Her husband, it will be remembered, was drowned after having given his lifebelt to a lady passenger when the vessel was sinking.

The *Aberdeen Free Press*, the *Aberdeen Daily Journal*, the *Evening Gazette*, the *Evening Express*, together with the weekly issues of the *Free Press*, and *Journal*, have been amalgamated into one company, to be called Aberdeen Newspapers, Ltd.

By 738 votes to 399 in a ballot, the members of the "National Union of Journalists" decided against a levy of 2d. *per member per annum* in support of the labour newspaper, the *Daily Herald*.

The eleventh Annual Autumn Dinner of the Stationers' Social Society, held in the King's Hall, Holborn Restaurant, was a phenomenal success. The President of the Society, Mr. Lionel Savory, received the members and guests, which numbered 270, and an opportunity for social intercourse was provided before the company sat down to dinner. During the speeches, the Horsburgh Challenge Cup, for golf, was presented to Mr. T. C. Baillie, and the Woollacott Challenge Cup, for bowls, to Mr. H. J. Burholt. The musical arrangements were under the direction of Mr. G. E. Oswick, the artistes being Miss Nellie Walker, Miss Helene Millais, Mr. Ceredig Walters, Mr. E. Stepan, Mr. Jock Walker and Mr. Fred Curtis.

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We have the most modern machinery for *Plain, Colour or Gold Relief Stamping*. Estimates for all classes of work on application



GILDING

Gilt edge cards are now being used extensively. Special orders executed at once



ROTARY CUTTING

We would respectfully remind our readers, in making up forme or stone that when printed cards are wanted to be rotary cut, make out and out to size required with trim on *all* four edges. Single knife rotary cutting is not successful



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The Art of Printing

PRINTING TYPES; THEIR HISTORY, FORMS AND USE.—A study in Survivals, by Daniel Berkeley Updike, 2 Vols.; Harvard University Press. London: Humphrey Milford, 75/-.



THE art of printing—not such princely printing as the Kelmscott, Chaucer or the Doves Bible, but common everyday printing—is slowly reviving after a long period of apathy and positive badness. Here and there for years a few printers, a few firms, mostly of the smaller kind, have been working to improve the standard of printing, and their enthusiasm and good sense (for bad printing is bad sense, quite as much as bad taste) is slowly leavening the lump of indifference. Even to take the lowest standard, printers in general begin to perceive that it pays commercially to print well.

It is difficult to imagine a better incentive to good printing than this work of Mr. Updike's, produced at his own Merrymount Press in America. To say it is a monument of industry and enthusiasm and knowledge is to do it an injustice, for the very word monument suggests dullness and heaviness, and this book (except physically, for the volumes are weighty) is the very reverse of heavy and dull. Even the non-technical reader will find himself curiously enthralled by this history of printing in Europe from the fifteenth century to our day, with some chapters also on American printing. Mr. Updike has a cheerful style, he is concise and to the point, yet always has time for little gleams of humanity and amusement—types are not simply little bits of metal to him, nor are dead printers dull dogs. He loves them, he enjoys their foibles and pomposities, and he admires their greatness with a warmth that is infectious.

These are the graces of his book, combined with an extraordinary wealth of illustration and example, of all kinds of types and ornaments, and specimens, it may be said, of all the great books of the world. But underneath all this lies a solid strata of industry and knowledge. It would be interesting to know how long it has taken Mr. Updike to compile this book, for it justly deserves the description of a life-work. It is on the big scale in conception and treatment: it is indispensable to all printers who take their art seriously. It is impossible for type designers and type foundries to produce good work unless they are imbued with a knowledge of the

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2d. " " " " 20,000 assorted sizes

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Salisbury Square, Fleet St., London, E.C.4

achievements of the great masters of their craft. Jensen, Garamond, and Caxton should be in their blood. Printing is above all a traditionary art, and for long enough the first types bore signs of the script from which they derived. It is immensely interesting and enlightening to trace the gradual development and adjustment of type to its own needs and possibilities, as Mr. Uppdike does. The richness and variety of the old types without doubt reflected the marked individuality and characteristics unrubbed-down of the old printers—it is a question worth debating whether a certain thinness and flatness about "modern" types is not due to a certain thinness in the modern mind. We cannot produce better than we are. But even if we cannot make such things ourselves, we can humbly and heartily admire the beauty and rightness of Jensen's "Eusebrius" of 1471 (think how early that was after the discovery of printing!) and Plantin's polyglot Bible of a hundred years later. Mr. Uppdike helps us to understand the reason of our admiration, and inspires us to emulation, for we feel the truth of his concluding words:

"The practice of typography, if it be followed faithfully, is hard work—full of detail, full of petty restrictions, full of drudgery, and not greatly rewarded as men now count rewards. There are times when we need to bring to it all the history and art and feeling that we can, to make it bearable. But in the light of history, and of art, and of knowledge and of man's achievement, it is as interesting a work as exists—a broad and humanizing employment which can, indeed, be followed merely as a trade, but which if perfected into an art, or even broadened into a profession, will perpetually open new horizons to our eyes and new opportunities to our hands."

M.

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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 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

PRACTICAL PRINTER, age 30, desires active Partnership in live business, invest £500, Strict investigation—Type, c/o R. T. TANNER & Co., LTD.

MACHINE MINDER—Seeks Sit. 2 years charge small machine room, Conversant all daps, Good refs.—H. V. W., 9 Dagmar Road, Kingston, Surrey.

SMYTH HORNE Sewing Machinist No. 4, seeks permanency, highest references Apply E.C., c/o 290 Goswell Road, E.C.1.

ORDER CLERK—Estimating and General Assistant requires situation. Well up in Commercial Stationery and Account books, over 25 years City experience, apply J. H., 200 Pepys Road, New Cross, S.E.14.

YOUNG LADY, age 17 years, desires situation as junior clerk. Has had eighteen months all round experience with Printer & Stationer. Write "E.L." c/o R. T. TANNER & Co., LTD.

MANUFACTURING Stationers & Importers of fancy wares from Spain, require Shorthand Typist (young man preferred), able to take down letters in Spanish. Competent man preferred, but young im. over would be considered if very enthusiastic for the work. Salary £100 to £200 according to age, etc. Write, stating age, references, to D.S., c/o Messrs. DAVID SWAIN & Co., 101 Sussex Road, Holloway, N.7.

MARRIED MAN wants situation, used to case packing for Export—Paper, Stationery, Furniture, Grocery and Textile Trades. Good references.—A. G. GREENWASS, 8, Featherstone Buildings, Holborn, W.C.1.

EXPERIENCED and highly trained journalist wants partner able to introduce small capital to establish High class Matrimonial Monthly Magazine.—W. MERRIS, 171 High Road, S. Tottenham, N.15.

FREEHOLD BUNGALOW FOR SALE. Three Bedrooms, 2 Reception, Kitchen, Smaller, Bathrooms, with 2 acres Ground, Orchard, Rosery, and 2 Chicken houses. Price £1,500—Apply "J.R." c/o R. T. TANNER & Co., LTD.

MANAGER—Enquiries invited from firm desiring services of practical printer, experienced all branches. Would undertake control of stationery and printing for commercial house—B.N.C., c/o R. T. TANNER & Co., LTD.

YOUNG LADY, desires post as bookkeeper or general clerk, with knowledge of stationery. Had eight years varied experience.—Reply, "Bourneville," 38 Penton Road, Clapham, S.W.4.

PRINTERS' MANAGING CLERK and Directors' right hand man, Paper Buyer and Warehouse Supervisor, thorough and varied knowledge of the trade, seeks berth, highest refs.—T.B.L. 48 Devon Rd., London, S.E.16.

FOR SALE—Old Established General Printers, S. R. London—4 miles G.P.O. About £2,000 including lease of premises. Largest customer will give preferential consideration. Owner would not object to retaining small interest if preferred.—A. W. c/o R. T. TANNER & Co., LTD.

BLOCKS for Sale, Cheap. Suitable for Bag and Showbill Printers, also several small fonts type, proofs on application.—B. P. W., 79 St. Nicholas Road, N. Kensington, W.10.

WANTED—Fast Demy Folio Printing machine, the American Autopress Baby Cylinder preferred. Price must be reasonable for cash.—"K.H." c/o R. T. TANNER & Co., LTD.



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