

London Sales Office
WHEATSHEAF HOUSE
CARMELITE STREET
LONDON EC4
Telephone : FLEet Street 7051

Leeds Office and Warehouse
68 WELLINGTON STREET
LEEDS 1
Telephone : Leeds 30805 (2 lines)



Highlight

The House Magazine of
R. T. TANNER & CO LTD
Wheatsheaf Works
Crayford · Dartford · Kent
Tel: Crayford (CY) 26255

New Series No. 50
JULY 1964



Our Northern Branch
has
moved to larger premises

**CORNER HOUSE
WHITEHALL ROAD
LEEDS 12**

The telephone number remains unchanged

LEEDS 30805

Progress and personal service

Tanner's Quarterly Trade Journal

This issue of our Journal is liable to reach you rather later than usual, and this we must blame on an early holiday in the sunshine of the Costa del Sol in Spain.

After many holidays spent in wet, cold and windy conditions, we decided to chase the sun and within two or three days of enjoying the delightfully warm and languid conditions we soon discovered that the lethargic habits of the natives were desirable and natural. Work starts at 8 a.m. to 1.30 p.m., when everything shuts for siesta till 5 p.m., then work to 8.30 p.m. or later. Of course the midday heat makes this programme essential and the rate of work is perforce slow, yet it is extraordinary how things get done. Very quickly one falls into this routine, and we soon began to wonder if the local inhabitants have not the right approach to life. Mañana is a word frequently used and sums up the whole attitude to practically every problem. There is always tomorrow, but in this country we tend to think that there is only today. We only heard recently of a mill which was taken to task for not meeting a requested delivery date, forcing the mill to work throughout a week-end. A fortnight later the mill representative was called into this particular printer on a complaint concerning another delivery of paper. To his amazement he saw the stacks of the original paper untouched, and on questioning the machine operator, was informed that it was not scheduled on the machine programme for a further two weeks.

Whilst we fully appreciate that as an industrial country we exist solely by being able to produce cheaper and quicker than our competitors, we do feel that sometimes and not infrequently we hear too often the word "today" and not enough of "mañana".



This is the 50th issue of our Journal. We should like to take this opportunity to thank the many people who have sent us articles of interest for publication, and are always ready to receive more. We also receive many comments both good and bad and are always prepared to receive criticism or approbation!

IN OUR OPINION . . .

The usage of paper and board continues to increase and the production figures in the first quarter are all well up on the similar period last year.

However, there is no boom condition in the trade and the demand is very patchy. For instance the brush coated art mills are on the whole short of orders, mainly due to the ever increasing use of machine coated and more recently the blade coated art papers. Also many of the esparto mills are finding competition from woodfree papers constantly eating into their traditional markets.

Added to these problems is the considerable increase in imported paper which last year rose by 126,000 tons. It is certain that this trend will continue during this year, all types sharing in this increase.

Provided that the tempo of industry throughout the country continues to increase the demand for our life blood will also continue improving.

Mills are now in the holiday period, and deliveries are therefore continuing to get longer. Again this aspect is patchy, some mills wanting 8/10 weeks and others glad to shut to allow their order books to refill.

PRINTED ENVELOPES

We recently read an article in *The Printing Trades Journal* with which we are in entire agreement and make no apologies for reprinting:

"It is about time we started doing some creative printing on envelopes. There is a lot of profit to be earned making the sales promotional literature that goes inside envelopes, but few have yet realised that extra profits are to be had by persuading print buyers of the value of a good printed envelope.

"To sell the idea of the printed envelope try to envisage the circumstances in which a letter is opened. If such a letter is addressed to a person rather than a company, it is most likely that the addressee will open the envelope himself. The mood he is in at the moment of opening can be regulated

Have you tried the new

CENTENARY

WHITE

envelopes and pockets?

Envelopes	100,000	50,000	25,000	10,000
3½ × 6 ...	16/-	16/4	16/8	17/-
4½ × 5½ ...	18/6	18/10	19/2	19/6
4¾ × 5½ ...	26/6	27/-	27/6	28/-
4 × 9 ...	29/-	29/6	30/-	30/6
5 × 6¼ ...	30/-	30/6	31/-	31/6
Pockets				
9 × 4 ...	26/6	27/-	27/6	28/-
		per 1,000		

For quantities below 10,000 add 1/-d. per 1,000
Subject to Purchase Tax

A NEW LINE OF BLUE/WHITE

HIGH QUALITY ENVELOPES

made by

Tanners

to some extent by the look of the envelope. Imagine the sort of envelope which gives rise to the groan 'Another circular, I suppose!' I agree that it would be inadvisable to pretend that a d.m. shot is anything else than a d.m. shot. However, an envelope can be created which would excite curiosity and give the recipient a promise that the 'circular' which he expects might be pleasurable or interesting or potentially profitable.

"The vendor of office furniture who realises that his best sales approach is an appeal to snobbery should clothe his literature in envelopes which immediately suggest that they have been reserved for the best people. The sender's name and address should be printed discreetly, the quality of the paper should be high. Those who sell (for instance) laboratory equipment and who are using direct-mail to interest university science departments in some newly-designed apparatus can ensure that the unopened envelope reaches the appropriate desk by using the envelope itself to announce the gist of the message inside: e.g. 'News of better ammeters'.

"As you see, it is not enough to suggest merely that every envelope used in direct-mail publicity should have something printed on it. This is not necessarily so and it is an approach which would not lead to more business. But a creative look at the problem might well pay dividends. The printing on the envelope (as well as such details as the way in which the address is reproduced) can do a lot to ensure that the message reaches the right person and is opened by him in something like the frame of mind most advantageous to the advertiser's interests."

Now it is up to you printers to consider these remarks carefully, and especially to emphasise to your customers the importance of quality. The Post Office would always welcome any improvement in the quality of envelopes used in the country, which at present is graded as one of the lowest in the Western Hemisphere.

At present the Envelope Makers' Association is investigating together with Post Office officials the rather strict regulations which now govern printing of envelopes in this country. The restrictions in the United States and on the Continent are few and far between, and we are therefore at a distinct disadvantage, but the Post Office are well aware of this fact and are sympathetic to most cases provided that the general regulations now in force are complied with in the main.

In our modern factory we are equipped to supply printed envelopes of practically every type.

APOLOGY

In the last issue of our Journal we stated that the name of our representative in Leeds was Mr. David Wells. We apologise to Mr. Wells because as many of you know his name is Ron.

LEEDS OFFICE

In May a Leeds Police Officer fell from the roof of our new offices, Corner House, Whitehall Road, Leeds, 12.

The Officer, Police Constable Ronald Johnston was examining the roof of the premises after receiving a report that the building had been entered.

He fell about 25 feet, but escaped with minor back injuries, and was admitted to St. James's Hospital.

CONGRATULATIONS

We are pleased to report that Mr. Alan Robinson and Mr. T. Littler of our Leeds Office staff were successful in passing the final and intermediate N.A.P.M. examinations respectively at the Leeds College of Technology.

Alan passed with a credit, coming top of his class and we heartily congratulate him.

B.E.C.C.

In May a pleasing ceremony took place in our Crayford Office, when a pile of pennies was officially tipped over by Mrs. Diane Drummond.

Diane, secretary to our Managing Director, is also assistant treasurer to the local branch of The British Empire Cancer Campaign.

Two years ago she asked permission to start a pile of pennies in the office, and this was the third time the pile has been overturned resulting in over £30 becoming available to this Campaign.

Our factory staff join whole-heartedly in this effort, and Mrs. Pegg Harper collects every Friday to swell the funds.



Mrs. Pegg Harper, Mrs. Diane Drummond and Mr. Derek Tanner.



Housework? No, clearing up the coins which missed the sack.

THE GOOD OLD DAYS . . . OR WERE THEY?

We are indebted to one of our customers who brought our attention to the following:—

With conditions of employment very much a topic of conversation, a document headed "Office Staff Practices" and dated 1852, found in a building in Lichfield which was demolished recently, makes interesting reading—especially for clerical workers.

The document, given to the Union by Councillor B. E. Dearing, M.B.E., J.P., General President of the National Union of Hosiery Workers, who thought it would be of interest to our members, reads:—

1. Godliness, Cleanliness and Punctuality are the necessities of a good business.
2. This firm has reduced the hours of work, and the Clerical Staff will now only have to be present between the hours of 7 a.m. and 6 p.m. on weekdays.
3. Daily prayers will be held each morning in the Main Office. The Clerical Staff will be present.
4. Clothing must be of a sober nature. The Clerical Staff will not disport themselves in raiment of bright colours, nor will they wear hose, unless in good repair.
5. Overshoes and top-coats may not be worn in the office, but neck scarves and headware may be worn in inclement weather.
6. A stove is provided for the benefit of the Clerical Staff. Coal and Wood must be kept in the locker. It is recommended that each member of the clerical staff bring 4 pounds of coal, each day, during the cold weather.
7. No member of the Clerical Staff may leave the room without permission of Mr. Rogers. The calls of nature are permitted, and Clerical Staff may use the garden below the second gate. This area must be kept in good order.
8. No talking is allowed during business hours.
9. The craving of tobacco, wines or spirits is a human weakness and, as such, is forbidden to all members of the Clerical Staff.
10. Now that the hours of business have been drastically reduced the partaking of food is allowed between 11.30 a.m. and noon, but work will not on any account cease.
11. Members of the Clerical Staff will provide their own pens. A new sharpener is available, on application to Mr. Rogers.

12. Mr. Rogers will nominate a Senior Clerk, to be responsible for the cleanliness of the Main Office and the Private Office, and all Boys and Juniors will report to him 40 minutes before Prayers, and will remain after closing hours for similar work. Brushes, Brooms, Scrubbers and Soap are provided by the owners.

13. The New Increased Weekly Wages are as hereunder detailed:—

Junior Boys (to 11 years)—1/4d.

Boys (to 14 years)—2/1d.

Juniors—4/8d.

Junior Clerks—8/7d.

Clerks—10/9d.

Senior Clerks (after 15 years with the owners)—21/-

The owners recognise the generosity of the new Labour Laws, but will expect a great rise in output of work to compensate for these near Utopian conditions.

Published by "THE CLERK", March 1964.

The above begs the question—has "Utopia" been achieved?

CRAYFORD

Crayford to many sounds in the wilds of the country, whereas in fact it is under 15 miles to Charing Cross. It is fascinating to look beyond the present modern town with its very large commuting population to the history of this place.

History will take us back to the caveman era through the early Iron Age, of which much evidence has been obtained, but it is with the coming of the Romans that interest is aroused. Watling Street, from which the entrance to our factory leads, is a well known Roman road. At that time the River Cray was a large tidal river and where Crayford Bridge now stands was crossed by a ford. This River Cray must have been very much bigger than we know it today because, 140 yards below where our works stand on the bank, was discovered some years ago a double deck Roman war galley.

Coming to the era after the Romans had departed, Crayford was the scene of one of the greatest early battles. The Jutes had invaded Britain where they settled in the Isle of Thanet, but they became dissatisfied with their position and marched into the interior of Kent under the command of

Hengis and Horsa. They met the Britons in battle at Aylesford near Maidstone where Horsa was slain and in A.D. 457 they met the Britons again at Crayford where they slew 4,000 men after which the Britons forsook the land of Kent. This was a very large number to lose in battle at that time, and very considerable quantities of men must have been engaged in this fight.

The Manor of Earde was founded in the year of A.D. 960 and Crayford was known by this name until the reign of Henry VIII when it was known as Crayford.

The River Cray is not very long, rising in Orpington and flowing into the River Darent nearly opposite Purfleet. It has the distinction of giving the surname of five districts—St. Mary's Cray, St. Paul's Cray, Footscray, North Cray and Crayford, and less than half a century ago pleasure trips were run from Crayford Bridge to the Thames and a century ago the river was stocked with trout of excellent flavour and more than ordinary size. Unfortunately this is not the case today and the only signs of rural England left are the swans which breed successfully on the river bank by our works.

The Bear and Ragged Staff Public House standing on the corner of Watling Street, where it turns to cross the River Cray, is obviously of considerable age, but little is known of this except that in 1788 a gentleman riding down Bexleyheath hill was attacked by footpads, but he shot at one and took refuge in The Bear at Crayford. The sign of the Bear and the Ragged Staff is the crest of the Warwick family. In 1427 Edward IV granted the Manors of Dartford and Chislehurst to the Earl of Warwick. These passed subsequently to his daughter Isobel who married the Duke of Clarence, who is well known in history books as having finally drowned in a butt of Malmsey wine.

Among the famous people who were born or resided in Crayford none was more famous than Augustus Applegarth. During his lifetime in the 18th and early 19th centuries he took out 18 patents for improvements in letterpress and silk printing. In 1818 he constructed the first machine for printing on both sides of the paper and in particular constructed machines for the Bank of England to print bank notes. This machine with a 6 foot horizontal cylinder surrounded by six 2 foot cylinders printed in six colours. He was then appointed Engineer to *The Times* where he invented a machine to print 5,000 per hour and in 1846 these machines enabled *The Times* to increase its circulation to 28,000 copies daily. Augustus

We stock the full range of

CONTEST	White boards
ENERGY	White boards
VANGUARD	Tinted boards

in

Royal and Postal

Tanners

for **Boards**

Applegarth was the original owner of the silk printing works now owned by David Evans and Company Ltd., our next door neighbours, where he perfected the printing of fabrics from curved copper plates instead of hand blocks.

For much of this information we are indebted to the Town Clerk of the Urban District Council of Crayford and to the book "The Spot that is called Crayford", edited by William Carr.

STOP PRESS

To cope with the heavy increase in the sales of $3\frac{1}{2} \times 6$ envelopes we have installed further machines and this has improved the stock position. With very few exceptions we are now able to offer all stock items off the shelf.



The demand for our Salisbury Ivory Boards recently out-ran supplies, and we were not able to give delivery from stock. We are now pleased to inform you that stocks are now available and future supplies are assured.



We make eight different qualities of 9×4 Pockets, all of which can be supplied off the shelf at highly competitive prices. Phone Fleet Street 7051 or Leeds 30805 for supplies for that rush order.



The cover of this journal is printed on our Stadium Yellow Royal 3 Sheet and the text on our Illustration Art Double Royal 80 lbs.

twelve

DARWHITE

Bank & Bond

This new grade of bank and bond of good quality and colour sells at a very reasonable price.

$16\frac{1}{2} \times 21$	11	15	18 lbs.
18×23	13	18	21 lbs.
17×27	$14\frac{1}{2}$	20	24 lbs.

500 sheets.

	Smalls	100 lb.	400 lb.	10 cwt.	20 cwt.	20 cwt. ex mill
Bank	$1/11\frac{1}{2}$	$1/8$	$1/5\frac{1}{2}$	$1/4\frac{1}{2}$	$1/3\frac{1}{2}$	$1/2\frac{1}{2}$
Bond	$1/9\frac{1}{2}$	$1/6\frac{1}{2}$	$1/4\frac{1}{2}$	$1/3\frac{1}{2}$	$1/2\frac{1}{2}$	$1/1$

also stocked in 10×8 and 13×8 cartoned.

Tanners

for PAPER