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ANTIQUÉ FINISH	· · ·	32/6	per gross
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Less 2/6 per gross for 10 gross orders.

THE COVER PAPER FOR
MODERN REQUIREMENTS

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TANNER'S TRADE CIRCULAR

TO PRINTERS
& STATIONERS

FEBRUARY 1922



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DORSET STREET · SALISBURY
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Exclusive Trade Circulation



Tanner's Trade Circular

STANDARDISATION

FOR some time various manufacturing industries have been giving very careful consideration to the question of standardisation. So long as the matter is dealt with on sane lines it may prove beneficial in many trades. The National Association of Wholesale Stationers have been in communication with the Master Printers on the subject, and a Committee has already been appointed by the former to meet the Federation of Master Printers on this important matter, and it is hoped that some definite arrangement, mutually beneficial, will be come to. *Prima facie*, it looks a very simple matter, but we can assure our readers that it is not quite so simple as it looks. The whole question resolves itself into (a) Standardisation of sizes (b) Number of sheets to the ream, and (c) The weight per ream. This question is also being carefully considered by American printers, but no definite action has yet been taken. Indeed it seems as if they were waiting to see what will be decided on this side before coming to any definite decision. Speaking recently on the subject in America, MR. DONNELLY draws attention, and gives a word of warning, to a new size which is being promulgated very enthusiastically, called the hypotenuse oblong. He says:—"Some German savant conceived the idea that he would make the proportions of a sheet of paper such, that every time it was folded these proportions would always be retained and the whole question of sizes would be solved. That proportion is 706 to 1,000. The whole argument is that if you have a page one size and you fold it again, you get the same proportions. This raises but one question which deserves a good deal of consideration before final action is taken."

Our Monthly Review

NOVELTIES AND HEAVY LEATHER GOODS.

STATIONERS throughout the country who are not already aware of the fact, will be interested to hear that we are the patentees and manufacturers of the now well-known and popular "Coinote" purse. It was introduced, with the introduction of paper money (£1 and 10s. values) in this country, and met with a phenomenal success. It is pre-eminently practical, being designed on sound common-sense lines. We supply these purses in two patterns; firstly, upright shape, figure 1, for gentlemen's use, and secondly, oblong shape, figure 2, for ladies' use. It is

made in a variety of leathers, so as to appeal to all tastes, and we can unquestionably say that it is the best purse of its kind on the market. We shall be pleased to forward a sample to any stationer, together with our prices for large

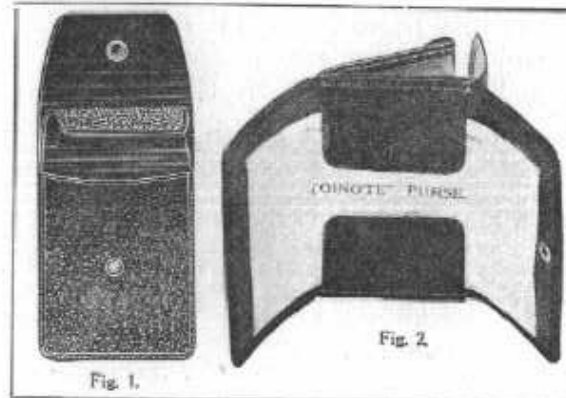


Fig. 1.

Fig. 2.

and small quantities, in varying grades and qualities. Whilst speaking of leather purses, we might remind our readers that we manufacture, on our own premises, all kinds of heavy leather goods, including attaché cases, suit and blouse cases, dressing cases, kit bags, Gladstone bags, and leather trunks of every description. They are all of the very best quality, and cater for the best class trade. This branch of manufacture we have developed of late to an enormous extent, and it is now quite an important branch of our business. Our workmen are thoroughly competent, and we can therefore estimate for any special kind of leather work which may be required, no matter how intricate or expensive it might be. Those of our customers, therefore, who make a feature of heavy leather goods would be

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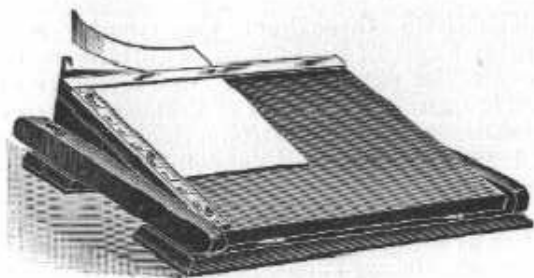
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8½	inch cut, 6 inch rule	15/-	} Trade Discount 15% net
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24	" " 12 " "	100/-	

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well advised to see our samples, and our workmanship, before placing their orders elsewhere. Although our work is of the best, our prices compare favourably with any other manufacturer, and we have large stocks to draw from.

DRY MOUNTING.

From the Artistic Book Publishers' point of view, dry mounting came as "a boon and a blessing." We introduced the process into this country about fifteen years ago, and it was immediately adopted by artistic photographers for giving effects in mounting which were otherwise unobtainable. The process consists of introducing an adhesive tissue between the print and the mount, and bringing them into absolute contact by means of heat. In this way, they both remain of the same size after the completion of the process, as before, and consequently there is no cockling or curling of the mount even when a print is mounted on paper. As is well known, it is physically impossible to secure such a result with any process of damp mounting. The paper or card is stretched with any form of damp mounting, e.g. : starch, paste, gum, etc., and on drying it contracts again, and so causes the unsightly curl in the mount. To overcome this difficulty, some book publishers simply mount their prints by one edge on to the mount, but it cannot be denied that this is very unsatisfactory. By turning over the leaves of the book, the prints are very apt to have their corners turned down, and cracked, and at all times it is an annoyance to the reader to have partly loose leaves in any book. The only way to overcome this difficulty is by dry mounting. The process is inexpensive, but while it adds a little to the cost of the publication, it is an additional cost which book lovers would be only too willing to pay in order to overcome the annoyance to which we have just drawn attention, of partly loose leaves in a bound volume. We have now mounted the illustrations in a large number of artistic publications, and in every case they have met with unqualified success. The process is naturally adapted to all classes of work, and on hearing from our friends we shall be only too pleased to submit samples of our work, and to estimate for any special job which may be required.

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News in Brief



STRIKING indication of the trade slump is furnished by the Board of Trade returns, which shows that British imports for 1921 amounted to £1,086,687,000, as against £1,932,649,000 for 1920, a reduction of £845,962,000. Exports for 1921 amounted to £703,196,000, as against £1,334,469,000 for 1920, a reduction of £631,273,000. The greatest decrease in imports was in raw materials, whilst the value of the exports of manufactured articles during 1921 was £531,075,000 lower than in the previous year.

Just a practical suggestion to our readers:—For small jobs, why not use off-cuts? We have large quantities of various sizes and qualities which we can offer at very reasonable prices. Send us your requirements, and we will endeavour, to the best of our ability, to fill your order to your entire satisfaction.

The New Year's Honours List contains many well-known names in the newspaper world, including a peerage for MR. FRANCIS WILLEY, J.P., of the *Bradford Daily Argus*, a baronetcy for SIR G. ROWLAND BLADES, M.P., of BLADES, EAST and BLADES, LTD., and for MR. C. HYDE, proprietor of the *Birmingham Daily Post*, and knighthoods for COL. JOSEPH REED of the Press Association, MR. F. M. RADCLIFFE, proprietor of the *Liverpool Courier*, and MR. M. T. WHITTAKER, proprietor of the *Scarborough Evening News*.

One of the latest uses to which paper is being applied is in the manufacture of paper barrels, which are said to be stronger than wooden ones and considerably cheaper.

MR. H. BOTTOMLEY, M.P., has severed his connection with the editorial chair of *John Bull*. The present editor is MR. W. C. PILLEY, who in collaboration with MR. BOTTOMLEY, has for many years past, been actively identified with this well-known weekly.

LORD LEVERHULME has consented to preside at the 59th Annual Dinner of the Newspaper Press Fund. During 1921 the applications for assistance have largely exceeded those of any previous year, and record disbursements have been made in the long history of the Fund.

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It appears that in the United States there are 11·4 telephones per 100 inhabitants, whereas in Great Britain there is only 1·9 per 100 inhabitants. The proportions for Canada, Sweden and Australia are 8·1, 6·4 and 4·0 respectively. The reason for this is not far to seek: our telephone system, like most other branches of commercial enterprise which become a government monopoly, is both inefficient and expensive. MR. J. ELLIS BARKER states that the British telephone is three times as expensive as the American telephone, and is, at the same time, one-third as efficient. Having regard to the fact that the telephone is the invention of a Britisher who was desirous of benefitting his native country with his discovery, it is a deplorably poor result to have to acknowledge after a period of about forty years, and we venture to predict, that it will not be materially improved so long as it is in the hands of a bureaucratic government department with all its inherent "red tape" and lack of initiative. The French are to denationalise their telephone system. Would that we could have such welcome news.

Combines still appear to be the order of the day. About ten paper mills in Scotland are amalgamating with a capital which runs into millions sterling. SIR FREDERICK BECKER is the Chairman, while the financial arrangements are in the hands of MR. E. B. MONTESOLE. One reason given for the combine is the development of business throughout America.

The specially prepared paper used for coating with photographic emulsions is now made in this country, whereas before the war, the supply was exclusively controlled by German manufacturers.

We regret to have to announce the death of MR. GIBSON BOWLES, in his 79th year. He was christened "CAPTAIN TOMMY BOWLES" by *Punch*, and was known throughout the world under this title. He started a new thing in journalism, namely, *Vanity Fair*, and in his later years edited the *Candid Quarterly Review*.

The Worshipful Company of Makers of Playing Cards was incorporated in the early years of CHARLES I., and for many years exercised control over the manufacture of playing cards. At the end of the eighteenth century, the Government stepped in and appropriated the sum of threepence which the Company had long been accustomed to levy on every pack of cards issued. At the inauguration of the Master recently, the Lord Mayor, SIR JOHN JAMES BADDELEY jocularly stated that he was astonished the tax had not been increased.

VISCOUNT BURNHAM will preside at the fourth annual banquet of the National Advertising Society, on February 13th, at the Connaught Rooms, Great Queen Street, W.1.

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Supplied in the following colours:—

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Ingrain Brown	Earth	Russett
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Miss ETHEL M. DELL is engaged to be married to Colonel G. SAVAGE, R.A.S.C. of Guildford. She must have millions of readers, and her stories have invaded the stage, and the film. "The Way of an Eagle," published about ten years ago, has long passed the million mark.

Our readers are respectfully asked to recommend Chichester Royal Boards for really high-class work. For covers, folders, etc., they are unsurpassed, and are supplied in a wide range of neutral tints, and in these finishes, namely:—linen, antique and frieze, adapting them for artistic results and pleasing effects with a minimum of labour. The cover of this issue of our magazine is printed on one of these boards, as was that of our last issue. The price is 32/6 and 35/- per gross, while a reduction is made for larger quantities.

A contributor to the London Master Printers' Association "Monthly Record" says:—"Betting has assumed such gigantic proportions that in large houses it is a grave problem. Practically all large houses are involved; at least half the employees are gambling. With truth it may be said a great many men are not working more than six hours per day, the other hours being spent in 'spotting the winners' and sporting gossip. This betting produces a kind of enervating fever, sapping the energies of the men even while they do work. Work is scamped when men have their minds on 'What shall I back?' or when excited or depressed after the result is known. Output is reduced as a natural result, and thus capital is made to pay a heavy toll to the 'bookmaker.' Some houses have as many as three or four bookmakers—principally in the composing department—some of these bookmakers holding responsible positions, so that it is difficult for the management to detect the evil. Labourers are chiefly used to take the bets and transact the business between the parties because their work takes them into all rooms; they are paid commission. Much of the extra wages reaches the bookmakers. . . . At the lowest estimate it [betting] is a 10 per cent. waste in large houses. When football commences it is 15 per cent. waste, and still larger where the 'bookie' is in a responsible position."

On January 10th, VISCOUNT HAMBLEDEN unveiled a memorial to the 310 members of the staff of MESSRS. W. H. SMITH & SON who lost their lives in the war. The ceremony took place at the firm's new premises, Strand House, Portugal Street, W.C.

At the last meeting of the Stationers' Social Society, held at the Cannon Street Hotel, MR. LIONEL SAVORY was elected president for the ensuing year, in succession to MR. P. W. KENNETH, who automatically becomes vice-president.

Clearance Lines in Boards

Special Pulp Royal Boards

					For 10 gross lots
20	Gross	942	3 sheet Royal @ 8/6 grs.	...	8/3
30	"	"	4 " " @ 10/- "	...	9/9
40	"	"	5 " " @ 12/6 "	...	12/3
30	"	"	6 " " @ 15/- "	...	14/9
20	"	"	7 " " @ 17/6 "	...	17/3

Special Pulp 22½" × 28½" Boards

					For 10 gross lots
25	Gross	942	3 sheet @ 11/- grs.	...	10/9
20	"	"	4 " " @ 13/- "	...	12/9
30	"	"	5 " " @ 16/3 "	...	16/-
15	"	"	6 " " @ 19/3 "	...	19/-
20	"	"	7 " " @ 22/6 "	...	22/-

Special Pulp Royal Boards

10	Gross	831	4 sheet Royal	...	@ 12/6 grs.
75	"	"	5 " "	...	@ 15/- "
25	"	"	6 " "	...	@ 17/6 "
76	"	720	6 " "	...	@ 17/6 "
40	Gross 'S'		Special 5 sht. Paste Royal Boards	22/6	"

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The will of MR. H. J. INFELD, J.P., of the Southern Publishing Co., Ltd., proprietors of the *Sussex Daily News*, etc., shows an estate valued at £70,884 nett; that of MR. F. J. WINKLEY, printer, of Southwark Street, S.E., at £11,366; and that of MR. E. LEDGER, proprietor of the *Era*, at £450,359.

Apropos of apprentices, the London Master Printers' Association and the London Society of Compositors, have come to the following agreement:—The proportion of apprentices shall be one apprentice to four journeymen—provided that one apprentice shall be allowed for any number of journeymen up to seven; two apprentices for eight journeymen, and so on up to ten for forty journeymen. In offices where more than forty journeymen are employed, one additional apprentice shall be allowed for each further eight journeymen employed.

LORD ROTHERMERE says in *Sunday Pictorial*, "What is undeniable is that Germany has enormous quantities of soft woods. The next item to which I would draw attention is wood pulp, both chemical and mechanical, used for paper-making. In 1920 we imported wood pulp at a cost of over £26,000,000 and this year we bought abroad over £11,000,000 worth of pulp up to the end of last month. Germany has a great chain of pulp factories stretching from Aschaffenburg northward. Her methods of manufacture are unsurpassed. She has only sent us £200,000 worth of pulp this year. *Let her pay us in pulp!*"

We regret to have to announce the death of MR. A. A. Hentschel, lithographer, of High Holborn, in his forty-sixth year. He had been walking with an artist in his employ and sat near the cliff edge on Beachy Head. When his companion rose, Mr. Hentschel stepped forward, appeared to lose his balance, and fell to the beach below.

PENROSE'S ANNUAL (continued from page 15).

The second half of the volume is devoted to illustrations representing process work during 1921, but where all are excellent, it would be invidious to mention individual illustrations. Some of the colour work is particularly pleasing, and shows the heights to which photo-mechanical processes have risen. There is not a dull page in the book, but on the contrary, it is full of useful lessons throughout, not only to the printer, but to the block maker, the advertising and publicity expert, and all those who are wanting to make an attractive appeal to the public. It is published by Messrs. Lund Humphries & Co., Ltd., of 8, Amen Corner, E.C.4, the price this year being 8/- nett. It can also be obtained from Messrs. A. W. Penrose & Co. Ltd., 109 Farringdon Road, E.C.1, or through Messrs. Simpkin, Marshall, Hamilton, Kent & Co., Ltd., of Stationers' Hall Court, E.C.4.

Practical Notes

"JUGGLING ON THE SURFACE," *i.e.* STONEWORK.

DESPITE the fact that numerous well-written and lucid works have been published on the art or practice of imposition, there is no doubt that this part of the printer's work still remains to the great majority of compositors a real "bugbear." And this despite the ever increasing technical centres and trade journals. Probably it is by reason of some supposed complexity, necessitating a brain beyond the average capacity, which makes the apprentice—and frequently the journeyman—content to leave the subject almost entirely alone. On the other hand, it may reasonably be argued that the system of specialization arising from the present large-scale methods of production, particularly in the more modern offices, has limited the opportunity of many of our fellow-craftsmen in this direction.

It will doubtless have been the lot of many—as it has to the writer—to have witnessed the perturbed state of more than one compositor, when, in the absence of the recognized stone-hand, such individual has been handed the final proofs of some book or catalogue job for preparation for machine. A more pitiable situation it is difficult to imagine; and yet how unnecessary all this fear and trembling, if only a little time and thought had been devoted to this side of the craft.

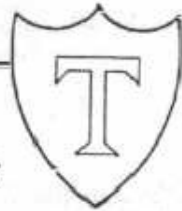
Alongside the constant introduction of labour-saving machinery comes the demand for improvising ways and means of further curtailing the numerous operations through which the various jobs ordinarily pass. And it is in this particular direction that the compositor well versed in imposition may justly claim—and eventually will find—a field for his skill.

The arrangement of the sections in a catalogue may often be so planned as to save the making of a duplicate illustration where such has to appear twice in the same forme, if worked on orthodox lines.

The saving of a single fold or an unnecessary trim in the binding or cutting room, may at first sight seem of little importance, but when applied to a job running into many thousands of copies, such saving may make all the difference between landing such an order or being cut out by the firm employing the services of the more versatile stone-hand.

H. J. HUTCHINS in *The British Printer*.

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Miscellaneous Advertisements

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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

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