

Triumph Advertising Electros

Parts of this article were taken from my book, "Perfect Triumph: Places, Faces and Cases of the Triumph Trap Company, Oneida, New York, 1913-1935."

The Triumph Trap Company did not make their own stamps to imprint their company name and trap size on the pans of traps. In 1913, they ordered the first Oneida Game Trap Company stamps from W.E. Benning Stamp & Stencil Works of Syracuse. Likewise, they did not print their own literature or literature for others. They paid to have these printed or the company that was selling Triumph traps did. In 1916, they ordered brochures or circulars, as Triumph employees called them, from a printer in Niagara Falls.

For other companies to print the trap advertisements using letterpress, then engravings, commonly called "cuts" or "plates", were required. In 1928, Triumph sent out a one-page sheet, included in Jobber information, showing the different cuts available. The sheet was titled "Advertising Electros."

Printing by letterpress requires plates with raised surfaces that will receive the ink. In between the raised surfaces will be depressions, the parts that do not print. To obtain the necessary variations, a photographic negative was made of the "copy" which was a proof of the trap. It will be the exact size desired for the finished cut.

The negative was placed against a sensitized sheet of metal and exposed to a strong light. The parts not shielded by the dark parts of the negative will harden. These areas are built up with a protective coating and the plate is "etched" in a series of acid baths to eat away the unwanted portions.

This was a slow and complicated operation, for it is here that the printing quality of the plate is determined. After the plate has been etched, it was trimmed, the excess or "dead" metal was routed out by high-speed ma-

chines, and the finished job either mounted on a block of wood or delivered unmounted. The final step was the pulling of proofs, which the engraver studied to correct any defects.

There are two basic types of photo engravings, line etchings and halftones. This plate is a halftone. Halftones show

Hand finishers scan each halftone after etching, to tool out excess dots. Where part of a halftone was too dark by comparison with the original copy, it was etched down. If too light, it was "burnished" in that section, making the dots larger and thus giving a stronger tone. Parts of the trap were broken up into dots and appear gray, not black.

Copies of the original plate, known as "electrotypes" or "electros," were used for printing. An electro was made by taking a wax or lead mold of the original plate and immersing it in a solution of copper sulphate, sulphuric acid and water. If a wax mold was used, it was graphite-coated to make it an electrical conductor.

The mold was attached to a negative wire of an electric circuit and a bar of copper or nickel attached to the positive wire. Everything was immersed. The current produced a reaction in the tank, causing metal particles to be deposited on the mold until a thick shell had built up. This was then backed with alloy metal to form the plate.

When a large number of electros was needed, an extra strength "pattern plate" was made and the other electros made from this to avoid damaging the original engraving. This plate was made of copper

and mounted on wood. It is 1 3/4 inches by 3 5/8 inches. Electros to send to Jobbers were made from it. The trap in the plate is a No. 1-X Kangaroo which is an older version of the No. 1-XK Kangaroo shown as Cut No. 94 on the Advertising Electros page. There are numerous places where this image could have been used. I have examples of the exact same sized advertisement in the 1919-1920 Lincoln Trappers Guide from Lincoln Hide & Fur Co in Nebraska and the 1936-37 catalog from Lowe's Fur Company out of Maine.

Free to Jobbers and Dealers
Advertising Electros
TRIUMPH TRAP COMPANY, INC., ONEIDA, N. Y.

Cut No. 146
1-XK "Easy-Set" Triple Clutch

Cut No. 147
2-XC "Easy-Set" Triple Clutch

Cut No. 148
3-IX "Easy-Set" Triple Clutch

Cut No. 149
No. 2 "Easy-Set" Coil Spring

Cut No. 93
No. 115-X "Triple Clutch"

Cut No. 94
No. 1-XK "Triple Clutch" (Underlying Type)

Cut No. 104
No. 4-XI "Triple Clutch"

Cut No. 140
No. 1 "Easy-Set" Coil Spring (Representing sizes 1 and 11)

Cut No. 141
No. 2 "Easy-Set" Coil Spring

Cut No. 99
No. 1 "Triumph" (Representing sizes 9-1-11)

Cut No. 119
No. 42 "Triumph" Ranger (No. 42-X, same trap with teeth)

Cut No. 103
Trap Placer

Cut No. 102
No. 1 "Kangaroo" (Underlying Type)

Cut No. 142
The "Easy-Set" Feature

Cut No. 143
No. 1 "Easy-Set" Square Grip

Cut No. 144
No. 2 "Easy-Set" Square Grip (Representing sizes 2-3-9)

Cut No. 145
No. 1 "Easy-Set" Coil Spring (Representing sizes 1 and 11)

Cut No. 150
No. 1 "Triumph"

Cut No. 151
No. 3 "Triumph"

Cut No. 100
No. 115 "High Grip" (Also representing size No. 215)

Cut No. 91
No. 315 "High Grip" (No. 215-X has offset jaws with teeth)

Cut No. 102
No. 1 "Kangaroo"

Cut No. 118
No. 415-X "High Grip"

graduation between solid black and pure white. This effect is achieved by photographing the "copy" through a ground glass crossed with innumerable fine lines, breaking up the image into dots of varying sizes.

It was the differences in these dots that determine the tone. The ruled glass used in halftone negative making was called a "screen" and a number of lines per inch identifies it. The patterns made by the dots are easily visible. Copper was universally used for halftones.

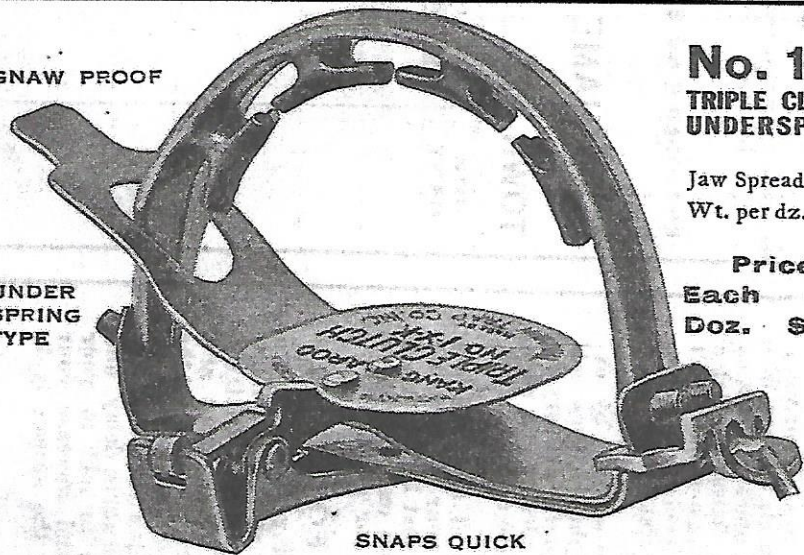
I also have examples of a larger size used in the 1918 Triumph Trap Company Modern Trapping Methods booklet, a 1919 Triumph fold out brochure, a 1920 Why "Triple Clutch" Holds brochure, and on the back of the 1921 Triumph Net Prices to dealers.

By 1923, at the latest, Triumph made a new plate showing No. 1-XK on the pan.

Scot H. Dahms

GNAW PROOF

UNDER
SPRING
TYPE



**No. 1-XK
TRIPLE CLUTCH
UNDERSPRING**

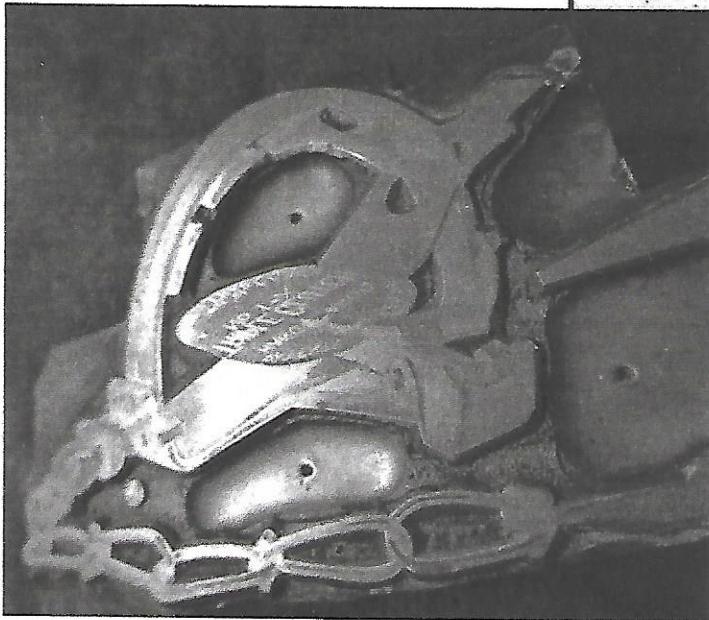
Jaw Spread 4 3/4".
Wt. per dz. 9 lbs.

Price
Each 34c
Doz. \$3.55

SNAPS QUICK

No. 1-XK TRIPLE CLUTCH for Skunk, Civet, Muskrat, Mink, Marten, Etc. Jaw Spread 4 3/4". Wt. doz. 9 lbs. **Price 34c ea. \$3.55 dz.**

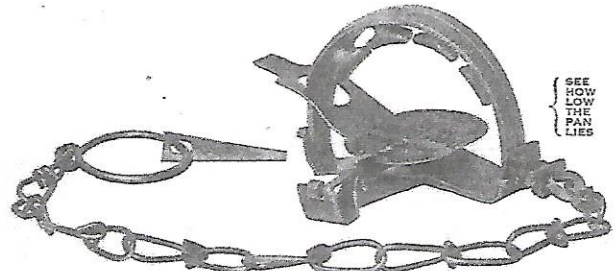
No. 2-XK TRIPLE CLUTCH for 'Coon, 'Possum, Fox, Wildcat, Etc. Jaw Spread 5 3/4". Wt. doz. 13 lbs. **Price 72c ea. \$7.46 dz.**



"Triple Clutch" Kangaroo

A New Trap with Great Gripping and Holding Power
IN THE UNDER SPRING PATTERN

COMPACT AND LIGHT WEIGHT



No. 1-XK High Gripping "Triple Clutch"
(IN THE KANGAROO PATTERN)

