



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 manufactured by Messrs. Evans, Adlard and Company, Limited, has been noted for its excellent



Salle or Finishing Room, Postlip Mills.

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 specialities, including a tub-sized paper, used for displaying samples of sugar, fruits, and other articles which must be protected from moisture. 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 potions, 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.

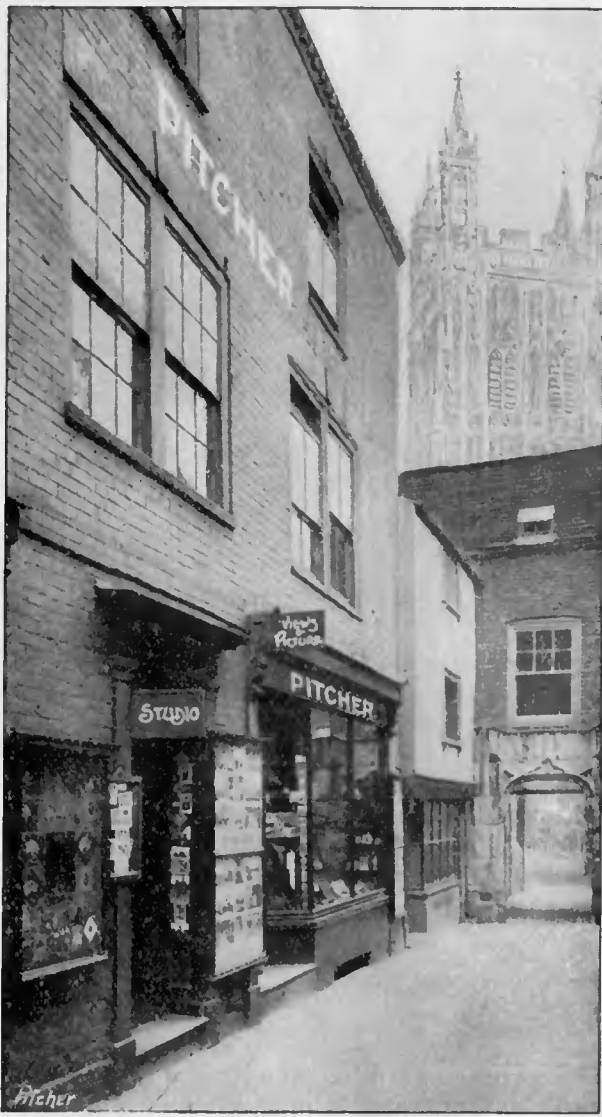
**An Exceptionally Versatile and Artistic
Photographer.**

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 portraits, groups, landscapes, and exterior and

interior views of buildings. His work is invariably 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 interiors, complicated machinery, and similar subjects, having achieved a very marked success in this 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 manufacturers 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 secured and retained.



F. FRITH & CO., LIMITED, CHARFIELD.

Collotype and Photo-Mechanical Printers.

ALTHOUGH art lovers throughout Great Britain have long been familiar with the productions 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 photography and photo-mechanical printing.

The business was established by Mr. F. Frith in City Road, London, about 1860. It was begun on a very small scale, though each succeeding year witnessed a quite remarkable increase, and in five years it was found desirable to remove, Reigate being 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 gained a much more than national 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 landscape views, their list of subjects now embracing almost every spot in the world which has been made famous for scenic beauty or historic association.

As has been stated, 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 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 conveniently arranged. The premises have the further 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 was equipped with but one press, and required the services of but three operatives; to-day the main printing room alone 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.

In passing through the several departments even the least observant visitor is impressed with the very unusual cleanliness everywhere in evidence, which not only adds to the efficiency and durability of the mechanical equipment, but which must have an appreciable effect upon the operatives' work, by inculcating in them careful and cleanly habits. Indeed, in all the details 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 execute. The collotype and photo-mechanical printing particularly have been brought to a high degree of perfection, and they are probably the leading exponents of this 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.