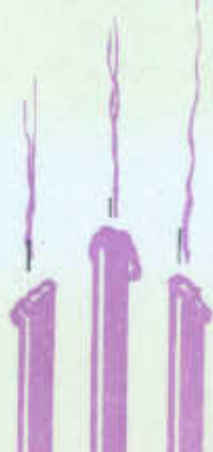


London Sales Office
WHEATSHEAF HOUSE
CARMELITE STREET
LONDON EC4
Telephone: FLEet Street 7051

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



Highlight

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

New Series No. 52
JANUARY 1965



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

The Directors and Staff

of

R. J. Turner & Co. Ltd.

*hope that all their customers and friends
in the Trade enjoyed*

A Merry Christmas

*and take the opportunity of wishing
them all a*

Happy and Prosperous New Year.



We hate to say "We told you so," but practically everything we wrote in our introductory article in the last issue of our Journal has come to pass.

"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. . . ."

Well we did not have to wait very long for either of these events to take place, with the raising of the 15% import surcharge on all items other than food and raw materials, and then the raising of the Bank Rate by 2%. We are not here to pronounce the rights or wrongs on the actions, but merely to say that something had to be done, but dare we suggest at what a cost! Only the next few months will tell us the answer, though we have already seen some of the result in our trade.

We quote again from our previous article: "The free import of goods into this country had 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 the free imports of EFTA and Canadian papers, restricted the much needed increase that paper manufacturers would like to see." Within literally hours of the imposition of the import surcharge the British Mills started to raise their prices about $\frac{1}{2}$ d. per lb. There is no doubt, in fairness to the British Mills, that anyway prices would have risen in the New Year, as pulp has been increasing steadily in price. However, we do not rule out yet further increases in the next few months.

BY ANY OTHER NAME

A sportsman went to a shoot and bagged a record number of birds, aided by a dog named Salesman. The next year he returned and asked for Salesman again. "The dog isn't any good now," he was told.

"What happened!" cried the sportsman, "was he injured?"

"No. Some fool came down here and called him 'Sales Manager' all the week. Now all he does is sit on his tail and bark."

With acknowledgements to Dixon's Paper Circular.

We stock

Y. D. Papers

White Bank 8 x 5, 8 x 6 $\frac{1}{2}$, 10 x 8, 13 x 8

Tinted Bank 10 x 8, 13 x 8

Double Impact

Y.D. Tinted Writings

★

★

★

Tanners for Paper

IN OUR OPINION

The situation in our trade is nearly as confused as that ruling in the balance of payments position affecting this country. The large printers are very busy but the jobbing printers are on the whole just jogging along in rather a hand to mouth existence. However, we are now in the busy period of the year, and provided there is not too much uncertainty engendered in business as a result of further monetary restrictions we can look forward to improvement.

The British Mills must be delighted by the import surcharges, because the continuous reduction in E.F.T.A. duties had reached a state wherein they could no longer compete with imported paper and board and yet a further reduction takes place at the end of 1964. At the same time pulp was increasing in price, and with or without the surcharge the cost of producing paper and board made in this country must have risen. So far the increases have been in the nature of $\frac{1}{2}$ d. per lb. but there is no gainsaying that further increases will not take place. It all seems to hang on how long the surcharges are maintained and it is too early to forecast this. If it is thought that the surcharges will be kept for up to twelve months, then further increases will doubtless start in February or March. However, if it is thought that the 15% surcharge will be reduced by 5% or $7\frac{1}{2}$ % in the April budget the Mills may hold their horses.

We feel that reductions in this surcharge will have to be made as soon as possible, due to the very great pressures brought to bear by overseas countries and in particular by our partners in E.F.T.A. If trade in this country continues to improve, then the pressure on paper Mills will become very great, and the temptation to put up prices yet further very real, so the liberalisation of imports will become essential if the paper trade is to remain reasonably competitive.

The cover of this Journal is printed on our Chichester Light Blue Royal 3 sheet board and the text on Illustration Art Double Royal 80 lb.

OUR REPRESENTATIVES

We welcome several new representatives to our ranks. Richard Murray Morgan joined us from Spicers and has taken over the North and East Ridings of Yorkshire, Durham and Northumberland from Arthur Harrison, who has concentrated on Lincolnshire, Nottinghamshire, Derbyshire, Warwickshire and Leicestershire.

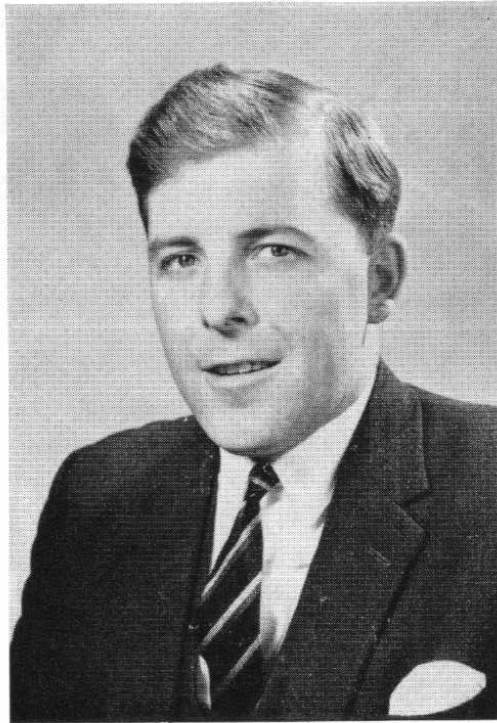
Edward Tegg came to us from Wm. Finlay & Son and is representing us in South London, taking over part of the area from Dick Turner, allowing the latter to concentrate his activities in Kent and Sussex.

Michael Freeman joins us after learning the trade with John Dickinson & Co. and is taking over some of the area in West London, previously looked after by Martin Miles, who left us for Canada in September.

David Davenport will be taking over the West Country area of Somerset, Devon and Cornwall.

We apologise for having to change-over in many cases the Representative who has been calling upon you, as we know this can be disconcerting, but we are confident that this better coverage will ensure that you are looked after more thoroughly than previously.

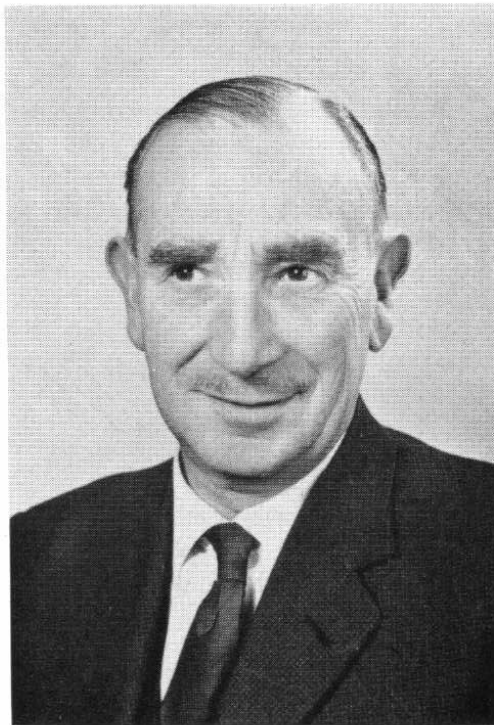
In this issue we continue the series of photographs of our representatives. The photographs of the newer arrivals, of whom we write above, will be published in our next issue.



*Pat A. Johnson,
who travels in
North and
North-West
London.*



W. Hedley, A. Derek Tanner, Bill Martin and John S. Pearsall.



*E. (Ted) Prisley,
who represents
us in the City,
East and
East Anglia.*

In the last issue of our Journal we notified the retirement of Bill Martin from our Printing Department. We are now pleased to publish the photograph of Bill being presented with his engraved beer mug by the Managing Director A. D. P. Tanner, assisted by the General Manager W. Hedley and Sales Director J. S. Pearsall.

His fellow workers in the factory, warehouse and office presented him with a clock and garden chair.

MAYBE HE COULD NOT SPELL, BUT

I read this tale in a Canadian magazine and found it so funny that I must tell others:—

A newly-hired travelling salesman wrote his first sales report to the home office. It stunned the brass in the sales department because it was obvious the new “hope” was an illiterate, for he wrote:—

“I have seen this outfit which they ain’t never bought a dimes worth of nothing from us and I sole them a couple hundred tousand dollors of guds. I am now going to Chicawgo.”

Before the illiterate could be given the heave-ho by the Sales Manager along came this letter from Chicago:—

“I cum hear and sole them a haff a millyon.”

Fearful if he did, and fearful if he didn’t fire the man the Sales Manager dumped the problem in the lap of the President.

The following morning the ivory tower members were amazed to see the two letters posted on the bulletin board—and this memo from the President tacked above:—

We ben spending two much time trying to spel insted of trying to sel. Let’s wach thoes sails. I want everybody should read these letters from Vooock, who is on the rode doin a grate job for us, and you should go out and do like he done.”

PURCHASE TAX

Purchase Tax is never a popular subject, but we have to collect it when chargeable, and pay it to the authorities, in many cases before we have received it from our customers.

Apart from “loaning this money” we have to employ a vast number of man hours to administer it, all of which directly adds to the cost of production.

It would help enormously to keep down this cost, and incidentally ensure that your invoices and statements are correct, if you would notify on your order or verbally to our Representative or on the telephone, if you wish purchase tax to be charged or not on all taxable goods.

Customers for whom we hold tax certificates frequently want purchase tax charged at source on envelopes or cut paper, if these are not to be further processed by them. We are not mind readers, and you can save us, and incidentally yourselves, so much work by stating clearly whether tax is to be charged or not.

OBITUARY

It is with regret that we have to announce the death of our late director George J. Bird on 30th October 1964.

George Bird joined the Company in 1896 and was appointed Secretary in 1908, being elected a director in 1946. In 1949 he retired on pension.

He was a quite remarkable man with a very military bearing and huge, carefully groomed white moustache. A fluent French linguist, he was never short of a fund of stories and anecdotes, which he enjoyed telling whilst rolling his own cigarettes containing a highly pungent French tobacco. Popular with all staff who came in contact with him he was firm yet kindness itself.

On retirement he enjoyed good health though in the last two years his eyesight failed, and he passed away in his 94th year.

PRICE LISTS

The paper and board stock and price list which we recently issued has been very well received, but unfortunately within days of issue prices started to alter.

However, amendments are regularly being issued and our Representatives will be inserting them into your cover, so that you are kept as up to date as is humanly possible.

There is no doubt that this system of loose leaf price lists is the only method of ensuring that you are kept abreast of the latest changes.

BOARD PRICES

A new rate of 600 for boards has been introduced, which is equivalent to the 100 lb. rate for paper. The 1400/1500 rate applies only to boards, and the 3400/3500 rate is equivalent to the 400 lb. rate of paper; the 7,000 board rate equals the 10 cwt. rate and the 15,000 rate the 1 ton. These changes will help to make the aggregated order for paper and board easier to work out.

Following the imposition of the import surcharge upon paper and board from abroad we are only adding this when existing stocks are cleared, and then only the net cost as a separate charge on each invoice.

Some of our competitors have stated they are absorbing $2\frac{1}{2}\%$ of the surcharge and only charging $12\frac{1}{2}\%$. The sting is that they are charging $12\frac{1}{2}\%$ on the selling price, which works out as over double the surcharge we are adding. Make sure then, that you are being fairly treated in this matter.

Have you used

ELYSIAN Hi-Speed

Cartridge?

20 x 30	40,	44,	50,	58,	72 lbs.
30 x 40	80,	88,	100,	116,	lbs.
23 x 36	55,	60,	70,	80,	100 lbs.
25 x 40	67,	72,	84,	96,	120 lbs.

				1 ton	
Smalls	100 lbs.	400 lbs.	10 cwt.	1 ton	ex mill
$2/0\frac{1}{4}$	$1/8\frac{3}{4}$	$1/6\frac{1}{2}$	$1/5\frac{1}{2}$	$1/4\frac{1}{4}$	$1/2\frac{3}{4}$
					per lb.

Samples gladly sent on request.

Tanners

for **PAPER**

ENVELOPE PRICES

We very much regret that we shall be increasing the prices of all our envelopes, pockets and manufactured products, as from 1st January 1965 and new price lists will be printed as soon as possible.

During the last two months the cost of all raw materials has increased and added to this we are faced with substantial wage increases and an extra week's holiday for our employees. The acceptance of this latter agreement is being balloted upon by the union members at the moment, but it is hardly likely to be turned down.

Most other costs including transport are up, and although we have previously absorbed the major proportion of increased costs by greater efficiency it is no longer possible to do this, and all such increases must be passed on.

STOP PRESS

Since "In Our Opinion" was written the City is bemused and worried as to the immediate future. Apart from the financial problems besetting the country, business is extremely worried about the Corporation Tax. So far we have been given rough details, but we have to wait till the budget until we can be sure exactly who and what has to be faced. If there is anything which upsets business generally it is uncertainty, and of that we have plenty.

We consider that the immediate priority is for the Government to give the details of their intentions at once and let business get on with its job. Three months of uncertainty may prove catastrophic to trade throughout the country.

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

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