



The De La Rue Company Limited

DE LA RUE HOUSE, 84/86 REGENT STREET, LONDON W.1

PLEASE REPLY TO: 110 Bunhill Row, LONDON E.C.1. Telephone: City 5722 Ext.138

INLAND TELEGRAMS: DELINSUL PICCY. LONDON TELEPHONE: REGENT 8020 CABLES: DELINSUL. LONDON (BENTLEY'S 2nd CODE)

GLN/LCH

8th March, 1962

H. Woyty-Wimmer, Esq.,
128 Princes Avenue,
LONDON W.3.

Dear Mr. Woyty-Wimmer,

The 150th Anniversary

At our committee meeting yesterday it was suggested that as the "stamp" you have in hand will be stuck on all letters and not on the envelopes, it would be advisable for you to see Mr. David Martin, Public Relations Office, Regent Street, because he has in hand a new letter heading for FORMICA.

If you do not know Mr. Martin, you can tell him that you have been asked to consult with him regarding the stamp by the 150th Anniversary Committee, in view of the necessity for you to know the style and heading so that your design may blend with the letter headings. We have decided against the "stamps" being stuck on the envelopes, because in the great majority of cases these would be thrown away, and the publicity value of the stamps be lost.

Yours sincerely,

G. L. Newman.



The De La Rue Company Limited

DE LA RUE HOUSE, 84/86 REGENT STREET, LONDON W.1

INLAND TELEGRAMS: DELINSUL PICCY: LONDON TELEPHONE: REGENT 2901 CABLES: DELINSUL, LONDON (BENTLEY'S 2nd CODE)

Our Ref : LHS/DS.

18th February, 1959.

H. Woyty-Wimmer, Esq.,
128, Princes Avenue,
Gunnersbury,
LONDON,
W.3.

Dear Mr. Woyty-Wimmer,

B.U.P.A.
General Practitioner Scheme.

I enclose a letter addressed to you by The British United Provident Association which is self explanatory, together with a form of acceptance of the restriction they are imposing. If you decide to become a subscriber to the General Practitioner Scheme with this restriction, will you please sign the letter of acceptance and return it to the Association in the accompanying envelope.

Yours sincerely,

Rea
THE DE LA RUE COMPANY
L.H. Sawyer.
Assistant Secretary.

The De La Rue Company Limited

Jul Brymmer

Telephone : City 5722

THOMAS DE LA RUE & CO., LIMITED

Dufferin Works, Bunhill Row, E.C.I.

Date 3rd January, 1961.

To Mr. J. Wethered / From P. F. Orchard
cc: Mr. D. Lowther
Subject Mr. G. L. Newman

1813 - 1963 Anniversary

In 1963 De La Rue celebrates 150 years of existence, and as a part of the celebrations it has been decided that we should issue a sticker in the format of a postage stamp, similar to the one which we issued in 1955 to commemorate 100 years of banknote printing.

I attach a block of four of the 1955 stamp which was designed by Woyty-Wimmer, and which was a great success at the time. I suggest that Woyty might well be employed on this new project, and suitably briefed as to the history and activities of De La Rue over the past 150 years.

No doubt Mr. Newman would only be too glad to help Woyty with ideas and/or designing material. I suggest that the size of stamp used in 1955, which is the same as the United Nations airmail stamps, is a very suitable one for the purpose in hand.

lb.

Perfor. 40 x 29.5

150 COUNTRIES AROUND THE WORLD



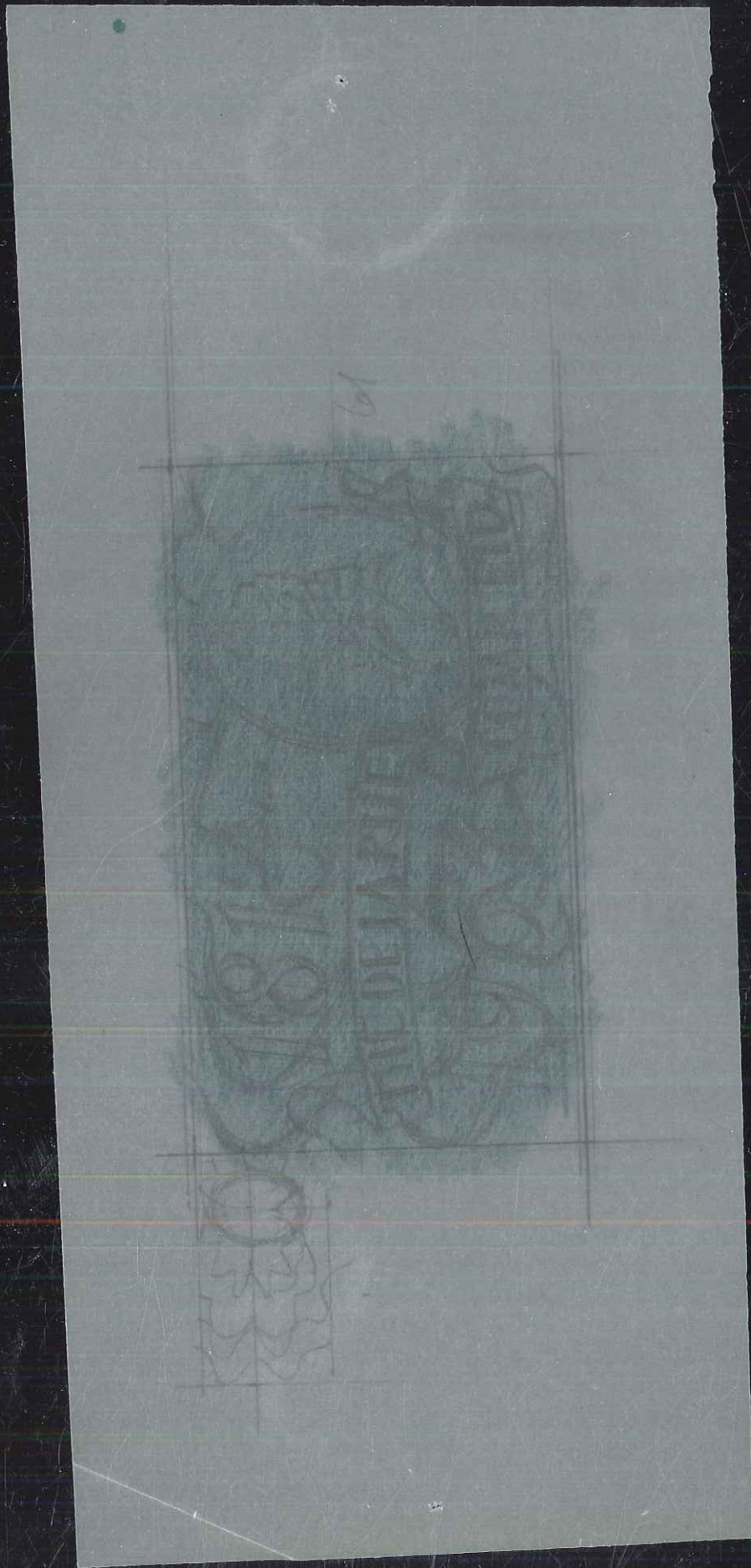
50 YEARS OF PRODUCTION FOR

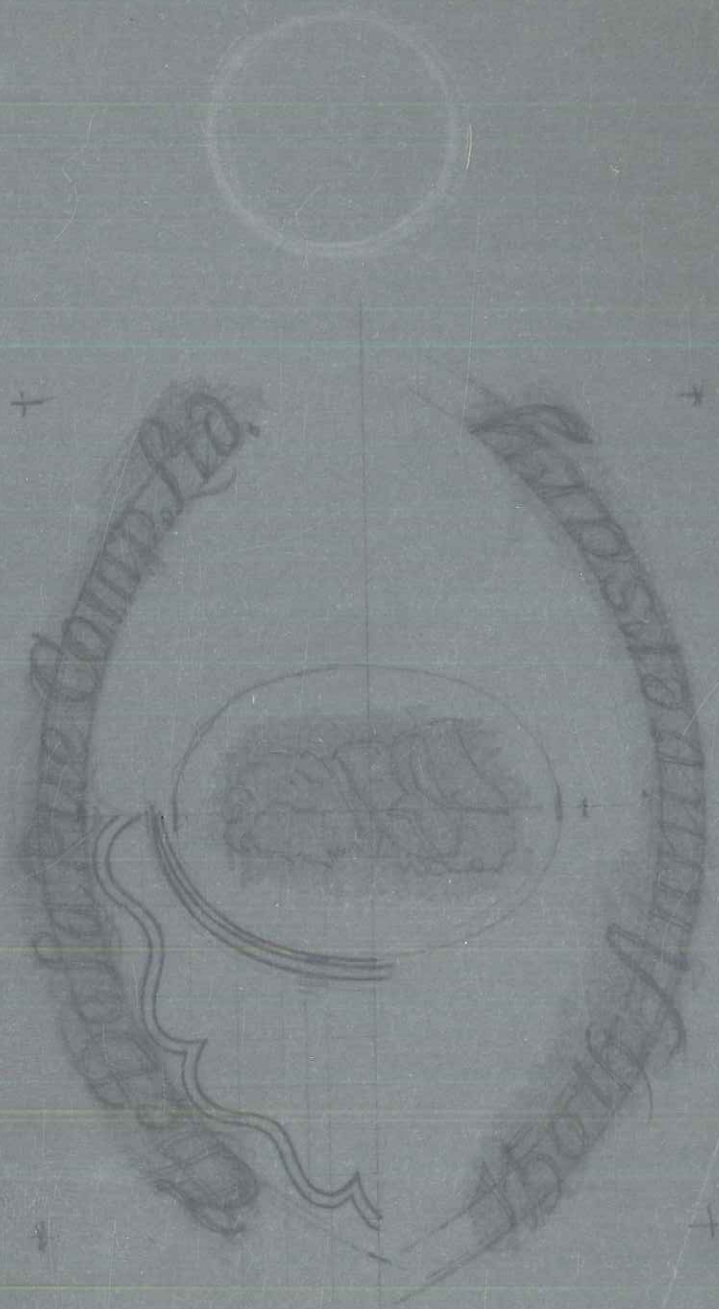


sketch

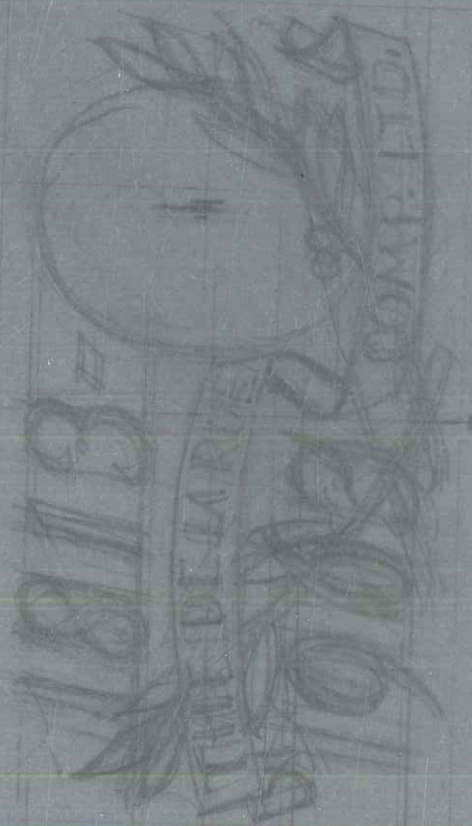
1/2

bleed through



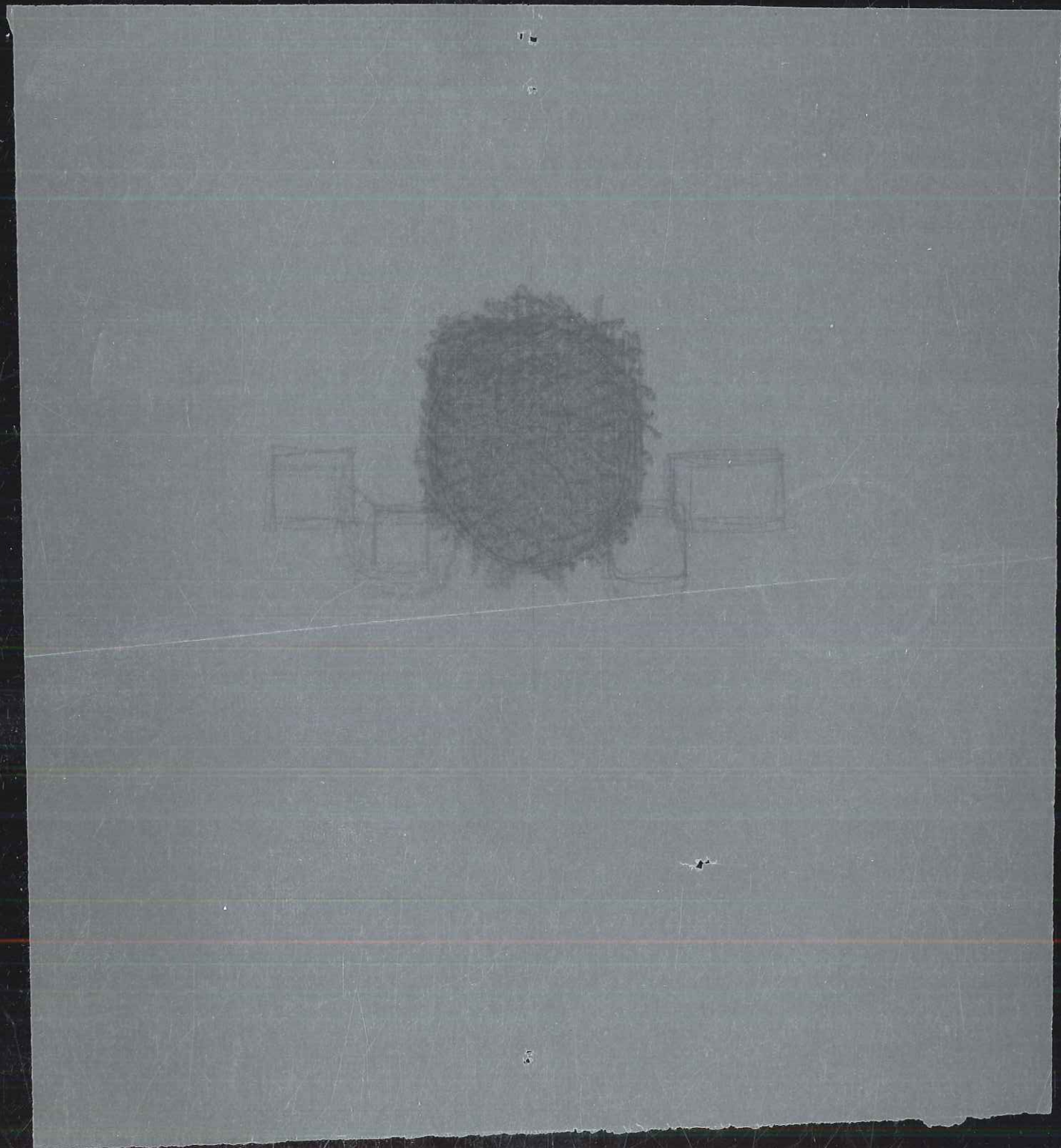


7



h 5

The Delta River Company Ltd.
150th Anniversary





1919

444



36

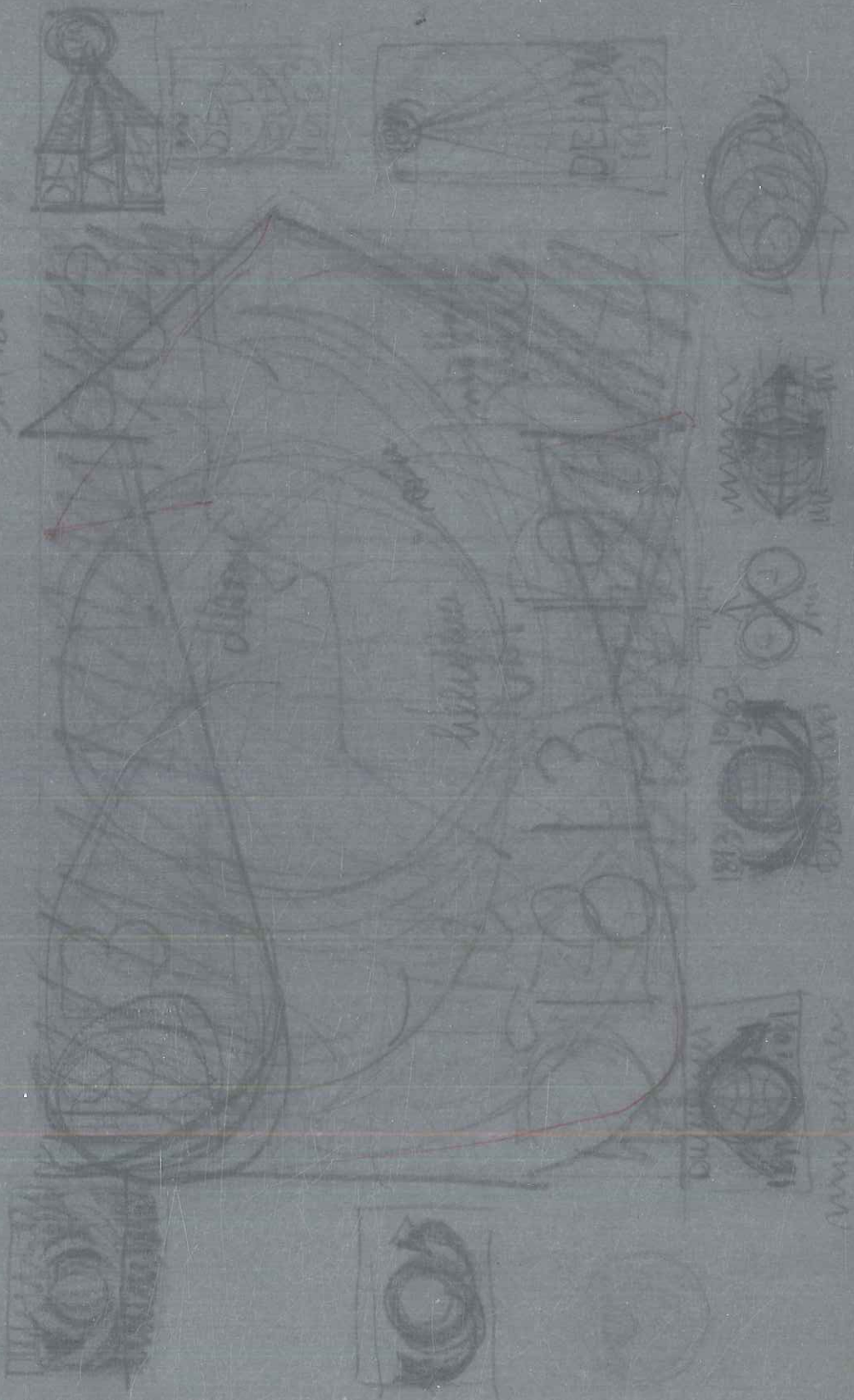
404

7ml



36

4x(148x10)
3x(185x125)



delta

hatched

13

DELTA

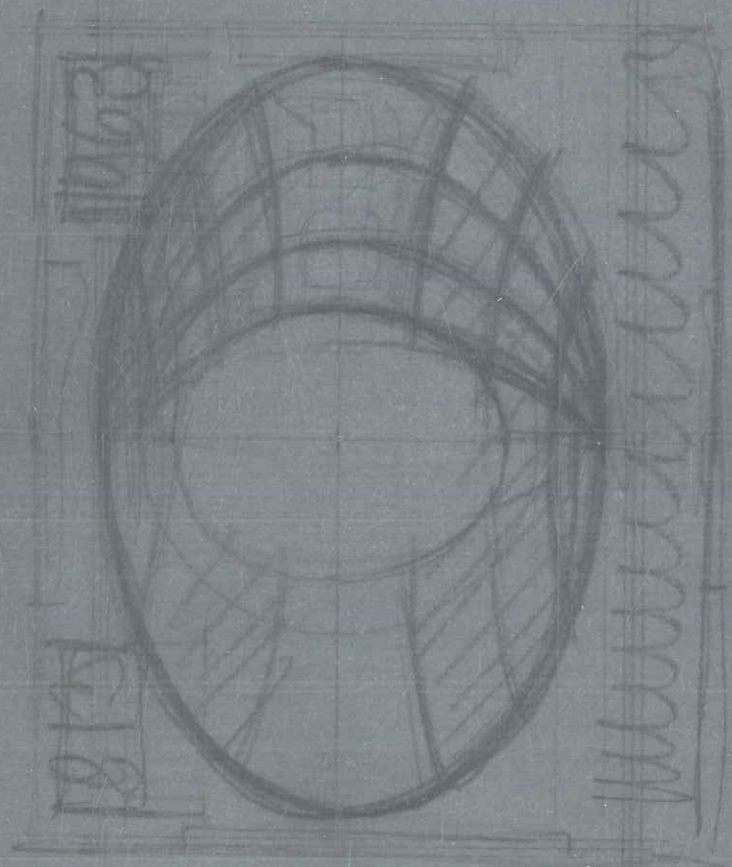
1962

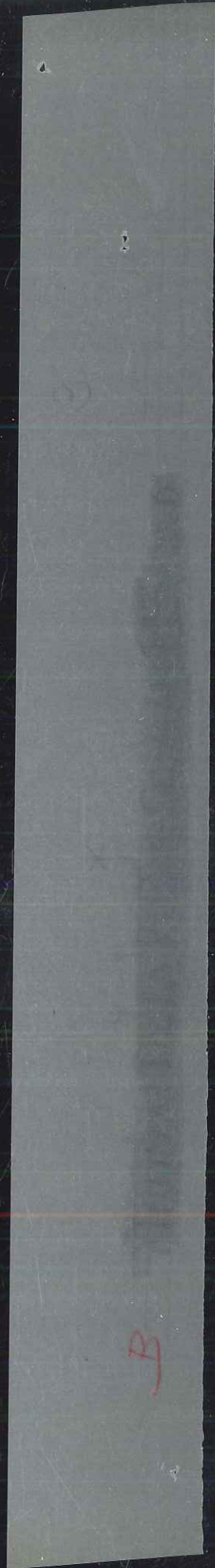
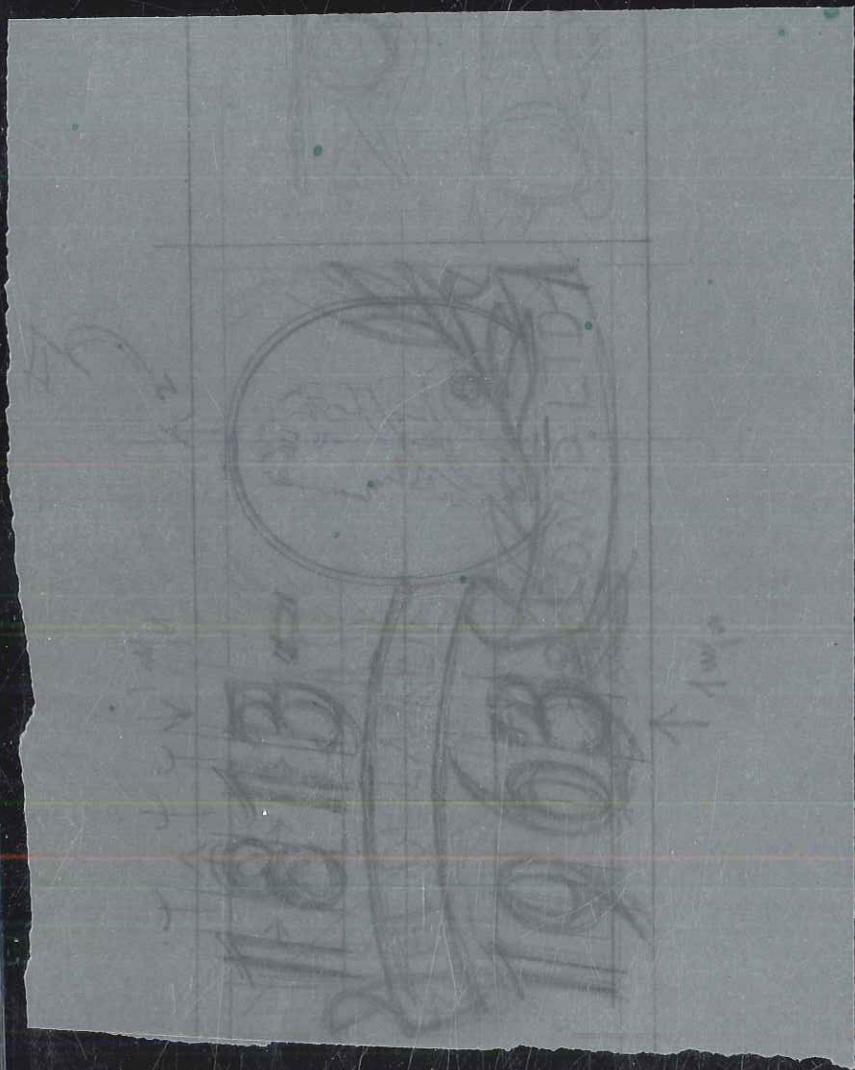
1962

1962

1962

1962





THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
155 E. 42ND STREET
NEW YORK 17, N.Y.

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
155 E. 42ND STREET
NEW YORK 17, N.Y.

EVERYWHERE
150 COUNTRIES ALL OVER THE WORLD

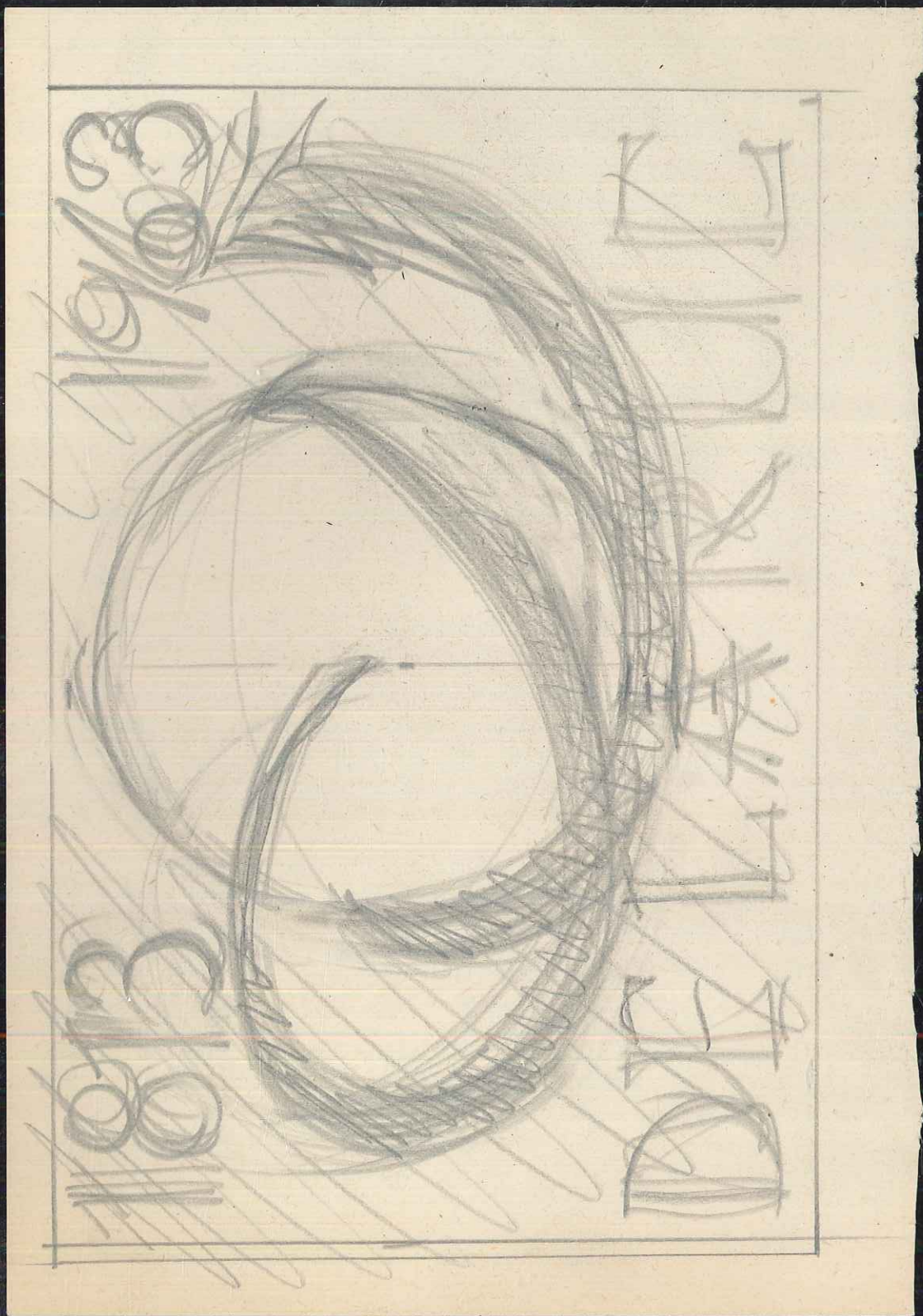
UCLA

150 YEARS OF DELIVERY 100th

18

production for
150 years of ~~delicacy~~ to over
150 countries all over the world
in all continents

around
throughout the



London W1.

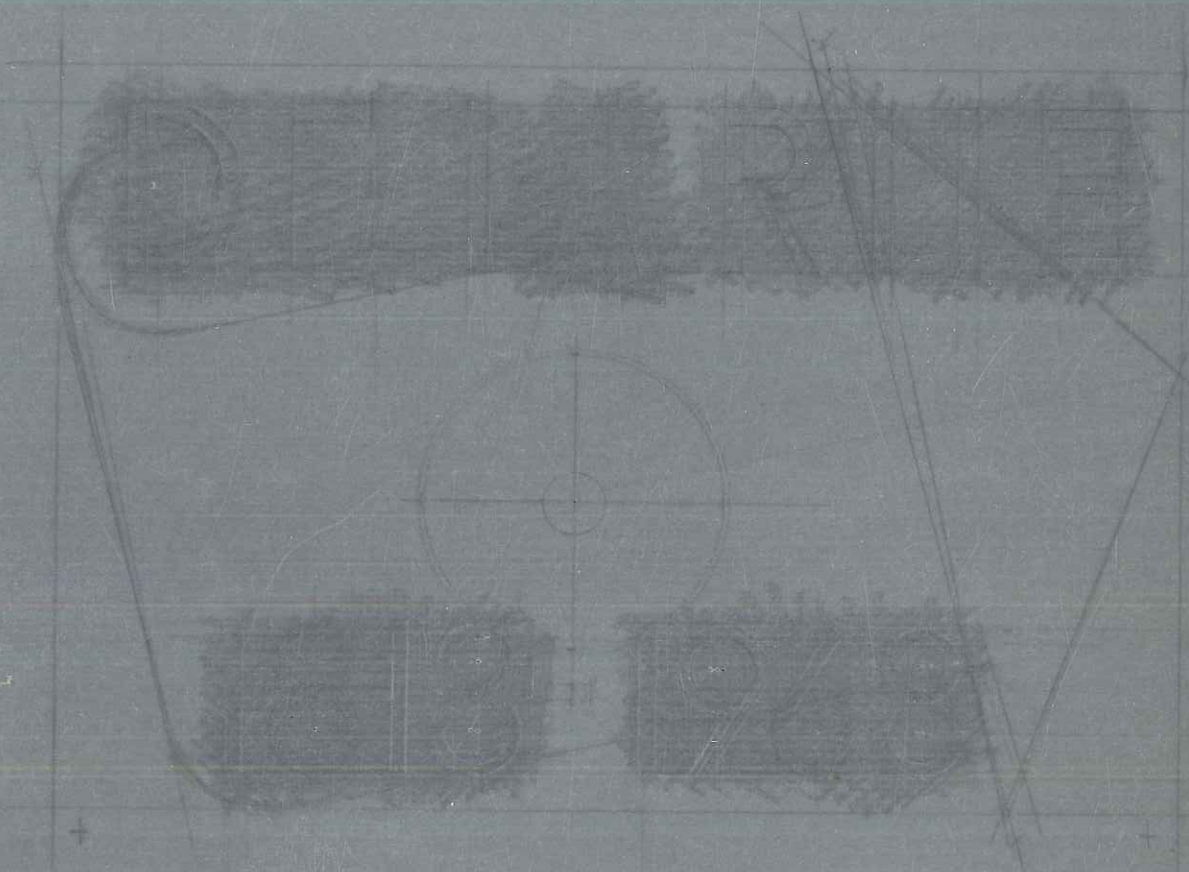
The De la Rue Company Limited

DE LA RUE HOUSE



XXXXXXXXXX





De La Rue Diary

NUMBER 27



SPRING 1957

Contents

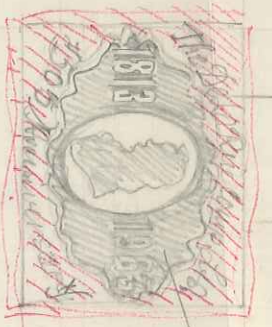
Editorial	<i>page 1</i>
Regent Street	2
Delarunarians	2
Bethnal Green	3
Bunhill Row	4
Cricklewood	5
Leeds	5
Strathendry	7
Tynemouth	8
Wandsworth	10
Warwick	11

Our readers will notice that, for the first time, the 'Diary' is detached from the 'Journal' itself. This is merely an experiment, inspired by our wish to produce a Diary that will be more up to date than we can at present achieve. A journal like ours has to go to the printers long before the date of issue. By being physically separated from it the Diary can go to press at a later date and carry more recent information.

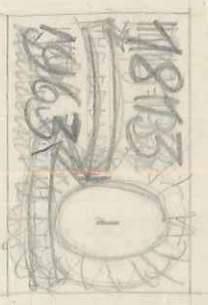
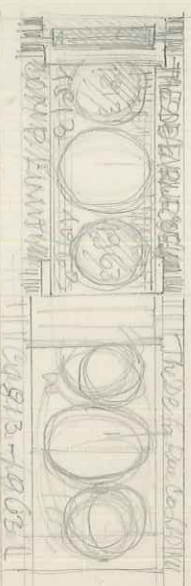
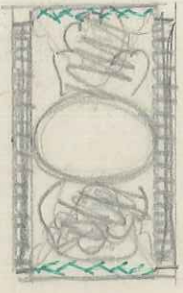
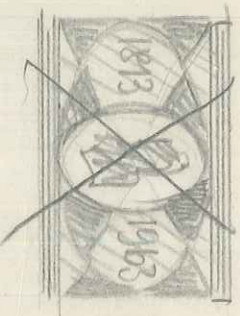
Contributors to the Diary can help us in our efforts by sending their notes typed with a broad margin and with double spacing. They should not be discouraged if we have to make some cuts. By sending too much rather than too little contributors will make sure that their centre is well represented. We have great hopes, in any case, that we shall eventually be able to arrange for everything that is sent in to appear, and much sooner than can be done at present.

Meanwhile, we hope to make this Journal a regular quarterly once more. Our cover, which bears the effigy of our founder Thomas De La Rue in the shape of a medallion is an attempt to give expression to the spirit of the time when our Company was founded. We have endeavoured to show De La Rue at work, with more emphasis upon the human personality than upon the machine. In showing pictures of individuals, however, we have had to exercise much random selection. We prefer a few speaking likenesses to a number of barely recognizable miniatures.

The Editor



444



X

444

245

238

310

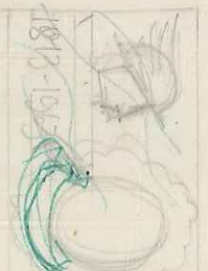
306

406

404

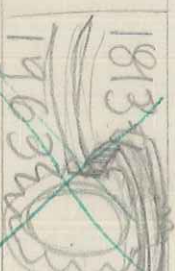
601

698

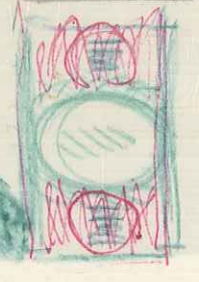
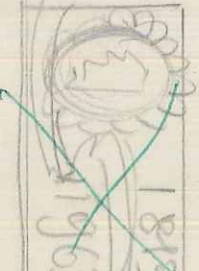
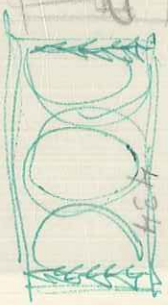


BL

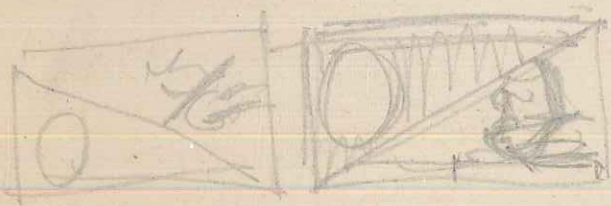
X



W/L 533
W/L 555
X 949
349
733



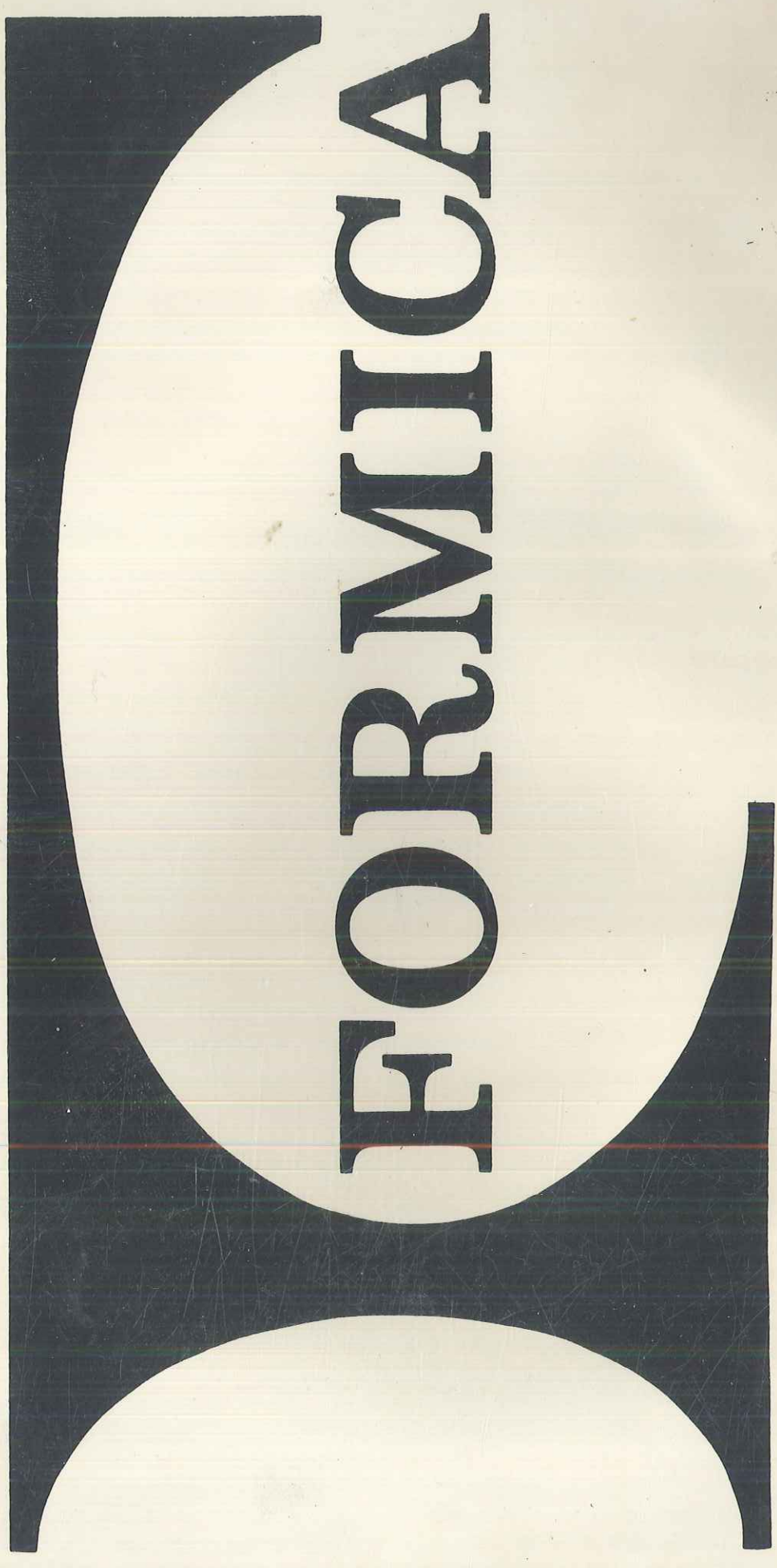








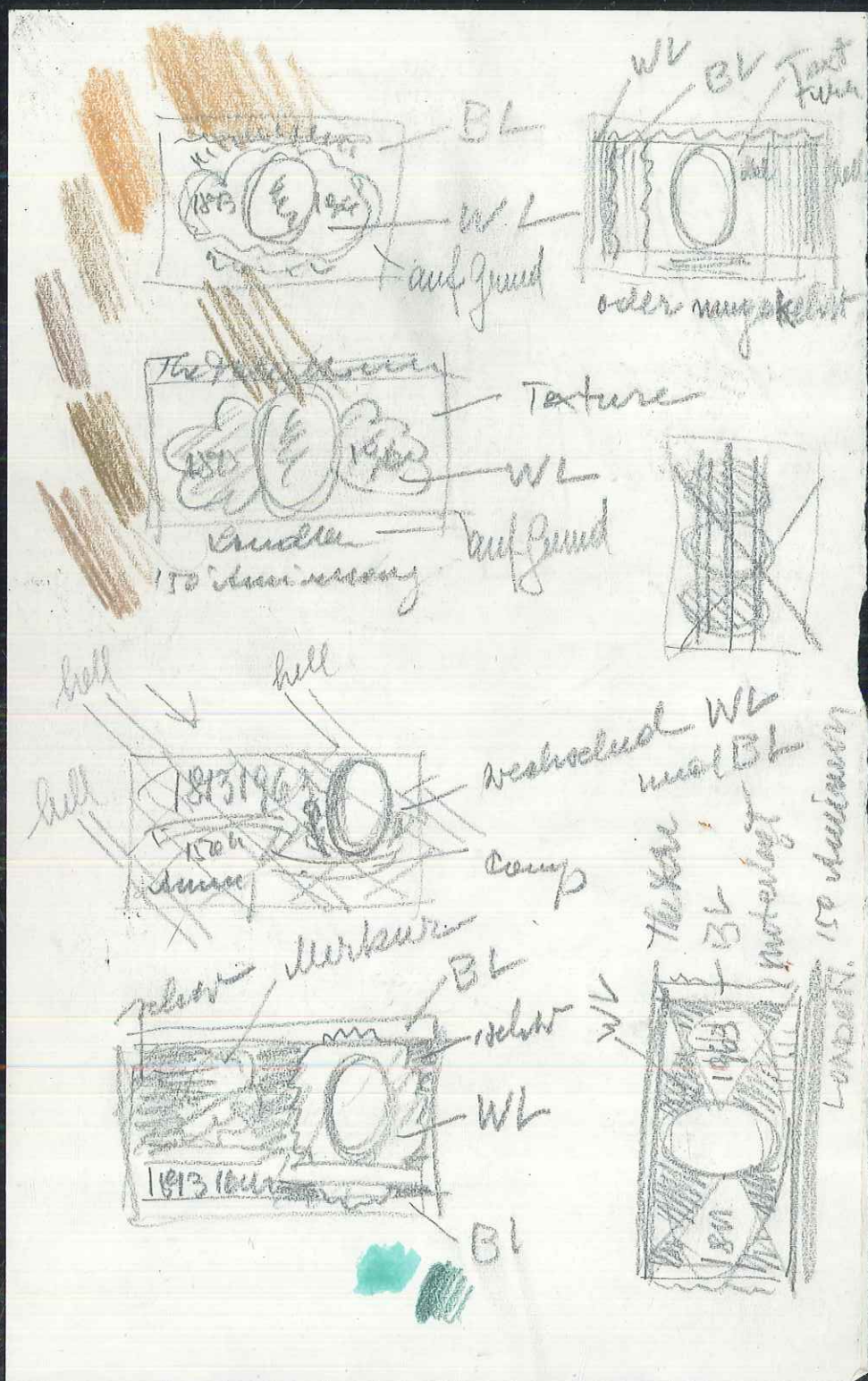
Robertson 1901

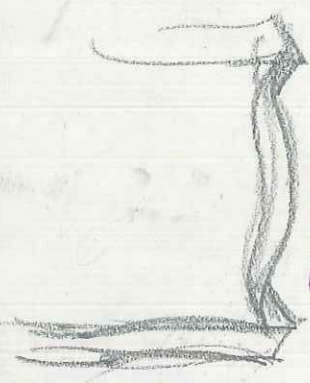
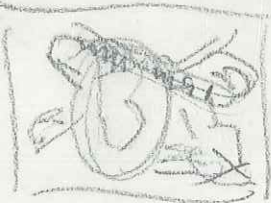
The image features a large, stylized graphic on a light cream-colored background. The graphic consists of a large, dark blue 'C' shape that is open at the bottom. Inside the 'C' shape, the word 'FORMICA' is written in a bold, dark blue, serif typeface. The letters are evenly spaced and centered within the curve of the 'C'. The overall design is minimalist and iconic, representing the Formica brand.

FORMICA

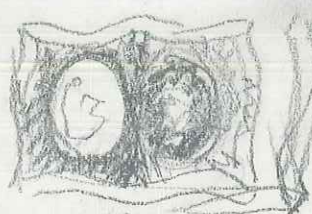
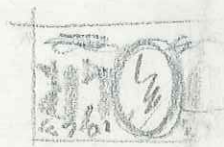
4 number of white lines ^{starting} ~~beginning~~ (1813) in
globe England and curving around the
globe shows the expansion of the company's
business all over the world ~~and this~~
(additionally stressed in the text on
both sides of the design.) ending in to
an arrow ^{leading} to the future
~~the map~~ 1903 and draws

The company ~~draws~~ attention to
Great Britain and the map of the
world shows the world-wide
business of the company achieved
within 150 years.



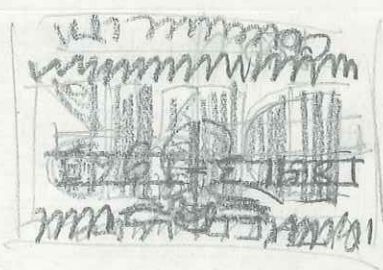
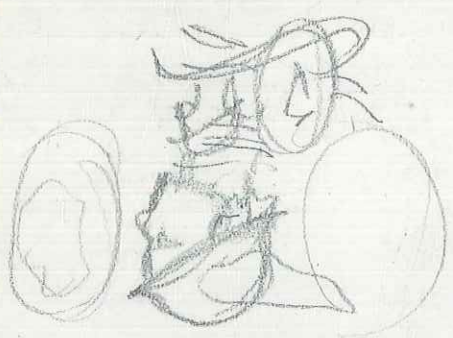


PROFESSOR
H. WOYTY - WIMMER
128 PRINCES AVENUE
LONDON, W.3.



IR

9681



XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

POTTER RO
OTEO



A SUBSIDIARY SOCIETY OF THE BATA GROUP
FOR M T C A T A M T T E D O

THE DE LA RUE COMPANY
LIMITED



THE DE LA RUE COMPANY LIMITED

DE LA RUE HOUSE, 84/86 REGENT STREET
LONDON, W.1.

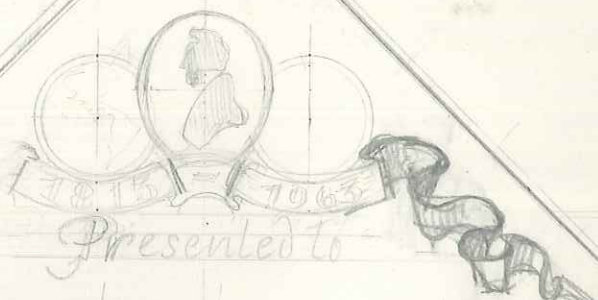
INLAND TELEGRAMS: DELINSUL PICCY, LONDON, CABLES: DELINSUL, LONDON (BENTLEY'S 2nd CODE)
TELEPHONE: REGENT 2901



THE DE LA RUE COMPANY LIMITED

DE LA RUE HOUSE, 84/86, REGENT STREET
— LONDON, W.1. —

INLAND TELEGRAMS: DELINSUL PICCY, LONDON, CABLES: DELINSUL, LONDON (BENTLEY'S 2nd CODE)
TELEPHONE: REGENT 2901



Presented to

by THOMAS DE LA RUE & CO. LTD.
on the occasion of the
150th ANNIVERSARY of
the foundation of the
Company

THE DELARUE COMPANY LIMITED

Teiler

Hand-daily

W. Child

A sketch of a classical building facade, showing a row of columns supporting a pediment. The drawing is done in a simple, gestural style with light lines.

THE DE LA RUE COMPANY, A

DE LA RUE HOUSE 84/86 REGENT STREET

LONDON W.1

16901

37 x 21/24/29 1/2 work size

The De-La Rue Company Limited (London)
 (150th Anniversary)
 1813 - 1963



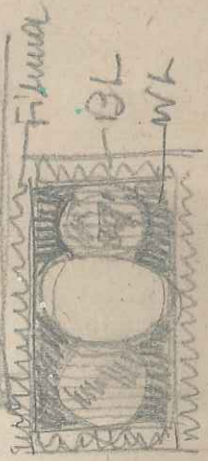
76
 38
 114



BL



Ink Roller
 Negare →
 Newswor



150th Anniversary 1813-1963



THE DE LA RUE COMPANY LIMITED

THE DE LA RUE COMPANY LIMITED



The De La Rue Company Limited,

DE LA RUE HOUSE, 84/86, REGENT STREET

LONDON, W.1

INLAND TELEGRAMS: "DELINSIL PICCY," LONDON. CABLES: "DELINSIL," LONDON (BENTLEY'S 2ND CODE)

TELEPHONE: "REGENT 2901"



The De La Rue Company Limited
DE LA RUE HOUSE 84/86, REGENT STREET
London W1

INLAND TELEGRAMS: DE LINSUL PICH, LONDON, CABLES: DE LINSUL, LONDON (BENTLEY'S 2nd CODE)
TELEPHONE: REGENT 2901

ST

unter Seite 78 oben