



TELEPHONES

CENTRAL 7051 (6 LINES)

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TELEGRAMS

TANNER - FLEET, LONDON



Highlight



Portrait by Dorothy Wilding

Highlight

sends Greetings
to
HER MAJESTY THE QUEEN
forty one

Highlight

THIS being the issue nearest to Coronation Day, June 2nd, 1953, we pay our tribute in a humble way to the occasion, and are proud to bring to you the Coronation issue of our Journal.

The Nation unites, and the eyes of all British people, the Commonwealth and Dominions, and our friends and allies throughout the world, turn towards our gracious Queen Elizabeth II.

At this time let our prayers go forth to give her guidance and strength during this Coronation year. May her reign be long and glorious, with peace and prosperity throughout the world.

GOD SAVE THE QUEEN.

The House Magazine of

R.T. TANNER & CO. Ltd.

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 5

April 1953

forty two

HIS ROYAL
HIGHNESS
THE DUKE
OF
EDINBURGH



by permission of Practical Press Ltd

INDEPENDENCE

INDEPENDENCE IS BECOMING the fashion again. People whose liberties were curtailed during the war and post-war years are tired of being led along, being told what to do and when to do it. They want freedom to live, to buy rather than rent a house if they wish, to eat what they fancy, rather than what is thrust upon them. In fact they are becoming "choosey" ---.

That is just how we like them to be. We want you to choose what you want, order what you want and how you want it. You have had to suffer white boards or bonds too long—specify now what you wish; Snowcap, Triplex, Galleon, Ivorex, smooth, matt or pure white boards—mechanical, woodfree, British, foreign, straw, esparto, rag, plain or water-marked bonds—choose what you wish, we stock it.

R. T. Tanner & Co. Ltd. are independent. We have no financial or administrative agreements or 'tie-ups' with any mills or agents, though we are, of course, members of the N.A.P.M., and we buy what we require from any mill or source we wish. Complete independence? Well no, we are dependent on you for your orders!

forty three

CURRENT AFFAIRS

IN OUR LAST issue, we entered 1953 with high hopes of improving conditions in our trade. These hopes have not as yet quite been fulfilled, but there is no denying that trade is settling down to a more healthy tenor. There seem plenty of orders about for small quantities from stock for immediate delivery, which is an indication that printers as a whole are no longer holding heavy stocks of material.

However, these do not amount to enough tonnage to keep mills busy, and large tonnage is just not appearing. This is probably due to the knowledge that prices of many papers fixed only as far as May are not yet economically sound. If prices are based on replacement value of raw material, many grades are still too high, and obviously are liable to reductions at the end of May. For instance, the worst hit mills as far as shortage of orders is concerned are those making Esparto paper. Our contention is that based on today's cost of grass these mills could sell their paper at the price of woodfree or less, yet they maintain a differential of some £8 0s. 0d. per ton. The only reason appears to be that they always have had this differential and if they reduced the price, then the woodfree mills would be short of orders. This is very gallant of them, but we doubt very much whether there are any other manufacturers in this Country, who would willingly go short of orders to protect another group of mills, and it is not economically sound.

Similarly the prices quoted by woodfree mills for export leave one in no doubt that the present home market prices are falsely inflated. These will have to be severely adjusted at the end of May when prices are reviewed.

We are not advocating cut throat competition, and in any event now that mills are covered and supported by their respective trade associations, we are not likely to get it, but we would say this to the mills, get a down-to-earth policy as regards prices; don't live with your heads in the clouds, but reduce right down to the lowest economic prices and the orders will again start to flow.



The cover of this Journal is printed on Chichester 3 sheet Fawn Royal Boards and the text on Illustration 70lbs. White Art, Double Medium.

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only the best is good enough*

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ART PAPER AND BOARDS

from

R. T. Tanner & Co. Ltd.

and ensure the

success of your

programmes and booklets

for the Coronation



CENtral

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MAILING THE CORONATION SAMPLE FOLDER

by FREDERICK T. DAY

(Vice-chairman, British Direct Mail Advertising Association)

Reprinted from *The World's Paper Trade Review*,
by kind permission of Messrs. Stonhill & Gillis Ltd.

AN ALMOST UNENDING panorama of printed matter is being prepared by the paper and allied trades in connection with the forthcoming Coronation and the greater part of these folders, booklets, leaflets and samples are destined to be placed in the hand of those likely to be interested in the various projects involved, before June this year.

Paper makers have produced special cover ranges, tints and tones in writings and printings and other paper and board qualities to fit in with the chosen colours; printing ink makers have been active with their folders and colour charts; block makers with their stock blocks; the stationery and converter trades with their various traditional and decorative products designed for the Coronation, and the printer has been active in employing his craft to reproduce, again on paper, all the colour, detail and design necessary to put these printed pieces over to the buyer or consumer.

Planning the Mailing—the Pilot Shot

There is no need to stress the important factor that the best effort should be put into the project. First-class design, copy, printing on high-class paper. It is folly to save money here and a first-class job will prevent many copies being consigned to the waste paper basket. In the first mailing, a pilot shot is a good idea; send out a selected number to a group and get percentage results.

It is often very unwise to fire off all the ammunition in one all-out shot; planned mailings to various groups give an indication of interest and avoid heavy initial mailing costs.

Where a really first-class folder or booklet has been produced, do not use cheap envelopes, as they will lower the standard of the job enclosed, create a bad impression and very likely they will assist in the spoiling of the enclosure by creasing. Seal up the envelope, the slight extra postage is worth it in the case of the mail shot that has been designed to sell more goods. Don't be satisfied with one shot; follow up with No. 2 and even No. 3, with a varying reminder in each to say you are waiting to serve and give further information or specimens for testing and so forth.

The Mailing List

Most of us have mailing lists of customers—live, potential or prospects. Are they up to date? Always check up on initials, name and style of customer. Nothing is more irritating than being incorrectly addressed. The correct maintaining of lists is a full-time job for someone.

Remember there are just over 50,000,000 people in the United Kingdom and people marry yearly, change addresses, may pass on. New businesses, homes and flats are opened up each year at the rate of 300,000 and people are coming and going out of business daily. Amalgamations, new buyers and other changes occur which make it necessary to keep on top of the correction of lists. According to figures some 14,000 new companies were formed in 1951 and, of course, many others went out of business. These facts must be realised and understood as they can represent so much postage wastage, dead letters (approximately 1,000,000 letters are destroyed by the Post Office or returned to senders annually). Ineffective mailings, low percentage results may be attributable to the usage of out-of-date lists. In spite of this, such wastage is very little different from that in the case of other forms of advertising. There is always that percentage of wastage, but in the case of direct mail, it can be checked again and again and some measure of accuracy maintained.

Informative Mailings

Customers always appreciate some piece of information, data, reference tables of weights, sizes and measures, as the case or trade requirements may warrant. Nothing is more calculated to bring interest and results where mailings are designed and planned with month to month or periodical information. It may make all the difference to the reception of the project. If it is a question of costs, limit the print order and keep up the tone, style and quality of the job. Many of us look forward to receiving certain mailing shots which are useful and informative. Such planned pieces are first-class business builders and are worth all the attention and skill available in the production of the job.

Direct Mail—the Paper and Allied Trades

The paper maker and printer are able to provide all the mechanics necessary for the production of direct mail for any trade user. In this year of hard selling, many more will be using the folder, catalogue, price list, leaflet, booklet, sample range, etc., with a view to making known merchandise offers in their various fields. It may be up to the paper maker and printer to give a lead here—"use more print, sell more goods"

and the trade may well consider a joint co-operative effort pointing out standards of quality that can help to increase business. Trade association could do much good to the trade generally by efforts to raise the standard effort, pointing out the value of good paper and good print. Most business executives understand the power behind well planned direct mail, but they could be more convinced of the importance of high-grade paper as part of the background of effective selling. There can be no doubt that an examination of some recent direct mail shots lends colour to this idea and paper buyers could be better informed of the value of good-quality paper. Paper can lift the creative quality of work, with the aid of the printer, to much higher and telling standards, and now, more than ever, is the opportunity for the trade to seize in some pioneer work on its own behalf.

Paper maker's own direct mail could very well be based on what paper can really do for industry and commerce.



In the last issue of our journal there were two printer's errors. In the tables quoted from the Ministry of Labour's Gazette we twice quote "girls over 18". This should of course have read "girls under 18".

One of our customers promptly noted this and called us over the coals. We are indebted to his observance and interest in writing to us on the subject.

To quote again *The Economist*—"We apologise to those of our readers who thought our news even less coherent than usual; those who noted nothing wrong possibly owe us an apology."



for **TANGARA**
WHITE M.G. POSTER

stocked in			
20 × 30	30 lbs.
30 × 40	60 ..
22½ × 35	40 ..
25 × 40	50 ..
500 sheets			

1/5d. per lb.: 3½ cwts. 1/4½d. per lb.

Special reduction for larger quantities

Pure white shade

ring CENTRAL 7051

for fine paper and boards

"DEAR SIRS, UNLESS . . . !"

THE COLLECTION OF overdue accounts is one of the pre-occupations of our Secretary. As is so often the case, so much time has to be devoted to the odd sheep who has strayed outside the fold which we refer to as "our normal credit terms", that little, if any, time is left in which to give a pat on the back to the ninety and nine good sheep who never dream of adding even one grey hair to the Secretary's small, but growing, collection.

May we take this opportunity, therefore, of giving the good sheep that pat on the back, and assure them that, if they were in a position to eavesdrop, they would undoubtedly hear at some time or other the delightful phrase "Who, Blank & Co.? Oh yes, they always pay on the nail. Of course they can have twenty tons of Art tomorrow!"

As to those who, from time to time, receive written reminders that a cheque would be welcomed—well, we really do understand that purchase tax has to be met once a quarter, that the books (including the cheque book) do occasionally have to be sent to the auditors, that one large bad debt can wipe out a lot of the small printer's profit, that an expanding business cannot always readily find the additional working capital it requires and so on; but an explanation of the particular circumstances causing the delay, in response to our first letter, would often avoid the situation arising which eventually leads to a letter commencing with the title of this article. On the other hand, whilst we always try to help out in times of difficulty, please bear in mind that the purchase tax collector, income tax collector, and all the other collectors hammer on our door as well!

Some say that they would prefer a personal call, and it is true that the spirit in which a letter is written is easily capable of being misinterpreted. We feel, however, that the majority of our customers prefer a letter which they can read in a spare moment, to having someone marching into their office with hand outstretched for a cheque just when they are engaged in conversation with their best customer.

As for ourselves, we take pride in the fact that, notwithstanding losses on stocks and all the other unpleasant things that can happen in business, we have a record of payment with the mills which we consider is second to none. By maintaining their confidence in us, we are able to ensure that we are in position to give the best possible service to our customers.

So, to all of those who dash to their cheque books as soon as our statement of account arrives in the post, and thus help us to keep our suppliers sweet, will you accept this word of thanks for your co-operation, which really is appreciated.

STOP PRESS

From the 1st of April, Mr. H. S. Pearsall is retiring as our representative in the Eastern Counties. This position will be taken over by Mr. Prisley.

Mr. Pearsall will continue to call upon his customers in London.



The demand for Purleigh Pasteboards, which we introduced in January, has been exceptionally heavy, but due to careful provision, all supplies have been met from stock.

We anticipated heavy sales, because no pasteboards of comparable quality are marketed at such low prices. For whiteness, high finish and rigidity specify Purleigh. Sample sets will gladly be sent on request.



Due to the steady increase in demand for our Postal Strip Wrappers, we have installed further new machines. Our yearly production for periodical wrappers alone is well in excess of 20 million, and it is our proud boast that during the years of shortage in 1950-51, every demand for wrappers was met on the date due.

If you print and mail a periodical or journal, ask us to quote you for your requirements.



We have commenced to reprint our full sample set of paper and boards, bringing them right up to date. As soon as we have completed this large job, we shall individually recall the old sets, and replace. No action to return old sets should be taken as yet, as we shall be communicating with you as soon as we are ready.



In April we sent out the reprinted full stock and price list. Additional copies are available if required. It will be noted that we have further broadened our stock range, by the introduction of several new lines. The size of special white gummed paper was given as 20in. x 20in. This should, of course, read 20in. x 30in.

This Paper is FLAT

**DORSET
CREAM
WOVE
BOND** unwatermarked

stocked in

16½ × 21	15, 18, 21	lbs.
21 × 33	30	"
18 × 23	18, 21½	"
23 × 36	36	"
17 × 27	20, 24	"

500 sheets

1/4¹/₈d. per lb.: 3½ cwt. 1/3³/₄d. lb.

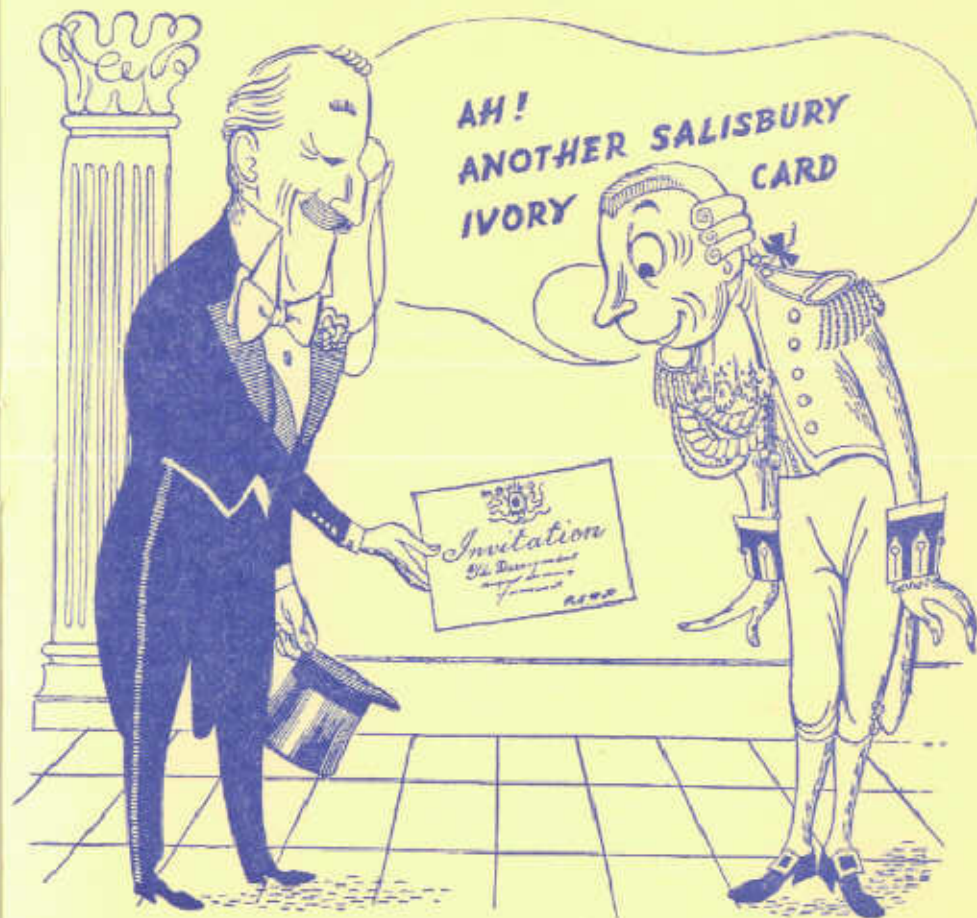
Special reduction for larger quantities

Tanners

for **PAPER**

WHITE SHADE MILL CONDITIONED FLAT SURFACE

fifty two



**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

