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Tanner's Trade Circular

PROMPTNESS.



NE of our leaders in the commercial world on an important occasion attributed his success in life to punetuality and promptness. They are nearly synonymous terms, and are unquestionably important qualifications which should be possessed by all those who are responsible for modern business undertakings. Punctuality

should be inculcated in the employees by the employers themselves adhering to the rules which are made in the interests of all. Promptness in ascertaining the potentialities of any deal is an admirable qualification, as are promptness in paying

accounts, and promptness in making deliveries.

It is to the latter to which we wish to draw attention in the present article. It cannot be denied that from one point of view at least printers are not in the same position as they were before the war. We refer particularly to the question of stocks. Eight years ago the price of paper was almost standardised-in any case it did not fluctuate to any considerable extent-and printers would keep in stock supplies of varying grades to suit their requirements. The war has changed all this. Probably no commodity during the past few years has been so gravely affected, in regard to price, as paper, and to-day it is unquestionably a falling market. Consequently the printer connot afford to take the risk of large stocks; he has to buy from hand to mouth, and estimate his job on the prevailing prices of the moment.

Under these circumstances he buys consignments which are just sufficient to meet particular requirements, and these he wants quickly, and with some guarantee that he will not be disappointed in delivery. Realising the situation we have added considerably to our number of delivery vans and have entirely discarded horse-drawn vehicles. By this means we cover the metropolitan area very quickly, and it allows us to deliver at the London railway termini for desputch of parcels to our provincial friends. We give on page 73 of this issue an illustration of our fleet of delivery vans and motors, from which it will be seen that we have spared no expense in pro-

viding an effective service.

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



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BEST GRAINED COW-HIDE English Frames and Locks, :: Handsewn throughout.

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

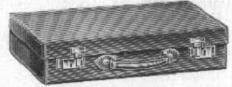
Price 2/0 per in

Fitted with Stationery Pockets and Pad in lid

Price from 1/6 per in

Pitted with sussetted Pocket, and Flap with automatic catch.

Pricefrom 2/0 per in



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

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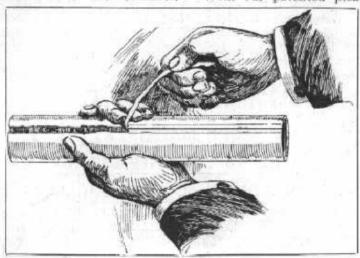
Apply to the Manufacturers :

R. T. Tanner & Co. Ltd.

Our Monthly Review

PATENT WRAPPERS

HERE may be still some of our readers who have not heard of our Patent Pleated Postal Wrappers. They are, however, used by all the leading journals, and we have no hesitation in saying that they should be so used universally. Everyone has experienced the annoyance of attempting to open a tightly wrapped roll encased in an ordinary wrapper. It is difficult enough to insert a knife, and when one does so it invariably leads to a mutilation of the contents. With our patented pleated



wrapper, all this annoyance is done away with, for the contents of a packet so wrapped cannot be damaged on opening. The accompanying illustration is self-explanatory. All you have to do to open the packet is to pull the pleat from either end. Send us your requirements, when samples and prices will follow immediately.

A copy of this Trade Circular WILL BE SENT MONTHLY GRATIS AND POST FREE TO ANY PRINTER IN THE BRITISH ISLES

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and

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TE have seen "The Master Printers' Annual and Typegraphical Year Book" for 1921, and it is a volume of valuable and interesting information which will be found of immense service to printers throughout the country. It is edited by R. A. Austen-Leigh and G. T. MEYNELL, and published by Spottiswoode, Ballan-TYNE & Co., LTD., the price being 12s. 6d. In the whole of the 500 pages there is nothing but useful information, the series of tables for printers and stationers at the end of the volume being particularly complete. The full list of contents is as follows: - Calendar, 1921; Review of the Year; The Joint Industrial Council of the Printing and Allied Trades: The Federation of Master Printers; The Linotype Users' Association; The Monotype Users' Association; Index of Towns represented in the Alliances; The Alliances; Agreements; Directory of Kindred Associations; Directory of Trade Unions; Foreign Associations: Charities: Legal-Printers' Law; Who's Who in the Printing Trade; together with Miscellaneous Information of every description.

During the first nine months of last year the total imports of paper and paper goods into Russia amounted to 15,398 tons, which was equivalent to 2.6 per cent, of the total imports.

Mr. C. R. Rivington, master of the Stationers' Company, recently unveiled the War Memorial at the Stationers' Company's School, Harringay. It took the form of an organ, erected in a special gallery at the end of the school hall. The names of 154 old boys, who made the supreme sacrifice, are already inscribed in the panels, but space is left for other names to be added later, as the necessary information is forthcoming.

We have received several congratulatory messages from our readers in connection with the cover of our last issue, which was designed by Lewis Garrett, the youngest son of our managing director. One well-known art printer says:— "It is just the sort of work one wants." 

## BLOCKS!!

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Thames Engraving Co

The text pages of this issue of our Trade Journal are printed on No. 309 Imitation Art, 60 lb. D. Demy. We stock this paper in all the usual weights and sizes, and will be pleased to forward full particulars and price to our readers on application.

According to the special commercial issue of *The Manchester Guardian*, there is a little more life in the paper market, and the general feeling among stationers and paper-makers is that business is definitely better, if only on a moderate scale. This opinion quite coincides with our own views on the matter.

A resolution was passed at a recent meeting of the Institute of Journalists as follows:—"That the London District Committee desires to express its agreement with the action taken by the Council on the question of fusion, and is of opinion that no steps should be taken which are likely to lead to the loss of the distinctive character of the Institute as a professional organisation."

In connection with the Printers' Pension Corporation there are 780 aged printers and widows of printers receiving pensions, at an annual cost of £18,750. Over 1,200 orphan children of printers killed in the war are receiving grants amounting to £12,000 per annum, and there are 2,000 recipients of benefits at a total cost of £32,000 per annum. Δ very excellent record for our premier trade charity.

This reminds us that the annual report of the Caxton Convalescent Home, Limpsfield, shows a total income of £3,114 7s. 10d., an increase of nearly £350 on the previous year. The opening of the Printing Trades' War Mcmorial Wing was the event of the year. Erected at a cost of £8,000, of which £6,000 has been subscribed, there remains a balance of £2,000 to be raised. Donations are invited towards this very deserving object. At the annual meeting Mr. C. J. Drummond, J.P., was re-elected president, and the Rr. Hon. C. W. Bowerman, M.P., was re-elected treasurer.

Students' Night and Entertainment of the St. Bride Foundation Printing School will be held on Friday, May 5th, 1922, at 6.45 p.m., in the Large Hall of the Institute. The entertainment will be given entirely by the students, and pianoforte selections will take place between 6.0 and 6.45 p.m. Examples of students' work produced during the session will be on view in the small hall from 6.0 p.m. Past and present students are cordially welcomed.

Tanner's Trade Circular

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SUBJECT TO MARKET FLUCTUATIONS

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SUBSTANCE OF 14 LB LARGE POST IN TWO SIZES

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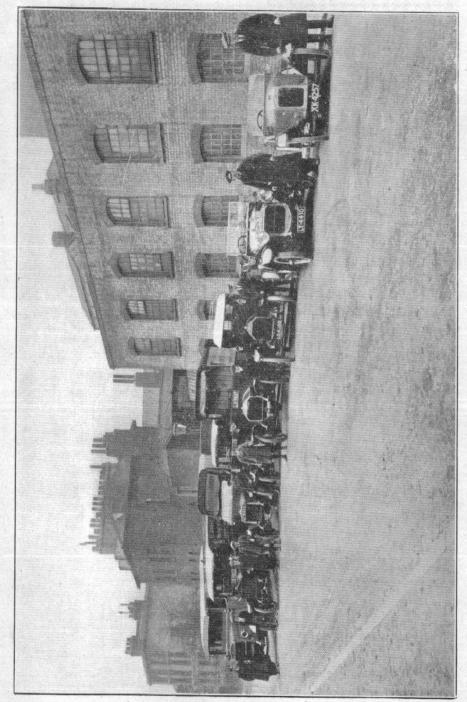
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## R. T. Tanner & Co Ltd

DORSET STREET :: LONDON, E.C.4



Page Seventy-three

## Special Clearance Lines of Envelopes.

|        |                   |       | -     |                                                                                        |   | per | 1000 |
|--------|-------------------|-------|-------|----------------------------------------------------------------------------------------|---|-----|------|
| 20,000 | 139W/6s Cream I   | Laid  | -     | $54 \times 81$                                                                         |   | 4   | 0    |
| 90,000 | 198/7/s "         | 31    |       | $5\frac{\pi}{4} \times 3\frac{1}{2}$                                                   | 4 | 5   | 0    |
| 80,000 | 272/74s ,,        | 33    |       | $5\frac{3}{4} \times 8\frac{1}{2}$                                                     |   | 6   | 6    |
| 50,000 | 130/8s ,,         | 11    |       | $5\frac{1}{4} \times 8\frac{1}{4}$                                                     |   | 4   | 6    |
| 70,000 | 139/8s            | 23    | -     | $5\frac{1}{4} \times 3\frac{3}{4}$                                                     |   | 5   | 6    |
| 35,000 | 8 Hand Made L     | oan   |       | $6 \times 3\frac{1}{2}$                                                                |   | 12  | 6    |
| 12,000 | 189/Cream Laid    | -     | *     | $61 \times 5$                                                                          |   | 8   | 6    |
| 25,000 | 139 Cream Laid,   | Court | 5 Svo | 4\\ \8\\ 8\\\                                                                          |   | 5   | 0    |
| 15,000 | Thick Cartridge   | . 0   |       | $9 \times 4$                                                                           |   | 13  | 6    |
| 10,000 | 262/Cartridge     |       | -     | $10\frac{1}{2} \times 4\frac{1}{2}$                                                    |   | 12  | 6    |
| 15,000 | 262/Cartridge     |       | -3    | $11 \times 5$                                                                          | - | 13  | 6    |
| 70,000 | 859/7½s Manilla   |       | -     | $5\frac{3}{4} \times 8\frac{1}{2}$                                                     |   | 3   | 9    |
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| 50,000 | Kraft Bags        | -     | 2     | $6 \times 4$                                                                           | - | 4   | 6    |
| 11,000 | Casing -          |       |       | $7\frac{1}{2} \times 5$                                                                |   | 8   | 0    |
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| 85,000 | 859 ,,            |       | *     | $9 \times 4$                                                                           | * | 6   | 0    |
| 20,000 | 859               |       |       | 9×6                                                                                    |   | 9   | 6    |
| 23,000 | 285 ,,            | 9 3   |       | 10×8                                                                                   |   | 13  | 6    |
| 7,000  | 285 ,,            | -     |       | $11 \times 8$                                                                          | 3 | 15  | 6    |
| 10,000 | 859 ,,            |       |       | $10\frac{1}{4} \times 4\frac{1}{4}$                                                    |   | 8   | 6    |
| 6,000  | 285               |       | -     | 11×9                                                                                   | - | 20  | 0    |
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| 80,000 | Salisbury 6s Azur | re La | id    | $5\frac{3}{8} \times 3\frac{1}{8}$                                                     |   | 5   | 0    |
| 30,000 | , L. 8vo          | 22    |       | 51×41                                                                                  | * | 6   | 6    |
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### R. T. TANNER & CO., LTD.,

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

The Committee of the L.S.C. in their annual report state that never before in the history of the Society has unemployment been so widespread or so persistent as during 1921. During the year the membership showed a drop of 380, making the total membership 15,120. Next year the Society will reach its seventy-fifth anniversary, and the occasion is to be marked by something big. One proposal is the establishment of a home for consumptive members, on the lines of the one established at Colorado Springs, U.S.A., by the International Typographical Union.

Are you requiring any leather goods? If so, let us have an opportunity of submitting an estimate. No matter what the requirement may be, our works are in a position to deal effectively with it. Our stock lines of leather goods, including purses, bags, cases, trunks, etc., is now very exhaustive, and our prices and quality are "right."

SIR W. A. WATERLOW, K.B.E., a great nephew of SIR SYDNEY H. WATERLOW, has been elected, unopposed, Alderman of the Cornhill Ward, which he has represented in the Common Council since 1914. He is joint managing director of MESSRS. WATERLOW & SONS, LTD., and was educated at Marlborough.

The will of Mr. J. E. Bennett, managing director of Cockayne & Co., Ltd., printers, Walworth Road, S.E., shows an estate valued at £17,961.

Berlin now has a daily paper printed in English. It is the Daily Berlin American. It is intended for inhabitants in Berlin who are unable to read German, and unwilling to pay ten to twenty marks for a London paper, which is two days old when it arrives. The price is five marks a copy—about eight times more than any other Berlin daily.

The total number of stamps printed annually by the Post Office is 4,800,000,000. The advertisements which are to appear on the back of stamps will be carried out in old style caps, and the ink, which will be guaranteed harmless, will be of the same colour as the stamps.

The offices of the Caxton Magazine have been removed from Whitefriars Street to Avenue Chambers, Southampton Row, W.C., the telephone number being Museum 7743.

SIR ADOLPH TUCK has written a very convincing letter to the editor of *The Daily Telegraph* in connection with the Post Office surplus, particularly with regard to the effect of the

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

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

We also undertake every kind of COLOR PRINTING, as SHOWCARDS, LABELS, WRAPPERS, COLORED SUPPLEMENTS, MAGAZINE INSETS, CHILDREN'S PICTURE BOOKS, PICTURE POST CARDS, VIEW BOOKS, etc.

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

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## S. THE TRADE

Telephone: 24396.

Wires: "Almanac," Leeds.

increased charges on the postcard industry. He save:-"We have it on the most incontestable evidence, namely, the heavy decline of the British picture postcard industry from the day, June 13, 1921, the increase in the postage of picture postcards from 1d. to 11d, took effect, that the prediction I made to the Postmaster-General when heading the deputation to him the previous month, that 'if he persisted in the threatened increase the use of picture postcards by the public would at once be decreased by 50 per cent, or more,' has been more than verified.

" The French postal authorities, who had made the same blunder, with the same result, by last year raising the postage on picture postcards to 20 centimes, reversed its decision three weeks ago, when the Senate confirmed the bill for the modification of postal charges, which had been passed by the Chamber of Deputies, and by which the postage on picture postcards, without any restrictions as to correspondence, was reduced to 10 centimes. This is considerably below a 4d, at the present exchange and buying value of the franc. The object, as admitted by the Government, was to resuscitate the French picture postcard industry, which had shown a serious falling off during the period of the higher rate of postage.

"With all the foregoing indisputable facts before the Chancellor of the Exchequer, it would be clearly doing an injustice to his intelligence in assuming for a moment that he will not show the same consideration to the British picture postcard industry.

Messes. Pitfield & Stead, Bolton, were summoned, says The Printers' Register, under the Newspaper, Printers, &c., Act, 1869, for a breach of the enactment which provides that every person printing any paper or book meant to be published or dispersed shall print on the front of such paper, or on the first or last leaf, his or her name and usual place of abode or business. The penalty for not so doing is a sum not exceeding £5 for every copy printed. The work done was sweepstake Mr. Pittell said, in reply to the charge, "We printers don't seem to know really where we should have our imprint." They were given to understand it ought to be on every job, but he had never seen it on a business card, and lots of bill-heads and circulars were without. The only thing his firm had recognised had been election work and public notices. The Master Printers' Federation had been notified of the affair, and they were going to ascertain what they really ought to have in the way of imprints.

## Die-Stamping.

WE HAVE THE MOST MODERN
MACHINERY FOR PLAIN,
COLOUR OR GOLD RELIEF
STAMPING. ESTIMATES FOR ALL
CLASSES of WORK ON APPLICATION

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## Gilding.

IT CANNOT BE DENIED THAT :: PRINTERS are AGAIN BEING ASKED FOR GILT EDGE CARDS. :: THE CARD ENCLOSED WITH THIS ISSUE SHOWS FOUR STYLES OF EDGE AND MAY BE OF SERVICE TO YOU, PROMPT ATTENTION GIVEN TO ALL ENQUIRIES.

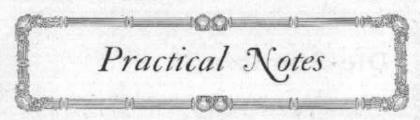
## Rotary Cutting.

WE WOULD RESPECTFULLY RE-MIND OUR READERS, IN MAKING UP FORME OR STONE, THAT WHEN PRINTED CARDS ARE WANTED TO BE ROTARY CUT, MAKE OUT AND OUT TO SIZE REQUIRED WITH TRIM ON all FOUR EDGES. SINGLE KNIFE ROTARY CUTTING is not SUCCESSFUL

## R. T. Tanner & Co. Ltd

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*** 

DORSET ST., SALISBURY SQUARE LONDON E.C.4 :: "Celephone CITY 7054 (3 lines) WORKS : HUTTON STREET PRIMROSE HILL LONDON E.C.4



#### PRINTING WITHOUT TYPE.



S it news that in 1918 a periodical was printed in New York City without type, by the use of the Planograph machine, an apparatus in which a swiftly revolving wheel printed one letter at a time, making an original proof or print which was reproduced photographically upon zine for printing?

"Is it news that the 'Bawtree Type Composing Machine,' by utilising a guiding ribbon similar to that for a monotype, produces 'copy' for the photo-engravers, photo-lithographers and photogravure printers without having to set up type or pull transfers? It is based on a step-and-repeat principle, the alphabet being on a circular glass plate which is revolved by a ratchet action bringing the desired letter or character into position for photographing. This machine was on exhibition in London this year, and improvements on it are in progress.

" Is it news that a page can be reproduced by photography without a camera? This is by the so-called 'Manul' process, which consists of preparing a glass plate with a thin and highly transparent coating which is sensitive to light. This plate, when dried, is placed with its sensitive coating in contact with any printed matter it is desired to reproduce. The plate and copy are pressed into intimate contact in a vacuum frame and then exposed to are light. The result is that the white surface of the paper reflects the light back through the plate, whilst the black ink of the printed matter reflects no light. When developed the result is a negative image. The ground corresponding to the white paper will then be in hardened gelatin, but, having no opacity, it is necessary to stain the gelatin with a non-actinic dye (say a bright red) so as to obstruct the light, which stained negative is then suitable for printing down on zinc, aluminium or other metal, direct, or for making transfer on photo-lithographic paper. Now consider a combination of the 'Bawtree' process with the ' Manul,' and see if there is not a chance that the next generation may be relieved from all typesetting?"

> W. R. Colton in The Bulletin of the United Typothetæ of America.

### Miscellaneous Advertisements

\$\$\$\$\\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

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

Amnouncements from our customers to appear in these columns are inverted 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. Tanner & Co., Led., when they will be forwarded to Advertises.

Product a Manuard Buyer, now engaged as Printer's Works Manuager is years with fine record of achievement, recognised amboring as Printing and allied amboring as Printing and allied amboring to connect with organisation where broad knowledge of Printing, Engraving, Commercial Art, and ability to bur advantageously—with creative ability, initiative and defiring energy—may be brought into play. Age 38. P.M. 2008. T. TAXKER & CO., LTD.

BOOKKEEFER, thoroughly experienced (later, L.A.A. Cartificate), capable of working to final highres, and take control staff—Ex. Service "G" co R. T. TAMBER & Co., 1:10.

Experienced Machine Minder desires change, can note change. Half-tone and three colour work, and quite conversant with the contine of a General lobbing Office. Good References.—XYZ, 188 High Street, Walthamstow E 17

YOUNG MAN, 22 Ex-Ser, seeks sit, as Prioter's Warwhouseman or Packer, -tc., 3 year's experience - J. Wincox, 15 Dragon Road, Camberwell, S 3:15

RONEO COPIER (No. 1) and Funch, second-hand, first rate condition, half the war price, 26 11 5, -Address "W" clo R. Tanness & Co. Lyo.

COMPOSITORS. Use the new Double-Sidest Side, arean adjunct on Your attick 20 post free. Pata my utick. Results will please you. Apply "Invention." 925. Clifton Road. Rugby.

MARRIED MAN wants simultan. 15 years as Experi Packer and Ware-housemen in the Paper and Station-ery Trade, 18 months as Furniture Packer, and 14 months as Grossys Packer, Good references.—A. J. Grunnyonass, S. Feutherstone Buildings, Holborn, W.C.1

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

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Page #Eighty

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