

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)



100

Highlight

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

New Series No. 54
JULY 1965



To the already wide range of papers and boards held at our Northern Warehouse we have added:—

**DARTFORDS Tinted
Banks & Bonds**

Y.D. Tinted Writings

DOUBLE IMPACT

ENERGY White Boards

in all popular colours, sizes and substances

Phone Leeds 30805

**CORNER HOUSE
WHITEHALL ROAD
LEEDS 12**

Paper - Boards - Envelopes

Tanner's Quarterly Trade Journal

A most interesting and informative article by S. T. Ferris recently appeared in a supplement to the Printing Trades Journal on the question of white paper warehousing. We have no hesitation in quoting from this as it is extremely contentious.

"Is the printer really in business that needs a warehouse? Certainly not the jobbing printer. Ideally the printer need not have a warehouse with all its problems of tied-up capital, materials handling, and that most precious item in these days of rising rents—space.

A lot of printer's warehouses grew during the period of paper shortage. Just after the war printers stockpiled any paper they could lay their hands on, with more and more space becoming necessary for storage. Some of this paper became a "white elephant" and money was lost on it.

The space allocated for warehousing has been jealously guarded and has rarely been relinquished for expansion in more productive work, but tended to be used uneconomically.

One argument against the printer's warehouse is the growing change that has come about in print. In the same way that type faces of different appearance have been following a course of being "in fashion", the same trend is beginning to take place with papers, and the printer who tries to keep in fashion by keeping the latest popular type of paper on his shelves, may find that he has had a paper in stock for quite a while which is no longer turning over. Then, again, there is the very strong competition between Mills, whereby papers are being continually "improved", writing papers and printings are being made whiter, and if the printer is not careful he could find one day that he has a job on the press with paper of differing shades.

All this being so, why does a printer persist with his warehouse? To give service to the customer? This is often a fallacy. Does the printer really only get 24 hours to produce a job? Because that is all it takes to get most papers from paper merchants these days.

True, with reprints of litho jobs from existing plates, the job is ready for the press as soon as the work docket is made out, but is a press always so short of work that it is waiting on every order?

If the paper can be bought by the ton ex Mill, and turned over quickly, then it may be worthwhile, but how many papers can the printer afford to put into stock by the ton?

With the present system of merchandising paper, whereby all grades can be assorted to obtain maximum price reductions, there is even less reason for the printer to use his warehouse to make more profit. He can hold back until nearly ready for press before ordering the paper for the job, or, if he wants, can buy in early to make other orders up to the highest possible price reduction rate. In this case the type of warehouse required is of a transitional nature, where papers are of differing sizes, qualities and quantities, but rarely kept for long periods.

It is handy in this case to have a few regular stock lines which can be used as "make weight" to push an order up into the next price reduction bracket.

In this method the savings in paper cost cannot be passed on to the customer as they are unpredictable and do, therefore, add to the profit on the job."

Why not, therefore, use the advice of the expert, and use that available warehouse space for more productive effort. You can get all your supplies of Paper, Boards, Envelopes and Pockets from the large and varied stocks held in the best possible conditions by R. T. Tanner & Co. Ltd. at their Crayford and Leeds Warehouses.

The cover of this journal is printed on our Itasca Cover Jade Hammer Finish Royal 50 lb. and the text on Priority Art Double Medium 70 lbs.

Enclosed with the journal is a leaflet on the latest Post Office regulations regarding preferred sizes of envelopes. This leaflet is designed to be as clear and concise as possible to the layman. We trust you will find it of use in the years to come and further copies are available on request.

A range of envelopes to suit every pocket and every taste

3½ × 6 Deep Flaps	Boxed	100,000	50,000	25,000	10,000
		per 1,000	per 1,000	per 1,000	per 1,000
Maggie Manilla	1,000's	6/4	6/6	6/8	6/10
Mailing Manilla	1,000's	7/7	7/9	7/11	8/1
Champion Cream Laid	1,000's	10/2	10/6	10/10	11/2
Penguin Parchment	1,000's	11/6	11/10	12/2	12/6
Snowcap Cream Laid	1,000's	14/4	14/8	15/-	15/4
Crusader Cream Laid	500's	16/2	16/6	16/10	17/2
Centenary White	500's	16/6	16/10	17/2	17/6
3½ × 6 High Cut					
Marshall Manilla	500's	10/2	10/6	10/10	11/2
Wheatsheaf Manilla	500's	16/6	16/10	17/2	17/6
Osotuff Manilla	250's	20/6	21/-	21/6	22/-
Dorset Cream Laid	500's	18/2	18/6	18/10	19/2
Castle Cartridge	500's	19/-	19/6	20/-	20/6
Warwick Cream Laid	250's	23/-	23/6	24/-	24/6
Exeter Bond	500's	26/-	26/6	27/-	27/6
Eden Grove Bond	500's	30/6	31/-	31/6	32/-

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

Tanners

for Envelopes



We are frequently asked if we miss being in the City of London. Crayford is only 15 miles from the City, yet we are not involved in the "rat race" to and from work and most of our staff live within easy reach of our works. Not only is travelling to work much easier, we find that we can organise our delivery service much more effectively. We are no longer boxed in and cannot get vans in to load and unload. Distance vans can be loaded overnight and start off on their journey

at a time to avoid the rush. We can now cover daily a much larger area with the same number of vans in spite of greater than ever traffic congestion.

To any firms who still remain in the centre of London, we would strongly recommend them to make the effort to get out. It certainly is an effort, but well worth it. It may be necessary, such as in our own case, to maintain a sales office in the City, but this is easy compared with running and staffing a factory and warehouse.

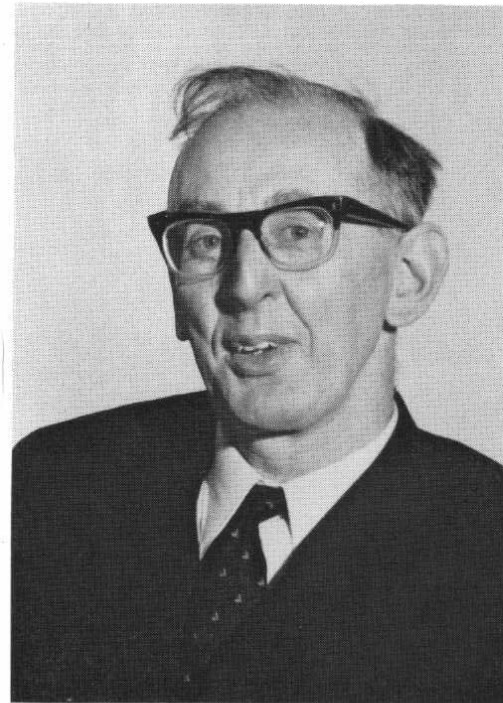
Take a look at the photograph taken from the window of our offices at Crayford and see if you do not prefer this to the traffic-stream outside your window.

four

London Sales Office

Sales Manager

*Robert L. Kent, D.S.C.
Joined the Company in
1937 as a representative.
Served 6 years in the
Royal Navy, before
again taking up the
threads of selling.*

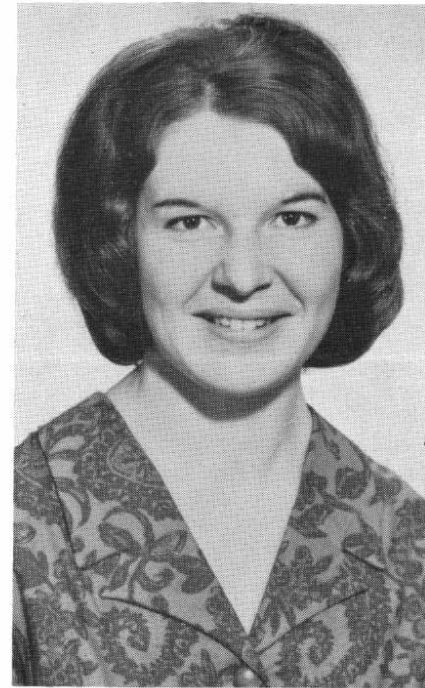


Commercial Manager

*John W. Muir. Joined the
Company in 1937 after training
at Spicers. Another who served
in the Navy during the war,
returning to take up the post of
manager of paper sales dept.*



Mrs. Joan Irving has been with the Company more years than she cares to remember. She has a very considerable knowledge of the trade.

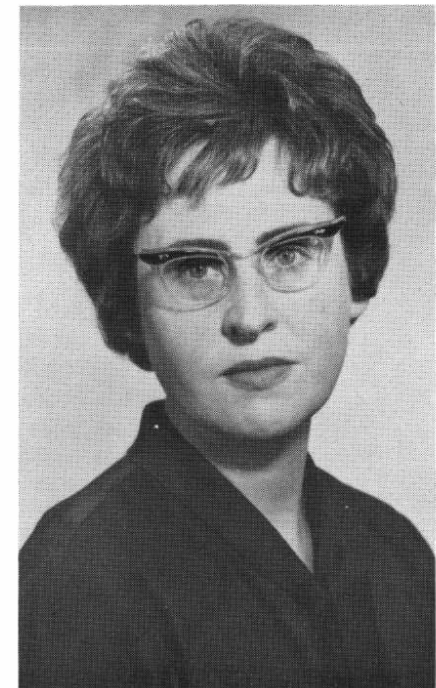


Miss Pauline Heretage. Joined the Company in 1962 at Crayford, and transferred to London Sales Office in 1964.



Mrs. Susan Cormack. Joined the Company in 1963 as shorthand / typist.

Miss Vera Brewer came to the Company in 1962 as telephone exchange operator.



IT IS EASY TO BE WRONG

It is common knowledge that when supplying information to a newspaper, it is very necessary to make sure that details of names, addresses, etc., are given correctly, in order to avoid mistakes being made. In the production of this magazine, similar difficulties are experienced and it is essential that proof-reading is carried out accurately. Even so the odd mistake will slip through, much to the delight of some of our readers who lose no time in drawing our attention to it.

That is why we found the following so amusing. It was reported in "The Journalist" and as a comedy of "classified" errors it kept the readers of a California paper smirking for a whole week.

Monday's advertisement read: "R. D. Smith has one sewing machine for sale. Phone 958 after 7 p.m. and ask for Mrs. Kelly who lives with him cheap."

Tuesday: "We regret having erred in R. D. Smith's classified ad yesterday. It should have read: R. D. Smith has one sewing machine for sale. Cheap. Phone 958 and ask for Mrs. Kelly who lives with him after 7 p.m."

Wednesday: "R. D. Smith informs us he has received several annoying telephone calls because of an incorrect classified ad in yesterday's paper. It should have read: R. D. Smith has one sewing machine for sale. Cheap. Phone 958 after 7 p.m. and ask for Mrs. Kelly who loves with him."

Thursday: "Notice. I, R. D. Smith, have no sewing machine for sale. I smashed it. Don't call 958. The phone has been taken out. I have not been carrying on with Mrs. Kelly. Until yesterday she was my housekeeper."

Friday: "R. D. Smith wishes to hire a housekeeper. Phone 958. Good pay. Usual housekeeping duties. Love in."

Reprinted with the kind permission of "Star Paper."

COINCIDENCE ?

An American leaflet has been looking into the phenomenon of history repeating itself. It comes up with this amazing coincidence.

Both President Kennedy and Lincoln were concerned with civil rights. Lincoln was elected in 1860, Kennedy in 1960. Both their wives lost children through death while in the White House. Both were killed on a Friday in the presence of their wives and both were shot in the head, from behind.

Their successors, both named Johnson, were Southern Democrats, both in the Senate; Andrew Johnson, Lincoln's successor, was born in 1808, Lyndon Johnson, Kennedy's successor, was born in 1908.

John Wilkes Booth—Lincoln's killer—was born in 1839. Lee Harvey Oswald, Kennedy's alleged assassin, in 1939. Both were Southerners, favouring unpopular ideas and both were assassinated before their trials.

Lincoln's secretary, whose name was Kennedy, advised him not to go to the theatre. Kennedy's secretary, whose name was Lincoln, advised him not to go to Dallas.

John Wilkes Booth shot Lincoln in a theatre and ran to a warehouse. Oswald shot Kennedy from a warehouse and ran to a theatre.

HIGHER PRODUCTIVITY

At long last British Paper Mills are beginning to change over to the four-shift system whereby the normal 132-hour week will become the 168 week, which means continuous running throughout the year.

There is no doubt that this is the method by which Mills in this country are going to compete with overseas competition, by making the most use of highly expensive plant.

However, the problem with many Mills will be to ensure a market for this increased output, and it is not anticipated that the majority of Mills will change over in the near future. It is doubtless a sign of the times, and the unions are giving support to their move, so that we shall see over the next few years more and more Mills shutting old machines and stepping up the pace with their more modern plant.

This raises the problem of maintenance. Under the old system Mills had a week-end in which to undertake repairs and alterations, now they have to concentrate far more on preventive and planned maintenance. The first duty is to study the incidence of breakdowns and to determine expected minimum lives for machine parts. From this information a detailed plan for maintenance work is compiled, and the emphasis is on the prevention of breakdowns.

ADDITIONAL STOCKS

We are continuously reviewing the range of papers and boards stocked. Improvements in manufacture and faster running printing machines necessitate better grades. Not only have qualities to be better but more even and controlled.

It follows, therefore, that to remain as an up-to-date stockist we have to scrap lines which do not measure up to present-day standards and substitute those we consider better and likely to be in steady demand.

We have already added the following lines to our stock range.

Croxley Script Tinted in Large Post 15 and 18 lbs. and Double Cap 20 and 24 lbs.

Orbit White Duplicator in Large Post 18 lbs. and D. Cap 24 lbs. Also in 10 x 8 and 13 x 8 in white and tints.

Beaublade 21 letterpress in

Double Crown 36, 40, 43½, 50 and 58 lbs.

Double Medium 50, 55, 60, 70 and 80 lbs.

Double Royal 60, 66½, 72, 84½ and 96½ lbs.

A new coated paper made by Bowaters

BEAUBLADE 21

Letterpress

Stocked in

20 x 30	36,	40,	43½,	50,	58 lb.
23 x 36	50,	55,	60,	70,	80 lb.
25 x 40	60,	66½,	84½,	84½,	96½ lb.

500 sheets.

Smalls	100 lb.	400 lb.	10 Cwt.	1 Ton	1 Ton ex Mill
2/2½	1/10½	1/8½	1/7	1/5½	1/4½

per lb.

Tanners

for Paper

BREAKAGE

For a long time we have been studying the cost of breakage. Every time a broken quantity is ordered a warehouseman has to open a ream or centum, count out the quantity required, make these sheets up into a parcel, mark on the contents, and close up the original parcel. It is immaterial whether the quantity is under one ream or several reams plus a few quires, the same procedure has to be gone through. Again in a warehouse of our size, there is a considerable wastage of remnants due to the fact that no one ever seems to want the exact amount left in the opened ream.

Now that you are able to obtain the aggregate tonnage rate for practically any paper and board ordered we feel that it would be fair and reasonable to charge breakage on any quantity involving broken parcels.

Alternately have you ever considered whether your customer would mind a small over or under delivery. If you worked to the nearest ream other than for bound books or possibly numbered work, doubtless your customer would not object to accepting an odd quantity. If he wants nails or wool, he orders to the nearest pound or ounce, not 350 nails or x yards of wool.

Could you go to a wholesaler and order a $\frac{1}{2}$ bag of cement or 1 cwt. 18 lb. of fertiliser? Why should it happen in the paper trade?

Since the article on page 4 was written a tragedy has occurred. These two swans recently produced six cygnets, but after a few days they suddenly became impregnated with oil. The R.S.P.C.A. worked for 6 hours to cleanse them, but they were in such a bad state that the whole eight had to be destroyed. The River Board are now attempting to find the culprits who so thoughtlessly caused this tragic accident.

STADIUM Tinted

Twin - Wire Boards

3 SHEET

Blue, Buff, Green, Pink and Yellow

	Smalls	600	1,400	3,400	7,000	15,000
Royal 20$\frac{1}{2}$ x 25	26/11	23/5	21/10	20/10	19/6	18/3
Postal 22$\frac{1}{2}$ x 28$\frac{1}{2}$	34/1	29/8	27/8	26/4	24/9	23/-

per 100.

The sales of these well-known boards are steadily increasing, as they are eminently suitable for running on high speed automatics or for lithoing.

Tanners

for Boards