



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
LEEDS, 12

NEW SERIES NO. 65

APRIL, 1968

Tanner's Quarterly Trade Journal

This issue of our Journal will perforce reach you somewhat later than usual. Our trade and in fact all trade in this country is today more than ever bound up with governmental rules, regulations and edicts, and we felt it necessary to await the long-delayed Budget. It is well-nigh impossible to write with any sense of responsibility until one knows the conditions of trading which one is likely to meet in the near future.

The main criticism we would level against the present administration is their pronounced tendency to threaten before acting. Squeezes, freezes, devaluation, hard budgets are all openly discussed at great length before they are put into effect, with the obvious results that the "wide" boys have adequate time to take their evading action, and a so-called harsh budget threatened three months in advance has made virtually all the inhabitants of this country into "wide" boys and girls. The ultimate result of this procrastination is for the final result to go off like a damp squib. Everyone is so sick and tired of the discussions as to what will happen that when it does happen, however unpleasant it may be, it comes as a sense of relief, which is generally the opposite to what the originators intended.

The one way to insure a reduction in demand within the country is to pronounce that purchase tax will be reduced within the next year or so, and the public will obligingly hold off buying until such time as a reduction is possible. If, on the other hand, an increase is necessary, do not bleat about it, do it.

In our opinion . . .

Well, the Budget has come and gone and we can all spend the next few weeks arguing the rights and wrongs of the Chancellor's exertions in taking every spare penny from us all, but it is not our duty to discuss this in our Journal. However, a temporary down-turn in trade is certain, though there is no reason to suppose that it will be a very deep or long-lasting depression. This, it seems, all depends on how soon the export drive gets under way.

As far as the paper trade is concerned the future is not exactly exciting. No steps have been taken to halt the increasing flow of imported paper, which the recent devaluation has accentuated, and the short-term demand for British mills must be downwards.

There is, of course, a brighter side to every problem, and on the long-term outlook demand must increase. The United Kingdom has slipped back in the per capita consumption table of paper and board. The world, as a whole, consumed 69 lbs. per head based on a total population of 3,385,947,000 people.

The U.S. was the world leader with 540 lbs. per person, followed by Sweden with 353 lbs., Canada 310 lbs., Switzerland 266 lbs., U.K. and Denmark equal with 265 lbs., Netherlands 246 lbs., Norway 243 lbs., West Germany 225 lbs. and New Zealand 224 lbs.

The U.S.S.R. averaged 46 lbs. per person and the lowest was Afghanistan with 0.1 lbs. per person for a population of approx. 13½ million. Short of a world-wide depression, the demand will continue to increase, and some of the present excess production should be brought more into balance.

The British Paper Mills, faced with increasing imports of cheaper paper, will continue the process of rationalisation and take-overs, mergers and the shutting down of small unprofitable mills will continue. The same process will, and in fact is taking place among the stockists' merchants.

The tendency throughout is for bigness, but this does not imply betterness and the stockist merchant who is efficient can still outpoint the big brother on service, upon which so much depends today.

On the converting side, the demand for envelopes and pockets throughout the trade continues on a very high level. The demand for our products has never been so great, and this is especially so in the I.S.O. sizes.

In spite of our machines working 16 hours a day, we are making only small additions to our low stock position. However, it is our intention to continue to increase our total stock levels, so that we can meet most of your demands from the shelf. On the pocket side we will be in a much better position now that the new large pocket machine is on its way to our factory.

Quality with Economy

ELYSIAN HI-SPEED CARTRIDGE

GUILLOTINE TRIMMED

20 × 30	40,	44,	50,	58,	72 lbs.
30 × 40	80,	88,	100,	116,	lbs.
23 × 36	55,	60,	70,	80,	100 lbs.
25 × 40	67,	72,	84,	96,	120 lbs.
Al. 25¼ × 35½	60,	65,	75,	86½,	108 lbs.

Smalls	100 lb.	400 lb.	10 cwt.	1 Ton	1 Ton ex-mill
2/3¼	1/11½	1/8¼	1/7	1/5¾	1/4
per lb.					

Tanners for Paper

I am one of those people who likes to have his hair cut in silence—my regular hairdresser appreciates this, but his colleague in the next chair is a great believer in the non-stop current affairs commentary.

Whilst at the barbers last week I was quietly ruminating, undisturbed by the views being expressed next door, when a sudden phrase alerted me and I became aware of the following conversation:—

“ . . . and I've just heard of another diabolical scheme that the Government has in store for us.”

“Really, what's this one?”

“Well, later in this year you won't be able to post a letter unless it's in a special Government envelope, and then it's going to cost you 8d.!”

“Go on—where did you hear this?”

“A friend of mine was in the General Post Office, and he saw a leaflet which said so—and it had a sort of five-barred gate thing on it, and unless the envelope fits between the bars you won't be able to send it. It's something to do with a magic eye they use at the sorting offices, it will only look at certain sizes that aren't square. I mean to say it's all very well, but my daughter's getting married at the end of the year, and I suppose this means we will have to deliver all the ruddy invites by hand!”

“This is very interesting—I must say I've seen nothing about it anywhere.”

“I know—typical of the Government isn't it? You'd think they'd put it in the papers or on the T.V. instead of springing it on us. Mind you it won't affect me much once the wedding's over, but what about some of the big offices round here who probably buy thousands at a time.”

“Well I'm glad you told me—my office buys 10,000 at a time and we could be badly caught—I must tell them about this when I get back.”

“Yes, I should—it's going to have a name I think—you know with initials—I believe my friend said it was going to be S.O.D.S.—Sorting Office Desired Sizes.”

What a delightful name for one of the major fiascos ever to be perpetrated upon the public.

Our Pensioners

It is with regret that we report the death of one of our old pensioners. Albert Hance served the company faithfully for 53 years as a board warehouseman, retiring in 1955 and passing away peacefully in January at the age of 80.

Our other five pensioners are spread fairly widely. Many of our readers will remember Hugh Pearsall, who is living in St. Martins, Guernsey, now hale and hearty at 80. Albert Garnham lives in Sussex, near Hassocks, and always visits our London Office on his occasional visits to the metropolis. Eric Dennison, our one time works manager, remains as cheerful as ever in Highams Park and often visits us at Crayford.

Bill Cook, for 52 years our head guillotine operator, is living quietly not a stone's throw from our Head Office, at Footscray, and our other Bill—Martin, until 1964 head of our printing department, is surrounded by grandchildren in Edmonton and always sends us a Christmas card.

P.O.P. News

At the Annual Dinner held by the Envelope Makers and Manufacturing Stationers Association on 13th March, the chief guest was the Postmaster General, the Rt. Hon. Edward Short, M.P., P.C. Without consultation and any warning he announced that when POP came into force, the Post Office would not enforce any surcharge on non-POP items for an indeterminate period. This, of course, makes nonsense of the agreements entered into two and a half years ago, and for which a great deal of propaganda has been sent out by the trade. The greeting card makers have had to job off their non-POP sizes and redesign their whole ranges; manufacturers have scrapped or where possible converted plant to the POP sizes, and all this is now rendered unnecessary. It would therefore appear that POP is, for the present, a dead duck and the emphasis will be on two-tier. What a let-down!



Leap year day, 29th February, 1968, was a sad day at Tanners, for Miss Tullet, or Millie as she was known to everyone throughout the Company, retired after almost 49 years' service.

Millie joined the Company in August, 1919, at the age of 14 years, in our factory at Hutton Street, E.C.4, and was one of the few women who came with us when the factory was moved to Crayford in 1961. Throughout this long time she has mainly been employed on packing both cards and cut paper, and our customers will no doubt testify as to the excellence of her work. In this period she has had literally hundreds of girls for training through her department.

The Directors, staff, factory and warehouse contributed to a handsome presentation to her and for the first time the Company have granted a woman a pension after a lifetime of service.

We all wish Millie good health and happiness in her well-earned retirement and hope she will visit us occasionally.

Our picture shows Wally Ellwood (Works Manager), Millie, A. Derek Tanner (Managing Director) and Bill Hedley (General Manager, Crayford) at the presentation.



*Mrs. Linda Green
Secretary to the Managing Director
(We cannot think why she looks so cheerful!)*

More P.O.P. News

The last issue of our Journal, published in January, containing all the latest information issued by the G.P.O. on certificated posting of printed paper rate items in sealed envelopes and the two-tier letter service, was received with more than usual interest, and there were many demands for additional copies, which we were able to satisfy, since we had foreseen the likely demand, and increased our print order. A few spare copies are still available if required.

Now for further news regarding the latest Post Office plans. The main alteration is the deferment of the introduction of P.O.P. (Post Office Preferred sizes) from 1st July, 1968, to the early Autumn, probably 16th September, 1968. The sudden alteration of date for this important change, a date which had been fixed after lengthy consultation two and a half years previously, was due to a statement made in the House of Commons by the Postmaster General on the introduction of two-tier letter service. This statement, incidentally, was made without any previous consultation with the Envelope Makers and Manufacturing Stationers Association, and pledged the Post Office to bring this into being in September.

The result of this would have been that P.O.P. would commence on 1st July, doubtless bringing many problems to users of the postal service, to be followed two months later with the two-tier service and a further alteration in postal rates.

Emmsa insisted that the public, who had, in our opinion, been poorly briefed within official channels, would not be capable of absorbing two conflicting changes within two months. Added to which the Post Office staff would, themselves, be in a similar plight resulting in chaotic delays in the postal service. The point has been conceded and the changes will all take place on the same day, to be backed, we hope, by a large publicity campaign.

At the present moment no progress can be made as the application for new increased postal charges is before the Prices and Incomes Board, and these findings will not be issued before April. The only information we can obtain is that the postal services are running into deficit and one thing abundantly clear is that charges throughout will be savagely increased.

In the next issue of our Journal in July we shall hope to let you have details of all the changes which will shortly take place.

Meanwhile, a problem has arisen on Purchase Tax following the introduction of Certificated Posting. At present printed paper rate pockets with no adhesive method of closure, size 9" x 6" and upwards are exempted from paying purchase tax. The Post Office want to get away from any form of trap or tuck flap pocket as they tend to cause trouble in sorting, and for this reason they brought in Certificated Posting, which allows anyone sending 5,000 or more items at one time to put them in sealed pockets at the printed paper rate. At the time no thought was given by the Post Office to the fact that users would have to pay Purchase Tax on their envelopes, and all efforts to get the Customs and Excise to alter this anomaly have so far drawn a blank. All that has happened is for the Customs and Excise to threaten to withdraw the purchase tax concession on printed paper rate pockets. The fight between the Customs and the Post Office aided and abetted by Emmsa, continues. Meanwhile the Post Office are continuing to accept printed paper rate pockets or sealed pockets indiscriminately.

New Stock Lines

We have recently added to our stock range the well-known Plus Fabric watermarked bond and stencil duplicator. These papers need no introduction but should assist printers who use them in aggregating their orders to obtain the maximum quantity discount from our extensive range of papers and boards.

We have also put into stock the new Ydex Bond in the flat and cut sizes. This new line of watermarked paper is of excellent colour and quality yet sells at a very competitive price. Our representatives will be happy to show you samples.

Envelope Prices

On 19th February we issued our new envelope price list, and it will be noticed that we have introduced several new lines, particularly in the International Standard sizes, which are now at last becoming so popular.

Unfortunately it has been necessary to increase the price of most qualities, largely due to the increased cost of raw materials following devaluation and the many other various increases in costs which have taken place during the last three years since the previous general increase.

However, on one quality, our well known Osotuff Manilla, prices have not only been held but in many sizes actually reduced. These strong pockets are now even better value, and we recommend their use for every occasion where strength is required or the contents are bulky.

Our representatives have also recently been issuing our new open flat sample sets of envelopes and pockets which we can say, without fear of contradiction, is the finest display set ever published in the country. If you have not received a set, ask your representative on his next visit to let you have one.

The following article is reprinted from the *Evening News and Star* of 3rd February, 1968.

Today is the 500th anniversary of the death of Johann Gutenberg, founder-father of the European printing industry.

Like all pioneers, Gutenberg had his problems. To the scribes, who made a living by manuscript-copying, he appeared a dangerous innovator. For he automated their work and made their quills redundant.

His process, once started, was too powerful and too important to be stopped by professional disputes.

That is a good thing. For the accurate and rapid reproduction of the thoughts of men opened a new era. The locks on the prisons of men's minds were eroded by printers' ink. And men's dreams wandered free.

Five centuries later the printed word has many allies—like radio and television—in its tasks of informing and educating.

These new media are powerful. They are immediate. They are emotion-rousers in ways to which the printed word would never aspire.

PLUS FABRIC

Watermarked

We now stock

**WHITE BOND
STENCIL WHITE DUPLICATOR**

in Large Post, Double Cap, A.2
and 10 × 8, 13 × 8 and A.4

TANNERS FOR PAPER

Yet they can never replace it. For their "all-at-once-ness" lacks the permanence and stability of print. You cannot re-run a TV news bulletin to see if you hear it accurately.

Significantly, the more the other media grow the more Gutenberg's child flourishes. There are more books and periodicals sold than ever.

It is when people have a hurried impression of some event that they most need to verify it in print. Take, for example, the football fan. The most avid readers of sporting events are those who witnessed them.

Only by sharing their information can men share their lives and learn to live together as one human race. The ultimate moment comes when we shall know even as we are known.

John knew the importance of sharing knowledge. When he wrote his Gospel he made it clear that it was not God's power nor even His love but His Word, His Communication, which was made flesh and dwelt among us.

Today the Communication is passed on in a myriad of ways. Today we have unprecedented opportunities to achieve a family of man rooted in the Fatherhood of God.

We salute Gutenberg for his major contribution to this.

A GOOD TRY, ANYWAY

In the Winchester diocesan bulletin the see's Board of Finance apologises for "the hideous envelopes now in circulation"—overprinted old stock being used up as an economy measure.

Originally they had on them "Return to the Lord thy God", to the consternation of the Post Office some years ago when some could not be delivered.

These, the bulletin understands, were sent back to Church House, Winchester.

STOP PRESS

Our new pocket machine has at last arrived safely after almost a three year wait. Now it is being assembled and run in, so we trust that shortly we shall be seeing the result in increased production.

twelve

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