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TANNER'S TRADE CIRCULAR

TO PRINTERS
& STATIONERS.

JULY, 1910.

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* LONDON, E.C. *

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Tanner's Trade Circular

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Vol. V., No. 7.

JULY, 1910.

Gratis and
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OUR MONTHLY REVIEW.

Five Tons, Cheap.

A SHORT time ago we made a very special purchase of overmakes in one-sided art papers. These were bought under exceptional circumstances, so that we secured them at a very low price, and we are willing to give our friends the benefit of that price. The stock, which was a very large one, has been reduced to five tons; it includes one-sided art papers, in a variety of sizes and weights, and in order to clear quickly we offer it at 2½d. per lb., and some of the lines we can offer as low as 2d. per lb. These papers are of splendid quality, and we shall be pleased to send samples to any of our customers who are requiring a good paper of this description at a low price.

* * *

Tinted Mediums and Large Posts.

We have recently issued a new sample book of Tinted Mediums and Large Posts. Should there be any of our readers who have not received it, we should be pleased to hear from them at once so that we may forward a copy by return post. These papers are especially suitable for programmes, folders and covers. The tints are of the most delicate description, and yet sufficiently strong as not to appear "washy" or faded. The papers have had a phenomenal success in the past, and we quite anticipate that they will

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be in great demand again throughout the coming autumn. They include the "Hopsack" in 29lbs. Large Post (480 sheets). The name describes the surface of the paper, which is supplied in white and blue at 12/6 per ream. The 27lbs. Hand-Made Tinted Large Post has deckled edge and is stocked in blue, pink, mignonette, white and primrose. The price of this popular paper is 11/3 per ream. Of a somewhat similar nature is the No. 282 quality Antique Laid with deckled edge. This is stocked in 26lbs. Large, Post and 35lbs. Medium, in buff, pink, mignonette, white, lilac, primrose and blue. The price of Large Post is 7/6 per ream. The "Scriveria" Antique Wove Tinted (516 sheets) is supplied in 30lbs. Medium, 60lbs. Double Medium, and 46lbs. Double Crown at 8/9, 17/6 and 13/5 per ream respectively. This paper is stocked in lilac, nectarine, mignonette, Caledonian grey, primrose, rose pink and azure blue. The "Salisbury" Imitation Art Tinted (504 sheets) is stocked in four delicate colours, primrose, mignonette, pink and blue, in 30lbs. Large Post, 60lbs. Double Large Post, 34lbs. Medium, and 68lbs. Double Medium. The price per ream respectively is 7/6, 15/0, 8/6, 17/- The "Salisbury" Imitation Art Duplex Papers can be had in four combinations of colours as follows: pink and mignonette, pink and primrose, pink and blue, pink and salmon. This ever-popular paper is stocked in 30lbs. Large Post (8/2 per ream), 60lbs. Double Large Post (16/3 per ream), 34lbs. Medium (9/3 per ream), 68lbs. Double Medium (18/6 per ream). The No. 249 quality Tinted in 27lbs. Large Post is stocked in nine tints: Silurian, mignonette, buff, lilac, salmon, blue, pink, primrose, and Caledonian grey, the price being 7/11 per ream.

Tinted Double Mediums.

THE sample book of Tinted Double Mediums is a sister publication to the sample book reviewed above and should be found in every printing office.

The tints are of a more pronounced shade than is the case with the Mediums and Large Posts, and will be found suitable for a variety of purposes. The No. 310 quality, 80 lbs. (516 sheets) is stocked in salmon, mottled grey, pink, buff, cerise, blue, and geranium red, the price being 1½d. per lb., except for the geranium red, which is 2½d. per lb. The same quality in 64 lbs. (516 sheets) is stocked in ten tints:—tangerine, lemon, cerise, buff, mottled grey, deep salmon, blue, yellow buff, green and Indian red. The price is the same as the preceding quality except that the Indian red is 2½d. per lb. The Geranium red paper can also be had in 60 lbs. (516 sheets) at 2½d. per lb. The No. 295 Quality 46 lbs. (504 sheets) is stocked in mottled grey, salmon, green, lemon

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and blue, the price being 1½d. per lb. The No. 258 quality 42lbs. (504 sheets) can be supplied in the following nine tints: salmon, mignonette, cerise, green, yellow, mottled grey, pink, blue, geranium red. The price of this weight is 1½d. per lb., except the last-named tint, which is 2½d. per lb. The last sample in the book is the No. 258 quality 36lbs. (504 sheets), which is stocked in lilac, buff, green, yellow, salmon, mignonette, light orange, lemon, pink, Silurian, cerise, old gold, red orange, blue, and geranium red. Except for the latter tint, which is 2½d. per lb., the price of this quality is 1½d. per lb.



NEWS IN BRIEF



AS our readers are no doubt aware, we stock the "Cecil" Cambric Cover Paper in 70lbs. Royal, and a note is attached to our sample book to the effect that the following weights and sizes can be supplied in three days:—40 and 55lbs. Medium, 50lbs. Royal, 60 and 80lbs. Double Crown. We have now made special arrangements with the mill whereby we can execute urgent orders for the above sizes, hitherto not kept in stock, within twenty-four hours of the receipt of the order. Whilst this is so, we hope our friends, where possible, will favour us with the longer time for making delivery.

* * *

We are pleased to be able to announce that the last issue of our Trade Circular was admired by our many friends throughout the country. The congratulatory messages we received have been much appreciated in our editorial department. There was one item of interest, however, in connection with the issue which we unfortunately overlooked, and that was that the printing of the three-colour illustration was done by the Williams' Press, of Newport.

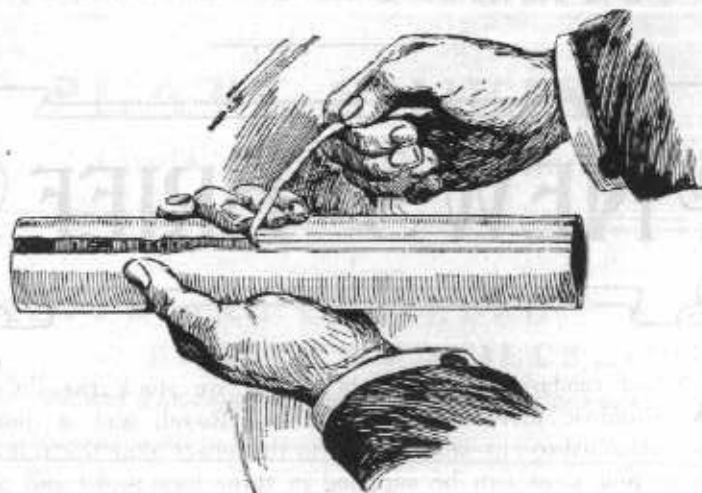
* * *

At a midnight supper at the Stationers' Hall, given by London and Provincial Journalists to Mr. Roosevelt, there was placed a

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(PATENTED)

are a boon, for they meet a long-felt want.

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glass case before the Ex-President containing the composing stick used by Benjamin Franklin when a printer in London. Funnily enough, Mr. Roosevelt on this occasion omitted to "lecture" his audience.

Mr. C. W. Bowerman, M.P., presided at the last annual meeting of the Printers' Medical Aid Association, when it was reported that the receipts for the year totalled £427. No fewer than 693 letters have been issued on twenty-six institutions throughout the year, making a total of 1,004 letters for the two years that the Association has been in existence.

We regret to announce the death, in his sixtieth year, of Sir George Newnes, which occurred on June 9th, at Lynton. Sir George was the founder of *Tit-Bits*, which started a new class of journalism. The first number was published in Manchester, but the offices were soon removed to London, owing to the immense circulation of the paper. Among other publications launched by Sir George may be mentioned the following:—*Review of Reviews*, *Strand Magazine*, *Daily Courier*, *Wide World Magazine*, the *Million*, and the *Westminster Gazette*. He represented Newmarket as a Liberal from 1885 to 1895, and Swansea Town from 1900 until the last General Election. He presented a Public Library to Putney, and he gave Lynton its beautiful Town Hall.

We also regret to have to announce the death of Mr. W. H. Page, joint founder with the late Mr. R. T. Pratt, of Messrs. Page and Pratt, Ltd., which occurred on June 3rd, at St. Peter's Hospital, following upon a serious operation of the bladder.

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If rumour is correct, Mr. Harold Harmsworth has resigned his directorship of the Associated Newspapers, Ltd. He is the proprietor of the *Glasgow Daily Record*, and is interested in the *Leeds Mercury*.

The will of Mr. W. H. Tilling, Printer, of Great Dover Street, S.E., shows an estate valued at £13,369 gross; that of Mr. S. L. Clemens ("Mark Twain") is estimated, apart from the literary assets, at £36,000; and that of Mr. T. Summerbell, ex-M.P. for Sunderland, and for seventeen years associated with the Typographical Association, at £1,574 gross, with net personalty of £975.

The Institute of Journalists will hold their twenty-third Annual Conference in London, next December, under the chairmanship of Mr. R. Donald, of the *Daily Chronicle*.

At last the animated newspaper has arrived. Under the title of the *Animated Gazette*, the well-known firm of cinematograph film makers, Pathe Freres, are issuing weekly films of topical interest, the idea being for this film to be a fixture at every picture theatre throughout the country. Films of topical interest are by no means new, but hitherto the makers have worked spasmodically, as items of more than ordinary interest have come along, e.g., The Grand National, Derby, Boat Race, etc. Messrs. Pathe Freres have gone a stage further by publishing the most interesting events of *each week*.

At a meeting of the Liverpool Centre of the Printers' Managers' and Overseers' Association, an interesting discussion took place with regard to what should be the number of sheets to the ream. The feeling of the meeting was taken as to whether 480, 500, 504, or 516 sheets were preferred, the vote resulting that 504 sheets should be made a printers' ream.

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AN INDEX to a few of the things in which we can assist you. Your enquiries are invited for samples, estimates and other information for these or similar items.

Designing, Drawing on Stone or Aluminium or Zinc Plates, Transfer Writing, etc.; Labels for Canned Fruits and Provisions; General Lithography; Letterpress Posters; Advertising Transparencies (self-adhesive); Line, Half-Tone and Tri-Color Blocks; Three-Color Printing; Photo Lithography; Pocket Calendars; Leaflets and Date Blocks; Perpetual Daily Date Cards with Rims; Award Certificates (floral and ornamental); Zenith Decorative Transparencies (self-adhesive); Pictorial Posters and Window Bills; "In Memoriam" Cards (single folding and framing); Bordered Posters; Bordered Cards; Ruled Blanks for Invoices; Billheads, etc.; Patriotic Posters, Cards and Circulars.

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THE TRADE COLOR PRINTERS.

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PRACTICAL NOTES

The Chemical Aspect of Printing.

MR. HENRY A. MADDON contributes a practical article on this subject to the *Caxton Magazine*. He says: The introduction of elementary science as an important part of the curriculum of our secondary schools has opened out wide possibilities to the younger generation. It will be my endeavour to show how really valuable would be a knowledge of chemistry to those engaged in any one branch of the printing art. Allied to chemistry are, of course, physics and mathematics, but these latter are only auxiliary to the former as regards useful application to printing. Of particular importance is the subject to paper, lithography, and electrotyping, and in a somewhat less degree to the machine, composing, and stereo rooms. The knowledge usually possessed by the majority of paper handlers consists of the experience gained from such properties of the material as feel, tear, rattle and general appearance. From these factors a fair idea may be formed of the particular apparent value of certain papers. The chemistry of paper may be divided into three classes, namely: Cellulose chemistry, chemistry of manufacture, and chemistry of testing. The study of cellulose is out of the printer's province, and may be left in the hands of the numerous scientists who are actively engaged in its research. Suffice for our purpose to say that cellulose is the prototype of pure paper, and is the basis of all paper manufacture. The various processes in producing pulp are entirely dependant upon applied chemistry, and in order of manufacture we have: boiling, bleaching, sizing and dyeing. Each process is a chemical reaction, and throughout each and every stage of operations chemical reactions may occur when unusual conditions are introduced—such as raising of temperature, presence of impurity, either from the raw material itself, or from foreign substances, such as specks of iron from the heater or stuff-chests. Injurious matter is sometimes contained in the water, and residues of bleach or acid may be left in the pulp, whilst on the machine itself chemical reactions sometimes occur between the wire of the wet end and residues of acid.

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Reams.	Ref. No.	Weight.	Colour.	Size.	Sheets.
18	291	24	Pink	Medium	480
26	196	25	Buff	—	—
5	1759	29	Blue	—	—
20	107	32	Orange	—	516
4	1754	50	Blue	—	480
13	195	18	Silurian	Post	—
6	1649	42	Blue	Large Post	—
6	180	27	Fawn	Double Cap	516
3	1789	36	Buff	—	—
6	427	36	Mignonette	Royal	500
23	402	45	Blue	—	516
14	180	50	Dark Blue	—	516
20	107	52	Yellow	Double Royal	504

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90	Gross, 2 Sheet	Royal	3/9 per Gross
140	" 3	" "	4/3 " "
70	" 4	" "	5/6 " "
90	" 5	" "	6/3 " "
60	" 6	" "	7/6 " "

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More interesting to printers is the actual testing of the finished product. Almost all the important tests are chemical, although there are various physical determinations represented by folding strength, breaking strain, elasticity, absorptive power, etc. The identification of fibres is a fascinating study, greatly aided by chemical reagents, whereby the fibres from various sources are differently coloured. The immediate matters of importance whereby a paper may be adjudged of permanent value depend entirely upon the chemical constituents of the material. The presence of deleterious matter is determined by chemical methods aided by the microscope. The nature and amount of loading (*i.e.*, clay in a refined state), also the identification and determination of amounts of size, starch, etc., are all ascertained by chemistry.

In the composing room itself chemistry plays a somewhat insignificant part. There is very little prospect of any chemical equation being worked out to express the changes which take place there. Occasionally we have a case of lead poisoning, which is a chemical reaction with a vengeance. Another chemical aspect of the composing room is the analysis of type metal by gravimetric methods, whereby faulty material may be detected. The wear of the type may be affected, adversely or otherwise, by such factors as brittleness, toughness, tenacity, hardness, or softness. These properties are entirely dependant upon the proportions of the constituents of the alloy. Adulterants such as old type metal, stereo metal, etc., containing impurity, are sometimes introduced to cheapen type. The analysis and determination of the proportions of the constituents of type metal requires much practice, but is an extremely important subject, considering the cost of type and its depreciation. The reactions which are likely or liable to occur between type and inks are of more immediate concern to the machineman. Every ink is a chemical product, and, moreover, is often a very complex substance. Coloured inks in particular, are more likely to combine in some slight degree with type metal. Fortunately the conditions which exist in the contact between type metal and ink are not favourable to chemical combination. Such factors as heat and water are absent, whilst typefounders produce the most resistant alloy possible for printing from without interaction. Still, there is a possibility of chemical activity occurring between type metal and certain sensitive inks. The study of inks is a branch of organic and inorganic chemistry, which should be of extreme interest to the thoroughly efficient machineman. The introduction of coal-tar colours renders the study much more complicated.

(To be continued.)

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WHAT OTHERS ARE DOING

ALTHOUGH the last report of Messrs. Hazell, Watson & Viney, Ltd., is not quite as good as the previous one, it is nevertheless very satisfactory. The profit, after allowing for all expenses, debenture and preference interest, etc., is £13,453, or £1,600 less than in 1908-9. The ordinary dividend, at the rate of 10 per cent. per annum is maintained, which is the rate that has been paid for the past six years. £1,500 is carried to reserve, which now stands at £33,000. The Directors of *London Opinion* recommend a dividend of 100 per cent. for the year ended March 31st last. At the half-yearly meeting of the Co-operative Printing Society, Ltd., held at Manchester, it was announced that the sales for the half-year amounted to £44,383, and the profit amounted to £3,021. It appears there has been a slight falling off in the Newcastle and London branches. The profit was distributed as follows: Dividend on share capital at 5 per cent. per annum, £556; bonus on share capital at 2½ %, £278; dividend on trade, £537; bonus to employees, £379; depreciation, £552. The report of the Associated Newspapers, Ltd., for the year ended March 31st last, states that the profits for the year, after making ample provision for depreciation of plant, machinery, buildings, etc., amounts to £162,330 as against £160,394 for the previous year. After providing for payment of the dividends due on the preference and ordinary shares and paying an interim dividend on the deferred shares at the rate of 8 per cent. per annum, there is a balance of £72,940, which, with the £43,827 brought forward, leaves £116,768. Instead of declaring an interim dividend on the deferred shares, the directors have decided to transfer £60,000 to the reserve account in place of the £20,000 to be provided for in accordance with the terms of the articles of association, and to pay a final dividend at the rate of 12 per cent. per annum on the deferred shares, making, as in previous years, 10 per cent. per annum for the year. The reserve account now stands at £140,000 and a sum of £26,768 will be carried forward.

The distinction of being the oldest working printer living, says the *Stationery World*, is claimed for Mr. Henry Simpson, of Whitehaven, who has now entered on his ninety-second year.

Valuations.

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Mr. Justice Neville recently gave as his decision in the High Courts of Justice that Messrs. W. H. Smith & Son had not caused an obstruction to public traffic opposite their premises in the Strand. The Westminster City Council brought an action against the firm, alleging that when the Strand was widened some years ago, at a cost of half-a-million sterling, Messrs. Smith, by allowing their vans to assemble in front of their premises, permanently appropriated some 14 feet of the roadway the whole length of their premises, converting this portion of the Strand into a yard of their own. As already mentioned, his lordship held that the defendants had not been guilty of a use of the road in excess of what was reasonably necessary for the conduct of their business, and dismissed the action with costs.

* * *

At a recent meeting of the London County Council it was recommended that tenders should be invited for the printing contracts which will shortly expire. The committee reported as follows:—

"There are at present three principal contracts for printing, ranging in annual value from about £6,000 to £17,500, and of a total annual value of about £33,500. Two of these contracts have been in existence since November, 1904, the third since February, 1907, and all three may now be terminated at six months' notice given at any time. In addition to these contracts there are ten other contracts or arrangements, three for parliamentary printing and seven for other special printing or lithography work. The total annual value of these ten contracts or arrangements is about £3,500. Three of them will expire shortly, the others on various dates up to November, 1912.

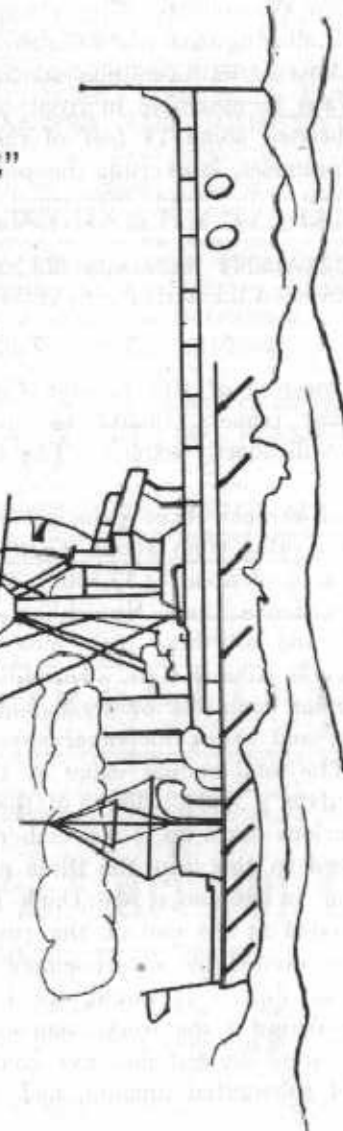
"Having regard to the time the three principal printing contracts have been in existence, we think it advisable that they should be terminated at the end of the present year, and that tenders should be invited by advertisement for the execution of the work after that date. It would, we think, lead to greater competition in tendering if the work comprised in the three contracts in question were divided into five contracts, each of which would still be of substantial amount, and we propose that this should be done.

"We also propose that two of the smaller contracts for special printing work, which are about to expire, should be merged in one of the large contracts. The contracts for parliamentary printing can advantageously be combined in October, 1910, on the expiry of the existing contracts, and it will also be possible to

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WITH
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and
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combine two typo-lithography contracts in one contract at the beginning of next year.

* * *

The receipts of the Printers' Pension, Almshouse, and Orphan Asylum Corporation for the past year amount to over £18,000, which is £5,000 in excess of the previous year. The number of pensioners is 458, and in the Almshouses there are 32 old people. At the dinner held at the Connaught Rooms, Sir G. Wyatt Truscott presiding, the contributions amounted to £6,326.

* * *

Mr. R. H. H. Baird, chairman of the Belfast Master Printers' Association made some strong remarks at the annual meeting of the Linotype Users' Association, on the subject of the demand for a forty-eight hour week. He said that Mr. Bowerman, M.P., and Mr. Kelley had called on Major Vane Stow and Mr. Taylor Thomlinson, the secretaries, and said the men must have a decided answer without delay as to what employing printers are going to do with regard to their demand that the hours of work in the printing trade shall be reduced to forty-eight per week throughout the country. They had had a reply to the effect that the matter could not be further considered by the council of the Master Printers' Federation until it was submitted to the members at the annual meeting, which would be held in June at Newcastle. Messrs. Bowerman and Kelley in reply said that the men will not wait any longer, and that they must report to their administrative council by the end of May. The men made large demands, and had the idea that by making these demands the employers must give something. "With regard to the question generally, I cannot see for the life of me how the Master Printers' Federation and the Linotype Users' Association could grant this reduction of hours, generally speaking, from 52½ to 48. In towns where 52½ are worked, we figured it out: on the wages list it would mean an increase of wages of 10 per cent., and with the general charges 17½ per cent. That additional cost on work, with prices cut as they are, would be ruinous in many places, for there is very small hope of getting the price increased. Then again the T.A., for instance, cannot control their own branches. There is great irregularity of hours throughout the country. In some places in the South-West of England the recognised rate of pay is about 25s. for a week of 54 hours, yet these are T.A. branches; and we think it will be time enough for the T.A. to ask for a reduction of hours, say from 52½ to 50 or 48, when they bring the branches under their control from 56 and 54 down to 52½. I hold the question is so great that it would be impossible for us to concede the request of the men."

Miscellaneous Advertisements

Including Situations Vacant and Wanted; Businesses and Goods for Sale and Wanted to Purchase; Partnerships; Premises to Let and Wanted, etc.

Announcements from our customers to appear in this column are inserted free of charge, but they must be received by the 15th of the month, to appear in the following month's issue. Replies may be addressed to R. T. TANNER & Co., Ltd., when they will be forwarded to Advertisers.

SECOND-HAND RULING MACHINE (with stalks) cheap for cash.—"E.A." c/o R. T. TANNER & Co., LTD.

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PRINTERS, ETC.—Assistant Manager, or Overseer of Machine Room, Expert process, colour, half-tone and general printer.—Alfred, 23 Larkboro Road, Sydenham, S.E.

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