

# *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 30905 (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. 42*

*July, 1962*

IT'S NEW!

# Silvonia

*Blue/White shade pulp boards*

Stocked in:—

## ROYAL (20½ x 25)

	Approx. Caliper	Smalls	3,500	7,000	15,000
2 sheet	·008	18/-	16/11	16/5	15/7
3 sheet	·009	20/3	19/-	18/3	17/3
3½ sheet	·010	22/7	21/2	20/4	19/5
4 sheet	·011	24/8	23/2	22/7	21/5

## POSTAL (22 x 28½)

2 sheet	·008	22/7	21/2	20/4	19/6
3 sheet	·009	25/7	24/-	23/-	21/10
3½ sheet	·010	28/3	26/6	25/5	24/2
4 sheet	·011	31/1	29/2	28/3	26/11

per 100

Samples for testing sent on request.



**TANNERS for BOARDS**

## Tanner's Quarterly Trade Journal

You will notice (we hope!) that in this issue of our Journal we have provided in our illustrations some glamour. It is not our intention to do what many of our contemporaries do, and that is to print a photograph of a delectable bathing belle as a frontpiece, in order apparently to obtain your interest sufficiently to read through the rest of the publication, perhaps in the hope that there will be another one even better further on!

We are merely introducing to you, in accordance with our previous custom, members of our staff, who may be dealing with your telephone orders or enquiries. Can we be called to task because they are easy on the eye?

Miss Smith is our highly experienced telephone exchange operator, and is the first contact you would make with our company. This job is of much importance and becoming more so as S.T.D. spreads throughout the country. Efficiency is essential, pleasantness costs nothing, but is a somewhat rare asset. Put the two together and you have — Miss Smith.

Mrs. Drummond, secretary to the Directors, is — well we must spare her blushes, as she has to type this copy! Only occasionally has she to resort to a dictionary, and she then excuses herself by saying that it is a technical word! As you can realise she is very diplomatic.

Mrs. Force is in the paper sales department and Miss Keiller in the manufacturing department. Both are comparatively new to our trade, but are fast workers (in the nicest sense!) and are quite capable of handling your enquiries.

Further photographs will appear from time to time in future editions of our Journal. Until such time as telephone-television is available, the 'phone will remain a very inhuman machine. A vision of the user at the other end of the line does assist in a conversation, particularly when our aim is always personal service.

\* \* \*

The text of this journal is printed on our Illustration Art Double Medium 60 lbs and the cover on our Chichester Rose Royal 3s.

one

## In our opinion . . .

The printing and paper trade is still jogging along with the brake on. To give credence to this, imports of raw materials for paper mills for the first quarter of this year were 161,000 tons below the figure for the comparable period of 1961, a drop of nearly 22 per cent.

The actual production figures for British paper and board output for the first quarter of 1962 amounted to 973,900 tons, a decline of 6 per cent. on the corresponding quarter of 1961, though March production showed only a reduction of 3 per cent. on March, 1961.

Can we glean from this that the downward trend has been largely halted? As we consider this problem, no figures of production are available for the second quarter, but it is apparent that whereas the retraction in business may have been arrested there are little signs of any significant change. Generally speaking, mills are not busy and with some the stock position must be causing concern.

However, with the relaxation of the dear money policy and above all the releasing of a third of the Bank's special deposits, credit will be more easily obtained. It is our opinion that the restriction of money brought about by calling in these special deposits from the Banks had a much more drastic effect on inflation and trade in general than a high Bank Rate. The resultant flood of fresh money should soon find its way into circulation, but trade will probably not get into top gear until September. At the present time of the year, the Mills are thinking of their usual annual shut-down, and no doubt many of them are looking forward to the break, to enable their order books to attain a healthier look.

It is interesting to know that the Paper Industry has been chosen by the National Economic Development Council as capable of expansion by 4 per cent. per annum over the period 1961-1966. We need hardly say that this will be an enormous effort in the next few years, as we have disappointing results to take into account for 1961 and 1962. Unless there is a further serious trade recession, consumption of paper in this country should increase at least at the target rate, though whether sufficiently to make up the loss in the first two years will remain to be seen.

As far as 1962 is concerned, we have no need to worry about the effects of the European Common Market, since negotiations are unlikely to be concluded this year. Whilst the production of paper is increasing very swiftly in the E.E.C., consumption has been rising even quicker, and is

# DARTFORD'S

## Tinted Bank and Bond

*We keep a very full range of these papers. If you require a colour, size or substance of which we have no stock, we can obtain supplies very rapidly as the mill is on our doorstep.*



**TANNERS for paper.**

likely to increase yet faster, since the average *per capita* consumption is well below that in the E.F.T.A. countries. As it is, many of the E.E.C. countries rely on the E.F.T.A. countries, principally Norway and Finland, to supply much of their pulp requirements. Sweden also is the principal supplier of paper to the E.E.C. and there is no doubt that the E.E.C. countries will be able to absorb a great part of the increasing flood of Scandinavian paper which will be marketable in the coming years. This, of course, would be of enormous value to our British paper mills, who would otherwise have to face this stern competition largely in their own market. This competition will, of course, still be there, but much of the pressure could be syphoned off to other and possibly more remunerative markets.

This is all wishful thinking, as no agreement is at present in sight, but there is no doubt that the paper-making interests in the E.E.C. countries are as much or more worried as to the possible outcome, as our own mills are to the present and future effects of the E.F.T.A. agreements on this country.

Industry, and we use this term in its general sense, seems to be looking to a substantial improvement in trade during the second half of this year. The prospects appear good; the balance of trade is much improved; sterling is strong; we are more competitive than for many years, and delivery periods are more realistic. The paper industry will follow in the wake of this trade revival, and this time we will not qualify our forecast with any 'ifs' or 'buts'.

## Leeds Office

As from July 1962 we are rearranging our representation in the North.

Mr. Birnage has joined the Company and will operate in the Staffordshire and Lancashire area. Mr. Birnage having spent a great many years in our industry is already known to a large number of printers in that area.

Mr. D. W. Whittaker, who has been servicing this territory, is being transferred nearer his home town Leeds, and will be taking over from Mr. Arthur Harrison some of his area.

This will enable Mr. Arthur Harrison to give more time to the remainder of his customers.



*Mr. Pearsall*

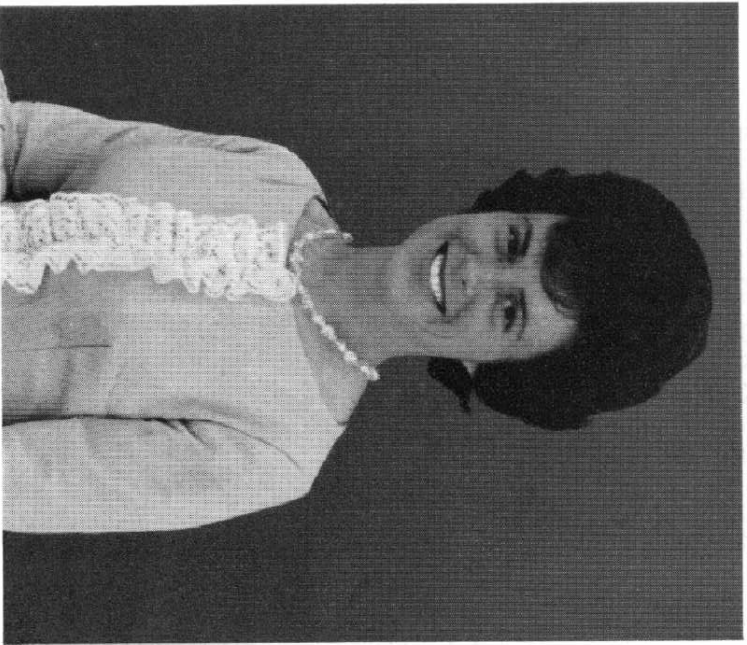
We are pleased to announce that Mr. John S. Pearsall was appointed to the board of directors on the 16th of April.

He joined the Company in 1933 and as a member of the territorial army was called to the colours in August, 1939, served in the Far East, rising to the rank of Lt.-Colonel.

On demobilisation he became a representative, and in January, 1961, was appointed London Sales Manager, in charge of our London Office.

John Pearsall is the son of Hugh Pearsall, who retired from the Company in 1958 and now lives in the Channel Isles.

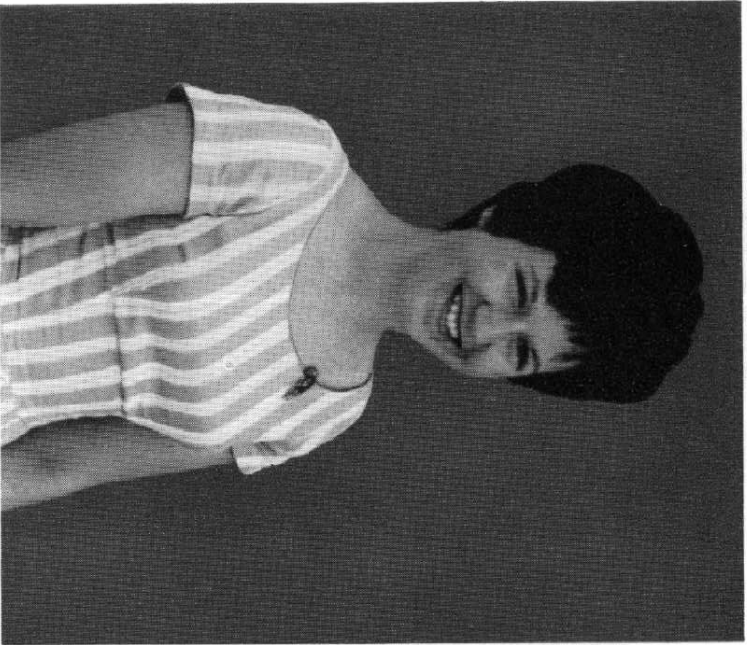
His grandfather was Mr. Henry Still Pearsall, who was made a director of the Company in 1908.



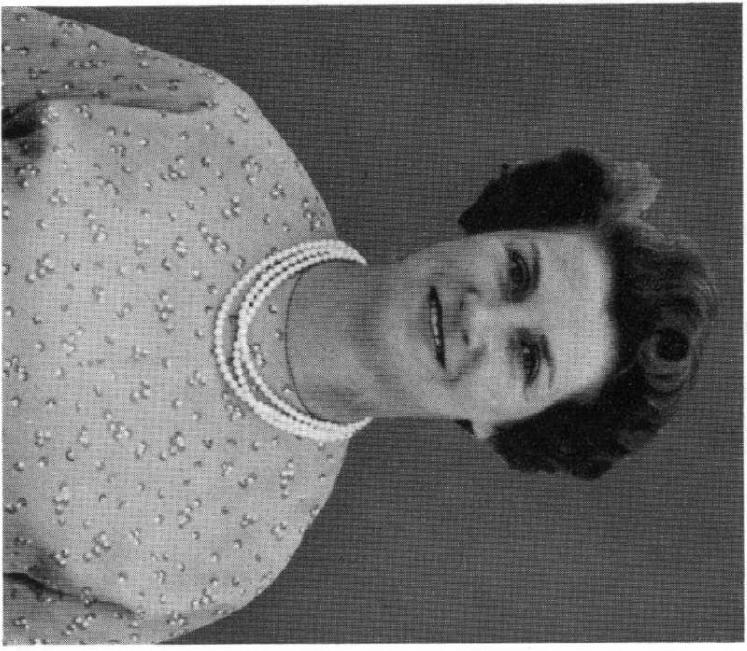
*Mrs. Pauline Force*



*Mrs. Diane Drummond*



*Miss Sally Keller*



*Miss Doris Smith*

## Statistics

The comparison of the paper and board output for the first quarter of 1962 to that of 1961 shows a decline of 6 per cent, according to figures issued by the British Paper and Board Makers Association.

The figures in thousands of tons are as follows:—

	1st Quarter 1961	1st Quarter 1962	
Newsprint .. .. .	191.6	172.8	- 10%
Other printings and writings ..	263.2	220.7	- 16%
Food wrappings .. .. .	22.3	22.2	-
Kraft wrappings .. .. .	83.1	84.2	+ 1%
Other wrappings and packings ..	107.4	95.0	- 12%
Household and toilet papers and tissues .. .. .	24.3	29.9	+ 23%
Other tissues .. .. .	4.4	6.9	+ 57%
Industrial and special purposes	53.7	72.8	+ 36%
<b>Total paper</b>	<b>750.0</b>	<b>704.5</b>	<b>- 6%</b>
Packaging boards .. .. .	236.8	222.2	- 6%
Boards for Industrial purposes	40.5	39.1	- 3%
Other boards .. .. .	12.2	8.1	- 34%
<b>Total board</b>	<b>289.5</b>	<b>269.4</b>	<b>- 7%</b>
Building board .. .. .	16.5	15.9	- 4%
<b>Total paper and board</b>	<b>1,056.0</b>	<b>989.8</b>	<b>- 6%</b>

## The Last Order

The traveller smiled as he munched through his buns;  
He'd taken an order for 28 tons.  
Now back to the office, then home to the wife,  
"If I go on like this, I'll retire for life."

The Mill sent the paper the very next day,  
The Printer said, "Let's get the job under way."  
In less than three weeks, working all day and night,  
The job had "gone home" though the schedule was tight.

*eight*

## 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.

### 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

The telephone rang — did that customer swear!  
"You can take the job back, chum, it's nowhere near square.  
The register's out and there's set-off as well,  
If you think that I'm paying, then just go to H..!!

The binder said he wasn't taking the blame —  
"It was wet when I got it, it's always the same.  
We trim it, we cut it, we fold and we stitch,  
In 24 hours — we don't cause a hitch."

"Just try the machine room, they're never on time."  
The minder said "Me? Why, those blocks were a crime!  
I won't take the can, mate, it's them flipping Comps."  
So into the Comp. Room the Manager stamps,

They're quick with their answers and quick with their wits.  
"The paper has stretched and it's chock-full of bits."  
The Mill "Sorters Tickets" are not to be found,  
For nobody saves them: they drop on the ground.

So back to the Merchant the very next day,  
Comes 28 tons for which no-one will pay.  
He 'phones up the Mill, who say "You know the rules!  
They shouldn't have used it, the perishing fools!"

## Competition

1963 will be the 100th year of this Company's existence, and it will also coincide with Ipex. We propose to issue a special edition of our Journal to celebrate our Centenary.

We are opening a competition to any members of the staff of our customers for a new design for the cover of our Journal to mark the occasion. The rules are simple: —

1. The title Highlight must be incorporated.
2. It must be for letterpress using 2 to 4 colours.
3. Roughs only are necessary. The final drawings for block making will be undertaken by us.
4. The designs (more than one can be submitted by persons or companies) must be accompanied by a separate printed letterhead of your Company, for each design, and the designer's name and sent to The Editor of Highlight, R. T. Tanner and Co. Limited, Wheatsheaf Works, Crayford, Dartford, Kent.

5. The right to reproduce the accepted design will be vested solely with this Company.

6. The closing date is the 31st of March, 1963.

The winning designer will receive 10 guineas, and the Company submitting the design will be credited with £20 of paper and board to their own selection.

Do please pass this to your comps or design dept., and in the words of Wilfred Pickles "let 'em have a go, Joe."

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## Important Announcement

We have just imported the first consignment of a new type of low-coated display board made specially for silk-screen work, but also suitable for letterpress.

Stocked in Royal 20 sht. caliper .060 approx. these boards are of excellent blue/white shade with very even semi-matt coating on both sides.

Samples of

STANCOTE BOARDS

will be forwarded on request.

\* \* \*

Always trying to improve our service and for your convenience we are installing a ROBOPHONE telephone, answering machine.

You may telephone after 5.30 p.m. or any time on Saturdays when the Robophone will answer your call and record your message.

These will be dealt with first thing the following day, thus saving valuable time and letter-writing.

For day and night service 'phone

CRAYFORD 26255

## Stop Press

We are pleased to inform you that we are now able to offer quick delivery for hand-folded envelopes and pockets. Certain types of gussets, however, must be exempted from this, as by their very nature their manufacture is a very lengthy undertaking, and such work can only be done by a limited number of highly skilled operators.

Let us know what you require, and we will endeavour to meet your needs.

\* \* \*

We have at last reached the stage where we can safely say that we can meet your demands for all our standard stock lines of envelopes and pockets by return. In the best regulated establishments there are occasions where a line is cleared, and we would not be so bold or stupid as to suggest that it could not happen to us. However, it is now only a matter of a day or two before stocks are made up.

We still have supplies of our Salisbury Series Envelope sample sets available, and would be pleased to forward one on request.

\* \* \*

A sample of our New Castle Cartridge pockets is enclosed with the journal and the range and prices are printed on the inside cover of the journal. We should be pleased to forward plain samples in any required size on request.

\* \* \*

We would like to congratulate Geoffrey Sharp (Crayford Office paper sales) on obtaining honours; Alan Robinson (Leeds Office sales) on obtaining a credit, and Richard Verden (late Crayford Office manufacturing dept. and now London Sales Office) on a pass in the N.A.P.M. examination.

*twelve*

## NEW CASTLE CARTRIDGE

### Envelopes and Pockets

For those companies who wish to make their mailings look more presentable we have introduced these new very white and strong envelopes and side-seam pockets, selling at competitive prices.

Stocks are available in:—

3½ x 6 HC @ 18/10	10½ x 8 @ 68/6
4½ x 5½ @ 21/6	10½ x 8½ @ 72/6
6½ x 4½ @ 25/6	11 x 5 @ 46/-
7 x 4½ @ 27/6	12 x 5 @ 50/-
9 x 4 @ 28/6	12 x 9 @ 80/6
7½ x 5 @ 32/8	12 x 10 @ 88/-
8½ x 5½ @ 42/-	14 x 5½ @ 60/-
9 x 6 @ 44/-	14 x 9 @ 103/6
10 x 7 @ 57/6	15 x 10 @ 106/6

per 1,000

All plus purchase tax and subject to the usual quantity reductions.



**TANNERS for ENVELOPES**