



HIGHLIGHT



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

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LEEDS, 12

NEW SERIES NO. 66

JULY, 1968

## Tanner's Quarterly Trade Journal

During a recent early Spring holiday at a well-known south coast resort, as is our wont we bought a selection of picture post-cards of the locality to send to our relations and friends. Ten cards, all different, were bought from three different shops on various occasions. Imagine our horror when we discovered that only one of these was printed in this country; eight in Holland and one in the United States of America.

There was no noticeable difference in the quality of card or printing, but if anything the one printed in Great Britain had the edge. How is it then that these cards can be produced abroad and imported into this Country to outsell our own produce? If they had been printed in Hong Kong or Japan one would say that it was low-cost labour, but surely not of America or to any great extent Holland. Material saving perhaps, but unlikely to show any great divergence in price.

All we would say is "wake up British Printers and Publishers". We are being exhorted to export to maintain our existing standard of living, but it is just as important to keep out foreign imports, and thus improve our balance of payments, by producing goods which are at present imported. We would not subscribe to any argument that printers cannot produce colour pictorial post-cards of this countryside cheaper and better than overseas competitors. If we cannot then we must be so inefficient that we should pack up and spend our time growing potatoes and carrots in our back gardens.

We do not want to see any import restrictions on such articles, we want to see our printers competitive and to note the words "printed in Great Britain". It can and must be done. Get cracking you printers and publishers.

We congratulate the following members of our staff on passing the NAPM exams in June:—

Intermediate: Dennis Appleby, estimator  
Manufacturing dept.—Crayford,  
Paul Dalton, Distribution dept.  
Crayford—With Honours.  
Final.: John Steward—London Sales Office.

## In our opinion . . .

The trading position of this Country during the first six months of the year has baffled virtually everyone. The picture of the first quarter was patently obvious to all, when an almighty spending spree to beat the budget was indulged in. But what of the second quarter in which, according to the government thinking and including most of the pundits, an immediate recession should have followed? True that spending has not continued to rise at such a phenomenal rate, but on the other hand it has not noticeably fallen except slightly for cars and some durable goods. In our trade there has been a considerable increase in business and output from the mills in the first quarter was running at a figure 10 per cent. in excess of that for 1967. In addition to this imports of paper and board increased by a further 43,345 tons, though the overall percentage was slightly reduced, thanks to the greater increase in home production. Exports of paper and board increased by 6,226 tons on the equivalent period last year, being nearly 9 per cent. up.

Figures for the second quarter are not yet available, but little change should be noticeable, and trade continues buoyant. The mills are busy, in fact very busy, and with the impending holiday shut-downs, are generally full for 6/8 weeks ahead.

The holiday period of July, August and September will doubtless see a diminution of orders as is usual, but all really depends on the last quarter, which is normally a period of considerable demand. It would be a brave and possibly foolhardy person to forecast that far ahead in these uncertain times, but as far as we can foresee if the Chancellor's proposals are to work and, for the sake of the Country they must be made to work, we should see a reduction on the final quarter of last year. This is not as bad as it sounds because the last quarter of 1967 had already started the improved production figures, which continued into this year.

What has caused this extraordinary situation in which the screw has been turned down harder than ever before in this Country, yet trade has not been much affected? One thing is certain in that we are no longer a nation of savers. No more do people save hard for their old age, the Welfare State has largely seen to this together with the many private pension schemes in operation in industry. It used to be a matter of pride for people in all walks of life to try and have a little

*continued on page 4*

## Why Pay More For Twin-Wire?

# STADIUM

### White & Tinted Boards

#### ROYAL

White		ROYAL						15,000 ex mill
		smalls	600	1,400	3,400	7,000	15,000	
2\$	...	26/7	22/9	20/7	20/-	18/8	17/4	16/-
3\$	...	30/2	25/9	23/6	22/6	21/-	19/8	18/4
4\$	...	36/9	31/6	28/6	27/9	25/11	24/-	22/2

#### POSTAL

2\$	...	33/2	28/5	25/9	25/-	23/4	21/8	20/-
3\$	...	37/6	32/9	29/4	28/2	26/2	24/7	23/-
4\$	...	46/4	39/4	35/8	34/8	32/4	30/-	27/8

#### ROYAL

Tinted		ROYAL					
3\$	...	30/4	26/-	23/9	23/-	21/6	20/3

#### POSTAL

3\$	...	38/5	32/10	30/-	29/3	27/3	25/9
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Blue, Buff, Green, Pink and Yellow

## Tanners for Boards

nest egg for their nearest and dearest when they departed this life, now all we hear is "you can't take it with you", and taxation does the rest. Finally savings were more often than not invested in Government Stocks, yet today with the ever increasing erosion in the value of money, any savings invested other than in equities are worth a mere fraction of their true value in the following decade.

The present attitude therefore is buy while the going is good, it will all cost more next year and anyway, why save it?

In the paper trade we are, of course, caught up in the general demand, but at the same time we are entering, and in fact have entered, a period of paper demand. More forms, more returns, more statistics are incessantly required. The government themselves with the vast amount of complicated legislature which they have enacted are adding visibly to the demand. The prescription charges for instance require three separate forms for the repayment, if one is fortunate enough to be exempted from charges but unfortunate enough not to have the necessary exemption form when obtaining the medicine. Every facet of our working day adds inevitably to more paper, and we can therefore at least be grateful that we are engaged in a growth industry.

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## Envelopes & Pockets

Our many pious hopes and aspirations regarding the delivery position of envelopes and pockets have come sadly unstuck. In spite of double shift working, and the consequent increase in production, the demand has increased yet faster.

Everything possible is being done to push up banker envelope production, but we hasten to add, not at the expense of quality. Whilst this position is causing us considerable concern, we are pleased to say that the stock pocket position is improved. Following the arrival of new machinery, now running at maximum production, we are able to offer nearly all our stock lines from the shelf.

Further new plant is on order and by the end of the year we should have overcome most of our production problems, and be able to meet the phenomenal demand for our products with the minimum delay.

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Meanwhile we are discontinuing the production of aperture envelopes and pockets. These are in any event non-P.O.P., and many customers had already changed over to transparent window in anticipation of the introduction of P.O.P., so we have decided to rationalise our production, and all apertures are withdrawn from our stock lines.

Likewise Magpie Manilla envelopes and pockets which are below the acceptable substance for P.O.P. will gradually be withdrawn as and when supplies of raw material are exhausted.

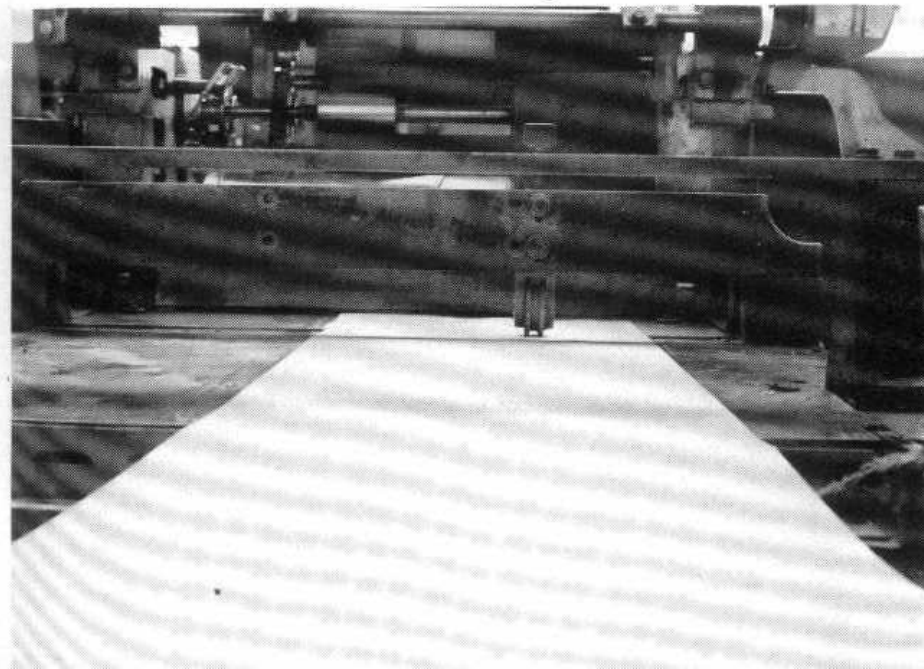
Mailing manilla then becomes the minimum acceptable substance for P.O.P., but as this does not become mandatory in September, 1968, it will allow customers to clear their stocks of Magpie Manilla in the intervening period.

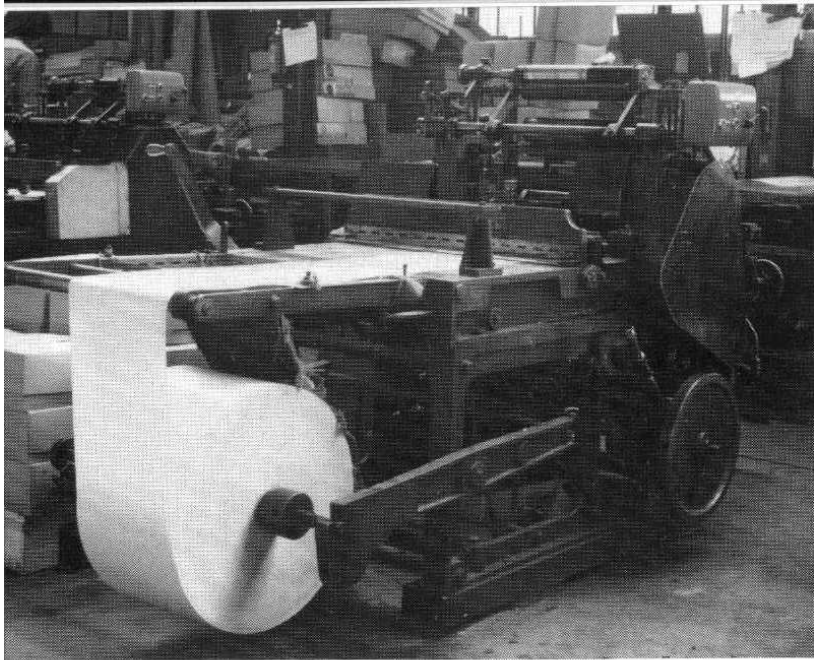
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In June we published our new paper and Board price list. Our representatives are taking these round and replacing your old set. There are a lot of changes not only in prices but in qualities stocked, and should you not have received your copy, please ensure that it is replaced by our representative on his next visit.

## Postal Wrappers

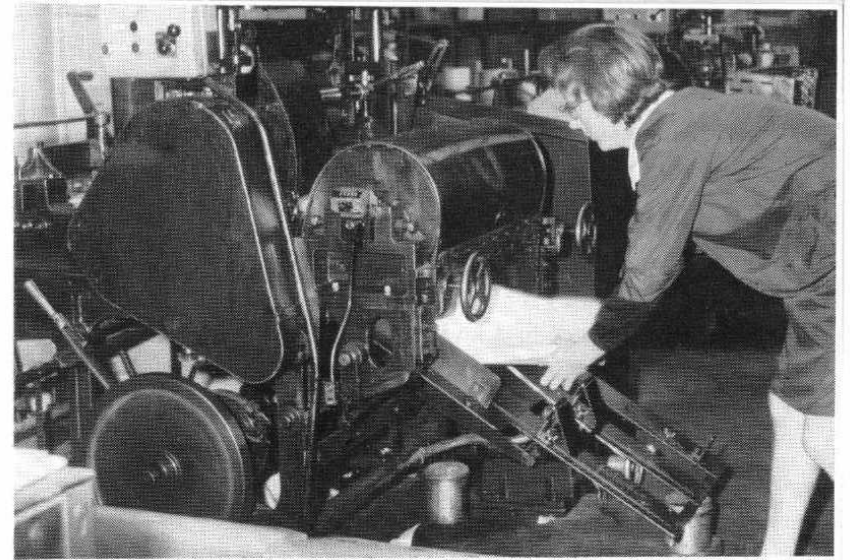
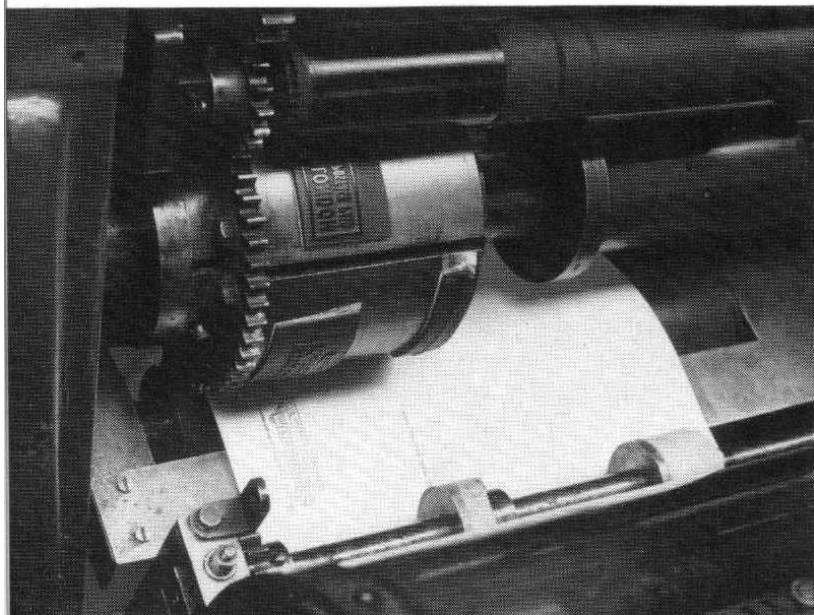
We are the largest specialist makers of Postal Wrappers for periodicals in the Country, and we show some of the specially built plant which turns a reel of paper into a completed





wrapper in one operation. The above shows the reel end of the machine, and we stock an infinite variety of qualities, substances and sizes for this purpose.

On the previous page we show the reel passing under the perforators. This device took us several years to perfect, and is a very delicate operation, done at high speeds. Below we show one of the printing heads, and part of the chop knife which operation is infinitely variable to give the actual width of wrapper required to fit the journal.



The photo above shows the operator removing a quantity of finished wrappers while the machine is in full production. Below we show samples of the many hundreds of journals which travel safely to the four corners of the world, yet can be immediately opened on arrival with no damage to the contents, figure nails or table cutlery!



# Postal News

On 16th September 1968 the new letter service will be commenced by the Post Office and the following changes will take place:—

**OUT** goes Printed Paper and Sample rates and separate rates for postcards and newspapers.

**IN** comes first and second class posting.

The Post Office are no longer concerned with the contents of the mail, but will offer two levels of service, a first class service, which will be given priority at all times, and a second class service for non-urgent mail.

## Operation

**1st Class** Letters and packets costing 5d. for the first 4 ozs. will normally be delivered the day after posting except for long or cross-country journeys.

**2nd Class** Letters and packets costing 4d. for the first 4 ozs. will follow 24 hours or more later. Packets weighing more than 1 lb. 8 oz. cannot be sent by the second class letter service.

Postcards may be sent by either service at the appropriate letter rate.

## Method of Use

You stamp or meter frank the envelope with the postage appropriate to the service you choose—1st or 2nd class—and to the weight sent. There is no need to show the title of the service required on the envelope, except in the case of Business Reply and Printed Postage Paid envelopes on which no stamp value appears.

Since the Post Office no longer lays down conditions for the contents of any class of letter mail, such as Printed Paper, etc., you may seal all letters in both services, but you can still use unsealed envelopes, though they must comply with the existing restrictions.

All letters meter franked or pre-paid in cash or by account must be separated into 1st or 2nd class before being handed over in suitably labelled bundles or containers. Meter franked mail cannot anyway be posted in Post Office letter boxes.

If you require undeliverable letters to be returned you should continue to print your name in the top left hand corner of the face as usual or write or stamp your name and address on the back of the envelope.

## Restrictions

In the 1st Class service only:

Registered letter service  
Special Delivery Service  
Railway and Airway letters.

In the 2nd Class service:—

Postage rebates for large mailings.

In either service:—

Business reply. Express at Addressee's request, but see below.

Redirection of Mail

Recorded delivery.

## Other Information

The parcel post will continue on the same basis as before. Special conditions will apply to postage of registered newspapers by publishers or their agents.

The 1st and 2nd class services apply only to the Inland Postal Service, including postings to the Republic of Ireland. It does not apply to countries abroad.

## P.O.P.

The Post Office is asking people to use P.O.P. envelopes to help them in machine sorting of mail, but for the time being there will be no compulsion in this respect.

## Business Reply Service

As stated above, this service can be accepted in both 1st and 2nd class but there may be difficulty in deciding in which class they are intended to be forwarded, since it will be permissible for items in both classes to be sealed. The Post Office are considering introducing separate designs for the two classes, but further advice about this will be given in due course.

In the meantime any existing stocks of business reply envelopes and cards may be used up, and will travel as 2nd class mail. Should you require the items to be returned by 1st class service the words "First Class" in letters not less than 1/10" high should be placed immediately to the left of the box enclosing the words "No Postage Stamp necessary, etc.," They may be either in the form of a sticker, a rubber stamp impression, or manuscript addition. Any new orders for business reply envelopes should have the legend "First Class" or "Second Class" incorporated in the printing in the position indicated.

POSTAGE RATES FOR THE NEW LETTER SERVICE  
IN FORCE 16th SEPTEMBER 1968

Weight not exceeding	1st Class	2nd Class
lbs. ozs.	s. d.	s. d.
4	5	4
6	9	6
8	1 0	8
10	1 3	10
12	1 6	1 0
14	1 9	1 2
1 0	2 0	1 4
1 2	2 3	1 6
1 4	2 6	1 7
1 6	2 9	1 8
1 8	3 0	1 9
2 0	4 0	Not admissable over 1½ lbs.
Each extra lb.	2 0	

## SARUM White Bank & Bond

We recently made an agreement with a British mill to take a very large quantity of woodfree white bank and bond. Our idea was to counter the large amounts of foreign bank and bond being imported into this Country, often with government subsidies to assist in keeping the price down.

We are therefore able to offer our Sarum White bank and bond at prices well below normal market prices and would point out that this is regular stock and not a job line. In

ten

# SARUM

### WOODFREE WHITE BANK & BOND

16½ × 21	11,	15,	18 lbs.
18 × 23	13		lbs.
17 × 27	14½,	20,	24 lbs.
A2. 17½ × 24½	13½,		21¾ lbs.

### 500 SHEETS

	5 Cwt.	10 Cwt.	1 Ton
Bank	1/7½d.	1/6½d.	1/4¾d.
Bond	1/5½d.	1/4¾d.	1/3½d.
	per lb.		

Minimum quantity supplied 5 Cwts.—Assorted if required.

*Tanners for Paper*

order to keep the price at such a low level we are not able to supply small quantities and the minimum we can deliver is 5 cwt. assorted. Sarum bank and bond can be aggregated with any other of our papers and boards to obtain the half-ton or 1 ton rate, but we must stipulate that a minimum quantity of Sarum has to be 5 cwt.

## Envelope History

Nobody seems to know who invented the first envelope although the British claim that a printer produced one in 1696. The French, however, insist that envelopes were used by wealthy patrons of a private postal service in Paris in 1653.

Whoever is right, the paper containers which we rip apart and throw away in their millions every day has revolutionised our lives, for it brought the first form of cheap mass communication.

The oldest known envelope which is kept in the British Museum is French, dated 1761 and once carried a letter from the famous courtesan Madame Pompadour. A whiff of perfume still remains on this cream packet, which has a dainty floral border in red and green.

The Pompadour envelope is probably the most valuable in the World, but one reputed to have been stolen from a Wells Fargo mail coach in Utah, nearly 100 years ago, fetched £450 0s. 0d. at a recent auction in this Country.

Rare envelopes are collectors' items, especially the Mulready envelopes which have sold for over £50 0s. 0d. each. The envelopes designed by artist William Mulready of the Royal Academy carried caricatures on them, and were the envelopes first issued by the Post Office when the penny post was introduced in 1840. Before this date the public were not keen on envelopes, because any letters, sent "wrapped" were charged double by the mail carriers.

The Government then took over the post and on the 6th May 1840 the first official letter envelope was issued bearing a penny stamp.

Even then it was a year or so before Captain Basil Hall, tired of sealing his letters with wax, invented the gummed envelope.

Today 10,000 million are handled by the Post Office annually in this Country, apart from the millions which are used for packaging and wages.

*twelve*

# PLUS FABRIC

Watermarked

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We now stock

**WHITE BOND &  
STENCIL WHITE DUPLICATOR**

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

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## TANNERS FOR PAPER