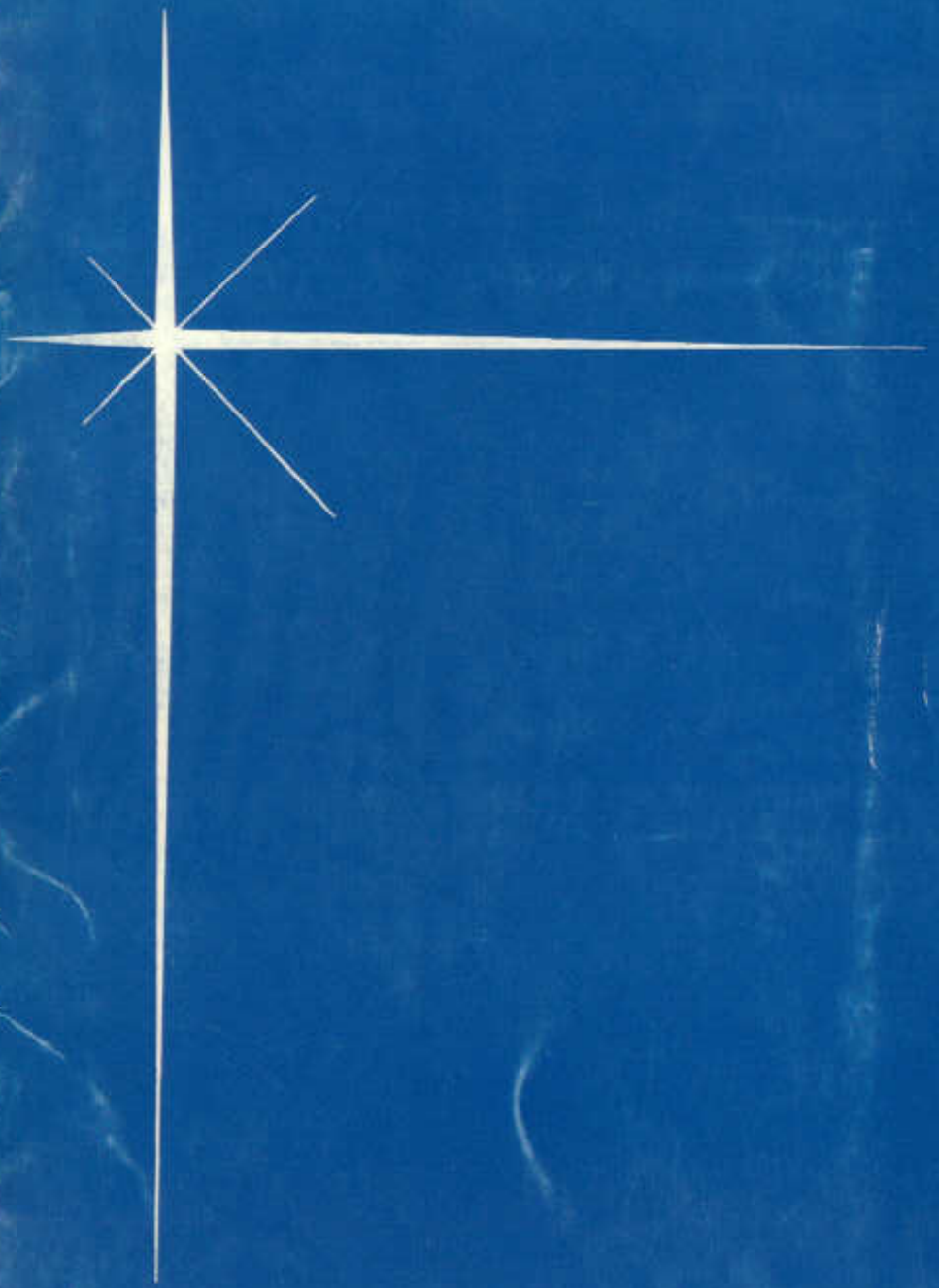


HIGHLIGHT





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

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

Leeds Office and Warehouse
CORNER HOUSE,
WHITEHALL ROAD, (0532) 30805
LEEDS LS12 1AQ

NEW SERIES NO. 70

July, 1969

The cover of this Journal is printed on Astralux Board Royal Caliper .008 lb., and the text on Priority Art Double Medium 70 lb.

Tanner's Quarterly Trade Journal

We are now firmly ensconced at our Head Office at Crayford, and the move of our sales office from London was accomplished extremely smoothly.

The advantages have manifestly shown themselves in yet quicker and better service. Personal contact is naturally far better than all the available telephone lines, and here we have the administrative personnel, Distribution and Production together on one floor.

One of the problems facing us was whether the local exchange would be able to handle the many calls, but with one exception when the local exchange omitted to transfer our night lines over to day lines it has functioned reasonably well. In the autumn new trunk lines to Crayford will be available, and any delays should be circumvented.

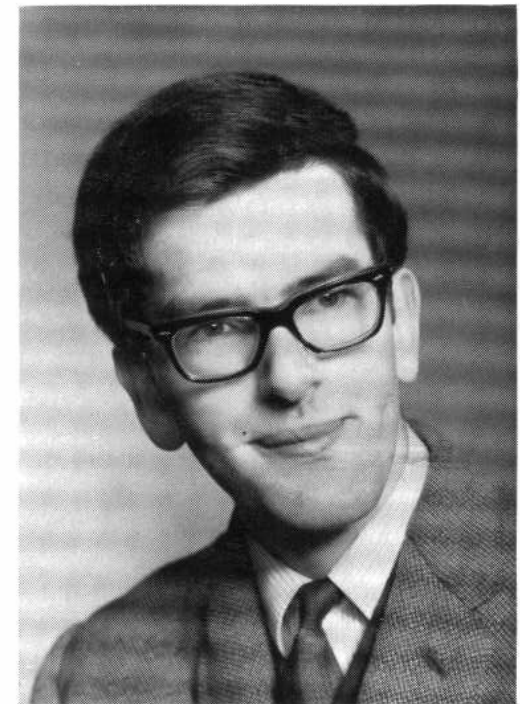


This leads to our exchange operator who is the first contact you obtain on phoning us and who is therefore of great importance when speed is everything. Miss Doris Smith has been with us for seven years, and is, without doubt, one of the swiftest exchange operators—but you can help to speed her efforts even more.



For all stock paper, boards and envelopes ask for Distribution.

For specially manufactured items in respect of orders and delivery queries ask for Andrew Hodgson, who recently was Office Manager at our Leeds office and has moved to our head office at Crayford and



Both Paul Dalton and Michael Washer from our distribution dept. have just passed their second year NAPM exam, as has Dennis Appleby opposite. We congratulate all of them.



for estimates for all specially manufactured items ask for Dennis Appleby.

Remember, our only telephone number in the South is:—

CRAYFORD
CY 26255

Metrication

The British Federation of Master Printers is still rather optimistically talking about the metrication of the printing trade by the end of 1970.

Whilst we would all welcome the changeover to prevent the need to use both imperial and metric sizes and substances, which aggravates the situation of double stocking of materials, there is little prospect of it happening to due date.

So long as the public know that the suggested date for the change is 1975, the printers must realise that they are the servant of the public and not the masters. They can lead and advise but cannot compel. Even 1975 is only the programmed date for the changeover, and so far this has not been made mandatory.

It is all a matter of the chicken and the egg, as to which comes first. Should the Paper Makers make the running and force the position by not making non-metric sizes and substances after a certain date, or should the Printers continue the education of their customers and thereby gradually effect the changeover? The former method is the only way in which the pace can be forced and a date prior to 1975 adopted but will the paper mills play? At present there is no sign that they are paying more than lip service to the idea, and mills cannot even agree on the ISO sizes they will make. So long as the public can choose whatever they like the printer will be the servant of demand and give whatever is asked. He can advise and suggest, but knows that the final answer is with the consumer, if not, there is another printer round the corner who will oblige.

The final lead must be given by the government in the same way that Decimalisation has been arranged. A date must be announced for the final changeover and the conservative public will soon adopt metrication as the standard measurement.

We think that 1970 is far too early to make a complete change, and will only lead to dual measurements, but 1975 seems a very suitable date for the completion of the changeover.

On the 30th May Mrs. Mary Richards retired after 33½ years working for the Company and an associate Company. Mrs. Richards joined R. T. Tanner & Co. Ltd., as secretary to director—the late Mr. F. A. Garrett. When the Company moved to Crayford in 1961 Mrs. Richards transferred to our associate company Tanner Krolle & Co. Ltd., the leather travel goods makers.

Purleigh Perfect Pasteboards

Perfect quality - Perfect bulk - Perfect rigidity

Purleigh Pasteboards are imported, and supplies are occasionally short, but there is no board to take its place at a similar price.

Tanners for Boards

A Visit to Paris

Our Sales Manager R. L. Kent, as a reward for the Company's 1968/9 Sales, was sent to Paris for the week-end and his report is as follows:—

My wife and I were most grateful to our Directors for giving us the opportunity of spending Easter week-end in Paris.

We boarded a Comet aircraft at 9 a.m. on Saturday morning and after 35 minutes flying time landed at Le Bourget and were transported by coach to the air terminal in the centre of Paris, not far from our hotel in the Champs Elysees.

The hotel accommodation was first class and having parked our luggage and washed our hands at 10.40 a.m. we were strolling along the Champs Elysees to commence a rather hectic sight-seeing tour of this most beautiful city.

During the three days we were there we visited the "musts" for any tourist: The Arc de Triomphe, Eiffel Tower (second stage only but quite high enough to get a wonderful panoramic view of the city), Nôtre Dame, Sacré-Cœur and Place du Tertre Montmartre, where we watched artists at work in a unique tree-shaded square, several trips on the metro and a visit to Place du Clichy—famous for Pigalle and Moulin Rouge and finally we had a trip up the Seine in a Bateaux Mouche—a sort of super perspex enclosed power boat. The guide named every bridge and place of interest en route.

On Monday evening we returned from Orly airport to London Heathrow in 40 minutes feeling rather exhausted but delighted with our sight seeing tour.

We were disappointed with the French food and wine—finding the former too oily or sweet and the latter too sour for our taste—and of course Paris is a very expensive place—7/6d. for a cup of coffee—and a half pint of beer, bread, cheese and tomato would set you back 10 Francs or 16/10d.—so much for the Common Market. But apart from this it was a truly wonderful experience.



Mr. Michael Buck joined our staff in June as Production Controller. He has had a wide experience in the printing industry, including programming, and after a short period in which to acclimatise himself to our trade, will be a valuable adjunct to our staff.

Paper Prices

Up and up go the prices. Following on the increase in paper and board prices early in the year, a further rise of approximately $\frac{1}{2}$ d. to $\frac{3}{4}$ d. per lb. takes place early in July, and we are warned that a still further increase is likely at the turn of the year.

What is the cause of the increase? Apart from the many burdens which have recently been laid upon all businesses, there is a world wide increase in pulp prices. No pulp producers have been making any money during the last few years, and prices have been depressed due to over production. Recently due to increases in world consumption, the balance between over and under production has come more into line, and in consequence the pulp producers have been in a stronger position to raise their prices without the fear of being cut out and thereby losing business.

The margin as in paper making is always small, and a few per cent. either way makes for glut or shortage. Unfortunately nowadays, when new producing units have to be of vast proportions to make them viable, the three prongs of our industry, pulp producing, paper making and consumption do not keep in step. One or other is always pushing ahead of the others causing over production or shortage in their particular field. With consumption steadily increasing the balance is now as near perfect as it is ever likely to be.

It is not possible to reprint price lists twice a year owing to the cost and also the difficulty that the mill prices are changing at different times. By the time all new prices are settled, and the price lists are printed the latest increases are starting again. Our representatives will be in possession of the changes and, of course, our distribution staff at Crayford and Leeds will be able to give you the required information on the telephone.

Meanwhile the British Paper and Board Industry continues to break records. For the fourth successive month, production in April, at a weekly average of 94,000 tons, was a record for a month and 3,000 tons up on a year ago.

During these four months the British mills have produced a record 1,602,000 tons, a rise of 3 per cent. on the equivalent period of 1968. Meantime imports were down by 2 per cent. This is obtained in a period of quiet retail trends and static growth in the economy, set against the pre-budget boom period of 1968.

The Paper and Board Industry in the U.K. is growing in spite of the demise of several small mills, due to heavy investment and the modernisation of many machines—62 per cent. during the last five years—capacity being increased by 326,000 tons in this year and 240,000 tons next year.

The net sales value of the industry's output was £350 million a year, and the five largest groups control 60 per cent. of the total output. There are 195 mills in the U.K., totalling 557 paper and board machines. The mills use 2½ million tons of coal and 850,000 tons of fuel oil a year, and are the largest users of water, taking over 600 million gallons per day.

In 1968 1,800,000 tons of waste paper was used representing an important import saving, and home grown timber of 369,000 tons was 64,000 tons more than in 1967.

Two 'tear' postage

Amongst the many stories circulating about the two-tier postage, we were somewhat amused recently to receive in the morning mail delivered to us at Crayford, seven letters all from overseas addressed to individuals in various parts of the country. Not one of these carried a name even resembling this Company and the addresses were for Somerset, Birmingham and Yorkshire.

How these came to be delivered to Dartford sorting office, then to Crayford and on to us defies our comprehension and also that of the Post Office who were speechless—and small wonder.

"Memory Lane"

Contributed by a member of our Staff

If you have turned the scale on two score years and more and the bloom of youth has faded into obscurity, the 25th anniversary of June 6th, 1944 will bring back a flood of memories.

Nostalgia can often take us into something of a dream world but it is no fantasy to realise how important and how dependant we were on PAPER at that time.

Not many of us would have given thought to that "Sheet of Kraft" (or was it Rope Brown) the Services gave you on your first day in the Forces "To send home your Civvies" yet on reflection it probably helped to change our whole future.

What paper did you use on which to write that first letter home to "Mum" telling her you did not like the food—or that the Sergeant wasn't exactly your favourite Uncle.

Are those "Service Papers" you signed on enlistment, yellowing with age in some archive of your bureau or sideboard drawer?

Remember too "THE CHIT" one always had to obtain—suitably rubber stamped of course—and the untold joy of receiving that first "LEAVE PASS—RATION CARD and TRAVEL WARRANT". (We did not worry about Furnish-Shade-Opacity or Grain direction on those important pieces of paper.)

It must also be true to say we became avid readers of the "Printed Word", with every newspaper, magazine and *Readers Digest* being scanned from cover to cover, coupled with a fanatical following of "JUST JAKE", "REILLY FOULL", "BELINDA BLUE EYES" and of course the voluptuous "JANE".

Perhaps there are some old sweats reading this who got themselves involved in the production of the Regimental or Ships Newspapers, often produced by the weirdest methods but probably resulting in some of the finest "ART WORK" of all times. What happened to all those pictorial creators of

the female form who unknowingly designed the "MINI SKIRT" and "CLEAVAGE" so many years ago?

Those "DAILY ORDERS" posted so prominently to govern our every hour were often mentally destined for repulping—to become a roll for use in the smallest room of the house—although such destiny was not conveyed quite so delicately perhaps.

Letter writing must have consumed untold reams of "NAAFI" issue and how many tender words must have been penned to the current girl friend—aided of course by her photograph conveniently displayed to give inspiration—and comments from "THE MOB".

Thus could PAPER be classed as one of the un-sung heroes of the period, reaching its climax with that final "CHIT" for your "DE-MOB" suit.



Mr. Trevor Wright took over as Leeds Office Manager as from 2nd June.

ten

CENTENARY white

C6 Envelopes

The sample enclosed in this Journal is the new International size 114 x 162 mm, the sales of which are increasing very rapidly.

100,000	50,000	25,000	10,000
27/3d.	27/9d.	28/3d.	28/9d.

under 10,000 + 1s. per 1,000—subject to Purchase Tax.

This is one of a complete range of envelopes and pockets in Centenary white, for commercial or domestic use.

Tanners for Envelopes

Miss Jean Williamson, secretary at our Leeds office, was married on 7th June to Mr. John Greenhalf. We wish her the best of luck and are pleased to tell you that she has returned to work for us again.



Jim Nuttall recently took a day off selling to represent the Lancashire Paper Trade in their annual cricket match against the Yorkshire Paper Trade.

A splendid day's cricket resulted in a win for Lancashire who scored 180 against Yorkshire's 166. As Jim scored 14 it could be said that he was instrumental in averting a tie!

Customers in the North of England, North Wales and as far south as Nottingham and Lincoln please note that our Leeds Office has now a coded address.

**CORNER HOUSE
WHITEHALL ROAD
LEEDS LS12 1AQ**

Telephone (0532) 30805

Kindly adjust your records accordingly and contact them first for all your requirements.

Paper — Boards — Envelopes