



TELEPHONES  
CENTRAL 7051 (6 LINES)  
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TELEGRAMS  
TANNER - FLEET LONDON

# *Highlight*



*The House Magazine of*

**R.T. TANNER & CO Ltd.**

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C. 4

*New Series No. 2*

*July 1952*

# Tanner's Quarterly Trade Circular

SINCE early April, we at Wheatsheaf House have carried a gentle blush on our faces. This was caused and kept in being by the great number of kind letters and messages of congratulations received from all quarters on the re-issue of our journal. Frankly, we have been surprised and fortified at the numbers who have commented favourably on our efforts.

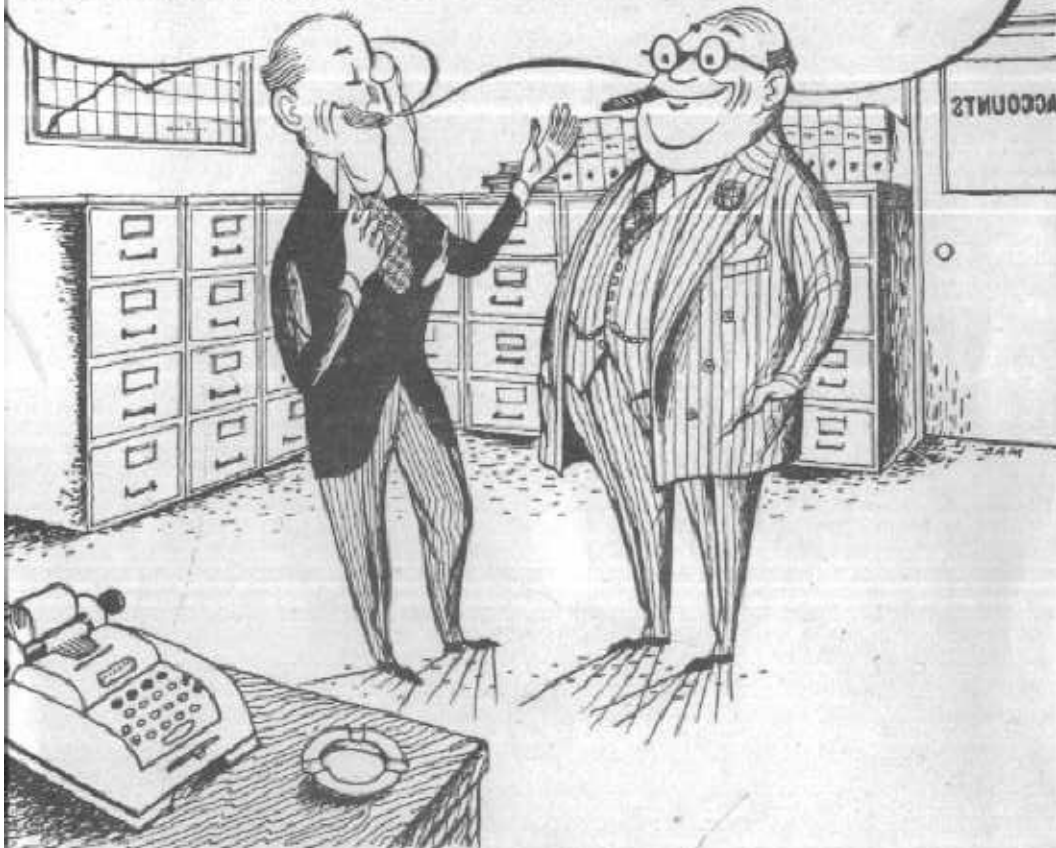
We have received one criticism, which we may say we were delighted to welcome, because it is only from constructive criticism that one is able to judge one's faults and attempt to correct them. Here is your chance to throw your brickbats at us! The critic suggested that we ought to include more humour in our journal, and whilst we agree wholeheartedly that humour is an essential part of the British character, it is not easy to provide original and amusing articles on matters concerning our trade. However, we shall try and right this in the future.

One of our representatives tells the following tale against himself:—

"Recently whilst waiting in a customer's building to see the buyer he noticed a large stock of paper which was exceedingly well packed and nicely labelled. As he was kept waiting some time, he decided to take a closer look at the stock and to try and find out which of his competitors had been sending in such excellently wrapped paper. He was surprised to see that the paper was clearly and tastefully labelled Dorset Bond, which is a registered trade name of ours. He hurried back to Wheatsheaf House to register a complaint that a competitor was using our trade name, only to discover that it was our paper he had been inspecting!"

We have now nearly completed the relabelling of all our major lines of paper and boards. It is our hope that printers will find the standardised labelling, in which each quality of paper and board is printed in a different colour, easy to distinguish thereby making it simpler to keep their stock, and to re-order when required.

"OF COURSE, WE ALWAYS USE 'CITY INDEX' BOARDS FOR ALL OUR ACCOUNTING AND FILING CARDS"



## CITY INDEX BOARDS

White, Buff, Blue, Green, Pink and Salmon

ROYAL 20½ x 25½		ROYAL & HALF 25½ x 30½	
Smalls	3¼ cwt.	Smalls	3¼ cwt.
55lbs. 22/3	per 100	21/9	per 100
74lbs. 29/11	" "	29/4	" "
94lbs. 38/2	" "	37/3	" "
114lbs. 46/1	" "	45/2	" "
		80lbs. 32/4	per 100
		110lbs. 44/6	" "
		140lbs. 56/7	" "
		170lbs. 68/2	" "
		31/8	per 100
		43/6	" "
		55/5	" "
		67/3	" "

**Tanners for Boards**

## Current Affairs

In the space of a few months, the trade has experienced a full swing of the pendulum, and we are now very much in a buyer's market. It had been recognised for some time that the change was due to come about, but the suddenness of its coming evidently took many by surprise.

The recession seems to have been due to a variety of causes, over-ordering, heavy imports of paper and board in the latter half of 1951, buyer's resistance, restriction of credit facilities by the Banks, and the uncertainty regarding prices. These causes were temporarily aggravated by increased supplies of paper coming forward from the Mills due to reduction in exports following restrictions in some overseas markets and world competition.

Perhaps the most important and disturbing of these causes is buyer's resistance. There is no doubt that printed matter reached the stage of a luxury. The considerable price reductions in paper, which took place in May, and again as we go to press, are a pointer in the right direction, and every effort must be made by all concerned in the production of paper, merchanting, converting and printing to reduce prices to a level commensurate with the consumer's purse, yet providing a fair return to all concerned in our great industry.

The opportunity should be taken to put our houses in order, so that we are once again prepared to show initiative and enterprise in creating sales.

As far as we personally are concerned the changed conditions has enabled us for the first time since 1939 to accumulate a stock of most of our normal lines. We are thus resuming our proper function as paper merchants in holding stocks for immediate despatch to the benefit of the printer. We get pleasurable satisfaction from saying "we will deliver tomorrow" rather than "we have a long waiting list, but will book your order for future delivery." Is it too much to hope that the latter situation has gone for good?

What of the future? Your guess is as good as ours, but at Wheatsheaf House we are quietly confident.

## Playtime

On Saturday, 21st June, a party numbering 58 from the staff of our factory, warehouses and drivers visited Margate for the annual 'beano'.

Two coaches left at 7.45 a.m. from Salisbury Square for the long journey, and rumour has it that the first bottle was opened at 7.50 a.m.!

On arrival at the destination an excellent lunch was provided, after which the party broke up to allow all to go their various ways according to their wishes.

Meeting again at 6 p.m., the party returned to London visiting two or three well-known 'high-spots' for light (or mild and bitter!) refreshment.

The weather was congenial and as the two humorists, Ernie Stone and Alfie Greenland, were in their best form, there was never a dull moment.

The outing was voted one of the best ever.

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As we go to press a further general reduction of prices is announced. It is not possible to reprint our price list immediately since we have to wait the decision on every grade of paper, and some are not yet settled. You will, of course, only be charged the ruling price at time of delivery for all orders.

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The cover of the journal is printed on Chichester 3 sheet Fawn Royal Boards, and the text on Artine Cream Double Medium 66 lbs.

## *Our Annual Outing —*



*A*N enjoyable day was spent by the Office Staff on Saturday, 14th June, on the occasion of the firm's Annual Outing. The journey was by coach to Oxford, thence by boat to Abingdon for lunch. During the afternoon a further trip was made downstream and back again for tea. The party returned to London by coach in the evening. The weather was reasonably kind and the only casualty was a girl's handbag overboard! The challenge darts match had to be abandoned at one 'leg' each owing to lack of time, but no doubt the decider will be played next year!

## Looking Back!

Our reprints from previous copies of our "Trade Circular" are in our opinion very topical to-day.

The "Don'ts for Printers" is from our Circular of July 1906 and the article on "The Pulp Situation" of September 1907.

It is apparent that a five to ten shilling rise in the price of pulp in those days caused as much concern as the 100/200% increase witnessed during the past 2 years.

*Reprinted from Tanner's Trade Circular, July, 1906.*

### A FEW DON'TS FOR PRINTERS

**Don't** boast that you use the same machine that you grandfather used; if you do, you cannot prove in any better way that you are two or three decades behind the times.

**Don't** believe that any trouble is too great to please a customer; one never knows what a seemingly casual customer may require at some future time, and first impressions always stick.

**Don't** promise a job for a certain time, unless you feel confident that you can get it through. It is far preferable to make delivery a day earlier than a day late, and leaves a good impression.

**Don't** complain too much of the severity of competition. Remember that the most successful men of business are those who consider the conditions that must be overcome, and devote all their energies to the lines of least resistance.

**Don't** overlook the fact that R. T. Tanner and Co. keep large stocks of paper of every description, and make a point of prompt delivery.

**Don't** let your employees forget that punctuality is of first importance to a successful business. Nelson attributed his success in life to having always been a quarter of an hour before his time.

**Don't** forget to keep a cost sheet for every machine, including additions and repairs thereto. After a few years they will provide food for deep reflection.

**Don't** worry.

*Reprinted from Tanner's Trade Circular, September, 1907.*

**T**HE situation in the wood pulp trade is at present in a very unsettled and critical condition. No one seems to know exactly what is going to happen, but, in the meantime, the information we receive is extremely disquieting, and prices are steadily rising. It appears that in Scandinavia both sulphite and sulphate is being sold for forward delivery at from five shillings to ten shillings per ton extra to the usual market price. If this kind of thing goes on, it will mean disaster to many paper makers, unless they are strong enough to combine and erect their own pulp mills, and even this is a more or less precarious undertaking.

Several reasons can be traced for this advance in the price of wood pulp, the more important ones being summarised below:—

- (a) The shortage in Canada on account of drought, difficulty of getting wood, and fires which have occurred at three large mills. In the past, Canada has been enabled to keep pace with the demands of her own country, as well as from the States, and in addition has exported a considerable amount to Europe.
- (b) The increased demand from the States on European resources, in consequence of the shortage in Canada.
- (c) Supply unequal to demand. The annual production of paper the world over, amounts to some six million tons, of which Europe contributes one half, and its consumption increases at the rate of 8 per cent. per annum.
- (d) Labour troubles in Norway and Sweden, the high prices being paid for pulp having caused the workmen to demand a higher rate of wages. In Norway alone there are about 22,000 men employed in connection with the industry, and at present about 10,000 of that number are actually out on strike.

Such, then, are a few of the main reasons for the advance in the price of pulp, and it can be well understood that some of the pulp makers consider that they have the paper makers in their hands. The pulp makers are being strongly advised to go slowly, and not allow the present position to turn their heads. If they decide to go on squeezing the paper-makers, they will either kill the hen that lays the golden eggs, or they will cause more capital to be brought into play for building many other mills. Mr. S. Chas. Phillips of *The Paper-Maker*, who has been on a visit to Norway and Sweden, reports that several of the makers have undertaken not to raise the price to a prohibitive figure, but the temptation to do so, at the present juncture, must be very great, and human nature generally comes to the fore when it is a question of making money.

It will be gathered from the above remarks that an advance in the price of paper is imminent, and it is feared that it will effect papers of almost every grade. We can only hope that some amicable arrangement will be arrived at between the pulp makers and the paper makers, but we have given the facts of the case so that our friends may have an opportunity of seeing the position of affairs for themselves.

## *Tanner's News . . .*

*Our* latest price list of stock papers and boards was issued to our customers in June. This embodied the latest price reductions to date, and we should be pleased to hear from anyone who has not received a copy. Whilst every endeavour is made to keep this price list issued for every price change, with swiftly altering prices this will not always be possible. However we shall do our best to keep you informed at regular intervals with re-prints.

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Other recent issues have been sample sets of Galleon White Pulp Boards, Winner Unglazed Ticket Boards and "430" Hard Sized Parchment. We are pleased to notify you that due to heavily increased supplies we are now able to supply these well known lines from immediate stock. If any customer has not received a copy of any of these sets we should be pleased to forward one by return.

★

Our latest envelope sample set is now in production and should shortly be in your hands. The set includes actual samples of our well-known qualities of Envelopes and Pockets, with separate price list. Our name is not featured on the set itself, so that printers can with equanimity pass the range to his customer for his selection. Additional sets will be available on request for our customers for this purpose.

We would draw your attention to the fact that throughout our whole range of envelopes and pockets our name does not appear on any bands, labels or side-die. Printers and Stationers can therefore handle these lines without fear of disclosing the maker's name.



# Mill Branded Lines

*We are Stockists for*

**EDEN GROVE BOND**

**G.B. LEDGER**

**ARTINE WHITE & TINTED**

**IVOREX SMOOTH WHITE BDS.**

**MELLOTEX CARTRIDGE**

*All supplied at  
mill controlled prices*

# **R. T. Tanner** **& Co. Ltd.**