



PAST AND  
PRESENT

SPALDING  
& HODGE  
211  
DRURY HOUSE  
RUSSELL STREET  
LONDON W.C.

Telegrams Spalding Rand London  
Telephone Gerrard 5800



SPALDING & HODGE  
Druce House London

PAST & PRESENT

1796 :: 1921



SPALDING &  
HODGE LTD  
Druce House London

"FOR OVER 120 YEARS THE HOUSE OF SPALDING  
AND HODGE HAS BEEN THE GREAT CENTRE FOR  
THE SUPPLY OF EVERYTHING IN THE WAY OF PAPER"

*The Publishers' Circular.*

"PRACTICALLY THE HISTORY OF THE  
HOUSE IS THAT OF THE PAPER TRADE"

*The Printer and Stationer.*

25112.



## PAST & PRESENT

1796 :: 1921



AMONG the earliest dealers in papyrus or paper were presumably the Phoenicians. These enterprising people not only traded all around the shores of Tarshish, but their system was so well organised that Phoenician wares found their way to Britain. Yet the commercial methods of these estimable traders evidently did not endear them to their contemporaries; at least, such is an assumption to be drawn from Homer's reference in *The Odyssey* to :

A shrewd Phoenician, in all fraud adept  
Hungry, and who had num'rous harm'd before  
By whom I also was cajoled and lured

Sharp practice seems almost to have been the *beau ideal* of ancient commerce: the deity and patron saint of traders was the slippery and trickful Mercury, a fact which is crystallised in the word *mercari*—to trade, whence *merchant*, *merchandise* etc. The Phoenicians represented Hercules as a bag-

man, or merchant, and the Phoenician word for *Merchant* was the same as Harokel, the name of the god. Hercules was also worshipped by our ancestors the Celts, but the Celtic Hercules was something different from, and far wiser than, the crude club-giant of the Semitic races. According to the diary of a contemporary witness: "The Celts call Heracles in the language of their country Ogmios, and they make very strange representations of the god. With them he is an extremely old man, with a bald forehead and his few remaining hairs quite grey. He is, nevertheless, attired like Heracles, for he has on him the lion's skin, and he has a club in his right hand; he is duly equipped with a quiver, and his left hand displays a bow stretched out: in these respects he is quite Heracles. I have not, however, mentioned the most whimsical part of the picture, for this old man Heracles draws after him a great number of men bound by their ears, and the bonds are slender cords wrought of gold and amber, like necklaces of the most beautiful make; and although they are dragged on by such

weak ties, they never try to run away, though they could easily do it; nor do they at all resist or struggle against them, planting their feet in the ground and throwing their weight back in the direction contrary to that in which they are being led. Quite the reverse: they follow with joyful countenance in a merry mood, and praising him who leads them, pressing on one and all, and slackening their chains in their eagerness to proceed: in fact, they look like men who would be grieved should they be set free."

Time does not eradicate racial characteristics, and the features of the Celtic Hercules are still traceable in the traditions of British trade. Rather than club our competitors by undercutting we prefer to allure and bind our customers by the winning quality of our productions and the courtesy of our service.

The founder of Spalding & Hodge started the business at 147 Drury Lane in 1796: he died in 1819. Year by year from the time when Thomas Spalding "sold Dutch twine" and "attended punctually to orders



THOMAS SPALDING - THE FOUNDER  
OF SPALDING & HODGE. BORN 1762  
DIED 1819

by twopenny post," the goodwill of the firm has grown steadily until to-day we possess friends in practically every part of the world; few, if any, of these have had occasion to bear us any grudge.

The policy of Spalding & Hodge has been that of the straight deal, and whatsoever our customers have specified, that they have duly received, or satisfaction has been otherwise rendered. In 1861 we were prominent in a successful movement to prevent the fraudulent overmarking of ream weights: it has not been our system to secure business by sweating and under-selling, but rather to win the confidence and goodwill of those with whom we come in contact, to deal pleasantly with them and to make it a felicity to do business with us. Our position in the Flat paper trade is sufficiently assured; we were among the first papermakers to recognise the importance of the half-tone process and to produce a suitable Supercalendered paper at our then running mill. We were the first to realise the economy and importance of Featherweight papers; we were also the

first to appreciate the possibilities of a series of special Typewriting papers, whence to-day happily we boast that the familiar Excelsior Series "Were the best, still are the best." In Fancy Stationery we are relatively newcomers, but it is our intention to develop this branch and to become conspicuous in it. The productions of our Paris House are already famed for their originality and excellence; what we are now producing in London promises to become equally alluring and similarly to compel respect. We believe that although rubbish sells only too well people will generally buy beautiful and artistic productions in preference to the commonplace: beauty does not necessarily cost more than banality. We like to think that the characteristics of our Stationery, which is produced in the healthy and agreeable surroundings here illustrated, are quality and good taste.

SPALDING & HODGE LTD.



DRURY HOUSE, RUSSELL ST., W.C.

"Russell Street is crammed with literary memories. It was there that Johnson was introduced to Boswell; it was there that Charles Lamb lived in the pleasure of a glimpse both of Covent Garden and Drury Lane Theatres. At Will's Dryden had his throne; "a decent old man, arbiter of critical disputes." Button's was patronised by Addison and his admirers. At No. 27 was "Tom's," frequented by Johnson, Goldsmith, and "Junius" Francis. Cibber, Dejeu—all the men of letters of several generations knew and loved Russell Street."—*The Westminster Gazette*.



MANUFACTURING AT DRURY HOUSE



MANUFACTURING AT DRURY HOUSE

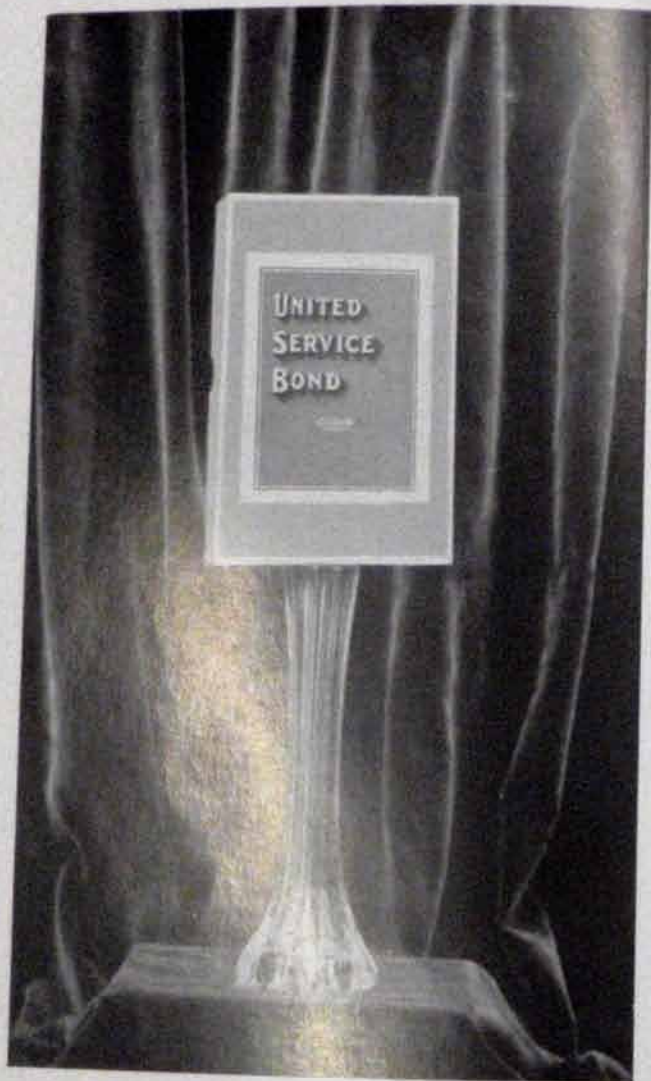




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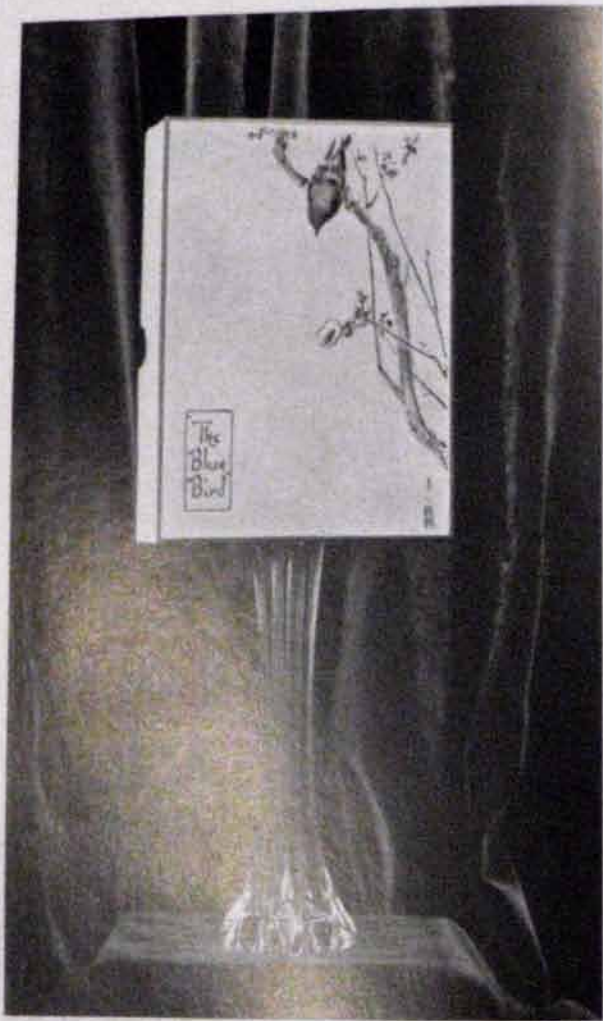
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A PRODUCT OF DRURY HOUSE



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A PRODUCT OF DRURY HOUSE



A PRODUCT OF SPALDING & PIRIE: PARIS



A PRODUCT OF SPALDING & PIRIE: PARIS



A PRODUCT OF SPALDING & PIRIE: PARIS



WHERE WE WERE TILL 1906



AT BRISTOL 1842. — ILLUSTRATED LONDON NEWS — TAKEN DOWN  
 & REPRINTED IN THE ILLUSTRATED LONDON NEWS  
 On 12th April 1842

HOW WE DELIVERED EIGHTY YEARS AGO. From *The Illustrated London News* of 1842: 1026: DRIVE ON CART.



HOW WE DELIVER TO-DAY.

TRANSPORT: PAST AND PRESENT

## THE PRINCIPALS OF SPALDING & HODGE

1796 :: 1921

Thomas Spalding	...	...	1762—1819.
John Hodge	...	...	? ?
Thomas Spalding	...	...	1805—1887.
Samuel Spalding	...	...	1808—1843.
John Hodge	...	...	1812—1901.
Henry B. Spalding	...	...	1817—1908.
Samuel Spalding	...	...	1833—1887.
John Howard Spalding	...	...	1846—1916.
William F. Hodge	...	...	1847—1904.
Walter Spalding	...	...	Present day.
Sydney T. Spalding	...	...	"
Edward S. Spalding	...	...	Retired.
Henry Shirley Blunt	...	...	"
Harold Bayley	...	...	Present day.
Cuthbert G. Spalding	...	...	"
S. Leonard Spalding	...	...	"

## THE PRINCIPLES OF THOMAS SPALDING II

MATHEMATICIANS say that " a straight line is the nearest that can be drawn between two points "; it is the same in morals; for the shortest way to transact business is to do that which is true, and right, and honest.

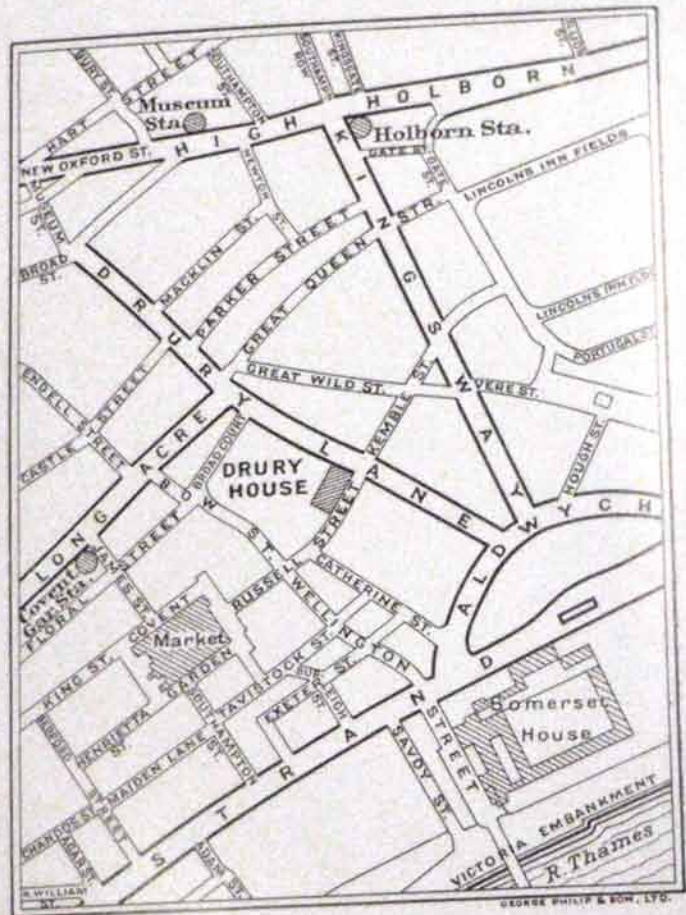
MYSTERIOUS men, incomprehensible men, designing men, are a great abomination.

I HAVE found by observation and experience, that a modest, unassuming, and humble manner, secures to a man more regard, and invests him with greater influence than can be obtained by the man who assumes the airs of greatness, and seeks to exalt himself above others.

YOU WILL never gather around you sincere and valuable friends by assumptions of your own superiority. Men give way to the humble; they encourage the diffident; but they feel disposed to resist all assumptions of superiority.

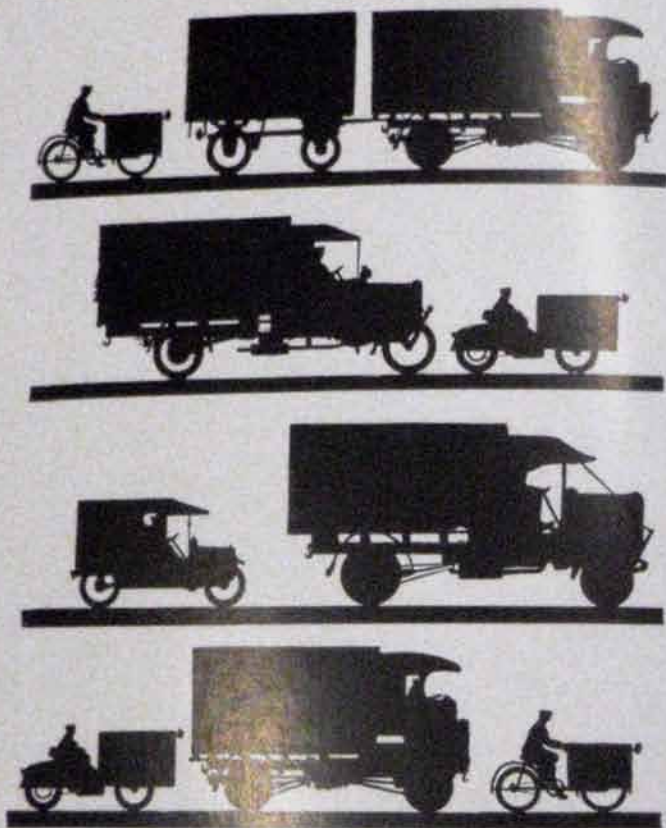
I HAVE found that truth and honesty are the most essential elements of success.

AS I am anxious for the permanent reputation and the continued prosperity of this business, I am very desirous that all who have part in conducting it should be careful, not only to maintain, but to increase its reputation and prosperity. This desire has induced me to give a permanent form to my observations to-day: and I now hand this paper to my Son; and in doing so, I express my hope that he will adopt the principles here recommended, and carry them out with greater consistency than I have been able to do.



## ADVERTISEMENTS





DOOR TO DOOR.—OUR CARS ARE AT YOUR SERVICE.  
ALWAYS AT LOWER RATES THAN RAIL.

SPALDING & HODGE

PAPER PAPER

PRINTING

WRITINGS

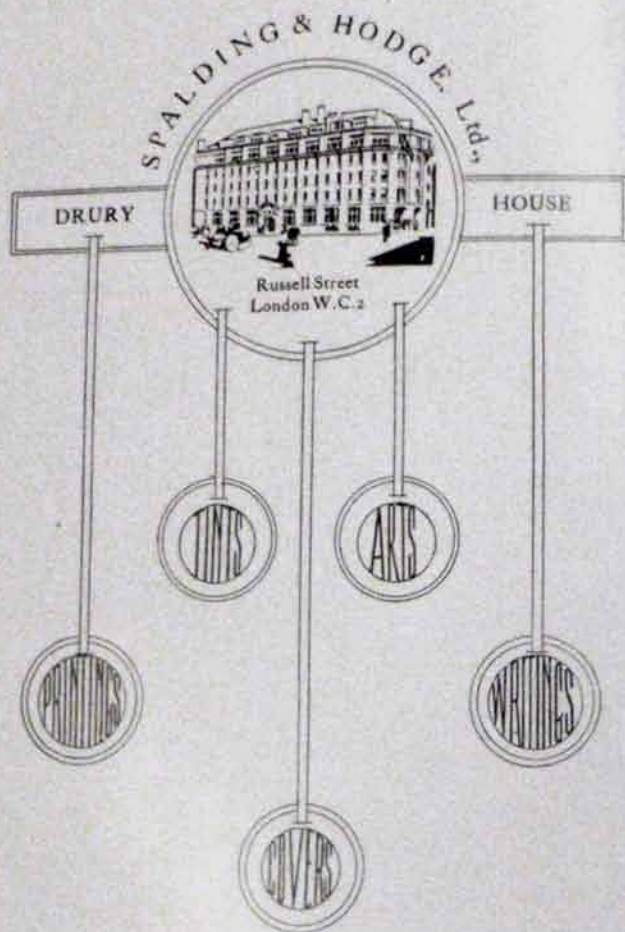
WRAPPING

SPALDING & HODGE  
DRURY HOUSE, RUSSELL ST.  
LONDON, W.C.1

PAPER

DRURY HOUSE

Advertisement for Spalding & Hodge, featuring a decorative border and a central graphic of a spiral. The text includes 'SPALDING & HODGE', 'DRURY HOUSE, RUSSELL ST. LONDON, W.C.1', and 'PAPER' repeated in several locations. There are also circular graphics containing the words 'PRINTING', 'WRITINGS', and 'WRAPPING'.



ANTIQUE LAD  
WRITINGS  
WRITING  
SUPER-CALENDURED  
TINTED PAPERS  
BANKS  
TINTED BOOKS  
COVER PAPERS  
WHITE AND TINTED  
PULP BOARD  
DUPLICATING PAPERS  
"EXCELLEN"  
TYPEWRITING PAPERS  
ENVELOPE PAPERS  
ETC.

**SPALDING & HODGE LTD.**  
DRURY HOUSE, RUSSELL ST., LONDON, W.C.

## EXCELSIOR TYPEWRITING PAPERS

ALMOST every one recognizes that in writing a letter a satisfactory result can be obtained only by using a paper as well as a pen adapted to his own style of caligraphy. In typewriting, however, many people seem to forget that a new process of printing, such as typewriting really is, requires a special paper to give the best results attainable by it. Ordinary printing papers or writing papers, frequently with surfaces not at all adapted to typewriting purposes, and sized to resist penetrative writing fluids, are used and, of course, fail to produce the neat effect which a paper specially manufactured for the purpose will ensure.

The 'Excelsior' Typewriting Papers were produced in the early days of typewriting to meet this want, and have since steadily made their way year by year until in the present day they occupy the foremost position among typewriting papers all over the world.

OBTAINABLE WHOLESALE FROM  
SPALDING & HODGE LTD  
RUSSELL STREET, LONDON, W.C.2



## All Sorts and Conditions of Paper

*For upwards of 120 years Spaldings have sold paper "Wholesale, Retail, and for Exportation" at Drury Lane*

*In the reign of good King George*  
SPALDINGS WERE THERE

*During the rollicking days of the Regency*  
SPALDINGS WERE THERE

*During the courtly reign of George IV*  
SPALDINGS WERE THERE

*During the casual reign of William IV*  
SPALDINGS WERE THERE

*During the orthodox years of Victoria*  
SPALDINGS WERE THERE

*During the sporting reign of Edward VII*  
SPALDINGS WERE THERE

*When King Charles dallied with Nell  
Gwyn at Drury Lane*  
SPALDINGS WERE NOT THERE

*In 1921 the great-grandchildren of the original Thomas Spalding are still there, and, as in 1814, "orders by two-penny post are immediately sent."*

**Spalding & Hodge**  
LTD. - DRURY HOUSE, RUSSELL STREET,  
LONDON, W.C.2.

Quick  
Delivery  
by  
Quick  
Lorries

SPALDING  
& HODGE LTD

Door to Door

The advertisement features a circular arrangement of various lorry models, from early horse-drawn carts to modern motor lorries, forming a path that starts at the top and ends at the bottom. In the center of the bottom half of the circle is a detailed illustration of a large industrial factory building with multiple chimneys and windows. The text 'Quick Delivery by Quick Lorries' is positioned at the top of the circle, and 'SPALDING & HODGE LTD' and 'Door to Door' are at the bottom.

SPALDING & HODGE MOVE WITH THE TIMES. 1796 - 1921.  
MANY DECADES. BUT NO DECADENCE.

