Photography, Printing.

or brilliantly-coloured paper that is constantly leaving the machine just described.

The sheets are next taken to the finishing room—a corner of which is shown here. This room is particularly bright, clean, and airy, and has been recently materially altered and extended. In the finishing department each sheet of blotting-paper is separately examined, all imperfect sheets being rejected. The perfect sheets are then counted and put into reams, and labelled ready for sending out.

For many years the blotting-paper manufac-

tured by Messrs. Evans, Adlard and Com-
pny, Limited, has been noted for its excellent

quality. There are in Great Britain less than a dozen mills making a speciality of blotting-

paper, and of these the "Postlip Mills" are counted among the best.

The company also make several other spe-
cialities, including a tub-sized paper, used for
displaying samples of sugar, fruits, and other articles which must be protected from mois-
ture. This tub-sized paper is light, tough and

strong, and is impervious to water. During the
past few years it has been in great demand,
the "Postlip Mills" being practically the only
mills at which it is made in England.

Still another speciality is a chemically pure
filtration paper, made in white and grey only.
This paper is used principally by chemists for
filtering poisons, and is valued by reason of its absolute cleanliness and freedom from any
deleterious substance.

Messrs. Evans, Adlard and Company, Limited, are known almost wherever blotting-

paper is used. They not only supply the
leading wholesale stationers of Great Britain,
but receive frequent orders from the Colonies and the Continent. Their Canadian trade is
particularly important. They are continually

making shipments to the United States, in spite of the 25 per cent. duty exacted by that
country.

It has been a privilege to include in the
description of Gloucestershire industries a reference to the "Postlip Mills," and it is a pleasure to acknowledge the Company's courtesy in permitting an inspection of them.

ARThUR H. PITCHER,
GLOUCESTER.
An Exceptional View, and Artistic
Photographer.

No photographic studio in Gloucestershire or
the district is better fitted to execute high-class work than is that of Mr. Arthur H. Pitcher, College Court, Gloucester. Not only is Mr. Pitcher thoroughly proficient and experienced, but he is provided with the best obtainable instruments and accessories without which the best results cannot be
obtained. He is equally successful in all classes of photography, including single por-
traits, groups, landscapes, and exterior and

interior views of buildings. His work is in-
variably of high character, and is distinguished
by a fidelity of treatment and delicacy of finish.

He has given special attention to taking
photographs of factory and workshop in-

terior, complicated machinery, and similar
subjects, having achieved a very marked
success in the most difficult branch of the art.

It is but just to say that most of the engravings
in this publication are reproductions of his
photographs, a list of which appears elsewhere
in these columns. When one remembers
that many of these excellent photographs were
taken in imperfect light, in difficult positions,
and in the midst of rapidly moving machinery,
one can the more readily appreciate the tact
and discrimination they reveal. Those manu-
facurers who desire to have photographs taken
for reproduction in catalogues or for office use
could not do better than to consult him, as it
requires peculiar ability and experience for this
class of work.

In connection with his regular photographic
work he supplies plates, papers, and other
materials, and develops photographs for amateurs. He also carries a large and carefully-selected stock of miscellaneous art
views (mounted and unmounted) in his studio
in College Court, which is familiar to all art
lovers who visit Gloucester. It may be proper
to add that his agreeable personality, as well as his professional attainments, has been largely responsible for the wide connection he has se-
cured and retained.

F. FRITH & CO., LIMITED,
CHARFIELD.
Collootype and Photomechanical Printers.

ALTHOUGH art lovers throughout Great
Britain have long been familiar with the produc-
tions of Messrs. Frith and Company, Limited, but few are acquainted with the firm's interesting history, or are aware
that much of their work is executed in

Gloucestershire. We take pleasure in referring
to their industry, as being one of the first of its
kind in the county, and as representing the

highest form of production in artistic pho-
tography and photo-mechanical printing.

The business was established by Mr. F. Frith
in City Road, London, about 1860. It was
begun as a very small undertaking, but the suc-
ceeding year witnessed a quite remarkable
increase, and in five years it was found desirable to remove. Regents-bury was selected as the place.

In 1894 a branch was established at Charfield, Gloucestershire, and another branch in London for framed goods, etc. In four decades the business has grown a most marked natural reputation, and Frith's series of postcards, albums, and illustrated booklets are known to everyone who appreciates the beautiful in art or nature. It is interesting to know by the
way, that this Firm was the first in England—
as it is still the leading one—to publish land-

scape views, the numbers of which every

few years have been increased to embrace almost every spot in the world which has
been made famous for scenic beauty or

historic association.

As the Charfield branch was established in 1894, when the Firm secured in freehold at that place a valuable property which had formerly been used as a cloth mill. The premises cover two and a half acres of

land on a high ground in an exceptionally picturesque locality, and comprise several massive stone buildings. The interior of these buildings has been entirely remodelled to adapt them to the Firm's needs, and they are excellently lighted and con-
veniently arranged. The premises have the
advantage of ample water-power to drive all the presses and other machinery, steam being used only for gold lettering and similar work.

It is gratifying to know that the past ten
years have been the best in the Firm's history, as evidenced by the enormous increase in the work done at Charfield. When this branch was established in 1894, it had only one press, and required the services of but three operatives; to-day the main printing room contains a number of large presses of the latest pattern, while the other departments are equally well equipped. The facilities of their plant may be illustrated by the statement that in a single month they have printed no fewer than 1,500,000 picture postcards, and this while executing the usual work in other departments. The buildings, by the way, include a number of separate departments, such as the paper stock rooms, the press room, the gold lettering and relief stamping room, and the finishing and packing room, each complete in itself.

For existing, both the two departments even the least observant visitor is impressed with the very unusual cleanliness everywhere in evidence, which not only adds to the efficiency and dispatch of the mechanical equipment, but which must have an appreciable effect upon the operatives' work, by inculcating in them careful and cleanly habits. Indeed, all the details of every effort has been made to produce work of the highest character, and at the same time to secure that economy which comes from production on a large scale.

With Messrs. Frith and Company printing is
less an industry than an art, as they specialise on those higher branches of work which the ordinary printer is the least competent to exe-
cute. The colotype and photo-mechanical printing particularly have been brought to a high degree of perfection, and they are prob-
able the leading ones in this line of art, in Great Britain. Their beautifully-executed picture postcards and illustrated booklets are invariably characterised by excellence of design and finish.

Mr. Cyril Frith has been the manager of the
Charfield branch since its establishment ten
years ago, and his progressive methods are
revealed in its gratifying growth.

Industrial Gloucestershire 1904

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