

London Sales Office  
WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON EC4  
Telephone : FLEet Street 7051

Leeds Office and Warehouse  
"CORNER HOUSE"  
WHITEHALL ROAD  
LEEDS 12  
Telephone : Leeds 3080S (2 lines)



# Highlight

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

New Series No. 53  
APRIL 1965



# CENTENARY WHITE

A good handling Bright White envelope or Pocket, a sample of which is enclosed with this issue. Well gummed on flaps and stoutly boxed in 500's. Good stocks always held in the following sizes:—

		100,000	50,000	25,000	10,000
	Boxed per 1,000	per 1,000	per 1,000	per 1,000	per 1,000
3½ × 6 Deep flap	500's	16/6	16/10	17/2	17/6
4½ × 5½ Large Court	500's	19/6	20/-	20/6	21/-
4½ × 5¼ Med Court	500's	27/6	28/-	28/6	29/-
5 × 6¼ High Cut	500's	31/-	31/6	32/-	32/6
9 × 4 Pockets	500's	27/6	28/-	28/6	29/-
4 × 9 Bankers	500's	30/-	30/6	31/-	31/6

For quantities below 10,000 add 1/- per 1,000.  
Subject to Purchase Tax.



Talk to **Tanners**  
for **Envelopes and Pockets**

## Tanner's Quarterly Trade Journal

It is not our habit to indulge in these columns in politics and trade union matters except in the broadest terms, and then to try to give both sides of the argument and a fair summary. We shall continue this policy though certain people on this occasion may consider that we are biased. We do not think so, and as the matter is of such importance to our trade and to the Country as a whole, we feel it is only right to voice our opinion.

During the last three years our trade has enjoyed reasonable stability in wage claims due to the three year agreement in which basic wages were increased each year generally in line with the increased productivity throughout the Country. In addition the printing trades also received an ever increasing cost-of-living bonus. This in itself kept pace with the continuous rise in the cost of living, so no one can say that members of our trade were other than reasonably treated. In addition to this an extra week's paid holiday has been granted from the beginning of this year and all employees enjoy three weeks' holiday.

We cannot but agree that the standard of living now reached by the employees in our trade is fair and reasonable and certainly cannot be bettered in any other trade, though we are certainly not against further improvement, when conditions justify.

The agreement however ended on 31st March this year and a further claim has been submitted by the nine unions to increase this standard by over 30% during the next three years, and in addition the cost-of-living bonus to continue at a higher rate.

Negotiations are proceeding, and are in all probability likely to be long and drawn out.

At this stage we say, just what can the trade stand? Employers and employees must agree on this point in their own future interests, irrespective of the claims and counter-claims which will be bandied around over the next few months.

The printing and stationery trade is a capital intensive one involving an immense amount of high cost machinery, yet with the exception of a few of the giant groups, the return on capital involved is far below what is necessary to keep plant up to date.

Where do we go to from here? No one would suggest that there should be no increases given in a long-term agreement, but it should not be by way of a considerable basic wage increase plus the cost of living, but one or the other.

There is, of course, another method, which has been voiced many times, whenever an agreement has been hammered out, but which has never really come to anything, and that is to jettison the many restrictive practices rampant throughout the trade. Then the way should be clear to talk about substantial increases.

However, this is no doubt a voice crying in the wilderness, because as has always happened previously, no agreement on this point is likely to come about until the nine main unions agree to get together and sink their differences and amalgamate into two or three unions, the Utopia of one being so unlikely as not to be considered. This possibility has been under discussion for some years, but has not got very far.

Let us hope, therefore, that over the next few months goodwill will prevail and that the industry will not be subjected to any industrial strife, since, at a time when the Country is struggling to right itself from its monetary crises, irreparable damage would be done to both sides. Surely enough print is already being placed abroad, the quantity growing steadily from year to year, and there could be no surer way of putting the major proportion abroad, than to succumb to a dispute.

#### LEEDS OFFICE

We are pleased to announce that Alan Robinson has been appointed Manager of our Leeds Office. Mr. Arthur Harrison continues as Sales Manager of the Northern Region, but the new appointment will enable him to give more time to visiting his many customers, leaving the running of the office in the capable hands of Alan Robinson.

## Who wants **DARTFORD'S** papers?

*Nearly every printer does and  
buys his requirements from  
the main stockists.*

**DO YOU?**

**DARTFORD'S**

**White and Tinted Manifold**

**White and Tinted Banks and Bonds**

All sizes and weights for urgent delivery.

— :: —

**Tanners** of Crayford  
for **DARTFORD PAPERS**

## IN OUR OPINION . . .

During 1964 British paper mills increased their output very considerably and at the same time imports of paper and board rose even more sharply, so that the consumption of paper in this Country continued its rapid rise.

Now the temporary import surcharge of 15%, shortly to be reduced to 10%, has no doubt stopped the import increase, but it is doubtful if it will have reduced these imports to any great degree. All this we must surmise, since when writing this article, we are not yet in possession of the figures. Needless to say the surcharge caused a rush to place business with British Mills, but as most of these were already carrying full order books, they were not stampeded into accepting large contracts, which they knew full well would revert to foreign Mills just as soon as the surcharge is removed. So in most cases these contracts remain on imported paper and the extra cost has to be absorbed or passed on to the consumer.

The British Mills are still busy, though the pressure is not likely to be so great in the coming months owing to uncertainty in the business world. During the next twelve months we shall no doubt see some changes in the paper trade. At present one third of the Mills in this Country make more than three-quarters of the paper produced. Many of the rest make speciality papers so are reasonably secure but what of the remainder? There will be several going to the wall, because they are not up to date and cannot find the capital to modernise, and build up a large enough share of the remaining market.

Take-overs and shut-downs will be the order of the day, which will be hastened as the import surcharge is reduced. The same problem exists for the merchant trade, and there are far too many scratching a living and not really contributing very much to the trade. Rationalisation will undoubtedly take place over the next few years, and whilst there will always be room for the small efficient firm, the tendency will be for groupings into larger units.

In the foregoing we have given our ideas as to what we consider may happen in the future in our trade, but we do not wish to give the impression that papermaking will diminish in this Country, and we shall be left as a dumping ground for imported paper. With consumption steadily rising, and,

if the U.S.A. is any guide, we have a long way to go to reach their standard of usage, there will be plenty of room for home and imported papers, though it must be accepted that imports will increase in proportion to home-produced.

We therefore feel that deliveries will not worsen and in fact may improve somewhat during the year, and that prices will in consequence remain static, but with a possibility of hardening should trade remain buoyant.

## OBITUARY

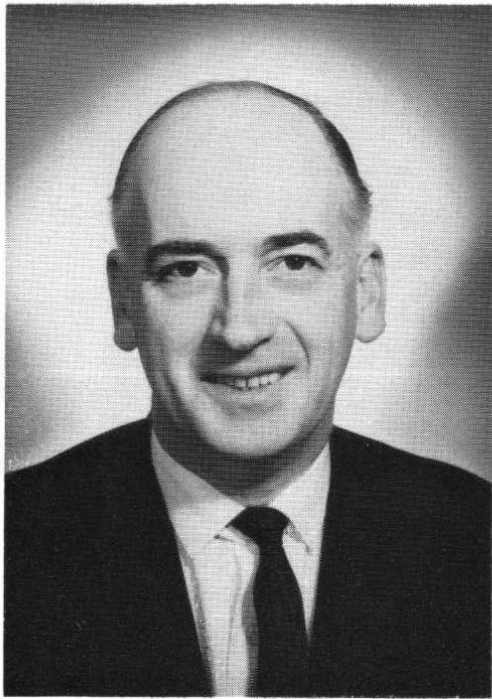
It is with regret that we have to announce the death of Stanley C. Hall on the 2nd February, 1965.

Stanley, or Stan, as he was always called, joined the Company in 1912 and was employed as foreman cutter for the hand-folding envelope department.

He retired on pension in January 1962 and unfortunately did not survive long to enjoy his leisure. He had a heart attack some six months ago from which he only partially recovered, and a further sudden attack caused his premature death.

## REPRESENTATION

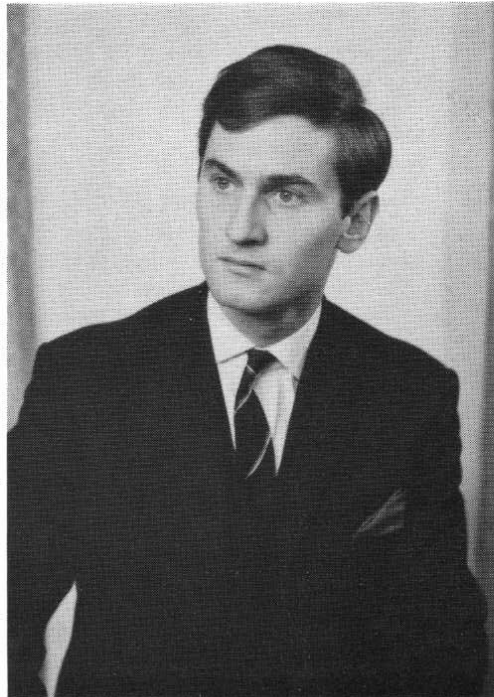
In the last issue of our Journal we stated that our representative David Davenport was taking over Somerset, Devon and Cornwall, and thereby gave the impression that he was leaving his territory in South West London. In fact several of his customers in this area said farewell to him. However, this is not correct, and he will be continuing with his present area in addition to the West Country.



*R. Murray Morgan joined us recently from Spicers and is representing us in Northumberland, Durham and the North and East Ridings of Yorkshire.*



*Edward Tegg came to us from Wm. Finlay & Son and is representing us in South-East London.*



*Michael Freeman, who learned the trade with John Dickinson & Co., is the latest to join our representatives and is travelling in West London.*

## **More New Faces**

## ENVELOPE SIZES

Are you a square? Christmas and other greetings cards in this shape or odd sizes will gradually disappear. Not only cards but any other mail will be affected under Post Office measures to standardise envelope sizes in order to speed up mechanisation.

The Universal Postal Union (U.P.U.) has agreed on a preferred range of sizes for envelopes which are from  $3\frac{1}{2} \times 5\frac{1}{2}$  to  $4\frac{1}{2} \times 9\frac{1}{2}$  and the ratio of width to length must not be more than 1 to 1.414 or roughly 1 to  $1\frac{1}{2}$ , thus eliminating all square or court size envelopes. In order to prevent much misunderstanding on this subject we must make it clear that sizes over  $4\frac{1}{2} \times 9\frac{1}{2}$  will be accepted by the Post Office, as at present, but they will be outside the preferred sizes. What this involves not even the Post Office knows, as yet, or if it does it is not prepared to disclose, but it will no doubt either cost the sender a higher postage rate or a slower delivery, or even a combination of both.

At present about 80% of the greetings card trade falls outside the preferred range, and considerable changes will have to take place, severely limiting the designers in their task of trying to interest a fickle public.

All these arrangements are due to be ratified at the U.P.U. congress in 1969 becoming law in 1972.

There is however nothing to stop Governments taking necessary action to implement these agreements within their own territories at any time, and we have no doubt that before very long the Post Office will be taking steps to persuade industry and the public to conform, prior to bringing in legislation to make it compulsory.

Mechanisation of the Post Office is proceeding apace, and one of the first steps to be taken will be to ban the use of aperture envelopes in favour of transparent windows, as the suction feed for the address scanning machines sucks the contents out of apertures. The same applies to tucked-in statements and forms, and these will doubtless have to be inserted into window envelopes.

The Post Office also has several plans in hand dealing with the Printed Paper Rate mail, but it is too early yet to make any comments and the matter is as yet *sub judice*.

Since this article was written Mr. Wedgewood Benn, the Postmaster-General, has announced increased postal charges. He further stated that he has decided to press ahead with the introduction of standardised shape and sizes of envelopes.

After consultation with the trade, a firm date will be fixed for introducing higher charges for envelopes which do not conform.

## STATISTICS

The production of paper and board in the United Kingdom for the eleven months January to November, 1964 amounted to 3,920,800 tons, an increase of 9% on the equivalent period in the previous year.

The figures are as follows:—

	January—November		11 mths '64 of 11 mths '63
	1963	1964	
	Thousands of tons		
Newsprint ... ..	597.7	677.2	+13%
Other printings and writings ...	831.0	902.2	+ 9%
Food wrappings ... ..	78.7	78.8	—
Kraft wrappings ... ..	309.7	303.0	— 2%
Other wrappings and packing papers ... ..	344.9	386.8	+12%
Household, toilet paper and tissues	26.4	25.0	— 5%
Industrial and special purpose papers ... ..	255.6	285.9	+12%
<b>Total paper ... ..</b>	<b>2,565.9</b>	<b>2,799.6</b>	<b>+ 9%</b>
Packaging boards ... ..	837.3	913.0	+ 9%
Boards for industrial and special purposes ... ..	152.1	163.2	+ 7%
Other boards ... ..	37.4	45.0	+20%
<b>Total boards ... ..</b>	<b>1,026.8</b>	<b>1,121.2</b>	<b>+ 9%</b>
Building boards ... ..	42.4	59.6	+41%
<b>Total paper, board and building board ... ..</b>	<b>3,635.1</b>	<b>3,980.4</b>	<b>+ 9%</b>

## WEIGHTS & MEASURES ACT

The Weights and Measures Act, 1963 comes into force on 31st July, 1965, and the Act itself so far as it concerns our trade is difficult of interpretation, and in fact much is to be left to the ruling of Magistrates, when specific cases are brought to law.

The Act applies only to Postal Stationery, and embraces anything used for correspondence (i.e. Writing Paper, Envelopes, Postcards, Correspondence cards or items which could be used for this purpose, such as Banks and Bonds cut quarto or foolscap).

All these items must carry the contents in type size clearly laid down in the Act, in the case of pads on the front or spine of the cover, envelopes and postcards on the bands and anything else which is boxed on the outside of the container.

The ruling does apply to goods sold for commercial purposes, bespoke orders specially printed, or die-stamped or printed for personal use. Where goods are being sold for both commercial and private purposes, the appropriate wrappings must be marked with contents, plain bands being no longer acceptable.

When envelopes are unbanded, the contents need only be printed on the box label.

Retail stationers, who are most concerned in the sale of Postal Stationery should make a point of studying the Act most carefully now, or they may find that they cannot dispose of insufficiently labelled stocks after 31st July, 1965.

We trust that these few notes will help customers concerned and further information can be obtained from the Statutory Instruments pamphlet No. 1140 published by H.M. Stationery Office.

## You can choose from 8 qualities of 9 x 4 pockets

	100,000	50,000	25,000	10,000
Magpie Manilla	13/8	14/-	14/4	14/8
Mailing Manilla	15/6	15/10	16/2	16/6
Marshall Manilla	17/4	17/8	18/-	18/4
Wheatsheaf Manilla	27/-	27/6	28/-	28/6
Osotuff Manilla	38/6	39/-	39/6	40/-
Crayford Cartridge	24/-	24/6	25/-	25/6
Centenary White	27/6	28/-	28/6	29/-
Castle Cartridge	31/-	31/6	32/-	32/6

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For quantities below 10,000 add 1/- per 1,000.

All per 1,000 and subject to purchase tax.

Large stocks are held, and these prices take into account the increases which came into force from 1st January. Most of these qualities are available in many standard sizes of envelopes and pockets.

## Tanners for envelopes

## STOP PRESS

We have recently received large consignments of Strawboards in 8 to 32 oz. 25 x 30, and 14 oz. 30 x 40, which we can offer for immediate delivery. As you know, we only add the actual cost of the import surcharge, so our prices are very competitive.

★

On the 15th October, 1964 one of our customers despatched several thousand copies of a booklet weighing 14 oz. each in our 12 x 9 Ostotuff Manilla Pocket.

One of these was inadvertently unaddressed, yet reached Bombay, only to be forwarded to Amritsar, back to Bombay, finally being returned to the senders in London, S.W.1.

The journey took four months, yet the pocket was still intact and the contents in the same condition as when it was despatched.

We feel that this is a good advertisement for one of our products, but better still is to come.

The quality of our Ostotuff Manilla is at present being considerably improved, and the tear strength in both directions of the sheet is being increased by 50%. This results in a much stronger pocket, and we have no doubt it should travel round the world carrying yet heavier weights!

We nearly forgot to mention that, of course, there is no further increase in price, just part of the *TANNER* service always to continue to improve the quality of our products.

★

The cover of this Journal is printed on our Itasca White Cover D. Crown 60 lbs. and the text on Priority Art Dbl. Medium 70 lbs.

*twelve*

# More Space • More Stocks

## Our Northern Branch

is now at

**CORNER HOUSE  
WHITEHALL ROAD  
LEEDS 12**

**Telephone: LEEDS 30805**

**Paper • Boards • Envelopes**