

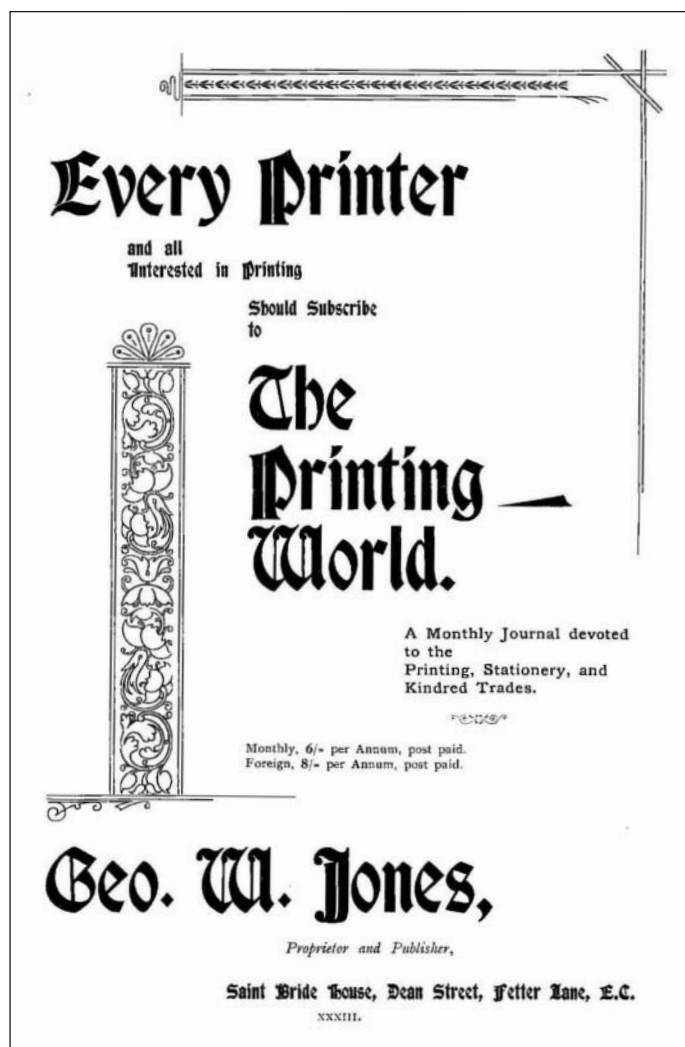
Marketing Themselves

by Pat Valentine

This article shows the ways in which the Sun, and the various companies related to it, advertised themselves and their products to the world.

We start with the firm of **Geo.W. Jones Ltd. (Printers)**, which opened in 1890 in London but later moved to Whippendell Road, Watford. When Jones left the company, it was taken over by its art director, Mortimer Menpes, who renamed it **The Menpes Printing & Engraving Co. Ltd.** and offered photoengraving and letterpress printing services on quite a grand scale.

The Menpes Press assets would be acquired in 1918 by Edward Hunter, of André, Sleight & Anglo Ltd.



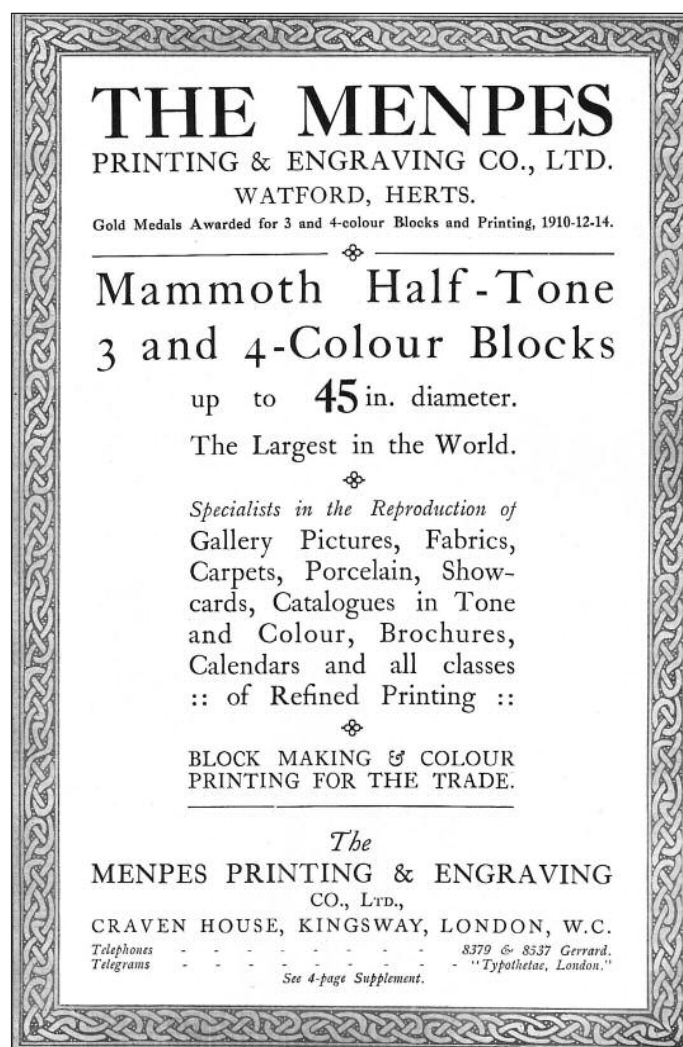
Every Printer
and all
Interested in Printing
Should Subscribe
to
**The
Printing
World.**

A Monthly Journal devoted
to the
Printing, Stationery, and
Kindred Trades.

Monthly, 6/- per Annum, post paid.
Foreign, 8/- per Annum, post paid.

Geo. W. Jones,
Proprietor and Publisher,
Saint Bride House, Dean Street, Fetter Lane, E.C.

XXIII.



THE MENPES
PRINTING & ENGRAVING CO., LTD.
WATFORD, HERTS.
Gold Medals Awarded for 3 and 4-colour Blocks and Printing, 1910-12-14.

**Mammoth Half-Tone
3 and 4-Colour Blocks**
up to **45** in. diameter.
The Largest in the World.

*Specialists in the Reproduction of
Gallery Pictures, Fabrics,
Carpets, Porcelain, Show-
cards, Catalogues in Tone
and Colour, Brochures,
Calendars and all classes
:: of Refined Printing ::*

**BLOCK MAKING & COLOUR
PRINTING FOR THE TRADE.**

The
**MENPES PRINTING & ENGRAVING
CO., LTD.,**
CRAVEN HOUSE, KINGSWAY, LONDON, W.C.
Telephones - - - - - 8379 & 8337 Gerrard.
Telegrams - - - - - "Typhothetae, London."
See 4-page Supplement.

In 1893, Richard André and nephews launched **André & Sleigh Ltd.**, one of the earliest process firms in Britain. Its very high-quality work, exhibited at the Agricultural Hall, London, in May 1914, would not escape Edward Hunter's notice. His company, Anglo Engraving, would purchase A&S later that same year.

The two lower images were produced with what A&S called the "new 'Screenless' process."

PHONE: 88 WATFORD. GRAMS: ANDRÉ, WATFORD.

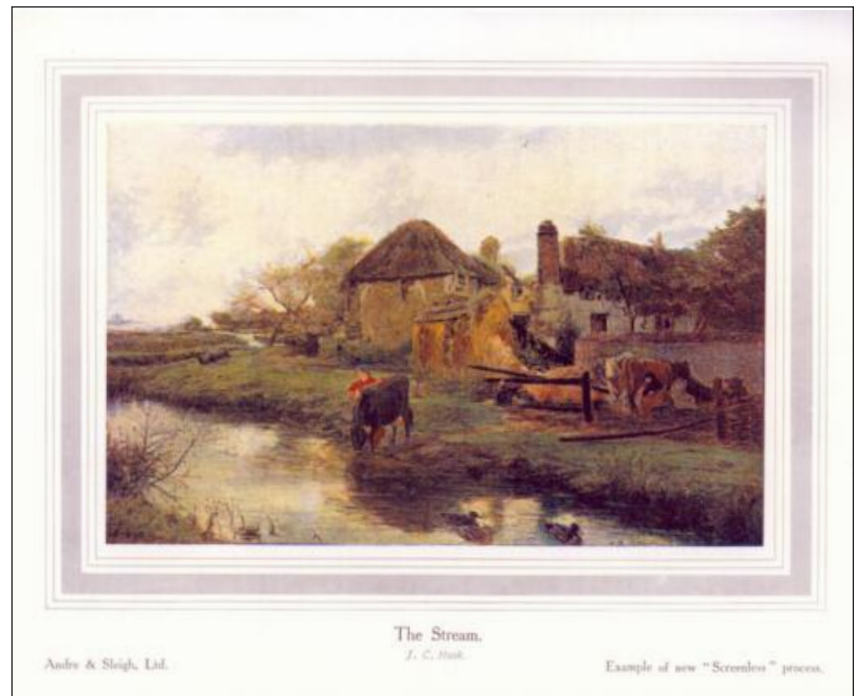
HALF-TONE & COLOUR ENGRAVING
FOR PUBLISHERS & ADVERTISERS

SPECIALISTS IN COMMERCIAL CATALOGUE ILLUSTRATION

André & Sleigh, Ltd.
Bushey, Herts.

DESIGNERS, RETOUCHERS, ENGRAVERS BY ALL MODERN PROCESSES
ELECTROTYPERS AND FINE-ART COLOUR PRINTERS TO THE TRADE

LONDON: 2 & 4, St. Martin's St., E.C. LIVERPOOL: 57, Moorfields. GLASGOW: 142, West Nile Street. PARIS: 31, Rue de la Paix.



The Anglo Engraving Company Limited was founded in 1898 by Edward Hunter and his partner, J. A. (Archie) Hughes. Their emphasis was on high-quality work and they clearly achieved it, as can be seen in the two fine samples: “The Bath of Psyche” was printed from a monochrome block by Anglo, and “Madame Chrysanthemum” was printed from three colour blocks made by Anglo.

THE ANGLO ENGRAVING COMPANY LIMITED

MAKERS OF FINE THREE-COLOUR, HALF-TONE AND PHOTOGRAVURE BLOCKS

SEND US YOUR CARD AND WE WILL FORWARD OUR NEW ART CALENDAR FOR 1908



True Economy consists not in buying at the lowest prices, but in getting the best value for money. Cheapness is usually coarseness in disguise. Blocks at extremely low prices must necessarily be inferior in quality.

Head Office: 14, Farringdon Avenue, London, E.C.

Telegrams: "Operamet" London. Telephone: "191 Witham" four lines.

GLASGOW Office: 7, Ann Street (City). Colour Studios: Kingston Road, Raynes Park, Surrey. Telephone: National 28773 Royal and Corporation 120. Teletype: "118 Winklesham."

PARIS Office: 142, Rue de Faubourg St. Denis, Paris.

THE LAST WORD IN PRINTING PROCESSES IS

ROTARY PHOTOGRAVURE

Unequalled for its soft and faithful rendering of delicate tones and retention of every detail.

It can be supplied in small or large quantities with prompt despatch by

The Anglo Engraving Co., Ltd.

Together with all and every kind of Process Block, Photography and Designing, all of fine and reliable quality.

The Anglo Engraving Company's first consideration is to advise, assist and completely satisfy their clients always.

Write or Phone for particulars and specimens of all processes to

MILFORD LANE, W.C.

Telephones: 117, 118, 119 Central. Telegrams: OPERAMETER, LONDON.




THE BATH OF PSYCHE.

By LORD LEIGHTON, F.R.A.

Block by ANGLO ENGRAVING CO., LTD.

Photographed from the Original. Engraving by A. E. SMITH.



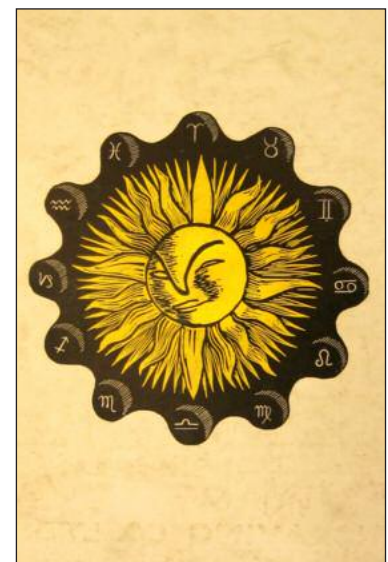
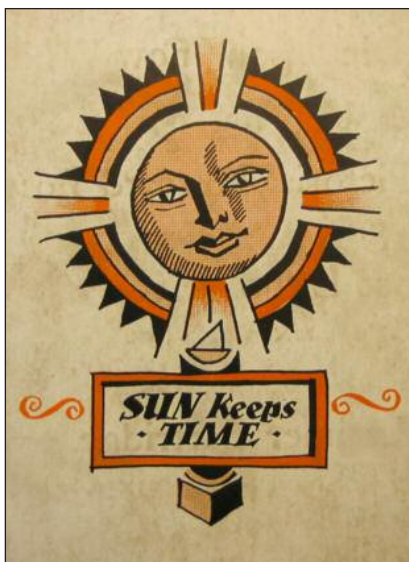
MADAME CHRYSANTHEMUM

Three colour blocks by THE ANGLO ENGRAVING CO., LTD. 14, Farringdon Avenue, London, E.C.

Three colour ink by SHACKELL, EDWARDS & CO. LTD. 5, West Lion Passage, Fleet Street, London, E.C.

Andre Sleigh & Anglo Ltd. was the result of Anglo Engraving's 1914 acquisition. However, the company operated under this name for only four years before Hunter consolidated all his scattered acquisitions under one roof, at Whippendell Road, Watford, as **The Sun Engraving Company Ltd.** AS&A's brief existence explains why the fine logo below was used for so short a time. Its strong design hints at the explosion of stylish promotional creativity that would follow and that would characterize Sun Engraving in the years ahead.

First came the new Sun emblem, by graphic artist Macdonald Gill. The sun metaphor was used in numerous ways on house magazines and promotional materials, flaunting the company's brilliance and primacy (as in "sol omnia solvit" – the sun solves all), while sometimes taking a humorous tack.



Macdonald Gill did more than design the distinctive emblem. His creative contributions enhanced company signs, advertisements, house magazines, and much more.

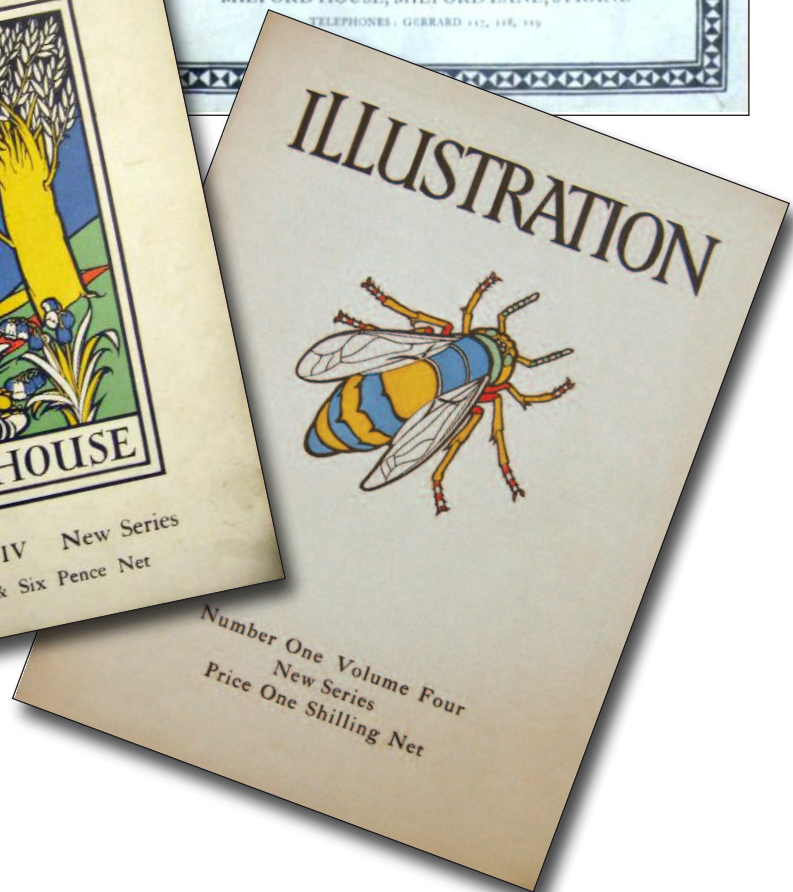
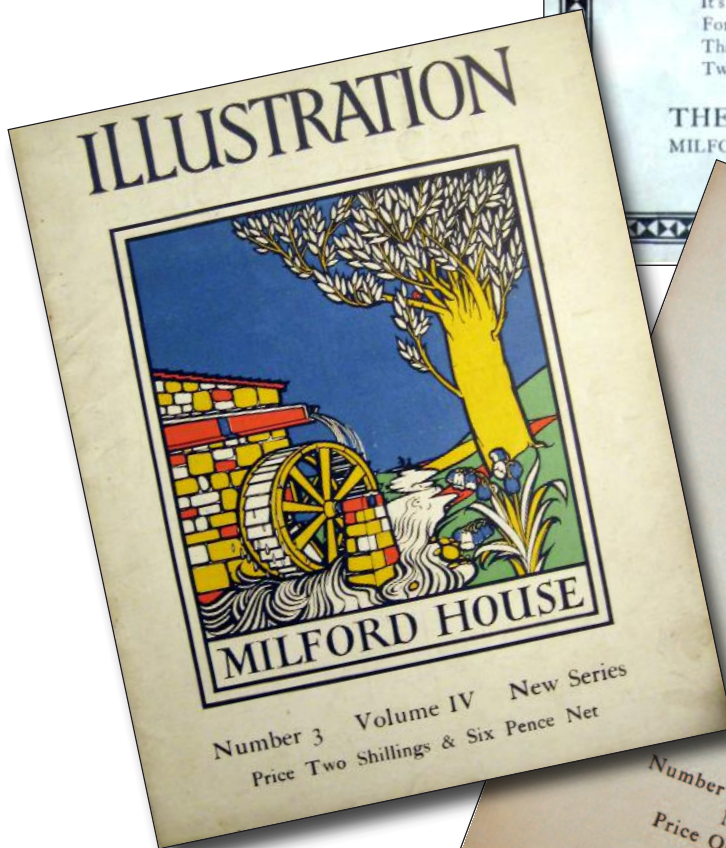
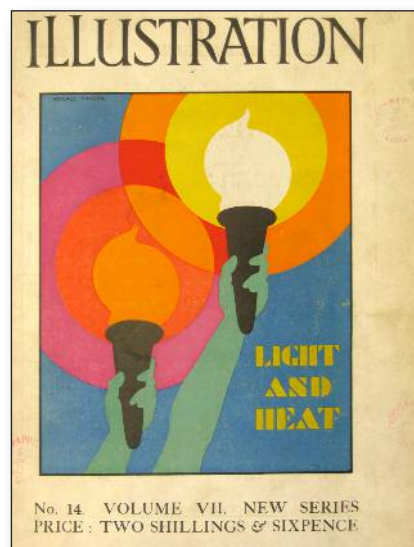
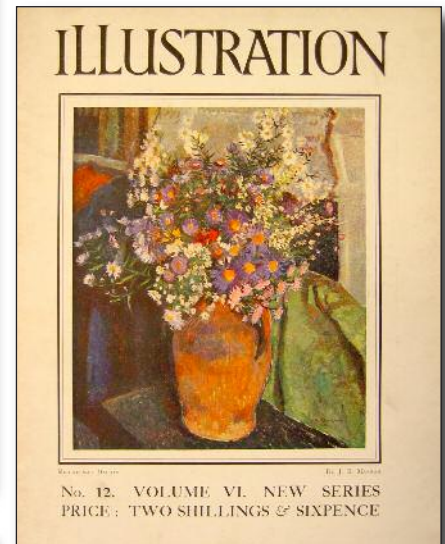
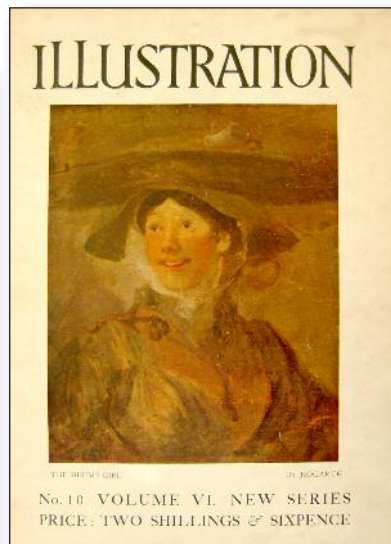
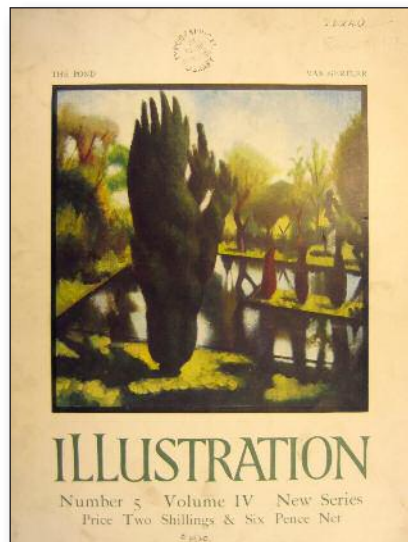
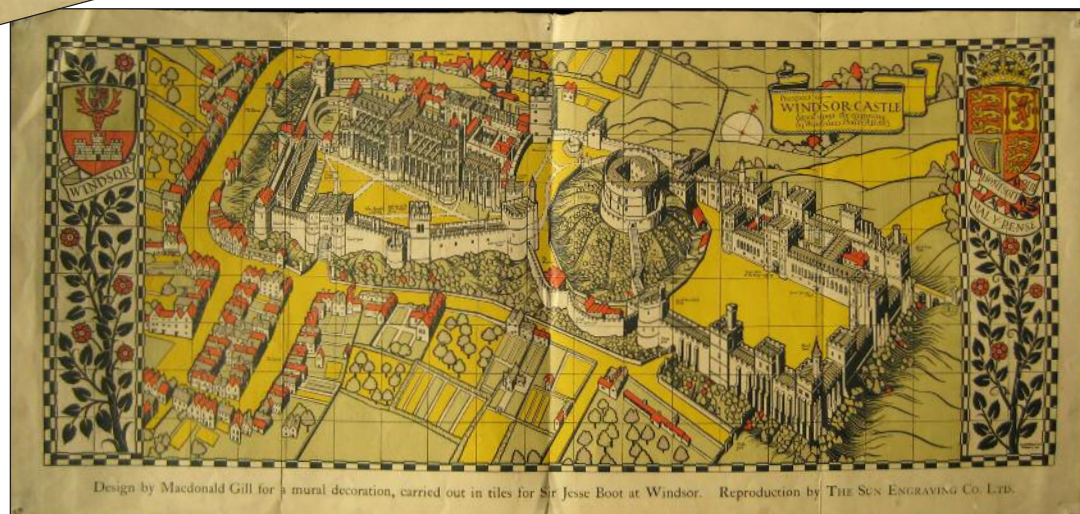
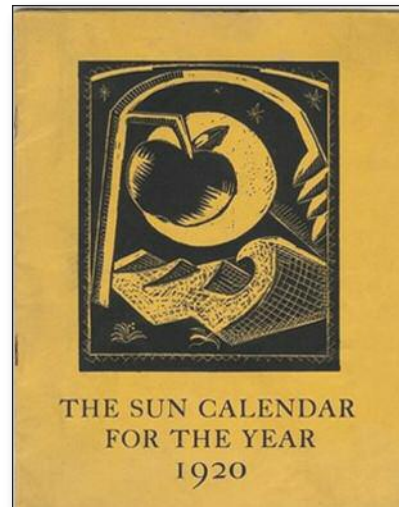


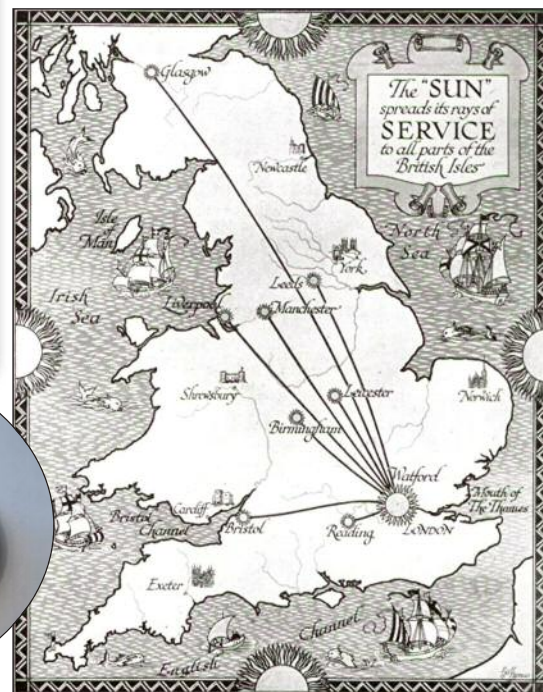
Illustration was published by Sun Engraving for several years. The magazine served as an ideal showcase for the company's printing services (among them Sungravure, Suntone, and Sunchrome), describing new or improved methods of achieving certain effects, and highlighting the work of many noted designers, artists, and painters. Supremely skilled in the art of promoting themselves, Sun Engraving also offered their customers suggestions on ways to promote their own businesses.



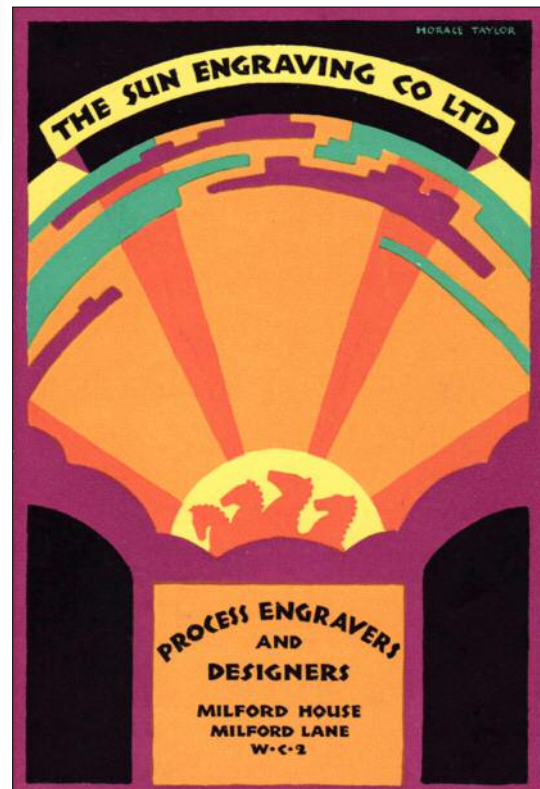
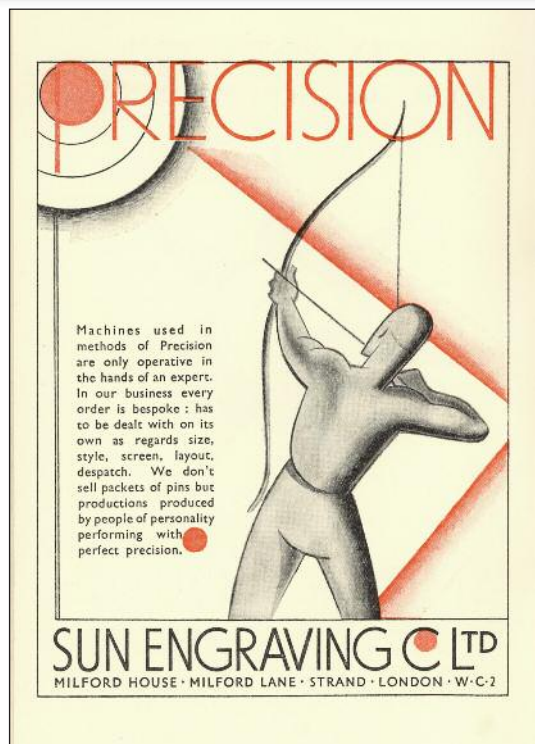
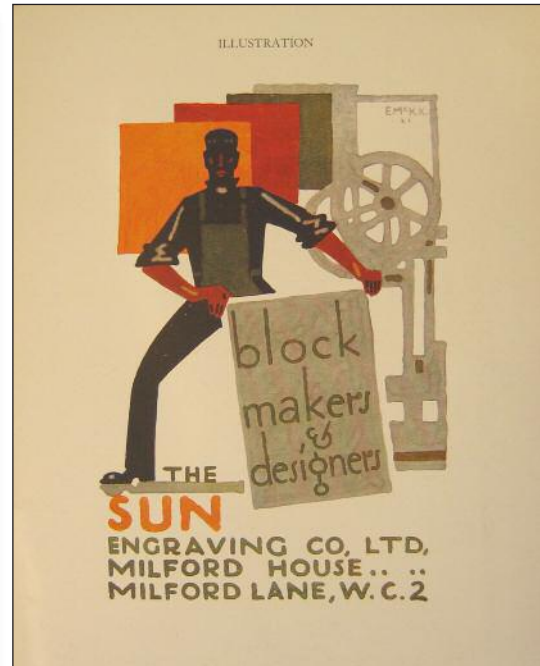
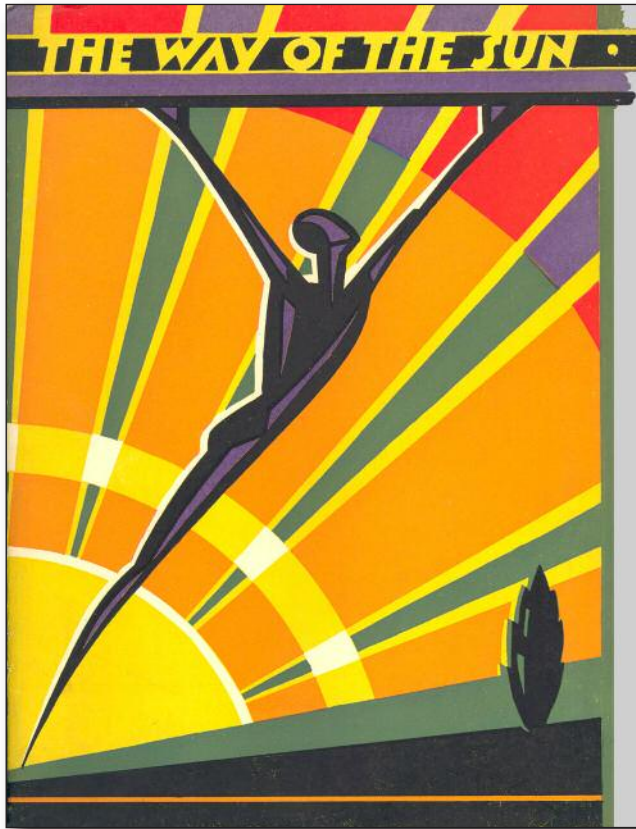
Here are more examples of the ways in which Sun Engraving marketed the company's products and services. This Sun calendar was illustrated by well-known artists (Paul Nash, for instance). The ink blotter is one example of a series that spanned decades. The promotional flier, "The Advertisers' Best Friend" included an extraordinary Windsor Castle insert by Macdonald Gill.



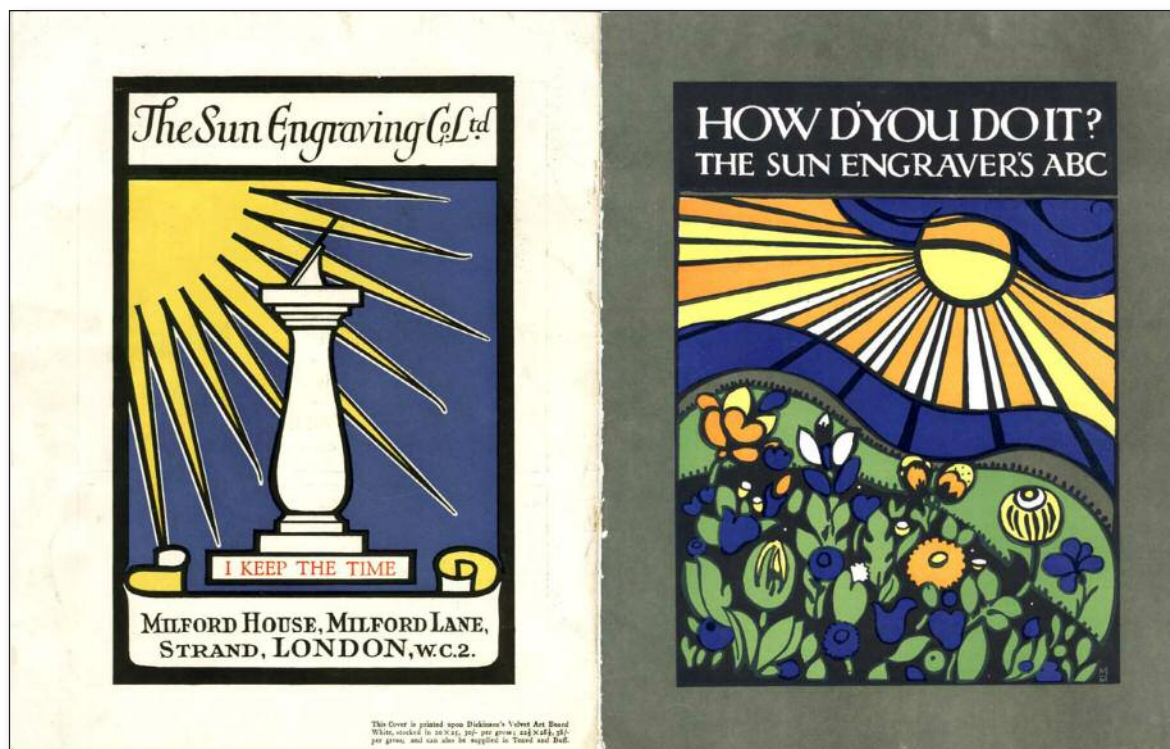
The Sun's self-promotion was unfailingly stylish and arresting. The 1926 ad, top right, reflected the times' fascination with the Tutankhamen discoveries. The dust-jacket of the 1920 "*SUN*" Compendium of services, techniques, and samples was pure high impact.



The Way of the Sun was a 28-page promotional brochure replete with descriptions and photos of the Sun's operations. The company's ads reflected the design styles of the times.



Whether in *The Way of the Sun*, the *Compendium*, *The Sun Type Book*, or elsewhere, the Sun never shied from boasting of its abilities and successes and from describing with pride, and often in great detail, how the company did what it did. The most whimsical example is “How D’You Do It?” from the 1920s. We’ve reproduced the 12-page brochure in full, as sample pages simply wouldn’t do it justice. Below are the outer cover and the opening spread (pp. 2-3).



The Offices & Works of the Sun Engraving Co. Ltd

Formerly known as ANDRÉ, SLEIGH & ANGLO LTD

HEAD OFFICE & WORKS

LONDON: Milford House, Milford Lane, Strand. *Telephone: Gerrard 117, 118, 119*
Telegrams: "Operameter, Estrand, London"

COUNTRY WORKS

WATFORD, Herts. *Telephone: Watford 635 & 636*
Telegrams: "Sun, Watford"

COUNTRY OFFICES


LIVERPOOL: 36 Dale Street. *Telephone: Central 6937*

GLASGOW: 46 Gordon Street. *Telephone: Central 1220*
Telegrams: "Operameter, Glasgow"

LEEDS: 4 1/2 Greek St. Chambers. *Telephone: Leeds 26085*

BRISTOL: 51 Broad Street.

LEICESTER: 31 Corridor Chambers, Market Place.



HOW D'YOU DO IT?

THE SUN ENGRAVER'S A B C

A is for Acids—they bite and they eat.

B is for Blocks—the best you can't beat.

C is for Colour—so cheerful and gay.

D is for Dragon's blood—Don't run away!

E is for Etching bath—too hot for you.

F Futurist pictures.

What? Which? and Who?

G is for Gas ring, Ginger, and Gum.

H is for Half-tones, Hustle, and Hum.

I is for Ink and the plates known as "Iso."

J is for Joy, that makes the time fly so.

K is for Knowledge.

L of course, for the Lane's, with

Mill and with Ford facing St. Clement Dane's.

N for New customer. Doors open wide.

"Delighted to see you. Please step inside."

O is for Office, see the orders go through,

P Photogravure—one-sided and two.

Q for Quixotic—that's what we try to be,

R Representative—customers fly to see.

S Stands for Studio, Service and Sun, (The last two synonymous, that means they're one.)

T is for Teapots (we must have our tea). Telephone also and

U Urgence.

V is for Vans that deliver the goods,

W for Watford, our Works in the Woods.

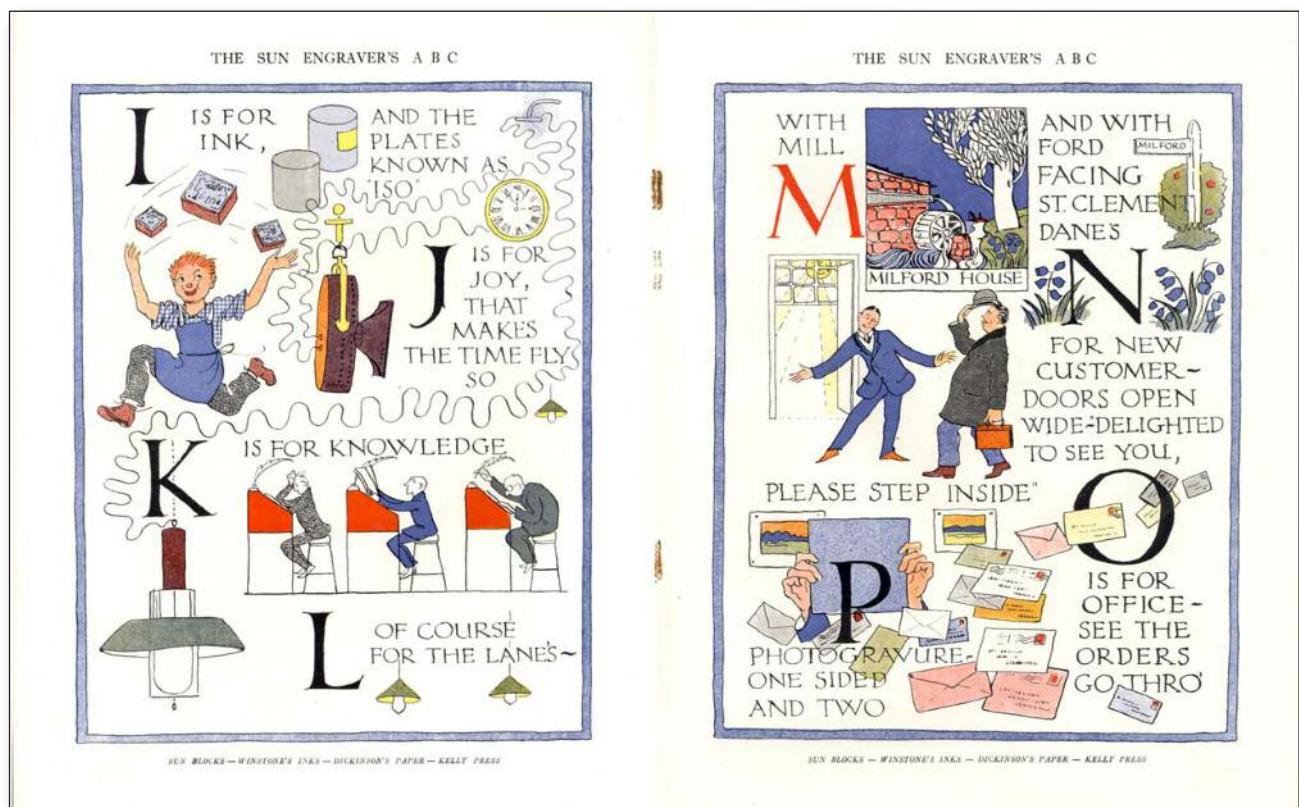
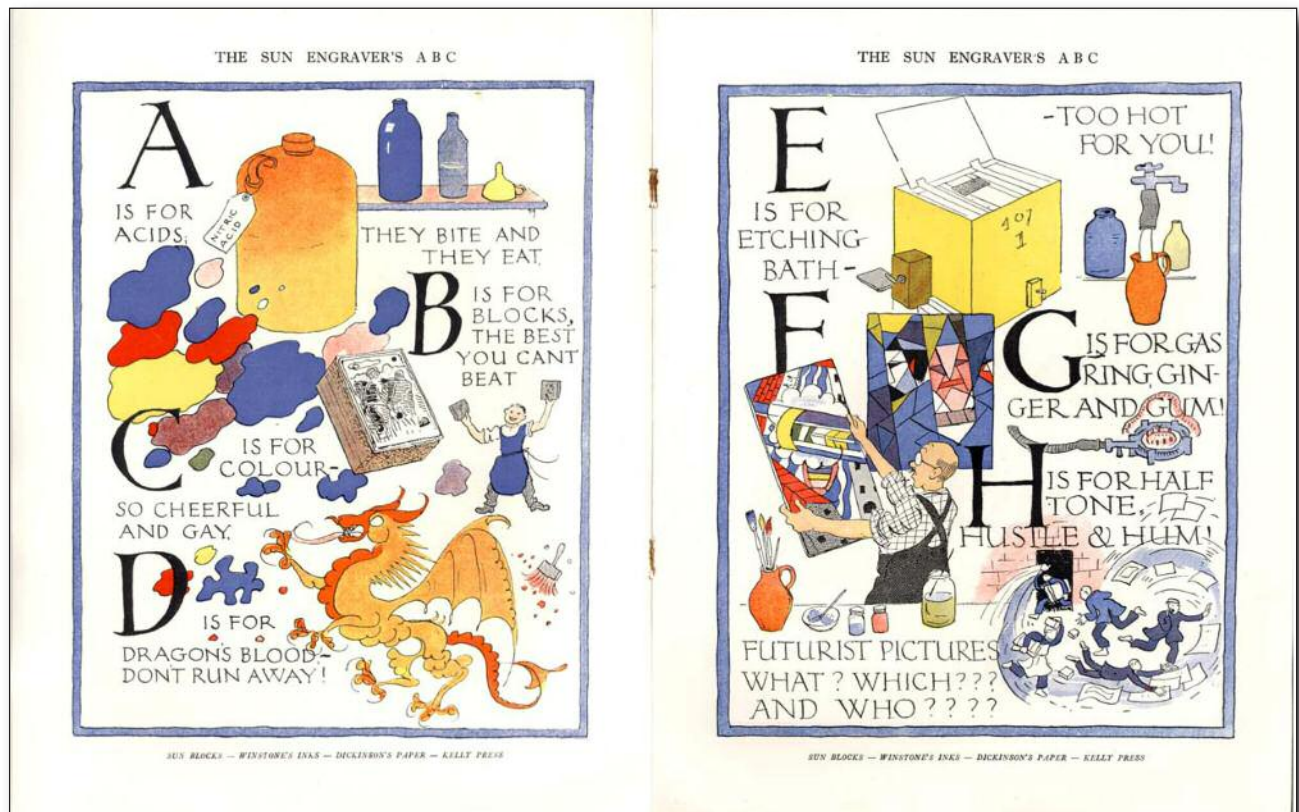
X unknown quantity (3) XXX for beer, Excellent quality (same supplied here).

Y is for Yesterday. "Yes, sir; sent home." Never "To-morrow" the word of the drone.

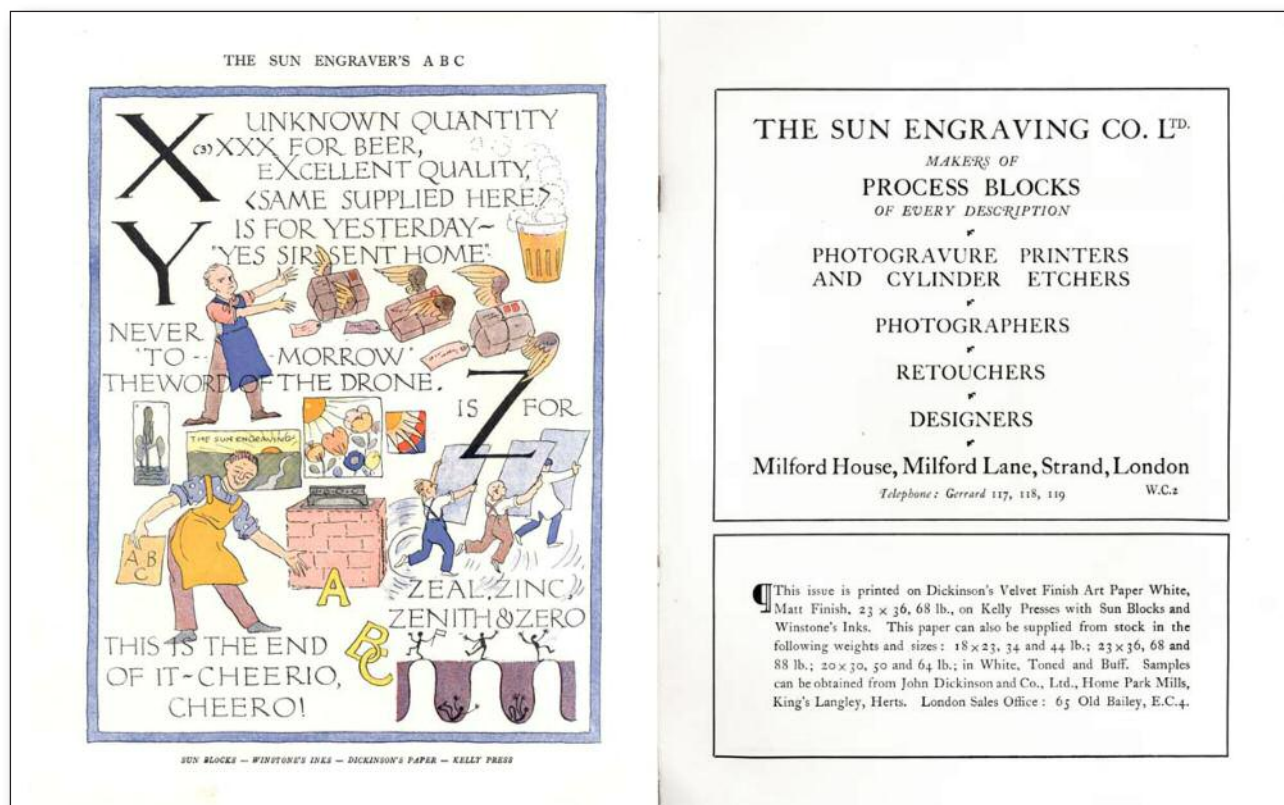
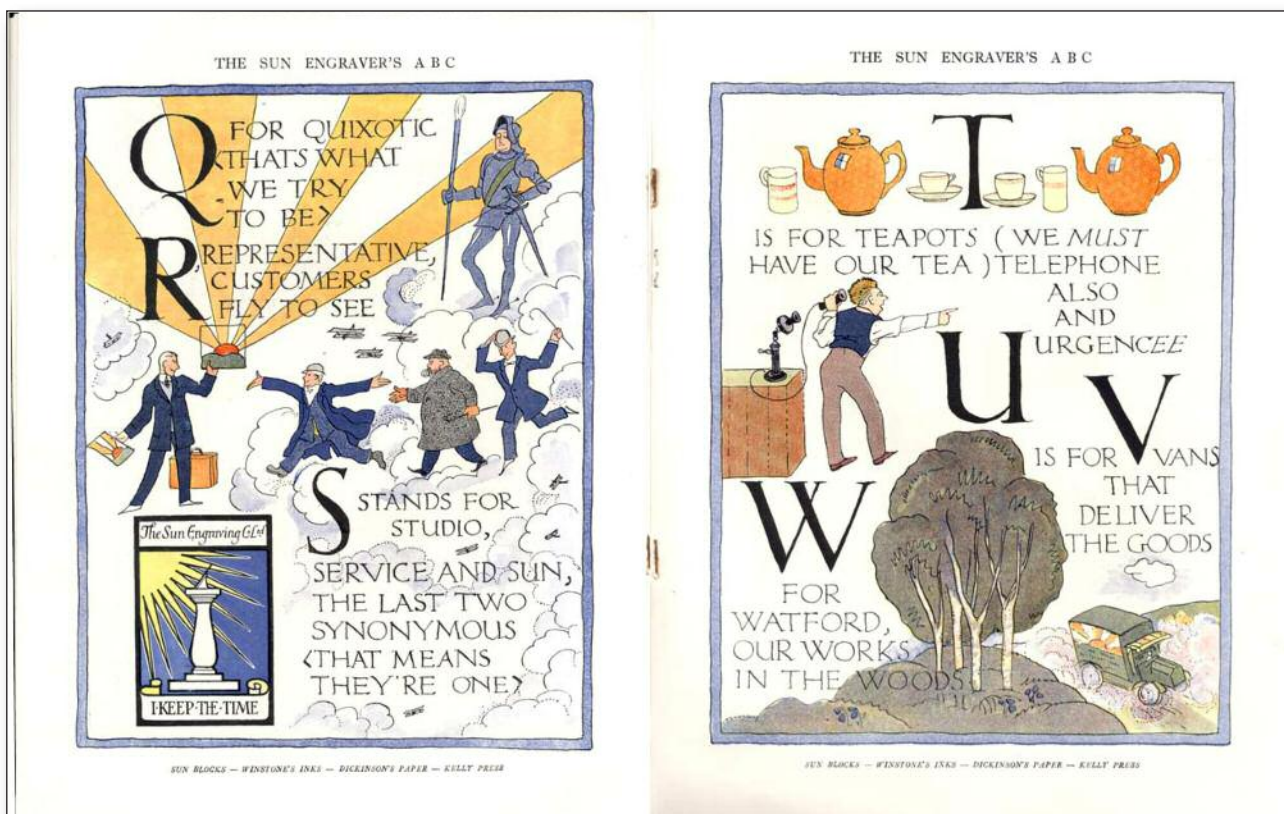
Z is for Zeal, Zinc, Zenith, and Zero.

This is the end of it. Cheerio! Cheerio!

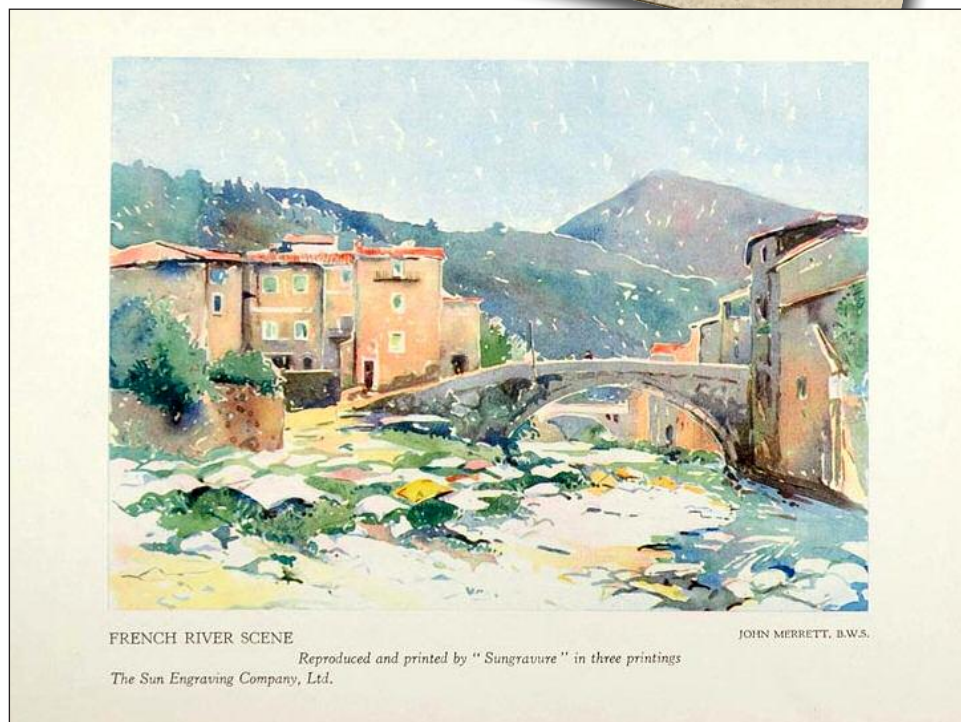
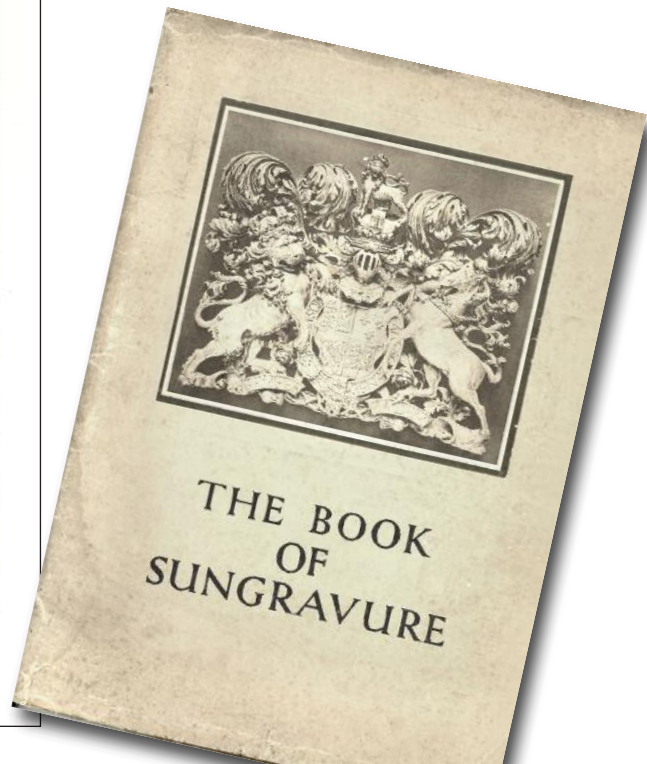
“How D’You Do It?” (pp. 4-5 and 6-7).



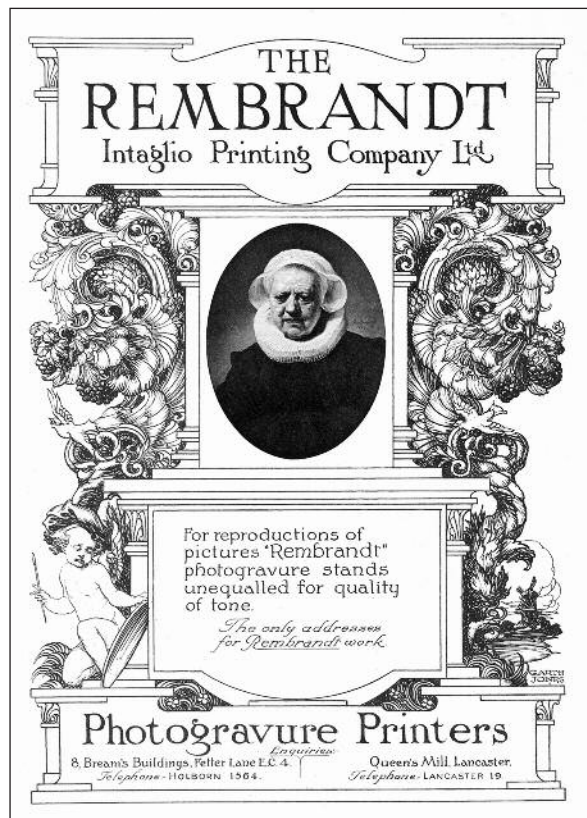
“How D’You Do It?” (pp. 8-9 and 10-11).



The “Embroidery” sample (undated) was printed by Sun Engraving in four colours, not three, rare in those early days of colour printing. “French River Scene” (c.1939) was printed in three passes on a custom-designed Sungravure press the firm was intending to market. The sales initiative came to an abrupt end with the outbreak of war.



The Rembrandt Intaglio Printing Company Ltd. dated from 1895 and specialized in high quality gravure prints. The bottom image shows “The White Cow,” one of the dozens of exquisite Burlington Art Miniatures they printed in 1900 for the Fine Arts Publishing Co., London, using the mezzogravure process. The firm was bought by Sun Engraving in 1932, was renamed **Rembrandt Photogravure Ltd.**, and was renowned for its fine-art reproductions. It was absorbed into Sun Printers in 1961.



In the aftermath of WWII, Sun Engraving sold its huge printing operations to Hazell, Watson & Viney, and **Sun Printers** was born. Perhaps Sun's near-monopoly in the trade explains why self-promotion seems to have taken a back seat then. The new logo was uninspired. The 1970s restyling feels aloof. Newspaper and trade magazine ads became pedestrian. Eventually, in the 1980s, Sun was merged with its cross-town rival. Odhams-Sun was absorbed into the British Printing and Communications Corporation (BPCC) in 1990. The sun no longer shone in the name, or the emblem, for the first time in seven decades.

