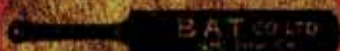


REGISTERED  
COPYRIGHT



TRADE MARK



REGD.

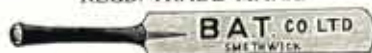


BIRMINGHAM ADVERTISING  
TABLET CO L<sup>TD</sup>

National Works

SMETHWICK

REGD. TRADE MARK.



Telegrams : "TABLET, BIRMINGHAM."

Telephone : No. 114, SMETHWICK.



*VIEW OF NATIONAL WORKS, SMETHWICK.*

Illustrated List of  
**PRINTED METAL**  
**ADVERTISING TABLETS**

and some other Goods, made by the

**B**IRMINGHAM **A**DVERTISING  
**T**ABLET CO. LTD

*Designers, Lithographers, Metal Printers  
& Embossers,*

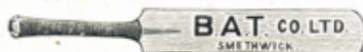
NATIONAL WORKS, SMETHWICK,  
NEAR BIRMINGHAM.

---

*London Office and Showrooms :*  
6, HOLBORN VIADUCT, E.C.

*Telephone No. 2291 Holborn.*





Reprinted from the "Magazine of Commerce," May, 1906.

# Imperishable Posters

## COLOUR PRINTING ON METAL.

*I*N the April number of THE MAGAZINE OF COMMERCE we referred to the fine "sea" posters recently issued by the London and North-Western Railway Company, illustrating their Irish steamships, and commented on the fact that "after a few days' exposure some of the colours appeared to change and lose their tone value." This failing is necessarily common to all paper posters which are exposed to a damp atmosphere, and, while we do not for a moment suggest that this constitutes any argument against the use of paper posters for temporary purposes, it is a matter which should receive the attention of every advertiser who desires a more permanent form of placard. The remedy is to substitute printed metal tablets for paper. By "metal tablets" we do not refer to the old-fashioned and often crude enamelled-iron plates which have served in the past, but to the modern lithographic work (as executed by the Birmingham Advertising Tablet Co., of Smethwick), by means of which the finest colour combinations are reproduced on metal instead of paper, with equal exactitude. These thoroughly artistic tablets offer the maximum of resistance to damp, successfully retaining their new appearance. Dust and dirt can be readily washed from their surface. There is another strong point:—the modern metal tablet permits of the reproduction of all the detail of the most original and most attractive picture, embodying the natural water-colour effect of cloud and sky, of towering mountain or rolling wave.

The first cost of the metal tablet tells somewhat against its more extensive use, but taking its great durability into account we think advertisers will agree that this initial outlay is more than justified. Its colours retain their full tone value for many months, and if we place the cost of a large 30 in. by 40 in. metal tablet, in ten printings, approximately at four shillings, it is certainly more economical to spend money in this way and thus secure a permanent advertisement than to incur the expense of constant renewals.

REGD. TRADE MARK.



## **B. A. T. TABLETS.**

# **ARTISTIC. PERMANENT.**

### **PATENT METAL TABLETS.**

For outside advertisements. These tablets are made by a patented process which renders them much more durable than anything of the kind at present before the public, while the most elaborate designs in any number of colours can be reproduced with absolute fidelity, at a moderate cost.

### **TIN AND STEEL SHOWCARDS.**

For outside and inside advertisements. These are of the best possible quality and finish throughout.

### **SHOWCARDS WITH EMBOSSED FRAMES.**

These possess all the advantages of paper showcards framed in wood and glazed; they cost considerably less and are much more permanent.

### **WAITERS AND TRAYS**

Are prepared by a special process which gives excellent results, and many thousands of various patterns and designs are in constant use.

REGD. TRADE MARK.



## ALUMINIUM GOODS.

These, being specially prepared with permanent lacquer, are finding great favour as indoor advertisements. They are light, artistic and capable of being made up into all kinds of useful articles such as appeal with greater force every year to the advertising world.

## BOXES, ETC.

We have recently opened a new department for the production of a superior class of printed metal boxes and specialities, which we are now in a position to supply in large quantities.

## DESIGNS.

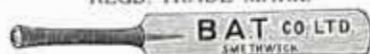
We keep a permanent staff of lithographers, designers and photographers for the convenience of our customers, for whom we are prepared to execute original designs at short notice, for prospective orders; and we give special and personal attention to this part of our business.

*The Illustrations in this book bear consecutive numbers in order to facilitate reference. These numbers should always be quoted in correspondence.*

*Tablets of any size (up to 30" x 40") can be printed on Patent Metal, Tin or Steel. Purchasers should specify, when making enquiries, which metal they prefer.*

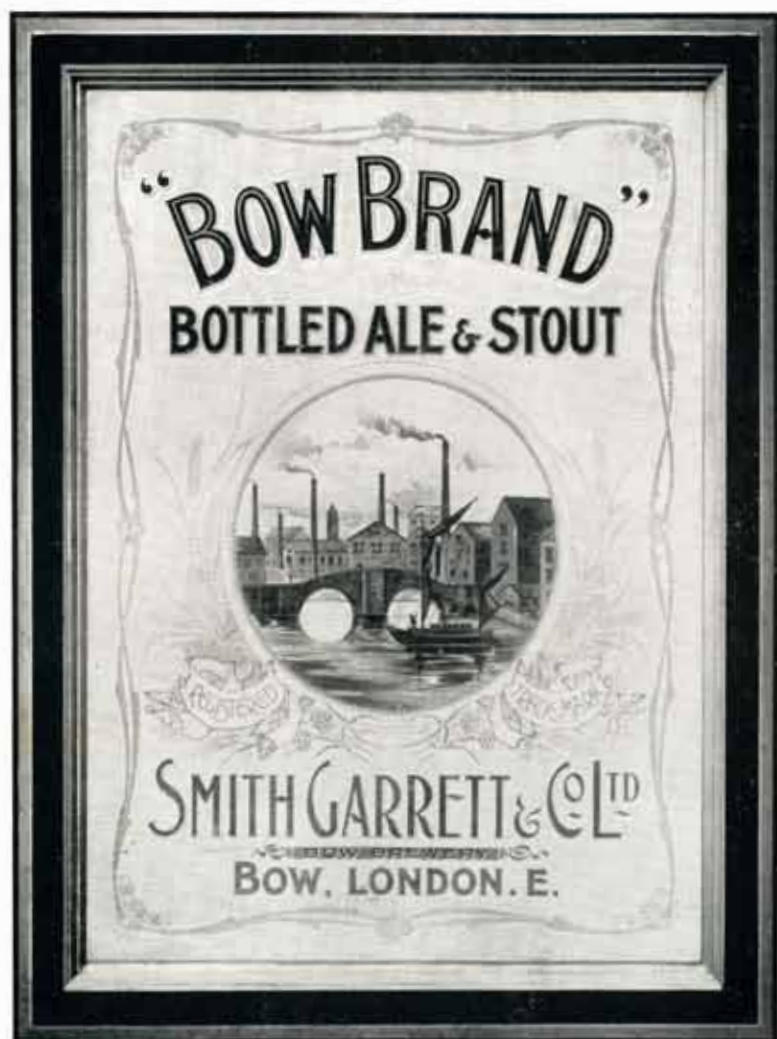
No. 1.

REGD. TRADE MARK.



**Tin or Steel  
Tablet,**

with heavily embossed frame,  
30½" × 24"



In 9 Colours, Gold and White.

*NOTE.*—Embossed moulding of the above type can be printed  
to exactly represent frames of any description.

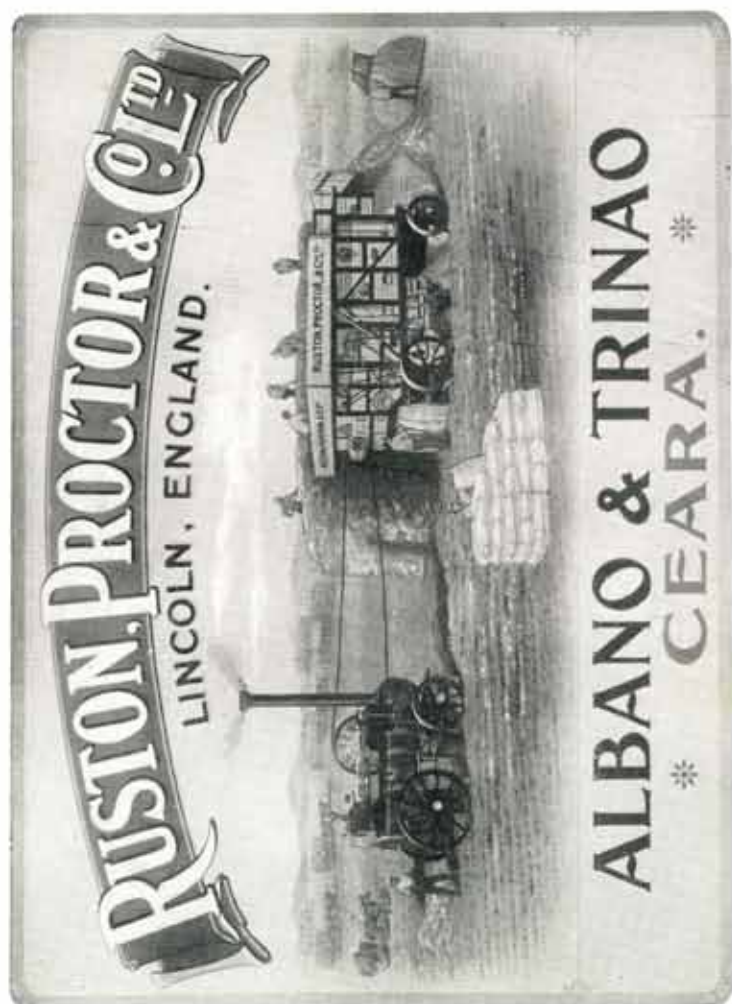


No. 2.

REGD. TRADE MARK.



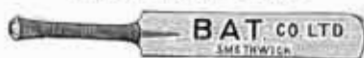
Patent Metal Tablet, 29" x 22"



In 9 Colours and White.

No. 3.

REGD. TRADE MARK.



Tin or Steel Tablet, 21 $\frac{1}{2}$ " x 15 $\frac{1}{2}$ "



In 12 Colours, Gold, Silver and White.



No. 4.



# Tin or Aluminium Tablet,

23" × 17"

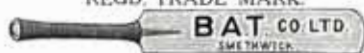


In 11 Colours and White.

Note.—This is very suitable for fixing in wooden frame, and makes an artistic and attractive picture.

No. 5.

REGD. TRADE MARK.



Tin Tablet,

with Lettering, Lighthouse, etc., embossed.  
28½" × 22½"



In 10 Colours and White.



No. 6.

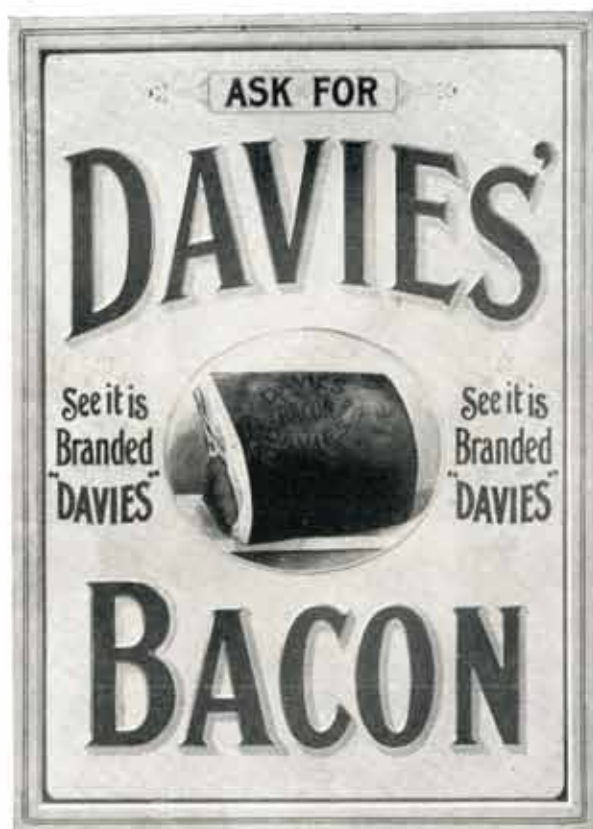
Tin Tablet,

embossed. 35" × 23½"

In 6 Colours and White.

No. 7. **Tin Tablet**, with embossed frame, lettering, etc.,  
27 $\frac{3}{4}$ " x 21"

REGD. TRADE MARK.



In 7 Colours and White.



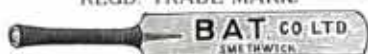
No. 8. **Tin Tablet**, 19" x 9 $\frac{3}{4}$ "

In 4 Colours and White.



**No. 9. Tin Tablet,** with bottle and lettering embossed, and with raised bead frame, 27" x 15"

REGD. TRADE MARK.



In 6 Colours and White.

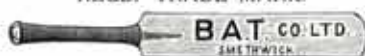


**No. 10. Tin Tablet,** with embossed beaded frame, letters, etc., 27" x 19"

In 7 Colours and White.

No. 11.

REGD. TRADE MARK.



**Oval Tin or Steel Tablet,** with heavily embossed Gold Frame.

25" x 20"



In 11 Colours, Gold and White.

*This embossed frame can be printed to exactly represent wood of any description.*

No. 12.

REGD. TRADE MARK



**Tin Tablet,** with embossed frame, 27" x 20"



In 11 Colours, Gold and White.

*NOTE.*—This embossed frame can be printed to exactly represent wood of any description.



No. 13.



Tin Tablet, 28" x 21"

**S. THOMAS & SONS LTD**  
MANUFACTURERS OF HIGH CLASS FISHING GOODS.  
ESTABLISHED 1830.

—Ask for THOMAS Specialities

THOMAS INCOMPARABLE GOODS Tested & Guaranteed therefore best.



SPECIALITIES  
INCOMPARABLE GOODS  
THOMAS  
Saddle Soap Hook  
Tackle Case, Reel,  
Green Swimming Ball

THE NAME THOMAS is a Guarantee of the Highest Quality.

**BRITISH MILLS,  
REDDITCH, ENGLAND.**

In 10 Colours, Gold and White.

No. 14.

REGD. TRADE MARK.



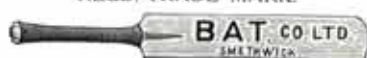
Patent Metal Tablet, 29" x 22"



In 8 Colours and White.

No. 15.

REGD. TRADE MARK.



**Tin Tablet,** 27" x 19". In 10 Colours and White.



**TANGYE'S OIL ENGINES**



Guaranteed to be  
Simple & Economical  
FOR  
**CHAFF-CUTTING,  
IRRIGATING,  
SHEARING,  
THRESHING,  
CUTTING FIREWOOD.**

Stocks Carried by  
& Full Details from

SOLE REPRESENTATIVES  
**BENNIE TEARE & Co.** A Beckett St.  
**MELBOURNE.**  
and at SYDNEY, PERTH & COOLGARDIE.

No. 16.

**Patent Metal  
Tablet,**

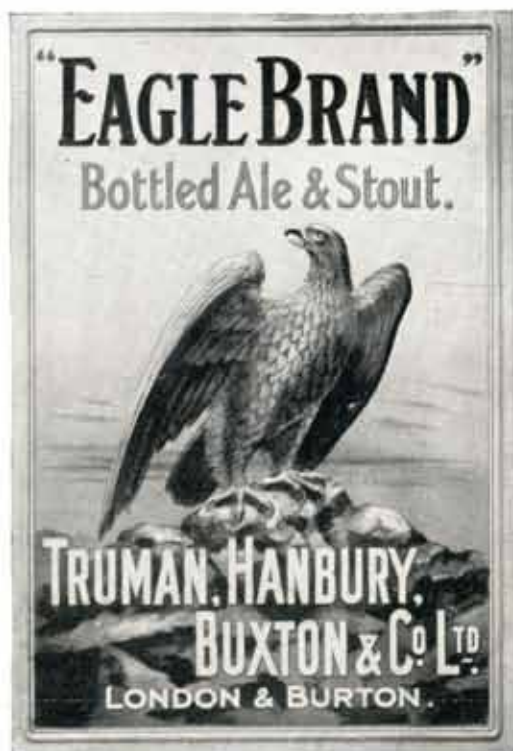
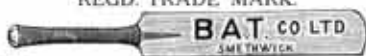
30" x 24". In 4 Colours  
and White.



No. 17.

REGD. TRADE MARK.

**Tin Tablet**, embossed, 27" × 19"  
In 8 Colours and White.



No. 18. **Tin Tablet**, 14" × 10½", In 8 Colours and Gold.

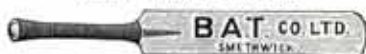
**No. 19. Calendar,** Stamped out.  
18" x 12"

In 5 Colours, Gold, Silver, and White.

Dial, etc., raised. Furnished with Perpetual Calendar  
Cards or Tear-offs.

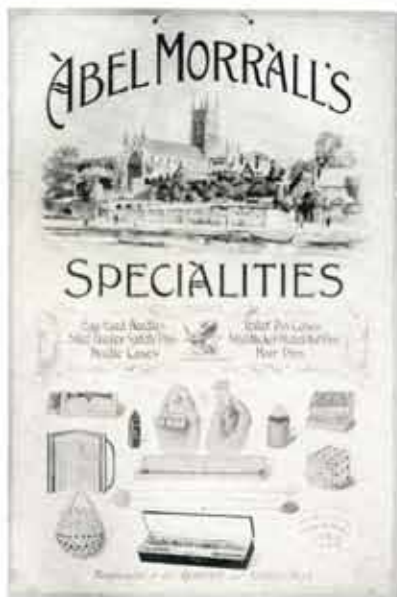


REGD. TRADE MARK.



**No. 20. Tin Tablet,** 18½" x 13"

In 10 Colours, Gold and White.



**No. 21. Aluminium or  
Tin Calendar,** 14½" x 9½"

In 7 Colours and White.

Fitted with Perpetual Calendar Cards or Tear-offs.

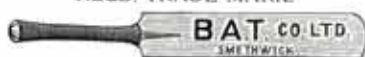


**No. 22. Tin Calendar,** 14½" x 9½"

In 5 Colours and White.

Fitted with Perpetual Calendar Cards  
or Tear-offs.

REGD. TRADE MARK.



**No. 23. Tin Tablet**, embossed, framed  
in wood, 20" x 15"  
In 2 Colours and Gold.



**No. 24. Tin Tablet**, embossed,  
22" x 16"  
In 3 Colours, Gold and White.



**No. 25. Spangled Tin Tablet**,  
20" x 17½"

In 4 Colours, Gold and White, with heavy picture  
frame border.



**No. 26. Tin Tablet**, 18½" x 13"

In 4 Colours and White.



**No. 27. Tin Tablet**, beautifully hand-polished, 13" x 10 1/2"  
In 8 Colours, Gold, Silver, and White.

**No. 29. Tin Tablet**, with embossed picture frame border, 14 1/2" x 11 1/2"  
In 7 Colours, Gold, Silver and White.

No. 27.



No. 28.



**No. 28. Tin Tablet**, embossed, 14" x 10"  
In 5 Colours and White.

**No. 30. Tin Counter Stand**, with bevelled edges, 9" x 6 1/2", fitted with strut.  
In 6 Colours, Gold and White.



No. 29.



No. 31.



No. 30.



No. 32.

No. 32.



**No. 31. Tin Tablet**, 13 1/2" x 10 1/2"  
In 6 Colours and White.

**No. 32. Tin Tablet**, 16" x 12 1/2"  
In 14 Colours and White.

**No. 33. Tin Tablet**, 14 1/2" x 11 1/2"  
In 9 Colours, Gold and White.

Nos. 34 to 51.

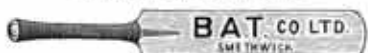
# Aluminium Tablets,

Satin-finished, and treated with a special untarnishable Coating.

They range in size from 14" x 11½" to 6½" x 3"

They can be printed in any design and in any number of colours, and are extremely attractive in appearance.

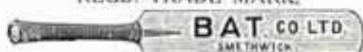
REGD. TRADE MARK.



*These Tablets can all be produced in an imitation-aluminium metal, at a largely reduced cost.*

Nos. 52 to 62.

REGD. TRADE MARK.



### Tin or Steel Waiters,

Circular, 12" diameter.

Oval, 16" x 12 1/2".

With strong wired edges.



Printed to any design and in any number of colours.



The Nos. of the Tablets comprising this centre group are 54-62, commencing with that of Messrs. Bass, reading round to the right and ending with the centre illustration.

No. 63.

### Tin or Steel Oblong Waiters



Size, 16 1/2" x 12 1/2".

Printed in 13 Colours and White.

No. 64. Tin Folding Rule, 12" x 1" in 4 colours

lacquer and white.

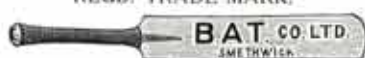
Nos. 65, 66, 68, 72 and 78. Aluminium Stamped Ash Trays, 4 1/2" x 3 1/2", in varying numbers of colours. These are also made in brass and copper.

No. 67. Tin Stamped Ash Tray, 4 1/2" x 2 1/2", in 2 colours.

No. 69. Tin Tablet, 12 1/2" x 8", embossed, in 2 colours.

No. 70. Tin Tablet, 7 1/2" x 6", embossed, in 6 colours, lacquer and white.

REGD. TRADE MARK.



No. 71. Tin Stamped Triangular Ash Tray, 3" x 3", in 2 colours and white.

No. 73. Tin Tablet, 10" x 2 1/2", in 3 colours, lacquer and white.

No. 74. Tin and Brass Stamped Circular Ash Tray, 4 1/2" in 4 colours and white.

No. 75. Tin Tablet, raised, with match striker, 10" x 4", in 1 colour, lacquer and white.

No. 76. Tin Shelf Strip, 12" x 2", in 2 colours, lacquer and white.

No. 77. Aluminium Stamped Ash Tray, embossed, 5", in 2 colours. Also made in brass and copper.

No. 79. Tin Tablet, embossed and stamped out, 14 1/2" x 1 1/2", in 5 colours and white.

No. 80. Aluminium Tablet, 3 1/2" x 2 1/2", in 4 colours and white.

No. 81. Tin Tablet, with raised border, 10 1/2" x 1 1/2", in 3 colours and white.

No. 82. Tin Tablet, with picture frame border 14 1/2" x 1 1/2", in 6 colours, gold, silver and white.



- No. 83. Tin Butcher's Ticket,  $12\frac{1}{2}'' \times 9\frac{1}{2}''$ , in 2 colours, lacquer and white.

This is one of the series of Climax Tickets, of which a very large stock of all varieties of price tickets and mottoes is held.

REGD. TRADE MARK.



- No. 84. Tin Circular Raised Calendar,  $11\frac{1}{2}''$ , in 6 colours, gold and white, fitted with tear-offs or perpetual Calendar Cards.
- No. 85. Tin Tablet, with picture frame border,  $14\frac{1}{2}'' \times 11\frac{1}{2}''$ , in 4 colours, gold and white.
- No. 86. Tin Matchbox Holder and Striker,  $7'' \times 3\frac{1}{2}''$ , in 3 colours and white.
- No. 87. Tin Fire Mark,  $10\frac{1}{2}'' \times 7\frac{1}{2}''$ , in 4 colours and white.
- No. 88. Tin Match Striker,  $9'' \times 1\frac{1}{4}''$ , in 2 colours, lacquer and white.



The Nos. of the Tablets comprising this group are 89-101, reading from left to right.

- No. 89. Tin Tablet,  $18'' \times 6\frac{1}{2}''$ , in 7 colours and white.
- No. 90. Tin Raised Soap Holder, with perforated, galvanized iron drainer,  $7\frac{1}{2}'' \times 4\frac{1}{2}''$ , in 2 colours, lacquer and white.
- No. 91. Tin Stamped-out Matchbox Holder,  $9\frac{1}{2}'' \times 5''$ , in 5 colours and white.
- No. 92. Tin Match Striker,  $6\frac{1}{2}'' \times 2\frac{1}{2}''$ , in 5 colours and white.
- No. 93. Tin Tablet,  $18'' \times 6\frac{1}{2}''$ , in 10 colours and white.
- No. 94. Tin Clock Dial,  $18\frac{1}{2}''$  diameter, in 4 colours, gold and white. Fitted with trustworthy 8-day movement, enclosed in dust-proof case.
- No. 95. Tin Soap Packet Holder,  $7'' \times 3\frac{1}{2}''$ , in 5 colours, lacquer and white.
- No. 96. Tin Matchbox Holder and Striker,  $7'' \times 3\frac{1}{2}''$ , in 4 colours and white.
- No. 97. Tin Stamped-out Counter Stand,  $8'' \times 4\frac{1}{2}''$ , in 4 colours, lacquer and white.
- No. 98. Tin String Box, wired and very strong, fitted with weights and patent cutter,  $6'' \times 4\frac{1}{2}'' \times 4\frac{1}{2}''$  in 7 colours, lacquer and white.
- No. 99. Tin Damper, fitted with felt-covered roller, in water-tight dish,  $7'' \times 4\frac{1}{2}'' \times 2\frac{1}{2}''$ , in 5 colours, lacquer and white.
- No. 100. Tin Pen Rack, fitted with porcelain ink-well,  $4'' \times 5'' \times 5''$ , in 5 colours, lacquer and white.
- No. 101. Tin Packet Holder, raised,  $7'' \times 3\frac{1}{2}''$ , in 3 colours, lacquer and white.

No. 102. Tin Tablet,  $10\frac{1}{2} \times 9\frac{1}{2}$ ", in 4 colours and white.

No. 103. Steel, Heavy, Flange Plate, printed both sides,  $17\frac{1}{2} \times 12$ ", in 2 colours and white.

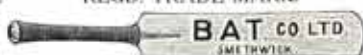
No. 104. Tin Triangular Counter Stand, with strut, 11", in 5 colours, lacquer and white.

No. 105. Tin Counter Stand, with strut,  $10\frac{1}{2} \times 6\frac{1}{2}$ ", in 7 colours, lacquer and white.

Nos. 109, 111, 112, 113, 114. Tin Finger Plates,  $9\frac{1}{2} \times 3\frac{1}{2}$ ", raised and printed in various designs and numbers of colours.

No. 107. Tin Fire Mark, stamped out and embossed,  $9\frac{1}{2} \times 10\frac{1}{2}$ ", in 3 colours and white.

REGD. TRADE MARK.



No. 108. Tin Pencil, stamped out and raised,  $14\frac{1}{2} \times 2\frac{1}{2}$ ", in 5 colours and white.

No. 109. Tin Pen, stamped out and raised,  $15 \times 4\frac{1}{2}$ ", in 3 colours and white.

No. 110. Tin Fire Mark, stamped out and embossed,  $9\frac{1}{2} \times 7\frac{1}{2}$ ", in 2 colours and lacquer.

No. 115. Tin Tablet,  $18 \times 6\frac{1}{2}$ ", in 4 colours and white.

No. 116. Tin Shelf Strip, with moulded flange,  $22\frac{1}{2} \times 2\frac{1}{2}$ ", in 3 colours, lacquer and white.

No. 117. Tin Price Ticket, fitted with strong spike,  $6 \times 4\frac{1}{2}$ ", in 2 colours, lacquer and white ("Climax").

No. 118. Tin Shelf Strip, with moulded flange and embossed letters,  $19 \times 2\frac{1}{2}$ ", in 1 colour and lacquer.

No. 119. Tin Price Ticket, fitted with strong spike,  $4\frac{1}{2} \times 3$ ", in 2 colours, lacquer and white ("Climax").

No. 120. Tin Shelf Strip,  $19 \times 2\frac{1}{2}$ ", in 2 colours and white.

No. 121. Tin Shelf Strip,  $30 \times 2$ ", in 2 colours and white.



## Opinions of some of our Customers.

"Very pretty work."

". . . which we consider a very fine piece of work."

"They are certainly fine examples of work."

"A fine production."

"The effect you produce on the surface of the metal is certainly fine."

"A very nice ornament to the office, and reflects great credit on the firm which produced it."

". . . which certainly represent excellent work."

"We must compliment you upon the ingenuity of the design and on the excellent way it has been turned out."

"It is the best printing and work we have ever seen executed on aluminium."

"The pictorial designs on the box submitted met with our approval and are considered very good work indeed."

"I think it most charming, in fact one of the best things I have seen of its kind."

"We have duly received the advertising tablets and are very pleased with them."

"Permit me to thank you for the very artistic printed metal tablet which I received this morning ; it is a very creditable production."







REGD. TRADE MARK.

