

# *Highlight*



LONDON SALES OFFICE :  
WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4  
TEL.: FLEET STREET 7051

LEEDS OFFICE AND WAREHOUSE :  
68, WELLINGTON STREET  
LEEDS, 1  
TEL.: LEEDS 30805 (2 lines)

## *The House Magazine of* **R.T. TANNER & CO Ltd.**

HEAD OFFICE, FACTORY and WAREHOUSE  
WHEATSHEAF WORKS  
CRAYFORD  
DARTFORD  
KENT  
Tel.: Crayford [CY] 26255

*New Series No. 40*

*January, 1962*

## EDEN GROVE BOND

Stocked in:—

### White

16½ x 21	12, 15, 19, 22, 25, 28	lbs.
18 x 23	14, 18, 23, 26	lbs.
17 x 27	16, 20, 25, 29	lbs.

and in cut and packed reams

10 x 8	} in s/o 16½ x 21 15, 19 and 22 lbs.
13 x 8	

### Azure

16½ x 21	15, 19, 22	lbs.
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### Buff

16½ x 21	15, 19, 22	lbs.
17 x 27	20, 25	lbs.

### Blue

16½ x 21	22	lbs.
17 x 27	29	lbs.

other weights and sizes including A sizes  
ex mill.

We also stock envelopes in white in  
3½ x 6 h.c., 3¾ x 4¾, 4¼ x 5¼.



# Tanners

for PAPER

## Tanner's Quarterly Trade Journal

THE DIRECTORS & STAFF

OF

R. T. TANNER & COMPANY LTD.

send you their best wishes

for

*A Happy and Prosperous New Year.*



With this issue of our Journal we complete our tenth year of publication. We do not get, and in fact do not ask for, any comments from you. We do, however, receive reports given to our representatives that it is generally well received, and rather to our surprise we quickly hear if by any chance a copy has gone astray in the mail.

This leads us to suppose that most of you read it and we hope enjoy it. There are plenty of trade journals on the market which will give you all the technical details you may require, but we have always stressed that our journal must be readable by our own staff as well as our customers. When time is precious and expensive, ten minutes can usually be found in which to read through our journal. Anything larger or time wasting more often than not gets put on one side to be digested at a later date, if at all. We shall therefore go ahead publishing our journal in its present form, until we know that it is no longer appreciated by either our staff or our customers.

## In our opinion . . . .

The paper trade is still marking time in the doldrums. As a service industry it is, of course, tied to the activity of general trade throughout the Country, and no-one can say that this is running smoothly. The Government action taken in the "Little Budget" of July was designed to take the boom conditions out of industry, and like all monetary measures take their time to function. There is no doubt that they are now functioning satisfactorily and to the full. In this the planners were aided by the fact that the industrial boom had already passed its peak, and a slight recession was starting to take effect.

How long this is likely to last we are not privileged to know and one can only bank on probabilities and inspired guessing. The portents and newspaper prophets indicate that April is the likeliest time for a relaxation in controls, but there is a distinct possibility that the industrial position will require a sharp infusion into the system long before this time. The problem would appear to be how far the Government are prepared to let the general level of production output fall, with a resultant sharp increase in the unemployment figures. Should the position become embarrassing in the New Year, some relaxation in the monetary restrictions may be put into force at that time. Much is likely to hinge upon whether our exporters have been successful in maintaining and increasing their share of the World's markets. However, the politicians having dithered over this policy during the autumn have now toughened their attitude towards it and are prepared to back it irrespective of the immediate consequences. This again may alter the natural expected course of action, and delay the date of an easing in the fiscal policy.

The next problem is the likely outcome of the European Common Market deliberations. It now seems that no-one would dispute our intention to enter this market, but the doubts are concerned with whether they will accept us, on what terms and when. One could write volumes on these questions and still not be correct on any of them because it is doubtful if anyone in authority in this Country or Europe have yet reached firm decisions, and only exploratory discussions are at present taking place. There are too many "ifs" and "buts" about to reach any concrete ideas as to the possible outcome and how it will affect our industry, but at least

# THICK MANILLA Doubletuck Pockets

★

Designed to comply with postal regulations, and to ensure the safe carriage of catalogues, brochures, price lists, etc., at printed paper rates.

Stocked in  $11\frac{1}{2} \times 9\frac{1}{4}$

$10\frac{1}{2} \times 8\frac{1}{2}$

$10 \times 7$

★



# Tanners

*for* **POCKETS**



we do not anticipate any early decision. We should be surprised if 1962 sees any positive action, though the plans may well be made throughout the year. We think that we shall all have to wait patiently for the various proposals to be debated and accepted by both parties before anyone is able to judge how far every industry is likely to be affected, apart from our own trade.

All this leads up to a period of stagnation in trade generally throughout the Country. Apart from a tight monetary policy, nothing causes more problems than uncertainty, and surely there is present plenty of this. The result so far in our trade has been an overall lessening of demand and a running down and clearing of all available stocks in the hands of converters and users. Meanwhile, although the output from the mills has taken a sharp tumble for the first time for many years, they have kept in full production at the expense of building up large stocks of finished paper. We can see no immediate possibility of this situation improving in the near future.

The long-term view is, however, much more encouraging. Consumption of paper products throughout this Country and in fact throughout the world is steadily increasing. As emancipation and education spreads throughout the undeveloped quarters of the world, the first demand is always for paper and books. The potential is therefore tremendous, and although in this Country we shall continue to have our "ups and downs" the future demand for paper will inevitably be greater.



It is with regret that we have to announce the sudden death on the 6th of December, 1961, of Mr. W. Eade, after an emergency operation. Bill Eade joined the Company 28 years ago, as a boy, and for the last 14 years occupied the position of head engineer/adjuster. He will be sadly missed by all of us at W heatsheaf Works.

He leaves a widow, to whom we extend our deepest sympathy.

## At your service

For several months we have been making daily deliveries throughout London and much of the Home Counties. With the ever increasing traffic problems, non-parking areas, and the restrictions many of you good customers put upon us unwittingly by restricting the hours during which deliveries can be accepted, this is not easy. Many firms will not accept before 9 a.m. and not after 4.30 p.m., and lunch hours vary from 12.15 to 2 p.m., so there is precious little of the day left during which our vans can deliver, apart from the fact that the driver may have to take his turn in a queue waiting to unload.

Realising the need for urgency in all orders today, it is our intention to improve yet further this service, and an additional van was put into service on the 1st of January, 1962.

In order to maintain this service, we are obliged to load most of our vans overnight, but if you telephone through to Crayford 26255 by 5 p.m., we can in practically every case ensure that the goods, if in stock, will be delivered to you the next day. Try us and see for yourself.

For the Eastern Counties, to include Norfolk, Suffolk, and the outer regions of Essex, not already covered by our own vans, we can offer a 48-hour service.

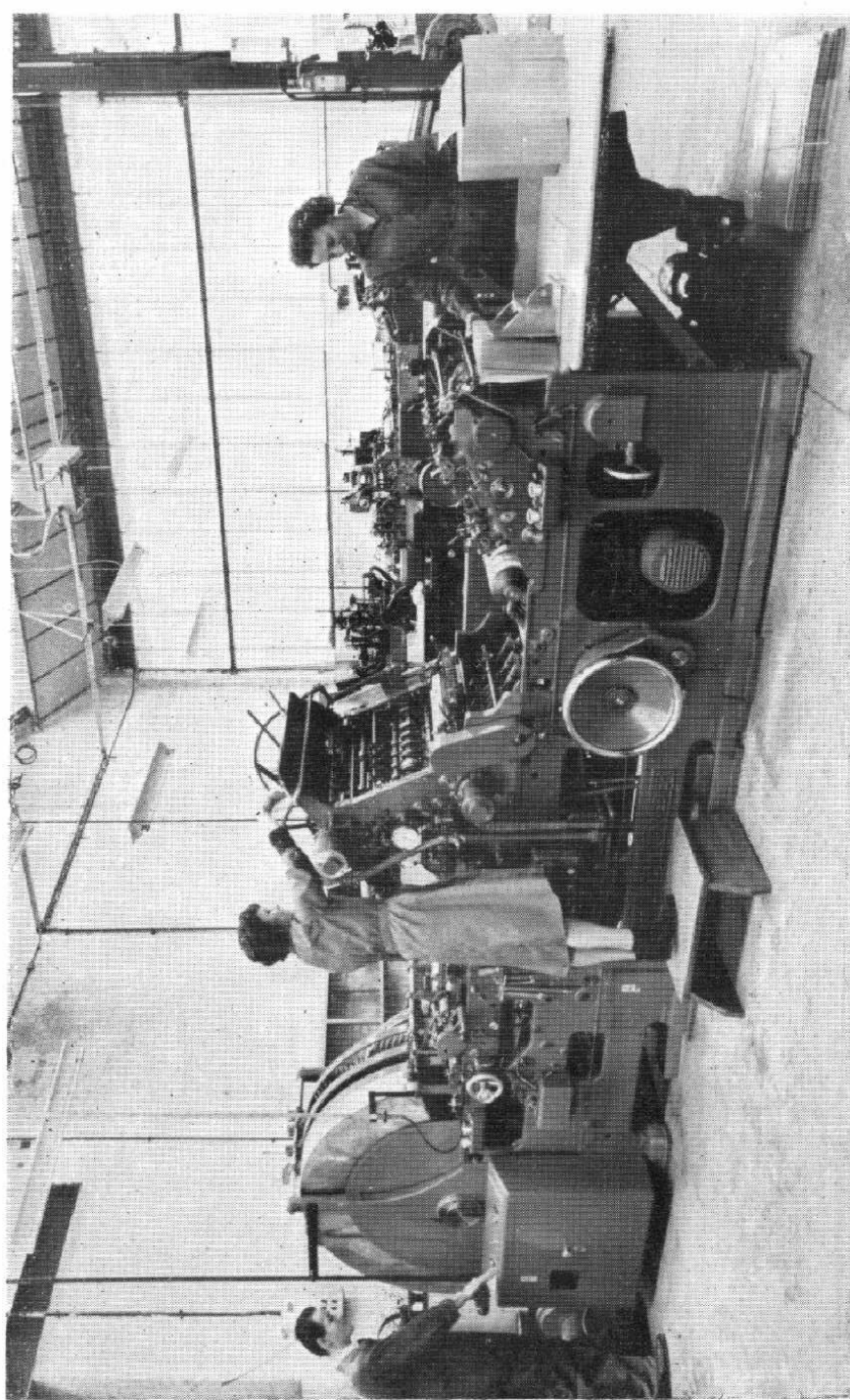
Yorkshire, Lancashire, Staffordshire, Durham and Lincolnshire will continue to be serviced from our Leeds warehouse generally on a 24-hour or at a maximum 48-hour basis.



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



*Mrs. S. Barnes on the new envelope machine.*



*Miss M. Porter and Mrs. Bredo on the new pocket machine.*

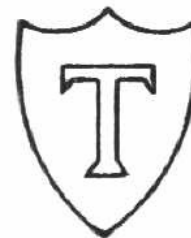


## WHEATSHEAF Manilla Pockets

This reasonably priced range of pockets in sizes from 9 x 4 to 16 x 12 has a huge and ever expanding sale for all commercial purposes.

They are packed, as illustrated on the opposite page, in cartons which can be opened and closed at will — no lids to fall off and lose — no dust can enter.

Send for samples.



**Tanners**  
*for* ENVELOPES



## The Institute of Printing

During the last week of October 1961 the official formation took place of the Institute of Printing.

With the backing of The British Federation of Master Printers and the Trade Unions this Institute was formed as an independent body designed to produce the trained and qualified technologists so urgently required in the printing industry and its associated activities.

The Institute will lay down standards for examinations leading to full professional status and conduct its own examinations. It will work with technical colleges for the conduct of courses leading to Ordinary or Higher Certificates or Diplomas in Printing, which will exempt from the Institute's examinations on a subject-for-subject basis.

It is hoped that in about five years' time it will produce a scheme of education and training which can be developed into a National Certificate scheme, controlled by a Joint Committee of the Ministry of Education and the Institute.

At last the printing trade is alive to the fact that it is a great industry, and that with the rapid advance in technology it is necessary to have standards of knowledge throughout the Country. Thanks to the public-spiritedness of many of the leading figures in the printing and allied trades, under the presidency of Sir Dennis Truscott, G.B.E., T.D., this has been achieved.

An appeal for funds has been launched, and it is hoped to raise a sum of £50,000 to ensure that the Institute has sufficient to meet its commitments over the first five to six years. After this time it should commence to be self-supporting from the annual subscriptions from its numbers.

We wish the Institute all success and commend it to your benevolence.



At last we can supply our celebrated Salisbury and Scriveria ivory cards from stock. We can safely say "celebrated", since we have sold several million more of these ivory cards in 1961 than we have ever sold before, and we anticipate that, now we can offer delivery from stock, sales in 1962 will continue to increase.

## MEKO WHITE BANK

16½ x 21	11 lbs.
21 x 33	22 lbs.
18 x 23	13 lbs.
23 x 36	26 lbs.
17 x 27	14½ lbs.

Smalls per lb.  
1/6<sup>5</sup>/<sub>8</sub>d.

1 cwt. per lb.	3½ cwt. per lb.	10 cwt. per lb.	20 cwt. per lb.
1/5 <sup>5</sup> / <sub>8</sub> d.	1/4 <sup>3</sup> / <sub>8</sub> d.	1/4 <sup>1</sup> / <sub>8</sub> d.	1/2 <sup>3</sup> / <sub>8</sub> d.

Smalls 1 cwt. 3½ cwt. 10 cwt. 20 cwt.

10 x 8	4/1 <sup>3</sup> / <sub>8</sub> d.	3/11d.	3/8 <sup>1</sup> / <sub>2</sub> d.	3/6 <sup>3</sup> / <sub>8</sub> d.	3/3 <sup>1</sup> / <sub>2</sub> d.
13 x 8	5/3 <sup>3</sup> / <sub>8</sub> d.	5/-	4/8 <sup>1</sup> / <sub>2</sub> d.	4/6 <sup>1</sup> / <sub>2</sub> d.	4/2d.

per ream

stocked in CRAYFORD & LEEDS

## MEKO TINTED BANK

Canary, Blue, Buff, Pink, Green and Old Gold.

16½ x 21	11 lbs.
18 x 23	13 lbs.
17 x 27	14½ lbs.

Smalls per lb.  
1/7<sup>1</sup>/<sub>2</sub>d.

1 cwt. per lb.	3½ cwt. per lb.	10 cwt. per lb.	20 cwt. per lb.
1/6 <sup>1</sup> / <sub>2</sub> d.	1/5 <sup>1</sup> / <sub>2</sub> d.	1/4 <sup>7</sup> / <sub>8</sub> d.	1/3 <sup>1</sup> / <sub>2</sub> d.

stocked in LEEDS only

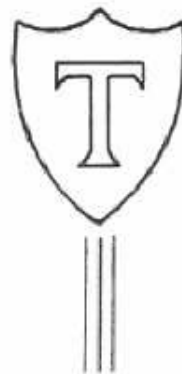
Smalls 1 cwt. 3½ cwt. 10 cwt. 20 cwt.

10 x 8	4/3 <sup>3</sup> / <sub>8</sub> d.	4/1d.	3/10 <sup>1</sup> / <sub>2</sub> d.	3/8 <sup>3</sup> / <sub>8</sub> d.	3/5d.
13 x 8	5/5 <sup>3</sup> / <sub>8</sub> d.	5/2d.	4/11d.	4/9d.	4/4 <sup>1</sup> / <sub>2</sub> d.

per ream

stocked in CRAYFORD & LEEDS

10 x 8 and 13 x 8 are subject to Purchase Tax.



# Tanners

for PAPER

## Baby's Crying

Subscribers Trunk Dialling (S.T.D.) is becoming more commonplace daily. Never was it truer to say that "time is money". Although not yet in force at our Crayford office, we are well aware that many of our customers are already connected, and adequate 'phones have been installed at our head office to ensure that there is no delay in accepting your call.

If you want to call a particular person, tell our exchange operator you are on S.T.D., and if she cannot contact him at once or he is already on the 'phone she will arrange to call you back.

If not requesting a particular individual, ask for departments as follows :

Paper  
Boards  
Envelopes or Pockets  
Manufactured Stationery  
Accounts

This will ensure that your call goes at once to the right department and will save you time. It's your money we are looking after !



We are happy to say that, with the aid of our new plant, some of which is shown on our centre spread, we have improved the delivery position of envelopes, and most sizes and qualities can now be delivered from stock, or with only short delays. The pocket position is also improved, although our Wheatsheaf Manilla is such a popular line that it is difficult to meet the demand.



As from the 5th January, 1962, Simplex tuck flap, Double tuck and ungummed flap pockets fitted with metal fasteners with or without strawboard back, of size 9" x 6" or larger and printed "Printed Matter" or "Printed Paper Rate," are exempt from purchase tax.

*To our many  
friends in the North  
we extend  
the Season's Greetings*



FOR URGENT DELIVERIES

'PHONE

**LEEDS 30805 (2 lines)**



NORTHERN OFFICE AND WAREHOUSE

68, WELLINGTON STREET

LEEDS, 1