

# *Highlight*



TELEPHONES

FLEET STREET 7051 (6 lines)

FLEET STREET 3806 (4 lines)

TELEGRAMS

TANNER - FLEET, LONDON

*The House Magazine of*

**R.T. TANNER & CO Ltd.**

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 27*

*October, 1958*

The high grade paper at a  
competitive price

## EXETER BOND

WATERMARKED

Stocked in:

16½ × 21 15, 18, 21, 25 lbs.

21 × 33 30, 36, 42 "

18 × 23 18, 21, 25, 28 "

17 × 27 20, 24, 28 "

500's.

Also available in

s/o 16½ × 21, 15 and 18 lbs.

10 × 8 and 13 × 8

Smalls 3½ cwt. 10 cwt. 20 cwt.

1/7½d. lb. 1/6¾d. lb. 1/6d. lb. 1/5d. lb.

ENVELOPES TO MATCH



# Tanners

for PAPER

## Tanner's Quarterly

### House Journal

Once again the summer is behind us, and what a summer! Without a doubt, and without looking at any statistics, it has been one of the wettest and most miserable years we have experienced. Now we have to face a winter of hard work and we face it with confidence in the future.

In a few weeks we open our new branch office and warehouse in Leeds. For several years we have had a distribution centre at Leeds, but we have decided that our growing business requires better facilities for our customers in the North.

At 68, Wellington Street, Leeds, we feel that we have a suitable premises in a most convenient situation, right opposite the Central station. The office will be under the charge of our Mr. Arthur Harrison and, in the true Tanner tradition, he will be assisted by his son Graham.

There is an excellent loading bay at the rear of the premises in Back York Place, where vehicles can load easily and quickly without traffic dislocation.

We cannot at the time of going to press say exactly when this office and warehouse will be functioning, as there are various structural alterations to make and decoration to be carried out, but it should be in November. All our customers in the Yorkshire area will be notified officially of the change when this takes place, together with the new telephone numbers, and a warm welcome will be extended to any of our friends who may care to visit us at this office:—

R. T. Tanner & Co. Ltd.,  
68, Wellington Street,  
LEEDS, 1.

In this issue we publish two items which we feel should be of more than usual interest to printers.

On page 28 is an account of the efforts to mechanise the postal services, and on page 34, a short explanation of the proposed standardisation of paper sizes.

## In our opinion . . .

During the year this Country has been faced with a series of International crises, and as soon as one has been temporarily solved, another breaks out in another part of the world. These appear to be carefully planned to keep the western nations in a state of tension with the ulterior motive of disrupting trade and stability. However, the western powers seem to be taking these continual crises in their stride, and now that we appear to have a closer contact with the United States, they do not seem to have such a paralysing impact on trade as they did a few years back, even though they would seem to be of a more serious nature.

The recession in America seems to be on the wane, and the reports from there indicate that they have passed through the worst, and the employment rate is rising steadily.

This recession has not affected this country nearly as much as many experts imagined, though none will deny that the general tempo of trade has slowed down somewhat.

In the print trade in particular, the summer has been quiet, but in August it fell right away. This recession was much more pronounced than it has been since 1951, though we must realise that it was no worse than what we experienced in August every year before the war. September, however, opened very slowly, but there are signs that trade is picking up and we look ahead to the normal busy period ahead of us to Christmas.

It will be interesting to see what effect the relaxation of credit restrictions will have on trade. These monetary changes work slowly. It took almost a year for the credit squeeze to take effect, and longer still to kill inflation, but now that the process has been reversed it is anticipated that the results should be achieved more quickly. The authorities have, of course, to be very careful that the process of creating an increased flow of money is not permitted to proceed too quickly or the bogey of inflation will be right back on our doorsteps.

If the international situation can be stabilised there is no reason why trade, and in particular the paper trade, should not recover its former buoyancy. The long term prospects are excellent, as there is no denying that the world-wide demand for paper will continue to increase, and it is our guess that the next few months will see the commencement of a steady improvement in trade.

# STADIUM

## WHITE AND TINTED BOARDS

The cheapest Twin Wire Board  
on the Market.

NOW improved in quality and

REDUCED again in price.

New sample sets are in process of being made  
and will shortly be issued to our customers.



# Tanners

*for* **BOARDS**

## The Postal Services

I WAS privileged to pay a recent visit to the experimental establishment of the General Post Office at Southampton. Here are assembled the various prototypes of the sorting machines of the future, under the guidance of the Dollis Hill Post Office engineers.

First of all do not imagine that these machines are something new, in fact some of them have been in use several years, and have been redesigned and altered on many occasions. Secondly I was assured that the machines in use there were technically far in advance of any others in the world. The main reason for the delay in mechanisation of the G.P.O. was due to finance, and all the effort since the war has been to modernise the telephone system, with results which are at least gratifying. Now the emphasis is changing back to the postal services, and rapid steps will be seen in the reasonably near future.

The first machine sorts the letters and postcards from the various packages which go under the misnomer of small parcels. Until I had seen the sacks from the pillar-boxes being emptied into this machine I had no idea what a collection of literally bits and pieces are posted, and how badly many are packed. This machine not only sorts the letters and postcards away from the remainder, but also grades these roughly into three sizes. The fault I found with this machine is that it is hard on the post and the first job of the post office authorities will be to educate the public to use far better envelopes and packaging or half the mail will never reach its destination.

The letters and postcards are then passed to a second machine which is quite bewildering in its ingenuity. The envelopes are fed through at high speed and pass in front of a series of scanners, which search for the stamp and, having found it, turn the envelope round or over so that all the stamps are in the top right-hand corner. This machine then sorts the 2d., 2½d., 3d. and higher denomination stamps, franks them with the cancellation mark and piles them neatly in the price group. At the moment this sorting is done by using special stamps, and this is why Southampton has been chosen for the experiments. The stamps sold there are all impregnated in a special way with various graphite lines, and these are easily picked out by the machine.

Finally the packets of envelopes were taken to the sorting machine which one man at a typewriter keyboard can sort automatically into 120 different postal districts at tremen-

dous speed, though an operator can only work at this for about an hour before he must be given a break. This machine can also be used for sorting incoming mail for breaking down for local delivery, only the keyboard requiring to be changed, a matter of five minutes' work.

All this sounds very easy, but there are many snags still to be overcome. Envelopes which are carrying embossed postage or franking; those with O.H.M.S. stamp or no stamp; odd shaped letters or accounts which are tucked in and not enclosed in an envelope; all cause trouble. Aperture envelopes also are troublesome as these tend to tear when moving through the various machines, and suction feeders used at some stations tend to pull the contents out of the envelope.

At present there is no possibility of a standardised sized envelope being used, though if a fully automatic sorting system is developed, not only will a standardised envelope be required, but a coded address will be compulsory. However, the situation has not developed to this extent, and the emphasis is at present on part automation.

Much research remains to be done, but it is being pushed forward now with great energy, and orders have already been placed for the first dozen test machines, so if your letter does not in future reach its destination, you have been warned. It is all your fault, you should have ensured that the envelopes you use are of good quality, for instance one of Tanner's many high grade brands (we could not resist adding this sentence!).

\*

The photographs shown on our centre-spread demonstrate a new method we used to bring in a new machine to our Hutton Street factory all in one piece, without having to dismantle any part of it.

The machine is the latest three-colour envelope and pocket printing machine. It will print aniline and letterpress in dead register at very high speeds, and will widen the scope of the service we can offer for printed envelopes and pockets. Why not suggest to your customer a two-colour printing for his next envelope order? The effect is out of all proportion to the small extra cost.

August



New plant arriving at our Hutton Street factory. It looks easy, but there was over two tons of complicated machinery at

*thirty*

1958



the end of the rope and only a two inch clearance through the opening!

*thirty-one*

## Your raw material

In the March edition of "Print in Britain" appeared an interesting article on paper which is substandard. It was actuated by a letter from a printer who had received two makings of coated paper, which he had had to return to the Mill, after it had damaged a half-tone plate through creases in the material.

He goes on to suggest that all paper should be fully matured, packed in waterproof packing and guaranteed by the Mill. He also suggests that all sizes should be guillotined all four sides before packing, thereby making them immediately available for machining.

However much we agree with the printer, paper making is very far from being an exact science. Vast sums have been expended by Mills since the war in modernising plants, new refiners and cleaners, surface sizing for hardening the finish and minimising fluffing, and various electronic controls for standardising substance throughout the run. No one will deny that Mills have put a lot of energy in making their products whiter and brighter. In spite of all this the resultant paper is only a raw material upon which the printer must exercise his craft.

We like the suggestion that all paper should be guillotine trimmed four edges ready for machining and packed in waterproof wrappings. The slight additional cost would be well worth while to the printer. Grain direction should also be a compulsory mark on all reams. We should make it quite clear that packing in waterproof wrapping is not the complete answer to the problem of having paper in perfect condition for the machine. If it leaves the Mill in the correct state it will arrive at the printer's works in the same condition. If, however, the humidity of the works is higher than the Mill standard, the material on being opened will absorb moisture at a high rate. This could have a very serious effect when two or more colours were being printed, since the longer the paper is lying in the works, the greater the degree of stretch which would take place. The emphasis should therefore be for the printer to ensure some method of conditioning his works, a costly proposition, but one which litho printers often have to undertake. Unless this is done any form of guarantee required by this particular printer would be a waste of time. If the job entailed requires more than one processing, it is better to leave the paper out of its wrappers, stacked in the press

room as long as possible before machining. This at least ensures that the material is conditioned to the standard prevailing in the works.

Finally the printer suggests that the sorting at the Mills should be electronically controlled and thus foolproof. Since the war many efforts have been made to overcome the sorting problem at the Mills, but no suitable process has been evolved, though automatic counting machines are now in general use. Sorting is costly, suffers in many instances from a shortage of suitable labour and is subject to the human element. Until this problem is overcome, as assuredly it must be, paper will not attain the perfection for which we all aspire.

## Statistics

An interesting highlight has been shed upon the American recession. Most consumer buying receded with the exception of food store sales, and sale of such items as drugs and cosmetics, and soft goods were in 1958 continuing on the same level as 1957.

Accordingly the sales of folding box boards are likely to rise this year as against 1957.

Compared with 1947-49 average tonnage the total increased by 500,000 tons. About one-third of this increase was attributed to the packaging of paper goods, which is a most interesting point, and shows an increase of some 400 per cent.

Another third was in beverage cartons and the remaining third in food, biscuits, sweets, toys, soap and sundry categories.



British paper and board production in July, 1958 (5 weeks) totalled 261,143 tons. This compares with a total of 248,874 tons in July last year (5 weeks).



The total number employed in the paper and board industry in Great Britain at the end of June was 95,400 compared with 95,600 at the end of May, and 92,500 at the end of June, 1957.

Operatives on short time in the paper and board industry, including the carton and box industry, totalled 2,700. The number registered as unemployed was 2,511.

## Looking ahead

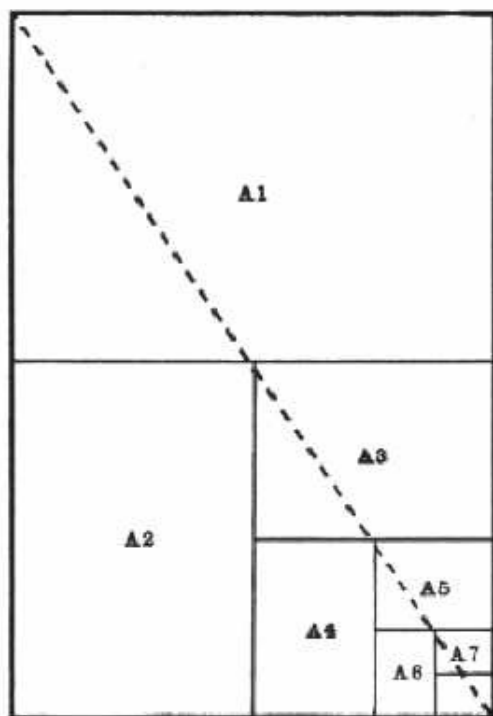
The time has come to consider in this Country the problem of paper standardisation, as this is being very actively pursued by the International Organisation for Standardisation.

Twenty-six countries are now using the Continental standard sizes, many of them for a number of years. The Paper Making and Printing Industries are now giving the British Standards Institute full backing in their investigation into this problem.

There are three standard sizes of paper, conveniently called A, B and C. In this short review we will consider only size A. This is based on a square metre in such a design that on halving or doubling up or down the scale the same proportions are retained.

The A sizes are all trimmed sizes. B sizes are for Posters and B and C sizes are for the converting trade, and in particular envelopes.

In the design shown here, the basic sheet is coded A0, and is one square metre. This is subdivided into the following standard sheet sizes:—



### Sizes in millimetres

A0	841 x 1189
A1	594 x 841
A2	420 x 594
A3	297 x 420
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	52 x 74
A9	37 x 52
A10	26 x 37

### Equivalent in inches

(to nearest  $\frac{1}{8}$ " )

33 $\frac{1}{8}$ x 46 $\frac{3}{8}$
23 $\frac{3}{8}$ x 33 $\frac{1}{8}$
16 $\frac{1}{2}$ x 23 $\frac{3}{8}$
11 $\frac{3}{4}$ x 16 $\frac{1}{2}$
8 $\frac{1}{2}$ x 11 $\frac{3}{4}$
5 $\frac{7}{8}$ x 8 $\frac{1}{2}$
4 $\frac{1}{8}$ x 5 $\frac{7}{8}$
2 $\frac{7}{8}$ x 4 $\frac{1}{8}$
2 x 2 $\frac{7}{8}$
1 $\frac{1}{2}$ x 2
1 x 1 $\frac{1}{2}$

The main advantage for the A series is the immense saving in the various sizes of paper which have to be made by the mills, stocked by the merchants and printers. This in its turn will affect the conversion machinery and storage and filing equipment makers.

There will be many who oppose such a radical change, on the grounds that the British are traditionally against alterations and that the metric system is not used in this Country, and also that it will lead to a stultifying uniformity in printing. However, it must be realised that the coming of the European Common Market will hasten the inevitability of the adoption of the system, since it is used already by most of the European Countries: it is not essential to talk and work in metric measurements as these are easily converted to our normal inches, and since there are so few sizes they will be easier to memorise. As for the question of uniformity, this has an advantage, since the sizes are all trimmed sizes, and variation in batches of work from various printers is entirely eliminated. As far as design is concerned there are many variations of long and square formats to be obtained within the standards.

The principle is already widely adopted by architects and engineers, and it is our opinion that the paper trade will follow very shortly. In fact the meeting to be held in Lisbon in November may well see the start of such a change.

★

We offer our congratulations to Mr. Robert Willis, General Secretary of the London Typographical Society, on his election as Chairman of the Trade Union Council at the Trades Union Conference held at Bournemouth early in September.

## Stop Press

In spite of keen competition in the envelope trade, the sales of our Dorset Cream Laid Envelopes continue to increase. There is, of course, no competition for such a thick, good quality envelope offered at such a reasonable price. Are you stocking them? If not, you had better send for samples and join the thousands of printers and stationers who sell this well-known envelope.

\*

We are always notifying you that our production of Wheatsheaf Manilla Pockets is increasing, yet stocks have consistently remained low. Need we say more? The proof of value is in sales. We are making and selling more Wheat-sheaf Pockets than ever before. The full sample range is shown in our envelope brochure.

\*

The Club card season will shortly be with us. We stock a full range of suitable boards for this purpose—cloth lined in eleven colours, cloth centred in eight colours and duplex folding boards in seven colours. All are immediately available from stock.

\*

We are stocking the full range of Contest White Pulp Boards, made at Nash Mills. These are sold at mill-controlled prices, and delivery is ex stock.

\*

During the last few years the demand for tinted glazed printings has declined. Accordingly, we have discontinued to stock our range of "258" glazed tints, though supplies can still be readily obtained on demand.

\*

The cover of this journal is printed on our Stadium 3 sheet Buff Royal Board, and the text on our Illustration White Art Double Medium 70 lbs.

*thirty-six*

*For a top quality job specify*

## ILLUSTRATION WHITE ART

Stocked in:

20 X 30	45,	50	lbs.
30 X 40	90,	100	"
23 X 36	60,	70, 80	"
25 X 40		80	"

and enjoy trouble-free running.



# Tanners

*for PAPER*