



TELEPHONS  
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. 8*

*January, 1954*

*In the long (or short) run save machine  
time by using mill matured  
boards.*

**GALLEON WHITE  
PULP BOARDS**  
and  
**CHICHESTER TINTED  
PULP BOARDS**  
**are best for automatics.**



**Tanners**  
*for* **BOARDS**

TANNER'S QUARTERLY  
TRADE CIRCULAR



*The Directors and Staff  
of*

**R. T. TANNER & CO., LTD.**

*hope that all their customers and  
friends in the Trade enjoyed*

*A Merry Christmas*

*and take this opportunity of  
wishing them all a*

*Happy and Prosperous New Year*

## LOOKING BACK

AS THE YEAR 1953 draws to its close, we may take the opportunity to review results and try to look ahead to 1954.

For the first time since the war, we have had a whole year of stable prices, and it has of course given the trade a great opportunity to settle down, after the tremendous rises and falls of the preceding years. Printers as a whole have remained reasonably busy, though there were many complaints of price cutting. Much of this we feel was due to certain firms, who thought that the high profits of previous years could be maintained ad infinitum, and this lost them orders to more virile and factual printers. Many other printers have not replaced out of date plant and therefore are not in such a good position to face competition. There is little excuse for this, as the replacement of plant is today more easily obtained, though the main drawback is doubtless one of finance. With present day taxation it is practically impossible to replace old machinery out of profits which are left, though we have not sufficient space available here to discuss this thorny problem.

Many paper mills have during the last few years spent enormous sums of money on modernising their plant to good effect, and the standard of paper produced has shown all round improvement. Great advances have been made in mixed furnishes for papers and many new grades containing various proportions of straw have appeared. We feel that more efforts should be made to foster these experiments, which use a large amount of home produced raw material, yet are being cramped by the various trade associations, who are endeavouring to protect their particular groups of paper makers.

Unhappily, and we think most unwisely, as soon as mills order books fill up, all these cheaper grade papers disappear overnight, and the respective mills revert to the normal woodfree or esparto papers, which doubtless cause the mill less trouble to make. However convertors and printers are not likely to take up these hybrid qualities, if they are not assured of regular supplies, and mills concerned would be well advised to continue to make these qualities irrespective of tempting orders at higher prices.

## LOOKING FORWARD

A year ago in our trade journal we forecast fairly accurately the pattern of trade during 1953, though the last 3 months has shown a recovery even greater than we expected. This surge of business is difficult to assess, and many experts doubt its prospects of lasting beyond the next month or so. We feel however that if the bubble is to burst it will not come till about June or failing that not until 1955.

You may well ask how we arrive at this conclusion, and this can be summarised quite briefly, though we would hasten to assure you these are only our opinions, as even the experts can give no better reason.

1. Stocks were at an extremely low level in the middle of the year 1953.
2. The realisation that the price of paper, far from dropping further, was likely to harden.
3. The closing of most mills for the 14 days holiday at a time when convertors were endeavouring to rebuild their stocks for the normally busy autumn period, caused a sudden extension of the mills' delivery dates.
4. Generally high standard of industry throughout the country, leading to full confidence to order ahead.

These generalities were the chief cause of the sudden increase in activity in the paper industry, and so long as people do not overstock and the mills overmake by working throughout the week-ends, there is little likelihood of an early recession.

However, in spite of what we have just said, one thing can change this position overnight, and that is a substantial rise in prices.

Every possible effort must be made by the mills to avert this happening. With full production most mills, with the exception of those making the cheapest grade, should be able to absorb any small price rise in raw materials. As we write

## REMINISCENCE

this article, we hear that newsprint and mechanicals are to go up £1 to 25/- per ton, which appears reasonable following the increases in pulp prices. Any general rise in prices would worsen the existing situation, by causing a buying rush, with the resultant heavy recession awaiting around the corner. There are other features, which may well affect the supply position. On one hand if pulp prices rise substantially, the British mills will be heavily hit, since their import quotas, which are allotted in monetary value are to remain the same as in 1953; an increase would therefore mean less raw material and less paper made—on the other hand are convertors likely to see a recession after the New Year? The thought of tax reduction at the budget may well cause retailers and buyers to hold off stocking up until they hear of their fate at the hands of the Chancellor of the Exchequer in April.

Well there you have it, a boom or a recession? Few, if any, seem to know the answer, and the immediate future is the sole topic of conversation in the trade.

The situation reminds us of a common nightmare of our youth. On one side of us is an unscalable cliff and on the other a sheer precipice. Ahead of us stretches an unending path no more than two feet wide. May we be fortunate to keep our feet on this narrow middle path in our journey into 1954.



In the last issue of our journal we published the photographs of the financial department, and underneath several of the girls appeared the page numbers, which gave the impression that they were three times their real age. We may say that this was noticed when we went to press, but we thought we would publish, and see whether we should receive any repercussions from our customers, and assuredly we did, in large quantities. Unfortunately, however, we did not take the precaution of telling the girls first. So far none have given in their notice, but are our faces red!

SEVERAL OF OUR newer customers may not remember our old premises in Dorset Rise, London, E.C.4.

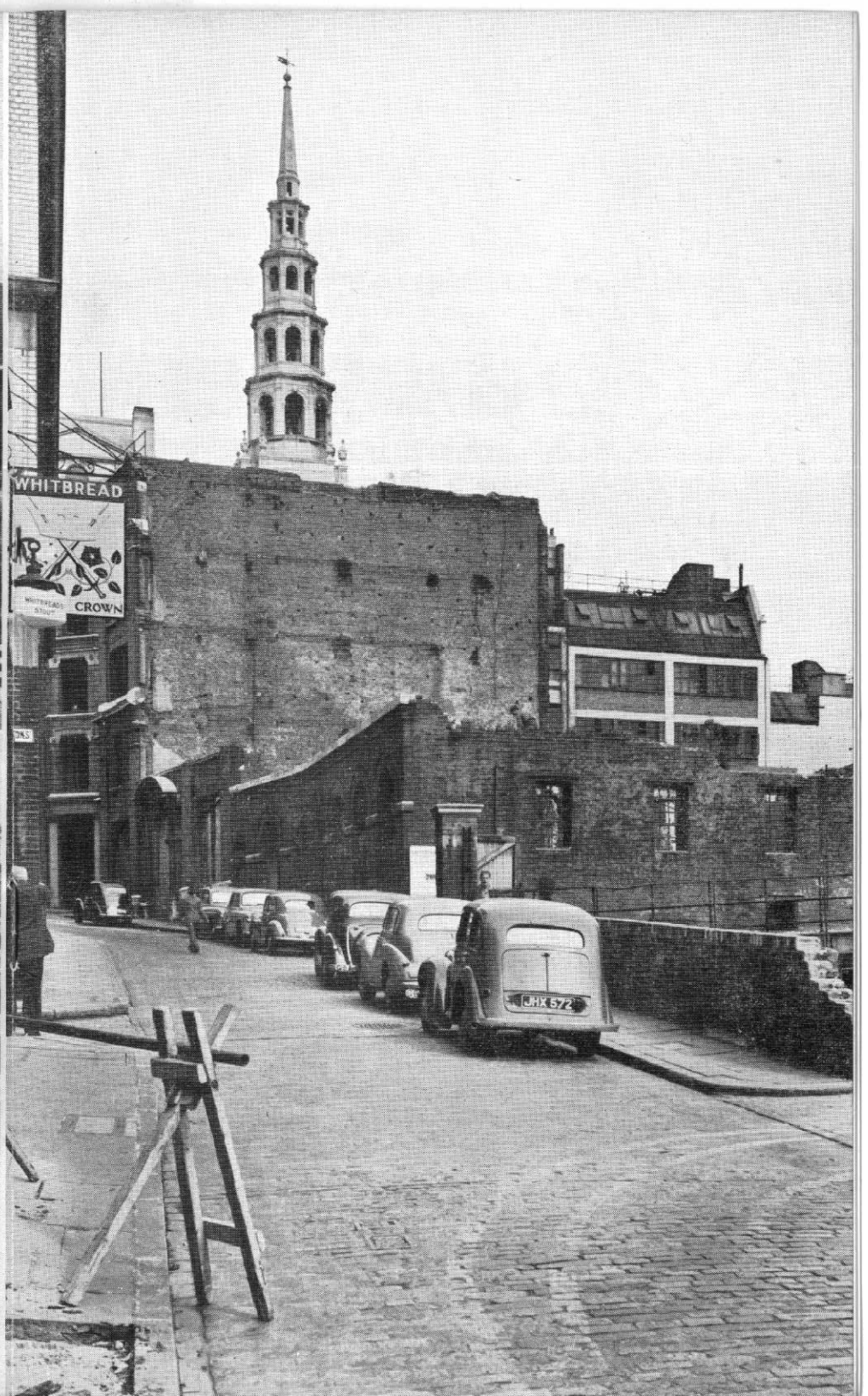
In 1877 the Company took over the lease of 16 Dorset Street, later renamed Dorset Rise, and in 1911 the lease of 15 Dorset Rise was also obtained. This latter address had been previously occupied by the old *St. James's Gazette*.

In 1940 the whole block of buildings was totally destroyed in the first city blitz, and has remained derelict ever since.

During last month demolition work commenced, preparatory to re-building a massive block of offices, which will be a continuation of the block recently completed in Bridewell Place, on the old site of our friends, Messrs. Samuel Jones & Co. Ltd.

We were fortunate to secure photographs of the buildings taken just after their destruction, together with ones showing the final stage of demolition, and the following reproductions are to us of some historical value.

We are sorry to see the old buildings disappear, but our present offices around the corner are really much more modern and convenient, even though we lack some of the space.



*The all purpose Ledger Paper*

# NORWICH

AZURE LAID

16½ × 21	...	...	23 lbs.
17 × 27	...	...	30 lbs.
27 × 34	...	...	60 lbs.

500 sheets

## QUALITY WITH ECONOMY

Prices as shown in our latest price list

# Tanners

for PAPER

## PRICE CHANGES

AS WE GO to press, various increases in prices are announced by the respective sections of the paper makers' association, though not all have yet been decided. The increases vary approximately from ¼d. to ½d. per lb.

We deplore these price changes at a time when everyone should be concerned with keeping prices down. There is some justification for rises in the lower grades, but when prices were last reviewed in May, the woodfree and esparto mills agreed to keep prices static, on the grounds that they were only working at three-quarter capacity. Since that time nearly all mills have been working at full capacity, and granted that some of their costs have increased slightly, they ought to be in a position to absorb these small increases.

It can be argued that these latest increases are very small, but however small, they have a very large effect on the trade, by generally unsettling all users of paper. The immediate effect is for users to attempt to save by lowering the grade of their material, and a general re-shuffle follows, always to the detriment of the higher grade papers.

We ourselves cannot be accused of having an axe to grind. As stockists we win on the swings of rising prices, and lose on the roundabouts of falling prices, yet we would rather see paper selling at lower prices rather than on the up-grade. This is not the way to raise the general consumption of paper.

## TANNER'S NEWS

(Contributed)

ONE OF THE strangest industries conceivable occupies the lives of more than 200,000 people in the Province of Chekiang China—the making of paper “ghosts” which are used throughout the Chinese world for sacrificial purposes. A widow, for example, may order an entire house, large enough to walk about in, built of paper, fitted with paper furniture, with telephone beside the bed and a motor car before the door, sometimes an aeroplane. After appropriate ceremonies the Priest sets the whole alight in the courtyard of the temple, and as the effigies burn their spirit forms go to the abode of the dead husband, so that he may have those comforts to which he was accustomed. Along certain streets of the great cities of China, paper replicas of all the objects of daily use are sold for a few pennies—ornamented cardboard chests with gold and silver paper locks, filled with silver shoes and flowing robes painted with dragons and complicated patterns, and for those who do not want motor cars or aeroplanes, there are horses and carts to send up in smoke to the departed.

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We feel that many of our readers would be interested to hear the latest news of our invalids.

Mr. Monty Smith recently underwent a severe operation. This was partially successful, but we regret that on Christmas Eve he had a relapse and is now seriously ill. We know that his many friends in the trade will, with us, wish for an early improvement in his condition.

Mr. Eric Wicking, our secretary, had a major operation in early December. We are pleased to hear that it has been entirely successful, though it will be many weeks before he is able to return to work. We wish him a speedy recovery to full health.

*eighty six*

You have not printed a pure white board

until you have used

# **SALISBURY IVORY BOARDS**

Thick and Extra Thick in Royal

and

in usual cut sizes, \_\_\_\_\_

\_\_\_\_\_boxed and unboxed



*Send for sample set*

*eighty seven*

## STOP PRESS

Our full paper and board stock and price list will be reprinted at once for issue as soon as possible in January.



We apologise for a few days' delay in despatch during the last few weeks of several of our leading qualities of envelopes. We are making more than we have ever done before, but the demand continues to increase. We attribute this to the high quality we offer at competitive prices.



The re-printing of our enlarged envelope price list has been delayed until the New Year, in case of any price changes. It will be issued in January whatever the outcome in material prices.



We have recently added to our stock range of papers Mellotex Pure White Matt Cartridge. We now stock the full range of these well-known papers in White and Pure White.



We are altering the colours and improving the quality of our Winner Boards.

As soon as all colours are available, we will issue a new sample set.



The cover of this journal is printed on our Salisbury Thick Ivory Royal Boards, and the text on Illustration 60 lbs. White Art Double Medium.

*eighty eight*

# HIGHLIGHT BOND

Watermarked

## A high-grade paper at a competitive price . . . .

Stocked in :

Large Post	...	15, 18, 21 lbs.
Double Large Post	...	30, 36, 42 lbs.
Double Cap	...	20, 24, 28 lbs.
		500 sheets.

Envelopes to match.

Prices as published in our current price lists



## TANNERS for PAPER