



HIGHLIGHT



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

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Tanner's Quarterly Trade Journal

In December our Board of Directors decided to run an extra-incentive scheme for our representatives to cover the last three months of our financial year, January to March.

It was to be awarded to the one who showed the greatest increase in sales, percentage-wise, at the end of March over the figure at the end of December. Thus the competition was open to all our reps., irrespective of their sales at the start. The prize was to be a long weekend in Paris for two, including tickets for the "Folies Bergeres", and the runner-up to have a visit for two to "The Talk of The Town".

A great struggle ensued with at least six of our reps. being in the running, and the lead changed hands frequently. Eventually Pat Johnson proved a convincing winner, and Arthur Harrison, from Leeds, was the runner-up. We gather that both Mr. and Mrs. Johnson and Mr. and Mrs. Harrison enjoyed their "prizes" and we congratulate them on their efforts. We have prevailed on Pat Johnson to give us a resumé of at least some of his trip to Paris which is given on page 5.

In our opinion . . .

We doubt if there has ever been a more difficult period in which to forecast the future.

The July 1966 squeeze is at last hitting at this trade quite substantially, to be followed at the year-end with the demise of the EFTA duties and the resultant rush of imported paper and board. The figures speak largely for themselves. January output of the members of the British Paper & Board Makers Association dropped 7% on the 1966 production and at the same time stocks increased 6%. It is doubtful whether consumption has decreased very much, as the difference has been made up largely with heavy increases in imported paper and board, now running at almost a third of the total consumption.

Now the British Mills are faced with two further problems: the long-term effects of the possible entry into the

European Common Market, if we are permitted to gain entry in a reasonable time, and, as we write this article, the outbreak of hostilities in the Middle East, the effect of which may well be immediate.

As custodian of sterling, we hold large balances belonging to many of the Arab States. Should these be withdrawn either for war purposes or through lack of trust, the country may well find itself in further grave financial difficulties in spite of the position of neutrality it has assumed. The answer here would have to be a swift devaluation, which no one in their senses wants. Long before this article is published we shall know the answers, so we rather stick our necks out, but in any event it is a very real fear which will be in the forefront for many years to come.

What would happen in our trade in the event of devaluation? Pulp would cost more, and therefore paper prices would increase, though not by very much, but imported papers would increase in cost by the direct amount of devaluation. These are the immediate results, but they are not likely to stop there. The Government would no longer be able to hold the wage freeze—the cost of living would increase sharply, as a result of the increased costs of all imports, and there would have to be some relaxation in wage rates.

The cost of machinery, most of which is imported for our trade, would also increase sharply, and would inevitably result in a further decrease in re-equipment.

Some of us who are no longer of tender years may yearn for the gunboat diplomacy of the past. Wherever trouble broke out in the world one or two British gunboats arrived, put ashore a small party to show the flag and inevitably the fire was quenched. Today this is frowned upon or more forcefully vilified as imperialism, yet there were far less minor wars and international tension than there are today.

Not altogether a happy picture to paint, but one for which you should know the answer before this even gets into print. Should we be able to get through the next few weeks without devaluation, the picture is not much brighter. Demand is sluggish and imports are relatively cheap, so until stimulation is injected into the economy, we shall plug along as before. We see no boom conditions such as happened during the Korean war, since there is so much over-capacity today that shortages of paper are extremely unlikely.

We feel that many mills will be looking forward to their holiday shut-down in July or August, so that they can re-assess the position and fill up their order books which are somewhat lean in places.

We are the largest independent merchant stockist of

GAMBIT WHITE

The new all-purpose paper

16½ × 21	15,	18,	21			lb.
18 × 23	18,	21½,	25			lb.
17 × 27	20,	24,	28			lb.
20 × 30		30,	36,	40,	44	lb.
24½ × 34½ (A1)	36½,	43½,	51			lb.

also stocked in 10 × 8, 13 × 8 and A4

Smalls	100 lb.	400 lb.	10 cwt.	1 ton	2 tons ex Mill
1/11	1/8	1/5	1/4	1/2½	1/1½
per lb.					

Tanners for Paper

A visit to Fort William

The first impression one has on reaching Argyllshire and Inverness-shire is the activity in the forests and the number of lorries one meets on the road loaded with logs. Some 10,000 trees, mostly softwood thinnings, are felled each day and cut into 8-foot lengths for conveying to the mill at Fort William.

Here they are de-barked, the bark going to feed the boilers of the power station, and then to the chipping machines which reduced each log to 100,000 chips in one second. The chips are then blown through 1,000 feet of pipe to a vast pile holding some 50,000 tons of chips. The sight of these chips rising high into the air before falling on to the pile can be seen from far away, and is a veritable landmark.

Alongside is the hardwood pile, somewhat smaller, which consists of imported wood from Canada and Portugal. The boats carrying this wood are unloaded at an artificial island built for this purpose at the entrance to Loch Eil and the chips again blown through pipes to the second pile.

The pulp-making is running excellently and the mill is already sending large quantities to many mills not only in the Wiggins Teape Group but to several other mills in Scotland, thereby saving much foreign currency.

The single paper machine already installed—the second is scheduled for installation in 1970—is now running reasonably satisfactorily and will eventually turn out some 40,000 tons per annum.

The cutting and finishing section is quite excellent, and one gets the feeling of vast space and high-speed finishing. This section is, of course, laid out for the products of two paper-making machines, hence the space. The most outstanding thing is the remarkable flatness of all the paper in this department, and the mill is highly pleased at this result, which is so essential to all printers.

The staff are imbued with immense enthusiasm, and the whole project is considered a great challenge, which they are all determined to beat. What they are looking for now is an upturn in demand and they will be ready to get production really going.

Gambit All Purpose and Elysian Hi-Speed Cartridge are now made at Fort William among other qualities, and the future for these two grades should be most encouraging.



Mr. and Mrs. P. A. Johnson on the top of the Arc de Triomphe.

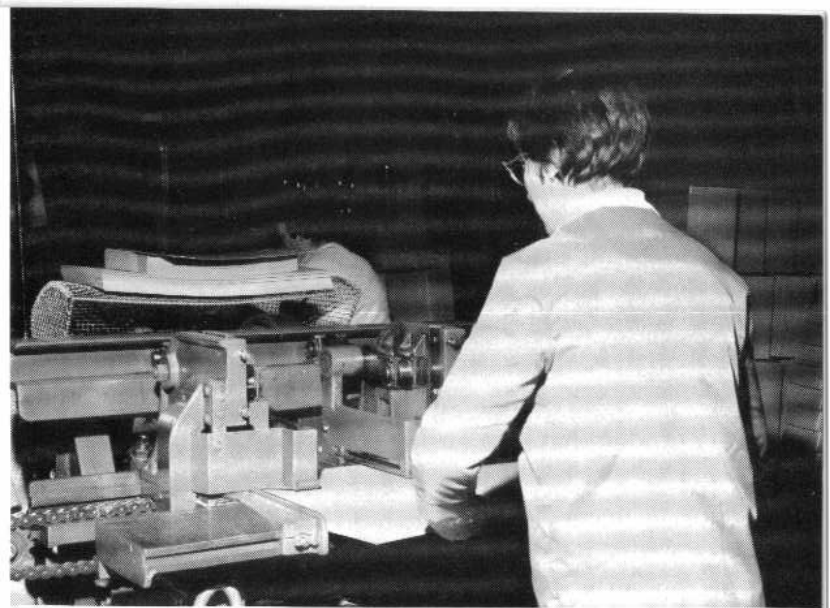
Having worked our fingers to the bone to win the Company's Sales Prize my wife and I arrived, in a state of collapse, at London Airport at 6.30 p.m. on Friday, 28th April! Our car was immediately collected from us (good staff work) and we boarded a Trident 'Quick Silver' Plane to Le Bourget. After an extremely smooth flight of only 40 minutes we arrived at the airport and were transported by coach to the centre of Paris near to our Hotel in the Champs-Élysées. The hotel was excellent in all respects, as one would expect from France, and Tanners' thorough organisation.

Naturally we wished to do some sight-seeing and amongst the notable places we visited were The Louvre, Bois de Boulogne, Notre-Dame, Eiffel Tower, Arc de Triomphe, Sacré Coeur, Montmartre and finishing with a fitting climax of the Folies Bergères. The latter being a tremendous spectacle both dressed and otherwise!

On Monday we returned to London in the fantastic time of 2 hours. This was from the departure lounge at Le Bourget to our home in North London—a just end to an extremely welcome and, we hope, well-earned holiday.



Mrs. Brenda Mitchell, chargehand handfolding dept.



Miss Jean Coshall, slotting and cornering box blanks.

*Every item is
on pallets or
wheeled
platforms, so
handling is easy
even with an
outside load.*



*Flo. Goldson making up envelope boxes on a
double-headed stitcher.*

Envelope Price List

In June we issued our new envelope price list, together with samples of our pocket range, including the new quality Supertuff. This, as its name implies, is an extremely strong quality selling at a reasonable price. For carrying a quantity of heavy mail these Supertuff pockets, in a full range of sizes, will prove extremely useful. Samples will gladly be sent on request.

There are several other additions to the range, mention of which has been made elsewhere in this Journal, and several qualities and sizes, most of which are not going to be within the Preferred Range of Sizes, have been discontinued since demand has already dropped.

There are no increases in prices throughout the entire range.

Paper Fashions

Paper dresses are now selling in large quantities in America. The Scott Paper Co. recently advertised, at \$1.25, a paper dress which could be bought by mail by sending in a coupon designed to promote paper napkins.

The company received, in a few weeks, orders for 500,000 dresses and the contractors were reported to be weeks behind in delivery.

The Mars Manufacturing Co. in North Carolina sent samples of paper dresses to several departmental stores. The colours were printed by a wrapping-paper company, and in a short time 130,000 yards of paper fabric had been ordered.

The Mosince Paper Mills Co. sees special possibilities in woven materials made of paper. The paper material for a good sports-coat costs only about \$1. Both colour and texture of paper fabric are easily controlled. It can be made to look like any of several woven textiles. The "papery" stiffness is eliminated, and the soft fabric can be printed in solid colours or in prints.

The Mars Manufacturing Co. makes elegant silver-foil dresses that sell, retail, for \$8.95. They are pressed with a cool iron. Another dress retails for \$1.99 and is fire and water resistant.

50 Years Ago

The standard rate of income tax for earned income up to £500 a year was 2/3d.

No car could be driven at a greater speed than 20 m.p.h.

A parcel weighing 3 lbs. could be posted to America for 1/6d.

State Express cigarettes were 7d. for 10.

A channel tunnel was advocated and it was suggested that there might be two tunnels, each with two sets of rails for electrically operated trains.

Clocks were put forward one hour on May 22, the first time the daylight-saving scheme was adopted.

A gallon of petrol cost between 3/- and 3/4d., including tax. Doctors' cars and vehicles used for business were entitled to a rebate.

Envelopes

In twelve months' time the Preferred Range of Sizes for envelopes and pockets comes into force.

For the benefit of our customers all stock lines within this range now carry the POP emblem on the end of every box.

There is, of course, plenty of time, but if you are putting supplies on the shelf for later use be wise and ensure that they are Tanners' envelopes carrying the POP emblem.

Do not forget that large Pockets over $9\frac{1}{4} \times 4\frac{1}{4}$ carrying 2 ozs. and over are NOT affected and the postage will not be surcharged.

We have recently introduced several new lines of envelopes and pockets:—

Marshall Manilla is now made in C.6 ($4\frac{1}{2} \times 6\frac{3}{8}$) and D.L. ($4\frac{3}{8} \times 8\frac{3}{8}$), and we have introduced a new size pocket $9\frac{1}{4} \times 4\frac{1}{4}$ in both Marshall Manilla and Centenary White. This size has been christened unofficially by us as "maxi-pop" as it is the largest size permitted under the Preferred Range of sizes and we feel will be of considerable use to customers who cannot get their enclosure into a 9×4 , yet do not want to go to 9×6 and have to pay the surcharge.

We have also changed the 12×9 pocket size to $12\frac{3}{4} \times 9$ which is C.4.

Enclosed with this Journal is a sample set of our Superfine White Ivory cards.

These cards are well known throughout the trade, and for the printer who wants the best both in quality and packaging they are essential.

POP

Contributed by M. A. Whitfield

*The G.P.O.—As you may know
Commenced a Revolution,
To Standardise-Computerise,
And find the right solution.*

*To speed the mails, it now avails
By pulling out all stops
That in our trade, they have made
Envelopes "Top of the Pops".*

*For P.O.P.—as you will see
Now calls for our attention
Accepted sizes you will agree
Require a special mention.*

*9 × 4, D.L.—C.6 as well
Are in the "Preferred" range
Many sizes, mesmerises,
No doubt you'll find them strange.*

*But reminding you—as we now do
In this simple rhyming manner
If you want to get "TOP OF THE POPS"
Just call on R. T. Tanner.*

The greatest name in Pasteboards

PURLEIGH PERFECT

Royal 20 × 25

	Approx. Caliper	Smalls	600	1,400	3,400	7,000
6 sht.	.017	42/11	38/10	36/3	33/8	32/2
8 sht.	.021	51/8	46/9	43/9	40/7	38/3
10 sht.	.029	68/3	61/9	57/8	53/8	50/6
12 sht.	.038	85/9	77/6	72/5	67/3	63/3
14 sht.	.042	93/6	84/9	79/2	73/6	68/-

Imperial 22½ × 30

6 sht.	.017	57/9	52/2	48/10	45/6	42/8
8 sht.	.021	69/6	63/-	58/9	54/8	51/8
10 sht.	.029	91/11	83/2	77/8	72/2	67/9
12 sht.	.038	115/6	104/6	97/6	90/9	83/10
14 sht.	.042	126/9	107/3	99/8	93/2	92/2

per 100

Paper and Board Price Lists

We have recently reprinted our Paper and Board price lists. There have been many changes in varieties stocked, and our range has been further increased, particularly in the international sizes A.2 and A.4, and these are now all listed.

We have also been obliged to raise many of our prices into line with our competitors, but as you will realise this largely affects the smalls and 100 lb. rates.

Our representatives will now be bringing these round to you in exchange for your old price list.

N.A.P.M. Exams

We are pleased to announce that Miss Kathy Ford, secretary, and Keith Mitchell, warehouseman, both of our Leeds office, passed the NAPM preliminary examination. John Stewart, of our London Sales Office, also passed this examination with credit. We congratulate all of them and wish them luck in the next stage.

Postal Wrappers

We are the largest makers of Postal Wrappers in this country, and our output recently has considerably increased to keep pace with the demand.

Pleated or perforated with the unique Tanners' fishbone perforation, guaranteeing easy opening, they can be supplied printed or plain.

Our perforated wrappers are the only ones recommended by the computer addressing services.

In addition we are the sole suppliers of perforated reels for the Addressograph-Multigraph Wrapper machines.

If you have a problem with wrappers, get in touch with us and we will be pleased to let you have various samples for testing.

For

POP and all other sizes
of Envelopes and Pockets

Talk

to

Tanners

