

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. 44

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"OF COURSE, WE ALWAYS USE "CITY INDEX" BOARDS FOR ALL OUR ACCOUNTING AND FILING CARDS"



CITY INDEX BOARDS

White, Buff, Blue, Green, Pink and Salmon

		Royal			Royal and half				
		Smalls 3½ cwt 10 cwt			Smalls 3½ cwt 10 cwt				
Royal	55lb.	20/-	19/1	18/4	Royal & ½	80lb.	29/-	27/8	26/8
..	70lb.	25/5	24/3	23/4	105lb.	38/1	36/4	35/-
..	90lb.	32/8	31/2	30/-	135lb.	49/-	46/8	45/-
..	110lb.	39/11	38/1	36/8	165lb.	59/10	57/1	55/-

per 100

Tanners

for boards

Tanner's Quarterly Trade Journal

The Directors and Staff
of
R. J. Tanner & Co. Ltd.

extend to you
their best wishes for a
Happy & Prosperous New Year

In our opinion . . .

As we take leave of 1962, few of us will do so with a great deal of regret. It has been a year of frustration with every expectation pointing to improved trade, yet never reaching the objective.

Not even the weather lived up to its reputation. After the hard, long winter it was blissfully imagined that we were due for a fine, hot summer, yet apart from a few days in June we seem to have gone from one winter to the next. Trade seems to have followed very much the same pattern as the weather. The year opened in a chilly atmosphere and, except for odd periods of sunshine when trade appeared to

pick up for a week or two, it rapidly went underground to hibernate. We must hasten to say that trade has been better over the last three months than at the beginning of the year, but not by a large margin.

We do not think that we need look far for an answer to all this. As everyone knows, the paper trade is a service industry and largely depends for its liveness on the activities exhibited by other trades. However, for the last 18 months general trade has had quite a setback, and there has been a severe shortage of spending power, but, above all, of confidence.

During the last six months of 1962 various steps were taken to improve the lack of spending money by the release of the Banks' special deposits, which would once again enable them to lend on overdraft reasonably freely and by the reduction of purchase tax in selected industries, such as the motor trade. Unfortunately the Treasury in our view seemed to have little idea of the effect that this reduction had on other trades. Our personal reaction to this reduction seemed normal and sublimely obvious, namely to hold off buying in the expectation that purchase tax would be reduced or removed on various other industries. This seems to have been the feeling of the general public, because from the day the purchase tax on cars was reduced, consumer spending was curtailed.

We cannot believe that this is what the Treasury expected or desired, and yet we should have thought it was so very obvious. We realise that this was done solely to stimulate one trade which is a large consumer of steel and various components. If it was desired to stimulate the economy much more could have been achieved by a general reduction of, say, 5 per cent. on all purchase tax. The public would know that no further change would have been contemplated before the next budget and would have been encouraged to buy their requirements then and there at the reduced prices, thus spreading demand to nearly every industry.

Alternatively what about reducing inflationary taxes, such as that on stationery? We need not go into any details, as these have been made well known in most trade journals recently, but only to say that the vast majority of purchase tax collected on stationery is paid by commerce thereby directly increasing their costs. In the event of this tax being abolished, industry and commerce should pass on the advantage gained, failing which, company taxation would absorb a substantial proportion of it. Let us hope that if the Chancellor is anticipating singling out any other industries

Ivorex Boards

We hold large stocks of Smooth and Matt White, Pure White and High White.

We also stock the Whole range of Tints in 2 sheet and 4 sheet.



For quick delivery of these well-known boards contact

Tanners
for **BOARDS**

for unilateral relief, then his choice may fall upon our trade.

For most of the last year we have been saying that the main restriction to the resurgence of trade has been the uncertainty engendered by the Common Market negotiations. These protracted deliberations now seem likely to last considerably longer than at first envisaged, and we may well see the arguments going on throughout much of 1963. We cannot blame the politicians for this, as all parties are agreed that if we are to join the E.C.C. it must be on the best possible terms, and these require lengthy discussion. However, it is to be hoped that the main agreement will be reached soon, perhaps leaving some of the detail for discussion later.

It is to be hoped then that every possible means is used to speed the talks and reach some form of agreement. Then and only then will we see any improvement in trade.

Statistics

Total world consumption of paper and board in 1961 amounted to approximately 76 million tons. Of this the European Free Trade Association of the Outer Seven produced 11 million tons, the European Economic Community 9 million tons, North America 39 million tons, and the remaining 17 million tons in other Western and Eastern countries.

It may not be realised that the British paper industry was still the largest in Europe, followed by Western Germany, France, Finland and Sweden in that order.

The per capita consumption of the average American is 420 lbs. of paper and board per annum, the British 220 lbs., and Europe 160 lbs. European consumption varies per capita greatly from one country to another, Italy for instance using only 80 lbs. per annum.

Although it is unlikely that Europe will increase consumption to the standard reached by the average American, it is reliably estimated that the requirements of Europe will double by 1975.

★

The cover of this issue is printed on our City Index Buff Boards Royal 90 lbs. (500's) and the text on our Illustration White Art Double Medium 70 lbs.

HOW TO UNWRAP A CUSTOMER'S TEMPER

"A packet of envelopes, please," I said. The girl put them on the counter and I gazed at them for a second or two.

"Could you wrap them up for me?" I said.

"I'm sorry, sir," she said, "I'm not allowed to wrap things like this. The manageress says the cost of wrapping cuts into the profit too much."

"But a paper bag must cost only a fraction of a penny," I said.

"Perhaps," she said, but you must remember we only make a fraction of a penny profit on something like envelopes. So if we wrap them up, the price of envelopes will go up. Then customers will complain."

"But if I stuff this packet of envelopes into my pocket," I said, "the two outside ones will get soiled and probably bent by the time I get home . . ."

SHE WINS

"Haven't you got a shopping bag?"

"Not with me," I said. "So I stand to lose the cost of two envelopes, which, at 12 for 1s., is 2d. That's a lot more than the fraction of a penny that a paper bag would cost."

"We could sell you a carrier bag," she said, "fourpence."

"If I buy a carrier bag too, the envelopes will have cost me 1s. 4d."

"But you could use the carrier bag next time you come shopping, sir," she said.

"I hate carrier bags," I said.

"But we wrap loose sweets," she said. "If you bought some sweets you could put the envelopes into the bag I wrap the sweets in."

I gave up. She had won the argument, but lost a customer. For ever.

Daily Express 17/10/62

New Members of our Sales Staff



MARTIN MILES

*Joined the Company in January 1961 from
The Wiggins Teape Co. where he learnt
paper-making*



HOWARD KEEP

*Joined the Company in August 1962 from
The Southern Envelope Co.*



RICHARD VERDEN

Joined the Company as a trainee in June 1960

Envelope Prices

As from 1st of February, 1963, the prices of our envelopes and pockets are being amended and new price lists are being reprinted and issued as soon as possible.

Due to their bulk/weight ratio the distribution of envelopes and pockets is very costly and the quantity rebates originally brought into force early in the war were based on prices and costs ruling at that time. Since then prices and costs have rocketed, but the margin on smalls delivery, just a few coppers dependent on the price range, has remained identically the same. To send 1,000 envelopes by post costs 3s. 6d. and this seems likely to be increased.

Meanwhile, largely due to the incidence of purchase tax, printers and stationers are not stocking envelopes in such large quantities and are tending to get manufacturers to do the distribution direct to their customers in smaller and smaller lots.

Most manufacturers are putting up their prices to counteract these increased costs. We have no wish to do this as a general rule, but we are forced to adjust some prices, which have not been basically altered for several years, but in other cases are making reductions. However, we are amending the smalls prices below 10,000 lots by adding 1s. per thousand. This is not nearly as large an increased charge as at first appears as we are abandoning the 5,000 rate.

To illustrate the new change we take as an example an envelope priced at 16s. per 1,000 for 100,000 lots.

<i>Old Price Range</i>					
100,000	50,000	25,000	10,000	5,000	Smalls
16s.	16s. 4d.	16s. 8d.	17s.	17s. 4d.	17s. 8d.

<i>New Price Range</i>				
100,000	50,000	25,000	10,000	Smalls
16s.	16s. 4d.	16s. 8d.	17s.	18s.

Of course with cheap envelopes below 10s. per 1,000 the smalls cost is now greater in proportion, but it should be realised that these lines are designed for mass production and distribution and are not normally sold by manufacturers in small quantities.

<i>Old Price Range</i>					
100,000	50,000	25,000	10,000	5,000	Smalls
7s.	7s. 2d.	7s. 4d.	7s. 6d.	7s. 8d.	7s. 10d.

<i>New Price Range</i>				
100,000	50,000	25,000	10,000	Smalls
7s.	7s. 2d.	7s. 4d.	7s. 6d.	8s. 6d.

Most customers take these grades in quantity, but if they do not and want the odd box or two then it is our contention that they should pay some of the additional cost involved and not have it subsidised through the raising of all prices, irrespective of quantity.

In the case of envelopes and pockets over 20s. per 1,000 there is no change in the smalls price, since we are dropping the 5,000 rate.

<i>Old Price Range</i>					
100,000	50,000	25,000	10,000	5,000	Smalls
40s.	40s. 6d.	41s.	41s. 6d.	42s.	42s. 6d.

<i>New Price Range</i>				
100,000	50,000	25,000	10,000	Smalls
40s.	40s. 6d.	41s.	41s. 6d.	42s. 6d.

Finally this new price structure should prove of assistance to the stationers and printers who hold stocks. By buying in larger quantities they will obtain a greater margin of quantity rebate over their competitors, who may buy from hand to mouth.

Centenary Competition

Have you sent in your entry for our centenary competition? We have received a few designs, but we want many more.

Entries have so far been received from owners of printing works, managers, lay-out artists and compositors and we welcome them from any quarter.

In case you may have missed previous notice of this competition, all you must do is to submit a new design for the cover of this Journal to mark our centenary.

The title Highlight must be incorporated using two to four colours. Roughs only are necessary and must be sent with a letterhead of your company together with your name.

The prizes are 10 guineas to the winning designer and £20 credit to the company.

The closing date is 31st March, 1963, so make sure that your entries are submitted as soon as possible to the editor of Highlight.

Ipex

The Company will as usual be exhibiting at IPEX. We have managed to obtain the same excellent site, exactly as on the previous occasion, under the clock in the National Hall Gallery at Olympia.

The emphasis will be as before on providing a rest oasis, where the footsore and weary customer may enjoy sitting down, having a cigarette and chatting to our staff.

By all accounts this exhibition is going to be enormous, not only filling Olympia but Earls Court as well. We know from past experience how tedious it is to walk around an exhibition, let alone two sites, so we are setting out to provide the one item which is always in short supply at such shows, namely a chair.

We hope that you will make a point of coming to see us—apart from a chair we shall have much to interest you!

Full details will be published in our next issue.

To Expedite

One morning our mail included a neatly typed envelope made of white, rough-textured paper, the sides and flap sealed with transparent tape. The enclosed letter courteously enquired when delivery of an overdue order of envelopes could be expected. There was no need to say more—we got the message. The odd-looking envelope had been carefully fashioned from a paper towel!

Telephone Service

Our ROBOPHONE service is now being more generally used, but not nearly enough. During the period of heavy fog at the beginning of December, we were forced to send our staffs at Crayford and London to their homes much earlier than usual, but we were able to switch on the ROBOPHONE knowing that your telephone orders or enquiries were received and registered. It was therefore possible to keep in touch with our customers and act upon their instructions first thing the following morning.

Do make the utmost use of this service by telephoning CRAYFORD 26255, and please do not forget to state your name and address. We have received orders without the sender giving his name, and this makes it rather a problem to trace, which is undoubtedly the understatement of the day!

The BEST Ivory Board is

SALISBURY

Stocked in Royal in Thick and Extra Thick substances, and in all the usual standard cut sizes boxed in 104's or banded in 104's and boxed 1040's.

Samples on request

Tanners

for **BOARDS**

Stop Press

At the request of many of our customers, we are changing the shade of our Wheatsheaf Manilla Pockets. It has been felt for some time that the existing shade is too dark for present-day use, so we have made the material considerably lighter, but we would hasten to say in shade only, the quality remaining exactly as before.

The new shade Wheatsheaf will become available in all stock sizes as the old material and stocks are cleared, and we forecast that this range will become more popular than ever.



We have recently altered our representation in parts of London and the provinces—Mr. R. J. Truworth has left our employ and his area has been split between Mr. E. Prisle, Mr. A. R. Tanner and Mr. R. Verden. Mr. H. Keep has joined the Company from The Southern Envelope Co. and is now representing us in the central London area.



The prices of Silconia White pulp boards are to be mill controlled as from 1st January, 1963.

We regret therefore that we have to increase our prices to bring them into line with these re-sale prices.



NEW MILL CONTROLLED PRICES

SILVONIA

White Pulp Boards

ROYAL 20½ x 25

	small	1500 Bds	3500 Bds	7000 Bds	15,000 Bds
2 sheet	18/11	18/-	17/6	16/11	15/6
3 sheet	21/3	20/3	19/9	19/-	17/5
3½ sheet	23/8	22/6	22/-	21/2	19/6
4 sheet	26/-	24/9	24/2	23/3	21/5

POSTAL 22½ x 28½

2 sheet	23/8	22/6	22/-	21/2	19/6
3 sheet	26/10	25/6	24/11	24/-	22/-
3½ sheet	29/8	28/3	27/6	26/6	24/4
4 sheet	32/8	31/-	30/4	29/2	26/10

per 100.

Tanners

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