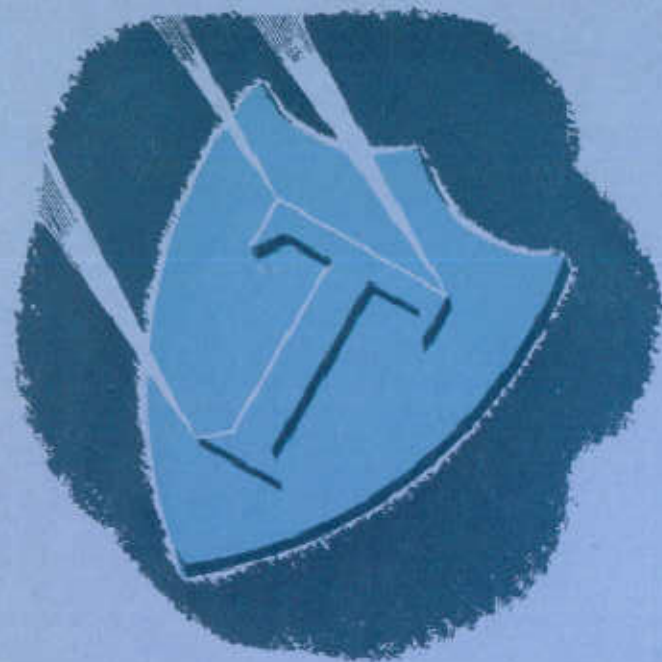




TELEPHONES
CENTRAL 7031 (6 LINES)
CENTRAL 2806 (2 LINES)
TELEGRAMS
TANNER - FLEET, LONDON

Highlight



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

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C. 4

New Series No. 7

October, 1953



*Are you troubled
with wavy and
curling Boards?*

Then change to . . .

GALLEON WHITE

and

CHICHESTER TINTED

BOARDS

All are Mill Matured



Tanners

for **BOARDS**

TANNER'S QUARTERLY TRADE JOURNAL

ON OUR RETURN from our summer holiday, we were naturally puzzled as to what to write in this issue of our journal. No one would be particularly interested in the fact that we had come back nicely sun-tanned and with renewed enthusiasm for wrestling with the many problems which occur in our daily activities at the office.

It was whilst pondering over this matter that our attention was drawn to a television programme called "Special Enquiry on Illiteracy". This excellent programme gave some quite astounding figures and facts regarding illiteracy in this country. The two which concerned us most were, that 3 million adults had only the reading and writing ability of a nine-year-old child, and one in three young wage earners did not read any newspapers other than picture papers.

We are not concerned here with the merits or de-merits of our educational system, but it is hard to realise that a country which prides itself on such a high standard of civilisation, and which consumes for all purposes some 270 lbs. of paper per head per annum, should have so many illiterates. The future of the paper industry must surely be very secure when these figures are investigated, and just consider what a need there is in many parts of the world. The consumption of India is under 2 lbs. per head per annum at present, and vast areas of the world, particularly many Asian countries, consume even less. Whilst the amount of paper actually consumed in education may not be very great, a higher standard of education leads to increases in the use of personal stationery and books. This in turn leads to increases in all form of paper consumption, eventually to the great packaging industry, which is still as yet in its infancy.

Education and paper are synonymous and must go hand in hand. We are not suggesting a world crusade for education as a means of increasing our paper exports, but there is little doubt that the long term future of increased paper consumption in this direction alone is assured.

CURRENT AFFAIRS

WHERE DO WE GO FROM HERE . . . ?

WE FEEL THAT this commonplace expression must be in the minds of most people in the paper trade to-day. In our last Current Affairs article, published in July, we forecast that the Mills would be busier in the last six months of this year as compared with the same period in 1952.

In July and August the volume of orders on the mills improved, and when they re-opened after the holiday shut down, most mill's order books were reasonably full. This was just what was necessary to start the orders rolling in. As soon as deliveries are longer than 3 to 4 weeks, orders are soon forthcoming, particularly from converters, who are very heavy consumers, but it is to be hoped that the position will not deteriorate to that ruling 2 to 3 years ago.

Unfortunately in our trade as soon as business improves, orders exceed output, and there is a tendency towards panic buying; deliveries become extended and more and more orders are quickly placed on mills for forward delivery, and within a short space of time the position tends to become quite out of hand. It is to be hoped that all concerned will keep their heads clear this time and remember what happened only 18 months ago, when many printers' merchants and converters suffered severely from over-stocking.

The price of pulp has been raised by 30/0d. per ton for the last quarter of this year, and this no doubt has influenced the larger buyers to place forward orders in the belief that the bottom price in paper has been reached and the next movement will be upwards.

We do not altogether agree with this, as the small increase in material prices can quite easily be absorbed by the mills. With the long term view, we may see a small rise in paper prices in 1954 provided world trade remains buoyant. However, and this should be at the back of our minds, although we do not wish to appear as miserable prophets, pulp material prices to-day are still inflated, and even a small world trading recession, would cause them to sag heavily.

By all means look ahead, but you have been warned!

*If you want a Better Quality Paper
use . . .*

CARMELITE BOND

Watermarked

TUB-SIZED WHITE RAG BOND

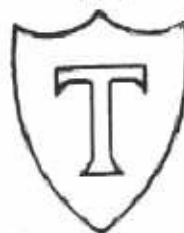
Stocked in :

16½ × 21 ... 19 and 22 lbs.
17 × 27 ... 25 and 29 lbs.
500 Sheets

2/6d. per lb.

3½ cwt. ... 2/5½d. per lb.

Envelopes to match in usual sizes



Tanners

for PAPER

SPECIAL NOTICE

PURLEIGH PASTEBOARDS

We must apologise to our many customers who have experienced delay in delivery of these boards.

* *

When we introduced this line in January 1953, we planned for a heavy demand. By the end of September we had already delivered three times the tonnage we had anticipated selling in the first 12 months.

* *

Every effort has been made to increase supplies, and we are pleased to notify you that adequate stocks will now be available to meet all expected demands.

TANNER'S PERSONALITIES

In the last issue of our journal we published the photographs of our representatives and we received many amusing comments, mostly we should hasten to say, complimentary.

We now present our financial section. Now before we hear any groans of anguish, we would point out that this very necessary section work always in the background unseen and unsung. Apart from keeping the sales and purchasing departments in step, they have been loaded with the onerous duties resulting from P.A.Y.E. and purchase tax, and as such act as unpaid government collectors. It surprises us that they can look so cheerful!

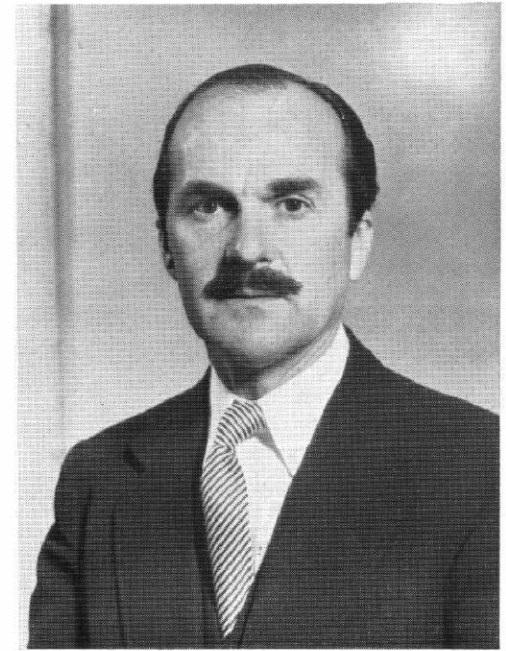
This section is under the personal control of our director Mr. F. A. Garrett.



Frank A. Garrett, M.C.



Eric L. Wicking,
A.C.C.S.
Secretary to the
Company



H. Lloyd Roberts

Miss Howard



seventy



Miss Joan Pope

seventy one

CONCERNING OURSELVES

IT IS OF interest at the present time, when middlemen are generally under fire, to consider the functions of paper merchants and ourselves in particular. They are briefly stockists, distributors and bankers.

As stockists it is their duty to hold stocks to meet the expected everyday demands from the printer and user of paper and board. This of course is a general statement, as it is not possible to cover every requirement or to visualise the exact demand for any item many weeks and months ahead. We ourselves when the recession arrived early in 1952, decided that in spite of dropping prices we would maintain an adequate stock for the use of our customers, and this policy has paid handsomely. More printers than ever before are approaching us first, anticipating that we are certain to stock their requirements. We are of course sadly limited for space having lost all our warehouses during the war, but have overcome this difficulty as far as possible to meet the demand.

Distribution is of paramount importance. Just consider the position of a printer in say a south coast town, without the services of the merchant to call upon, requiring 5 reams of art paper and 500 pulp boards from different mills in Scotland; 2 reams of printing and $\frac{1}{2}$ ream glazed manilla from 2 mills in the north country; 10 reams of bank paper from a southern county mill; and $1\frac{1}{2}$ reams of cover from a west country mill. To-day his needs are met in one order on his usual paper merchant, without whose assistance he would need to send out 6 orders, and wait for delivery we wonder how long! Would such a system as direct merchanting by mills mean cheaper material? Every mill would have to set up a sales organisation in at least 5 centres in Great Britain, and in many cases start warehouses. They would have to multiply their sales representatives and delivery services many hundredfold, and we pity the poor printer receiving visits, not from perhaps a dozen or two regular travellers, but from up to 100 or more mills' representatives. It is certain that this enormous duplication of work would lead to prices far higher than those ruling at present, apart from a worsening of delivery.

As bankers the merchant helps the mill and printer. By buying in bulk, the merchant helps to take over and finance the mills' output, which otherwise they would have to hold in stock.

Mills require payment on the month in order to finance their heavy raw material purchases and the stocks they would



Mrs. Jean Martin

Miss Molly Bartlett



be compelled to carry, and with our tongue in our cheek, we say that this would not suit all consumers! Paper merchants therefore assist the consumers, where necessary, to act as his banker and help him over certain difficult periods. Now don't take this as an invitation to exceed your terms of credit, or you will receive a curt reminder from our accounts section!

* *

Our heart bleeds for some of our representatives in their difficulties in booking accommodation when visiting the country. The following is an exact copy of a letter received by one of our country representatives from a large and well-known hotel, except that we have omitted the name of the town.

3rd August, 1953.

"Dear Sir,

"I thank you for your letter of the 31st instant and regret to say that both periods are difficult—the latter being Carnival Week at . . . However, if you would put up with the Put-U-up in the lounge you can have this and take priority in any cancellation. There is also a possibility of giving you a room at the House of our relief barmaid should we not be able to. I suggest that you come along on the 17th August and we will do something reasonable for you.

Yours faithfully. . . ."

We have not had the courage to ask our representative where he spent the night!

* *

If God gives ye wealth, do not exalt it before your brother, because ye sleep together in the end.

—Seen on a public notice board in London.

seventy four

The Inexpensive Writing Paper

WRYTO

ESPARTO

CREAM WOVE WRITING

Stocked in:

16½ × 21	...	18 and 21 lbs.
21 × 33	...	36 and 42 lbs.
17 × 27	...	24 and 28 lbs.
18 × 23	...	21 and 25 lbs.

500 Sheets

1/4¹/₈ d. per lb.

3½ cwt. ... 1/3³/₄ d. per lb.



Tanners

for PAPER

seventy five

STOP PRESS

Highlight Bond, which we introduced in August, has found a ready market. This fine watermarked Bond stocked in a wide range of sizes and weights is priced at 1/4 $\frac{1}{4}$ d. lb., and envelopes to match are stocked at reasonable prices. A sample brochure will be issued in November.

* *

Our revised paper and board price and stock list was issued in September. The new envelope price list will also be issued in October.

* *

Every day we receive comments concerning the satisfactory results obtained on our Galleon Pulp Boards. We may say that we still take a delight in hearing "You can rely on Galleon".

* *

We regret the delay in completing our full sample set of paper and boards. We have been so busy in our factory that we have been compelled to go slowly and give first priority to our customer's orders. It is hoped that it will be ready within the next two or three months.

* *

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

seventy six

DORSET CREAM LAID ENVELOPES are made for the customer who requires a thick quality at a competitive price.

•

We are making more than ever before, and can meet your demands from stock.

•

Samples on request.

•



Tanners
for ENVELOPES