



TELEPHONES

CENTRAL 7051 (6 LINES)

CENTRAL 5806 (2 LINES)

TELEGRAMS

TANNER - FLEET, LONDON

# *Highlight*



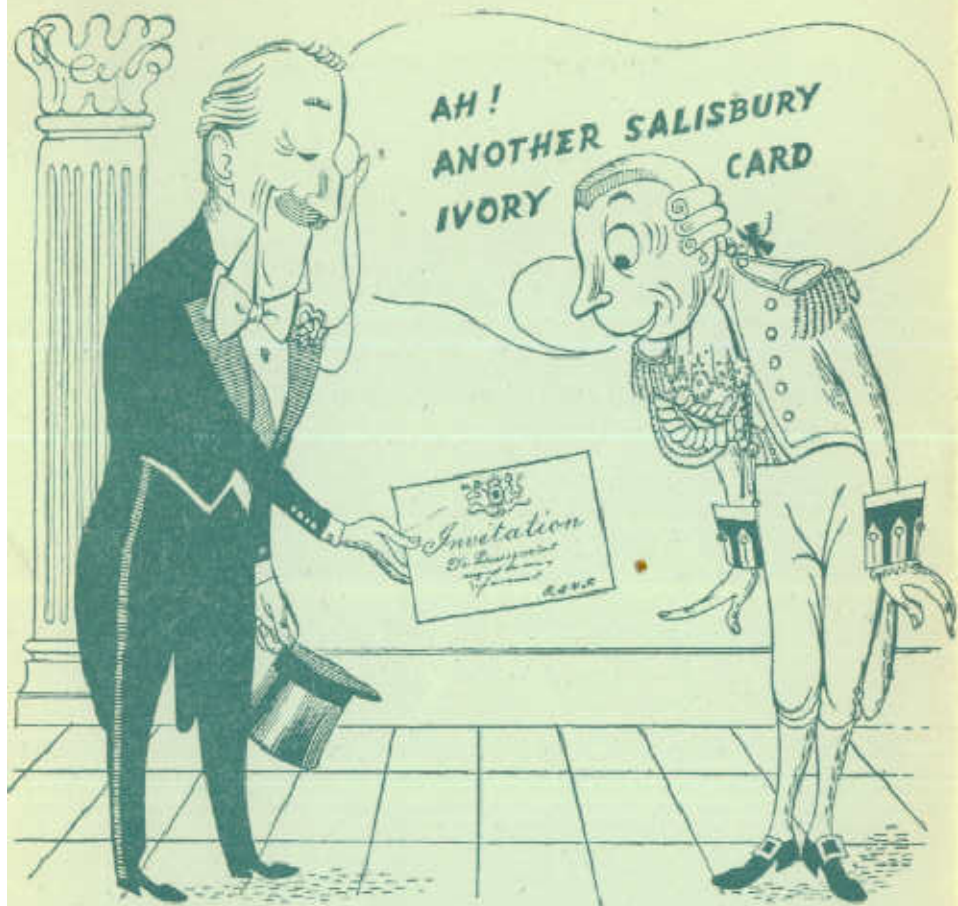
*The House Magazine of*

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

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 3*

*October 1952*



## SALISBURY PURE WHITE IVORY ROYAL BOARDS

Thick @ 35/- per 100  
Extra Thick @ 43/6 " "

in all usual sizes of cut cards  
boxed 104's or unboxed

*Samples on request*



## Tanner's Quarterly Trade Circular

**I**N OUR LAST issue in July we laid ourselves open to, in fact we invited criticism, and from one source we received our full ration. Our critic was so severe and unfortunately so correct in most of what he said that we almost decided to surrender and cease publication! However we only received this one embarrassing note against a further collection of complimentary letters, so again we go to press with this issue, and thus lay ourselves fully open to further comment. As we said previously we welcome this criticism, so that we may take appropriate action to improve further issues of our Journal.

Our critic was mainly concerned with typographical errors, and carefully pointed out that he had been a customer of ours for so many years he could not let such an opportunity pass without giving us his assistance. That is what we call a real customer! The only thing missing from his letter was an official order for paper and boards, but no doubt this omission will be corrected we hope in the near future!

On one point, however, we wish to cross swords with our critic. He was evidently under the impression that our Journal was a staff magazine, but we emphasise that it is designed principally as a link between ourselves and our customers, yet we try and make it of interest to the members of our Company. This is a much harder task than producing the usual staff journal, which can be filled largely with purely local news and affairs. We try to incorporate some such news and yet have to range over wider fields, so we therefore ask your indulgence if certain articles do not interest you personally in any way.

In all issues of the journal, we try to impress upon you the personal aspect of our Company's trading policy. To this end we shall publish in the journal photographs of various members of our sales departments, who, although handling all customers' requirements, seldom come into the limelight. In this issue we start with the staff of the board, envelope and manufactured stationery department, and in the next we will bring to you the paper sales department. Most of us are not as bad as we may look on paper, but in any event you will in future be able to visualise to whom you may be telephoning or conversing.

We are of course always delighted to receive visits from our customers, especially those from the country. Wheatsheaf House is situated at the hub of the paper trade in the City of London, and is so easily accessible.

## *Current Affairs*

**H**AS THE MILLS' attitude to price reductions contributed to the present situation?

It will be remembered that when prices were on the upgrade during the last two years, the Mills advanced their prices immediately new pulp prices were announced. No account was taken of stocks of pulp in Mills' possession, and the selling price was based on the replacement value of raw material. The result, as we all know, was enormous profits (on paper at least!), much to the displeasure of certain sections of the Press.

Now when pulp prices eased in the spring of this year the Mills tried to hold the prices up to allow them to use as much of their stocks of raw material as possible. The result of this was to blow the bottom right out of the market. Buyers lost confidence and wholesale cancellation of orders followed.

The attitude of the buyer was that the Mill had had the immediate advantage on the way up, and that he would have it on the turn of the market.

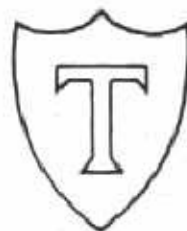
It is agreed that the Mills were very quickly made to realise their folly and reduce prices, but the damage had already been done, and the mutual confidence between buyer and seller was split from top to bottom.

Further, the Mills to-day are not basing their selling prices on the replacement value of raw materials as they did previously. The margin between to-day's price of pulp and the selling price of paper is too great, and the discriminating buyer realises that there is a considerable margin to allow for further reductions, irrespective of any further reduction in pulp prices.

Such a state of affairs is not conducive to a return of confidence and forward buying, which is all that is necessary to bring a return of normal trading.

We must exempt the Esparto Mills from our criticism, since they have reduced their prices without any complementary reduction in their chief raw material costs as yet. Their lot is an extremely difficult one.

We ourselves, as stockists, lose a considerable sum every time prices are reduced, yet we advocate that the Mills should get down at once to fundamentals and reduce prices to a level based on replacement values, cutting their loss on stocks of raw materials. Only then will confidence begin to be restored, and trade return to normal. It is our opinion that the Mills would lose far less by such action, than to hold trade in the present uncertainty for another twelve months.



*Have you received your  
copy of our new*

**Envelope  
Samples  
Brochure?**

*Additional copies will be  
gladly sent on request*

# **Tanners**

*for* **ENVELOPES**

## THE GREAT SELLING FORCE—ENTHUSIASM

*Contributed by one of our representatives*

**A** VERY ABLE salesman some time ago listed the ten leading qualities for success as a salesman as follows:—"Health, honesty, ability (keen mind, strong mental equipment), initiative, knowledge of business, tact, sincerity, energy or industry, open mindedness, and enthusiasm. Without the last the other nine lose much of the power."

There is indeed, no substitute for enthusiasm. It makes all the difference between a half heart and a whole heart, between defeat and victory in all times of endeavour.

Enthusiasm is a great business getter for the salesman. It is so contagious that, before we know it, we are infected with it, even though we try to brace ourselves against it.

If your heart is in your work your enthusiasm will often cause a would-be customer to forget that you are trying to make a sale. But you might as well try to thaw out a frozen pipe with an iced cake as to interest a customer in your proposition unless you are interested yourself.

The salesman who goes to his task with indifference or who looks upon it as a bore, and acts as though he wishes he were somewhere else doing something more congenial, does not win the good grace of those he serves. It is the man who takes hold of his work as though he loved it, who takes enthusiastic pride in it, who is made of the winning material. If you bring to your work the spirit of an artist, instead of an artisan—if you bring to it a burning zeal, an all absorbing enthusiasm—if you determine to put the best there is in you in it, you will not long be troubled with a sense of drudgery.

It goes without saying that the value of the salesman is measured by his ability to get business, to attract and hold customers.

The day of the mere order taker is past. Buyers are discriminating not only as to value but also as to the reliability of the men with whom they deal, often the reputation of an old staunch house suffers because of some failure on the part of a salesman to give satisfaction. The salesman of tomorrow must be prepared to do a little more than his promise, rather than a little less.

The A1 salesman knows how to steer his course between the enthusiasm that excites suspicion and arouses distrust, and the enthusiasm that persuades and convinces. There is now and then one who with abounding enthusiasm, guided by good judgment and horse sense, pours his very life into his sale, just as a great advocate flings his life into his pleading. He is the sort of man who will win out in any proposition he attempts to put through.

## *Tanner's News . . .*

Due to heavy demands we have recently completed a further shipment of our M.G. Tissue. With the likelihood of further decreases in import quotas, customers would be well advised to look to their forward requirements at to-day's favourable prices.

★

### *Publications.*

The envelope sample set and price list, held up through price alterations, were issued at the end of September.

A set of our Chichester Tinted Pulp Boards will be issued in October.

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To avoid any misunderstanding that may have existed we have renamed our "Dorset" Woodfree Cream Wove Bank "Sterndale," and to meet the popular appeal for a low priced Woodfree Bond, we are adding a full range in Bond substances. We shall, therefore, stock a full range of Woodfree Cream Wove Banks and Bonds under the name of "Sterndale."

We shall continue to stock the "Dorset" Cream Wove Bond, which our customers will realise is of superior quality, and can be relied upon for its even-sidedness and flat surface.

★

On 12th September a pleasing ceremony took place, when our chairman, Mr. Arthur Tanner, presented Mr. Albert Hance with a monetary gift on completion of 50 Years' Service.

Mr. Hance is a warehouseman in our board stockrooms and he now joins the honoured company of so many of our employees with over half a century's service. We are pleased to record that he is continuing to work with us.

# *Tanner's Personalities*



A. Derek Tanner



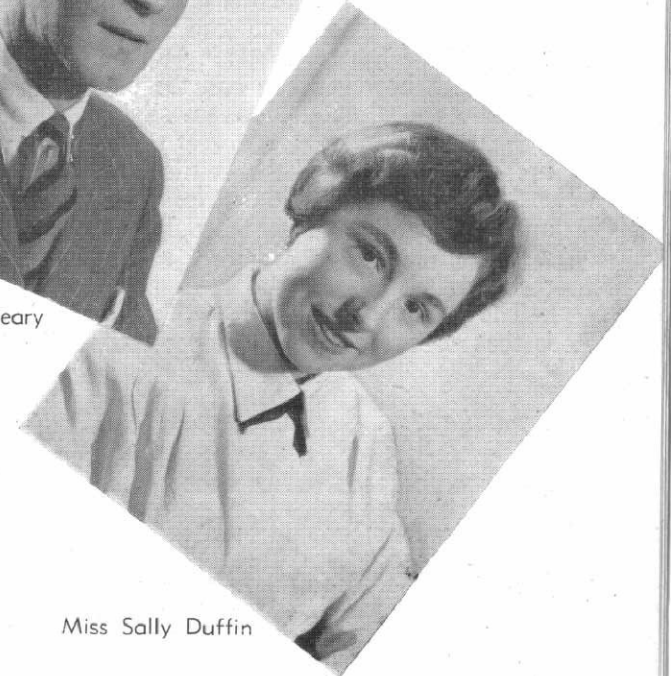
William Hedley



Stanley Seary



Mrs. Edith Day



Miss Sally Duffin

BOARD, ENVELOPE  
AND  
MANUFACTURED STATIONERY  
SALES DEPARTMENT

## Forecast

WE ARE PRIVILEGED to publish three opinions from well-known personalities on the future outlook during the next twelve months in the Paper Making and Printing Trades. As the authors are men of position in the trade their opinions must carry considerable weight, and it is pleasing to note that the consensus of opinion is unanimous in that trade will gradually return to normal.

*From a Director of a Paper Mill.* 18th September, 1952.

To try and forecast the likely trend in the Paper Trade for the next twelve months is an almost impossible task, there being so many factors involved over which we, as paper makers, have no control.

During this year we have seen our overseas markets disappear one by one, mainly due to currency restrictions, while the home trade dwindled, due to falling prices of raw materials and other factors, giving no confidence to consumers to purchase. The home trade also suffered a set-back as a result of the Banks tightening up on loans.

All this, however, has had the effect of getting huge stocks used up and already there are slight signs of improvement.

Heartening news also is that the textile industry is bucking up. The position of the textile industry is usually an index.

Some sections consider prices to be as low as they can go and it is possible that wood pulp has reached a level to allow a certain stability, which is required before confidence is restored.

The general feeling, with all sections of the paper makers, is that as the autumn advances trade will steadily improve.

*From the Managing Director of a Paper Mill.*

22nd September, 1952.

It is always difficult to forecast the future but when the Paper Trade is brought into the question, the matter becomes almost impossible. However, I have been asked to give my personal views on the likely trend of trade over the next twelve months, and the following remarks are made in the hope that the future will not be too hard on me.

I am absolutely convinced that there is no diminution in the consumption of paper, and that the demand is not only as great as it has been over the past 12 years but with the Coronation next year, is likely to be greater than ever before.

It is perfectly obvious that everyone, i.e. producer, merchant, printer and consumer, is doing everything possible to reduce individual stocks, and who can blame them when dealing on a falling market? But this can only continue for a certain length of time before one is compelled to buy.

The one real danger, as I see it, is that during the process of working down our stocks, world conditions—conditions over which we have no control whatsoever—alter as a result of increased activity in the rearmament programme and/or a sudden worsening of relations between the United Nations and the U.S.S.R. This would have the effect of tightening the supply of raw materials and, arising from this, a further paper shortage.

On balance, however, I am confident enough to think that trade will steadily improve, and so long as everyone keeps their heels on the ground, refuses to be bluffed into reducing a price because someone else is alleged to be cutting it, and generally carries on in a business like manner, we can look forward to good trading conditions over the next year.

*From a Director of a large Printing Works.*

23rd September, 1952.

### WHITHER THE PRINTING TRADE?

Glancing at extracts from Tanner's Trade Circular for September 1907, one reads—"trade is in a very unsettled and critical condition . . . if this kind of thing (rising material costs) goes on it will mean disaster."

It is a comforting thought that the paper and print industry has survived many such "critical" ups and downs and although the overall position has looked extremely gloomy in recent months, I feel there are strong grounds for taking a reasonably confident view of the immediate future.

The unwelcome re-appearance of "price-cutting" tactics has been aggravated by a variety of factors, but I believe we should soon be heading for a more stable period with prices hardening on a sensible basis.

The holiday period with its accompanying drop in orders is now behind us and for this, and other reasons, we can look for a steady upward trend in the flow of work.

A great number of print users will be planning print for the Coronation Year and printers generally should feel a welcome stimulus to morale as sales staffs gear themselves to make the most of this historic occasion, and forward their enquiries.

But, in addition to this artificial stimulus, I feel that the situation generally will naturally settle on a more satisfactory note.

We have been passing through two periods of extremes, both of which have been unhealthy. We must all admit that shortages and continued rises in wages and material costs brought the trade to the point where print costs were becoming uneconomic and buyers began to withhold their orders.

The other extreme of ill considered "price-cutting" is equally unhealthy.

Having been through the rise and recession of these extremes the trade should very soon emerge on a happier middle course which will create a more stable position both for the seller and buyer of print.

So again to quote Tanner's Trade Circular (July, 1906) "DON'T WORRY."

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#### *Journey to the Interior.*

A friend who travelled North the other day tells us of an unusual incident in his carriage. Through the half-open door leading from the corridor suddenly darted a tiny mouse. In the middle of the compartment it sat up and begged.

My friend could only assume that hunger had driven it out of the restaurant car.

(With acknowledgments to Peterborough and  
*The Daily Telegraph.*)

★

Our customer mentioned in page 17 finished his criticism with an excellent quip. In the cartoon on the inside cover of our last issue, advertising our City Index Boards, he considered that the two persons featured were Mr. Arthur Tanner, now more circular than the quarterly, in conversation with Mr. J. S. Pearsall (one of our representatives) now sporting a monocle openly. Although we deny the implication of this suggestion, on second thoughts our critic could almost be right again!

## SPECIAL PURCHASE

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*We have recently purchased and now offer, subject to immediate sale*

**25 Tons**

**31 x 42**

**M.G.**

**IMITATION KRAFT**

*89 lbs. 480 sheets flat*

per cwt.

**45/-**

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*Samples on application*

## *Stop Press*

Under the present system of price changes by the Mills, it takes five weeks to obtain all the alterations for various grades before we can go to press with a new price list, by which time the cycle of changes has commenced again.

We have decided therefore that until prices stabilise, we will issue a monthly abbreviated price list at the beginning of each month.

It is emphasized that our last full price published in June 1952, should be retained, as this gives the whole stock ranges in sizes and substances, and the two should be read in conjunction with each other.

The October issue is enclosed with this magazine.

\*

The cover of this journal is printed on Chichester 3 sheet Mignonette Royal Boards and the text on Illustration 60 lbs. White Art, Double Medium.

*twenty eight*



# M. G. Tissue

*Regular stock line*

18 x 28  
480 sheets

SMALLS **8/3** PER REAM

50 REAMS **7/9** PER REAM

*Samples gladly  
sent on request*

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