



**HIGHLIGHT**



The House Magazine of  
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# Tanner's Quarterly Trade Journal

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As the result of the General Election the Country would appear to be in the same position of uncertainty as pertains to paper at present.

Never before have we seen such a difficult situation when supplies are totally insufficient, and the future completely unpredictable. At the end of February and in early March more and more mills are shutting for lack of power or pulp, and it is arguable as to which is in shortest supply.

Demand however seems to be insatiable, but no one knows for how long. True that certain publications are failing to be printed within the 3 day week, and others are reduced in size, but with reduced availability of paper this is making no impact on the amount on the market. As we have always said our market is ruled by the general tempo of trade, and unless something happens quickly to correct the power supply we could find our industry plunging into recession along with the whole Country. Even if power is resumed adequately there are few mills which could take advantage of it as the raw material situation is desperate and is unlikely to be corrected in the foreseeable future.

By the time this article is in print, we may well know in which direction trade is proceeding, and will be able to judge what the future holds for the paper trade. We can only give you our impression as we see it today.

There certainly will not be a flood of paper reaching the market, unless someone finds the way to get sufficient raw materials into the Country within a few weeks. So long as other competing countries are prepared to offer higher prices than we are they will obviously get priority, yet how can this Country really afford prices even higher than they are at present? To add to this discomfort all fuel

prices are certain to go yet further up the cost scale, so that we may be faced later this year with rationing of paper not so much with short supplies, but with cost rationing.

With paper selling at £400 to £500 per tonne for normal wood-frees we may find demand slackening substantially. The advanced society we now live in cannot exist without paper, but it can live quite adequately with a great deal less than it has been used to. We may well see a decline in the packaging industry, since this is an area in which the greatest growth has occurred in recent years.

We recently saw an article in a newspaper which amused us and typifies the position as we see it today. It reads as follows:—

“One of the great American shortages is paper—less dramatic than petrol, fertilizer or heating oil, it has none-the-less caused supermarkets to cut down on paper bags. There was a long article about the shortage and its probable dire consequences in Saturday’s *Washington Post*. That day the paper had 150 pages, the next day 448 pages”.

The paper trade has always been cyclical and although in the long term growth is assured we meet many depressions on the way. Our guess is that by the Autumn production could be increasing to near normality, and demand could be falling, bringing the two into balance at any rate for a short time. Where we go from there Heaven alone knows and is too dependant upon world wide problems for us to make any prognostication. We may find that by the end of 1974 we are again having to ‘sell’ paper rather than ration it, and that it will be at a considerably higher price even than at present, hence the resistance to the sale.

However looking somewhat further ahead paper is likely to be in short supply throughout the world for several years, and unless demand falls drastically 1975 looks as though it will be harder to get supplies in than it is at present

## The Post Office

An official visit of the British Stationery Office Products Federation to the Head Post Office at Croydon gave an indication that this sleepy giant is at last waking up to mechanisation of the postal services.

*(continued on page four)*

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# CROXLEY TRANSCRIPT

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In spite of irregular deliveries from the mill, we hold good stocks of most colours and white in SRA 2 in A, B and C sheets.

*Tanners for Transcript*

It was exactly twenty years ago that we visited Southampton Post Office to see the prototype sorting machines in operation and about 8 years later when we viewed the first mechanised sorting office at Norwich, to be followed some three years later for a tour of the present Croydon office. It has been a revelation to revisit this office after five years in operation, and to see the full implication of mechanisation in the first purpose built sorting office. All the others were mere improvisations, and yet the various machines have not altered very much, except that most of the bugs have been ironed out and they now look like production machines rather than bodge-up bits of metal and wire.

It does seem extraordinary to us that it has taken 20 years to get a mere handful of sorting offices established, but as we know the postal side as opposed to the telecommunications has always been starved of capital expenditure. Apart from the machines themselves in nearly every case it requires the construction of a brand new building to carry the weight. This cannot be done by reconstructing existing premises as the postal service has to continue, and can only be done by obtaining and building entirely new premises. Again these premises have to be obtained in the centre of some of the largest towns in the country and such sites are not easy to come by. Now that the major proportion of mail is within the POP range, the problems of sorting mechanically are relatively easier.

The Croydon office situated alongside the railway station is ideal, and the continuous chain conveyer belt extends from the station platforms and right through the sorting office allowing the sacks to be conveyed inwards and the sorted mail outwards computerised throughout. The road mail comes in and out on the ground floor and the sacks there are hitched on to the conveyer belt which passes through.

The postal coding is put on by a series of phosphor dots and only Great Britain and Canada can code each letter in such a way that it can automatically be sorted into the correct outgoing sack for the town to which it is going, and on arrival at this destination it can be re-sorted into the correct bundle for the postman to take out without any further coding.

In dealing with a quantity of mail averaging 35 million letters a day this double coding must be of inestimable value in the question of man power saved, not forgetting the time factor. However the advantage to be gained can only be obtained provided this mechanisation is pressed ahead with all possible speed. Unfortunately like so many problems facing this Country this need is bogged down

with lack of capital and the slow delivery from the manufacturers of the machines.

The break down of letter mail is rather interesting and is made up as follows:—

60%	business
20%	public to business
10%	social
10%	greeting cards

Do you realise that three hundred men are permanently employed by the Post Office sorting and returning mail incorrectly addressed? This alone is a staggering figure, but is necessary as 1% of all mail is not addressed accurately enough to deliver. Next time one of your letters does not reach its destination make sure that it was adequately addressed before blaming the Post Office.

The Post Office would like to see the sender's name and address printed or franked on all envelopes and for social mail the continental habit of writing the sender's name and address across the flap—They will not of course make this mandatory, but it would save untold hours of unproductive working and quite a large sum of money each year.

## Staff

In these rather depressing days we thought it would be a good idea to publish the photographs of some of the lovely young ladies who have recently joined our office staff at Crayford. The trouble is that they will have a habit of getting married. Do you wonder?



Miss Kim Whittington  
*Accounts Dept.*  
Joined 1973



Mrs. June Barber  
*Accounts Dept. NCR machine  
operator.* Joined 1970



Mrs. Christine Yeates  
*Accounts Dept.*  
*Wages and bought ledger  
responsibilities*



Miss Eileen Knight  
*Clerk in Distribution Dept.*  
Joined 1973

## 60 Years Ago

Life in 1974 is a bit frustrating, so we thought that some extracts from the March 1914 issue of *Highlight* (then called *Tanners Trade Circular*) might get you away from it all for a few moments:--

"The new pound notes printed by Messrs. De La Rue & Co., Ltd. are a distinct advance on the first issue, both as regards Size, design and the wording, to say nothing of the superior paper which is in every way equal to a bank-note. It possesses a watermark, which it will be most difficult to forge, and the paper is crisp, and gives one a more favourable impression of our currency than existed with the first notes issued by the Treasury".

"A stationer has been summoned at Liverpool for selling a fountain pen in the stationers weekly half holiday, holding the opinion that a fountain pen was *not* stationery, as they were supplied by tobacconists, jewellers, etc. The Stipendiary however held the opinion that the pen *was* stationery".

"*The Daily Chronicle* states that newspaper boys who hit on a good pitch can earn from 30/- to £3 a week and even youngsters without a pitch can generally reckon on from 10/- to 20/- a week. Pitches outside stations and train termini are very valuable and can be sold at any figure up to £100".

"The crusade continues against vulgar postcards. The latest phase is the suggestion of a censorship to be run somewhat on the lines of the one established in the moving picture industry".

— and in case you were wondering what R T Tanner were offering in March 1914..... "We would draw the attention of our readers to a special line of 400 Reams 70 lbs. Quad Demy Super calendered paper which we are able to offer at the exceptionally low price of 1½d. per lb.—or in 10 Ream lots at 1½d. lb. This paper is of very good quality, and as we anticipate a ready sale, no time should be lost in placing orders for it".

One of our advertisers T J Parkins of 43/45 St. John Street, West Smithfield was offering "Envelopes of special sizes, shapes and qualities made to order in a few hours".

## Envelopes & Pockets

## Paper & Boards

Consequent upon the fluid situation in raw material prices, it has not been possible to reprint price lists.

The prices ruling at present can always be obtained from our representatives or sales staff.

As soon as the situation clarifies, we will reprint and issue price lists.

## Calling all overdues

During the last few months we have been appealing to those of our customers, who have taken extended credit, to bring their payments forward to a maximum of 60 days. Most of you have complied and to those who have not we have had to hold up supplies until the account is brought into line with these terms.

However in many cases this means that you miss the boat with supplies. When deliveries of items in short supply arrive from the mill, orders are taken in rotation from the waiting list, but any of those who are over 60 days are thrust back and the existing supplies are then re-allocated to those accounts further down the list which are up-to-date. Tough, yes, but tougher still to come.

Practically all our suppliers now require payment in 30 days or we fail to get our deliveries. We ourselves cannot finance extended credit, if we are to give a reasonable service, and in turn must insist upon our terms of net monthly being observed.

We obviously do not wish to be too hard upon our customers who have previously taken advantage of our easy terms, and for a period will revert to a maximum of 45 days credit.

From May we must ask you to ensure that your March account is cleared by 15th May and April by 15th June and so on failing which we are obliged to hold up your orders.

Many of our customers pay us regularly on 30 days and to those we are grateful, and in these times of restricted supplies, allocation of their requirements are rather naturally more readily sent.

## Envelopes and Pockets

The situation as regards envelopes and pockets is far more serious than that ruling in the flat paper trade.

Even now we are back on a five day week the backlog which was tremendous before we went on three day working at Christmas, is now all but out of hand.

In spite of remarkably good out-put from our staff in the 3 day a week period, we have received orders far in excess of out-put, and this in spite of the fact that we have only been accepting orders from our regular customers.

For the next few months we have rationalised our production to a limited number of qualities and sizes in the hope that we can thereby raise production sufficiently to enable us to supply the needs

## CROXLEY SCRIPT

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*Supplies of White Croxley Script, Duplicator and Copies Bond are reduced by 50 per cent. for the first half of 1974.*

*This is due to the vast accumulation of orders at the mill which they are endeavouring to clear and to reduced production while they are replacing a machine.*

*If we cannot supply you with your requirements of this paper, we may be able to help you with an alternative.*

*We will notify you accordingly.*

of our many customers with something. This sounds very vague but what we are doing is to concentrate production on a few of the most popular qualities and sizes and offering these as the nearest available.

Our aim is to increase total production through cutting out changes and having long runs, by 25% at least, and we hope to be in a position to offer you in the next month or two supplies of what you require or anyway the nearest available. We feel that the time has passed when manufacturers stocked a huge range of 15 to 18 sizes of pockets and we intend to reduce this to 6 to 8 sizes, and eventually to hold stocks adequate to meet normal demand.

The paper mills have discontinued the multiplicity of sizes they used to make for stock, and have concentrated on a few standard sizes, mostly in the ISO size range. The envelope manufacturers must follow suit, and cut out the huge range they used to make. The last few months have proved beyond doubt that the old size ranges of pockets going up from C.6, 162 × 114mm. in steps of 12 to 20mm. in each measurement are dead.

We list below the restricted size range we intend to follow for the next few months, though we still have other sizes in the pipeline, and meanwhile our representatives and inside sales staff will inform you of any orders for sizes which we will not be making, and offer you the nearest size.

Like the paper mills which no longer are prepared to accept orders for special finish or sizes under a minimum of 5 tonnes, we are not going to make short runs of special envelopes or pockets. We are always prepared to make special runs of printed or windowed envelopes and pockets provided that the runs are sufficient and they are on standard qualities and sizes. We cannot be more specific than this, but each order will be individually reviewed and a proposition put up to you.

The next few months are unlikely to be easy. Even the five day week poses its problems, because the supply of material is still extremely serious, and mill deliveries are many weeks behind schedule. We hope to return to full production almost at once, but we may not be able to manufacture what is most needed, when we want to, as materials may not be available at the right time.

#### Pockets

D.L.	220 × 110mm	12 × 10	305 × 254mm
9 × 4	229 × 102mm	C4	324 × 229mm
9½ × 6½	241 × 165mm	13 × 11	331 × 279mm
10 × 7	255 × 178mm	15 × 10	381 × 254mm
10½ × 8½	270 × 216mm	16 × 12	406 × 305mm

# TIME IS MONEY

# USE OUR TELEX

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**TANNER LEEDS 557201**

*It is cheaper and quicker*

**Tanners keep up with the times**