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R. T. TANNER & Co.

Trade Circular

Printers and Stationers.

JULY, 1906.

Dorset Street, Salisbury Square
LONDON, E.C.

THE COVER OF THIS ISSUE

IS PRINTED ON

"Salisbury"

Cover Paper

SUPPLIED IN

NINETEEN ART SHADES

Exceptional Quality.

Excellence in Taste.

Inexpensive.

Two Weights and Three Sizes

40, 55 Medium.

50, 70 Royal.

60, 80 Double Crown.

480 Sheets to Ream.

Since their INTRODUCTION these PAPERS HAVE MET WITH AN IMMENSE SALE

Write for Sample Book, Free on Application:

R. T. TANNER & CO.

Dorset Street, Salisbury Square
LONDON, E.C.



Published by

R. T. TANNER & Co.

Dorset Street, Salisbury Square, London, E.C. o o o o o o 39 & 40 Hutton Street, and 40, 41, 42 Primrose Hill, Whitefriars, London, E.C. o o And at CARDIFF, PARIS and BUENOS AIRES, o o o Telephone: 17 & 854 Holborn.
Telegrams: Tanner, London.
Gables: A.B.C. 5th Edition,
Western Union and A 1 Code.

Exclusive Trade Circulation.

No. 6.

JULY, 1906.

Gratis and Post Free.

Stand 26 Arcade.

N more than one occasion we have drawn attention to the fact that we shall be represented at the International Printing, Stationery, and Allied Trades' Exhibition. Our stand number is 26 Arcade, and will be found immediately on entering the Agricultural Hall from the Upper Street, or main entrance. We shall have on view a large and varied assortment of papers of every description, including hand-made and machine writings; printings of all kinds; news printings; duplex and fancy papers; account book papers; bank note and bills; every grade of browns and wrapping papers; tissues, blottings, cover and pamphlet papers; tub-sized and engine-sized writings, etc. In addition, we shall show fancy cards of every description; card-boards and pasteboards; embossed blanks, etc. In fact there will be no department of the paper trade which will be omitted from our exhibit.

Frequent demonstrations will also be given each day by the Adhesive Dry Mounting Co., Ltd., of their dry mounting process. No visitor should fail to see the process in operation, for it will interest every member of the craft. Its application to the printing trade is becoming more and more general, but this is not to be

NOTES for JULY.

CALL AT

STAND 26 ARCADE,

INTERNATIONAL PRINTING, STATIONERY . . . and . . .

ALLIED TRADES' EXHIBITION, AGRICULTURAL HALL, ISLINGTON,

Open from

Saturday, July 14th, to Tuesday, July 31st.

WE SHALL HAVE ON VIEW A full Range of Papers suitable for all purposes.

> FANCY and EMBOSSED CARDS of every description.

"Salisbury" and "Scrivia" Embossed Blanks. Pleated Postal Wrappers, Memos and Bill-heads, Post-Cards, Paper Trimmers, etc., etc., etc.

- FREQUENT -

DEMONSTRATIONS DAILY

OF THE

DRY MOUNTING PROCESS

By The Adhesive Dry Mounting Co., Ltd.

No Visitor to the Exhibition should fail seeing the process in operation, for it is of particular interest to all Printers and Stationers.

STAND 26 ARCADE.

R. T. Tanner & Co.,

Dorset Street, Salisbury Square, LONDON, E.C.

wondered at, when it is taken into consideration that by its means, illustrations of all kinds can be mounted on any thickness of paper, without affecting the surface, and without cockling the paper. Trichromatic prints, mounted in this way, are most effective, and add considerably to their appearance. Sundries for the process will also be on view, as well as trimmers and other accessories. We hope, therefore, that all our customers will take an early opportunity of visiting stand 26 in the Arcade.

Cards and

THERE are many printers who will, no doubt, be interested in hearing that we supply Cards and Boards of almost every description. Our Boards. sample book contains about 100 varieties, so that it is impossible, in the space at our disposal, give a description of each. For Picture Postcards we keep in stock both one-sided and two-sided, 4 sheet and 5 sheet boards, which are supplied in Royal at prices ranging from 9s. 6d. to 16s. per gross, these prices being considerably less for quantities. For the above purpose we also supply a rough surface board in 20 by 30. The No. 332 boards will be found especially suitable for colletypes, whilst the No. 760 is a one-sided Chromo Royal Board at 9s. 6d. per gross. Ivory-finish Pulp Boards suitable for litho., are stocked in two sizes, Royal and Imperial, and in five thicknesses. The Commercial Boards are also supplied in two sizes and in four thicknesses. We keep in stock cut cards of the same quality in correspondence, large, small, and thirds, the first two being banded in 100's, and the latter being packed ir 1,000's. The "Salisbury" super Paste Boards are stocked in six thicknesses, from 3-sheet to 10-sheet, and form a staple line. The Antique Royal Boards, at 7s. 6d. per gross, are kept in a variety of art tints, as are the Hand-made Royal Boards at 12s. 6d. per gross. Ivory Royal Boards may be had in several qualities to suit all purposes, and we keep Copperplate Ivory Boards in two thicknesses. The above are supplied as cut cards in all the usual sizes, and are boxed in 52's. In tinted boards, the No. 221 are kept in pink, lemon, cerise, green, salmon, blue and yellow. The "Salisbury" tinted Cards and Boards are supplied in nine delicate art tints, whilst the Antique Royal Boards are stocked in six exquisite tints. In addition, we stock Hand-made Deckled Edge Royal Boards in seven tints; "Belgrano" surface Royal Boards in 14 brilliant colours, and Cloth Lined Royal Boards in ten colours. We shall be pleased to send a sample book of the above boards to any member of the craft on receipt of application.

W. H. LOCKETT & Co., PRINTERS' ENGINEERS.

SPECIALITIES.

DAWSON Summit Fine Art Wharfedale PERCELER TWO-FEEDER PERCELER ORDINARY WHARFEDALE STAR SELF-CLAMP GUILLOTINE.

WAITE Falcon Safety Platen Press

ART FALCON REEL PLATEN . DIF PRESS TAG-MAKING MACHINE . PEERLESS EYELETTER DIAMOND CORNERER .

ELECTRICAL DRIVING,

Booklet dealing with the subject on application.

DYERS BUILDINGS,

TOLBORN, LONDON, E.C.

Typewriting Papers.

Sixry distinct qualities of white and tinted Bank papers are supplied by us for typewriting. They are made in varying sizes and weights, and range in price from 5s. 3d. per ream to 16s. 6d. per ream. We have several unsized papers suitable for duplicating, and cream laid, blue laid, antique laid, cream wove, blue wove, yellow wove, azure wove, and vellum wove papers, of every kind. The Cambric wove papers are supplied in cream and blue, and in several weights. The "Itasca" is stocked in four tints, yellow, blue, pink and old gold, the size being 17 by 22 and the weight 16 lbs. The No. 303 is an 11 lb. tinted large post, and 13 lb. medium, and is stocked in mignonette, pink, blue, buff and silurian. The "Alexis Bond" is a very strong paper, and is supplied in three tints, yellow, blue, and

pink. The No. 263 is a 13 lb. tinted Bank medium, stocked in salmon, green, pink, buff and blue. A sample book of this wide

range of typewriting papers, which will be sent post free, should

Printings and Writings.

be in the hands of every printer.

It is impossible to give anything approaching a description of the vast variety of printings and writings which we always keep in stock. We have bright enamel and chromo enamel papers, in many

weights and sizes; arts and imitation arts in almost endless variety; super calendered from 13d, to 25d, per lb.; white, toned and cream printings in all sizes and weights, and at all prices; poster and handbill papers of every quality to suit all kinds of work; antique laids, woves and etchings, including colletype papers; cartridges, plan papers and parchments of all kinds, and gummed papers in different substances. Our stock of writings is also very comprehensive, and includes cream laids (water-marked and plain) at prices ranging from 2d, to 9d.; antique laids in several qualities; cream woves (water-marked and plain) to suit all requirements; vellum woves at several prices; blue and yellow woves, and blue and azure laids, from 23d, to 1s. 2d. It will therefore be seen that a detailed description of our immense stock of printings and writings is more or less impossible; but we stock every quality of paper for the above purposes, and can therefore supply without delay. Orders received either by post, 'phone or wire will receive careful and prompt attention.

THE ABOVE PAPERS

Will be on view at the Printing Exhibition, STAND 26 ARCAPE.

July 14th 31st.

'tural Hall.

OPERATION

EXHIBITION,

PROCESS I

THE

SEE

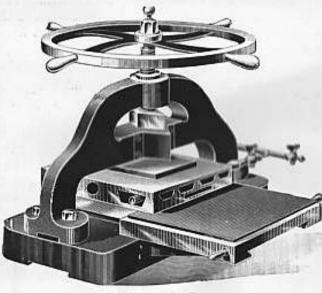
DO YOU MOUNT?

If so You are Behind the Times unless you use the improved Dry Method introduced by

The ADHESIVE DRY MOUNTING Co. Ltd.

27, 28, Fetter Lane, London, E.C.

MACHINE TYPE AE.



Heated by Gas. PRICE £17 0 0.

SOME ADVANTAGES:

Simplicity. No Distortion. No Warping or Cockling of Mounts. Certainty of Results.

Cheapness, etc., etc. Absolute Permanency.

Write for Descriptive Price List of Machines, Accessories, Tissue, etc.

THE ONLY SATISFACTORY SYSTEM OF MOUNTING FOR PRINTERS AND STATIONERS.

Mounting done for the Trade at reasonable prices.

DRY MOUNTING.

Tanner's Trade Circular, July, 1906.

T the forthcoming Printing Exhibition at the Agricultural Hall, the Adhesive Dry Mounting Co., Ltd., will publicly exhibit their dry mounting process to printers and stationers for the first time. These demonstrations will, no doubt, form one of the attractions of the exhibition, and every visitor should make a point of seeing the process in operation. It appeals particularly to the members of the printing trade, for it places a new power in their hands, and has only to be seen to be appreciated. Every practical printer is aware of the difficulties attenant upon mounting illustrations, for instance, on the covers of magazines, catalogues, or pamphlets. With the dry mounting process, this can be accomplished with ease, and the results are eminently satisfactory, inasmuch as there is no cockling or warping of the paper, no matter how thin it may be. Moreover, the results are absolutely certain, and the work can be done at a speed which cannot be approached by any other means. Three-colour illustrations on art paper, mounted by this process on Antique paper, form a combination that has only to be seen to be appreciated. Not only so, but the machine, in such cases, acts as a burnisher and gives the art paper a high finish. At the same time, it does not affect the surface of sand-grained half-tones, collotypes or photogravures, and the machines may be used for platemaking, thus securing very artistic effects. When there is no need to take expense into consideration, very beautiful effects can be obtained by mounting the illustrations on border tints, and for this purpose the company supply tints of every description, ready backed with the adhesive tissue.

From the above remarks we believe our readers will see that it is in their interests to secure fuller particulars of the process, and to take an early opportunity of witnessing its capabilities. The illustration on the cover of this issue is mounted by the process, by the Adhesive Dry Mounting Co., Ltd., whose address is 27 and 28 Fetter Lane, London, E.C.

Stand 26 Arcade, at the Printing Exhibition, will be found immediately on entering the Hall from the Upper Street, or main entrance. Under no circumstances should you fail to visit it.

Telephone: No. 1084 Holborn. Telegraphic Address: "Palmink, London."

ALL KINDS OF

PRINTING INKS,

LETTERPRESS and LITHOGRAPHIC VARNISHES,

Vegetable, Spirit and Gas Blacks,

Dry Colours & Roller Composition,

.. MANUFACTURED BY ..

SLATER & PALMER

LONDON.

City Office and Stores: 4 Wine Office Court, Fleet Street, E.C.



Works: Marshgate Mills, Stratford, E.



one of the oldest-established and largest manufacturers of **Printing Inks** in the United Kingdom **Slater & Palmer** desire to bring to the notice of the Printing Trade a few of their Specialities, in the production of which the most recent discoveries

in the domain of scientific chemistry and the latest mechanical inventions, combined with the practical experience of more than half-a-century, enable them to maintain the prominent position they have always held as manufacturers of Printing Inks, Varnishes, Dry Colours, etc., notwithstanding the great increase in recent years both of home and foreign competition and the consequent cutting of prices,

Slater & Palmer manufacture from the raw materials all the ingredients which enter into the composition of **Printing Inks**, and are therefore able to produce and place upon the market their well-known Inks, Varnishes, and Colours at much lower prices than would be possible, had the intermediate profits of the middleman to be taken into consideration.

At Marshgate Mills the extensive plant and powerful machinery is of the most modern and approved type, maintained in a high state of efficiency, and in all respects adequate to meet the demands of Slater & Palmer's large and constantly increasing business, while the economies of manufacture on so large a scale enable them to supply their customers with all classes and grades of Ink of the highest quality at lowest possible price. The works are under the personal supervision of Frank R. Palmer, eldest son of the late J. T. Palmer, and grandson of J. R. Palmer, one of the founders of the firm.

At 4 Wine Office Court, Fleet Street, a small installation of ink grinding mills driven by electric power has been laid down for the express purpose of turning out any particular shade, or special ink required at short notice. Here is also a modern printing plant (press, platen, and cylinder machines), where inks are proved and colours matched upon the papers intended to be used. This department is in charge of a practical printer of large and varied experience.

Specialities.

Fine Brilliant Blacks, and Art Shades; specially adapted for half-tone illustration work upon coated papers; they print clean and dry well.

Chromo-type Inks, neutral Yellow, Red, and Blue, unrivalled for high-class three-colour printing.

Brilliant Cover Inks. Black, White, and various Colours suitable for all shades of Art Cover Papers.

Double-tone Inks for half-tone work in numerous shades. The illustration on wrapper of this Booklet is printed with Agate, L. at 4 6 per lb.

Copyable Printing Inks. These luks, which contain no greasy substance whatever, readily dissolve in water. When working them special rollers should, if possible, be used. But where this is not convenient, then rollers which have been running with ordinary Printing Inks, must be thoroughly drawed from all greasy matter, ineforence or parafin, with an Alkaline or Lye Wash, and afterwards well round with water. The rollers slightly moistened with Odycerine will ensure an even distribution of the Ink.

Black Copyable Ink per lb, 5, 6, 8 Blue, Brown, Crimson, Green, Magenta, Violet .. 6/-, 8/-

Newspaper Inks. - For considerably more than half a century we have given special attention to the manufacture of News Inks, of which we turn out from our Factory an enormous quantity daily; while our reputation for uniform excellence of quality is second to none. For many years past, and at the present time. we are supplying (in some cases exclusively) the Inks used in the production of most of the great London Daily and Weekly Papers. as well as many of the most important organs in the Provinces. the Colonies, and British Processions.

All our News Inks, even those of the lowest grades, are characterised by an absolute treedom from that objectionable odour so frequently found in most low priced laks. They are of our distribution, clean working, of great covering capacity, dry well, and altogether are such as combine intensity of colour with economy in working, while giving clearly printed impressions.

Our News Inks are made in several grades, specially adapted to various makes of machine and the rate of speed at which they

Special Quotations for contracts or regular supplies.

Ink Solvents.

"Solid Oil,"-This preparation is rather stouter in consistency than Vaseline, to which it is somewhat akin. Its effect upon Printing Ink is such that while promoting an uniformly smooth and even distribution, it does not lessen the body or impair the brilliancy or depth of the colour. It is extremely economical (11bs, of Solid Oil being equal to a gallen of Letterfiers Varaish), and many of our Customers, who have used it for years. consider it invaluable. As a lubricant for certain purposes it effects a very considerable saving.

> Price ... 6d. and 8d. per lb. 14 lbs, and upwards Carriage paid. Sample will be forwarded upon application.

"Palmink." This is a colourless thiid preparation, a few drops of which is sufficient to ease and render free-working any kind of ink which may be found difficult of distribution. It causes stiff inks to work clean and free, has an affinity for all classes of paper, the printed surface drying well without "setoff"; whilst the chemical action of "Palmink" preserves the tack and elasticity of the rollers.

> Price ... 2 - per bottle, Special quotation for quantity,

Roller Composition.

"Hercules" Brand (Registered). - A speciality compounded by an improved process of our own, from the very finest materials. It is almost transparent, elastic, and extremely durable; unaffected by atmospheric changes or variations in temperature. Rollers made of this Composition will not shrink, they distribute the ink very evenly, and with ordinary care will last for years. Hercules Roller Composition is made in three degrees of strength, viz.:-

No. 1 ... 1 per lb.

No. 2 ... 1/3 "

No. 3 ... 1/6 "

Special quotate as for quantities of 1 cwt, and upwards.

Ordinary Roller Composition.

6d., 8d., and rod, per lb.



four Representatives.



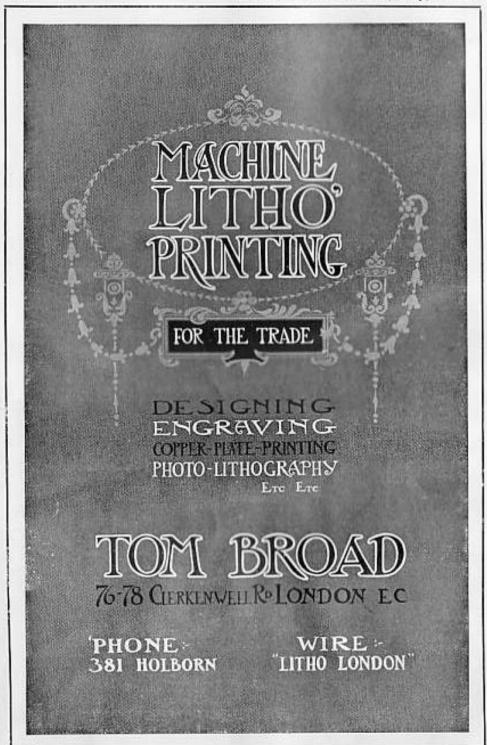
Mr. A. Eames, Mr. F. Garrett, Mr. A. Tanner, Mr. W. H. Tunner,
Private Office.

Buying Paper.



a recent issue of our Trade Circular, we stated that we had installed at our warehouse, Primrose Hill, a number of machines for cutting, scoring, roundcornering and deckling cards. This was done to enable us to cope more effectively with urgent and special orders for this kind of work. It is gratifying

to find that a large number of our customers have taken advantage of these facilities. We are now making a feature of exceptionally prompt delivery of small orders, and have put on extra light vans which will be used exclusively for this purpose. Printers, therefore, who require but a small quantity of paper for an urgent job, can feel assured that it will be supplied without delay, upon receipt of order either by wire, letter or telephone. We always keep on hand large stocks of papers of every description, so that hardly any order will either be too small or too large to execute immediately. This fact will appeal particularly to those printers who have not over much room to hold a quantity of paper, and they can rely upon us giving immediate attention. The "quit a ts





W E have supplied the whole of the paper for the catalogue of the Printing, Stationery and Allied Trades Exhibittion, which opens at the Agricultural Hall on the 14th inst. The catalogue is to be quite a work of art, and will form an interesting souvenir of the event.

Speaking at the annual conference of the Federation of Master Irinters, Mr. Wesley Petty, the President of the Yorkshire Association, begged of the Otley machine-makers to make the most of their opportunities. He stated that there was not an industry in the whole of Great Britain that could be so well pooled together into one common purse, as could the industry at Otley. They were not short of work, but they were short of capital, and required more in order that the needs of the world might be supplied.

This reminds us that at the same meeting a discussion took place on the question of copyright in works of art. A recommendation was submitted to the effect that the law in some parts of the empire prejudicially affects the producers of artistic work in this country, and requires amendment, so as to give to British producers the same right and protection in the Colonies as are awarded to Colonial producers in this country. It is certainly high time that something was done in this direction.

At the first annual dinner of the London and Provincial Machinery League, Mr. Cecil Harmsworth said he was empowered to state that if a representation, sufficiently backed, should be made to His Majesty's Government, the immediate possibility of introducing a Machinery Rating Suspensory Bill into Parliament, would be considered.

Combines still seem to be the order of the day. One has recently been formed in Madrid, with a capital of 10,000,000 pasetas, for amalgamating the interests of the "Imparcial," the "Liberal," and the "Heraldo." Other journals will be acquired in due course, the necessary funds being supplied by the Bank of Carthagena, in exchange for shares.

PLEATED POSTAL WRAPPERS

(PATENTED).

THE PROBLEM SOLVED.

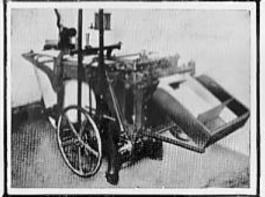
The SPECIAL FEATURE of this Wrapper is a PASTED PLEAT which is run along its length, and which can be readily pulled back, thereby dividing the Wrapper INTO TWO PARTS.

No Knife or Cutter of any Kind required for opening a Packet sent out in this way.

Impossible
to spoil
the
contents
of a
packet
whilst
opening it.

Ø

O



Once used Always used.

Ø

Unique for Printers and Publishers.

Ø

0 0

The Machine used for Making Pleated Portal Wrappers.

Pleated Postal Wrappers are made in White Rope or Mill Glazed Papers and in several Sizes.

13 ins. deep and 10, 11, 12½, 15, and 16 ins. wide Price 4/6, 4/10, 5/3, 5/9, 6/0 per 1000, respectively.

10 ins. deep and 10, 11, 12½, 15 and 16 ins. wide. Price, 4/3, 4/6, 5/0, 5/6, and 5/9 per 1000, respectively.

PRINTING 20 PER 1000 EXTRA.

SPECIAL QUOTATIONS FOR LARGE QUANTITIES.

R. T. TANNER & CO.,

DORSET STREET. LONDON, E.C.

The annual meeting of the Gutenberg Society was held on June 24th, in the City Hall, Mayence. Dr. Zedlar gave a lecture on the "Oldest Gutenberg Stamp Press for Bookbinding."

One of the "Lancet" scares is the threepenny stamp. After careful analysis our contemporary finds that each stamp contains 2.53 per cent, of lead chromate, the chemical used for obtaining the brilliant yellow hue. This salt is, of course, poisonous, the fatal dose being one-fifth of a grain, which is contained in 14 stamps. The Postmaster-General has replied that lead chromate is only used in the manufacture of the paper, and that the gum on the back of the stamp is quite free from this deleterious compound.

The visit to this country of the leading editors of the Fatherland will no doubt tend to strengthen the entente cordiale. An elaborate programme was arranged for their entertainment, which included the sights of London, visits to Windsor, Stratford-on-Avon and Cambridge. Mr. W. T. Stead was the pioneer of the movement, and has taken the keenest interest in proving to his German conference the true meaning of British hospitality.

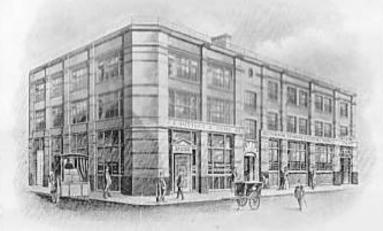
It must be admitted that the University Press at Oxford is in an unique position. Not only does it make its own type, but it makes its own paper and ink, and even burns its own charcoal for making the latter commodity. Not only so, but from a recently published account of this remarkable printing establishment, we learn that, in the case of the workmen, son has succeeded father for many generations.

The Advertisements' Regulation Bill now before Parliament, enables the municipalities to impose restriction in advertising notices which might affect injuriously the amenities of a public park or pleasure promenade, or might disfigure the natural beauties of a landscape.

Speaking on "The advantages and disadvantages of the removal of works from London to the country," at a recent meeting of the London Chamber of Commerce, Mr. Hazell affirmed that the standard rate of wages was in many instances 20 per cent. less in the country than in London, and the employees seemed better off. At the same time, a country factory generally necessitated a City office, with increased expenses of administration, and carriage was also an important item which must not be lost sight of. Mr. Hazell held that the larger the concern, the more likelihood was there of feeling the advantages of country works.

Suttley & Sons — Crade Printers—

Vellum Binders, Letterpress Binders Publishers' Binders, Machine Rulers Numerical Printers: Perforators Gold Blockers and Embossers



We have facilities for the rapid
 execution of large orders

Cameo or Cutter Crusher Show Cards in all the best and latest styles

Tradesmen's Order Books, Calendars, etc., etc., etc., a Speciality

Factory -

Newcomen St., London, S.E.

We are represented in London and suburbs by nine travellers, whose portraits appear on page 96, and who call regularly upon printers and stationers. In addition, we have a resident representative, Mr. D. O. Evans, in Cardiff, who devotes his energies to the West of England trade, as well as several representatives in the Provinces. Our South American branch at Buenos Aires is under the supervision of Mr. H. J. Osborne, who is at present paying a visit to his mother country after an absence of six years.

Should any of our customers at any time require the services of a Press photographer, they will no doubt be pleased to hear that Mr. A. E. Smith, of 8 Farringdon Avenue, London, E.C., undertakes all kind of work for half-tone reproduction, at strictly commercial prices.

The illustration, "A Tight Line," by Douglas Evans, on the cover of this issue, is reproduced by kind permission of Messrs. Henry Graves and Co., Ltd.

The printers' strike, which has recently been overshadowing the trade in the Metropolis, has happily been settled. On June 12th the ballot was taken on bringing out every compositor in the London union, numbering over eleven thousand members. This would have meant, among other items, that the newspapers, for the time being, would not have made their appearance. The dispute arose through Messrs. Hampton and Co. discharging their sub-foreman, when three of the men in the machine-room, who had recently joined the society, tendered their notice. The representatives of the union desired the above firm to take the men back, but admitted that they had acted rightly in discharging the sub-foreman. The question was then raised as to whether an employer had the right to make it a condition of employment that a worker should not be a member of a trade union, and it was essentially on this point that the London Society of Compositors issued their ultimatum. The proprietors of the leading London dailies formed themselves into an Association, and met the representatives of the Society of Compositors, the negotiations being brought to a satisfactory conclusion. It appears that an agreement was signed to the effect that if the union recognised the Association of Newspaper Owners, the members of the Society should be reinstated at Messrs. Hampton's. Another part of the agreement stated that none of the members of the above Association should be members of the Master Printers' Association. At the moment of writing the result of the ballot has not been published, but the whole affair, as a leading London daily stated, seems to be a tyrannical misuse of the weapons of combination.

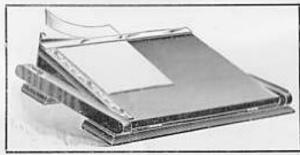
MERRETT'S AUTOMATIC TRIMMING DESK

THE ONLY PERFECT AND SIMPLE TRIMMER IN THE MARKET. NO MODERN PRINTER CAN AFFORD TO BE WITHOUT IT.

> The Paper or Proof to be trimmed is passed under the top bar made of metal. The hinged table is then pressed down, when the paper is quickly, cleanly, and squarely cut. A rule is set at right angles to the knife, so that the paper may be measured and squared at one and the same time,

Acts equally well with Paper Damp or Dry. . .

104



Invaluable for Trimming Make-ups Proofs. . .

WELL-MADE THROUGHOUT.

BEST MATERIAL ONLY USED IN THEIR CONSTRUCTION.

MAY BE SEEN IN USE ON OUR STAND AT THE PRINTING EXHIBITION.

(او	70	MAD	E IN	1	IVI	18	SIZE	S.	PRICE	(g)
DISCOUNT	8à ii 10	nches						*	7/6 15/6	WORKMANSHIP
10 per cent.	12à 15à	**							21/-	GUARANTEED.
©	24	**	-					*	70 -	P

R. T. TANNER & Co.,

DORSET ST., Salisbury Square, LONDON, E.C.

A Scientific Method for Obtaining the Correct Colours in Trichromatic Printing.

LL present-day three-colour work is based on the Young-Helmholtz theory of light, which affirms that all the colours in nature are physiologically equal to the three primary colours-red, green, and violet-or, in other words, that there are none of nature's hues that cannot be matched by a mixture of the above colours in right proportions. In fact, these colours in themselves produce white light. To the casual observer this might seem impossible, but if three lanterns were projecting the three primary colours already mentioned, in correct proportions, on to the same portion of a white screen, the result would be a greyish coloured disc, or a near approach to white. When photographing the half-tone blocks for three-colour work, one is taken through a red glass filter, another through a green glass filter, and the third through a violet glass filter. One picture, therefore, represents the object, in the same way as the eye is affected by the red rays; another similarly to the way in which the eye is affected by the green rays; and the third, as it is affected by the violet rays. These together represent the object as it appeared before the camera. To reproduce them they must be printed in their "complimentary" colours. In the case of the picture taken through the red filter, the colour must be a mixture of green and violet, so that it would, together with the red, produce white light. Such a colour is the greenish-blue usually employed. The picture taken through the green filter has to be printed in its complimentary colour, which is pink, and the picture taken with the violet filter is printed in yellow, the colour formed by mixing red and green. In the above instances the mixing of coloured lights is referred to, which, of course, is very different from the mixing of the same coloured pigments, but space will not allow us to give the reason for this. From the above remarks it will be seen that great care is needed in order to secure the correct complimentary colours to the filters through which the blocks have been photographed. The block-maker can do this, and uses those inks for his proofs which have been found from experience to be the correct tints. The printer, therefore, must match these colours to a nicety, otherwise he cannot expect to secure the most satisfactory results. The only way to do this effectively seems to be with a spectroscope of the direct vision type. The three-colour proofs are tested by its means, and the inks which the printer intends to use compared with them, when the slighest deviation in colour will be at once apparent, and can be altered accordingly.

Tanner's Trade Circular, July, 1906.

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Telephone: 1457 HOLBORN.

Telegrams: CAMERALIST, LONDON, HELIOS WORKS, ALTON,

We Make Basily Printed Plates.

PRINTERS SAY SO.
PLATES RIGHT IN DETAIL.
DEEPLY ETCHED.

Best Plates! Best Rates!

Finest 3-Colour Work.

WE THOROUGHLY ENJOY IT, SO DO OUR CUSTOMERS.

We want you and you want us,

AFTER ONE TRIAL.

VAUS & CRAMPTON, LTD.,

— Process Engravers, —

Baldwins Gardens, Gray's Inn Road,
LONDON, E.C.

And HELIOS WORKS, ALTON, HANTS.

Printing Machines, Etc.

E understand that Messrs. John Haddon and Co. will have a unique exhibit at the Printing Exhibition. They purpose showing an extensive range of platen machines, including the Kidder Reel-fed Platen, with automatic slitting and cutting off attachments; the Art Caxton, fitted with reciprocating drums, vibrators, ink-duct, etc., below the forme, exactly as above the forme; the Caxton Platen; the Caxton Cutter and Creaser; and the Haddon Safety Platen, with automatic delivery; the Haddon Improved Gordon, with its red, white and blue fly-wheel; and three sizes of the Swift Platen. All the machines mentioned are exclusive specialities of the above firm. The exhibit will be in the King Edward's Hall, which might for this occasion be appropriately re-christened "Haddon Hall."

While speaking of this firm's products, we might mention that one of the features of their permanent exhibition of printing and binding machinery, in motion at Salisbury Square, is the excellent specimen of embossing being executed on the demy size Caxton Platen, at the rate of 1,200 per hour. The die is very deep, and a portion of the thick cardboard used is plate-marked. The manner in which the heavy stock is forced right into the bottom of the die, so as to bring up the stippling of the letter-press, illustrates the enormous strength of the press.

A novelty has just been produced by Messrs. John Haddon and Co., in the shape of a very simple device for fitting accents into display types. This machine, complete with four fonts of loose accents of different sizes, should, we think, prove very valuable to the trade, at the price at which it is offered, namely, two guiness.

A very interesting supplement to the Exhibition catalogue is being printed by the Avenue Press from colour blocks made by A. E. Dent and Co., Ltd. The excellence of the reproductions is, in a measure, due to the good printing quality of the art paper supplied by us. We might mention that the paper is our 80 lb. double demy best art at 3½d.

On the 7th inst. our premises will be closed, the men taking their annual holiday on that day. This year we have arranged an outing for them by brakes to Knockholt Beeches, and dinner will be provided at the Horse-shoe Hotel. Customers will oblige us by sending their orders in time for delivery on Friday. New Old Builey.

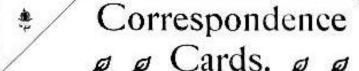
Memorial Hall.

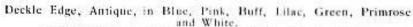
St. Brides.

Record Office,



MADE BY SPECIAL MACHINERY ON OUR OWN PREMISES.





PRICE 4 3 per 1000. 9d. per 100. Packed 52's.

Hand Made, Deekle Edge, in Moss Green, Terra Cotta, White, Pink, Primrose and Blue.

> PRICE 6 6 per 1000. 1 - per 100.

ART CHROMO TINTED & DUPLEX, ROUND CORNERED.

In Pink, Blue, Primrose and Green; and Pink and Blue, Pink and Salmon, Pink and Green, Pink and Primrose.

PRICE 4 - per 1000. 9d. per 100.

"SALISBURY" TINTED & ROUND CORNERED.

In Green, Fawn, Ethereal, Pink, Silurian, Salmon, Blue, Primrose and Caledonian Grey.

PRICE 3 3 per 1000. With Gold Edge, 4 - per 1000. White Ivory Embosord Cards in a number of patterns,

EMBOSSED FANCY CARDS

For Programmes, Menus, Etc. In Buff, Lilac, Blue, Green and White,

No. 555. Oblong, Figure Design (Scored) I

PRICE

No. 556, Upright, Floral ...

117 6 per 1000. 2 - per 100.

No. 560. Border Design, single cards, upright.

No. 561. Border Design, single cards, | 16 - per 1000, 1 9 per 100. oblung.

PRICE

EMBOSSED FANCY CARDS (Round Cornered).

In Blue, Pink, Buff and Green.

No. 570, 63 - 41. Double (upright)

PRICE 30 - per 1000. 3 6 per 100.

No. 580, 6 x 48, Double (oblong)

PRICE 30 - per 1000. 3 6 per 100.

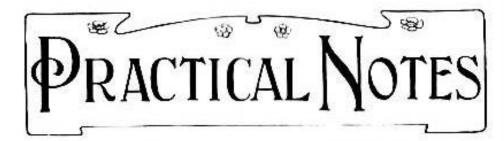
No. 590, 41-23 Double (upright)

PRICE 15 - per 1000. 1/9 per 100.

R. T. TANNER & Co.

Dorset Street,

Salisbury Square, London, E.C.



Some people look upon banking as a trade apart, Banking. but from a House of Lords decision, the relation of banker and customer is primarily that of debtor and creditor, the respective positions being determined by the existing state of the account. Bankers should, therefore, he dealt with just in the same way as other trade firms, by making the best bargain, consistent with the strictest integrity. In his "Notes on Banking," Mr. Walter Bean makes several suggestions to the prudent trader, from which we take a few excerpts. If the general bal ance at the bank is favourable, interest should be insisted upon at the rate of 21 per cent, or at least the minimum of 2 per cent. When the account is overdrawn, only pay interest on the actual amount of overdraft for the time being, calculated daily. Before opening an account with any bank, secure a written statement of the terms and conditions, and submit it to a good accountant before signing it. It is never advisable to open a deposit account at the same bank where the current and trading account is kept. The tender should never allow it to be thought that he is tied to a hanker, as changing is no evidence of weakness. All cheques should be crossed "not negotiable" or "n'e payee," as it frees the drawer from liability, should one fall into dishonest hands. If a banker honours a forged cheque, he cannot charge it against the party whose name is forged. Any credit balance, however large, lying dormant for six years, can be claimed by the banker. The claim becomes statute-barred, and the extent to which bankers appropriate such sums can be judged by the enormous amounts recorded on the assets side of their balance sheets, under the head of "unclaimed" balances. The adjective means that they were unclaimed for six years, not that they have all remained unclaimed since.

Consistency in Type Display.

Too much emphasis cannot be laid upon the necessity for consistency in type display, especially in regard to catalogues, booklets and advertising pamphlets. Such productions should be carefully considered from cover to cover, and attention given to the cha-

racter and balance of every page, so as to secure a consistent and

'There's Nothing Like . .

REXINE'

Contractors
to H.M.
Government and
the Governments
of India, Canada,
South Africa,
& New South
Wales.

'NOT EVEN LEATHER) is the verdict of all up-to-date

BOOKBINDERS, POCKET BOOK MAKERS, PHOTO FRAME, LADIES' BELT, FANCY BOX and JEWELLERS' CASE MAKERS.

REXINE versus LEATHER.

Both cannot be best but the following advantages of Rexine make it an easy first.

REXINE IS MORE than a substitute for leather, inasmuch as it possesses all the qualities of the latter, yet is only one-fourth the price.

REXINE IS GERMPROOF, and from a Hygienic standpoint is infinitely preferable to leather, which harbours dust, is difficult to clean, and soon loses its newness.

REXINE CUTS UP to much better advantage than leather, there being no waste. It can be cleaned with soap and water, when dirty or stained with grease or liquors.

REXINE IS ROTPROOF, and long exposure to sun and wet has no deteriorating effect upon it.

THE WEARING QUALITIES of Rexine are unlimited and will stand the hardest wear and tear. It will not scratch, neither will it crack or peel.

THE ABOVE EXCELLENT advantages are embodied in every inch of Rexine, thus making it a crowning triumph of inventive skill, and a true source of economy.

YOU ARE INVITED to send for Samples of the Cloth that saves you money and gives the most perfect results,

REXINE
is used by the
Japanese
and Norwegian
Governments,
British, Colonial,
and Foreign
Railways.

British Leather Cloth

Mfg. Co., Ltd.

NEWTON, HYDE,

DR. MANCHESTER.

London Address: 16 NOBEL ST. E.C.

harmonious whole. The cover should be the most important note in the scheme of design, for it has primarily to attract the attention. The title page, whilst being neat and effective, should be less ornate than the cover, but must partake of its character, so as to lead to the introductory page, which should in turn carry the scheme of design into the more or less uniform page of matter following. In this way symmetry is secured without repetition, a most important factor in all really high-class and art work. In many booklets that have come before the writer's notice, there have been individual pages and designs that could not be adversely criticised, but as complete schemes they have proved a failure, designs and embellishments having been used on other pages that were quite out of harmony, and which had evidently been inserted regardless of their character and use. When catalogues and booklets are produced on the plan outlined above, they invariably give satisfaction. Although the customer may not be able to give the reason for his gratification, there is something that appeals to him, which, more often than not, is the neatness produced by the absence of incongruous ornaments and types. It will be seen, therefore, that the cover should first be decided upon. and the remainder of the book set up to harmonise with it. More often than not it is just the reverse, and after a great part of the book it set up, designs are submitted for the cover without any

Mr. T. L. De Vinne affirms that in display advertisements, when no indication is given of the relative sizes of types to be selected, a fair idea of what should be used may be obtained by the order in which the following questions are put: Who? What? When? Where? With all due respect, we think a better order would be: What? Who? When? Where?

thought as to whether they are suitable or not.

Inks not in use must be kept as nearly air-tight as possible. In removing the lid, do not beat and hammer it out of shape, but work it off gradually. When putting a partly-used can away for an indefinite period, cut a sheet of tough paper the circumference of the can, and having coated it with lard or vaseline, lay it on the ink, which is first levelled. Then fill the can, or nearly so, with petroleum or paraffin oil and replace the lid. Next fasten a strip of gummed paper soughy around the can side, lapping over the lower edge of lid a half-inch each side. Your ink is now as nearly air-tight as you can get it, outside of a vacuum, and will not cake and skin.—" American Printer."

List of Water-Marks.

Below we give a list of our more important Water-Marks, together with a description of the Papers on which they are printed.

R. T. Tanner & Co., Dorset St., Salisbury Sq., London, E.C.

R.T.TANNER & C? Kentish Bank Superfine extra strong best quality Bank paper, kept in cream and yellow wove 13 and 18 lbs. Medium, at 1/- per lb.

Salisbury

This is used in cream laid and wove papers at 5½d. per lb. Also antique laid and vellum woves at 6d. per lb., and Large Post Bank paper at 8/6 per ream.

TANGARA RII A pure white vellum finished, tub sized writing paper; kept in 22 and 28 lbs Large Post, wove and laid, at 9d. per lb.

BELGRANO

A superfine cream laid and wove writing paper at 3½d. per lb.; kept in usual sizes and weights. Also used in a glazed tinted writing paper at 2¾d. per lb.



A superior cream wove Bank paper, stocked in 13 and 18 lbs., Medium, and 15 lbs. L. Post at 6d. per lb.



This is a hard sized blue shade cream laid and wove writing paper. Stocked in many sizes and weights at 3½d. per lb.

Niagara Dapid

A Cream wove Bank paper, for ordinary commercial work, such as type-writing and letter paper at 6/6 L. Post, 7/6 Medium.

List of Water-Marks (continued)

R. T. Tanner & Co., Dorset St., Salisbury Sq., London, E.C.



SCRIVIA

A superfine tinted writing, and a good-handling mill-finished paper. Made in eleven delicate tints. Stocked in 18 and 21 lb. L. Post; 28 lb. Medium; 46 lb. D. Medium; and 32 lb. D. Crown. Also used in a cream wove and laid paper. The price for both tinted and white is 3d. per lb.



SCRIVIA

FINIE

Niagara Bank



Vellum wove paper in 21, 24 and 27lbs. Large Post, suitable for memos., letter headings, etc. Also kept in tinted rough finish, in six shades; 60 D. Medium and 46 D. Crown. Price 3½d. per lb.

Antique laid type-writing paper stocked in 13, 15, 18, and 21 lbs., 17 × 22 at 4½d, per lb. Especially made to meet the demand for a good, but cheap type-writing paper. We can cut this to special sizes.

ALEXIS BOND

A very strong tinted type-writing Bond paper in three tints, pink, blue, and yellow, size 17×22 , at 12/6 per ream.

ITASCA BOND

Strong tinted type-writing Bond paper in four colours, 16 lbs., 17×22 500 sheets at 9/4 per ream. Also in white, 13, 16, 20 and 24 lbs., 17×22 , and 20 lbs., 17×28 at 7d. per lb.

Tanner's Trade Circular, July, 1906.

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HADDON'S SWIFT SPLATEN PLATEN

The Only Complete and Up-to-date Small Platen Press on the Market.

WE claim that the "Swift" has the finest table ink distribution in the world—and the inking arrangement is the vital part of every printing machine. Every small platen, with the exception of the "Swift," is defective in inking capacity. The "Swift" ink duct is full length, and the duct roller covers whole width of slab.

The forme rollers are carried in new gun-metal spring-controlled slides; they move freely, but cannot possibly "jump" out.

Each press is fitted not only with impression throw-off, but with a simple and effective platen adjuster, by means of which more or less pressure may be given at the top or bottom of forme as desired.

The "Swift" is practically noiseless, and is easy to run by treadle, and easy to feed at high speeds.

The Impression is firm and sharp, and is obtained by mechanically-correct movements.

There are no side-arms on the "Swift," so that sheets of almost any width may be printed without creasing.

The "Swift" is the Cheapest Platen Machine in the World—leaving out of account a few contraptions that would be better described as "toys." It is the best machine for cards, envelopes, and all light work, but it also has the advantage of being suitable for a high-grade of finely-registered printing.

SEE IT in our PERMANENT EXHIBITION at Salisbury Square, Fleet Street, London, E.C.

HADDON'S

IMPROVED

GORDON PLATEN

The LATEST and most UP-TO-DATE

British Product in Platens.

Intended to compete against the world. It will be found to embody all the latest ideas for a light running Platen, and is substantially designed and built.

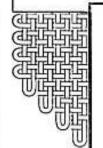
Known by its Fly-wheel enamelled in British colors

RED, WHITE & BLUE

SEE IT RUNNING at the Printing Exhibition in the King Edward's Hall, Agricultural Hall, Islington.

JOHN HADDON & CO., Salisbury Sq., London, E.C.

NOT made in Germany



BRITISH

Workmanship, Materials, and Enterprise, have



proved the

Caxton Platen

without question

the completest heavy Platen that has ever been offered to the trade



Selling freely on the Continent A proof of its merit and worth

Safety Platen

Exclusive and Improved Features not found on any competing Platen Press

STATIONARY PLATEN

(Master Patent).

Removable Make-ready Plate. Sheet can be seen as printed.

Generous Inking.

Improved Sloping Feed Board. Speed up to 3,000 per hour.

JOHN HADDON & CO.

Specialists in Labor-saving and High-speed Machinery,

Salisbury Square, London, E.C.

"SCRIVIA" Embossed Blanks.

Made in two sizes, demy 12 mo, fly and demy 16 mo, fly, and several combinations of Art Colours,

Neat, Attractive and Artistic,

and

THE BEST ON THE MARKET.

The Colours of the Embossing have been carefully selected to harmonise with the Art Tints of the Paper.

WILL BE FOUND USEFUL FOR A . . . VARIETY OF PURPOSES. . .

No Modern Printer can do without them. . .

PRICES.

Demy 12 mo. fly, **17/6** per 1000. **2/-** per 100. Demy 16 mo. fly, **15/6** per 1000. **1/9** per 100. BOXED IN 100's.



R. T. TANNER & Co.,

Dorset Street, London, E.C.

WHAT OTHERS TO ARE DOING

PRINTERS who have not themselves the facilities for lithographic printing will, no doubt, be glad to hear of a thoroughly reliable lithographer, who caters especially for "trade" work. Such a one is Mr. Tom Broad, of 76 and 78 Clerkenwell Road, London E.C. We have seen a large collection of his work, and find that it maintains the high standard of excellence we are accustomed to expect. The specimens prove that this firm are in a position to undertake work of every description, and to do it in first-class style. The designs are very good, and the collection submitted to us includes catalogues, pamphleis, posters, labels, maps, share certificates, illuminated certificates, etc. Moreover, Mr. Broad makes a point of prompt deliveries.

The pretty little picture entitled "His First Footer," which appears on some of the covers of this issue, is reproduced from one of the Christmas cards of the "Union Jack" series, published by G. Delgado, Ltd., 55 East Road, London, N. This series, which by the way is entirely made in England, has come to be recognised as one of the most original and extensive on the market, and should appeal to both home and Colonial buyers.

After providing for depreciation of plant, machinery, buildings, etc., the directors of Associated Newspapers, Ltd., announce that the profit for the twelve months ended March 31st, 1905, is £128,094. A dividend at the rate of 5 per cent, on the preference shares, and 7 per cent, on the ordinary shares, has been paid, together with a dividend at the rate of 8 per cent, per annum on the deferred ordinary shares. This is very satisfactory for the first year of the company's existence.

The business of William Dawson and Sons, printers' engineers, Otley, has been converted into a limited liability company, with a capital of £60,000, in £10 shares. Since the death of Mr. W. H. Dawson, the late proprietor, the business has been carried on by his widow and executrix.

In South Africa, an attempt is being made to prevent imported contract work.

Tanner's Trade Circular, July, 1906.

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PHOTOGRAPHS

for all commercial purposes; for Reproduction or Distribution. Architectural Photography, interior or exterior. Machinery. Flashlight . . . when required . . .

ISOCHROMATIC SUBJECTS A SPECIALITY,

either at Client's address or at my Studio, where there is every facility for execution. Photographs taken at Museums and Picture Galleries. Photography with Microscope. . . Powerful Arc Lights for Printing.

Telephone 2227 Holborn.

A. E. SMITH,

Technical Photographic Studio,

8 Farringdon Avenue, Farringdon Street, London, E.C.

SPECIAL CLEARANCE LINE.

80 Reams. 60 Double Imperial. Ochre Glazed

BROWN

In order to clear quickly we offer this lot, subject to intermediate sale, at the _____ very low price of _____

Per Cwt. 9/0 Per Cwt.

LARGE STOCKS OF BROWNS ALWAYS ON HAND.

R. T. TANNER & Co.,

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

contract, which is worth £5,000 per annum, is held by a London firm.

At Munich, the Municipal Council has voted a subsidy of £1,000 to its lithographic and typographic school. The professional associations in the Bavarian capital have augmented this amount to the extent of £750.

* *

In the High Court of Justice recently, the patent granted in 1892 for an invention of improvements in dissolving cellulose and allied compounds, was prolonged for a further period of five years.

The total output of paper, the world over, is estimated at seven million tons per annum. America produces the largest quantity, Germany comes second, whilst England is third in the list.

Messrs. W. H. Lockett and Co., of 6, Dyer's Buildings, Holborn, E.C., will have a large stand at the forthcoming Printing Exhibition, where they will have on view a complete range of Messrs. Waite and Saville's specialities, including the well-known "Falcon" Platen Presses, and the "Waite" Die Press and Direct Plate Printing Machine. The above firm will not, on this occasion, exhibit Messrs. Dawson and Sons' machines, but for which they are London agents. We are pleased to hear that Messrs. Lockett and Co. have been exceptionally busy with these machines for some time past, and they are now installing two Quad Royal Two-feeder "Perceler" fine art Wharfedales, for a city firm. The firm also state that they have been fully employed in the electrical department, and have just completed a number of important contracts, including the electrifying of the works of the Financier and Bullionist. An excellent illustrated brochure entitled "Notes on Electric Power for Printers" is published by the above firm, a copy of which should be in the hands of all the members of the eraft.

LEST YOU FORGET:—Our Stand at the Printing Exhibition is 26 Arcade. Frequent demonstrations daily of the Dry Mounting Process, etc.

FOR SALE.

Having no further use for the following Machines, they are offered on exceptional terms for immediate clearance:-

PERFECTING MACHINE by Middleton, size of bed, 46 × 49. Admirably suited for Newspaper Work (will take fourteen newspaper columns) and in thorough working order £120

WHARFEDALE by Furnival, Double Royal, with flyers 100 000 000 100 100 £70

FURNIVAL'S EXPRESS PLATEN, FOOLSCAP £20 Folio

DITTO, CROWN FOLIO.... £25

LITHO MACHINE by Furnival, QUAD CROWN, with flyers £80

Hot and Cold ROLLING MACHINE, by Gill, 42-in, Rollers £60

These Machines are all in excellent condition, and can be seen at work daily.

Apply: "Press,"

co Messrs, R. T. TANNER & Co., Salisbury Sq., LONDON, E.C.

Printing Inks.

D

HEN we state that Messrs. Slater and Palmer are one of the oldest-established manufacturers of printing inks in the United Kingdom, and that they possess the latest mechanical inventions, no further word is needed to prove that their products must be of the highest grade. Their inks, varnishes, and dry colours are known the world over, and are appreciated by all printers for their sterling merit. The works at Hackney are replete with the most modern machinery, and the firm have at their London office and stores, a small installation of grinding mills, driven by electric power, to enable them to execute orders for ink of any particular shade at almost a moment's notice. Our readers would, therefore, be well advised to secure full particulars of Messrs. Slater and Palmer's specialities. We might mention that the illustration on the cover of this issue is printed with their "Agate J" ink, at 4s. 6d. per lb., and the whole of the letterpress is printed with their "Fine black," at 2s. per 1b.

0 0 0 0

Electric Motors.

At the Aldenham Institute, Mr. H. Marryat recently delivered a lecture on the care of electrical machinery in printing offices. He affirmed that, with motors, the secret of success was simply to keep them clean and not to overload. The bearings should not be oiled too much, and care ought to be taken so as not to let the oil get on to the windings in any way. If it does, the motor should be taken to pieces and the windings baked to remove all trace of oil. The temperature of the motor should never exceed 70 or 80 degrees above the temperature of the room. If after the motor has been running some time it commences sparking, the commutator should be cleaned and an inspection made to see that the brushes are in order. If this is not effectual, the fault might be that the load is too large, or the speed is too high. If the sparking appears to go round the commutator from one brush to the other, it proves that one of the wires in the armature is broken. If this occurs at the point of connection to the commutator it can be repaired with a soldering iron.



Our Offices and Warehouses, Dorset Street, Salisbury Square, E.C.

A FEW DONT'S FOR PRINTERS.

- Don't boast that you use the same machine that your grandfather used; if you do, you cannot prove in any better way that you are two or three decades behind the times.
- Don't believe that any trouble is too great to please a customer; one never knows what a seemingly casual customer may require at some future time, and first impressions always stick.
- Don't rub your rollers with glycerine, but wash them with oil, and see that they are renewed at least twice a year.
- Don't forget to visit Stand 26 Arcade at the Printing Exhibition, for you will find something to interest you.
- Don't run the risk of small losses by not having an abundance of slugs, leads, spaces, quads and furniture. The comps' time may otherwise be taken up without anything to show for it.
- Don't promise a job for a certain time, unless you feel confident that you can get it through. It is far preferable to make delivery a day earlier than a day late, and leaves a good impression.
- Don't complain too much of the severity of competition. Remember that the most successful men of business are those who consider the conditions that must be overcome, and devote all their energies to the lines of least resistance.
- Don't overlook the fact that R. T. Tanner and Co. keep large stocks of papers of every description, and make a point of prompt delivery.
- Don't let your employees forget that punctuality is of first importance to a successful business. Nelson attributed his success in life to having always been a quarter of an hour before his time.
- Don't forget to keep a cost sheet for every machine, including additions and repairs thereto. After a few years they will provide food for deep reflection.

Don't worry.



Warehouses and Stock Rooms, Hutton Street, & Primrose Hill, WhiteIriars, E.C.

Special Clearance Lines

Which we are offering, subject to intermediate sale, at the following exceptionally low prices.

Sample Sheets on application to-

R. T. TANNER & Co., Dorset St., Salisbury Sq., London, E.C.

No,	Reams.	Weight		Size.			Sheets.
46	49	26	Unglaz	ed Railw	ay Buff	D. Cap	480
47	66	26	Glazed			11 17	480
27	7	76	White				516
201	30	95	40	Quad I	emy		480
205	25	142	27	11			480
- 111	6	16		Double	Cap		480
164	8	48	Toned	$33\frac{3}{4} \times$	35		516
	I	Price,	1 d. 1	er lb.			
158	24	20	Sc. I	omy			516
164	46	99	49.3	1000			516
140	100	32	40	Double I	Jemy		480
141	100	84	11	11	41		480
316	80	. 36	111	0.000	99		516
142	120	36	- 10.0	-110	199		480
126	90	88		***	**		480
118	90	40	19	**			480
18	37	48	191		111		480
117	15	80	Quad	Demy			516
204n	27	95	,,	,,			516
264	25	48	Sc. 2	91 × 81	1		516
180	9	124	., 2	9×38			516
186	90	26	Whit	e Doubl	e Crow	n	480
128	70	28	***		111		480
120	70	28		- 31			480
129	40	30	11.	11	- 11		480
16	100	50	Anti	que Laid	Quad	Crown	480
15	200	60	- 29		- 11	-	480
17	100	70	- 21		- 22	22	480
		Price.	14d.	per 1b			

SPECIAL CLEARANCE LINES (continued).

No.	Reams.	Weight.		Si	e.		Sheets.	
148	85	80	Antique	Laid	Quad	Crown	516	
178	18	120	11	11		**	516	
179	25	84		***	Quad .		516	
180	86	60	Antique	Wove	Quad	Crown	516	
181	30	70	,,	,,		.,	516	
182	80	80	11	- 11			516	
188	40	90	11		2000	***	516	
184	30	100	,,	**	**	***	516	
185	25	120					516	
186	80	84	,,	**		Demy	516	

Price, 11d. per lb.

1079	10	10		100
1078	40	16	Demy	480
1214	70	16	,,	480
2787	20	21	**	480
3030	90	82	,,	480
6241	60	28	Double Demy	480
6314	16	80	" "	480
6310	25	82		480
6170	18	85	0 0	480
3230	80	38	n n	480
4860	42	46	n n	480
181	48	48	,, ,,	516
5092	15	ŏ0	n n	480
5021	20	55	19 99	480
2198	9	74	., .,	480
3234	11	88	" "	480
6068	81	96	n n	500
233	50	19	Double Crown	480
6154	62	26	,, ,,	480
5158	15	27)ı)ı	480
5571	55	29	19 19	480
6127	40	80	,, ,,	480
2584	16	44	y y	516
5465	12	50	,, ,,	516
5885	128	64	Quad ,	516
3632	10	70	,, ,,	516
1470	22	86	,, ,,	480
264	45	42	Sc. 25 × 85	516

Price, 11d. per 1b.

SPECIAL CLEARANCE LINES (continued).

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No.	Reams.	Weight.	S	ize.	
8540	70	26	Den	ıy	
8547	36	26	**		
8555	50	28	,,		
8556	80	28	11		
8652	48	80	**		
8614	60	84	.,		
8622	80	85			
8570	7	44	***		
3658	17	45	Double (Crown	
8954	40	46	**	**	
8778	56	49	,,	**	
8952	40	48	Double 1	Demy	
8946	28	49	**	**	
8958	60	52	**	**	
8798	23	69	**	**	
8751	16	70	**	**	
8698	40	70		111	

Price, 2d. per lb.

HIGH-CLASS ENGLISH TINTED AND WRITING PAPERS.

			Charles and the Control of the Contr		E165750	
No.	Reams.		Weight.		Size.	
988	52		18	Silurian P	ost	
988s	. 29	16.7	14			
8986	14		22	Pink	,	
8985	8		22	Green	,,	
8987	8		22	Mignonett	e Pos	t
8988	9		22	Heliotrope	. ,,	
8989	11		22	Green	,,	
8767	11	a of	22	Mignonett	e "	
4784	60		24	Silurian	,,,	
8891	4		26	Mot Grey	. 17	
4988	29		17	Silurian L	arge	Post
4645	22		17	Mignonett	е ,.	**
988в	84		18	Silurian	**	**
8742	16		19	Mot Grey	,,	. 11
8599	82		20	" "	,,	19
				100		

Price, 2d. per 1b.

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TO COMPANY OF STREET PROPERTY.			
No.	Reams.	Weight.	Size.
6048	10	19	Lilac Medium
4645	23	20	Mignonette Medium
2698	28	20	Blue
2746	80	22	22
8843	6	29	Pink "
3584	2	89	Primrose
3910	8	46	Salmon
808	30	58	Primrose Double Medium
326	60	26	Ditto, 21 × 29
8485	21	15	Cream Laid Post
8888	9	19	Ant. ,, ,,
8808	24	20	Azure ", "
3484	2	22	Ant. ,, ,,
8568	17	29	Cream ,, ,,
189	80	15	Cream Wove Large Post
292	18	33	Ant. Laid 181 × 26
281	80	56	Cream Laid Double Royal
	Pric	e, 2d. per	1b.

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