

A white starburst graphic consisting of a central point with four long, thin rays extending horizontally and vertically, and four shorter, thinner rays extending diagonally. The graphic is positioned in the upper right quadrant of the page.

HIGHLIGHT



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

WHEATSHEAF WORKS,
CRAYFORD, DARTFORD, Crayford (CY) 26255
KENT.

London Sales Office
WHEATSHEAF HOUSE,
CARMELITE STREET, 01-353 7051
LONDON, E.C.4

Leeds Office and Warehouse
CORNER HOUSE,
WHITEHALL ROAD, (0532) 30805
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NEW SERIES NO. 63

OCTOBER, 1967

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Tanner's Quarterly Trade Journal

This is our holiday number, written while we are on vacation or about to go on one. It is always a difficult time—when you want to contact someone you are told he is on holiday and will not be back for ten days or so—when you want to rush a special order through the factory you find that many of your operators are away and it is not possible to run that particular machine that week.

However, comes the time when one's own holiday arrives, and one forgets all these frustrations in getting away, and leaving the problems for someone else to cope with.

Unfortunately, although we do not shut our factory for the summer holiday, we are not able to meet every demand as regards delivery due to this shortage of staff. We do feel that the staggered holiday enables us to maintain production of essential contracts and deliveries.

Now we are back to full production, though this is insufficient to meet our requirements and plans are now being worked out to step up our output immediately. By the end of the year, with the arrival of the long awaited additional plant, we shall be in a position to meet the increasing demand for our products.

In Our Opinion . . .

The Paper Trade is very much in the dumps today and although it is anticipated that there will be an upsurge in the autumn, it is unlikely to be of sufficient strength to warrant much excitement.

With imported paper and board now reaching 34% of demand the British mills are really feeling the pinch, and the profit margin of what they are maintaining is minimal.

one

Solitary efforts are being made by individuals, but no concerted efforts appear to have been made to the Government to alleviate the position or at least prevent it getting worse. It is, however, more than probable that nothing would come of such an approach anyway, since we can hardly expect an import surcharge to be raised again, and E.F.T.A. will not accept a quantitative tariff without jeopardising our existing export trade with similar barriers. The only hope would appear to be an unofficial get together with the Scandinavians to limit the amount of tonnage of paper and board to a figure to which both sides would agree as reasonable. Would the Finns, Austrians or Canadians agree to limit their exports? The answer, without doubt, is no, so the British mills must continue to face up to a diminishing market unless demand can be stimulated sufficiently to absorb the additional tonnage available.

Just how capital intensive the paper making industry is was shown by a recent report for Newsprint and low grade printings:-

	per cent. of selling price.
Wood pulp and fuel	70
Site expenses, administration & transport	10
Mill wages and salaries	5
Depreciation of plant & machinery	10
Net margin	5
	<hr/>
	100

It will therefore be seen that full utilisation of plant to a level of 90% or above is necessary in order to make a profit, though these figures would be amended for the higher grades of paper and board where the margin is somewhat higher.

In spite of the lamentations now being poured forth, it must not be forgotten that Britain is the largest producer of paper in Europe and the fifth largest in the world.

Continued on page four.

NEW . . . NEW . . . NEW . . .

SARUM

Woodfree White Bank & Bond

16½ × 21 11, 15, 18 lb.

17 × 27 14½, 20, 24 lb.

A2. 17½ × 24½ 13½, 21¾ lb.

S/O.L.P. Smalls 100 lb. 400 lb. 10 cwt. 1 ton

11 lbs. 1/11¾ 1/8¼ 1/6¼ 1/5 1/3¾

15 lbs. and up 1/9½ 1/6½ 1/4¼ 1/3¼ 1/2¼

per lb.

Send for samples

*Tanners for the best
value in Paper*

Symon in *The World's Paper Trade Review* recently wrote an excellent article on the subject and with permission of the publishers Messrs. Stinchill & Gillis Ltd., we quote parts of it:—

"It is rather a long while since there was any bounce in the trade and the days when there was both fun and profit to be garnered as the twin fruits of industry seem very far away indeed. So long perhaps that too many of us are getting set into a humdrum pattern, very much the wrong style unless the industry is to wait, as though bound, for rescue by the shining knights of economic reflation.

To one who sees a great deal of the trade in many of its aspects there seems over much resignation and acceptance of depressed business conditions for a self-generating revival to get on the move. And yet it may well be the industry's only way of survival because rescue from outside the trade is becoming a more remote possibility week by week. Despite this, a great deal of spirit seems to have left the industry so that there is, in too many cases, a meandering through the tasks of business with a sort of discontented apathy, which is no credit to the trail-blazers who built the industry, of those who are trying to reconcile its ideas with twentieth century thought at this very moment.

It is true that the trade has taken a bit of a buffeting during the past year or so. It must share the economic troughs as well as the crests, even if it is no longer so dependent on only a sector of the reproductive trades. It is also true that the health of our industry seems a matter of great unimportance in Parliament. Empty exhortations to "be more efficient" from those whose profession is words far more than actions are absolutely no substitute for understanding and for appreciation of the immense problems which must face any industry that has to invest in capital equipment so largely and yet wait for a return from a very moderately priced product.

Whatever is to happen in the next few months, therefore, is purely within the scope of the trade's own energy and imagination. It is our own bootstraps we should be reaching for now if we are to see an improvement before the year is out. It will not be easy, of course, but there is a world of difference between the hard and the impossible and this is where the "spirit" comes in.

While the world's economic revival is needed to restore life to the paper industry, as to all other business, there is much which can be done within the trade to re-activate it to some extent. For instance paper, of all materials, is the "great alternative". It can substitute for more expensive fabrics in a thousand ways and a time of financial stringency seems ideal for the exploitation of this side of its usefulness.

It is also probably the most easily disposed of material in common use. After all, if all else fails it can always be burnt with no trouble whatsoever. In a world which becomes increasingly cluttered and tends more and more to controlled obsolescence the transience and disposability are two of the fundamental factors that should make all in the paper trade pleased and excited that they are involved in it at this particularly fluid and changing time.

It is no good starting each day deep in the belief that nothing good will come of it. It is hardly likely to inspire a customer to let him see that the highest ambition is to arrive at five o'clock with the least possible disturbance on the way. And it is the very negation of salesmanship to let him become aware that he only has to whisper a price to have it undercut with the instant conditioned reflex of one of Pavlov's dogs".

Representatives

We welcome several new representatives who have recently joined the Company, which has necessitated our having to change some of the areas, though these have been kept to a minimum. We realise only too well that customers get used to a representative and he is there to assist him, know his requirements and ensure that his needs are met. A change therefore means a fresh start, but we feel that the men who have joined us are right up to our usual high standard, and will receive the courteous reception accorded to our representatives.

Mr. J. A. Nuttall comes to us from Alex. Cowan & Son, having originally learnt his trade with The Darwen Paper Mills Co. He will travel in the North/West of England, in particular Lancashire, North Wales and part of the West Riding of Yorkshire.

Mr. W. L. Pearson joins us from Jacksons Millboard and prior to that Wiggins Teape & Co., and will travel in Durham, the East Riding of Yorkshire and Lincolnshire.

Mr. A. J. Fiske joins us from John Pollock & Son, and will travel mainly in North West London, Buckinghamshire and Bedfordshire. His father worked with us for many years prior to the war, and it gives us much pleasure to welcome back a new member of an "old family".

We wish them the best of luck.



Jim Nuttall



Bill Pearson



Tony Fiske

Up go the costs

Twopence on a gallon of fuel, which is the surcharge recently permitted by the Government to the oil companies towards their extra costs in importing oil round the Cape, is accepted by the public in the manner of "so what". It is a mere 3½% increase. But how many realise what this means to industry? To a paper mill using oil for power it means nearly 25% increase and in our factory for heating purposes only it increases our already considerable bill by 20%. Add to this the increased costs of delivery transport and representatives' cars and one has a nice additional bill to face.

The time has more than passed when such items can be swallowed and forgotten, after all it is only just over a year since we had another surcharge added at the time of "the squeeze".

We are all pressed to keep wages and prices stable. Would it be beyond the bounds of possibility for Whitehall to forego temporarily 2d. a gallon from the heavy duty they already extract, and therefore keep the price constant, or would this interfere with Aunt Millie's new dentures or Jimmy's free milk?

Another exhortation is improved productivity. If we had not already done this we should have been out of business years ago. We do not dispute that there is further room here, though the margin gets smaller each time, and in any event it is a long term project, and results do not appear overnight.

As we write this, we hear that the oil companies are asking permission for a further increase, and electricity charges are to go up sharply. The chant goes up "rationalise, keep prices stable, be competitive". We can only sum up in the incomparable words of that well known comedian Arthur Prince "brother, let me out!"

Perched on the loftiest throne in the world, we are still sitting on our own behind.

MONTAIGNE

eight

Customers in the North of England, North Wales and as far South as Nottingham and Lincoln should contact our Northern Office.

**CORNER HOUSE
WHITEHALL ROAD
LEEDS 12**

Tel: (0532) 30805

This enables us to give you speedier delivery in this area.

*Tanners for all your
requirements*

Paper - Boards - Envelopes

Post Office Mechanisation

The Post Office is now proceeding apace with mechanisation and as this is bound up so much with postal coding, this is receiving priority.

Thirty-five million letters a day require sorting and the bottle neck is the postman on the typewriter keyboard of the coding desk, putting the two lines of phosphorescent dots across the envelope. The various sorting machines can work at far greater rates than he can, but at least we can help him by putting on address codes where available. The operator takes little time to copy CRO 9LA on the keyboard whereas he either has to memorise or look up the code for North Street, Croydon. Multiply the extra time taken by a few million addresses per day and one gets the idea of the magnitude of the task.

If the code can be put on by the keyboard operator at the sending office, say Nottingham, the machines take over until it is presented to the Croydon postman who delivers the mail in North Street.

Many countries are introducing automatic letter sorting but so far we are the only country automatically sorting letters not only for the town to which they are addressed but throughout the whole journey to the postman who will deliver them.

Already the following towns have their codes:— Norwich, Croydon, Aberdeen, Southampton, Brighton and Derby. In September and October, Cardiff, Newport (Mon.), Belfast, Coventry, Leicester, Preston, Sheffield, Newcastle-upon-Tyne, and Nottingham will follow. Next year, Bath, Blackburn, Bournemouth, Bristol, Burnley, Cambridge, Chester, Dundee, Edinburgh, Gloucester, Harrow, Huddersfield, Leeds, London (W.1., W.C.1., W.C.2., E.1-E.18., and E.C.1-E.C.4.), Manchester, Northampton, Oxford, Peterborough, Portsmouth, Reading, Romford, Stockport, Stoke-on-Trent, Swansea, Watford and York will also be coded. In most cases the surrounding areas of these towns will be included, and by the end of 1968, some 70% of British postal addresses will be covered.

It is in all our interests in order to keep the Post Office charges stabilised to assist the Post Office to speed the mail. Please therefore ensure that you notify us as soon as you receive your code address.

Paper Curling

Paper is hygroscopic, i.e. it attracts moisture if it is present in the atmosphere and loses it if the surrounding conditions are drier than the paper.

When the paper is exposed, it eventually reaches a state of equilibrium with the humidity of its surroundings and is said to be "stable". In this state, it is flat and ready for printing. However, when the paper is in the process of adjustment either way it will wave and/or curl.

Waviness occurs when the humidity of the store or print room is higher than that of the paper. The edges of the reams absorb the moisture more quickly than the centres, the fibres expand and until the whole ream has absorbed the same amount of moisture the paper is wavy.

Conversely, when the paper is moister than its surroundings the edges dry out first and contract while the middle is still "damp", causing the characteristic curling.

Appreciation

We recently received a letter which read:—

"We should like to record the fact that whenever we deal with your firm at Crayford, we are always met with courtesy, co-operation and willingness from all your staff, from the receptionist, Counter Office Staff and warehousemen.

These days, it is a rare pleasure to find such co-operation. Please accept our thanks".

We do not publish this in order to sing our own praises, though we were pleased to receive it. It merely emphasises what we are always impressing upon our staff, that it costs no more to be civil and helpful than it does to be off-hand.

I. S. O. Envelopes

After months and even years of propaganda suddenly the demand for International Standard Size envelopes has developed. This may be due to the advent of the advertising in connection with P.O.P. envelopes, D.day for which is July, 1968. However, this is still some way ahead, and it is probably due more to the increase in the use of I.S.O. paper sizes, and the production of printed matter using these sizes.

We for our part are working flat out making envelopes and pockets in these sizes in a variety of qualities.

The C.6. ($4\frac{1}{2} \times 6\frac{3}{8}$) and D.L. ($4\frac{3}{8} \times 8\frac{1}{8}$) banker envelopes are each stocked in one manilla and four white qualities.

In pockets C.6. ($6\frac{3}{8} \times 4\frac{1}{2}$) we hold two manilla and one cartridge quality; in D.L. ($8\frac{1}{8} \times 4\frac{3}{8}$) in Centenary white; and in C.4 ($12\frac{3}{8} \times 9$) there are three manilla and one cartridge qualities.

In addition we are stocking both C.6 and D.L. banker envelopes with transparent windows in our well known Centenary White quality.

If you consider using I.S.O. envelope sizes it will pay you to get in touch with us.

Do not forget that we also stock a large range of papers in A2 and A4 sizes. In the latter over thirty different qualities, substances and colours are available.

He that leaveth nothing to chance will do few things ill, but he will do very few things.

HALIFAX

twelve

For the cover of that next job use

ASTRALUX

one sided cast-coated board

Caliper .008	Smalls	100 lb.	400 lb.	10 cwt.	1 ton
$20\frac{1}{2} \times 25$ 13 lbs.	36/5	35/5	34/5	33/1	30/3
$22\frac{1}{2} \times 28\frac{1}{2}$ 16/17 lbs.	45/7	44/3	43/1	41/5	37/11
Caliper .010					
$20\frac{1}{2} \times 25$ 18 lbs.	50/8	49/2	47/10	46/-	42/-
$22\frac{1}{2} \times 28\frac{1}{2}$ 22/23 lbs.	63/5	61/7	59/11	57/7	52/7
Caliper .012					
$20\frac{1}{2} \times 25$ 22 lbs.	61/11	60/1	58/6	56/2	51/4
$22\frac{1}{2} \times 28\frac{1}{2}$ 27/28 lbs.	77/6	75/2	73/3	70/4	64/3

per 100.

Guillotine trimmed four edges—waterproof wrapper
Stocked at Crayford and Leeds

Tanners for Board