

# HIGHLIGHT



## R. T. TANNER & CO. LTD.

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

*Leeds Office and Warehouse*  
CORNER HOUSE, WHITEHALL ROAD  
LEEDS 12  
Telephone: Leeds 30805 (2 lines)

## ● The House Magazine of R.T.TANNER & CO. LTD.

WHEATSHEAF WORKS  
CRAYFORD · DARTFORD · KENT  
Telephone: Crayford (CY) 26255

*New Series No. 60*  
*January, 1967*

We are the largest independent merchant  
stockist of

## GAMBIT WHITE

The new all-purpose paper

16½ × 21	15,	18,	21	lb.
18 × 23	18,	21½,	25	lb.
17 × 27	20,	24,	28	lb.
20 × 30		30,	36, 40, 44	lb.
24½ × 34½ (A1)	36½,	43½,	51	lb.

also stocked in 10 × 8, 13 × 8 and A4

Smalls	100 lb.	400 lb.	10 cwt.	1 ton	2 tons ex Mill
1/10	1/7	1/4½	1/3½	1/2½	1/1½
		per lb.			

*Tanners for Paper*

## Tanner's Quarterly Trade Journal

---

*The Directors and Staff of*

*R. T. TANNER & CO. LTD.*

*send you their best wishes for a happy and  
prosperous new year*

---

In our last issue we issued a rather undisguised invitation to you to send your comments concerning our efforts to entertain you or at least hold your attention for a few minutes once every three months.

Well we got our response, and on this occasion all complimentary. Some extracts we are proud to repeat.

"What a refreshing change it made to read your Journal. I have browsed through many other company magazines which seemed to me to be top-heavy with 'director-level profiles'. Keep up the good work. . . ."

"Don't take any notice of the critics. I always think it is a very good 'ten minutes' reading' and inevitably there are many others who think the same. . . ."

"How anybody can jibe at such a pleasant little magazine is beyond my comprehension. I always welcome your forthright comments on the economic situation in relation to your particular problems, for these have the advantage of being sincerely expressed and easily understood.

If you continue on these lines, not forgetting the humorous paragraphs (and the happy pictures of your staff, who must be delighted with the results), your journal will always be acceptable here.



There is no need to depart from a perfectly straight-forward print layout, so long as the contents maintain interest.

Even here we have our moments, especially when one important man's secretary indented for some 'seximo' paper. The Church Council wouldn't know what to do about that!"

These remarks naturally cause us great pleasure, though they do not make us complacent, but more determined than ever to improve our efforts.

## Post Office News

On 16th November our Managing Director, Mr. Derek Tanner, together with five members of the executive committee of the Envelope Makers and Manufacturing Stationers Association, were the guests of the Post Office for a visit to the Head Post Office at Norwich.

Accompanied by the Director of Postal Services, Mr. G. R. Downes, the party was shown the first fully mechanised sorting office in use in this country.

A short resumé of the procedure would we feel be of interest.

The mail first goes into the segregator which is a large revolving drum with narrow slots throughout its length. The envelopes drop through the slots and the parcels and packets pass right through to the other end, where they are hand sorted. The envelopes meanwhile have travelled on moving bands where by vibration they are sorted onto their long edge and the larger pockets are mechanically removed for hand sorting. This machine can deal with 40,000 articles per hour.

The envelopes, now reduced to a collection of POP sizes, pass to the Automatic Letter Facer which, at a rate of 20,000 per hour, by means of ultra-violet rays, ensures that all the envelopes are turned so that the stamp is on the top right-hand corner, franks them and separates the 3d. from the 4d. stamped envelopes and cards, and any under-stamped packets.

The envelopes are then sent to the coding desks, where the codes are stamped upon them with phosphorous dots from a form of typewriter keyboard according to their destination. This is really the only manual work involved throughout the procedure.

The envelopes are then transferred to one of two types of sorting machines, which are on trial at present. One works at 20,000 per hour sorting into 20 areas and the other works at

8,000 per hour sorting into 144 areas. This latter machine is apparently working extremely well and is likely to be the one eventually chosen possibly after further modification.

In a few years' time practically the whole country will be covered with the new address codes and this will speed up the transferring of the actual code, which is at present the main bottleneck. The code will consist of three letters followed by one figure and two further letters, viz. CRO 3BA. The first part is the town Croydon, the figure the sector and the letters break it down to a small street or part of a street. There are of course many variations such as CR2 3 which is part of Purley or CR4 1 part of Mitcham, in both cases Croydon being the head Post Office. In London the first half of the code will simply be the postal district number, e.g. S.W.1, N.11, or E.C.4 and in certain other towns and cities where such numbers are already in use the code will contain one or two letters to indicate the town followed by the district number: Leeds 8 for example may be L.S.8.

Some 60 main postal areas covering the main cities of the country will be completed in this manner by 1970.

Altogether a highly interesting visit, and one which shows that the post office is at last moving swiftly in its effort to mechanise itself. It is also interesting to know that as a country we are well ahead of every other nation and it looks as though we shall hold the lead.

## In Our Opinion. . . . .

The financial restrictions which were introduced in July 1966 are now beginning to affect our trade. The mills are still reasonably busy, but there is not much in the pipe-line ahead, and this is always extremely worrying to an industry which has to work day and night for a five-day week to cover its enormous overheads. The profit comes from the extra half-day and/or weekend running.

At the same time the E.F.T.A. duty and import surcharges have been discontinued with the result that imported papers are once again proving attractive in price, thus preventing the British Mills from obtaining the increased margins that they so badly require.

There are few industries in this country, virtually dependent on imported raw materials, who have maintained their standard prices for so many years. In fact over the last ten years the basic ton rate has not increased over 10% and in many cases considerably less.

This acceptable state of affairs has been achieved by a combination of circumstances; rationalisation of products,

higher machine speeds, reduction of costly smalls distribution, in fact higher productivity aided by a steadily increasing market. This is all in addition to many technical improvements which have taken place in the treatment of the raw materials and the finishing of the product.

The time is rapidly approaching, however, when the lid must blow off the pot. A glance at the results of several of the larger paper producers tells the tale of large increases in sales and sharply reduced profits, and the margins are beginning to wear very thin indeed. Any downturn in demand will only hasten the process, and it seems virtually certain that before 1967 is out, prices will have to go up.

The Scandinavians have already increased their prices roughly to correspond with the 10% import surcharge which was cancelled on 30th November, 1966. The country as a whole has not benefited from the imposition of the import surcharge, as the future import bill will be up by approximately the amount and from the date on which the surcharge was taken off. The British Paper Makers, however, are not quite so dejected on this score as they previously were, but they certainly have much still to worry them.

Many of our competitors have recently put up their margins on stock prices by  $\frac{1}{4}$ d. per lb. to compensate them for the cost of the Selective Employment Tax. We are pleased to inform you that we have made no increase in our prices, and do not intend to do so in the foreseeable future.

The import surcharge which we have added as an extra at net cost, will be discontinued as and when present stocks, which have borne this charge, are cleared. You will recollect that we did not impose these charges when they were first brought in, until we actually were importing goods which carried the surcharge.

## Short Skirts and Long Order Books

"Some of our young people's hair may be a little longer; some of our attractive girls' skirts may be a little shorter; some of our attempts to denigrate ourselves in public a little more violent than they were a decade ago—none the less we are the nation that accounts for over 9% of total world trade and whose exports as a proportion of our gross national product are higher than West Germany's, 50% more than Japan's and three times the level in the United States."

Lord Watkinson.

*Drive with care, we don't want to lose any of our customers!*

## The Crayford Factory

In this and subsequent issues of our Journal we are illustrating some of the more interesting machines in our factory at Crayford together with the operators. Overleaf you will see the first series of photographs.

(Top Left) *An electronic, fully automatic envelope blank punching machine. Having programmed the machine and inserted the paper the operator merely pushes a button and the machine completes the process at a speed some five times faster than the previous method. The operator is Freddie Job, who moved down with us from London six years ago.*

(Bottom Left) *A three-colour envelope blank printing press. This machine prints two-colour letterpress on one side and one-colour aniline on the other at very high speed. The operator is Jim Chambers.*

(Top Right) *We still use Heidelberg Platens for short runs and speciality work. The operator is John Handford, who is another who came down from our London factory.*

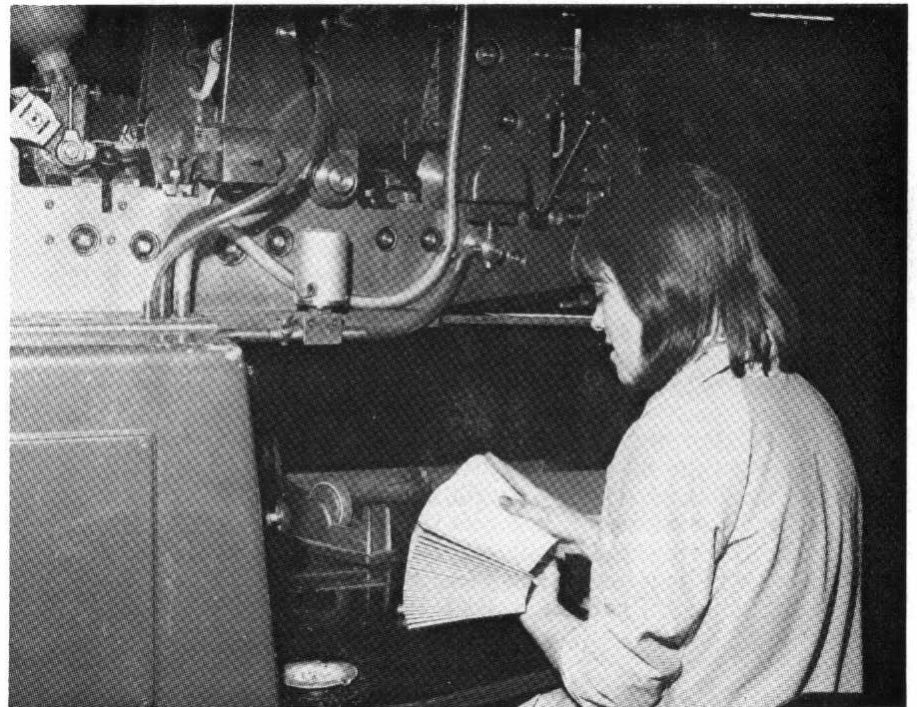
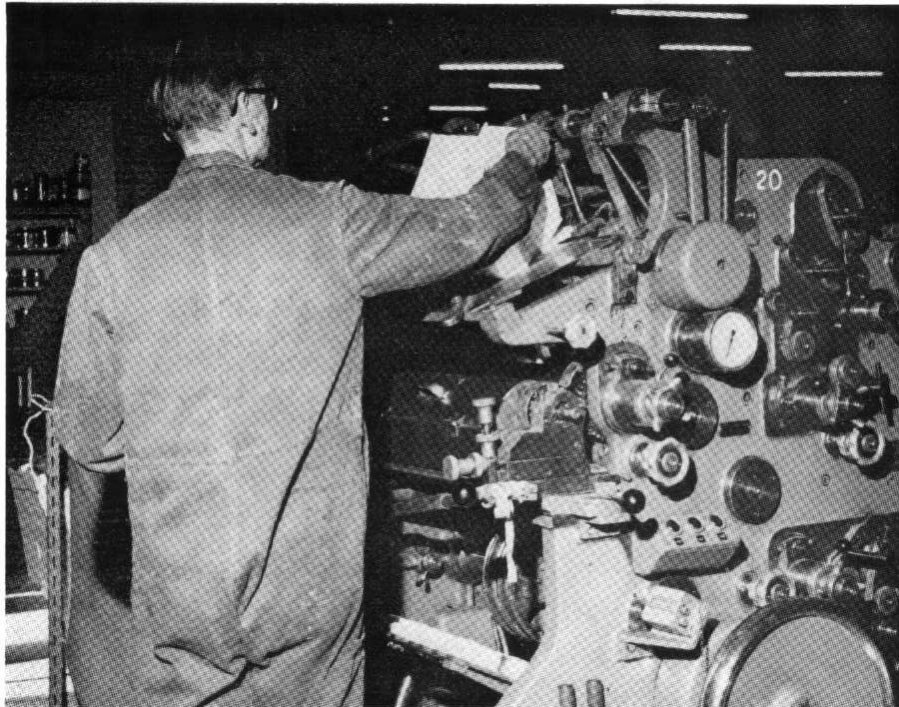
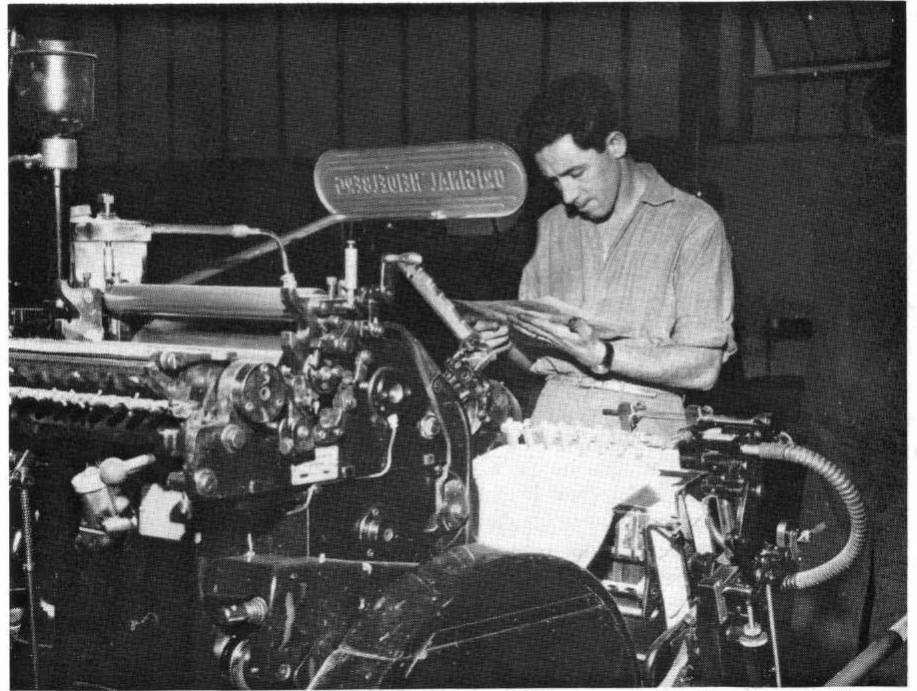
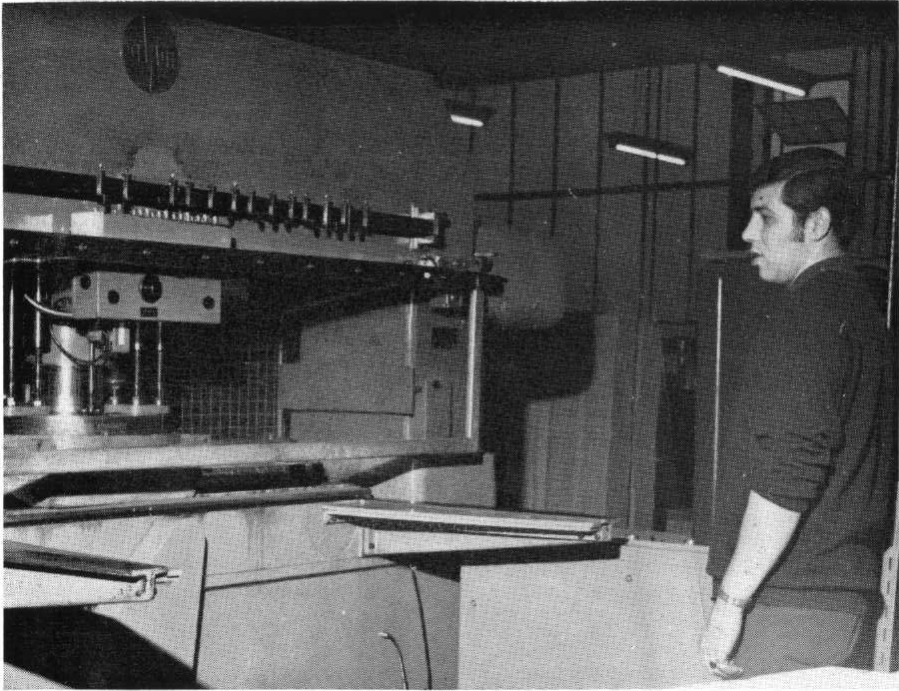
(Bottom Right) *A new Carlew transparent window envelope machine with printing head. The operator is Mrs. Margaret Job, who has been with us more years than she cares to remember, and is the better (?) half of the Job team.*

### "STANDARDISATION CAN INCREASE PRODUCTIVITY"

"By the year 1971 we are promised a rational currency system which will make our coinage understood by all nations, which will streamline our economy and assist our trading throughout the world.

Let us in the printing industry promise that in 1971 we too will rationalise our standards of measurement which are so diverse, so illogical, that they make £—s—d look like child's play.

The printing industry in this country uses four basic units of measurement, namely—the Inch, the Point, the Pound and the Pint. At first glance not a lengthy list, but when you get down to how they are used, then you begin to understand why the planning and estimating of printing a job is such a complicated, expensive process—and so confusing to the average print buyer





Perhaps confusing the customer may not seem important; the printing trade has been doing it for a long time now, and people outside the trade are used to it. But would it not be better, for instance, if a customer knew that a 70 lb. sheet of White Art was always the same thickness. Think of the man who has just had a job printed on 70 lb. white art substance of double crown, in his innocence he asks for his next job to be printed on 70 lb. white art, but this time he gets 70 lb. S/O double medium. It's too late—the job is printed—and even if he has a machine proof and spots the error, someone has to pay for a number of reams of paper which have been ordered in the wrong weight.

The cynics may say that the print buyer should know more about the business. This may be so, but it must be remembered that every business requires print, and if every business must have a fully-trained print buyer, then this could be one of the reasons why business overheads are as high as they are. The companies who buy print in any great amount find it essential to employ men who are fully conversant with the trade and its peculiarities. These men have got to come from somewhere. They are paid well, and most of them are drawn from the print industry; a brain drain if you like, from an industry that is extremely short of men with organisational talent and managerial ability.

To put our house in order we must first aim to achieve a common denominator in our measurements, one that will apply to type and paper. At the moment we have the situation of one side of the industry using a completely different scale to the other. The compositor, using very precise equipment, sets his type to a measurement of points. The machine room then has to adjust this forme to their scale of inches used on paper. Is it surprising that by the time the average job reaches the bindery—margins are erratic, heads do not line up, etc.—unless a great deal of time has been spent by a good craftsman (while the machine is standing) to ensure that the pages set to a point scale are correctly laid down in inches?

All this would be obviated if a common measurement was used in all departments. Type set to a Typometric System, locked up in a metric chase, with metric furniture and positioned on a metric size sheet of paper would appear to be the answer. No one can doubt that the world of the future will be a metric one. Here Britain has an unparalleled opportunity of gaining a lead in pioneering this system.

Neither the U.S.A., nor the Continent yet use a point system which is metric based. An obvious advantage of correlating the Anglo-American and the Didot Points would be to facilitate the interchange of typefaces between the two systems. A Didot face cast on an Anglo-American body is acceptable, but does lead to complications in casting off and of course aesthetically something must be lost. If Britain can be first to institute a rational standard—our exporters of machinery and print could gain a lead in world markets that would put Britain ahead for many years. Without any doubt, the millimetre as a measurement of solid matter, i.e. paper, type, plates, machinery dimensions, the litre as a measurement of liquid, i.e. ink, chemicals, and of course grams per square metre as the measurement of substance of paper—will eventually become the accepted standards of the future.

The International Council of Graphic Design Associations (ICOGRADA) representing the leading graphic design associations of 17 countries, was founded in London in 1963. This organisation has made a thorough investigation of the problems associated with instituting a Typometric System through its Project for the International Unification of Typographic Measurements. Mr. Ernest Hoch, F.S.I.A., the project chairman, has no hesitation in stating that all their research has pointed conclusively to the fact that the eventual adoption of a Typometric System is inevitable. Furthermore, the British Standards Institution has a sub-committee in being specifically concerned with the problems of the adoption of metric systems of measurement for the printing industry. However, these bodies, although very active, can only recommend, the initiative must come from within the printing industry.

So here and now, let us all say that we will co-operate, encourage, give all our goodwill, towards this object. Old ideas and trade practices must go. The paper trade now gives prominent reference to GSM. This was not always the case, they preferred the pounds per ream method, as this does include wrapping. The attitude of the printer towards International Standards Organisation (I.S.O.) sizes is an instance of indifference to change. The average printer, if asked to produce a job to A4 size, will do so with apparent willingness; but how many will go so far as to recommend an I.S.O. size to his customer when specifications are left to him. If new methods, which will benefit both printer and customer are to be adopted, then the industry must set the lead.

1971 then, work towards this date; we may not achieve it, but if we have a target, although we may not be on time, we will certainly arrive first—and at least the British Printing Trade will once again be a world leader, and—who knows—with our dealings with every industry in this country, we might drag along a few others with us.”

We are indebted to Mr. Alan R. Turner, Sales Manager of Messrs. Cox and Sharland Ltd., who wrote this article, and to 3M, who recently published it in their “Print Magazine,” for allowing us to reprint.

Incidentally our Managing Director is a member of the British Standards Institution committee on metricisation (printing industry) referred to in the article.

## Competition

We are looking for a new cover design for the Journal. It has been our practice in the past to keep a design for two to three years, merely changing the colours and material for each issue. By this we believe that it becomes instantly recognisable amongst the vast amount of mail which arrives on your desk.

However, a change now and again does us all good, and we feel that the time has now arrived for a new design.

We enclose a leaflet in this issue which we would ask you to pass to your comps or design staff. The rules are simple and three guineas will be paid to the winner.

Hurry up, the closing date is 31st January, 1967.

## Leeds

Representation in our Northern Branch has been strengthened by the arrival of Mr. Kenneth I. M. Gill who joined the Leeds Branch on 1st December, 1966.

Kenneth Gill learnt the trade with Messrs. John Dickinson & Co. Ltd., and will be taking over a number of accounts from Mr. Ron Wells, who has been gravely overworked and has not had sufficient time to service his many customers.

It is hoped that with this extra representation, you will be even better looked after than heretofore.

International sizes are being increasingly demanded. We are now stocking the following qualities in

## A4

Y.D. Bank, White and Tinted.

Victory White Bank and Bond s/o L.P. 11, 15 and 18 lbs.

Croxley Script White s/o L.P. 18, 21 lbs.

Eden Grove Bond HiWhite s/o L.P. 15, 19, 22 lbs.

Gambit All Purpose s/o L.P. 18, 21 lbs.

Croxley White Duplicator.

64 Mill White Duplicator Thick and Extra Thick.

64 Mill Tinted Duplicator.

Many other qualities are available from stock in A1 and A2 sizes.

*Tanners for International  
sizes*

## With Compliments

We have never before indulged in publishing fan-mail other than correspondence connected with this journal. We feel that we are in business because we give a service. By publishing such letters it is a cheap form of publicity, and in most cases they are inserted to fill up space with the minimum effort.

However, for once we are breaking our rules in printing the following letter because it is particularly pleasant and was not written as the result of one special effort on our part. It is often simple to "pull out the stops" for one special order and thereby elicit praise, but this letter is an unsolicited testimonial for services over two to three years:—

Dear Sir,

10th November 1966.

Today I expressed my extreme disapproval with a supplier who has failed to deliver a machine promised first for Tuesday and later for today. Tomorrow I shall no doubt be called upon to chase yet another supplier who has failed to "deliver the goods".

Glancing at our present stock of wrapper paper reminded me that during the two or three years that I have dealt with your Company your staff have never yet failed to deliver on time and have always been most courteous and helpful even to the extent of offering advice and practical assistance on odd occasions when we have met problems which strictly speaking were not your company's direct responsibility.

In the midst of delays and frustration I find it quite pleasant to be able to write to you in praise of a service which is so seldom equalled these days.

Cordially yours,

Eric Wilson,  
Circulation Manager,  
McLaren & Sons Ltd.

As one of the major stockists of

## VICTORY BOND

we now stock envelopes to match

	100,000	50,000	25,000	10,000
3½ × 6 hc	19/10	20/4	20/10	21/4
4½ × 5½	21/2	21/8	22/2	22/8
3½ × 7¼	28/10	29/4	29/10	30/4
C.6.	24/7	25/1	25/7	26/1
D.L.	32/3	32/9	33/3	33/9
4 × 9	32/5	32/11	33/5	33/11
4 × 9 Transparent Window	39/1	39/7	40/1	40/7
9 × 4 Pockets	31/9	32/3	32/9	33/3
		per 1,000		

For quantities below 10,000 add 1/- per 1,000.

Subject to Purchase Tax.

*Tanners for Envelopes*