



TELEPHONES
CENTRAL 7051 (6 LINES)
CENTRAL 3806 (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. 6

July 1953



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GALLEON BOARDS
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R. T. TANNER & CO., LTD.

Wheatsheaf House, Carmelite Street,
LONDON, E.C.4

Tanner's Quarterly Trade Circular

AS THIS IS written, the shouting and tumult of a momentous and unforgettable occasion is over.

Never has this Country witnessed such scenes of enthusiasm and sincere warmhearted greetings as were granted to our Queen both on Coronation Day and her drives throughout London.

During the last few months a remarkable change would appear to have come over this Country. The imagination of the population has been so stirred by these events that we are now witnessing a unity such as has not been seen since the years of the war.

The result is likely to have repercussions far beyond our island shores. Already Great Britain is re-assuming her position as leader, and the recent events and speeches in Europe show that the free countries, which not many years back wrote us off as decadent and finished, now turn to us as an example of unity and steadiness.

We cannot as yet ascertain how far across the World this change is noticed and what effect it will have on the future, but we must be resolved to work and to play our full part in World affairs, as we enter what we earnestly hope and believe to be the second glorious Elizabethan age.

*

ON SEVERAL OCCASIONS recently we have been called to task for not publishing photographs of our representatives. One correspondent quoted these as the most important members of our staff. We would disagree with this view, whilst not belittling the work of our travellers, because, in an independent family business such as ours, success is a matter of teamwork. Maybe some people have duties of more importance than others, but the traveller would not get much success without the backing of the inside clerical staff or the driver to deliver the goods. The driver would be unemployed without the aid of the factory hand or warehouseman, and what would happen to these people without the accounts section to fill the pay packet? All have a job to do, and we would not define the importance of any one section as opposed to another.

We now publish the photographs of our representatives with a short resumé of their activities.

Current Affairs

The pattern of the next few months' trading is now clearer than it has been for some months. The respective mill associations during May decided to retain the existing price structures until the end of the year. We welcome this sign of stability, although we do not altogether agree with the holding of prices which are clearly not based on economics.

For some considerable time now, we have stressed that the industry will not get back to full production until prices are further reduced, and confidence is restored between buyers and sellers.

This confidence was severely shaken during the last twelve months, and will not return until the buyers consider that paper is being produced at the lowest possible prices, and that any change would be upwards. Large buyers and in particular converters, who probably suffered from over-stocking last year, and thus were most heavily hit with the drop in prices, have been using up their stock and only ordering such supplies as were immediately required. Little if any forward buying has taken place, and until this situation is reversed the mills will not fill their order books well ahead.

The Esparto Mills who are the slackest apparently decided that if they worked at full production they could make a substantial reduction in prices, but as the months of June, July and August would be affected by holidays and are normally the quietest months in the trade, they would not get this full production and therefore felt justification in retaining their present prices.

This logical argument is difficult to fault, but our only comment is that to retain high prices is not the way to get buyers to use more paper. The whole situation is very much a vicious circle and it must be broken as soon as possible.

At the moment there appears to be a slight rush of orders on the mills, but this no doubt is occasioned by buyers holding up orders in April and May pending the price decision. This should soon right itself, and once the mills have cleared their holiday period, business should settle down for the rest of the year.

There is no doubt that the mills will be busier for the last six months of this year as compared with the same period last year. Most of the large surplus stocks available at this time last year have been used, and at the mills present reduced rate of production, supply and demand should reach equity. However we ought to close on a word of caution. The paper trade is the handmaiden of industry, and its immediate future lies in the tempo of business throughout the Country and in fact throughout the world.

M.G. Wood Tissue

18 x 28

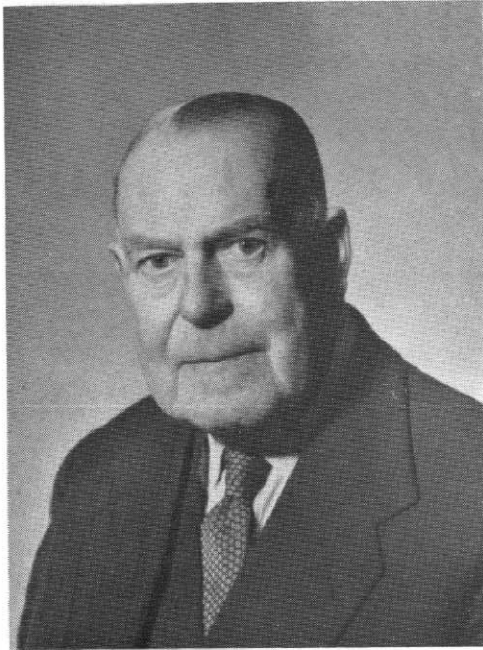
reduced to

per **7/6** ream

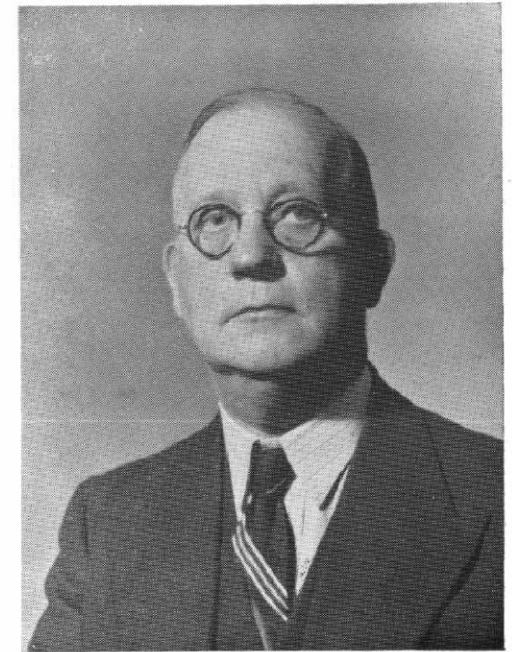
50 reams **7/3** per ream



R. T. Tanner & Co. Ltd.
for Paper



M. SMITH joined in 1900 and therefore has a magnificent record of service to the Company. Now represents us in London and the Home Counties.



A. E. GARNHAM came from another paper merchant in 1925, and has represented this Company in London ever since. A well known character in the trade, renowned for calling a spade a spade.

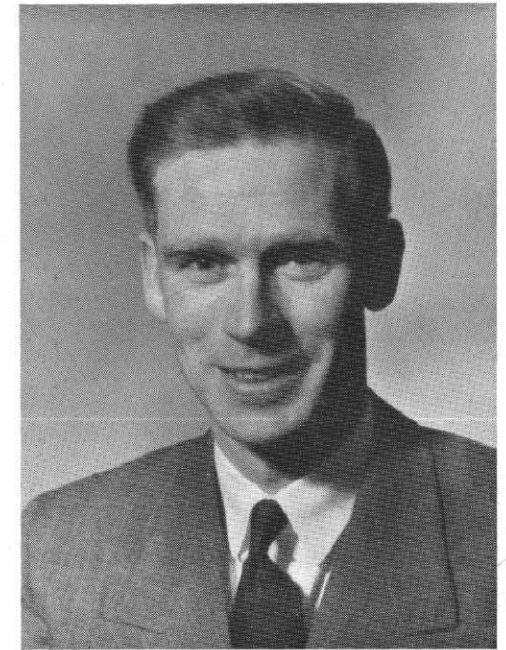
H. S. PEARSALL first started in 1907, and except for a short break in the 30's when he joined a firm of printers, he has represented this Company throughout. Now confines his activities to London.



R. L. KENT also came to this Company from another paper agent in 1937. Except for war service in the Royal Navy, has represented us in London and the Home Counties. A keen table tennis player, though it doesn't seem to reduce his figure!



JOHN S. PEARSALL, son of Mr. H. S. Pearsall, joined in 1933. After war service returned in 1946 to 'go on the road' in London and Home Counties. Always a smile and a new story every day of the week.



R. TURNER originally with a paper mill, and after war service joined in 1946. Took over territory in Kent, Sussex and S.E. London. A north countryman with a ready wit, and no time to waste.

R. SPARKS after war service in the R.A.F. took over the North West, South West and Midland areas. No one knows from where he gets the time to do all this, but he does.



fifty-eight



E. PRISLEY came from a paper mill staff in 1947, and travels mainly in East London and Home Counties. Recently added the Eastern Counties to his travels, just to keep him on the move.

fifty-nine



A. HARRISON joined in 1951 after travelling for another paper merchant in the North. Lives in Leeds and covers Yorkshire and surrounding areas. Born and bred a Yorkshireman and nay the worse for that. Known in London office as 'lad fro' North'.



G. SMITH, son of Mr. M. Smith, joined in 1948. Recently started his travels in the Surrey, Hants. and Dorset areas. Sports a nice line in sun-tan from his constant visits to seaside resorts.

The Office Outing

THERE WERE THE usual hopefuls who arrived early, thinking that this year the coach really would get away on time, and there were the usual hopefuls who arrived late, feeling confident that someone would be even later than them.

So it was that, with the sun shining brightly, the office outing left Wheatsheaf House by coach at 9.20 a.m. on Saturday, the 9th May, for Rye.

With only two stops—one to collect the “privileged” at Waterloo Station and one for refreshments—the coach sped out by way of Sevenoaks and Tonbridge through the very lovely Kent countryside where nature really had put on a wonderful show for us; fruit trees in blossom, primroses and bluebells in abundance, all at their best and contrasting pleasantly with the brick walls we had left behind. Our eyes opened wide with delight at the sight of the lambs gambolling in the fields, but turned discreetly away from a small group of card players who were doing something spelt very similarly towards the front of the coach!

Having reached our destination, we made our way up the narrow, cobbled street to the George Hotel, where we were to have lunch. Inside the George Hotel, the Secretary was rapidly gaining considerable popularity by ordering drinks for all and sundry, until some malicious person disclosed that these, too were “on the firm”. It is rumoured that, when this became known, the accountant began a series of intricate calculations as to how many syphons of soda water would have to be used up to gain the equivalent of $2\frac{1}{2}$ per cent. cash discount on the bill for the drinks. However, the rest of us, being only amateurs in the realms of accountancy, embarked on an interesting and instructional experiment designed to enlighten us as to whether stock was a fixed or liquid asset. By the ease with which the stock of the George Hotel was rapidly converted into cash, it was proved to our satisfaction that stock was undoubtedly a liquid asset.

After our unofficial photographer, in order to get a photograph of the whole party, had emulated Juliet in a wonderful balcony scene, we settled down to a very welcome and most enjoyable lunch.

We then spent a little time looking round Rye, with our unofficial photographer racing up and down the streets to record our wanderings.

Our party then separated into two groups. The more hardy types went for a walk over the golf course to Camber Sands. We might add that we thought a little less of the hardy types, however, when we learned that, having refreshed themselves

(continued on page sixty-three)

PURLEIGH *perfect* ASTEBOARDS

THE FINEST QUALITY BOARD
AT THE LOWEST PRICE

ROYAL

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

Reductions for quantities

R. T. Tanner & Co. Ltd.

for **Boards**

at the Walkers Cafe, they promptly boarded a bus for the return journey to Rye. Incidentally, included in this group was a certain young lady for whom our heart bleeds. It appears that her ardent boy friend cycled all the way from London to spend the afternoon with her, only to find when he arrived that Tanner's outing had temporarily departed from Rye! By the time that Tanner's outing had returned, the ardent boy friend, we believe, was cycling madly back to London in order to greet his girl friend at the end of the return journey!

The rest of the party went by coach to Winchelsea. A rather fresh wind soon made us leave the sands at Winchelsea as we found them—completely deserted—and we went on to look at a very lovely old church in the parish of Icklesham.

We then returned to the George Hotel, and found that the fresh air which we had encountered had given us sufficient appetite to do justice to the tea which had been laid on for us.

It was at this stage that Mr. Smith, the senior member of the Staff, expressed to the Directors the appreciation of the Staff for the very pleasant day which was now drawing to its close.

On the return journey, we again stopped twice—once for refreshments and once, it appears, for the inevitable darts match which takes place when we have "coach" outings.

We are informed from a reliable source that one of the contestants (a Director) whose side was losing, changed his darts and then his "flights" in the hope of changing his team's luck. It is sadly reported that there was not even much change out of the pound note with which he had eventually to buy drinks for the opposing (and winning) team.

With the evening shadows approaching, the coach headed for London, and one by one, those lucky members of the Staff whose homes were on the route said their goodbyes and waved the rest of us on.

The last rays of the sun had long since vanished by the time another certain young lady, who had very thoughtfully arranged for the coach to come from Hendon (but a few minutes from where she lives), closed its door for the last time, and the outing was over for this year.

May we assure Mr. Arthur Tanner, who takes so much trouble to ensure that these annual events run smoothly, that his efforts were truly crowned with success.

In fact, we echo the comment of one of the party who, on the return journey, raised his glass and, with the look of a man who has thoroughly enjoyed himself, remarked "may this be the worst moment of our lives". If that really proved to be so, Mr. Tanner, how happily we should all spend the rest of our days.

Stop Press

As we go to press, a reduction of £10 per ton is announced for certain grades of Scandinavian papers, and no doubt this will cause the British mills considerable discomfort. What their reaction will be only time will tell.

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Highlight Bond, an altogether new line, is now in stock, and we should be pleased to forward samples. We anticipate a heavy demand for this paper, which is of very high grade at a reasonable price. Full details are published inside the cover of this journal.

*

The price of our wood tissue 18 x 28 has been reduced and is now only 7/6d. per ream and 7/3d. per ream for 50 ream lots. The demand for this line continues to grow steadily.

*

We have reduced the price of several of our 3½ x 6 envelopes, and at the same time have increased the size of the flap and the gumming.

Mailing Manilla 3½ x 6 ... 6/9d. per 1,000

Snowcap Cream Laid 3½ x 6 ... 9/6d. per 1,000

Penguin Parchment 3½ x 6 ... 9/0d. per 1,000

plus purchase tax and subject to usual quantity reductions. There are several other price changes and new price lists will shortly be issued.

*

The sale of Purleigh Pasteboards is increasing rapidly, as they become known. This is the finest value in pasteboards which we have ever offered, and if you have not yet used them or seen a sample, send for the sample range at once.

*

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

*

If you find a mistake in this magazine, please consider it was put there for a purpose. We publish something for everyone, and some people are always looking for mistakes.

*

We thank all our customers who wrote to us regarding the Coronation issue of our journal. We were overwhelmed at the number of letters received, and we apologise if by any chance we have not replied personally in every case.

sixty-four

introducing

HIGHLIGHT BOND

watermarked

A CRISP, PURE WHITE SULPHITE BOND, MILL MATURED

stocked in

LARGE POST	15, 18, 21 lbs.
DOUBLE LARGE POST	30, 36, 42 lbs.
DOUBLE CAP	20, 24, 28 lbs.
500 sheets				

@

per 1/4¼d. lb.

3½ cwt. 1/4d. per lb.

ENVELOPES TO MATCH IN S/O LARGE POST 21 LBS.

8½'s H.C. (3⅞ x 6) @ 15/6 per 1000

Small Court (3⅞ x 4⅞) @ 15/6

Large Court H.C. (4¼ x 5¼) @ 17/6

Plus purchase tax Subject to usual quantity reductions



send for samples

R. T. TANNER & CO., LTD.

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London, E.C.4.**

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