

Highlight



TELEPHONES
CENTRAL 7051 (6 LINES)
CENTRAL 1806 (3 LINES)

TELEGRAMS
TANNER - FLEET. LONDON

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

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 12

January, 1955

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

Tanners
for **PAPER**

Tanner's Quarterly Trade Journal

*The Directors and Staff of
R. T. Tanner & Co. Ltd.*

*once again hope that their customers
and friends in the trade enjoyed a*

Merry Christmas,

and wish them a Happy and

Prosperous New Year.

Current Affairs

THE SITUATION in the Trade remains unchanged. Business stays extremely buoyant and the demand for all paper is heavy and consistent. There seems no reason to suppose that there is likely to be any appreciable change in the next six months. In fact it is only to be supposed that demand is likely to remain at the same level or even increase, and only the holiday period is likely to see an easing in consumption.

It is our considered opinion that the consumption of paper in 1954 should be taken as normal for the future, and that recessions such as experienced in 1951 should be taken as exceptional. There is no doubt that the over-all consumption of paper both in this country and throughout the world has steadily increased, and will go on increasing for many years to come. Accordingly we ought to resign ourselves to face the facts, and not constantly harp back to 1951/2 or pre-war, when mills made and delivered special makings in a few days. It is more than probable that such conditions have disappeared for many years to come. Similarly, supplies from merchants are not likely always to be met from stock, and delays may be frequent and prolonged. We would not say that at the moment there is a definite over-all shortage of paper, though there is certainly no surplus, but rather that there is an unevenness in production and distribution. To illustrate this point a customer was advised early in November to order some 8 tons of a well known mill branded line in a special size, as the mill required three to four months for delivery. This was confirmed by the mill's office, and the order was placed for delivery in early February. Imagine the consternation to the customer and the traveller concerned when the making was delivered within three weeks of the date of order. The mill's attitude was that the making fitted in with a run going through, but how can merchants advise their customers to order well ahead? The customer thinks the traveller a fool, who is trying to frighten him into giving orders too far in advance. We also wonder, the mill supposedly being booked up for 3/4 months, whose order was put back to allow this 8 tons to be made and was this customer consulted or just had to wait longer than promised!

One of the problems mills must face is to maintain their delivery promises. At the present moment far too many just seem to forget that a promise given many months previously when the order was placed, must be kept. It is

not easy for a printer to go to his customer and tell him that the order he placed three or four months previously for, say, a catalogue to be issued on a given date, is going to be delayed a month because the mills have not kept their promise on delivery. The attitude of the mill is far too often just to shirk the issue and retire behind a screen of epithets such as "we are over-booked," "we are booked up for six months," "you know the position," "everyone knows the position," etc. Unfortunately everyone does not know the position. The man in the street, the potential customer, does not know of any shortage of paper.

We are not advocating that the Paper Makers' Association or the British Federation of Master Printers employ PRO's to sing the shortages of paper. Heaven forbid that we have to resort to such an admission of failure! We would only suggest to the mills that promises made should be kept, and that regular repeat orders should be looked after.



We rather like the following story, which undoubtedly does not reflect on present day conditions. A certain traveller had been calling regularly on a customer to no purpose for 30 years. On receiving the usual reply "nothing for you today," he said, "I only wish I had 50 customers like you." The customer, somewhat taken aback, asked him, "why?" The traveller replied, "to tell you the truth, I have hundreds."



The text of this journal is printed on our Illustration Art, Double Medium 60 lbs., and the cover on our Selmore Light Blue Duplex Royal Boards.

Statistics

A recent report issued by the Food and Agricultural Organisation of the United Nations on world production and consumption of paper during the past 40 years shows that 86 per cent. of the production is used by only 23 per cent. of the world's population. North America, Europe, Australia and New Zealand use about 150 lbs. of paper per head per year. The rest of the world, Latin America, the Near and Far East, and Africa, consume about 5 lbs. per head per year.

It is estimated that during the next 10 years consumption in these low consumption countries will increase by 50 per cent.

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The Ministry of Labour figures show that 537,500 workers were employed in the British Paper and Printing Industries in August, an increase of 22,300 over the figure in the same month of 1953.

The figures are made up as follows, and those in brackets show the figures for the corresponding month last year:—

Paper and board 87,100 (80,700). Wallpaper 5,800 (5,800). Cardboard boxes and cartons 53,100 (48,100), other manufactures of paper and boards 46,100 (44,100), printing and publishing of newspapers, etc. 111,200 (108,300), other printing, publishing, bookbinding, etc., 234,200 (227,900).

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British importers of paper and board are to have an increased currency allocation of £2½ million for the first half of 1955, as compared with the last six months of 1954.

The great problem is to get foreign mills to accept increased tonnages, as they are so heavily committed.

Apart from this difficulty, most import prices, except for Kraft, are up about £3 per ton, so that part of the increase is cancelled out with higher prices.

DORSET

CREAM LAID ENVELOPES



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ENVELOPE AT A

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Tanners

for ENVELOPES

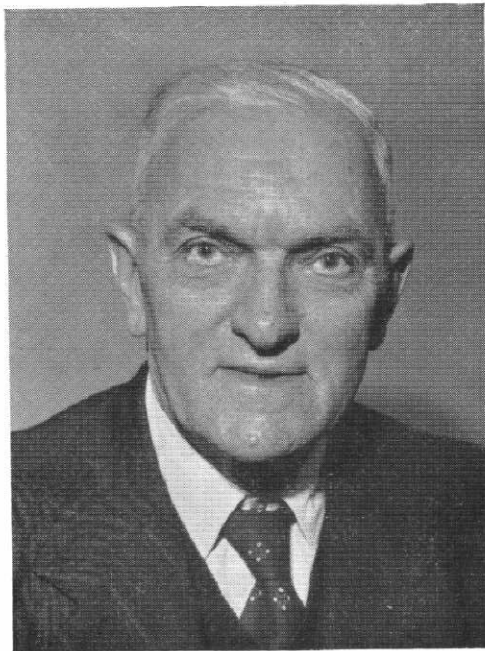
New additions to our staff



*Miss Pauline Pickering
Board and Envelope
Dept.*



*Miss Maureen Ward
Paper Sales Dept.*



*R. T. Barnes
Post Dept.*



*Miss Jeanne
Chasteauneuf
Invoice Dept.*

In our opinion

One of the problems which will confront the Paper Trade in the future is the struggle for existence by the independent mills, convertors and merchants. During the post war years a continuous process of absorption of the smaller firms by the large groups has occurred. Today there are about six large combines controlling quite a large proportion of the production and in many cases the processing and distribution of paper.

Since the war there has not been a great new expansion scheme, involving any number of new paper making machines, undertaken by any mill. Certainly a few new machines have been erected, but mainly to replace old plant. Again for specialised mills such as those making boxboards, there are several large schemes in being, but not in the trade as a whole. The reason is fairly apparent, when one considers the enormous cost of building a new mill today. Far better for the giants of the trade with money to invest, to purchase the capital of another mill, capital probably raised many years ago and bearing little relationship to the true value of the present plant and equipment.

Having absorbed more mills, what was more natural than to absorb converting plants, which would ensure a regular market for some of the products from their mills? And so the process goes on, and is likely to continue for several years to come. Now to consider the pros and cons of the movement. Large units of production in theory should be more efficient and economical, yet this is not at present being passed on. Rather the reverse is happening. A mill, on being taken over, is often taken off its usual type of production to make a grade of paper in which the parent group specialises. This has a most disconcerting effect on the trade, as customers today cannot change on to another mill, since all are already fully committed. When mills take over or set up their own conversion plant, a proportion of their production is sent to the converting plant, thereby bypassing the trade, and their total output for sale is therefore reduced by the amount passed on to their subsidiaries.

The future is fraught with danger. In the event of a change of government, it would be a much simpler matter to nationalise the industry, when it is in the hands of half a dozen large groups. But the danger to the consumers is

Continued on page forty-six

SALISBURY

Tinted Triplex Boards

Stocked in 14 colours in

Royal 3 & 4 sheet

and 12 colours in

Postal 3 & 4 sheet



Tanners

for **BOARDS**

more real. Apart from mills discontinuing to make certain grades of paper as we have already mentioned, competition is seriously reduced; competition not only in price, but more important, in quality. A great number of the paper mills in this country are engaged in making speciality paper for many different processes, and the same diversity of qualities is not likely to remain in the event of amalgamation.

We are not adverse to amalgamation where efficiency and economy is the result, but this has yet to be proved. Perhaps the day is not far distant when one or other of these groups may go one step further and enter the printing trade in a big way.

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One of our representatives is the proud father of two daughters. Recently his wife presented him with a son and heir, and the following telegram was sent to him by a certain member of our staff, who, we feel, should remain anonymous.

"Delighted Stork fulfilled order. Query quota now fully taken up."

Even in moments of leisure and rejoicing, we find it difficult to divorce ourselves from matters pertaining to the Paper Trade!

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We are pleased to announce that we shall be exhibiting at IPEX at Olympia on 5th-16th July.

In the next issue of our Journal we shall publish further details of an exhibition which promises to be the largest and most interesting ever staged in this country for the printing industry.

GREYHOUND

TICKET BOARDS

Royal in

7 colours

Prices as shown in our price list



Tanners

for **BOARDS**

Stop Press

From 3rd January, 1955, the prices for all papers and boards will be increased in price on an average by $\frac{1}{2}$ d. per lb.

As soon as possible new price lists will be printed and issued to all our customers.

The increase in the cost of paper will result in higher prices for envelopes and pockets, particularly Manillas, which material is up in price about $\frac{1}{4}$ d. per lb. Wherever possible, customers with orders on the books will be given the benefit of the old prices, provided we have the material in stock. In all cases where material arrives on or after 3rd January, the new prices will have to be charged irrespective of when orders were placed.

Within a few weeks new envelope price lists, incorporating the new prices and showing our considerably increased range of sizes and qualities, will be issued to all customers.

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The shortage of Salisbury Ivory Boards continues, and although further supplies are expected in February, adequate supplies will not be available till April.

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From February onwards there will be increased supplies of Purleigh Pasteboards. The demand for these boards, however, steadily grows.

forty-eight

Y.D. PAPERS



We are stockists of:-

White and Tinted Bank 10 × 8 and 13 × 8

White Duplicator 10 × 8 and 13 × 8

Pure M.F. Printing

Tinted Writings

For full range of sizes, colours and weights stocked, see our current stock and price list



Tanners
for Y.D. PAPERS