



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)

Highlight



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. 43

October, 1962

HELP!

Our factory is fully equipped to assist you with trade work.

Hand folding

Perforating

Bend scoring

Punching out all shapes and sizes

Drilling and slotting

Rotary and guillotine cutting

Tabbing

Eyeletting

Metal fasteners

Strip gumming

We can collect and deliver over a wide area.

Tanners will help you

Tanner's Quarterly Trade Journal

This is always the most difficult quarter of the year in which to write on present and future trends. One's own holiday intervenes at the very time we should be writing this article and it is astonishing how one can lose the threads completely, in the space of two or three weeks, but no doubt from our health point of view it is an excellent thing. One has to return to a desk piled high with correspondence and literature which has to be digested before pen can safely be put to paper. Meantime the deadline is approaching and the printer is waiting for copy. Small wonder that this issue is the one which gives us the least pleasure to produce.

However, we plod on year after year trying to find something of interest to say, secure in the knowledge that it is read by a large number of you. This fact we know from the many comments we and our representatives receive from time to time.

With this issue we extend a welcome to several new readers in the North West England who will be receiving a copy for the first time. These are some of the customers and friends of Mr. N. Birnage who joined our Company at the beginning of August.

Mr. Birnage has a lifetime experience of the trade and will be backed by a next day delivery service from our Leeds warehouse in most areas. Photo on page 4.

In our opinion . . .

It is phenomenally difficult at this time of year to assess whether one's previous forecasts are running to form and what the next few months will bring.

Although our trade is busier, there is as yet little sign that general trade is any brighter, and it is to this that we should pay attention.

The balance of trade now appears reasonably successful and practically every industry is under-producing to its full potential, so that all the portents for a large upsurge in trade are visible.

Yet that is where it sticks. Without a doubt uncertainty regarding our entry into the European Common Market is

having a profound effect. We cannot blame the politician because this is a bargain not to be lightly struck and in our forecast nine months ago we were not very far wrong when we said it would be in all probability 12 months or more before we got a firm decision. The end of the year will no doubt show us whether we are going in or not, though we would be safer in saying when we are going in and on what terms.

Business people have at last waked up to the fact that our entry into the E.E.C. is not only a possibility but even a probability, and it would appear that they are now taking stock of the situation. They have begun to realise that every trade is likely to be affected and not only the major manufacturing units in the Country. This realisation is causing all forms of trade to sit on the fence and see what is going to happen. Even trading within the Commonwealth is suffering from this uncertainty, as little if any long term planning is taking place until they are in a position to know to what extent their exports to this Country will be affected.

It is to be hoped therefore that a decision will be reached at least before the end of the year as continued uncertainty may cause permanent damage to the trade of this Country.

It will also be seen that prices are hardening, which is a sure sign that business is improving. Mills, in common with most other trades, have found that their overhead costs are continuously rising and the hours of work have recently been reduced, which in point of fact adds to overtime costs. We are already seeing small increases in coated papers and in certain grades of woodfree printing and writing papers. Doubtless others would like to follow suit, were it not for the stern competition from the E.F.T.A. countries.

As regards the papers and print trade, this is sure to show some improvement for the sole reason that we are approaching the busiest season of the year. Already, consequent upon the holiday shut down, the delivery period of many mills has extended quite sharply.

Whilst we do not anticipate any large increase in material costs, business always improves on a hardening market. Convertors and consumers are not so liable to hold off their purchasing at such times and mill deliveries immediately become more extended. Merchants in their turn find that mills require 6 to 10 weeks for delivery and have to order ahead to cover their expected requirements, thus completing the circle. The mills' deliveries are thereby even more extended, after all it only requires about a 5% increase to turn the scales, and a new spirit of confidence engendered, which

is just what business has lacked over the last two years. Further, much of the cut-throat competition for large tonnage is reduced. Mills with full order books are not prepared to carve up prices to obtain a large order unless it be a regular long term contract, and the order has to be hawked around not so much as to squeeze the last £1 out of the mill as in order to obtain a required delivery.

All this is largely hypothetical, and as at the time of writing we are still in the holiday period, it is not possible to foresee the position we may well begin to see by the time you are reading this article. However, it could so easily happen. The portents are there and it only remains for general trade in the Country to obtain the same confidence now appearing in the paper industry.

Let us hope we are correct.



"And now, Mr. and Mrs. Tanner, what are you going to call him?"
"We're going to call him Robert, because two Tanners make a Bob."

(Reproduced by kind permission of Revellie)



Norman Birnage

who joined the Company in August, 1962, and is representing us in North West England

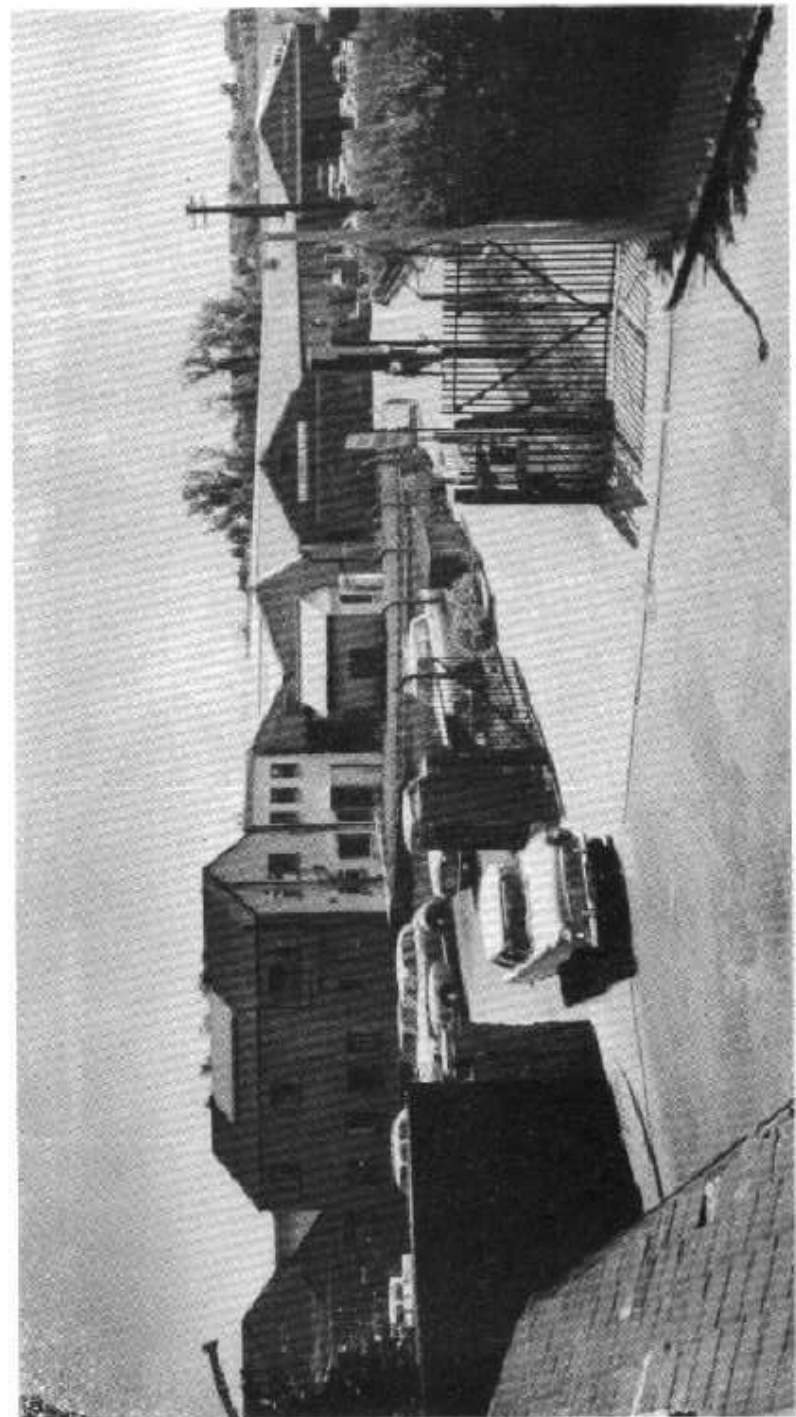
Competition

To celebrate the 100th year of this Company's existence, which comes next year and coincides with Ipex, we propose to issue a special edition of our Journal.

We are opening a competition to any members of the staff of our customers for a new design for the cover of this Journal to mark the occasion.

The rules, which are simple, are printed on the enclosed sheet which we would ask you to pass to your comps. or design dept. More copies can be obtained on request.

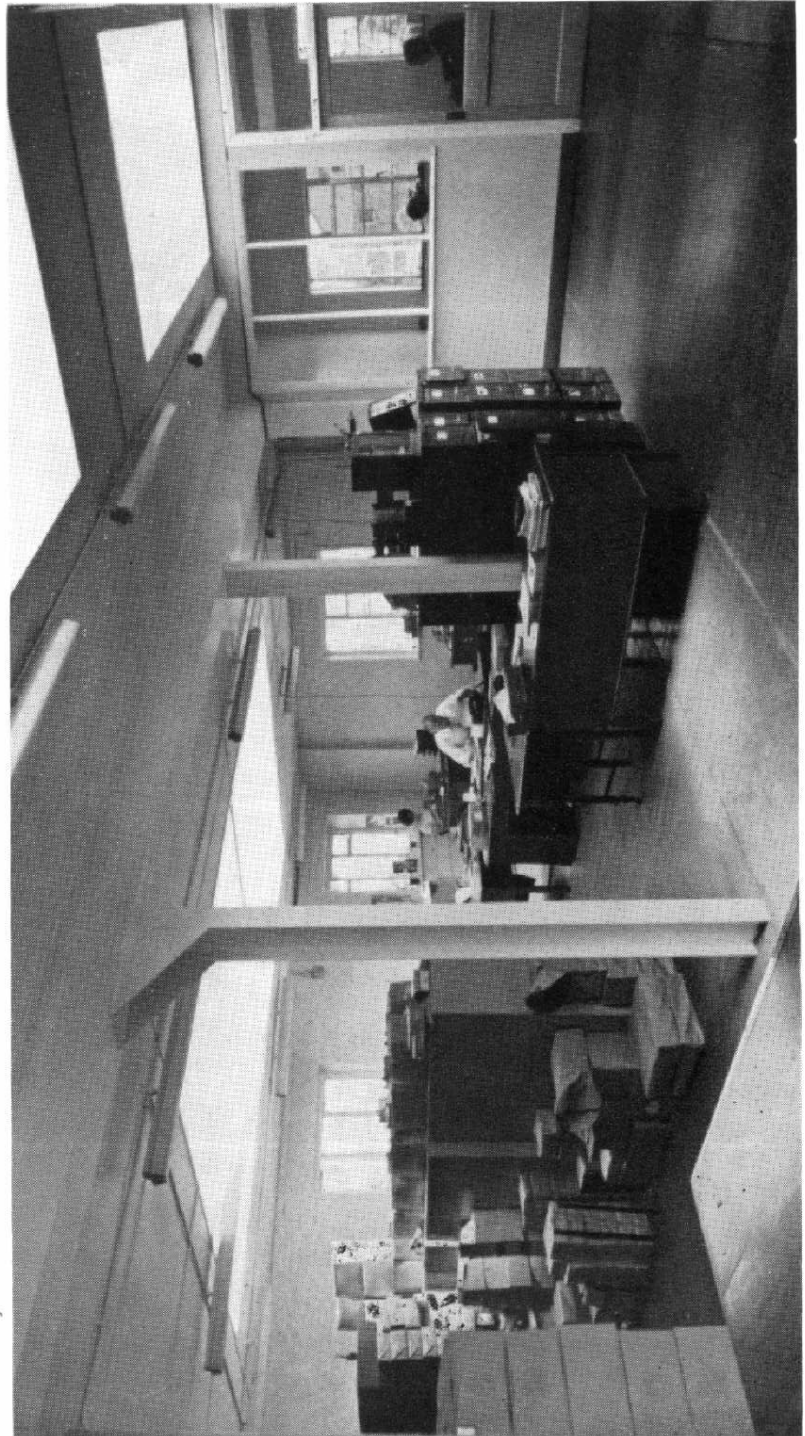
Remember, the prize is 10 guineas cash to the successful competitor and £20 to the Company to be taken in paper or board to their own selection.



Wheat Sheaf Works - Crayford - Kent



Paper and board sales office - Wheatsheaf Works



Envelope and pocket sales office - Wheatsheaf Works

Obituary

It is with great regret that we have to announce the death of Mr. Eric Lionel Wicking as a result of an accident on August the 8th.

Mr. E. L. Wicking joined the Company in 1942 and became Secretary in 1947, being appointed Director and Secretary in 1958.

He was appointed a fellow of the Corporation of Secretaries in 1954, having been an associate member for several years.

In the early part of 1962 he suffered a breakdown in health, and although he struggled on against it for a long time he never fully recovered.

He leaves a wife and four children, to whom we extend our sincere sympathies.



We also regret to announce the death of Leslie D. Stevens on 6th September, 1962, after a lengthy and painful illness.

'Steve' was assistant buyer and when we moved to Crayford he was unable to make the journey and left our employ after 40 years' service. He then joined A. E. Reed & Co. Ltd.



Although the production figures for the second quarter of the year at 984,200 tons show a decline of 3% over the comparable period of 1961, the output is up on the first quarter.

A breakdown of the figures is even more illuminating as newsprint showed a drop of 11% over 1961, as also did printings and writings. These large reductions were largely made up by an increase in Kraft wrappings, but, above all, those of toilet papers and tissues and industrial and special purpose papers which altogether increased by 30%.

Imports of paper in the second quarter of this year showed an increase of 11% over the similar period of last year, of which newsprint, printings and writings and Kraft accounted mainly for the increase.

Exports showed an increase of 6% of which the main improvements were printings and writings up 7% and other uncoated paper up 30%.

News from U.S.A.

In Minneapolis, a town of 500,000 people, readers of the Tribune, a distinguished morning newspaper owned by the Cowles family, and its evening companion, the Star, have had 116 days—longer than any other modern Americans—to discover what life is like without daily newspapers. The strike which shut them down began at Easter and ended only last weekend. It was the teamsters, a particularly unruly local branch of an unruly trade union, who started the strike by calling out the van-drivers and it was the teamsters who were the last to go back, but four other unions were actively involved. The hard core of the dispute, like that which recently silenced Detroit's newspapers, concerned work rules and automation in the mailing and distribution department, long a source of friction. Here the management, with an unexpected toughness born of a feeling that it was now or never, held out for a substantial victory, although all the trade unions won increases in wages and other benefits to the tune of about \$1 million over the life of the two-year contract. Jobs of some kind are guaranteed for all the 125 individual mailers now employed, but restrictive work rules have been narrowed; the company will be able to send out 70 per cent, instead of only 50 per cent, of its 535,000 copies of the two daily papers without having them specially counted and addressed in the plant.

While this trial of strength was going on, Minneapolis had to exist on a sparse diet of news on radio and television (including a nightly half-hour provided by the newspapers), out-of-town papers for which as much as \$1 each was charged and, since May 1st, on a new daily, the Herald, started by a man of extreme right-wing Republican views. This was devoted chiefly to advertising but now proposes to subscribe to a news service in an effort to stay alive. At least it will not be undercut in price by the Cowles papers, which have raised their news-stand prices from seven to ten cents.

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The cover of this journal is printed on our Chichester 3 sheet Light Blue Royal Board and the text on our Illustration Art Double Medium 60 lbs.

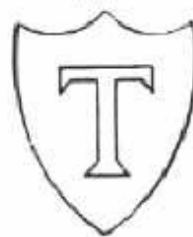


WHEATSHEAF Manilla Pockets

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**

Stop Press

Having trouble with wavy boards? Change to Stadium white and tinted surface sized twin-wire boards. They may save you money in actual cost, they certainly will save you time and money in machining, that's flat!



With this Journal we are enclosing a reprint of an article published in the World's Paper Trade Review. We feel that this article gives an excellent record of this Company's history and the progress made since we became established at Crayford. It should be of interest to our many new customers and we hope to our many old friends.



Have you used our ROBOPHONE service yet? You may telephone our head office any time after normal hours or any time on Saturdays when the Robophone will answer your call and record your message for immediate action first thing the following morning.

If you arrive back late with an enquiry or urgent requirement for paper, boards or envelopes, and your office staff have gone home, 'phone CRAYFORD 26255.

Remember that telephone calls from the country are cheap after 6 p.m., and answers to enquiries can be phoned back to you first thing the following morning if requested.



Regretfully we have to notify you that many of our converting charges will have to be increased. During the last two years we have absorbed most of the considerable increases in overheads and in direct labour costs. Now with the 40 hour week in force and other increases looming we have no other alternative but to pass on the extra costs. You can rest assured that these will be kept to the minimum.

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.