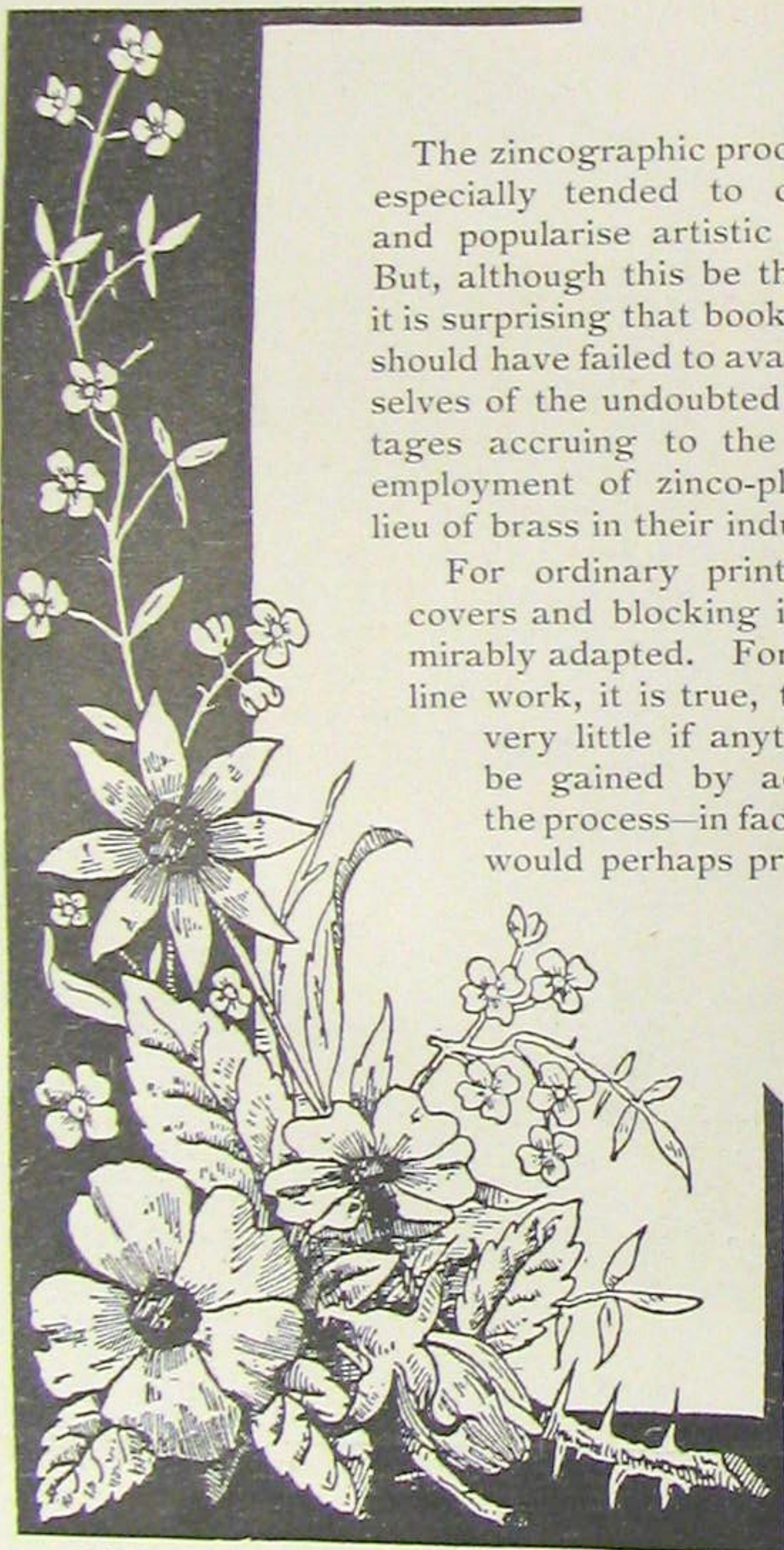


## Zincographic Blocks for Cloth Bookbinders.

SUBSTITUTES FOR BRASS.



THE last decade has witnessed many startling innovations in the method of illustrating books and periodicals, that have practically revolutionised the engraver's art. Wood and steel engravings have given place, more or less, to zincographic and kindred processes, and, although at first opposed by a strong prejudice, they have more than held their own, and proved their intrinsic value, by making rapid advances in the opinion of practical men.



BOOK COVER DESIGN, REDUCED FROM DEMY 8vo.

cheaper of the two; but for work of an intricate character, such as the designs here shewn, the brass engraver's price would be in many instances prohibitory, whereas the cost of a zinco-plate would be trifling by comparison. Although they are being used in some London houses, country binders are unaware that such a process exists, or that it can be used practically for their purpose. That this is a mistake is evidenced by results. The plates are almost if not

The zincographic process has especially tended to cheapen and popularise artistic works. But, although this be the case, it is surprising that bookbinders should have failed to avail themselves of the undoubted advantages accruing to the proper employment of zinco-plates in lieu of brass in their industry.

For ordinary printing on covers and blocking it is admirably adapted. For simple line work, it is true, there is very little if anything to be gained by adopting the process—in fact, brass would perhaps prove the

quite as durable as brass, and to all intents and purposes they are effectual substitutes, being very deep and made to the exact height of that metal.

The process also possesses the great advantage of reproducing faithfully any design, however difficult, providing it is properly drawn.



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For the information of those who may wish to try this method, we would suggest that the drawings be made in *black* line on transfer paper, or upon a white paper or Bristol board, and that only lines be drawn—not washes. The drawings may be made larger if desired, as the design can be reduced or enlarged in the course of reproduction. Binders' plates can also be made from drawing on lithographic stones. A specimen book-cover plate by the zincographic process is shown in the business announcement on another page of Messrs. Manning & Son, 26-28 Old-street, Aldersgate-street, London, E.C., who undertake the getting up of designs, as well as the production of the plates complete ready for the blocker. They also undertake the production of thick electros direct from grained leathers, and have submitted to our notice some remarkably fine examples of plates ready for blocking fancy grains.