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Leeds Office and Warehouse
"CORNER HOUSE"
WHITEHALL ROAD
LEEDS 12
Telephone: Leeds 30805 (2 lines)

100

Highlight

The House Magazine of
R. T. TANNER & CO LTD
Wheatsheaf Works
Crayford · Dartford · Kent
Tel: Crayford (CY) 26255

New Series No. 51
OCTOBER 1964



More Space · More Stocks

Our Northern Branch

is now at

**CORNER HOUSE
WHITEHALL ROAD
LEEDS 12**

Telephone: LEEDS 30805

Paper · Boards · Envelopes

Tanner's Quarterly Trade Journal

Between the issue of this Journal and our next issue, the people of the Country will go to the polls to elect a new government.

Whatever the result it promises to be a very hard-fought battle between two well-organised parties, and huge sums of money will be expended in the process. We are fortunate that a large proportion of this will be spent on paper, print and envelopes, apart from considerable sums expended on newspaper advertising.

We are certainly not going to stick our necks out to forecast the result of this election, and it is not our job to do so, but we can at least consider what are likely to be the results following a change of government or the re-election of the Tories.

Both parties will be faced with immediate financial problems, as the balance of payments has been running consistently against this Country through most of the year, but we do not adhere to the depressing pessimists who predict that we are running to ruination. The business temperature is rising, and exports will undoubtedly increase in the last quarter of the year.

If the Tories are re-elected there will not be any major alterations in the pattern of trading at least till 1965, but if the Labour party come to power then we are likely to see fairly quick action, since there will in all probability be a temporary run on the pound. The Labour party are already committed to taking action to cut down the import of manufactured articles, which have increased the total of imports at an ever faster rate, but this has a boomerang effect. If you stop Countries sending manufactured goods to this Country, then they have an annoying but justified habit of controlling our exports. One has only to look to the recent trouble when we cut down the imports of fabrics from Singapore only to find that they barred the exports of some forty types of goods from this Country. Multiply this a few times and our exports will soon be in still further difficulties.

There is a further point to consider here. The free import of goods into this Country has done much to keep down prices. Without the import of cheap products the prices of many British-made articles would be increased considerably. It would be interesting to see what would happen in our trade, as for instance just how much has the free imports of E.F.T.A. and Canadian papers restricted the much needed increase that paper manufacturers would like to see. Our guess is quite a substantial percentage, and what goes for our trade also applies to very many others.

Whoever takes over the government of this Country therefore has a very large and urgent problem facing them, and we must wait and see.

In our opinion . . .

The output of paper and board continues to increase sharply, up some 12 per cent on 1963. However, the pattern is very uneven, some Mills being intensely busy and others just ticking over. There is also no pattern in this, in that no particular quality can be singled out. In fact some Mills making say esparto grades are requiring 8-12 weeks for delivery, whilst another mill making similar grades can deliver in 2-3 weeks.

The mills who are today enjoying a full order book are in the main those who have spent huge sums over the last few years on modernisation, and in many cases have on the market one or more mill branded lines, which are in steady demand.

This uneven pattern in the Mills is also fairly common in the printing trade, some being overfull, and others looking for work. Boom conditions are therefore not with us, but rather healthy trading competition with business going to the efficient.

This pattern should continue throughout the remainder of the year. It is unlikely that the general election will interfere for any length of time, as trading throughout the Country is flourishing, and as a service industry, we must follow suit.

NEW . . .

CRAYFORD CARTRIDGE

TUCK FLAP POCKETS

9 × 6

	Printed	-	Printed Matter	
				Under
100,000	50,000	25,000	10,000	10,000
38/6	39/-	39/6	40/-	41/-
	per 1,000 — not taxable			

or

With gummed flaps				
34/-	34/6	35/-	35/6	36/6
per 1,000. Subject to Purchase Tax.				

TANNERS FOR ENVELOPES

Following the article on envelopes for direct mailing published in the last issue of our journal we received the following letter from Mr. T. H. Brown. As a practical man in a position of responsibility we consider his remarks of much interest and publish it in full:—

"After reading your article on page 2 of July's issue of HIGHLIGHT I thought I must write and tell you of the few things I have had on my mind for some while.

I am an assistant supervisor in the Mail Room of a large firm which employs about 10,000 people. We receive each day about 5,000 letters and a lot of this is from Direct Mail firms. We like to get the mail sorted and to its destination as quickly as possible, so if you are sending D.M. please keep your register of names up to date, there is a lot of movement of staff these days. Do not address it to the Managing Director, the Secretary or the Chief Buyer, it only finds its way to the W.P.B. Do not send in about 200 samples as some firms do addressed to every Tom, Dick or Harry, it is just sheer waste of money.

Do state on the OUTSIDE of the envelope what you are selling, it is better for us and will reach the right desk more quickly.

The Buyers tell me it is better to state the price of your goods. Why not, you have nothing to be ashamed of have you?

If you can save the mail room opening your envelope you can save time and money. As regards other mail why not print envelopes on the outside with INVOICES ENCLOSED, RELEASE NOTES ENCLOSED, ADVICE NOTES ENCLOSED, ETC. ETC. This could save firms thousands of pounds a year because we have to open all these letters when they could be sent direct to the Department concerned.

Don't forget to put the firm you are sending to, its Department's code number on the OUTSIDE of the Letter."

Whilst we agree that envelopes addressed to The Managing Director, Chief Buyer, Company Secretary, etc. are impersonal and more often than not find their way into the W.P.B.; we pity the poor mailing houses trying to keep pace with the constant changes of names. It is quite a formidable job endeavouring to keep addresses up-to-date.

One final criticism we would make of mailing shots in the light of many received by us. Far too often we receive a printed circular and a few days later we receive a further follow up, and this may be repeated again and again over a short period. No harm in this, except that each one shows the same circular and in most cases even the same covering letter. Surely if a firm is going to the expense of a mailing campaign it should spend a little more and work out a programmed scheme with differently produced circulars. After all if the first one is consigned to the W.P.B. you can bet that the second, third, and fourth will get there even quicker, unless there is something different about them to hold the attention.

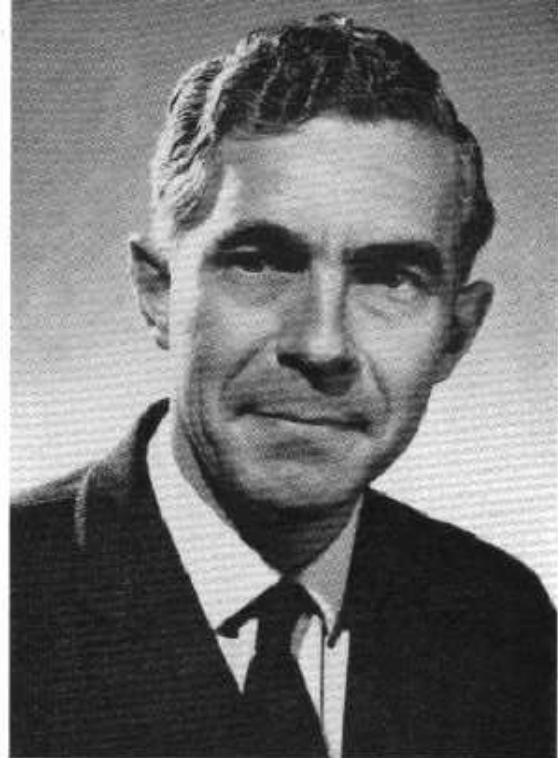
There must be very many other opinions on this complicated matter. We would like to have your opinions on the question of Direct Mail and here the knowledge and know-how of the specialists may be of special value.

We do not expect the answer to everyone's prayers as to how to get a maximum response to a D.M. shot, but no doubt many of you could give us your views.

OUR REPRESENTATIVES

Overleaf we reproduce the photographs of four more of our representatives based on our London Sales Office. They seem to be a bashful lot, and have to be driven to have their photos taken! Although known to many of you, it is probable that you only come in contact with one of them. We feel, therefore, that a wider audience will not go amiss.

Our representative is an important person to us, and is in many cases the sole personal contact that we have with the customer, so let him have his moment of triumph by appearing in print.



G. M. SMITH joined the Company on the 7th February, 1948. The son of 'Monty' Smith who spent a lifetime with the Company and was so well known to countless friends in the trade. Geoffrey Smith represents us in West London, Surrey, Hampshire, Dorset and Wiltshire.



R. C. VERDEN joined the Company on the 20th June, 1960 and after training in the Office went on the road eighteen months ago. He represents us in North West London, Buckinghamshire and Hertfordshire.



H. P. J. KEEP joined the Company on the 27th October, 1962 after being with an Envelope Manufacturer for some years. He represents us mainly in Central London.



D. W. DAVENPORT joined the Company on 1st July, 1964 from a Paper Mill. He represents us in West and South West London.



R. TURNER joined the Company on the 8th June, 1946. Before the war Dick Turner was employed by a Paper Mill and joined us after war service. He represents us in South East London, Kent and Sussex. Dick is now jocularly referred to, and in fact is our senior representative.

A further selection of photographs of our representatives will appear in the next issue of our Journal.

PRICE LISTS

Our new Paper and Board Stock and Price List is nearly ready and will shortly be issued to you.

In a permanent loose leaf cover the entire stock range of every quality of paper, boards, cards and billheads are clearly shown on printed cards, and against each item the full range of prices is shown on duplicated sheets. The whole is carefully indexed and tabbed, so that any price can be found in a matter of seconds.

As prices are continuously changing it was decided that duplicated sheets were the best and quickest way to maintain these up to date.

Our Representatives will ensure that the latest changes are put into the Price List as they occur, so that, as far as possible, you will always be in possession of current prices. We feel sure that you will find this comprehensive stock and price list showing thousands of items in every-day use by the printer of inestimable use.

CONGRATULATIONS

Recently one of our customers wrote to say that he wished to put on record his thanks for the help afforded by one of our van drivers and for his courteous manner generally.

When we ourselves are caught in the innumerable traffic jams in London we get frustrated and irritable. Imagine doing this every day, in addition trying to find a place to park, and unloading about 2 tons of paper and envelopes. We know we should frequently be short-tempered and not very courteous.

However we do know we have a good team of drivers, and we are pleased when our customers take the trouble to recognise this fact.



The cover of this Journal is printed on our Chichester Emerald Royal 3 sheet and the text on Illustration Art Double Royal 80 lbs.

APOLOGIES

Following the re-organisation of the Company and the extensive expansion which resulted, our accounts department was not able to keep pace with the additional work involved. However, following full mechanisation and a completely new staff we are now happy to say that the backlog has now been cleared, and our customers' accounts are now up to date and statements are going out to normal dates.

We apologise to our customers for the late submission of statements over the past few months and the delay in dealing with the many queries which arose.

In mitigation we can only say that in many cases the standard of invoicing and statements reaching us from our suppliers is often worse than any we may have sent out.

Looking more closely at this we find that in all cases it is following a change to mechanised accounting. There is no doubt whatsoever that no firm when making the change-over is ever properly briefed or staff trained to the new methods. Here the machinery people are at fault, by giving the impression that the machines do everything and nothing goes wrong. We find the reverse, and this seems to be borne out by the many firms who have also changed over, and the human element is just as or even more important than under the old system.

The smallest error fed into one machine soon becomes multiplied by the many processes it goes through into something akin to an insoluble problem.

We know, because we have experienced it, but now we hope our problems are largely behind us.

We are one of the leading
stockists of

EDEN GROVE BOND

Supplies are available in all sizes and
substances and also in 10×8 and 13×8

Envelopes to match are manufactured by us and
stocked in $3\frac{1}{2} \times 6$, $3\frac{3}{4} \times 4\frac{3}{4}$, $4\frac{1}{4} \times 5\frac{1}{4}$, 4×9 and
in three International Standard sizes C7/6 $3\frac{1}{4} \times 6\frac{3}{8}$,
C6 $4\frac{1}{2} \times 6\frac{3}{8}$ and DL $4\frac{3}{8} \times 8\frac{3}{8}$.

Tanners

for **PAPER**

STOP PRESS

The largest selling and most successful line of boards we have marketed is Stadium. Now these well-known twin-wire boards are being water-finished, giving a higher and more even finish.

For letterpress or litho printing Stadium boards are unexcelled yet they sell at prices 20 per cent. cheaper than comparable boards.

If you have not tried these boards, we should be happy to send samples or a supply of flat sheets for testing, because we know from experience that having used these Stadium boards once, you will continue to use them in the future.



With the issue of our new Paper and Board Price List it will be noticed that several "smalls" prices of boards have been increased. This is merely the adjustment of margins wherein "smalls" prices have had to be increased to meet present day costs, but many of the quantity rates have been reduced.



RETIREMENT

On Friday 25th September Mr. W. Martin retired from the Company.

Bill Martin joined us in 1913 as an apprentice in the printing department. He later joined the Army for the 1914-1918 war. Returning from the war, he went to another firm for two years to gain wider experience before coming back to our employ. When we moved to Crayford, Bill Martin came every day from Edmonton, a journey of 1½ hours each way. After 51 years he has decided to hang up his boots.

In the next issue of our Journal we shall publish a photograph of Bill.

STADIUM

Twin wire boards

White

ROYAL 20½ x 25

	Smalls	1,500	3,500	7,000	15,000	15,000 ex mill
2 sheet	18/5	17/10	17/4	16/8	15/4	14/4
3 sheet	21/1	20/5	19/9	19/0	17/6	16/6
4 sheet	25/3	24/6	23/10	22/11	21/2	19/8
5 sheet	28/4	27/6	26/5	25/5	23/6	21/8

POSTAL 22½ x 28½

2 sheet	23/1	22/4	21/9	20/11	19/2	17/11
3 sheet	26/6	25/8	25/0	24/0	22/1	20/7
4 sheet	31/8	30/8	29/8	28/6	26/3	24/3
5 sheet	35/8	34/6	33/5	32/2	29/7	27/4

per 100.

Thousands of tons of these boards have been proven in use. Are you using them?

Tanners

for **BOARDS**