

HIGHLIGHT



R. T. TANNER & CO. LTD.

London Sales Office
WHEATSHEAF HOUSE, CARMELITE STREET
LONDON EC4
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Leeds Office and Warehouse
CORNER HOUSE, WHITEHALL ROAD
LEEDS 12
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● **The House Magazine of R.T.TANNER & CO. LTD.**

WHEATSHEAF WORKS
CRAYFORD · DARTFORD · KENT
Telephone: Crayford (CY) 26255

New Series No. 57
APRIL, 1966

NEW OSOTUFF MANILLA POCKETS

with greatly improved tear and strength qualities

Envelopes	100,000	50,000	25,000	10,000
3½ × 6	21/-	21/6	22/-	22/6
Pockets				
9 × 4	39/6	40/-	40/6	41/-
11 × 5	58/-	58/6	59/-	59/6
12 × 5	63/6	64/-	64/6	65/-
14 × 5½	73/-	73/6	74/-	74/6
8½ × 5½	52/9	53/3	53/9	54/3
9 × 6	58/-	58/6	59/-	59/6
9½ × 6½	66/6	67/-	67/6	68/-
10 × 7	74/6	75/-	75/6	76/-
10½ × 8	89/-	89/6	90/-	90/6
10¾ × 8½	95/6	96/-	96/6	97/-
12 × 9	106/6	107/-	107/6	108/-
12 × 10	115/6	116/-	116/6	117/-
14 × 9	126/-	126/6	127/-	127/6
15 × 10	140/6	141/-	141/6	142/-
16 × 12	202/-	202/6	203/-	203/6

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

subject to Purchase Tax

TANNERS FOR ENVELOPES

Tanner's Quarterly Trade Journal

We are frequently asked by both friends inside and outside the trade whether we are worried by the prospect of the rapid growth of the "giants" in the paper industry, by the take-over of so many mills and latterly of merchants and converters. Do we not spend sleepless nights worrying about being squeezed out, and our markets flooded by products from the "giants" at prices which leave no margin of profit?

Our answer is a categoric "no". In fact it has just the reverse effect. In order to obtain the maximum results from the take-over it is in most cases necessary to rationalise and this necessitates moving and concentrating plants and in some instances closing down units altogether. The resulting large units, by force of circumstances, become inhuman, inasmuch as it is no longer possible to give the personal touch or attention to orders. This is the situation ready made for a company such as ourselves, where the customer matters as much as the order; where personal attention can be and is given to the best of our ability: where we tell you what we can or cannot do; when you can or cannot have delivery. We are the first to admit here that we have been far from blameless in this last aspect, but we are improving fast in this respect and it is our object not to make a promise which cannot be carried out.

As regards costs, take-overs are not made cheaply today. The group taking over has to pay a fair price for its purchase and a high rate for its cash and the smaller company has little to fear here provided always that it is efficient, both in plant and buildings, but above all in management.

The main advantage of the Groups is of course finance, but here again it is doubtful in the existing climate whether they can obtain cash any cheaper than the small firms though we grant that they can obtain it more easily.

We therefore feel that our position is strengthening inasmuch as we can still offer you personal service. This does not mean that we can accommodate your every need, and that you may find that our delivery of special orders for pockets, for instance, may be very extended. However, we have to maintain a balance between stock lines and "specials", but we

are always ready to help if it is humanly possible. Should we not be able to accept your sometimes impossible delivery dates we shall tell you so, and you can rest assured that we have done all we can to meet your requirements. It hurts us to have to turn away any business, but we would rather be honest and say we are unable to cope than to upset programmes and in so doing upset many promises already given.

Try us first and see if we can help you.

In our opinion

With output from British Paper Mills probably exceeding 4,400,000 tons during 1965 "showing" an increase of 3% over 1964, the mills have come through a difficult period rather successfully, and without doubt better than they anticipated earlier in the year.

It has enabled them to run at a high capacity and thereby help to keep prices stable in spite of increased wages and costs. The recent drop in pulp prices has also considerably helped, though most other charges, as in all industries, have tended to increase, and it may not be long before we see a further round of additional higher prices. Already the charges for sheeting certain grades of M.G. papers, which hitherto have been largely absorbed in the prices, have now been added, and result in substantial increases.

The mills are at present comfortably busy, but the outlook is clouded by the political situation and the continued problem of the balance of payments which in turn necessitate the contraction of the home market for every industry.

It is amazing to us how well our industry in particular has weathered the storm, thanks in part to the temporary import surcharge, and the withdrawal of this will of course affect the mills to a very large extent. There is plenty of surplus capacity abroad to take large tonnage at present enjoyed by the British paper makers, and if and when the surcharge is reduced or taken off will be a black day for the British mill.

For many years now Industry has had to put up with too much uncertainty, never knowing where or when the noose of

Stocked at London & Leeds

VICTORY BOND

White					
$16\frac{1}{2} \times 21$	11,	15,	18,	21 lb.	
21×33	22,	30,	36,	42 lb.	
18×23	13,	18,	$21\frac{1}{2}$,	25 lb.	
23×36	26,	36,	43,	50 lb.	
17×27	$14\frac{1}{2}$,	20,	24,	28 lb.	
27×34	29,	40		lb.	
A1 $24\frac{1}{4} \times 34$	26,	36,	43,	50 lb.	
		100	400	10	
S/O L.Post	Smalls	lb.	lb.	Cwt.	1 Ton
11 lb.	$2/4\frac{1}{4}$	$2/0\frac{1}{4}$	$1/9\frac{1}{4}$	$1/7\frac{3}{4}$	$1/6\frac{1}{4}$
15 lb. and up	$2/2\frac{1}{4}$	$1/10\frac{1}{2}$	$1/8$	$1/6\frac{1}{2}$	$1/5$
Tinted					
$16\frac{1}{2} \times 21$	11,	15,	18 lb.		
18×23	13,	18,	$21\frac{1}{2}$ lb.		
17×27	$14\frac{1}{2}$,	20,	24 lb.		
		100	400	10	
S/O L.Post	Smalls	lb.	lb.	Cwt.	1 Ton
11 lb.	$2/5\frac{1}{2}$	$2/1\frac{1}{4}$	$1/10\frac{1}{2}$	$1/8\frac{3}{4}$	$1/7$
15 lb.	$2/3\frac{1}{2}$	$1/11\frac{3}{4}$	$1/9$	$1/7\frac{1}{4}$	$1/5\frac{1}{4}$

TANNERS for PAPER

the rope may be tightened. If only we could be given the go-ahead for a period of say two years, confidence could be restored and the financial problems could largely be overcome.

However, we realise we are a voice crying in the wilderness and that any such suggestion is most improbable, so we have got to put up with the present situation and learn to live with it.

Liquid cash is shorter today than at any period, not affecting to any extent the pockets of the public, though the steady rise in the cost of living is taking care of the additional wage increases throughout 1965, but in industry the problem is rapidly getting serious. The length of credit taken is steadily increasing, and any further tightening of the existing credit restrictions could have appalling consequences.

ARE YOU BENT ON SUICIDE?

How many jobs have you taken lately at a price which not only disregarded profit but disregarded known costs at the same time? Will this kind of production hold the customer for you? Would it be better to do less production volume and maintain a profitable operation? Let's face the situation squarely, and re-examine operating costs. A price which reflects an unusually low estimate is generally the gloomy product of operating cost ignorance.

Pricing is not a haphazard process. Certainly we realise that cost fluctuations in printing may be greater than in other industries. But in order to survive you must receive adequate payment for services rendered.

Careless pricing is suicide! Administration of a sound price policy is a "must" in an era of intense competition. When a printer absorbs costs rather than pass them along to his customer he is in effect taking money from his bank account and paying his customer to let him do his printing. Where else can cost increases be absorbed except from profits?

With acknowledgements to Graphic Arts Hi-Lites.



Twenty years ago, in 1946, Mrs. Joan Irving joined the staff as secretary to the late Mr. Arthur Tanner.

She soon developed a wider interest in paper and board and joined the Sales Department.

When the Head Office moved to Crayford in 1961, Joan Irving assumed control of the Stock Sales Department at our London office and there are few women, if any, with more knowledge of the trade. Added to this is a helpful attitude, and attention to detail for any orders or enquiries.

MORE CRAYFORD STAFF



Mr. P. Hearn joined the Company in 1965 as Accounts' Office Manager.



Miss Lynn Davey joined in 1964 and is a National machine operator.



Miss Doris Smith, telephone exchange operator at Crayford. Joined in 1961.



Mrs. C. Hogg came to the Company in 1965 and is a National machine operator.

Your Stock

How is it that we are able to have stock of the majority of the 3,000 items of paper and board which we hold, and yet not keep more stock than is essential?

This is the function of our Buying Panel which consists of the Managing Director, Sales Director and Commercial Manager. They meet once a month and review one section of the stock, which is divided into 6 sections, so that each one is reviewed twice a year.

Demand works to a great extent on the law of averages, and it is the function of the Panel to review the sales of each item during the last 6 months, against the preceding 6 months, and then decide upon or amend the level at which any particular line is to be held, not forgetting the mill's delivery period. It also lays down a re-order quantity for each item, which is a guide to the buyer as to the quantity he will order, bearing in mind the minimum quantity he can order possibly in conjunction with other items in this mill's range.

It is stressed that this function does not take any authority away from the buyer, but merely lays down a minimum stock holding and a guiding light for replacement. Directly the former is reached a signal is given to the buyer to replenish stock.

Whilst we have said that the law of averages rules in most cases, there are many occasions when actual demand outstrips anticipated supplies, or deliveries from the mill may often exceed the stated time, in which cases we come unstuck. However, these are becoming far less frequent, and the system really works extremely well.

This Panel also has the duty to decide upon the removal of any line or lines from the stock range, consequent upon slow sales or lack of demand, and the substitution of new or better lines. In this way with the expert knowledge of the three people concerned, representing their different view-points, stocks are maintained of the newest and best qualities which appear on the market.

In this modern world with changes taking place so regularly in our trade it is our intention to maintain the tradition of modernity, not by taking up every new line which emerges from the mills, but to weigh each line against another and to decide on the best for our customers.

CENTENARY

White Wove

ENVELOPES

Designed for business or commerce these ultra-white envelopes are an excellent match for the present day whiter than white notepaper yet are more than reasonable in price.

	100,000 per 1,000	50,000 per 1,000	25,000 per 1,000	10,000 per 1,000
$3\frac{1}{2} \times 6$	16/6	16/10	17/2	17/6
4×9	30/-	30/6	31/-	31/6
$4\frac{1}{2} \times 5\frac{1}{2}$	19/6	20/-	20/6	21/-
$4\frac{3}{4} \times 5\frac{3}{4}$	27/6	28/-	28/6	29/-
$5 \times 6\frac{1}{4}$	31/-	31/6	32/-	32/6
$4\frac{1}{2} \times 6\frac{3}{8}$ (C6)	23/6	24/-	24/6	25/-
$4\frac{3}{8} \times 8\frac{5}{8}$ (DL)	28/6	29/-	29/6	30/-

Transparent Windows

$3\frac{1}{2} \times 6$	20/6	21/-	21/6	22/-
$4\frac{1}{2} \times 6\frac{3}{8}$ (C6)	30/6	31/-	31/6	32/-
$4\frac{3}{8} \times 8\frac{5}{8}$ (DL)	35/6	36/-	36/6	37/-

POCKETS

9×4	27/6	28/-	28/6	29/-
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For quantities below 10,000 add 1/-d. per 1,000
Subject to Purchase Tax.

TANNERS FOR ENVELOPES

We trust that by disclosing some of our innermost workings we have shown you enough for you to realise that at Tanners we mean to ensure continuity of supplies of the best and most popular lines available to printers.

POP

H.M. Post Office has now officially agreed to the designation put forward by the Envelope Makers and Manufacturing Stationers Association for the preferred size of envelopes.

These will be referred to as POP envelopes (Post Office Preferred), and commencing in 1967 the official emblem will be appearing on the labels of boxes for sizes and substances which conform to the POP range.

The carrying of the symbol is not mandatory and it will only be added as and when new box labels are being printed. Even after the 1st July, 1968, when POP envelopes come into force, the fact that box labels do not carry the symbol does not necessarily signify that the contents fail to come within the POP range. Conversely, envelopes which do not conform to the POP range for sizes or substance, will not be permitted to carry the symbol.

However, it was on the insistence of E.M.M.S.A. that the Post Office somewhat grudgingly agreed to nearly three years' notice of the introduction of the scheme, and by D day it is felt that practically every eligible quality and size will carry the POP emblem on the box label.

Do not forget that restrictions also apply to postcards which must be a minimum of $3\frac{1}{2} \times 5\frac{1}{2}$ or a maximum of $4\frac{1}{8} \times 5\frac{7}{8}$ with a minimum caliper of 0.010. These will also carry a POP emblem on the box label.

At the present time many postcards, reply paid or otherwise, which form a tear-off part of advertising matter, do not conform to these restrictions and printers should beware of this or the postcards will not be accepted at POP rates.



Once again the Envelope Makers and Manufacturing Stationers Association has turned to our Managing Director Mr. A. D. P. Tanner to take over the Chairmanship of the Association for the following year.

Mr. Derek Tanner had already been Chairman of the Association for the usual two-year term from 1961 to 1963, and for the first time in the history of this Association a past Chairman has been re-elected for another period. Mr. Derek Tanner has been a member of the Committee for 15 years and has served on the Post Office Committee of E.M.M.S.A. for six years, as well as several British Standard Institute Committees. It was felt by the Association that his experience would be of inestimable value in the regular negotiations with the Post Office during the forthcoming year for the introduction of the preferred size of envelopes.

The vice-chairman elected was Mr. G. R. Keay of Wiggins Teape (Stationery) Ltd.

NEWS

Many of us have at various times used N.C.R. paper without giving a thought as to how it works or how it was treated apart from the fact that it is made by the Wiggins Teape Group in this country.

It was developed by the National Cash Register Company in the U.S.A. and consists of millions of tiny capsules, no more than one or two twenty-four thousandths of an inch in diameter, each containing colourless ink. These are attached to the back of the sheet of paper, then when the capsules are broken by a pencil or typebar, they release the ink on to the chemical-coated surface of a receiving sheet of paper. The ink and the chemical react to form a permanent mark.



Motorists who complain at having to pay 2/6d. to use the DARTFORD-PURFLEET Tunnel might be interested to know that a history of this particular Thames Tunnel project reveals that when it was first suggested, way back in 1799, the "economic toll" was calculated at 2/6d. for every wheel of each coach, chariot, landau, Berlin chaise, calosh, carricle or chair!!!



Our well-known line of Stadium Boards has been whitened and brightened. A sample is enclosed with this Journal and there is no increase in price—compare these prices with any other comparable brand's, and don't forget that Stadium is twin wire.



The cover of this journal is printed on our Chichester Primrose Pulp Boards Royal 3s and the text on Priority White Art Double Medium 70 lbs.

ELYSIAN HI-SPEED CARTRIDGE

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

500 Sheets

	100	400	10	1 Ton	1 Ton ex
Smalls	lb.	lb.	Cwt.	1 Ton	Mill
	1/11½	1/8½	1/6¼	1/5	1/3¼
					1/2½

Stocked in LEEDS for the North.

Stocked in CRAYFORD for the South.

Tanners for Paper