

CATALOGUE No.206
REVISED

all previous lists cancelled

adana

printing & thermograph machines and guillotines

Catalogues also available of Type, Blocks, Accessories
and Publications — and also Stationery and Cards

ADANA (Printing Machines) Limited

Head Office, Demonstrations and Counter Sales, Type Foundry, Mail Order and Despatch Departments

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FOREWORD TO 206

Although Adana have been manufacturing printing machines and accessories for almost half a century, sales have proved the Eight-Five machine to be our most popular model and we strongly recommend it for the beginner. It is without doubt the finest hand platen printing machine in the world and is universally used by printers, industry, educational establishments, hospitals, churches and organisations and the home printer.

To increase further the appeal and usefulness of the Eight-Five machine, we are now offering for the first time the ever popular Eight-Five in two versions—the basic machine for the purchaser with a limited capital—or the complete model, which incorporates an Automatic Ink Duct, Rider Roller, Impression Counter, etc. This complete or super version, if one likes to refer to it by this term, is our answer to the many requests from the more advanced Adana user or Printer who finds the need for the refinements now incorporated in this model, which despite all these “extras” we are still able to offer at a very modest figure.

The purchaser of a basic Eight-Five machine or user of an earlier model of this design, can obtain all of the additional fitments for their machine as they require them, thereby gradually converting a basic machine to the complete model. A list of all parts is available on page 12 of this catalogue. **Packing and Carriage charges can be saved if outfits and machine spares, Guillotine Blades, Thermographic compounds, etc., are ordered with the machine, as these can be included in the packing and carriage charges quoted for the machine.**

In this issue we are pleased to introduce a new hand-fed power-operated letterpress machine of unusual versatility, the P.71. This machine is an improved and redesigned version of the widely acclaimed TP/48, which has been marketed throughout the world for more than 20 years. Forward sales of the new model have already surpassed our expectations.

Standard composition rollers are supplied with each machine as listed. For some machines Polyurethane rollers are available at an additional cost (please refer to separate current price list). These rollers are substantially more expensive than composition rollers but are much more robust. They are much less sensitive to extremes of heat and humidity and with normal care should last at least three times as long as composition rollers.

PLEASE NOTE: Gray's Inn Road showrooms now close from 1.30 to 2.30 p.m. daily.

TERMS OF BUSINESS

- 1 All correspondence must be addressed to the firm, and not to individuals. **To avoid delays, all Mail should be sent to 15-19 Church Street, Twickenham, Middlesex, and not to our Gray's Inn Road showroom.** Please print your name and address in block letters on all orders and correspondence and quote your sales ledger reference, when possible.
- 2 Orders are not acknowledged. Separate receipts are sent for remittances of £2.00 and over if specially requested. Invoices are included with the order when despatched.
- 3 Goods with the exception of machines can be sent by post C.O.D. (if specifically requested) in Great Britain and Northern Ireland. No C.O.D. order is accepted for less than £1.00. Postal C.O.D. fees are payable in addition to the normal parcel post charge.
- 4 Unless orders are to be sent by postal C.O.D. service (see paragraph 3), full remittance must accompany all orders. Currency notes should be sent by registered post. All postal or money orders and cheques should be made payable to Adana (Printing Machines) Ltd., and crossed thus:

 & Co.

- 5 Packing and Carriage on Home Orders is extra.
These charges must be included with your remittance when ordering. Please refer to separate price list issued with this catalogue.
For customers wishing to collect goods from either our London or Twickenham showrooms against a cheque, a 5-day clearance is required. It is advisable to send your order with covering cheque at least 10 days prior to collection date.
Export Packing and Shipping charges at COST.
- 6 All goods leave our works properly packed. We cannot hold ourselves responsible for damage during transit. All packages should be signed for as "Unexamined" except when the packing arrives damaged or torn when it must be signed for as damaged or in the case of Parcel Post the damage pointed out to the postman. Claims for loss or damage to contents must be made immediately to the carriers by the recipient.
- 7 Letters which require an answer should be written on a separate sheet from your order and each sheet should bear your name and address. This enables our order and correspondence sections to deal with both matters simultaneously and avoid delay. Orders must be clearly made out with full details of each item required, preferably one item per line, in order to avoid any possibility of error.
When ordering, kindly quote Reference Number.
- 8 **Parcels sent to us must contain the sender's name and address inside and full instructions, otherwise we can accept no responsibility for such goods.**
- 9 Where a customer has a credit balance which he wishes to use for further purchases his Sales Ledger reference should be quoted and the last Invoice number, also if he has changed his address, his old address.
- 10 Products delivered may vary from catalogue description resulting from redesign.
- 11 **PRICES ARE SUBJECT TO REVISION WITHOUT NOTICE.**

The Adana Five-Three

—the little machine with the big performance—our junior model.

MO 110



5 years guarantee—
excluding rollers

inclusive of interior
chase, wood mount-
ing base and fully
illustrated instruc-
tion leaflets.

You can print . . .

Admission Tickets
Billheads and Statements
Business Cards
Business Headings
Calendars
Complimentary slips

Envelopes
Fixture Cards
Greeting Cards
Labels and Tags
Membership Cards
Menus

Postcards
Price Tickets
Private Stationery
Visiting Cards
Wedding Stationery
Whist Cards

SPECIFICATION

An all-metal machine fitted with a chase 5 in. × 3 in. (127 × 76 mm) inside, incorporating the bearing surface for the roller runners.

Two Composition Inking Rollers.

Gripper Mechanism.

Weight complete: 17 lb. (7.71 kg).

Overall size: 16 in. × 10 in. × 12 in. (406 × 254 × 305 mm).

Large diameter Ink Disc.
Adjustable Lay Gauge.

BASIC TYPE AND ACCESSORY OUTFIT

Type

One fount 14-pt. Times Bold 4A.
One fount 10-pt. Times New
Roman 5A 12a.
One fount 6-pt. Spartan No. 2, 8A.

Type Spacing

2 oz. (56.7 gm) 6-pt. Spaces.
4 oz. (113.2 gm) each 14 and 10-pt.
Spaces.
4 oz. (113.2 gm) each 14, 10 and
6-pt. Quads.

Tools

One 9 in. (229 mm) Composing
Stick.

One Plastic Galley.
One Pair Tweezers.
One 3 in. (76 mm) Hand Roller.

Accessories

One complete layout of Wood
Spacing Material.
Two 16½ in. (413 mm) lengths 1½-pt.
Spacing.
One 12 in. (305 mm) length 1½-pt.
Plain Brass Rule.
Three Wire Gauge Pins.
One tube No. 2 Black Ink.

Type Cases Two Adana 36-division.
DO 110

For current prices, please refer to separate price list issued with this catalogue
Deferred Terms Available—U.K. only

The Adana Eight-Five

—this is our most popular model and we strongly recommend it for the beginner
—the finest hand platen printing machine in the world—universally used by
printers, industry, educational establishments, hospitals, churches and
organisations and the home printer.



MO 120

inclusive of chase
and fully illustrated
instruction leaflets.

**5 years guarantee —
excluding rollers**

You can print . . .

all items printed on a FIVE-THREE and

Advertising Material
Award Certificates
Booklets
Business Stationery
Church Announcements
Circulars
Entry Forms
Gift Vouchers

Handbills
Hymn Sheets
Invoice Books
Leaflets
Lino and Wood Cuts
Lottery Tickets
Magazines
News Letters

Price Lists
Programmes
Receipt Forms
Rule Books
School Reports
Stock Cards
Time Sheets
Window Notices

. . . the scope is unlimited

SPECIFICATION

Designed and manufactured in our Engineering Division using the latest techniques in gravity and pressure die castings.

Smooth, rapid and easy in operation to give printing of the highest quality.

Chase—8 in. × 5 in. (203 × 127 mm) inside. Slip-in with automatic ball spring locking giving instantaneous rigidity and security.

Two Composition Inking Rollers.

Large diameter Ink Disc.

Duplex Roller Runners fitted with two diameters to allow for heavy or light contact with type face and to counteract atmospheric changes.

Adjustable double grippers with varying length fingers.

Fully adjustable lay gauge.

Impression controlled by standard printers 4-screw method. Screws easily accessible.

Weight complete: 33½ lb. (15.19 kg).

Overall size: 23 in. × 13 in. × 19 in. (584 × 330 × 483 mm).

FOR BASIC TYPE AND ACCESSORY OUTFIT, PLEASE SEE PAGE 4

For current prices, please refer to separate price list issued with this catalogue

Deferred Terms Available—U.K. only

The Adana Eight-Five (Complete)

The Eight-Five can be supplied with a range of equipment which makes it the finest and most versatile hand platen printing machine in the world.



MO 125

5 years guarantee —
excluding rollers

We offer a standard package consisting of the Eight-Five (Basic) described on the previous page, together with:

- Ink duct, which can be fully dismantled for cleaning.
- Rider Roller to improve inking when maximum area of print is required.
- Impression counter.
- Extra chase (standard size).
- Inner chase.
- A hardwood mounting board (base board).
- Plastic Cover.

BASIC TYPE AND ACCESSORY OUTFIT

Suitable for use with either Eight-Five Machine listed

Type

- One fount 24-pt. Times Bold 3A.
- One fount 12-pt. Times Bold 5A 12a.
- One fount 10-pt. Times New Roman 5A 24a.
- One fount 6-pt. Spartan No. 2 8A.

Type Spacing

- 4 oz. (113.2 gm) each 24, 12, 10 and 6-pt. Spaces.
- 4 oz. (113.2 gm) 6-pt. Quads.
- 8 oz. (226.4 gm) each 10 and 12-pt. Quads.

Tools

- One 9 in. (229 mm) Composing Stick.
- One Galley, 10 in. × 6 $\frac{3}{4}$ in. (254 × 171 mm).

One Mallet.

- One Planer.
- One Pair Tweezers.
- One 3 in. (76 mm) Hand Roller.
- Four Mechanical Quoins.
- One Quoin Key.

Accessories

- One complete layout of Wood Spacing material.
- Four 18 in. (457 mm) lengths 1 $\frac{1}{2}$ -pt. Spacing.
- One 24 in. (610 mm) length 1 $\frac{1}{2}$ -pt. Plain Brass Rule.
- Three Gauge Pins.
- One Tube No. 2 Black Ink.

Type Cases

- Four Adana 36-division.

DO 120

For current prices, please refer to separate price list issued with this catalogue

Deferred Terms Available—U.K. only

The Adana Quarto Horizontal Platen

—specially recommended where type area is more important than speed of output—
the ideal model for students of typography.

MO 130

inclusive of chase and fully
illustrated instruction book



5 years guarantee —
excluding rollers

SPECIFICATION

An all-metal quarto printing machine with inside chase $9\frac{3}{4}$ in. \times $7\frac{1}{4}$ in. (248 \times 184 mm).

Two Composition Inking Rollers.

Pressure adjustment on Handle.

Weight complete: 31 lb. (14.06 kg).

Overall size: $24\frac{1}{2}$ in. \times $12\frac{1}{4}$ in. \times 7 in. (622 \times 311 \times 178 mm).

Adjustable Platen.

Sliding Gripper Fingers.

BASIC TYPE AND ACCESSORY OUTFIT

Type

One fount 24-pt. Times Bold 3A 6a.

One fount 14-pt. Times Bold 4A 9a

One fount 10-pt. Times New Roman 10A 48a.

One fount 10-pt. Times Bold 5A 12a.

One fount 6-pt. Spartan No. 2 8A.

One fount 6-pt. Spartan No. 3 8A.

Type Spacing

4 oz. (113.2 gm) each 24, 14 and 6-pt. Spaces.

8 oz. (226.4 gm) 10-pt. Spaces.

4 oz. (113.2 gm) each 14 and 6-pt. Quads.

8 oz. (226.4 gm) 10-pt. Quads.

Tools

One 9 in. (229 mm) Composing Stick.

One 13 in. \times 8 in. (330 \times 203 mm) Galley.

One 3 in. (76 mm) Hand Roller.

One Mallet.

One Planer.

One Pair Tweezers.

Four Mechanical Quoins.

One Quoin Key.

Accessories

One Set Wood Spacing Material.

Three Wire Gauge Pins.

One Tube Black Ink.

One Tube Coloured Ink.

One 12 in. (305 mm) length $1\frac{1}{2}$ -pt. Plain Brass Rule.

One 12 in. (305 mm) length $1\frac{1}{2}$ -pt. Dotted Brass Rule.

Six $16\frac{1}{4}$ in. (413 mm) lengths $1\frac{1}{2}$ -pt. Spacing.

Type Cases

Six Adana 36-Division.

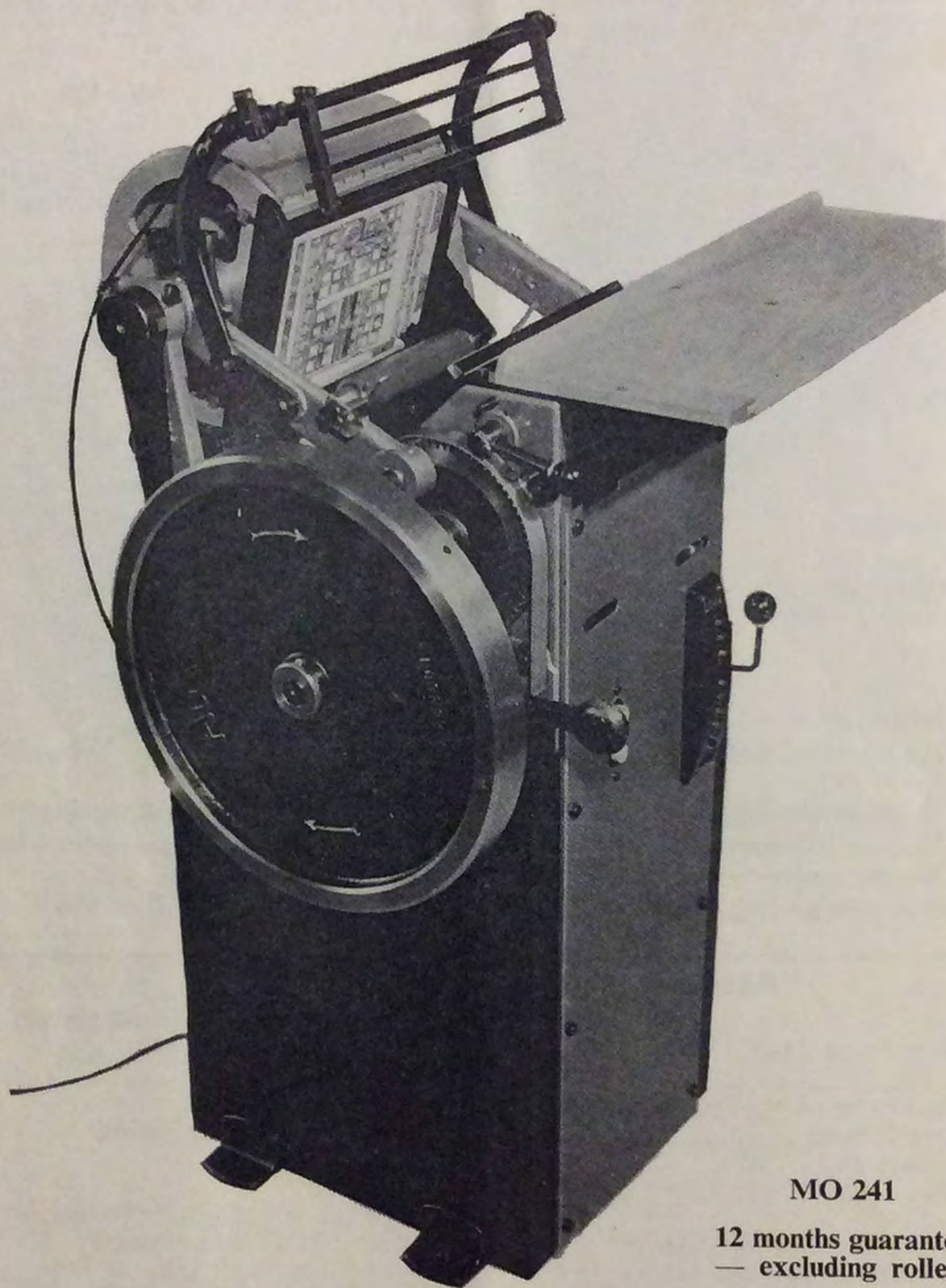
DO 130

For current prices, please refer to separate price list issued with this catalogue

Deferred Terms Available—U.K. only

The Adana P71

A new hand-fed power-operated letterpress machine of unusual versatility. Its low cost, reliability, and simplicity make it ideal for in-house print shops and jobbing printers.



MO 241

12 months guarantee
— excluding rollers

SPECIFICATION

Inside chase: 9½ in. × 7 in. (240 × 178 mm). Maximum paper width: 9 in. (228 mm), any length. Inking: ink duct, vibrator roller and three inking rollers. Speed: up to 1800 impressions per hour. Safety: automatic handguard. Power: ¼ h.p. motor (specify A.C. or D.C. voltage and whether single- or three-phase). Maintenance: occasional lubrication. Features: All normal features such as impression throw-off, adjustable lay-gauge, impression counter, adjustable roller bearers.

Supplied with the following equipment:

Two Chases; One Inner Chase; One Plastic Machine Cover;
Six Wire Gauge Pins; Essential Tools.

Weight complete: 303 lb. (138 kg).

Overall size: 30 in. × 28 in. × 48 in. (762 × 711 × 1220 mm).

For current prices, please refer to separate price list issued with this catalogue

Complete Printing Office suitable for the Adana P71

Type

- 10-pt. Times New Roman 20A 96a
- 6-pt. Times New Roman 10A 48a
- 24-pt. Times Bold 3A 6a
- 18-pt. Times Bold 3A 6a
- 12-pt. Times Bold 10A 24a
- 10-pt. Times Bold 10A 24a
- 6-pt. Times Bold 10A 24a
- 10-pt. Times Italic 5A 24a
- 24-pt. Imprint Shadow 3A 6a
- 14-pt. Imprint Shadow 4A 9a
- 6-pt. Spartan
 - Nos. 1, 2, 3 and 4 8A
- 12-pt. Spartan
 - Nos. 1, 2, 3 and 4 6A
- 18-pt. Light English Text 3A 6a
- 12-pt. Light English Text 5A 24a
- 24-pt. Palace Script 2A 8a
- 18-pt. Palace Script 3A 9a
- 14-pt. Palace Script 3A 12a
- 6-pt. Border No. 1856—12 in. (305 mm)
- 10-pt. Border No. 1833—12 in. (305 mm)
- Selection of Stars and Dots.
 - 6—24-pt.
- 1 fount 10-pt. References
- 1 fount 10-pt. Fractions, No. 1

Rule

- 1 fount 2-pt. Plain Metal Rule, R1
- 1 fount 3-pt. Rule, R30

Tools

- 1 12-in. (305 mm) Composing Stick
- 1 Mallet
- 1 Planer
- 1 4½ in. (114 mm) Hand Roller
- 1 Pair Tweezers
- 1 Bodkin
- 1 Galley, 13 in. × 8 in. (300 × 203 mm)
- 1 Lead Cutter

Accessories

- 1 Spare P71 Chase
- 1 fount Wood Spacing, 6–54 ems
- Ten Mechanical Quoins
- One Quoin Key
- 12 Wire Gauge Pins
- 12 each 16½ in. (413 mm) length, 1½ and 3-pt. Spacing
- 1 Tube Black Ink, No. 2
- 1 Tube each, Red, Blue, Green Inks

Type Cabinets

- 3 Adana Mark VI Type Cabinets, complete with 6 Cases each

Spaces and Quads

- ½ lb. (226.4 gm) 6-pt. Spaces
- 1 lb. (.45 kg) each, 10, 12, 14, 18, 24-pt. Spaces
- 1 lb. (.45 kg) 6-pt. Quads
- 2 lb. (.91 kg) each, 10, 12, 14, 18-pt. Quads
- 1 Set Quotations

DO 240

Deferred Terms Available—U.K. only

THERMOGRAPHY is a printing process where a special powder is applied to printed matter while the ink is still wet so as to adhere to the print. The printed material is then agitated to rid the unprinted surface of surplus powder. The material is then passed beneath a heater which acts on the powder adhering to the ink.

Thermographic powder is one having the property of fusing and swelling under heat treatment and drying off into a glossy mass giving a high relief effect. The powder is a resin-based composition available in three grain sizes—coarse for solids and bold typefaces, medium for the general run of work and fine for delicate work. The resinous powder is usually clear and colourless. Any selected colour is produced by using an ink of appropriate colour for the printing. Metallic thermographic powders are available containing metallic particles—the most common being gold or silver.

In order that this process can be successfully carried out it is essential that a film of powder should be made to cover evenly the entire printed area and also that the surplus powder should be removed from the un-inked portions as otherwise this would also become fused to the printed sheet when the latter is subjected to heat.

The Adana Thermograph — Mark II, is described on page 8.

THERMOGRAPHIC COMPOUNDS

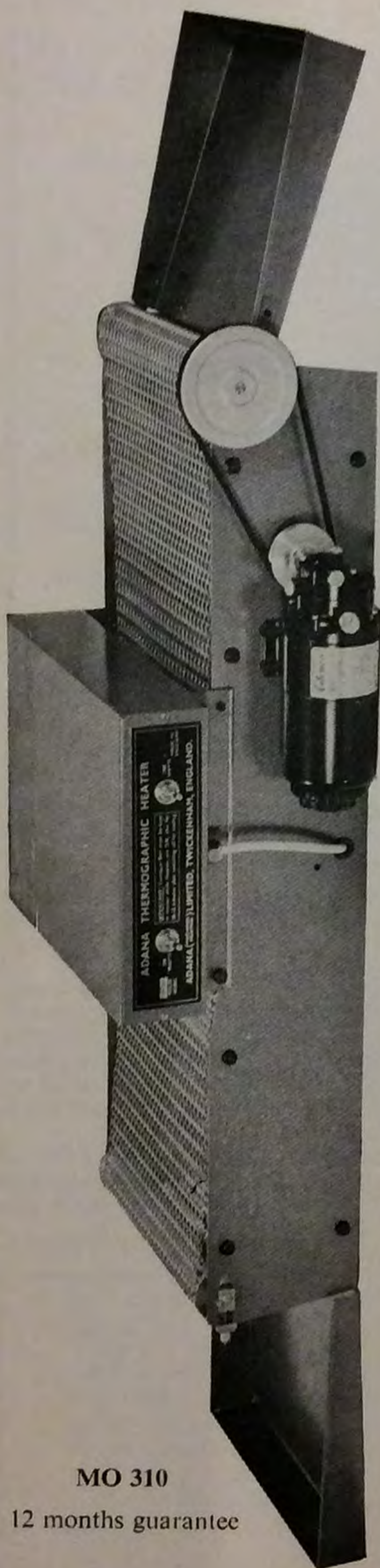
Neutral

- JO 678 Trial Outfit (any Grade)
- JO 679 Fine Grade, per ½ Kilo
- JO 680 Medium Grade per ½ Kilo
- JO 681 Coarse Grade, per ½ Kilo

Gold and Silver

- JO 682 Trial Outfit—Gold or Silver.
- JO 720 Special printing preparation
- JO 683 Gold, per ½ Kilo
- JO 684 Silver, per ½ Kilo

For current prices, please refer to separate price list issued with this catalogue



MO 310

12 months guarantee

The ADANA Mark II THERMOGRAPH

A thermograph requiring hand-powdering. It is very inexpensive and extremely flexible, with the ability to thermograph on either paper or card from the very smallest sizes up to the maximum dimensions which will pass through the machine. Our Adana Mark 2 is a particularly well tried machine, with many thousands in use all over the world.

The thermographic powder is applied simply by inserting the freshly printed sheet into a tray of the powder so that the printed parts are covered. On withdrawal from the tray the sheet is shaken so that powder drops from the dry parts back into the tray. The sheet is then placed on the conveyor belt which takes it under the heater.

SPECIFICATION

All metal construction.

The heater unit, which has three ten-inch (254 mm), 500 watt elements, can be raised or lowered to control the heat to which the material being processed is subjected.

Two switches to enable the heating to be varied at either 500, 1,000 or 1,500 watts to suit any type of work—from thin paper to thick card.

The variable speed electric motor is fitted with a knurled circular control allowing the speed to be regulated or varied instantaneously.

Motors are supplied for 230/250, 200/220 or 110 volts, A.C. Single-phase or D.C. current (please state voltage required when ordering).

The rate of movement of the woven mesh steel conveyor belt is infinitely variable 7 ft./min. to 15 ft./min. (2.2 m/min. to 4.6 m/min.). The belt is 11 inches (280 mm) wide.

The machine is supplied with one powder tray and one delivery tray.

Takes material up to 11 $\frac{3}{4}$ inches (298 mm) wide.

Maximum width of thermography 7 $\frac{1}{2}$ in. (190 mm).

Attractive hammer green and black finish.

The whole unit specially designed so that the trays, heater and motor can be placed inside the main body for ease in packing.

Weight complete: 48 lb. (22 kg). Packed in case: 84 lb. (38.10 kg).

Overall size: 58 in. \times 16 $\frac{1}{2}$ in. \times 10 $\frac{1}{2}$ in. (1473 \times 419 \times 267 mm).

For current prices, please refer to separate price list issued with this catalogue

Deferred Terms Available—U.K. only

The **SIMPLEX**

PORTABLE BINDING MACHINE

is simple, fast and permanent. It produces quality binding and padding at nominal costs; ideal for use in



Print Shops,
Schools, etc.
for the
production of:
Invoice Books
Receipt Books
Note Pads
Telephone Pads
Catalogues
Price Lists
Books
Booklets
Brochures
Padded Forms
Reports
Surveys
Promotion
Brochures, etc

The Simplex is a portable threadless binding machine, simple enough to be used by any junior, yet giving a professional quality finish to all binding and padding. It produces a flexible welded spine of great strength and permanence, up to 13½ in. (343 mm) in length and 3 in. (7.6 cm) thickness. Pages open completely flat. The Simplex gives equally good results with all types of paper, including air mail and coated papers, as well as board.

Spine binding is the lowest cost system and Simplex supplies are the lowest priced in this system. Why? Because they are manufactured in quantity in Britain for the book-binding and printing trade.

- MO 530** **SIMPLEX SUPER**, complete with two tables and clamping assemblies and infra-red welding unit as illustrated.
- MO 520** **SIMPLEX**, with one table and clamp.
- A 5201** Spare table and clamp assembly.
- A 5202** Infra-red welding unit.

Binding Material Prices on Application.

For current prices, please refer to separate price list issued with this catalogue

The Adana 12-inch (305 mm) Guillotine

—the lightweight answer to your cutting problem.



MO 410

complete with knife,
hand guard, cutting
stick, tools and
instruction leaflet.

12 months
guarantee
(excluding
knife
sharpening)

Invaluable for cutting to size jobs printed two or more up, trimming pads, mounts, cards, booklets, etc., cutting to required size work and turn jobs, trimming work to give bleed-off effect.

SPECIFICATION

A bench Guillotine extremely light in weight and action, of all-steel and aluminium construction, with black and green hammer finish. Specially designed for the small printer and embodying a safety feature allowing it to be locked in closed position to prevent unauthorised use. Also incorporating a new easy action Safety Guard to conform with official regulations.

The knife is easily removable and adjustable for resetting after grinding. Graduated inch rule fitted to rear table. (Metric rule if required.)

Cuts 1 in. (25 mm) thick and 12 in. (305 mm) wide.

Weight complete: 35 lb. (15.88 kg).

Overall size: 21 in. × 15 in. × 20 in. (533 × 381 × 508 mm).

ACCESSORIES

A 4101 Baseboard

Recommended when portability of Guillotine required.

A 4102 Spare Knife with Carrier Board

A 4103 Cutting Sticks

Per half-dozen.

A 4104 Cutting Boards

11 $\frac{3}{4}$ in. × 10 in. (298 × 254 mm)
Per dozen.

For current prices, please refer to separate price list issued with this catalogue

Deferred Terms Available—U.K. only

The Adana Mk II 17-inch (432 mm) Guillotine



MO 420

Complete with
Hand guard
Knife carrier board
3 cutting sticks
6 cutting boards
Box spanners and
Allen key
Illustrated
instruction Card

12 months guarantee (excluding knife sharpening)

SPECIFICATION

A bench Guillotine of steel and aluminium construction, incorporating a new easy action Safety Guard to conform with official regulations.
Adjustable feet on four corners.
Easy blade adjustment and removal for regrinding.
Automatic safety lock when knife is raised.
Can be locked in closed position to avoid unauthorised use.
Accuracy of cutting by means of self-squaring back stop with expanding grip.
Graduated inch rule inlaid in rear table. (Metric rule if required.)
Special P.V.C. non-slip handle grip.
Hammer green and eggshell black enamel finish.
Cutting width: 17 in. (432 mm). Capacity: 300/500 sheets of paper.
Weight complete: 93 lb. (42.18 kg).
Overall size: 30 in. × 30 in. × 18 in. (762 × 762 × 457 mm).
Minimum base size: 30 in. × 23 in. (762 × 584 mm).
Bench height recommended: 28/30 in. (711/762 mm).

ACCESSORIES

- | | |
|--------|--|
| A 4202 | Spare Knife, with Carrier Board. |
| A 4203 | Cutting Sticks Per half-dozen. |
| A 4204 | Cutting Boards 16 $\frac{3}{4}$ in. × 18 in. (425 × 457 mm) per dozen. |

For current prices, please refer to separate price list issued with this catalogue
Deferred Terms Available—U.K. only

Machine Accessories

FIVE-THREE

A1103 Impression Counter
A0844 Plastic Cover
A0789 Polyurethane Rollers

EIGHT-FIVE

A1202 Ink Duct
A1204 Rider Roller
A1203 Impression Counter
A0205 Chase (Standard)
A0203 Chase (Inner)
A1201 Base Board
A0845 Plastic Cover
A0790 Polyurethane Rollers

P.71

A0791 Polyurethane Rollers

For current prices, please refer to separate price list issued with this catalogue

In Town and Around

Why not call and see us at either our London or Twickenham Showrooms? Apart from giving us the pleasure of meeting you and demonstrating our products, you will find many places of interest, historical and otherwise in close proximity. Remember that the goods you take home yourself get there first—and there are no packing or carriage charges. If you can call during the week we can promise you more personal attention as our Showrooms tend to be rather crowded on Saturdays.

London — early closing, Saturday 12.30 p.m.
Twickenham — early closing, Tuesday 1.00 p.m.

A Book you MUST Read!

To fill the small printer's greatest need—a simple factual guide to the proper use of type and blocks . . .

“The Beginner's Guide to Design in Printing”

Specially written for Adana by

LESLIE G. LUKER, B.Sc., F.R.S.A., M.R.I.

This book is copiously illustrated and packed full of practical information on the selection of type faces, paper and ink; the principles of design; how to design and set every kind of job for Social purposes—visiting cards, notepaper, invitations, wedding and other menus and programmes, dance and concert tickets; business printing—billheads, letter-headings, invoices, statements, how to deal with long or short names, cards, forms, use of blocks; showcards and window bills; notes on blocks and engraving—wood and lino cuts—what to do when the order offered is too big for the available equipment.

Well printed on cartridge paper, strongly bound, with over fifty actual specimens of everyday work.

Third edition. **L.1400**

For current prices, please refer to separate price list issued with this catalogue

From the Publishers:—

ADANA (Printing Machines) LTD.

how to get to **adana**

