

HIGHLIGHT



R. T. TANNER & CO. LTD.

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

WHEATSHEAF WORKS
CRAYFORD • DARTFORD • KENT
Telephone: Crayford (CY) 26255

New Series No. 58
July, 1966

Stocked at London & Leeds

VICTORY BOND

White

16½ × 21	11,	15,	18,	21 lb.
21 × 33	22,	30,	36,	42 lb.
18 × 23	13,	18,	21½,	25 lb.
23 × 36	26,	36,	43,	50 lb.
17 × 27	14½,	20,	24,	28 lb.
27 × 34	29,	40		lb.
A1 24½ × 34	26,	36,	43,	50 lb.

S/O L.Post	Smalls	100 lb.	400 lb.	10 Cwt.	1 Ton
11 lb.	2/4½	2/0½	1/9½	1/7½	1/6½
15 lb. and up	2/2½	1/10½	1/8	1/6½	1/5

Tinted

16½ × 21	11,	15,	18 lb.
18 × 23	13,	18,	21½ lb.
17 × 27	14½,	20,	24 lb.

S/O L.Post	Smalls	100 lb.	400 lb.	10 Cwt.	1 Ton
11 lb.	2/5½	2/1½	1/10½	1/8½	1/7
15 lb.	2/3½	1/11½	1/9	1/7½	1/5½

TANNERS for PAPER

Tanner's Quarterly Trade Journal

Towards the end of April we held an all-day Sales Conference at our head office Crayford. At this were our Directors, General Manager Crayford, Sales, Commercial and Distribution Managers, together with all representatives. Lively discussions ensued on all topics connected with our trade including our organisation and as is usual on these occasions no punches were pulled. It would have pleased you, our customers, to have been present to hear the problems ventilated and to witness the enthusiasm of every member of our staff for the future.

During the last three years this Company has increased its sales by 50%, but we are far from content and over the next three years we intend to increase by the same amount again. An expansion of this magnitude naturally brings its problems, particularly in management, but we now have a staff trained and organised to push ahead to this goal.

On our manufacturing side a long, cool look ahead has been taken at the increased requirements over this period, and the necessary orders have been placed for additional plant to cope with the increased output required.

Forward looking? Yes, because at Tanners we live in the present but look to the future.

In our opinion

The *Sunday Times* of 29th May, 1966, carried a rather depressing article on the reduced level of activity in the printing trade, citing many cases of the lower volume of orders in both large- and medium-sized printing establishments.

There is no doubt that the whole tempo of business activity is likely to deteriorate through the summer and autumn. We have been considerably surprised at the way in which demand has been sustained during the last twelve months, due in part to continuing inflation. But it is not

possible to continue loading additional costs upon industry and the public at large without eventually reducing home demand.

Now the time appears to have arrived where even inflation no longer is able to sustain demand in the face of the latest tax increases. Although paper making and printing qualify for the productive bonus in the selective employment tax, this is of little value when our customers, who in many cases are service industries, are having to pay the full amount of tax each week.

The Government has graciously classed our trade as manufacturing, but we have always pointed out that we are in fact a service industry, though in case someone at Whitehall should by chance read this Journal let us call it a manufacturing service industry!

Whatever you may call it, we are not able to create goods to market with the exception of books and magazines, though there are fields in which paper projects can be made, probably at the expense of another commodity. We therefore rely on the activity of other trades and, in the long run, on the fact that paper and print is a growth market.

It would appear therefore that the next six months will see a lessening of demand all round. This could not come at a worse time for the paper mills. Of all the capital intensive industries paper making on average shows some of the lowest profitability and the slightest recession from full-time working would have serious effects.

The immediate and justifiable answer would be to increase prices, yet in November the import surcharge on imported goods will be discontinued and on 1st January, 1967, the import duty on paper and board from E.F.T.A. countries is cancelled completely and British Mills will have to compete on level terms in spite of the fact that they start with the disadvantage of importing all their raw material. What a miserable outlook for the paper mills.

This could be the start of the second phase of rationalisation of the paper-making industry in this country. Without doubt more of the small independent mills will not be able to compete and will have to shut their doors. Even in the large groups there may be a tendency to close small mills and build up the bigger and more remunerative units.

Finally and not least important is the question of liquidity

of funds. At a time when there is a grave shortage of cash and an ever present squeeze on overdrafts our industry is to be made to finance the selective employment tax for a period of three or even six months before it is repaid. In addition to Purchase Tax, which is at present largely financed by the wholesaler and retailer, and the industrial training act surcharge to commence in all probability early in 1967, the 7/6d. we shall receive back from the selective employment act for men and 3/9d. for women, and which will be subject to Corporation Tax, is only likely to be sufficient to service these charges which we carry out for the Government.

In the immortal words, "It is being so cheerful which keeps us going!"

MOTORING MORAL

A large Mercédès had just found a parking meter and was backing carefully towards it when a Mini, quick as a flash, nipped in. "The world is for the quick and the clever" shouted the triumphant Mini driver.

The Mercédès kept on backing, getting faster and faster and faster. He removed the Mini, knocking it straight out of the parking place. "You're wrong", said the Mercédès driver, handing his name and address to the driver of the damaged Mini, "The world is for the strong and rich".

Our Managing Director, a Mercédès fan, hastens to say that he was not responsible for the above incident but he draws attention to the fact that the Mercédès is rated as "the safest car in the world", so Minis beware!



The cover of this Journal is printed on our Chichester 4 Sht. Rose Royal Bds. and the text on Priority Art Double Medium 70 lbs.

It's easy when you know how !

After a thorough briefing, I recently tested the defences of the Gibraltar-Spanish border. Reading the papers and listening to the wireless one gets the impression of enormous delays and difficulties, but I can assure you that provided you follow the rules you will find it easy, amusing and really more like the era of Gilbert and Sullivan than 1966.

Firstly, at Gibraltar, you take a taxi to the Market Square, where two very aged and dirty Spaniards seize your luggage and escort you 2 to 3 yards to a Spanish taxi which is at least 40 years old, has no upholstery left and consists largely of metal filled in with some rough wood. Your luggage is tied on to the old-fashioned luggage grid with some coarse twine, and having settled with the porters and climbed aboard we rattled off at a steady 10 miles per hour, the top speed, as only two gears worked.

Somehow we negotiate the first 500 yards to the Gibraltar customs and we fill in the usual form and our driver retires with these and our passports to return a few minutes later to continue a further 400 yards to La Linea and the Spanish customs. Here the fun really begins.

We scramble out of our aged taxi and our luggage is again seized by a couple of garlic-smelling individuals who carry it into the customs office and open every case ready for the customs officer, who merely asks us if we have any cigarettes or spirits. Our guide then whispers, "give him 50 pesetas for his little girl", on receipt of which our cases are passed and our "bearers" carry them out of the customs office and dump them in the street outside.

We are through our ordeal, but at considerable cost, two highly expensive taxis, four porters plus a customs official, so much so that for the next three days we live like hermits wondering whether our money will last out or our holiday have to be terminated early. Jobs for the boys!

Having negotiated all this quite quickly we go to the office of the car-hire firm only to be informed that the car we had booked has been used to take another party to Algeciras. We wait 1½ hours for it and eventually get on our way. Once in Spain what is 1½ hours? After a few days we neither know the day, nor the week, nor even the time; so began a real holiday.

Don't forget that you face the same problem returning. Provided that you do not take a car through the customs there is really no trouble, and don't try and smuggle contraband goods back to Gibraltar, as I am told that the Spanish gaols leave a lot to be desired!

It is far easier to get your liquor and goods in Gibraltar, where they take any currency (Chinese if you have it) and argue the toss with the customs at London Airport!



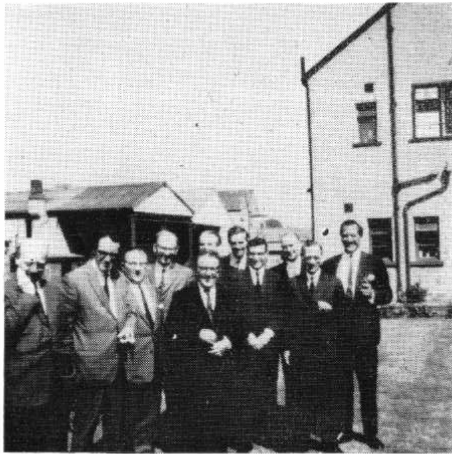
Alan Flett first came to this Company in 1963 as a Management Consultant, and was responsible for the complete re-organisation which was carried out in 1963-64. He continued to advise us when the system was put into use, and in 1965 was appointed to the Board of Directors on a part-time basis.

In February 1966 he was made a full-time member of the Board and appointed Company Secretary.

Dick Turner inspects the flowers whilst Kent, Muir, Wells and Flett discuss world problems.



Our Candid Camera was in action at the last Sales Conference and we reproduce below a few shots taken on the lawn outside our Head Office.



L. to R.: W. Hedley, A. Flett, R. Kent, J. Muir, A. Harrison, D. Davenport, G. Smith, R. Wells, E. Prisley, R. Turner, A. D. Tanner.



Another riverside discussion.

*Admiring the view of the River Cray.
L. to R.: A. D. Tanner, G. Smith, R. Turner, E. Prisley, D. Davenport, A. Flett.*



It can't be as serious as this. . . !

We are official stockists of

GAMBIT WHITE

The NEW all-purpose paper

$16\frac{1}{2} \times 21$	15,	18,	21	lbs.	
18×23	18,	$21\frac{1}{2}$,	25	lbs.	
17×27	20,	24,	28	lbs.	
20×30		30,	36, 40, 44	lbs.	
$24\frac{1}{2} \times 34\frac{1}{4}$ (A1)	$36\frac{1}{2}$,	$43\frac{1}{2}$,	51	lbs.	
10×8	} S/O L.P.	15,	18,	21	lbs.
13×8					
$11\frac{3}{4} \times 8\frac{1}{4}$ (A4) S/O L.P.		18,	21	lbs.	

Smalls	100 lb.	400 lb.	10 cwt.	1 ton	2 tons ex-mill
$1/10$	$1/7$	$1/4\frac{1}{4}$	$1/3\frac{3}{4}$	$1/2\frac{1}{2}$	$1/1\frac{1}{4}$
per lb.					

Prices of cut sizes

GAMBIT WHITE

	Smalls	100 lb.	400 lb.	10 cwt.	1 ton	2 tons ex-mill
S/O L.P. 12 lbs.						
10×8	$6/5\frac{1}{2}$	$5/6\frac{1}{2}$	$4/11$	$4/7\frac{1}{4}$	$4/3$	$3/10\frac{1}{2}$
13×8	$8/1\frac{1}{2}$	$6/11\frac{3}{4}$	$6/2\frac{1}{4}$	$5/9\frac{3}{4}$	$5/4$	$4/10\frac{1}{2}$
$11\frac{3}{4} \times 8\frac{1}{4}$ (A4)	$7/8$	$6/6\frac{3}{4}$	$5/10$	$5/5\frac{3}{4}$	$5/0\frac{1}{2}$	$4/7\frac{1}{4}$
S/O L.P. 15 lbs.						
10×8	$7/1\frac{1}{4}$	$6/1\frac{1}{4}$	$5/5$	$5/1$	$4/8$	$4/3\frac{1}{4}$
13×8	$9/-$	$7/8\frac{3}{4}$	$6/10\frac{1}{4}$	$6/5\frac{1}{4}$	$5/11$	$5/4\frac{3}{4}$
$11\frac{3}{4} \times 8\frac{1}{4}$ (A4)	$8/6$	$7/3\frac{1}{2}$	$6/5\frac{3}{4}$	$6/0\frac{3}{4}$	$5/7$	$5/1\frac{1}{4}$
S/O L.P. 18 lbs.						
10×8	$8/4\frac{3}{4}$	$7/2\frac{1}{4}$	$6/4\frac{3}{4}$	$6/-$	$5/6\frac{1}{4}$	$5/0\frac{1}{2}$
13×8	$10/8\frac{1}{4}$	$9/2$	$8/1\frac{3}{4}$	$7/7\frac{1}{2}$	$7/0\frac{1}{4}$	$6/5$
$11\frac{3}{4} \times 8\frac{1}{4}$ (A4)	$10/0\frac{1}{4}$	$8/7\frac{1}{4}$	$7/7\frac{3}{4}$	$7/2$	$6/7$	$6/0\frac{1}{4}$
S/O L.P. 21 lbs.						
10×8	$9/8$	$8/3\frac{1}{4}$	$7/4\frac{1}{4}$	$6/10\frac{3}{4}$	$6/4\frac{1}{2}$	$5/9\frac{1}{2}$
13×8	$12/4$	$10/6\frac{3}{4}$	$9/4\frac{3}{4}$	$8/9\frac{3}{4}$	$8/1\frac{1}{4}$	$7/4\frac{3}{4}$
$11\frac{3}{4} \times 8\frac{1}{4}$ (A4)	$11/6\frac{1}{4}$	$9/11$	$8/9\frac{3}{4}$	$8/3$	$7/7\frac{1}{4}$	$6/11\frac{1}{4}$
per ream—subject to Purchase Tax						

Tanners for Paper

eight

*The latest and the best from
Tanners*

nine

NEW STOCK LINE

We are pleased to announce that we have been appointed official stockists of the Wiggins Teape & Co.'s new all-purpose paper GAMBIT.

This paper is suitable for letterpress, litho, including small offset printing, spirit duplicating and certain photocopying processes.

GAMBIT is all long grain, 500 sheets per ream and packed in Polythene-coated Clupak wrappers. Cut sizes are Tru-cut and wrapped in Kraft, packed in Fibreboard containers.

On pages 8 and 9 we give you the stock weights and sizes together with prices, which we consider are quite exceptional for the quality.

Try a ream on that next job and become a GAMBIT user, from Tanners, of course!

SMALLS CHARGE

With the many increased costs, particularly those concerned with transport, it is no longer profitable to deal with small orders of manufactured goods. Accordingly, rather than raise prices, we are instituting a distribution charge of 5/- for stock billheads, postcards, ivory cards, index cards and tags for all orders under £5 in value, exclusive of Purchase Tax. This is an extension of the charge already made for envelopes and pockets, and we feel that our customers realise the necessity for this. The alternative is having to raise all prices or to give a ceiling under which no supplies can be made, as is the case with most of our competitors.

If you can aggregate the order with paper, boards and/or envelopes and pockets to £5 value or over then no distribution charge is made. The remedy is in your hands, so do your best to make the order up to £5 value.

FOR YOUR LEISURE MOMENTS

with acknowledgement to Star Paper

This brain-teaser can be solved by combining deduction, analysis and sheer persistence. The essential facts are as follows:—

- (1) There are five houses, each with a front door of a different colour, and inhabited by men of different nationalities, with different pets and drinks. Each man smokes a different kind of pipe tobacco.
- (2) The Englishman lives in the house with the red door.
- (3) The Spaniard owns the dog.
- (4) Coffee is drunk in the house with the green door.
- (5) The Ukrainian drinks tea.
- (6) The house with the green door is immediately to the right (your right) of the house with the ivory door.
- (7) The Medium Cut smoker owns snails.
- (8) Spun cut is smoked in the house with the yellow door.
- (9) Milk is drunk in the middle house.
- (10) The Norwegian lives in the first house on the left.
- (11) The man who smokes Mixture lives in the house next to the man with the fox.
- (12) Spun Cut is smoked in the house next to the house where the horse is kept.
- (13) The Flake smoker drinks orange juice.
- (14) The Japanese smokes Rough Cut.
- (15) The Norwegian lives next to the house with the blue door.

Now, who drinks water and who owns the zebra? Write your answers below, complete the form overleaf, put it in an envelope addressed to:

The Editor, Tanner's House Journal, Wheatsheaf Works, Crayford, Kent. Two prizes of one guinea each will be awarded to the first correct answers taken out of a hat on 1st August, one from a member of our staff, and the other from one of our customers.

Who drinks water?	Answer:
Who owns the Zebra?	Answer:

NAME (Block Letters) _____

ADDRESS (of Company) _____

_____Tear along here_____

CENTENARY WHITE

The sales of our Centenary White Wove Envelopes and Pockets during the last three months have doubled over the preceding three monthly period.

This is no mean feat in a competitive market such as this, but we are not surprised. This is just the quality and price for commercial envelopes in the bright white colour to match modern letterheading.

We enclose with this Journal a sample of our Centenary White Wove Envelope in C 6 size, which is one of the international sizes which are becoming so popular. The A 4 size of letterheadings and advertising material has already become widely used in this country, and at long last the international size envelopes are now being demanded.

The full range and sizes of these remarkable envelopes are shown opposite.

CENTENARY

White Wove

ENVELOPES

Designed for business or commerce these ultra-white envelopes are an excellent match for the present day whiter than white notepaper yet are more than reasonable in price.

	100,000 per 1,000	50,000 per 1,000	25,000 per 1,000	10,000 per 1,000
$3\frac{1}{2} \times 6$	16/6	16/10	17/2	17/6
4×9	30/-	30/6	31/-	31/6
$4\frac{1}{2} \times 5\frac{1}{2}$	19/6	20/-	20/6	21/-
$4\frac{3}{4} \times 5\frac{3}{4}$	27/6	28/-	28/6	29/-
$5 \times 6\frac{1}{2}$	31/-	31/6	32/-	32/6
$4\frac{1}{2} \times 6\frac{1}{2}$ (C6)	23/6	24/-	24/6	25/-
$4\frac{3}{4} \times 8$ (DL)	28/6	29/-	29/6	30/-

Transparent Windows

	20/6	21/-	21/6	22/-
$3\frac{1}{2} \times 6$				
$4\frac{1}{2} \times 6\frac{1}{2}$ (C6)	30/6	31/-	31/6	32/-
$4\frac{3}{4} \times 8$ (DL)	35/6	36/-	36/6	37/-

POCKETS

	27/6	28/-	28/6	29/-
9×4				

For quantities below 10,000 add 1/-d. per 1,000
Subject to Purchase Tax.

TANNERS FOR ENVELOPES