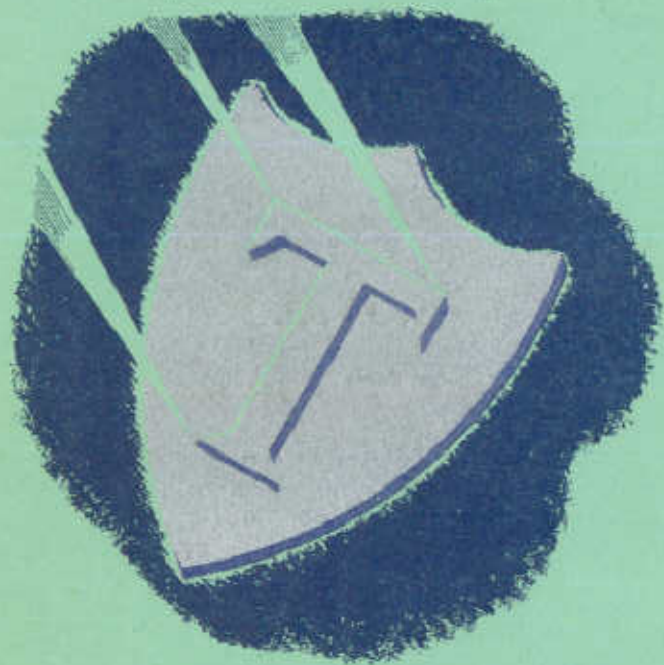




TELEPHONES
CENTRAL 7051 (6 LINES)
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TANNER - FLEET, LONDON

Highlight



The House Magazine of
R.T. TANNER & CO Ltd.

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C. 4

New Series No. 4

January 1953

RIGID GOOD SHADE SMOOTH SURFACE

PURLEIGH
PERFECT
PASTEBOARDS

ROYAL

6s	@	31/8	per 100
8s	@	37/11	..
10s	@	50/5	..
12s	@	63/3	..
14s	@	68/11	..

Special reductions for
quantities

R. T. Tanner & Co. Ltd.



*Tanner's Quarterly
Trade Circular*

*The Directors and Staff of
R. T. TANNER & CO. LTD.
wish their customers and friends in the trade
A Merry Christmas
and a
Happy and Prosperous New Year*

WE ENTER the year 1953 with jubilation. It is likely to be a momentous year with focus on the Coronation. The overall picture is encouraging with the finances of the Country showing marked improvement, and world tension easing. It appears to us as likely to be the turning point in post-war trading conditions, and after the enormous inflationary spiral followed by a deflationary period, we may look forward to several years of steady and growing international trade.

In our trade, the outlook is still somewhat unsettled, though conditions are vastly better than they were in the autumn, and prices, after a further drop which is likely to take place as we go to print, at last seem to have or are about to reach some semblance of stability.

How bad was trade for printers in 1952? Apart from heavy losses on material stocks, which have to be faced, printers generally were kept reasonably busy. Many will disagree with this remark, and we admit there are always exceptions in every case, but how many people compared their position in 1952 with 1950 or 1951, both of which were quite exceptional years? Would it not have been better to have considered 1952 with say 1937 or 1938? Was not printing just as busy in 1952 as pre-war, and was not competition in pre-war years just as fierce? After a boom period it is all too easy, when comparing a succeeding recession with it, to become extremely depressed at the result.

In our factory we are proud of the fact that in 1952 we employed more hands than in any post-war year, and we never had to dispose of any employee through lack of business and never worked an hour's short time.

So cheer up, the past year was not all that bad; and now for 1953.

Current Affairs

IN OUR last issue we published an article strongly criticising the Paper Mills' method of reducing prices, and facing up to the heavy fall in raw material costs. We were somewhat outspoken, yet we failed to obtain the smallest squeak from spokesmen of the Mills, let alone the outburst we anticipated. Was it due to the fact that there was no suitable answer?

We note in the commentarium of The Paper Trade Review dated 6th November, 1952, that the subject of the Mills' prices was dealt with in considerable detail. For instance bleached sulphite pulp has fallen from £110 per ton early this year (though many Mills had to pay more for spot lots) to about £55 per ton (or less in some cases) in the last quarter of 1952, a drop of 50%. Over the same period the price of Woodfree paper has fallen from £140 per ton to £105, a drop of 25%.

Similar falls have taken place in other raw materials for paper making. We are well aware of the Mills' position whereby they are carrying large stocks of raw material, but they will assuredly lose on these stocks however long they hold them, so that they might just as well write off the loss now.

However it is only fair to say that out of all the many ingredients that go to make paper, the basic materials, pulp or esparto grass, are the only items which have decreased in price. Apart from this it is realised that the Mills' costs of production have continuously risen due to increased costs of coal, carriage and labour, yet this does not account for such a large difference.

It is agreed that when Mills are short of orders and have to run on short time, and on short runs of various sizes, weights, finishes and qualities, costs rise considerably, so much so that some Mills find to-day's prices unremunerative. This is of course quite true, as is also the converse that increased output, especially in the paper trade, brings down manufacturing costs. Did we see the benefits of reduced costs when Mills were working to capacity 12 months ago?



*Have you received your
copy of our new*

**Envelope
Samples
Brochure?**

*Additional copies will be
gladly sent on request*

Tanners

for **ENVELOPES**

Facts and Figures

THE MINISTRY of Labour Gazette for September, 1952, renders the following interesting figures, from an enquiry carried out by the Ministry in respect of the last pay week in April, 1952.

The figures covered 59,700 firms employing 6½ million employees. Wages include bonuses, overtime, night work and piece rates, but exclude clerical and salaried staffs, travellers, managers and out-workers.

The total number of printing, publishing and book-binding workers covered by the enquiry was 256,351.

ALL INDUSTRIES

	Oct. 1949	Oct. 1950	April 1951	April 1952
Men (21 and over) ...	142/8	150/5	160/2	173/7
Youths and Boys ...	60/1	63/9	66/11	71/9
Women (18 and over)	78/9	82/7	87/4	92/2
Girls over 18 ...	51/8	53/5	55/11	57/9

PAPER, PRINTING AND STATIONERY

Men (21 and over) ...	158/3	165/1	171/3	191/0
Youths and Boys ...	51/6	55/10	56/3	66/2
Women (18 and over)	76/3	80/1	82/0	96/2
Girls under 18 ...	49/9	50/5	50/7	55/11

AVERAGE HOURS WORKED, 1952

	All Industries	Paper, Printing and Stationery
Men (21 and over) ...	47.3	45.6
Youth and Boys ...	44.2	43.1
Women (18 and over) ...	40.9	42.1
Girls under 18 ...	41.6	42.4

AVERAGE HOURLY EARNINGS, APRIL 1952

	All Industries	Paper, Printing and Stationery
Men (21 and over) ...	3/8d.	4/2.3d.
Youths and Boys ...	1/7.5d.	1/6.4d.
Women (18 and over) ...	2/3d.	2/3.4d.
Girls over 18 ...	1/4.7d.	1/3.8d.

Tanner's News . . .

A SEVERE criticism was received from one of our customers, that we published in the last issue of our magazine photographs of the wrong people. He contended we should have started with photographs of our representatives, who were so important to the company.

Our contention, whilst not belittling the work of our representatives, was that the back-room boys and girls in the sales departments who have carried the burden for so many years, unheard and unheralded, were due for introduction to our customers.

The following incident which occurred at the end of October illustrates our point of view. At 5.45 p.m. on a Friday evening, 15 minutes after our official closing time, a customer 'phoned an order for 2/3 tons of boards for delivery of part on the following Monday and the balance within a day or so.

The representative concerned had long since retired home as had the Mill's London office staff. A 'phone call direct to the mill obtained the manager's home number, and a call to that number enabled the manager to return at once to the mill and arrange to machine the boards in the early hours of Saturday morning. These were then cut and sorted on the Monday and delivered Tuesday, well within the scheduled period. Meanwhile delivery notes were made out and arrangements made for loading and delivering the boards actually in stock on the Monday morning.

The results were, a well rested representative, a tired and late home office staff, but a very satisfied customer!

No, give the devil his due, and let the staff at the desks take a bow.



In this issue of the journal we bring you the photographs of our paper sales department.

This department is managed by Mr. John Muir under the personal supervision of our chairman, Mr. Arthur Tanner.



Arthur Tanner

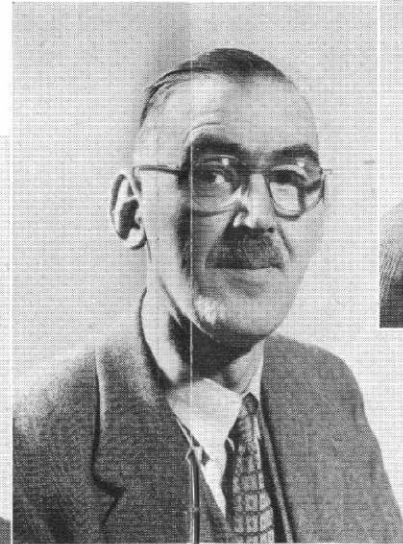
Tanner's Personalities



John Muir



Jean Tayler



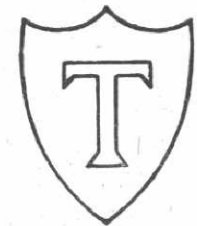
Leslie Stevens



Joan Powell



John Fayter



PAPER SALES DEPARTMENT

Forecast

Contributed by one of our representatives

AS A sequel to the opinions published in our last issue one of our representatives, an expert on figures (of all kinds and shapes he tells us) took a poll on the outlook of the printers in his area. His report follows:

" Asked if the future was bright, 75% said yes, 45% said they hoped so, 10½% looked glum, and 1% said it depended whether the sun shone.

" 25% of the 10½% said things were being picked up, but failed to say if they were put down again.

" 73% of the 75% said they were not really concerned as printing was only a cover for their Inland Revenue activities and 99% of the 45%, together with the 1%, said in any case last year was the only time they made any profit and being ashamed to keep it they donated the lot to the Society for the Upkeep of Impoverished Paper Makers, whose numbers grew at an amazing rate during the past twelve months."

Anyone not now convinced of the future is invited to join our representative in meditation at his (temporary we hope) country address, " High Walls ", Maidstone. Before joining it is advisable to obtain the Warder's permission.

★

Looking Back

Reprint from our Trade Circular dated June, 1914.

" On the vote of £559,272 for H.M. Stationery Office, Sir George Toulmin, who is Chairman of the Committee dealing with the publications of the House, stated that there were strong reasons for the Stationery Office having at its disposal a printing establishment. The attention of the House was called to the great increase which had taken place in the cost of printing during the last four years, the figures being £378,000 to-day, as against £120,000 in 1911."

The estimates for 1952/53 were £14,928,727.

Entertainment

ON FRIDAY, 3rd October, the Directors entertained the office staff together with their wives and husbands to dinner and dance at the Charing Cross Hotel.

Mr. Arthur Tanner was in the chair, and his health was proposed by Mr. F. A. Garrett. In a short response Mr. Tanner welcomed the wives and guests, and hoped that he would be able to perform this enjoyable function for many years to come.

Dancing then followed, and at the close Mr. Montague Smith proposed a vote of thanks on behalf of the staff to Mr. Tanner, Mrs. Tanner and the directors, which was accorded musical honours.

" Auld Lang Syne " then wound up a most successful evening.

★

Reprinted from The Economist, 1950.

We regret that owing to a misunderstanding about a last minute correction in proof, the paragraphs of our leading article last week were printed out of their intended order. We apologise to those of our readers who thought our views even less coherent than usual; those who noticed nothing wrong possibly owe us an apology.

★

Usher, passing collection plate at Church wedding: " Yes, ma'am, it IS unusual, but the Father of the Bride requested it! "

★

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



AH!
ANOTHER SALISBURY
IVORY CARD

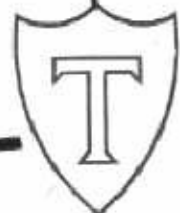


**SALISBURY PURE WHITE
IVORY ROYAL BOARDS**

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

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

Samples on request



Wanted - Be Careful!!



The above photographs are of two dangerous characters which have now been at large in this country for some years. Local Officers of M.I.5 and Constables of the Local Police Forces are warned to be particularly careful of the man on the left, who usually goes by the name of Shilling, a thin disguise for his real name, which is of course, Rouble. He is of White Russian extraction, and officers should be particularly careful not to be misled by a certain thin veneer of kindly charm which covers a mean, homicidal nature not very far below the surface. In close combat, officers are warned to watch out for his finger nails and feet. He is inclined to use both in a tight corner.

Baldy Bottomley, on the right, cannot of course conceal his criminal character. It is there staring at you from the photograph, and one can imagine that the hands, which are not shown on the photograph, are grasping a razor and a stiletto, one in either hand. It is understood that he is ambidextrous and one should never let his right hand know what his left is doing, because either or both are liable to stab in the back at the same or different moments. He is known as "The Cutter", particularly when it comes to prices!

You have been warned!
You talk to these gentlemen at your own risk!



The above anonymous notice was received by us recently. The photographs were cut from the last issue of the Journal. The two "dangerous" characters had little trouble in establishing the identity of the sender.

We are proud because the sender happens to be one of our suppliers, and the characters therefore have an excellent reputation as buyers!

Stop Press

We have now re-introduced the Extra Thick substance in our well known Salisbury Ivory Board series. These are available in Royal and in all the usual cut card sizes, boxed or unboxed.

The colour has been improved even further. We have ample stocks of the Thick and Extra Thick substances at present, but as the import quotas for the first half of 1953 have been cut again, we advise early ordering.

★

A new line of Purleigh Pasteboards has been introduced. We can safely say that this is the best value which we have ever offered in Pasteboards. Sample sets are in course of preparation and will shortly be issued to our customers.

★

Publications.

The monthly price list has proved very popular, and we shall continue to issue, whenever price changes occur.

Additional sample sets of Sterndale and Dorset Banks and Bonds, Chichester Tinted Boards, Galleon White Pulp Boards and Envelopes are available, and will gladly be sent on request.

★

As we go to press a further drop has taken place in many grades of paper.

The drop varies from £4 to £10 per ton dependent on quality, but several grades have not as yet been decided.

Prices are firm for the next six months, though there is an ominous rider added that should there be an increase in pulp prices in the second quarter of 1953, the mills reserve the right to increase their charges.

The decreases are of course being applied immediately to our selling prices.

forty



Ruled Billheads

Scriveria Cream Wove s/o 16½ x 21. 18 lbs. 500's.

Stacked in:—

8vo Upright (8 x 5)	Single Cash. With and Without Rate Column.
8vo Upright (8 x 5)	Double Cash. Without Rate Column only.
6mo Broad (8 x 6½)	Single Cash. With and Without Rate Column.
6mo Broad (8 x 6½)	Double Cash. Without Rate Column only.
6mo Long (10 x 5)	Single Cash. With and Without Rate Column.
4to (10 x 8)	Single and Double Cash. With and Without Rate Column.
12mo (5 x 5½)	Single Cash. Without Rate Column only.
Postal Tuck-in-Statements (13 x 5½)	Double Cash Column.
8vo Upright (8 x 5) Tuck-in-Statement	Double Cash Column.

The above are all Ruled Feint and Blue with 3in. Heading, 2 in. Packed 1000's.

Scriveria Cream Wove s/o 17 x 27. 24 lbs. 500's.

Ruled Foolscap Fly. Wide and Narrow Feints.

Folded in sections. Packed ½ reams.

Tanners

for billheads

Prices as quoted in our official Price List.

SAMPLES ON REQUEST.