



**HIGHLIGHT**



The House Magazine of  
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# Tanner's Quarterly Trade Journal

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As we put pen to paper to write this edition of our journal we do so at a time and in a situation which we have not seen since the early 30's.

Everyone is prepared to make excuses for the lack of business, the uncertainty produced by the referendum on our membership of the Common Market now happily settled; world-wide depression as a result of the oil price rises, sending virtually every one of the industrial nations into a balance of payments problem, and they in their turn carrying downwards the undeveloped countries, who provide so many of the raw materials; lack of confidence throughout the world in the inability of the financial experts working out any system to improve countries' balance of payment problems and liquidity; a fantastic rate of domestic inflation now reaching 25% per annum; and most important of all perhaps, the continuous stream of legislation emanating from the Government seemingly directed to hamstring and clobber private industry generally in this country.

Maybe these are only fears, and are generally written up in the media to frighten the daylights out of everybody, but taken together they have a stultifying effect on all business, be it domestic or universal. The time has surely come to call a halt and let us all have a breathing space to adjust ourselves to the new conditions and face up to them.

In the past one could reckon on an annual budget which changed trading conditions minimally, now we have over the last few years expected two budgets possibly more, which have fundamentally altered the trading pattern not only financially but physically as well. It used to be the rule for all companies to formulate a trading plan five years ahead, but can one now plan one year ahead? We would say that even this is quite impossible, yet how can one envisage capital investment on new plant and machinery, the delivery of which is in all probability 2/3 years, when one can only plan ahead for such a minimum period? Surely now is the time when authority should be told that this is the plan which will, barring the ultimate catastrophe, be sacrosanct.

## In Our opinion . . .

As a result of the article "Look ahead paper mills" published in the last issue of our journal, quite a few comments have been received from mills, and even the trade press published the article in full. In the article we contended that more attention should be paid to the sales side, as opposed to many mills who permitted production and finance to take control during the last 18 months of paper shortage. In all cases admittedly all from the sales sides, the comments have been to the effect that our views were perfectly correct, and the mills who gave up arbitrarily certain grades of paper, could not get back into these grades quickly enough, the day the bottom dropped out of the market. However they found that their customers had found alternative sources meanwhile and were not always prepared to go back to their original suppliers. In our experience two or three of our regular suppliers turned sour on us during the period of shortage, and in consequence we moved several substantial contracts, not without considerable trouble and delay, to alternative sources. Now our original suppliers are wringing their hands, and attempting every subterfuge to regain the lost tonnage.

We merely report this to indicate the short-sighted stupidity of certain mills, who seem to forget the cyclical style of our trade. Maybe next time they will pay more respect to their sales side, but we doubt it. The great advantage which appears to have been gained in this extraordinary period is that mills are not prepared to slash prices in order to gain an advantage in tonnage. This is a phenomena which has always plagued our trade and resulted in a violent swing in prices to the detriment of the whole trade and a bankrupting of many mills. Previously certain mills cut prices to gain immediate orders, but in our experience as soon as prices started to fall, so did the demand. No one buys for stock on a falling market, and the result has always been a bigger recession than before.

As things are now with an estimated drop of over 30% in production from September 1974 mills are shutting machines rather than attempting to gain orders at a price which would show a loss and in the long run would only weaken the trade even further.

This cutting back on production is happening throughout the world and many machines are being temporarily closed down for we hope limited periods throughout not only the United Kingdom,

but the United States, Canada, the EEC and Scandinavia. By this means the excess stock will be utilised quicker and we shall all be back to reasonable production and sales a great deal quicker. In the 1970/71 slump a price war closed 13 mills in Britain, 60 machines being scrapped and 6,000 men lost their jobs.

Perhaps the memory of this is the reason for this changed attitude or maybe it is the raw material outlook. Whilst the pulp position is a lot easier there is at present no great surplus, and there is unlikely to be any new sources of supply coming on the market in the foreseeable future.

It is apparent therefore that as soon as demand starts to pick up, shortages will appear and prices will start to move up again. It is to be hoped that the rises will not be as violent as in the previous boom conditions, as paper has reached a position in which it is no longer a cheap throw-away for conveying a message, whether it be a letter, advertisement, or a book. It surely has reached a position in which the user or initiator will start to consider the cost too great for any anticipated return. Once this becomes fact, a large part of the industry will disappear, and will take many years to pick up again.

We do not think ourselves that this point has yet been reached, but the signs are about, and it would not take much to push it over the edge.

Let us hope for a period of stability, no price cutting and no large increases, and demand will start to increase with luck this Autumn. We say 'with luck' because we never forget we are a service industry and our prosperity depends on the general industrial climate within not only this country but throughout the world.

We can only say to the paper mills, "Hang on", when you are at the bottom of the pit there is only one way to go and that is upwards. It may not be long delayed before the signs of an improvement are visible.

Even as we go to press, we are receiving warnings of an increase in prices of 5 to 8%. This is due not to pulp increases, but to the continued devaluation of the £, together with many other increases facing mills over none of which they have control.

There is no doubt these are justified and can be absorbed within the industry, but any further substantial increases will spell ruin as we have previously stated.

## The Envelope

In the edition No. 66 of our Journal published in July 1968, we traced the history of envelope making.

Recently a copy of "The Shell Book of Firsts" by Patrick Robertson come into our possession, which confirmed all we had said and elaborated rather more on certain aspects in the history of envelopes.

We reprint the article by kind permission of the Publishers the Ebury Press and Michael Joseph on sale at £4.50.

This article differs slightly on dates in that we said (and who are we to argue?), the first embossed envelopes were issued on 6th May, 1840, and Captain Basil Hill invented the Gummed envelope in 1841.

## The First Envelope

Known to have been used in Britain was to enclose a letter addressed to Sir William Turnbull, Secretary of State, by Sir James Ogilvie on 16th May, 1696. It measured only  $4\frac{1}{4} \times 3$ " and is now preserved at the State-paper Office. Envelopes were very seldom used before the introduction of uniform postage, as they were charged as an extra sheet.

The first manufacturer was S. K. Brewer, a Brighton stationer who began producing envelopes in limited quantities c. 1830. These proved sufficiently popular with the modish Brighton visitors, who apparently did not object to paying double postage, for Brewer to place an order with the London firm of Dobbs and Co. when he was no longer able to meet the demand by his own efforts. There is no evidence to suggest that the idea caught on elsewhere at this time.

PREPAID ENVELOPES were first issued by the New South Wales Post Office on 1st November, 1838. The embossed stamp was an interesting forerunner of adhesive postage stamps, and was the first of the modern methods of indicating prepayment. The envelopes were sold for 1s 3d a dozen and were for use within the Sydney district post. The rate for pay-on-delivery letters not enclosed in envelopes was 2d.

GB: The first prepaid envelopes for the use of the general public were introduced to coincide with the issue of adhesive Postage stamps on 6th May, 1840. The face of the envelope bore a curious design executed by William Mulready R.A. This depicted Britannia dispatching winged messengers to the various peoples of the earth, including Indians, Chinese, Negroes, Redskins and Pilgrim Fathers, as well as an Eskimo being drawn across the ice by a reindeer. This seemingly harmless allegory, though a trifle inappropriate for an envelope that was intended only for inland mail, could hardly have deserved the torrent of ridicule and abuse that rained down upon it. Criticism varied from that of Henry Cole, who stated that it was unsuitable 'for a dry commercial use in which sentiment has no part', to a waggish complaint that Mulready's four winged messengers could only muster seven legs between them. The ill-fated Mulready envelope was withdrawn after a brief and inglorious career, and as several million had been printed in expectancy of universal acclaim, a special machine had to be constructed by the Post Office for their destruction.

The first embossed envelopes were issued by the GPO on 29th January, 1841. GUMMED ENVELOPES were introduced in Britain in 1844, and according to the testimony of a memoir written some 40 years later, provoked a number of affairs of honour precipitated by recipients who asserted that a man who sends his spittle through the post to another must expect to be called upon to give satisfaction in the traditional manner.

## Our man in the field

In view of the changed trading conditions our representatives have been instructed to get out and dig up a few orders. The following photographs show that our Sales Director, Mr. John Pearsall took this very much to heart, and we depict him firstly starting out on his duties and secondly, knowing John's undoubted enthusiasm, really getting down to it!



## The Ten Commandments of Vita-Tex Ltd.

AND THE PEOPLE went forth from the Dark Place of Bondage, after long and weary years, and the LORD MANAGEMENT showed unto them a great palace with golden floors and silver walls, flooded with eternal light and fitted with reclining seats, and the People lifted their eyes unto the Lord Management and gave thanks for this wonder, which was the promised land.

And then on the Seventh Day did the Lord Management say unto the People: "All this wonder have we created out of stones and from the rough earth, and this we have done for thee who have served us well. If thou would'st not return to the Dark Place, then must thou obey our Laws." And Behold, upon the Sacred Board did appear thus:

- I THOU SHALT NOT use the Big Door which faces to the South, for this Door is for thy Lords and for visiting Lords and must not be sullied. When entering the Door which faces East, then shalt thou clean thy shoes upon the bristle mat so that no vestige of dirt shall sully the pristine gold.
- II THOU SHALT NOT take thy bread and meat in the Palace but shalt take them into the Eating House which shall be called the Canteen. Titbits only shalt thou eat at thy table and from the Crystal Fountain and the Magic Wells shalt thou take thy drink.
- III THOU SHALT be allowed minutes one score and ten for thy mid-day meal, but one day each week shall the Handmaidens be permitted to go forth into the Market Place to purchase provender for their Tribes. But let not any station remain without Acolyte.
- IV In groups have been arranged the tables at which thou shalt sit, and upon each table is the Speaking Voice whose servant thou art. IT IS MEET that thou shalt also serve the Speaking Voice of thy neighbour should he be apart from thence, for the Speaking Voice must be obeyed at all times.
- V THOU SHALT inform thy colleague and the Handmaiden of the Speaking Voice should it come to pass that thou must leave thy table for any reason.
- VI THOU SHALT NOT raise thy voice even when the Devil possesses thee, and if thou would'st speak with

another station, then must thou use the Speaking Voice (not the Speaking Voice of the Great Lord GPO, but the Speaking Voice of the Lord Inter) for here shall the People apply themselves diligently on ways to enrich the Lord Management.

- VII AND AFTER THE EIGHTEENTH HOUR of each day, when the People have departed from the Palace, shall come the Spirits of Hoover and Wax who will clean the Tables and polish the Golden Floor. And so shall the People put away the tools of their trade, to make easy the task of the Spirits of Hoover and Wax.
- VIII THOU SHALT NOT leave cuttings of thy trade upon the tables or floor, but in the Long Room shalt thou keep these pieces, in the space provided.
- IX All Scribes shall keep their tools in good order and in the space that is given them, and the main supplies of Papyrus shall be kept in the house of the Lord Inprint.
- X The Lord Management has decreed that Nic-o-Tine may be allowed within the Palace for the solace of People, but the People shall not abuse this, nor shall Nic-o-Tine be allowed to burn unattended.

Then the Lord Management said unto the People: "Keep all these things in thy heart, that all may enjoy the great Palace and lest thou be returned to the Palace of Darkness". And the People praised the Lord Management and went on their way rejoicing.

The above is reprinted by kind permission of Vita-Tex Ltd. of Slough, Bucks.

## B.P.I.F.

Our Managing Director, A. Derek Tanner, in his capacity as a member of the British Printing Industry Federation Education and Training Committee was recently present at the preview of the new BPIF careers film "Print your own future".

He reports that this is an excellent production designed for boys and girls from 13/14 years till they leave school, but interesting also to adults.

It is unfortunate that it is issued at a time of recession in our industry, when the demand for apprentices is dropping, but none the less the BPIF are to be congratulated on their courage in going ahead with a long term view. This film is being rented out by alliances on demand, and you are strongly advised to view it if you get the opportunity.

## Postage Rates

The Post Office is keeping remarkably quiet concerning the downturn in postage as a result of the savagely increased rates in postal charges. This reduction is no doubt considerable, but what is of course impossible to ascertain is whether this downturn is a result of the lessening in business activity or due to the cost of sending mail by post. It is doubtless the result of a combination of both, but we feel ourselves that the cost of postage is probably the chief instrument in this reduction.

Now the Post Office is intimating a further price increase to balance their books, but at this moment it would be committing suicide. Most companies have investigated and put into practice ways of economising on postage, and some larger companies have virtually reduced their costs to nil with the Post Office, by using their countrywide coverage of representatives to deliver all mail possible. Any further increases would result in wide scale increases in this method of delivering mail, and certainly in large towns there would be scope for a complete delivery service to be set up by ingenious individuals.

Also we know from experience that a great proportion of 1st class mail has reverted to 2nd class, and in some public companies, franked mails can only be 2nd class. If someone requires a letter to go 1st class, he or she is obliged to obtain from the Postal department a 1st class stamp, and therefore has to justify the use thereof. Again is this the result of the unreliability of 1st class mail or the sheer cost?

The Post Office is such a glorious mixture of uncertainty. With one hand it wants more mail from every possible source, yet on the other hand it clobbers every user, whether they be the personal letter writer, commercial or industrial users.

The Post Office is labour intensive and on the delivery side the most labour intensive of all. One man is required on a particular beat to deliver the mail in that area, be it one letter or 1,000. We would have thought therefore that the only hope the Post Office has of balancing their books is to go for growth. It is an extraordinary way of going for growth by raising prices to the extent they have or envisage for the near future.

## *Publishers . . . .*

You spend thousands of pounds producing your journal and yet frequently send it out wrapped in any old tatty paper.

You are living in an era of specialisation. More and more publishers and printers are turning to the specialists for their postal wrappers. Why not join them and ask us to quote for your requirements?

Certainly your wrapper will be better and you never know, we could save you money.

*Tanners —*  
*the wrapper specialists*

## DIETARIES

### FOR

The Prisoners in the Isle of Man Gaol.

Approved by the Lieutenant-Governor, April, 1891.

#### Class A.

Convicted Prisoners sentenced for any Term not exceeding Ten Days, with or without hard labour.

##### MALE.

##### FEMALE.

#### Breakfast.

Bread - - - - 8 Ounces. Bread - - - - 6 Ounces.

#### Dinner.

Bread - - - - 8 Ounces. Bread - - - - 6 Ounces.

#### Supper.

Bread - - - - 8 Ounces. Bread - - - - 6 Ounces.

Gruel - - - - 1 Pint. Gruel - - - - 1 Pint.

#### Class B.

Convicted Prisoners for any Term exceeding Ten Days and not exceeding One Month, with or without hard labour.

##### MALE.

##### FEMALE.

#### Breakfast.

Bread - - - - 8 Ounces. Bread - - - - 6 Ounces.

Gruel - - - - 1 Pint. Gruel - - - - 1 Pint.

#### Dinner.

Bread - - - - 8 Ounces. Bread - - - - 8 Ounces.

#### Supper.

Bread - - - - 8 Ounces. Bread - - - - 6 Ounces.

Gruel - - - - 1 Pint. Gruel - - - - 1 Pint.

Gruel to contain 2 Ounces of Oatmeal per Pint, seasoned with Salt.

For Supper on Sundays, 1 Ounce of Cheese for Males and three-quarters of an Ounce for Females, in lieu of Gruel.

#### Class C.

Convicted Prisoners sentenced to any term exceeding One Month; Prisoners for Examination before Trial; Debtors or Bankrupts.

#### Breakfast and Supper for Females.

1 Pint of Tea with Milk Two Ounces of Tea per Week per Person.

$\frac{1}{2}$  Ounce of Sugar.

6 Ounces of Bread.

#### Breakfast and Supper for Males.

8 Ounces of Bread and One Pint of Porridge made from 4 Ounces of Oatmeal.

#### Dinners for Males or Females.

SUNDAY.—One Quart of Broth (made from Beef's Head, with Onions, Pepper, Meal, and Vegetables), and 8 Ounces of Bread.

MONDAY.—20 Ounces of Potatoes with Fish.

TUESDAY.—One Quart of Pea Soup, (made from 4 Ounces of Pork or Beef's Head with 4 Ounces of Peas, Mint, Pepper, and Vegetable), with 8 Ounces of Bread.

WEDNESDAY.—Same as Monday.

THURSDAY.—One and a Half Pints of Scouce (made from Beef, Potatoes, Onions, Pepper, and Salt, with One Pound of Potatoes to 2 Ounces of Beef) and 8 Ounces Bread.

FRIDAY.—Same as Monday.

SATURDAY.—Same as Tuesday.

In these days of so called affluent living, the following copy of prison diet in the Isle of Man comes as somewhat of a shock. It is an interesting thought and no doubt will lead to considerable discussion as to whether this sort of treatment did have more effect in reducing habitual offenders, as opposed to the modern method of suspended sentences.