

Highlight



TELEPHONE
CENTRAL 7931 (6 LINES)
CENTRAL 3896 (2 LINES)
TELEGRAMS
TANNER - RIJKT. LONDON

The House Magazine of

R.T. TANNER & CO Ltd.

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C. 4

New Series No. 9

April 1954

STADIUM

TWIN WIRE

WHITE PULP BOARDS

Royal 3 Sheet

Smalls	3,500 lots	7,000 lots
17/3	16/5	16/-
	per 100	
	ex stock	



Tanners

for **BOARDS.**

Tanner's Quarterly Trade Circular

IN EVERY ISSUE of our quarterly journal, a large proportion of the space is taken up by articles on the present and future prospects of the paper trade.

In writing these articles, we do not profess to be experts, but we have written them dispassionately, and have given as fair a picture as possible of the situation as it appeared at the time of going to press. When we have looked ahead we always seem to have ended our articles on a note of uncertainty. We can counter this by merely stating that the future is always uncertain, and in our trade, at least since the end of the war, the future has been and seems likely to continue most uncertain. So long as paper is made mainly from imported raw materials and such imports are governed of necessity by the Treasury, the future will remain uncertain.

We restarted issuing the journal as a link between ourselves and our customers, and we consider that the main interests to our customers are the possibilities and probabilities of the near future. Mutual confidence between buyer and seller is the keynote of our company's policy, and we feel that such articles help to cement this confidence. If we are wrong, no doubt you will not hesitate to tell us!

In furtherance of this ideal in these rather difficult days, we have pulled aside the curtains and on page 11 we give you our conception of the stock position now and during the next few months.

We would hasten to add that this information only applies to our stock. When items are shown as short, it does not mean that we are unable to supply, but merely that demand is tending to exceed replacements arriving from the mills, and delivery may be delayed.

We trust that our customers will realise that this information is for their assistance, and that the situation changes very quickly.

Current Affairs

SO FAR, SO GOOD.

THIS EXPRESSION SUMS up the position in our trade to-day rather adequately. The greatly increased demand for paper which commenced in the early autumn of last year, has continued and tends to increase, and there seems no reason why this tendency should not go on at least throughout this year.

None of us are dismayed to see this increase in business, but we are all worried as to how far and how good. The general tone of business throughout the country remains excellent, and unless there is a serious deterioration in the balance of payments during the second half of 1954, this high production with the resultant high rate of employment, should continue. With the return of most of the distribution of the food trade to private trading, vast quantities of additional paper and board are required, manufacturers and distributors realising the value of sales appeal in packaging. This all adds up to increased sales of paper and board, in particular those grades of wrappings and boxboards which are already in great demand and difficult to obtain. With the high cost of newsprint and limited tonnage, it is difficult to obtain space for advertisements in the national dailies, and other forms of more personal advertising are being used by many of the larger companies. Such schemes invariably use very big quantities of paper.

Deliveries from the mills tend to lengthen, and they now require several months to execute orders. Even esparto mills are wanting 10/12 weeks in most cases. Convertors and users of regular supplies are therefore having to cover very far in advance, and as in all such cases, they cover for the maximum quantities they consider they will require. Whether we shall find that in the second half of the year many of these users have more supplies coming forward from the mills than they really require remains to be seen.

It would appear that demand now exceeds supply, but the position is nothing like that reigning in 1951/1952. There is no panic buying, and little demand for "job lots" unless it be for a specific job. Our feeling is that the present position is healthy, provided that the mills can keep up output, with the reduced import quotas of raw materials, and that delivery periods do not extend further than at present.

One thing is still needed to stabilise the position, and that is a small increase in import quotas for raw materials and paper and board. However, there seems little likelihood of any major move in this direction, so long as this country has to struggle to maintain the balance of payments.

The greatest danger therefore to the trade at the moment is the possibility, nay, rather a probability of a rise in pulp and esparto prices during the year. Unless sterling allocations to the mills are increased to compensate, all mills will be faced with the necessity to curtail output. Likewise sterling allocations to importers are buying less tonnage as the price of foreign paper and board increase. These two facts could cause a serious shortage, if consumption remains at its present level.

★

We take this opportunity of congratulating our chairman, Mr. Arthur Tanner and Mrs. Tanner, on the celebration of their golden wedding anniversary on January 9th, 1954.

★

Following the sharp increase in the charges for telegrams, it may interest our customers to realise that our telegraphic address counts as two words only. Tanner-Fleet, London.

This concession is granted to very few companies, and dates back a great number of years.

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According to a UNESCO report Great Britain headed a list of 27 nations in the number of new books published in 1952. The number is given as 18,741.

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

SPARTOCOTE

Prices as shown in our current
price list

Tanners *for* PAPER

MACHINE COATED PRINTING

Stocked in :

20 × 30	36, 40, 45, 50 lbs.
30 × 40	72, 80, 90, 100 lbs.
23 × 36	50, 55, 60, 70 lbs.
*36 × 46	100, 110, 120 lbs.
*25 × 40	60, 70, 90 lbs.
	500 sheets

*Available ex mill only

four

A Summer Cruise

WITH THE ARRIVAL of spring our thoughts somewhat naturally turn to preparations for summer holidays. When we received the following letter, we had no hesitation in printing it, as we felt that it was of interest to those who may have visited some of these places, and to others who may be considering a holiday abroad.

We doubt however whether the illustrations, which have of necessity had to be reduced, will do justice to the very excellent photographs received.

NORTH COAST OF MADEIRA



photo one

Dear Editor,

The photos I enclose will, I hope, give some idea of a very happy holiday cruise in August last year; and may be of interest, as we are beginning now to think about our next summer holidays.

The first picture was taken on the north coast of Madeira—our first port of call—and is considered by some enthusiasts to be one of the most beautiful views in the world.

five

THE PARTHENON



photo two

I can only regret that the camera can give so inadequate an idea of the marvellous contrasts of colour. I had already been here two or three times, but this is the first occasion on which I was able to get a photo, as mist is very common on the higher parts of the island, particularly in summer.

POMPEII AND VESUVIUS



photo three

From Madeira we want to Athens, where the second picture was taken. This shows the Parthenon. Nothing can be added here to the many descriptions that have already been published. I would only say that it was an amazing feat to have carried these huge blocks of stone up this very steep hill. As the temperature was something like 100 in the shade (or so we were told), it was as much as we could do to get ourselves there. You will see that there were plenty of enthusiastic tourists, all somewhat limp with the heat. Why the gentleman in the foreground was wearing a coat was more than I could understand.

Having visited Athens, we went on to Naples, and from there to Pompeii, where I took a photo which shows a Sacrificial Altar in the foreground and Vesuvius in the distance. The little Italian girl gives a touch of life to the ruins.

My next snapshot was taken on the north east coast of Majorca, near Valldemosa. Again I can only regret the limitations of the camera. It would be in any case almost

N.E. COAST OF MAJORCA



photo four

impossible to convey a proper idea of the brilliant blue of the sea, the cinnamon of the rocks and the varied greens of the trees and vegetation.

The last photograph was taken in a courtyard of the old Pena Palace at Cintra on the Portuguese coast, and gives a good idea of the Moorish influence seen in many of the older buildings in that part of the world. I confess, without shame, that I sat idly in the shade while the rest of our party toiled round the sights of the Palace.

Yours sincerely,
F. A. G.



A COURTYARD
OF THE PENA
PALACE AT
CINTRA

photo five

eight

MAILING

MANILLA POCKETS

9 X 4

Banded 50's — Boxed 500's

@

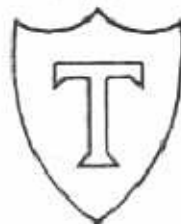
12/6d.

per 1,000

plus purchase tax

Less usual quantity reductions.

—
One of our stock range of envelopes



Tanners

for ENVELOPES

nine

Obituary

It was with great regret that our old and valued friend, Mr. H. M. C. Smith, passed away on January 18th, 1954. Montie, as he was affectionately known, not only to his fellow members on the staff but to most of his customers, joined the company in 1900. During practically the whole of these 54 years he was a representative "on the road" in London, the home provinces, and part of the south coast. He handed over the south coast area to his son during the last two years, but continued with the remainder of his connection.

In November, 1953, he underwent an operation, from which he made an apparently excellent recovery, but after he had been home a few weeks he had a relapse on Christmas Eve, and was re-admitted to hospital, where he died. The funeral took place at All Saints' Church, Weston Green, Thames Ditton, followed by cremation at Woking.

Montie will be greatly missed by us all at Wheatsheaf House. He had that great attribute, cheerfulness, and it was seldom if ever that one found him downcast. Many members of the staff will remember with gratitude the advice and encouragement that he gave them in their younger days, when they were juniors under training.

He leaves a widow and a son, Geoffrey, who is taking over his late father's connection, and to whom we extend our good wishes for success.



Another old friend, Robert Eke, known to all of us and a great number of our London customers as "Bob," departed this life on February 7th, 1954.

He joined the company in 1905, and drove the Brougham in London for the directors. When the horse gave way to the petrol engine, he drove one of our vans; in the late '20's he was placed in control of all transport. He continued in this job until he was taken seriously ill in 1952. It is gratifying to know that after the many years' service which Bob gave to the Company, they in their turn were able to ease his last months, by arranging for his entry into a nursing home, where he passed away peacefully.

Stock Position

We list below in alphabetical order our various stock papers and boards showing our actual appreciation of the stock position. We would stress that where an item is shown as difficult, it does NOT imply that we have no stock, but that demand tends to exceed supply.

Paper

Arts	...	Reasonably good
Artine (White)	...	Difficult
" (Tints)	...	O.K.
Banks and Bonds	...	O.K.
Banks, Mechanical	...	Slightly difficult
Banks, Manifold	...	Difficult
Banks and Bonds (Tinted)	...	Some colours difficult
Blottings	...	O.K.
Cartridge (Mellotex)	...	Reasonable stocks
Cotine	...	O.K.
Covers	...	O.K.
Duplicators	...	O.K.
Gummed (White)	...	O.K.
Ledgers	...	O.K.
Litho (G.B.)	...	O.K.
Manillas (Glazed)	...	O.K.
M.G. Poster	...	Short
Printings (Mechanical)	...	Somewhat difficult
" (Pure)	...	O.K.
Spartocote	...	O.K.
Writings (White)	...	Ample stocks
" (Tinted)	...	O.K.
258 Glazed Tints	...	O.K.

Board

Art (Tanart)	...	Reasonable
Bristol C. C.	...	O.K.
Chichester Tinted	...	O.K.
Cloth Lined	...	O.K.
Enamel Blotting (Rennat)	...	Fair
Fine Commercial	...	Delayed delivery

Continued on page twelve

Galleon Pulp	Good stocks
Hutton	Fair—some colours difficult
Index (City)	Reasonably good
Ivorex Smooth White	Difficult
„ Matt Pure White	Reasonable
Ivory (Salisbury)	Rather difficult
Purleigh Pasteboards	Slight delay on some substances
Salisbury Tinted	Some colours delayed
Selmore Duplex	O.K.
Stadium	Good stocks
Winner Ticket	O.K.

Miscellaneous

Billheads	O.K.
Corrugated	O.K.
Greaseproof	Reasonable
Imit. Kraft.	Rather difficult
Pure Kraft	Delayed delivery
Strawboard	Delayed delivery
Sulphite M.G.	Rather difficult
Tags	O.K.
Tissue	O.K.

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STOP PRESS

Revised Paper and Boards and Envelopes Price Lists were issued to all our customers in February. Further issues will be made as and when the major alterations occur in prices.

★

The heavily increasing sales of our Chichester Tinted Pulp Boards show that printers are realising that the small extra cost in materials, as opposed to cheaper grade boards, is more than repaid by better results and a considerable saving in machining time. All Chichester Boards are mill matured and water finished. Ten colours are stocked in 3 and 4 sheet Royal.

★

We now hold good stocks of Spartocote, the new machine coated printing in 4 substances in Double and Quad Crown and Double Medium. We should be pleased to forward sample sheets on request.

twelve

WE ARE STOCKISTS OF EDEN GROVE BOND AND G. B. LEDGER

The universally renowned papers made by
The Guardbridge Paper Co. Ltd.



Tanners

for PAPER