

HIGHLIGHT



R. T. TANNER & CO. LTD.

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)

● **The House Magazine of R.T.TANNER & CO. LTD.**

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

New Series No. 59
October, 1966

As one of the major stockists of

VICTORY BOND

we now stock envelopes to match

	100,000	50,000	25,000	10,000
3½ × 6 hc	19/10	20/4	20/10	21/4
4½ × 5½	21/2	21/8	22/2	22/8
3½ × 7½	28/10	29/4	29/10	30/4
C.6.	24/7	25/1	25/7	26/1
D.L.	32/3	32/9	33/3	33/9
4 × 9	32/5	32/11	33/5	33/11
4 × 9 Transparent Window	39/1	39/7	40/1	40/7
9 × 4 Pockets	31/9	32/3	32/9	33/3
	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

In July, soon after the issue of our last Journal, we received in the same post two letters. One was from a substantial printer, who wanted an extra copy to show one of his customers for whom he printed a house journal. He wanted to know whether he could reproduce from time to time any items of interest, and finished by saying that he always looked forward to the receipt of our Journal.

The other letter came from a publisher, who tore strips off us for an amateurish effort, poorly conceived and badly executed. He finished by deploring the insertion of the quiz on page 11 of the last issue, which he considered a waste of time, yet we received over 70 answers, nearly all of them from our customers.

We do welcome these comments whether they be complimentary or adverse. We have always stated that our Journal was to be an amateur effort, written by us for both our staff and our customers. We agree that this is an impossible task, yet we try to steer a middle course, making it readable and topical for both parties. Many of the excellent productions received from our competitors and paper mills, upon which much time and money have been expended, make extraordinarily dull reading even to the employees of that company. We do not pretend to be excellent journalists, but we know from the very many letters, and reports that we get back from our representatives, that our Journal is approved of by a large number of our customers. They consider that the reason for this is that it is concise, topical and readable in ten minutes.

We do however bow to the criticisms from our correspondent that the lay-out and presentation need attention. This we will endeavour to improve over the next few issues, but we would stress that in our opinion in a small journal such as this the contents are of more importance than the presentation. We do not wish to produce a "glossy" filled with rubbish, which is of no interest to man or beast,

(with apologies to our readers!). We must however learn to steer the middle course upon which we have set our sights.

Our thanks are due to our correspondents for the trouble they have taken in writing. We do value their interest and welcome any comments from any quarter be they good, bad, or indifferent.

In our opinion

Production of paper and board in Great Britain continues to increase. Surprisingly the figures for January to June 1966 show an overall increase of 2% over the comparable period in 1965. In spite of quite a sharp decline in Food and Kraft wrappings, nearly every other group showed steady increases.

So far so good, and June is passed some little time. We must look at the present and the near future, and see what is happening in our trade. To date the British mills are all relatively busy and deliveries are still extended and this is two and a half months after the Prime Minister's latest and sternest restrictions.

It is of course common knowledge that the paper trade is always one of the last to feel the effects of a recession. Likewise it is also one of the slowest to emerge from any downturn in business. We therefore are certain, as certain as one can be in these extraordinary times, that our trade will not escape the recession which is staring us all in the face.

The trouble facing any Government is always that the measures which are taken to halt inflation are too late in being put into practice, and take several months before they become effective. They then bite too deeply at a time when it would be better to remove or at least ameliorate them.

This is very much the case now in that the Government announced in July drastic measures to deflate the economy, and these will be having full effect in November and December. Likewise the foreign bankers to whom we have had to go "cap in hand" are not particularly elated when it is announced in July that Government expenditure overseas will be reduced by up to £100,000,000 in 1967.

two

Continued on page four

The demand for International size A4 is increasing rapidly—we now stock the following quantities in:—

A4

Y.D. Bank, White and Tinted.

Victory White Bank and Bond s/o L.P. 11, 15 and 18 lbs.

Croxley Script White s/o L.P. 18, 21 lbs.

Eden Grove Bond HiWhite s/o L.P. 15, 19 lbs.

Gambit All Purpose s/o L.P. 18, 21 lbs.

Croxley White Duplicator.

64 Mill White Duplicator Thick and Extra Thick.

64 Mill Tinted Duplicator.

Many other qualities are available from stock in A1 and A2 sizes.

Tanners for International sizes

three

We believe that all are agreed that severe measures were needed to curb domestic consumption and inflation. We cannot agree with the methods, which are back to the old evils of stop, go, but now with the emphasis on stop, and no prospects of go.

Exporting in any trade is not exactly profitable, and in most cases is subsidised by the demand in the home market. Kill this and you are in real trouble.

Likewise we do not support the contention that inflation is due solely to the constant pressure for higher wages. Our theory is that the shorter working week is just as much or more to blame for the position in which we find ourselves.

With every employable person gainfully employed, why not make *everyone* work two hours a week longer for at least twelve months at the same pay. This would reduce the cost of manufacture and distribution, reduce the demand for labour, which shortage is largely held responsible for the demand for higher wages, and would increase productivity, which has been static for approximately 18 months. By this means we should avoid the large number of unemployed which will be created in the next few months, and who knows that once this starts when will it stop?

The forty-hour week is now general, yet overtime is regularly worked. We do not think that the people of this country would not respond to an appeal of this sort, which would reduce their hourly earnings by only about 5 per cent. though have little effect on their take-home pay but would save hundreds of thousands being put out of work, with the resultant enormous dislocation it will cause in the future.

At the end of 12 months, how about reducing the cost of living? Cut all taxes 10 per cent. and we mean all taxes, income tax, fuel tax, purchase tax, etc. Then it would be reasonable to be tough with proposed wage and price increases. The Freeze is not fair to anyone be they employer or employee whilst the cost of living continues to increase, and this is bound to continue so long as additional taxes are imposed upon industry and commerce.

We regret having taken up so much space on this subject in this issue, but the problem is so serious that attention should be continuously focused upon it.

B.E.C.C.

Mr. R. Etherington, a stationer and printer in Crayford, who is on the local committee of the British Empire Cancer Campaign for Research, kindly knocked down the pile of pennies in our office on August 1st.

This is the fifth time that this pile has been completed and we are now well under way with the sixth. In the short space of four years over £50 has been subscribed.

The generosity of our factory and office staffs to this well-deserving cause is much appreciated by the committee.

Who owned the Zebra?

Following the competition set in the last issue of our Journal, we received over 60 correct answers from our customers, but only 10 from our staff. We can only assume that they were too busy to find time in which to work the problem out!

The winners, to whom one guinea each has been sent, were:—

From our customers:—

Mr. A. C. Murfet
The Cambridge University Press

and from our staff:

Miss Lynn Davey

who must obviously have used her National Cash Accounting Machines to work out the answer correctly.

The correct answers were:—

The NORWEGIAN drinks water and the JAPANESE owns a Zebra.

Our thanks are due to the number of you who sent in your answers, and we feel that many of you who may have tried, failed to get the correct result!

Further Additions To Crayford Staff



*Miss Geraldine Hills.
Joined March, 1966.
Secretary to the Managing
Director.*

*Miss Alison Creber.
Commenced in September,
1964, and left one year
later, but returned in
April, 1966.
Accounts department clerk.*



*Mrs. Rose Buckley.
Joined in August, 1965.
Now in charge of the
Accounts department.*



*Miss Janice Aylmer.
Commenced in March, 1966,
as clerk in the Accounts
department.*



FACTS AND FIGURES

Disenchanted though these figures may be, they appear to represent the state of affairs that you and I must face today.

Population of the United Kingdom	50,124,680
People of 65 years or over	13,019,426
BALANCE LEFT TO DO THE WORK	37,105,254
People of 18 and under	16,163,942
BALANCE LEFT TO DO THE WORK	20,941,312
People working for the Government	10,628,143
BALANCE LEFT TO DO THE WORK	10,313,169
People in the Armed Forces	2,503,147
BALANCE LEFT TO DO THE WORK	7,810,022
People in Nationalised Industries	7,608,629
BALANCE LEFT TO DO THE WORK	207,293
People in Hospitals and Asylums	132,420
BALANCE LEFT TO DO THE WORK	74,850
Spivs and those who won't work	62,850
BALANCE LEFT TO DO THE WORK	12,000
Persons in Jail	11,998
BALANCE LEFT TO DO THE WORK	2

TWO—you and me—and you had better pull your ruddy socks up, because I'm getting tired and fed up with running this country all by myself.

Overseas Postal Charges

As from 3rd October, there will be several changes in charges for Inland and Overseas Postal Services.

One of the most important is in Printed Paper Rate overseas, which for individual postings not over 2 oz., will cost 4d., and each additional 2 oz., 2d. For posting in bulk the first 1 lb. will cost 1/6d. and each additional 1 lb. 1/4d. (less 5 per cent. rebate).

eight

We now stock the well-known

J. H. 3

white gummed paper

	Smalls	6 Reams	12 Reams
18 × 23	66/3	63/9	62/3
20 × 30	96/-	92/6	90/-
	per ream		

J. H. 4

white gummed paper

18 × 23	73/6	71/-	69/6
	per ream		

Tanners for Paper

nine

Competition

It has been the practice of this Company to have a cover design for this Journal and maintain this for a few years merely changing the board and inks each issue. By this method we fondly believe that it is instantly recognisable amongst the litter of correspondence reaching your desks every day.

However, we do like to change the design occasionally and we feel that the time is now ripe for another alteration.

We therefore ask you to send in your designs by 31st January, 1967. They must incorporate the word **Highlight**, and to be designed for two- to three-colour letterpress. These need only be "roughs" since we will arrange for artist's drawings and block-making.

This is an ideal opportunity for your design staff, comps and apprentices to try their luck. Be sure that you send your name on your firm's notepaper with your entry to The Editor, Tanner's House Journal, Wheatsheaf Works, Crayford, Kent.

The entries will be judged by a panel of three nominated by the editor. A prize of three guineas will be awarded to the winner and the winning entry will become the property of this Company.

Without Comment !

The following story has been going the rounds for some weeks, but it is so clever that politics or not we have no hesitation in publishing it.

Five thousand years ago, Moses said to the Children of Israel, "Pick up your shovels, mount your asses and camels, and I will lead you to the promised land." Nearly five thousand years later Frank Cousins said, "Lay down your shovels, sit on your asses, light a Camel, this is the promised land." And now Harold Wilson is stealing your shovels, kicking your asses, raising the price of Camels and taking over the promised land.

CASTLE CARTRIDGE

A high grade envelope and pocket

Envelopes	100,000	50,000	25,000	10,000
3½ × 6 H.C.	20/-	20/6	21/-	21/6
4 × 9	35/6	36/-	36/6	37/-
4½ × 6¾ C.6	26/9	27/3	27/9	28/3

Pockets	100,000	50,000	25,000	10,000
9 × 4	32/-	32/6	33/-	33/6
11 × 5	46/6	47/-	47/6	48/-
12 × 5	50/9	51/3	51/9	52/3
14 × 5¼	62/-	62/6	63/-	63/6
6¾ × 4½	28/3	28/9	29/3	29/9
7 × 4½	30/9	31/3	31/9	32/3
7½ × 5	35/6	36/-	36/6	37/-
8½ × 5½	43/6	44/-	44/6	45/-
9 × 6	46/6	47/-	47/6	48/-
9½ × 6½	53/9	54/3	54/9	55/3
10 × 7	60/-	60/6	61/-	61/6
10½ × 8½	76/6	77/-	77/6	78/-
12 × 9	91/-	91/6	92/-	92/6
12 × 10	97/6	98/-	98/6	99/-
14 × 9	112/6	113/-	113/6	114/-
15 × 10	122/-	122/6	123/-	123/6

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

TANNERS FOR ENVELOPES

Stop Press

Y.D. White and Tinted cut Banks are now being packed in 500 sheets instead of 480s as previously. This has necessitated an increase in price to compensate for the greater quantity of sheets.

These higher prices will come into force as and when the old stocks are cleared.



We have now added the more popular colours of Vanguard 2 sheet in Royal and Postal to our stock.

We have always stocked 3, 4, 6 and 12 sheet and in response to demand we have included 2 sheet substance.



Messrs. Samuel Jones and Co., have for many years been the leading makers of gummed papers in this country. We are pleased to announce that we now stock their most popular qualities J. H. 3 and J. H. 4 white gummed papers.



Have you yet tried the new all purpose paper GAMBIT? We are now stocking and selling substantial quantities of this all purpose paper, which has been a real breakthrough in paper supplies.

The price is some 1½d. lb. below any comparable quality and we strongly recommend you to try it.

Owing to the demand, delivery from the mill is somewhat extended, but we anticipated this and intend holding large stocks.



The cover of this Journal is Astralux Board Caliper .010 and the text is Priority Art Double Medium 70 lb.

twelve

ASTRALUX

one sided cast-coated board

We are now stocking this popular board in Crayford and Leeds.

Caliper .010		Smalls	100 lb.	400 lb.	10 cwt.
20½ × 25	18 lbs.	50/8	49/2	47/10	46/-
22½ × 28½	22½ lbs.	63/5	61/7	59/11	57/7

Caliper .012					
20½ × 25	22 lbs.	61/11	60/1	58/6	56/2
22½ × 28½	27½ lbs.	77/6	75/2	73/3	70/4

per 100's

Guillotine trimmed four edges—waterproof wrapped.

Tanners for Boards