SPALDING AND HODGE LIMITED

150th Anniversary
Souvenir of
1789—1939

NUMBERS 39 & 40 VOLUME V OF

SPALDING'S QUARTERLY

A MAGAZINE DEVOTED TO PAPER AND PRINT

FOREWORD

THIS IS A SPECIAL NUMBER OF *SPALDING'S QUARTERLY*, COMMEMorative of the one hundred and fiftieth anniversary of the founding of Spalding & Hodge. A few years ago it was remarked by one of the trade papers that the history of our House was that of the Paper Trade, and it is true that during the past one and a half centuries Spaldings have exercised an appreciable influence. It happens that we know exactly how the firm came into existence. Upon this and many other interesting incidents we possess documentary evidence: in fact our chief difficulty has been to compress a mass of material into palatable and digestible form. Bearing always in mind that to the modern generation the present is more interesting than the past, we have aimed at producing a souvenir rather than a heavy-going "History" of the House.

The portraits appearing at the end of this brochure are those of our present Chairman, his co-Directors, and leading members of the Executive. We have also included our Founder, Thomas Spalding; our late Chairman, Mr. Sydney Spalding who died in 1937; and Mr. Walter Spalding who died only a few months ago. It was largely due to Mr. Sydney Spalding's persistent influence that the at-one-time chaotic conditions of the trade were codified into some sort of order.

This was accomplished by the formation of the Wholesale Stationers Association, of which Mr. Sydney Spalding was a President.

Mr. Walter Spalding, who died in April of this year, was born in 1855, joined Spalding & Hodge in 1872, and retired in 1937, a length of service which constitutes a record for Drury House. The many friends of Mr. Walter and Mr. Sydney will be glad to have their portraits.

FROM THE SPALDAS TO DE SPALDINGS

THE HISTORY OF OUR NATION OPENS USUALLY WITH A VERY meagre account of the ancient Britons: it is thus becoming to take a fleeting glance at what might be termed the prehistory of the Spalding family. Without much doubt, the name originated from the town of Spalding in Lincolnshire, which, according to the *Oxford Dictionary of English Place Names*, derived its title from a supposititious tribe, the Spaldas or Spaldes: their exploits are unfortunately unknown: the cognomen Spaldas is also obscure, but "the tribe might quite well have migrated from the Continent under the name *Spaldas* and the name may have been taken from some place on the Continent."

Emerging from the dimness of surmise, History proper now appears upon the scene. There are records, we are credibly informed, that accompanied by William the Conqueror came in 1066 a Henry, a Thomas, and a William De Spalding: these three brethren were given lands at Askintully in Scotland and likewise in Lincolnshire. The Scottish families were, our informant tells us, "regrettably bloodthirsty." At the Battle of Culloden in 1746, the

Spaldings were almost wiped out, and thereafter ceased to be an independent clan. Sundry survivors of the Scottish family then emigrated to Germany and settled in Hamburg, where their descendants still live and call themselves von Spalding. Of the English De Spaldings we hear nothing until 1321, when an unfortunate incident at football brought William De Spalding, Canon of Sculdham, into some prominence. The story, as recorded in Dr. Coulton's *Medieval Panorama*, pp. 5 and 13, is as follows:

"With regard to football, for instance, we find a papal dispensation given in 1321 to William De Spalding, Canon of Sculdham, of the order of Sempreham. During a game of ball (*ad pilam*) as he kicked the ball (*cum pede*) a lay friend of his, also called William, ran against him and wounded himself on a sheathed knife carried by the Canon, so severely that he died within six days. Dispensation is granted as no blame is attached to William De Spalding, who, feeling deeply the death of his friend, and fearing what might be said by his enemies, has applied to the Pope."

Everyone in the paper trade will be pleased that this sportsman left the Court without a stain on his character.

THOMAS THE FIRST

BETWEEN 1321 AND 1762 HISTORY IS CURIOUSLY SILENT: NOTHING OF serious moment seems to have happened: it is not even known when the De Spaldings dropped their *De*. True, in 1498 John Tate started English papermaking and received from Henry VII 16*s*. 8*d*. as a reward for his pains. True also that in 1641 a patent

was granted to Endymion Porter and three colleagues for the " invention " and manufacture of white writing paper: it was, however, not until 1762 that Thomas

THOMAS SPALDING ESQ.
PAPER MERCHANT
LONDON.
1799

Spalding appeared. We possess two portraits of our Founder: one is reproduced at p. 128, the other herewith. This silhouette on glass came to us in a curious way: it was rescued recently by a casual visitor to the Caledonian Market who gave a few shillings for it and brought it to us. The inscription as shown, scratched on the underside of the glass, leaves no doubt about the authenticity of the portrait.

ANTIQUARIANS HAVE USUALLY ASSIGNED THE BEGINNINGS OF Spalding & Hodge to the year 1797: a document, has, however, emerged from one of our safes which discloses the birthday as November 23rd, 1789. This evidence is an Indenture of three parts between Thomas Hodgson of the Strand in the parish of Saint Martin in the Fields in the County of Middlesex Stationer of the one part Thomas Spalding of Saint Martin's Lane in the said parish Stationer of the Second part and Henry Routh of the Strand aforesaid Stationer of the third part.

It is impossible to quote more than a few extracts from this entertaining document, which in full runs to between 6,000 and 7,000 words. As may be imagined, every conceivable contingency is covered. The three partners pledge themselves to be just, true and faithful to each other in all their transactions, accounts and dealings, and severally to endeavour by their utmost skill, diligence and attendance to advance and promote the prosperity of the business.

The capital of the firm was £1,800 to which each partner contributed one-third either "in money or stationery goods and wares." The personal drawings were strictly limited, extremely modest, and "nothing except the sum of £5 hereby agreed to be taken out monthly by each of the said partners for their respective expenses" was to be drawn. Beyond this £180 per annum, reasonable provision was, however, made for "defraying the expenses of entertaining the customers of the said Trade."

We wish we knew the exact locality of that dwelling-house situate in the Strand. One may, however, visualise the menage from the details so faithfully set forth: "AND it is further Declared by and between the

said parties to these presents that the said Thomas Spalding and Henry Routh shall reside in the said House where the said Business of the Copartnership Shall be Carried on and have and enjoy the following Rooms and Appartments therein that is to say, the Back Kitchen and the Ground floor and the Coal Cellar in the Yard the Dining Room Closet and back Room on the first floor the front Room on the Second floor and the back room and Closet in the Garret And that the said Thomas Hodgson Shall be paid by the said Thomas Spalding and Henry Routh for the said Rooms and Appartments the yearly rent of Sixteen pounds and that all Apprentices Journeymen and Servants to be employed in or about the said Joint Trade shall be provided with Good and Sufficient Board and Lodging by the said Thomas Spalding and Henry Routh and that they the said Thomas Spalding and Henry Routh Shall during the Continuance of this Copartnership be so paid and Allowed out of the said Copartnership Stock and profits thereof for the Board and Lodging of such Apprentice and Journeyman who shall dine at their Table after the rate of Twenty seven pounds and Six Shillings per annum and after the same rate of Twenty two pounds and ten Shillings per annum for the Board and Lodging of every Porter or other so Inferior person."

The agreement provided for a partnership of twenty-one years, terminable at seven or fourteen. What subsequently happened we do not know, but seemingly Hodgson and Routh soon faded out of the picture. It would appear that Hodgson the house-owner was also a papermaker, owning mills at Arborfield in Berks and Horton in Bucks: by special dispensation he was allowed to reside off the premises.

THE PARTNERSHIP AGREEMENT OF 1789 WAS DISSOLVED AT THE END of the first period of seven years, and in 1797 Thomas Spalding moved from the Strand to Drury Lane. His first ledger, covering 1797 to 1803, has fortunately been preserved, and from this it is clear that in those days we were paid not infrequently in kind. Hence barter-suggestive entries such as "By lump [sugar] £2. 1. 10." and "By repairing umbrella 1/6." Obviously our Founder was forthright and plain-spoken, for in 1802 a Mr. Schultz is debited with "Some blunders £7. 2. 3."; *per contra* he is credited with "Blunders corrected 15/3." Nowadays we do not make "blunders": at worst, "errors."

In 1800 a Mr. Adams, who was seemingly a tailor, was credited "By a jacket for Tom 6/–." No one will cavil at the cost of this, but the "spencer" at £1 5*s.* seems extravagant. On the same page is an entry "By bags £1. 15. 4."; but the bags in question were merely receptacles for waste and shavings. The item "pantallons" credited to a Mr. Berridge in 1800 is suggestive of young Tom's outfit, and it almost looks as though his trousers had to last him for two years, *vide* an 1802 entry "By pantallons 8/–." Why the tailors of that period used apparently such large supplies of paper we do not understand.

In 1797 the "Cecil Coffee House, Strand," dealt with us to the tune of £7 8*s.* 7*d.* For this they are credited partly by cash, partly by "2 doz. Wines £3. 12. 0."

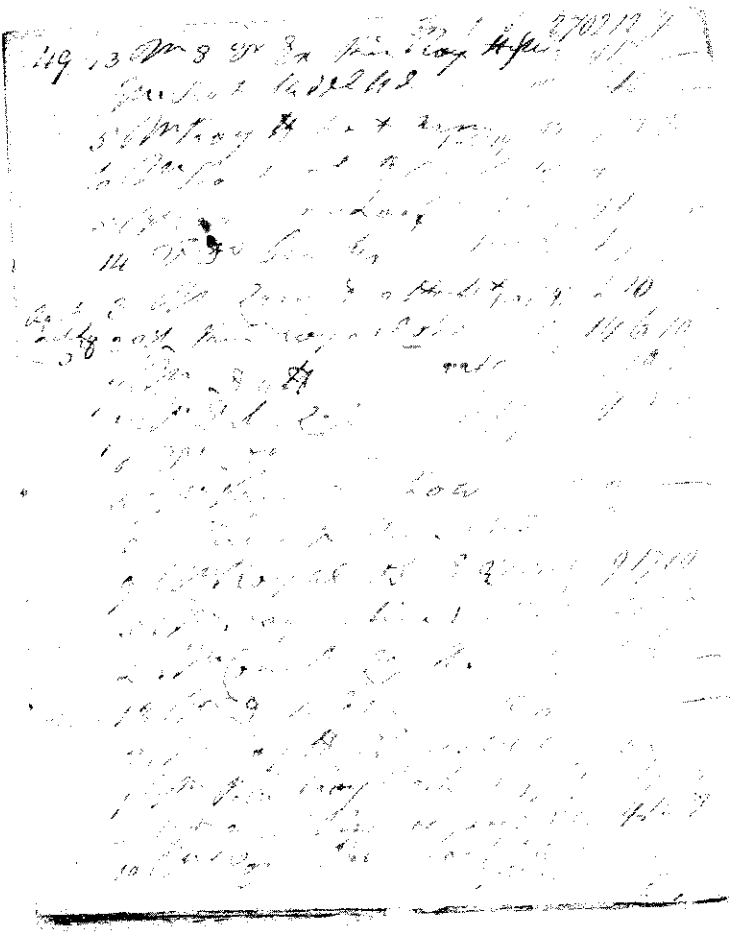
Not a few of the names figuring in our early records still remain on our books. Thus since 1797 we have been in touch with Hatchards of Piccadilly, and with Samson Low [*sic*], then of Brewer Street. These accounts were always promptly met, but there were

others that seem to have given us much trouble. Thus in 1802 the entry " He won't pay " tells a tale of sore endeavour on our part: another account is cleared by the entry " He says he had them not." Whether a certain William Williams, who incurred liabilities in May, 1802, to the extent of £3 8*s*., decamped or died (owing us money), we have now no means of knowing. That there was a certain amount of ill-feeling would appear probable in view of the surprising entry in a contemporary hand: " Gone to Hell."

And that reminds us that in one of our colossal ledgers in use forty or so years ago we saw a blot circled around in red ink, and annotated in the handwriting of our then patriarchal cashier: " The work of those damned auditors."

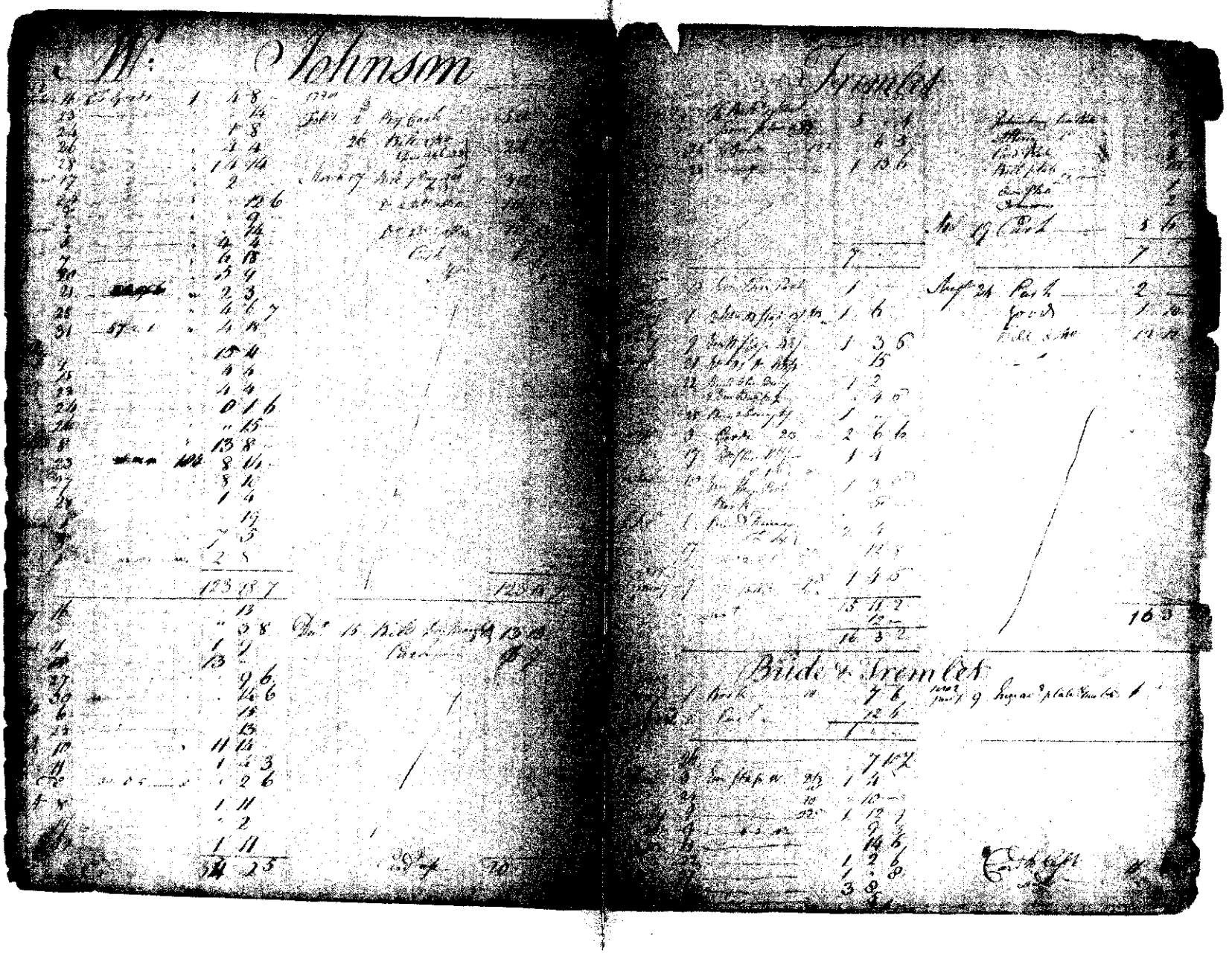
EARLY DAYS AT "THE LANE"

WE REMAINED AT " NO. 147 DRURY LANE OPPOSITE LONG ACRE " from 1797 to 1906. On an invoice dated May 31st, 1800, Thomas Spalding described himself as " Stationer Wholesale, Retail, and for Exportation ": this was amplified by " Dutch Twine Sold " and " Orders by Penny Post duly attended too." Among other documents of this period is a foolscap quarto brochure endorsed " Acct. of Mr. Thomas Spalding's Stock (in Drury Lane) of Stationery, etc., taken up to Septr. 29th 1810." It leads off " Shop Window Right " and the items pile up till they reach the respectable total of £2,433 18*s*. 10*d*. Then the words " Shop Window " occur casually again, followed by further items, bringing the grand total up to £4,304 3*s*. 8½*d*. The apparent accuracy of these



A PAGE FROM "MR. THOMAS SPALDING'S STOCK OF STATIONARY," 1810.

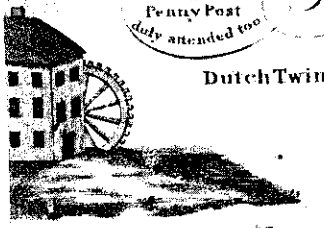
(We are indebted to Messrs. Kimble & Bradford for the skilful way in which they have reproduced by Litho Offset this and the following three faded and trying subjects).



London 31 May 180

Orders by Penny Post duly attended to

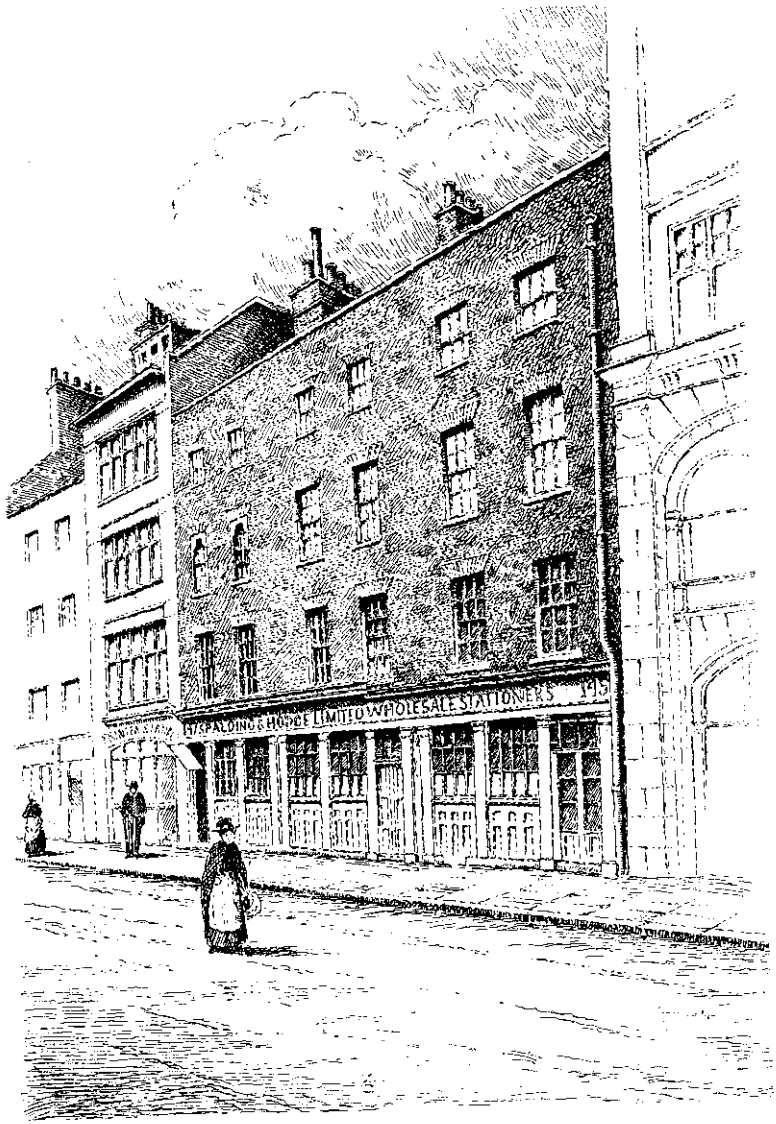
Dutch Twine Sold.



Bought of Tho. Spalding

STATIONER,

Wholesale, Retail, and for Exportation.


SPALDING & HODGE LIMITED WHOLESALE STATIONERS

figures contrasts curiously with supplementary items, "Supposed Acct. of Stock at Castle Street but cannot find out."

Apart from any stray stock mislaid at Castle Street, the contents of Thomas Spalding's shop window were richly assorted, *e.g.* Nine Ink Powders at 3*d.*—2. 3*d.*; Three Red Inks at 3*d.*—9*d.*; 2,500 Pinions at 12*s.*—£1. 9. 0. [*sic*]; Four *Young Man's Companion* (clasped) at 2*s.*—8*s.*; Bag Small Wafers Red, 7*s.*; 37 Ink Glasses at 1½*d.*—4. 7*d.*; ¼ lb. Wax—10*d.*, and so on and so forth.

The amount of turnover recorded in the first ledger totalled for the year 1799 to £8,224. When in 1819 Thomas died, and the business passed virtually to his widow Ann, its value was assessed as £12,377. The widow was paid £20 per annum rent for the use of the premises, and £45 per annum for the board and lodging of every shopman who lived in. Among those apprenticed was John Hodge: in 1811 Hodge was admitted into partnership and the firm thenceforward was Spalding & Hodge.

APROPOS OF 1789

WHEN SPALDING & HODGE FIRST SET UP SHOP, NELSON WAS STILL alive, Dickens had yet to be born, and highwaymen were still being hanged in public. Of the outstanding events that occurred in the year of our birth, the outbreak of the French Revolution, and the Mutiny on the *Bounty* are the most noteworthy. When our Founder greeted his first customer, George III was the reigning monarch and Chippendale furniture was a modern style.

Of the happenings which helped to provide gossip in 1789, the great frost of January and the recovery of the King from a temporary attack of insanity were probably the most important. Incidentally, the illness of the King had been responsible for considerable political unrest, both in this country and abroad. Students of politics, in searching for a parallel to the recent troublous times through which the Government of this country has been passing, invariably point to the complication of events in and about 1789. Then, as now, our relations with several of the European Powers were strained, and the period also witnessed a strengthening of our Navy. That history has been repeated is shown by the fact that, owing to the general uncertainty, England formed alliances with other countries, and at the same time embittered those with whom she did not see eye to eye. The governments whose interests were closely bound up with our own at that time were Prussia and Holland, while Spain and Russia were openly demonstrating their unfriendliness.

Among the items that appeared in the newspapers, the parliamentary activities of William Pitt the Younger were given much prominence, and, in addition to foreign affairs in which we were directly concerned, the progress of the French Revolution was dealt with at length. Echoes of the Gordon Riots were being awakened throughout the year by accounts of the "Peep-of-day boys"—so called by their practice of searching the houses of Papists at daybreak for concealed arms. Other miscellaneous reports reveal that many canals were being constructed in 1789, and also that the year was one in which an amazing growth of the population took place. As a matter of interest, it may be recorded that during the reign of George III the population of England grew from 8 millions to 12 millions. Under the heading of general commodities,

the price of small beer at 14*s.* per barrel of 36 gallons is an interesting entry. Probably quite unconnected was the observation made by the long-suffering Talleyrand when he wrote to his compatriot, Guizot: "He who has not lived in the years near to 1789, does not know how sweet life can be."

In order to gain an impression of the Mediæval appearance of the London streets in the first year of our existence, one may examine the eighteenth-century prints that still exist in considerable numbers. Alternatively, the student will find in *A Tale of Two Cities* many later descriptions of the streets in the vicinity of the Strand.

If there be any tendency nowadays to feel that we are living with one foot in the grave, it is well to remember that our predecessors long endured the apprehension of invasion by Napoleon. One hundred and fifty years ago Britain and Prussia were allies, yet our Founder and his family must at times have been strangely disquieted by the trend of politics and the seeming inevitability of rearmament. To quote from the *Morning Post* of June 21st, 1789: "We cannot now be indifferent to the military promotions in Prussia; they probably will produce similar promotions in this country, which has something to lose by the interruption of Peace. The trade of Prussia is war. We, thank God, have a much better trade; how long our new allies may suffer us to retain it, time will best tell."

A. E. ROBBINS.

AMONG OUR ARCHIVES IS A DOCUMENT DATED NOVEMBER 30th, 1847. This is the forty-year lease at £80 per annum of a "Messuage or Tenement No. 145 Drury Lane with all cellars, sollars, rooms, areas, pumps, posts and walls, fences, ways, passages, water-courses, lights, casements, profits, commodities, and appurtenances whatsoever." The reference to pumps and water-courses looks somewhat as though at this time we had our own water supply: if so, it was just as well. In 1849 there was an outbreak of cholera in London that caused the deaths of 14,137 people: there had been a previous one in 1831–2 which caused 4,885 deaths. "The strong suspicion prevailed," observed a Royal Commission, "that defective drainage had contributed to the alarming mortality."

The phrase "Old Drury," has a pleasant ring: actuality was something very different, and it will enable us better to appreciate the local conditions under which we work to-day if we contrast them with the surroundings amid which our predecessors existed. Our premises in Drury Lane extended to the street behind: here was situated Wild Court, which in 1855 contained fifteen houses. It is estimated that thirteen of these houses sheltered 200 families numbering in all —apart from the unlicensed crowd that nestled at night upon the staircases—a thousand people. In 1855 this filthy warren was rebuilt, and a contemporary observer wrote as follows:

"Wild Court did not by any means impress us as the most squalid or the filthiest place we knew in the metropolis. It was indeed far from that, and it was tenanted by people, certainly poor, but by a whole grade more prosperous than they are commonly to be found in Rotherhithe or Bethnal Green. And here, though there were only thirteen houses, all calculation was

defeated by the filth that was found under them. The active business of conversion was begun in February; and from February to April the carting away of corrupt matter was the main process; actually more time being consumed in that work than in the whole business of reconstruction by bricklayers, carpenters, plumbers, and other workmen.

"There were more cesspools than houses, sixteen cesspools to the thirteen houses, each or some of them sixteen feet deep and about five feet square. Out of these, before they were filled up and obliterated, there had to be taken 150 loads, all be it remembered lying under thirteen houses; and that was but a fraction of the evil; for, in addition to that, from under the same thirteen houses there were removed 330 cart-loads of accumulated filth, animal and vegetable, collected in the basements and elsewhere, including vermin. The vermin lay hidden in crusts five and six inches thick, comprising, according to a fair and sober estimate made by an eye-witness and superintendent, a ton of bugs. If all calculation is exceeded in this way, by the discoveries made on excavation under only thirteen houses in a court of scarcely more than average filthiness, who dares to reflect upon the whole mass of abominations that lies at the roots of London!"

Near Wild Court was Kings Arms Yard, and here the residences were ranged in a sort of gallery around what was described as "one immense rotting dung-heap." Thus much for sanitation.

One wonders sometimes how during this sickening period our people occupied their leisure. Covent Garden Theatre was quite close; so, too, were Drury Lane and the Lyceum. There was generally something on at Exeter Hall, and quite near by (in Clement's Lane) stood an amazing pleasure-spot. The attractions were advertised as follows:

ENON CHAPEL

DANCING ON THE DEAD

Admission Threepence

No lady or gentleman admitted unless wearing shoes and stockings.

In his *Seventy Years a Showman*, Lord George Sanger mentions:

" According to the facts given before the Committee of the House of Commons which was appointed to inquire into the system of London interments—facts that I may say I only learned later—Enon Chapel was registered for burials in 1823. From that date until the beginning of 1842, when the minister died, and the chapel after his interment in it was closed as a place of worship, over twelve thousand bodies were buried in the lower part of the chapel, only separated from the upper portion by a boarded floor. This space, in which the interments took place, was 60 feet by 30 feet and 6½ feet deep. Think of it, you who are blessed by the splendid sanitary arrangements of this age, and imagine what it meant in a crowded neighbourhood then, if you can !

" Well, a few months after the chapel was closed it fell into the hands of other speculators. These worthies put a single brick floor over the old wooden one, another wooden one on the top of the bricks, and then proceeded to make money by turning this charnel-house into a low dancing-saloon. There was no secret about the dancing being over the dead. That, in fact, was made one of the attractions."

HARD TIMES

THE FACT THAT IN 1847, A PERIOD OF HARD TIMES, SPALDING & HODGE signed an eighty-year lease for their premises in Drury Lane displayed an imperturbable confidence and optimism. It was in 1848 that Lord Shaftesbury said " Nothing can save the British Empire from shipwreck " and it was in the following year, 1849, that Disraeli expressed his view that " In industry, commerce and agriculture there is no hope."

In 1848 Germany was in some sort of eruption, *vide* a letter from Queen Victoria to the King of the Belgians dated October 10th:

" The ſtate of Germany is dreadful, and one does feel quite ashamed about that once really ſo peaceful and happy people. That there are ſtill good people there, I am ſure, but they allow themſelves to be worked upon in a frightful and ſhameful way."

From ſuch information as we poſſeſs, Spalding & Hodge during the 'forties were going very ſtrong. In 1842 they were certainly ſelling ream upon ream, as evidenced by an illuſtration and ſome typically facetious verſes which appeared in *The Illuſtrated London News* of September, 1842. Here are two ſtanzas:

Somerſet Houſe !—what takes your journal there,
(The anxious reader naturally axes
With very faireſt of polite digreſſions)—
Somerſet Houſe—the houſe of ſtamps and taxes ?
To which we anſwer in a tone as fair,—
'Tis for ſuch merchandiſe that we go there—
To buy up ſtamps before we ſell impreſſions !

The proceſs this—as firſt important dodge,
We ſeek the firm of Spalding and of Hodge,
And purchaſe paper there—
Ream upon ream, enough to make you ſtare,
Until in one grand ſolid pile it ſeems
As big as the Cathedral built of Rheims,
With which we do—what you of courſe deſire
To know, and very naturally in-quire!

At this ſame period we were evidently well in at the ſtart with that once famous periodical, *The Family Herald*. In his ſalutatory to the reader, which occupies the whole of the firſt column of the firſt page of the firſt number, the Editor begins with theſe pregnant words: " As the ſheet you are now peruſing may be juſtly conſidered a Literary Curioſity, being the firſt ſpecimen of a publication produced entirely by machinery—types, ink, paper, and printing, neceſſarily

involving a variety of processes, some idea of their complicated nature may be formed by the following brief description: The types," he goes on, " were placed in their present position by Young's Patent Composing Machine "—this then was the name of the first practical typesetter, seventy years ago—" which, after much patience, immense labour, and at an expense of several thousand pounds, has opened a new era by achieving this exceedingly delicate and complicated operation."

" *The paper*," continues the Editor in explaining further that mechanical wonder, his first number, "*furnished by Messrs. Spalding and Hodge, of Drury Lane*, was made entirely by machinery, now brought to such perfection that the dirty rag of the morning is cleansed, torn to shreds, reduced to pulp, and bleached; it is then woven into an endless sheet, dried and polished over heated cylinders, cut to the size required, and packed. All this in the almost incredibly short space of a single day, with scarcely an eye to see or a hand to guide."

TACT, PUSH AND PRINCIPLE

IN 1842 SPALDING & HODGE—POSSIBLY WITH ONE EYE ON ENON CHAPEL—founded their Drury Lane Book Society, of which the object was to promote the intellectual and moral improvement of the staff. The avowed purpose of our ninety-seven-year-old Library being " mutual improvement by means of the circulation of books containing pure literature calculated to elevate and refine the mind," it is appropriate that on one occasion two

copies of a work entitled *Tact, Push and Principle* were presented by a Director. Research has failed to discover the fate of those two copies: they have seemingly been worn out or mislaid. " Push " will be the subject of the following paragraph: it is Principles we now discuss.

Judging from his features and his record, Thomas 1st was indubitably endowed with grace, wisdom, and understanding: he begat Thomas Spalding the second, from whose maxims we cull the following: " 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, are a great abomination. 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." The son here mentioned was the late Howard Spalding, on whose death in 1916 a papermaker wrote: " I cannot recall any memory of him that one would have wished otherwise."

In 1861 we were " foremost " in putting an end to a malpractice that had become a trade scandal: it was described in the *British and Colonial Printer* of October 20th, 1887, as follows:

" The subject of the marked weight of paper attracted the serious attention of the Trade in 1861; for it was a general

custom to mark reams 5 to 10 per cent. above the real weight; and this, unfair to stationer and consumer alike, had been sanctioned by the Excise for a very long period. The abolition of the Paper Duty afforded opportunity for the suppression of the practice, and Messrs. Spalding & Hodge were foremost in their endeavours to put an end to it. A committee was formed among the leading stationers, with Mr. George Chater as Chairman, and Mr. William Watson as Secretary, and a circular issued bearing the signatures of Messrs. Spalding & Hodge and forty-five other leading London Houses. The result was a meeting at the Guildhall, September 25th, 1861, at which it was resolved that a margin of $\frac{1}{4}$ lb. on paper up to 20 lb. per ream, of $\frac{1}{2}$ lb. on papers from 20 lb. to 40 lb. per ream, and of 1 lb. on all above 40 lb. per ream might be allowed, but that otherwise the mark and weight in future were to tally exactly."

On January 1st, 1858, the firm issued "Rules for the Men engaged by Spalding & Hodge." Of those twelve commandments, Nos. 8 and 9 are the most interesting. They read:

"8. That no person shall ask for a rise of wages, as everyone's merits will at proper times be taken into consideration.

"9. That no betting, or dispute or quarrelling, or coarse or vulgar language, or ill names be allowed. If any case of grievance arise, complaint may be made in the Counting House. The cultivation of good feeling and forbearance is strongly recommended."

At this period gas was in use and the warehouse was lit by fish-tail burners enclosed within wire cages. Rule No. 5 enjoined:

"That particular care shall be taken to guard against the destruction of the premises by fire; and that, if burning candles are left about the warehouse the person or persons leaving them shall be subject to a fine of two shillings and sixpence. Smoking on the premises is strictly forbidden."

We were early converts to the practice of holidays with pay: " After a twelvemonth's service, one week in a year is allowed for a holiday, and wages for the time paid, unless this privilege is forfeited by negligence or misconduct." Finally: " Everyone is expected to be diligent in his department, and to exercise his abilities to promote the prosperity of the business. As an encouragement to good conduct, after seven years' faithful servitude [service ?] each man will be put at the expense of S. & H., on the Stationers' Provident Society."

It would seem that our twelve rules of 1858 broadened from precedent to precedent until in 1911 we issued a new and much enlarged edition consisting of 114 regulations. These are now unwritten, as we argue that the just need no control of law.

" PUSH "

IN NO SENSE THRUSTERS, SPALDING & HODGE HAVE NEVERTHELESS NOT been lacking in " push." In his interesting book, *The Paper Trade*, Sir Dykes Spicer, referring to Horton Kirby Paper Works, near Farningham, observes: " Messrs. Spalding & Hodge afterwards occupied these mills, and were one of the first to treat esparto." We knew we were one of the first to appreciate the importance of the half-tone process and to fabricate super-calendered paper for that purpose; we had, however, forgotten that we were entitled to any merit in connection with esparto, and we are indebted to Sir Dykes Spicer for reminding us of the fact.

It may be claimed that we were the first English

firm to recognise the necessity of special papers for the Typewriter, and it was to the foresight of the late Mr. Howard Spalding that our Excelsior series owed its inception. Although now an established success, it was several years before Excelsiors became popular, and at one time we contemplated dropping them.

We were the first firm to appreciate the economy of extra bulky bookpapers and on their introduction in 1900 we had practically a monopoly of them. The idea (since very generally adopted) of advertising a book paper by means of distribution of bound dummies originated with Spalding & Hodge, Ltd., in 1901. In a moment of hilarity, we addressed a set of these vacuous volumes, together with a review slip, to *The Academy*. The Editor rose to the bait, and in due course there appeared a humorous and appreciative review. On the subject of paper sampling in general, a writer in *Penrose's Annual* (1934) observed "The standard of paper publicity was suddenly lifted to a high plane at the beginning of the century, when Messrs. Spalding & Hodge initiated their elaborate books of paper samples. Issued in demy 8vo size, each sample of eight pages was treated individually to an appropriate printing impression selected with the utmost care and exactitude. Not only did these samples, when collected and presented in a single volume, represent definite progress in paper sampling, but the type, borders, and general lay-out chosen obviously disclosed a mind devoted to beauty and a lover of the craft of printing. Coincident with these, this same firm were the first to conceive the idea of complete dummy books. Running to 320 pages, they were strongly bound in red cloth, stamped with an heraldic device in gold, gilt topped, and entitled with the name of the paper used."

But it has never been book papers alone or chiefly

that have engaged our interest. The late Mr. Samuel Spalding was the first Chairman of the Willesden Waterproof Paper Company. We have likewise been closely associated with bold enterprises, such as "Wharfe Litho." This attempted combination of litho and the Wharfedale was described by Mr. David Greenhill of the Sun Engraving Company (*Caxton Magazine*, January, 1927) as "one of the boldest experiments ever tried in the printing industry." He explains that "large zinc plates were used instead of litho stones, but the image was developed in such a way that all portions of the plate not required to print were etched by a solution which had the effect of graining the zinc so that it left in relief a grain consisting of very tiny points, so small that they did not pick up sufficient ink to yield a visible impression when printed by letterpress methods. A factory was developed, and run with considerable success, and some excellent work was produced. It is probable that the development of the more comprehensive method of three-colour printing was the greatest factor in making it impossible for Wharfe-Litho to live." Spalding & Hodge were enthusiastic backers of this venture, and associated with them were those eminent printers, Sir Henry Bemrose and Mr. G. W. Jones.

ASSOCIATIONS WITH THE LITERARY

AT THE TIME WHEN SPALDING & HODGE WERE FIRST SUPPLYING the paper for the works of Dickens, the novelist himself was a not infrequent visitor at 147 Drury Lane. In 1847 we were closely associated with

Douglas Jerrold, that prodigious wit who was the mainspring of the then-young *Punch*, and is now popularly remembered as the author of *Mrs. Caudle's Curtain Lectures*. Amid multifarious work, Jerrold founded and edited *Douglas Jerrold's Weekly Newspaper*, and for a short while it would seem that he was financially out of his depth. At any rate on August 18th, 1847, he executed an agreement with Spalding & Hodge "for extension of time for payment of debt of £2,000 and interest." According to this document, the said sum of £2,000 was to bear interest at the rate of 5 per cent. per annum. Payment was to be made on the deferred terms of £60 per month, and pending complete settlement Spalding & Hodge were given as security a life policy for £2,000, and a lien on the copyright of *Douglas Jerrold's Weekly Newspaper*. The agreement was honourably fulfilled.

In 1868 we were interested in Tennyson and have his signature on two deeds of agreement made between us and his publishers. Both these documents guaranteed to the poet an assured income of £4,300 per annum, but it is not clear what reward, if any, Spalding & Hodge received for their services. Presumably there was some gentleman's agreement that the publishers should order their paper from us, but the only reference to paper in the Deed reads: "Provided always that no change shall be made in the selling price or in the paper or in the form or general appearance of the said Works from their present selling price paper form and appearance without the previous consent in writing of the said Alfred Tennyson it being the intention and meaning of the parties that the said Works shall revert to the said Alfred Tennyson at the expiration of this Agreement unimpaired in value except so far as literary works may suffer in value of age."

Herbert Spencer was another giant who was in close

touch with us. His voluminous works were published by Williams & Norgate, but the philosopher provided his own paper and was in frequent correspondence with Spalding & Hodge.

Among our curios is a Press cutting without date or reference. It runs as follows:

"We have often chatted about Miss Braddon, but 'Lady Audley' is a romance within a romance; how it came to be written was curious, but how Edward Tinsley, a young unknown publisher, without money, and only a little back office in a back street, came to be Miss Braddon's publisher is to-day almost a new story. He had published one little book—a reprint of Sala's account of the first Volunteer review. It met with a large sale. Now in those days a thousand pounds was a very large sum, even for a novel by Miss Braddon.

"She had just had a notable success with 'Aurora Floyd.' Tinsley offered her a thousand pounds for her next book. He made his proposal in serious and proper form. Mr. Maxwell, Miss Braddon's husband, was a careful, shrewd, business-like man. The poor little office of Tinsley might have shaken his confidence, but the thousand pounds was to be paid in advance; nothing could be simpler. Now, Tinsley hadn't a thousand pence, but he had what was almost as good—hope and honest purpose, and plenty of audacity. He went to the paper-makers and bargained for the paper. Spalding & Hodge readily agreed to give him credit. On this he went to the printers. Impressed with the view the paper-makers took of the business, and also having great faith in the author, they did not hesitate to give Mr. Tinsley such credit as he might require, and on very favourable terms. And here came the deadlock. Where to get the thousand pounds to pay Maxwell and secure the book! The ingenious young man made a clean breast of the whole situation to Spalding & Hodge. Unwilling that such excellent business should be spoiled for want of the initial capital, they gave Tinsley a cheque for a thousand pounds, and upon the success of 'Lady Audley' Tinsley sailed into port prosperous, and presently famous as a publisher, having for his *clientèle* some of the most popular writers of the day."

WE QUITTED THE ANCESTRAL HOME IN DRURY LANE BECAUSE our next-door neighbours, the Imperial Tobacco Co., offered us a favourable price for the freehold. At this time the Board of Spalding & Hodge consisted of Howard Spalding, Walter Spalding,

Sydney Spalding and Harold Bayley. These four were responsible for the general layout of the new building, and the deficiencies of the old premises were more than made good in the new. Although Drury House is now upwards of thirty years old, its offices and warehouses are up-to-date in their equipment, and were they to be replanned to-day, it is difficult to see what improvements could be made.

The construction took somewhat longer than expected, owing to the rotten condition of the subsoil. This was partly due to our site which immediately adjoins the ancient graveyard of St. Martin's-in-the-Fields.

This spot was described, in 1849, as a dangerous nuisance to the neighbourhood. A certain Mr. Walker, the author of a book alluringly entitled *Gatherings from Graveyards*, asserted that many thousands of bodies were deposited here:

"The sub-stratum was some years since so saturated with dead, that the place was shut up for a period. The ground was subsequently raised to its present height level with the first floor windows surrounding the place, and in this super stratum vast number of bodies have since been deposited. It was once a common practice here to dig a pit, place in it bodies at different periods, and cover the top only with boards! The ground is a dangerous nuisance to the neighbourhood."

It is known to Dickensian experts that this once derelict spot was the graveyard figured by Dickens in *Bleak House*. It has long since been converted into a playground for children, but we believe that our contractors when digging the foundations of Drury House gathered a few skulls which had seemingly strayed from the exuding graveyard. We may muse with satisfaction upon the alchemy of Time which has transmuted a "dangerous nuisance" into a centre of Efficiency and Enterprise.

DURING THE WAR

IN THE COURSE OF THE GREAT WAR, 1914–18, FOURTEEN MEMBERS OF Drury House gave their lives. Their names, together with those of our staff and Directors who served, are engraved on the memorial tablet now in our lobby. So far as material damage was concerned, Drury House

escaped lightly. Raiders dropped bombs in Wellington Street, in Aldwych, and with terrible results on the printing works of Odhams Press. Fragments of the Aldwych bomb struck our top storey and carried away part of the cornice. Happily, there were no casualties.

The rationing of paper that was in force during the War worked curiously. Every mill was allotted a percentage of material in proportion to the tonnage manufactured during the last pre-war year. The mills were compelled to offer a similar percentage to the merchants, and the same regulations prevailed between the merchants and their customers. If that tonnage was not taken up, it became saleable in the open market. This unwanted tonnage was, of course, sought eagerly by new consumers, who had no title to any tonnage at all. The relations between the consumers and those with available supplies were naturally of a cordial nature: there has perhaps never been a time when complaints or rejections were less frequent.

Taking the prices of one single variety of book-paper made at one particular mill, we find that on the outbreak of war the price hardened from $2\frac{1}{2}d.$ per lb. It gradually crept up to $3\frac{3}{4}d.$ per lb. at the beginning of 1916 and advanced to $5d.$ by the end of the year. In 1917 it jumped from $5d.$ to $10d.$ and in 1918 from $10d.$ to $1s.$ $1d.$ The restricted imports at this time, combined with the fact that many papermaking machines were out of action owing to lack of men, contributed together with the licensed-ration system to this high figure. In 1919, immediately after the War, the price began to drop from $10d.$ at the beginning of the year to $7\frac{1}{2}d.$ 1920 marked another change. This was the period of the boom, largely artificial, when paper was almost unprocurable. It was a time also when any stock parcels of paper which came upon the market frequently changed hands many times during the day

without any of the parties actually taking delivery. Although the writer knows of no certain case, it was said that the same parcel of paper was occasionally sold by one party in the morning, and having passed through several hands, was re-purchased by the same individual in the afternoon. It is difficult to pin down actual prices, which ranged from $7\frac{3}{4}d.$ to 1*s.* per lb. and even 1*s.* 6*d.* At this period merchants were imploring the mills to book orders for them, to be made when opportunity occurred and at a price to be fixed by the mill when making. Some unhappy publishers were compelled (not by us) to pay 1*s.* 6*d.* per lb. for porridge-like paper manufactured from sawdust. Many speculators rushed into the market thinking that the paper trade was Eldorado, and thus largely adding to the confusion. The sole aim of these gentry was to make money; they had no interest in paper other than this, and we were not sorry that when the inevitable slump occurred many were caught with stocks bought at high prices. Thus followed frantic advertisements in the daily papers offering supplies from private addresses for any figures that could be obtained.

In 1921 the price definitely slumped from $8\frac{3}{4}d.$ per lb. to $4\frac{1}{2}d.$ This was the time when merchants and large stock holders of paper could easily—and in many cases did—lose several thousand pounds in a week through depreciation of stock. It will be said that this loss was amply counter-balanced by extra profits made during the rise, but this is incorrect, as apart from the question of excess profits tax (80 per cent.) in the boom period, stocks were small and quickly cleared, before they had time to appreciate in value, whereas on the falling market they were difficult to get rid of and might remain on hand incurring a tremendous depreciation meanwhile. In 1922 the price became more or less stabilised at $3\frac{3}{4}d.$ and this

lasted through 1923. In 1924 the price of the particular quality under consideration eased to $3\frac{1}{2}d.$ and here except for slight fluctuations which are constantly occuring it may be said to have stopped.

A RETROSPECT OF TRADE CHANGES

THE CLOSING YEARS OF THE EIGHTEENTH CENTURY WERE revolutionary in the paper trade as well as in politics. When Thomas Spalding started in business, all his papers were hand-made and all small in size. It was in 1797 that an ingenious Frenchman exhibited his first model of a machine that would produce an endless roll of paper; it was not until 1803 that the first papermaking machine was built and started production. There is no evidence that Thomas Spalding interested himself in this revolutionary invention: those who did—the Fourdrinier Brothers, London stationers—were ruined financially by the venture. The first machine of 1803 was 4 feet wide; the second, 5 feet; no larger machine was built till forty years later. In 1805 there were six machines making 500 tons of paper per annum. In 1806 it was noted that a papermaking machine capable of making 6 cwt. of paper in twelve hours was in existence, while at this time the output of paper made by machinery was one-tenth of the total made throughout the country. By 1830 machines were responsible for half of the country's trade; by 1840 they were doing two-thirds. Coincident with this rise of the machine was, of course, the gradual disappearance of the vat used for making paper by hand. It was natural for trouble to arise

among unfortunate workmen who were thus thrown out of employment: plots were organised for disabling mills, and machine-breaking riots were not uncommon.

Although we possess Thomas Spalding's stock list of 1810, it is difficult to judge from this how prices were ruling, as he extends all the items at a ream price and gives no weights. According to Sir Dykes Spicer, the average price at the beginning of the last century was 1*s.* 6*d.* per lb.: from 10*d.* in 1836, the price fell gradually to about 6½*d.* in 1859: between 1860 and 1902, the average fell from 6*d.* to 2*d.* a lb.

These figures must, of course, be considered in comparison with the contemporary cost of living. (1789: small beer at 14*s.* per barrel of 36 gallons.) It must also be borne in mind that they were governed by three fluctuating and extraneous conditions: (1) Excise duty; (2) Customs duty; (3) Import duty on rags, which until 1861 were practically the papermaker's sole material. The Excise duty varied from 1*d.* to 6*d.* per lb.: the Customs duty was 1*s.* per lb. from 1823 to 1825; 7*d.* from 1825 to 1833; 4½*d.* from 1842 to 1853; 2½*d.* from 1853 to 1860. In 1860 the Excise duty stood at 1½*d.* per lb., and when in 1861 this was repealed, Spalding & Hodge were refunded by the Government £16,689, representing tax paid on their stock of 101,520 reams, weighing in all 2,936,365 lb.

It took, of course, many years of agitation before the repeal of the Paper Tax was accomplished. For example, on February 28th, 1857, a large and influential meeting was held under the Presidency of Sir Joseph Paxton (designer of the Crystal Palace) to protest against the then existing duties. Paxton very sensibly pointed out that it was impossible under such an obnoxious tax to improve the manufacture of paper, as no papermaker would try experiments when he was compelled to pay duties on his experiments.

A Dr. Epps, in the course of some powerful remarks, charged the Government with being legalised robbers, as it was well known that they constantly put their stamp on a ream of paper sold as 20 lb. when in fact it confessedly weighed but 18 lb. Dr. Epps' remarks were followed by those of a Dr. John Watts, who concluded by describing the paper tax as being idiot-making, industry-starving, and intellect-crushing. It was emphasised that until the tax was imposed improvements were continually made in manufacture, but that thereafter few improvements were made throughout the greater part of the eighteenth century. The statistics quoted read very curiously nowadays, thus the ridiculously small quantity of paper produced in England fell from 136,967 reams in 1713 to 43,564 reams in 1747, and the duty declined from a petty £13,743 to £10,940. It is also curious to note that the craft was seemingly being strangled, for in 1800 459 licenses were issued to papermakers, in 1855 only 371.

In 1887 Spalding & Hodge produced a reel of supercalendered *Graphic* paper nearly ten miles long. This was considered at the time to be a phenomenon and was exhibited at the Adelaide Exhibition. Until 1888 or thereabouts quad sizes were practically unused: *Punch* was printed on double demy; novels were machined in double crown. The following chronology will approximately show the main memorabilia of papermaking since Thomas Spalding opened his little establishment.

1789. Thomas Spalding started in Strand.
1797. Moved to Drury Lane.
1798. Paper machine invented.
1803. Paper machine operated.
(The first machine made paper 48 inches in width; to-day's newsprint machine makes 300 inches.)

1852. One-sided clay-coated paper made for litho.
1860. Esparto first utilised, sixteen tons imported. In 1887, 200,000 tons, in 1937, 355,319 tons.
1861. Paper duty repealed.
Spalding & Hodge prominent in stopping malpractices of underweight.
1867. Sulphite wood pulp " invented."
1871. Mechanical wood introduced.
1880. Sulphite wood pulp popularised.
1882. Two-sided clay-coated art paper becoming popular.
1895–1900. Kraft began to supersede " browns."
1901. Featherweight book paper popularised by Spalding & Hodge.
1906–1907. Spalding & Hodge built and moved into Drury House.
1909. " Cellophane cellulose film " invented.
1929. Even-sided twin wire papers introduced.
1931. Customs duties reimposed.
1938. Total quantity of paper consumed for all purposes in Britain about 2,000,000 tons.

POSTSCRIPT

The preceding pages were in type prior to the outbreak of war. At the time of writing, Drury House is well sandbagged, and we are enduring the expectancy of air raids by Adolf Hitler. Upwards of a hundred years ago our predecessors endured the apprehensions of invasion by Napoleon Bonaparte. Personalities pass: years in, years out, Spalding & Hodge endure the tests of Time.

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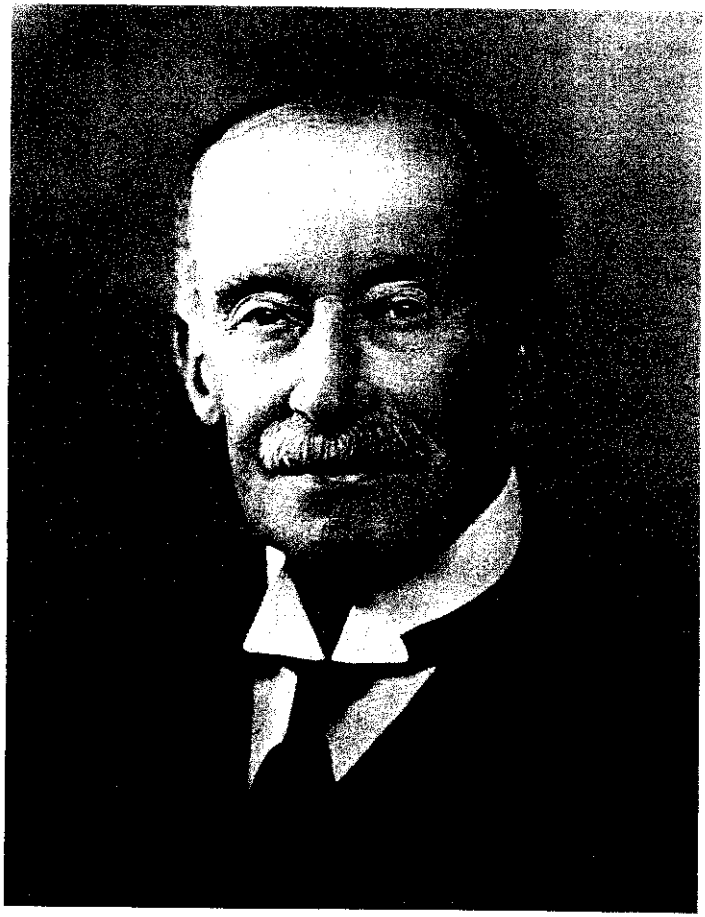
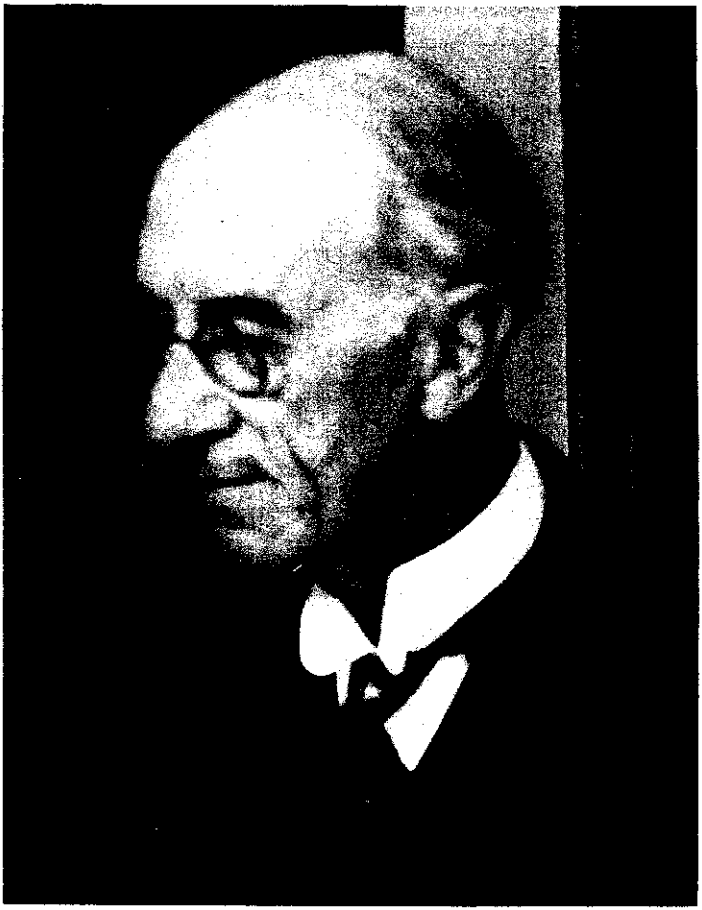
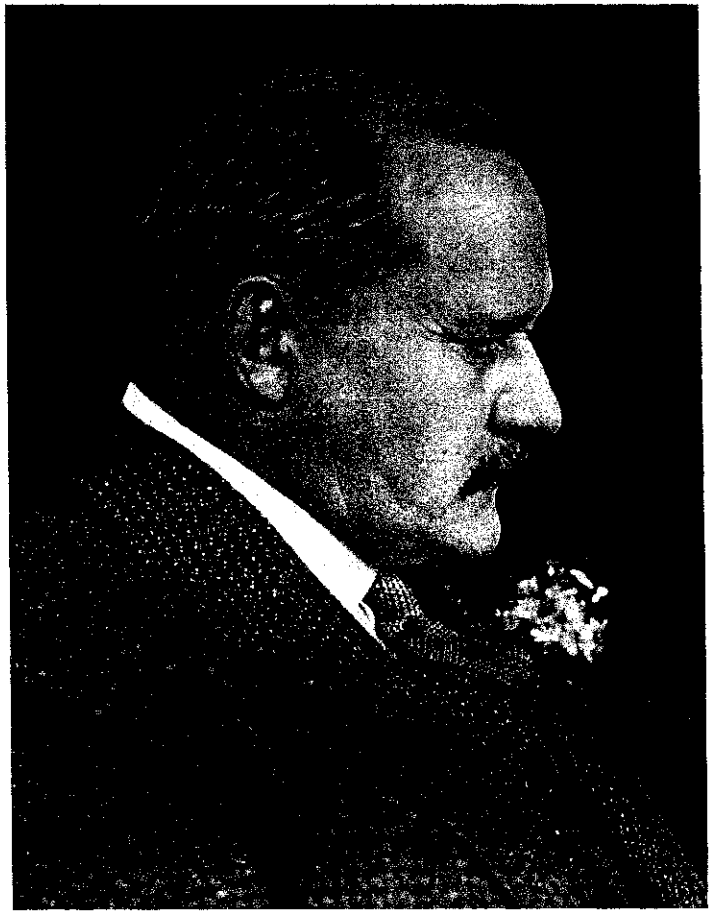
THOMAS SPALDING
Born 1762 : *Died* 1819



WALTER SPALDING
Born 1855 : *Died* 1939



SYDNEY T. SPALDING
Born 1858 : *Died* 1937



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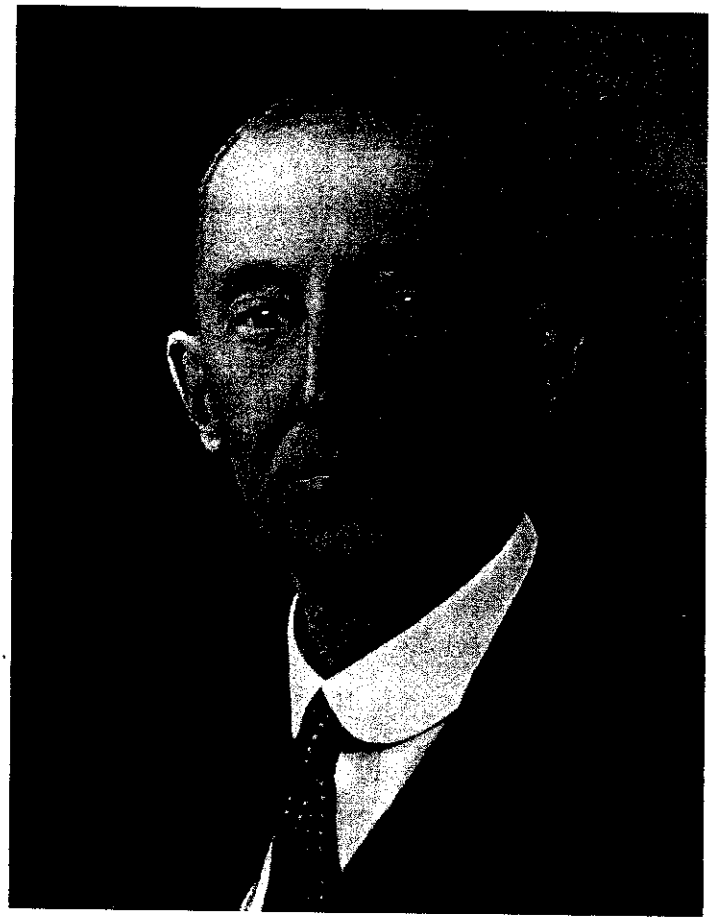

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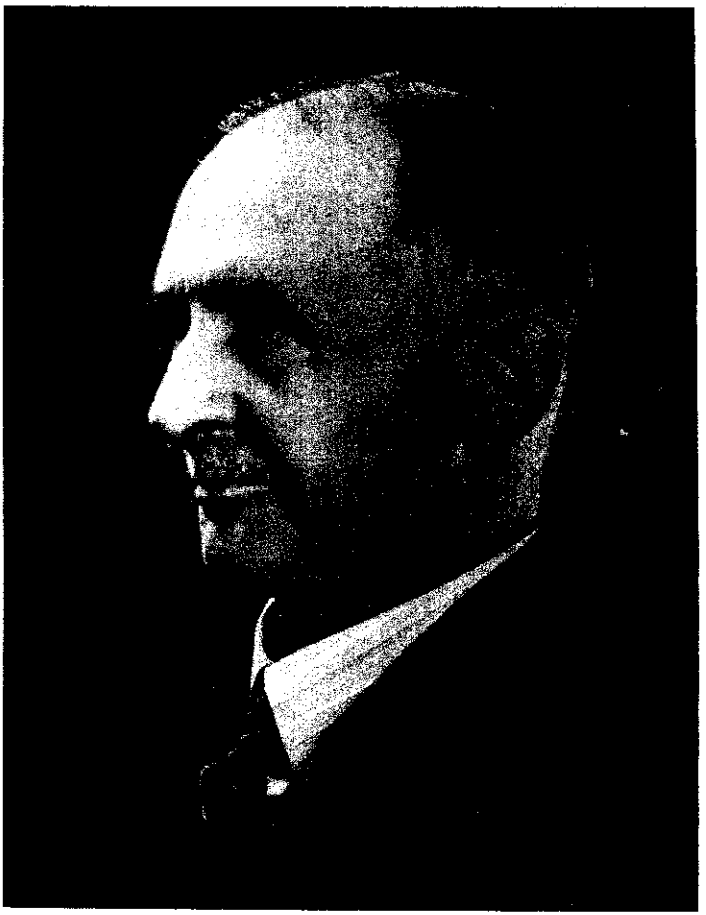

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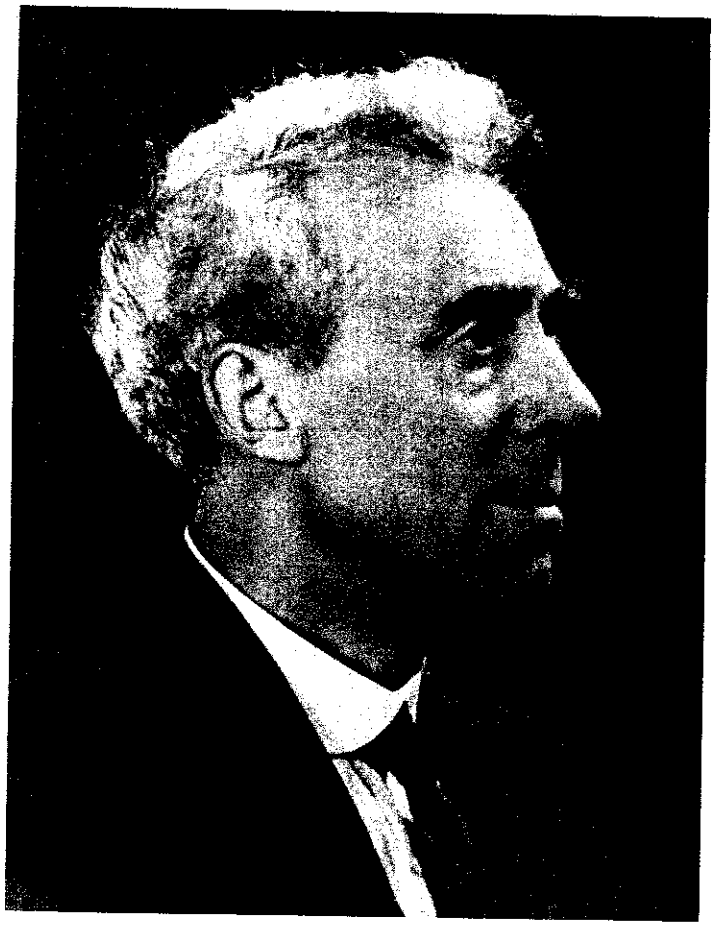

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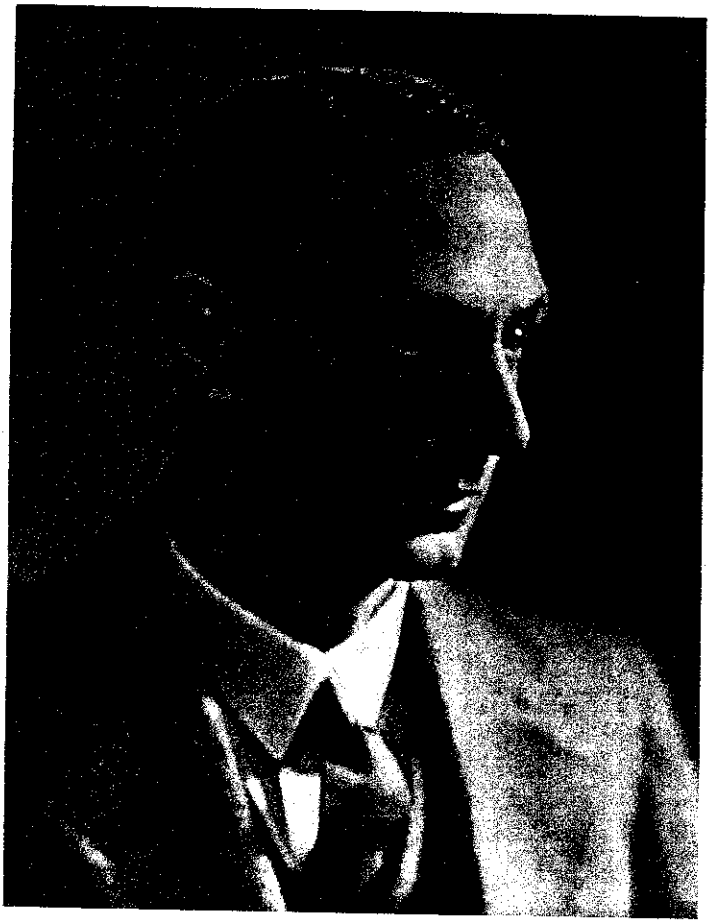

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