



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. 11

October, 1954

Important Announcement

In order to prevent a misunderstanding with another paper merchant, who uses the same registered trade name as ourselves, we have agreed to change the name of our WINNER Ticket Boards

to

GREYHOUND

Stocked in 6 colours in Royal

Smalls @ 10/- per gross

24 Gross @ 9/6

48 Gross @ 9/-



Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

IN THIS ISSUE of our journal we once again commence the publication of photographs of some of our staff. These have proved very popular in the past and we have received many complimentary comments, also a few derogatory ones from our personal friends!

Our business is built up on personal service, and this is one method of fostering this spirit. We intend to continue the publication of these photographs over the years to embrace most of our staffs in office, warehouses, garage and factories. You may wonder why we bother to include all these people. In our view, if we employ a person, that man or girl has a job to do however menial, and in doing this job, he or she is helping to provide part of the service which you have come to expect from us.

A machine without an operator is useless, but it is of little value to produce your articles on the machine, if you have no warehouseman to move them, or packer to pack, or van-driver to deliver. All therefore are cogs in a complicated machine and will be seen in due course in the pages of future journals.

In every issue we give a lengthy article of the present and future outlook in the trade. It may appear sometimes to be a repetition of previous issues, but this is not really so. Our trade moves in cycles, largely dependent on movements in general business activity throughout the world, and these rises and falls cover appreciable periods. You will not expect, and we hope you do not get, frequently occurring changes, so that often there is little alteration to report from one issue to another of our journal. However it has always been our policy in our journal to give a new and unbiassed review of trade, as it appears to us at the time of going to press. Our forecast for the future is gained by weighing up the facts and studying the various possibilities. It is merely our opinion; what is yours?

Current Affairs

AS THIS APOLOGY for a summer turns to autumn, it is time in which to pause and consider the position in our trade. The year 1954 has shown a steadily increasing demand for paper and board of practically every grade, and this demand is showing signs of gathering speed. The busiest time of the year is now with us, and the demand is likely to exceed supply considerably. So far this year although demand has been heavy, the mills and merchants have in the main been able to meet most requirements, though in many cases with late delivery. However the next few months are likely to show a deteriorating situation, with an increase in paper consumption and production remaining steady, at a figure which is near total capacity with the existing restrictions on the import of raw material. We feel therefore that the next few months is undoubtedly going to be difficult as far as supplies are concerned.

This shortage is quite unlike that in 1951, which was almost wholly artificial, and due to the fantastic speculation occurring in paper. Prices doubled and trebled during this period, and it was found that, when the bubble burst in 1952, great stocks had been accumulated all along the line of distribution down to the consumer.

Today the picture is quite different, and we doubt whether there is any stocking-up going on by merchants, convertors or printers. The key to this is the admirable restraint shown by the mills in holding prices steady. Only small increases have occurred in some grades, in spite of higher costs in raw materials, wages and carriage. Provided that there is no appreciable increase in pulp prices, British mills are not likely to fall into the trap which they largely, but not wholly, created for themselves in 1951. We do not blame the mills entirely for the previous speculation, because it takes two to make a bargain. Provided the merchants and consumers were scrambling over each other to make the highest bid, the mills were entitled to their pound of flesh. Today competition is still healthy, and paper sales at "over the odds" prices are negligible.

Our trade therefore is in a flourishing condition, though one matter is troublesome, that is mills are booking up too far ahead. In our opinion mills should not book up further than four months ahead, either by introducing a system of quotas or just not accepting orders beyond this period. It is wellnigh impossible under present conditions for a

publisher or convertor to bring out anything new involving any large quantity of paper unless they are prepared to wait six months or more for their material.

Most mills are beginning to ration their products with some form of quota, and this undoubtedly is the fairest method of distribution, provided it does not have to be carried on for too long. All forms of rationing tend to retard the go-ahead expanding business, and assist the inefficient. Our hope is therefore that the mills will be allowed to import sufficient pulp in 1955 to enable them to increase their production sufficiently to meet the ever increasing demand for paper and board.

On going to press, we hear that pulp prices from January, 1955, are increased by approximately £2 per ton, though what effect this will have on the price of paper remains to be seen.

Magazine in post 58 years

A magazine posted to the chairman of a Parish Council on 11th November, 1895 has just been received.

Churchdown, Gloucestershire, Parish Council was shown the magazine—"The County Council Times"—at its meeting by a member of the Council, the Reverend F. Cherrington, at whose home it had eventually been delivered.

The wrapper bore an orange halfpenny Victoria stamp, franked in London.

The magazine, printed on 8th November, 1895, was in perfect condition.

We would like to lay claim to have manufactured the wrapper in this newspaper report, but it was a few years prior to the introduction of our postal strip wrappers.

The ever-growing demand for strip wrappers, which are strong enough to ensure the successful carriage of periodicals and newspapers, has necessitated the installation of more and more machines. We are proud to know that these wrappers travel to practically every country in the world.

We would not be so bold as to guarantee that every periodical reaches its destination intact, as we all must agree that the postal services do not always treat mail with as much care as we should like, but we do maintain that it is the safest, and incidentally the cheapest, method of despatching any size of periodical.

If you have a magazine or periodical to mail, send us the size and the quantity required, and we will be pleased to quote you.

Concerning Ourselves

Our factory at Hutton Street, E.C.4, has been working to its full capacity for some years, and it has been apparent that with the steady growth of our Company, it was not possible to expand our production any further in this area.

Accordingly an additional factory has been obtained at Ashford in Middlesex, and we are now in the process of installing and equipping this factory with the latest machinery. Emphasis has been placed on envelope and pocket making, and some of the new machinery is already in full production. It is anticipated that our production will shortly be doubled and will enable us to reduce the delay, which has occurred in delivery recently, due to the ever increasing demand for our products.

We are now particularly well equipped to undertake the making and printing of large pockets for packaging.

Our stock range of envelopes and pockets is being further extended as quickly as the raw material position will permit, and it is intended to re-issue new stock and price lists as soon as possible.

Our factory and warehouses at Hutton Street, E.C.4, will continue in full production. Some of our customers may not be aware of the diversity of work we carry out for the trade in this factory—we are fully equipped to carry out:—

- Guillotine and rotary cutting.
- Postal wrappers.
- Envelope printing.
- Envelope making.
- Hand folding.
- Washing and fitting metal fasteners.
- Punching and drilling.
- Perforating, slot and pinhole.
- Bendscoring.
- Round cornering.
- Wire stitching.
- Folding.
- Punching out discs, ovals or shapes from hundreds of stock cutters.



Due to the shortage of box boards some of our Mailing Manilla Envelopes $3\frac{1}{2} \times 6$ deep flap will in future be boxed in 1,000's.

ALTERATION



We would like to advise all our customers that as from 1st of October our two stock qualities of "201" Pure M.F. Printing and "201" Tinted Writings will be renamed Y.D. This is to conform with the Mill's policy of branding their lines and labelling all reams. For some time, until our present stocks are cleared, the label "201" may still appear on these reams, although the paper concerned will be invoiced as Y.D. There is no change in prices shown in our Stock and Price List.



Tanners

for PAPER

CENTRAL
7051-6 3806-7

This space was reserved for our telephone exchange operator, Mrs. Langley, who decided not to appear in print. We regret this decision, but her attributes are well known to most of our customers.



*Miss Eccleston
Counting House*

thirty



*Miss Lutton
Invoicing Department*



*Miss Rixon
Invoicing Department*

thirty-one

CONTENTS BILLS ORDERS RELAXED

An announcement by the Ministry of Materials proposes a relaxation in connection with printed contents posters which, as defined in The Control of Paper (Contents Posters) Order, 1950, are prohibited.

This order prohibits the printing of a contents poster, which is defined as a notice composed of paper, the purpose of which is to indicate to the public any topical or current matter or single feature, appearing in one particular issue of a newspaper, magazine, periodical or news bulletin. Full freedom to print contents posters would cause an increased consumption of paper impossible to assess exactly, but certainly would lead to an increased usage greater than the present supply situation permits.

A limited relaxation has however been decided upon which is not expected to cause a severe drain on supplies of either newsprint or other grades of paper used for the production of printed contents posters.

In accordance with the provisions of Article 1 of the order, it is proposed to issue licences which will permit the printing and exhibition of contents posters by certain categories of publication.

The categories are:—

- (1) Local weekly newspapers (including provincial county and London suburban weeklies).
- (2) Weekly professional, commercial, industrial and trade newspapers.
- (3) Weekly newspapers published by political parties and trade unions.
- (4) Weekly religious newspapers.
- (5) Weekly sporting newspapers.
- (6) All magazines, periodicals, and news bulletins which are published weekly, or at less frequent intervals.

Applications for licences to print contents posters should be made to the Board of Trade (Division 1M5) Office of the Director for Newsprint, Lacon House, Theobalds Road, London, W.C.1, stating the titles of the publication concerned.

★

A letter posted in the City at 6.15 p.m. yesterday and received at its destination, also in the City, at 8 a.m. to-day, was franked "Delayed through being posted in a letter box for country letters. Please advise sender."

—*The Evening Standard.*



for TANGARA

WHITE M.G. POSTER

Stocked in

20	×	30	30 lb.
30	×	40	60 lb.
22½	×	35½	40 lb.
25	×	40	50 lb.

500 sheets

PURE WHITE SHADE

Tanners

for PAPER

Statistics

According to the Ministry of Labour Gazette, 530,000 workers were employed at the end of May in the British paper and printing industries, an increase of 2,800 over the previous month.

These figures were made up as follows: paper and board, 85,900; wallpaper, 6,000; cardboard boxes, cartons, etc., 51,700; other manufactures of paper and board, 45,500; printing and publishing of newspapers, 109,800; other printing, publishing, bookbinding, etc., 231,100.

The number unemployed, included those temporarily stopped, at June 14th, was 2,908, consisting of 553 in paper and board, 55 in wallpaper, 478 in cardboard boxes and cartons, 320 in other manufactures of paper and board, 377 in printing and publishing of newspapers and periodicals, 1,125 in other printing and publishing, bookbinding, etc.

Placings in employment during the four weeks ended June 2nd totalled 3,367.

★

During the holiday period, we employed as a temporary shorthand-typist, a South African girl who was holidaying in this country. She commented during her stay that it was the busiest yet the nicest office in which she had ever worked, as everyone was so friendly. Was there ever a nicer compliment? We hope that she takes back home with her the memory that in spite of the hurly-burly of present-day business in London, it costs nothing to be friendly.

★

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

thirty-four

WILL YOU USE A PASTEL SHADE OR BRILLIANT
TINTED BOARD FOR THE COVER?



BEFORE YOU DECIDE, SEE THE UNIQUE RANGE
OF COLOURS STOCKED IN—

CHICHESTER BOARDS

3 AND 4 SHEET ROYAL

WATER FINISHED AND MILL MATURED

Marketed exclusively by



Tanners

thirty-five

STOCK POSITION

MOST OF OUR customers are, no doubt already aware of the difficulty in obtaining supplies of Strawboards. We are also in a similar position and regret that we shall have no more available until during the first six months of next year.

When the present stocks of our "127" Mechanical White Bank are cleared we shall not be repeating this line until some such time as we can obtain adequate supplies.

We are also finding it very difficult to satisfy the many demands we receive for Art Papers and Boards, Coated Printing, Ivory Boards, and certain lines of the Mellotex and Ivorex series.

Customers who have not yet returned their paper and board sample sets for bringing up-to-date are earnestly requested to return these forthwith. Remember that a sample set which is not current is of little value to you.

As the changes in certain prices are only minor alterations, it is not proposed to reprint new price lists. At the end of the year more changes may be expected and a full distribution will then be made of our new stock and price lists.

When writing to us concerning one of your orders, it is necessary to quote, apart from an order number, the subject paper, board, envelopes, manufactured stationery, etc.

To attain maximum efficiency this Company has to work in separate departments, and it entails considerable delay in replying to queries, unless it reaches the correct department without delay.



SELMORE

**duplex folding boards in
7 colours**



BRISTOL

**cloth centred boards in 9
colours**



**CLOTH
LINED**

boards in 11 colours

Immediate delivery from stock



Tanners

for **BOARDS**