



TELEPHONES

CENTRAL 7051 (6 LINES)
CENTRAL 5806 (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. 13

April, 1955



*Are you troubled
with wavy and
curling Boards?*

Then change to . . .

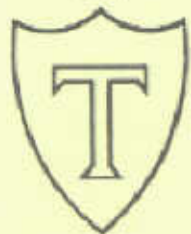
GALLEON WHITE

and

CHICHESTER TINTED

BOARDS

All are Mill Matured



Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

TIME PASSES SO quickly, but it comes as no less of a shock to find that we are in the fourth year of publication of the new edition of our House Journal. These last three years have certainly seen tremendous changes in the trade. We recommenced the publication of our Journal at the time of the last recession in trade, and we have seen and commented upon the complete change to the conditions ruling today, of maximum production and maximum consumption. Looking back on these comments, we are thankful to find that we were reasonably accurate in our forecasts. We shall in future issues continue to sum up and comment upon the likely course of trade, as this appears to be one of the most popular items in our Journal.

We were somewhat surprised at the response to the article "In Our Opinion," in our last issue, which dealt with the growth of power groups in our trade, and the steady disappearance of private mills. Apparently this problem is very much in the minds of printers, to witness the large number of letters received on the subject, all without exception showing alarm at the eventual outcome. Any changes in the trade, which reduce competition, not so much in prices, but in qualities and channels of distribution, have grave repercussions on such a technical trade. Competition is already very limited in so far that, with trade so buoyant, it is difficult if not impossible to change one's source of supply.

In this issue we are breaking away from our tradition of writing only about paper, to include an article contributed by one of the members of our staff on a recent motor trial in which he took part. We feel that this new innovation may afford interest to some of our readers, though we shall of course not make a regular feature of such articles.

According to The Monthly Digest of Statistics, Britain now makes some 4,500 tons more paper and board each week than she did 12 months previously.

In October, 1954, an average of 51,000 tons were produced each week, compared with an average of 46,500 tons in October, 1953.

Current Affairs

A TROUGH OF low pressure is approaching this country . . . How often have we heard this melancholy news when listening to the weather forecast? At present in our trade we are not anticipating a low pressure, but rather experiencing a high pressure system, which is steadily increasing in intensity. Demand is as brisk as ever and forward buying is being forced upon us, whether we like it or not. Even Esparto Mills are booked up for six/eight months in advance, and most mills are now operating various forms of quota systems. However much we deprecate this position there are few alternatives, since those mills not already on quotas have let the situation get out of hand, and it would be well-nigh impossible to get their order books back to a reasonable delivery date. It can only be done by shutting the order book entirely, and this means that regular orders must be turned down.

The immediate future looks like being just as busy as the last six months, and the stock position remains difficult. In general, as far as can be ascertained, stocks remain everywhere at about the same level, neither building up nor dropping. However, many lines, especially the cheaper grades, are in such demand that there are few or any stocks available. We do not maintain that, because we may be out of stock of a line, all our competitors are similarly placed. Far from it; as we said in our last issue of our Journal, stocks are uneven. When deliveries arrive from the mill, the orders on the waiting list take the bulk of the quantity, and the balance is soon taken up with orders which come forward. Our total stocks are as large as at the start of 1954, so the situation is not quite as difficult as it may appear at first. The main shortage is in "bread and butter lines," which are always in great demand.

The long term future is far more difficult to forecast. There is no doubt that the demand for paper has increased to such an extent that even a general recession in trade is not likely to leave the mills unduly short of orders. The old problem of raw materials is however again looming ahead. The mills are entirely dependent upon foreign sources for their material, even the use of straw having been largely discarded in the mad rush for maximum production. Now the esparto supply

is giving considerable worry to the mills, as the political unrest and strikes in North Africa are holding up supplies to such an extent that British mills are working from hand to mouth. The pulp situation is also causing worry, since, as we write this article, there is a probability of a strike in Sweden. We do indeed live on the edge of a volcano. However we do not consider that the opening sentence of our article is in any way a foretaste of what is to come in 1955, and demand should generally exceed supplies. It may well be that 1955 will witness the peak in this trade cycle, and next year may see a small *lessening in demand*. Our advice is to watch the country's monthly balance of payment results.



If possible, paper for the job to be printed should be available in the paper warehouse for at least six months before it is required for use. It must be stocked in a dry even temperature (about 60 degrees Fah.) with five ply boards slightly larger than the sheet size in between every five or six reams. When the job is due to go on the machine in about a month's time, the paper should be taken out of the wrappers and stacked in the pressroom, again with the five ply boards between each five or six reams. These help to keep the pile flat and prevent wavy edges.

The foregoing was taken from an article on pre-make ready published, believe it or not, in the January, 1955 issue of a technical journal. We agree with every word that is written, but how often is it possible?

It is one of the problems today which face all users of paper. No longer is paper stored at the mill and in the wholesaler's warehouse for any length of time. Too often the paper is made and actually on the printing machine in the space of 10/14 days. The mill conditioning carried out by certain mills goes some way to alleviating the problem, but even this is no real substitute for time, which is the best conditioner of all paper.

The cover of this issue is printed on our Chichester 3 sheet Primrose Royal Boards, and the text on our Illustration Art, Double Medium 60 lbs.

I P E X

THE INTERNATIONAL PRINTING and Allied Trades Exhibition takes place from 5th-16th July, 1955. The whole of Olympia is reserved for the exhibition, which will undoubtedly be the largest show ever staged by the printing trade in this country.

Many will recall the great crowds which gathered at the last exhibition, held in 1936, and we have no doubt that further large numbers will come to this exhibition in July. They should be amply rewarded, as we feel that many new machines and improvements to existing machinery will be on view. As a large proportion of the space has been taken by overseas firms, we shall be assured of seeing many of the latest machines and processes from abroad.

We, of course, will be exhibiting. Our stand of 512 square feet is situated on the first floor of the National Hall, Olympia, and is Number 9. We extend an invitation to all of our many customers to visit our stand, which is being designed to provide, in addition to a display of our products, a place where the weary can rest for awhile. Our representatives and members of the office staff will be in attendance, and it is hoped to make the personal acquaintance of many of our country customers.

The next issue of our Journal is published on 1st July, and will contain more details of our exhibit.

On Friday, 11th March, 1955, the directors gave their annual dinner and dance to the office staff at the Charing Cross Hotel.

Mr. and Mrs. Arthur Tanner received the guests while cocktails were served. After an excellent dinner, sixty-six husbands, wives and partners enjoyed the dancing.

As usual this party was a great success, and all agreed that it was the best of these annual events.

PURLEIGH

PERFECT

PASTEBOARDS



Supplies are now greatly improved, due to the fulfilment of long term contracts.

We can now offer stocks in most substances.



Please see our paper and board price list for substances and current prices.

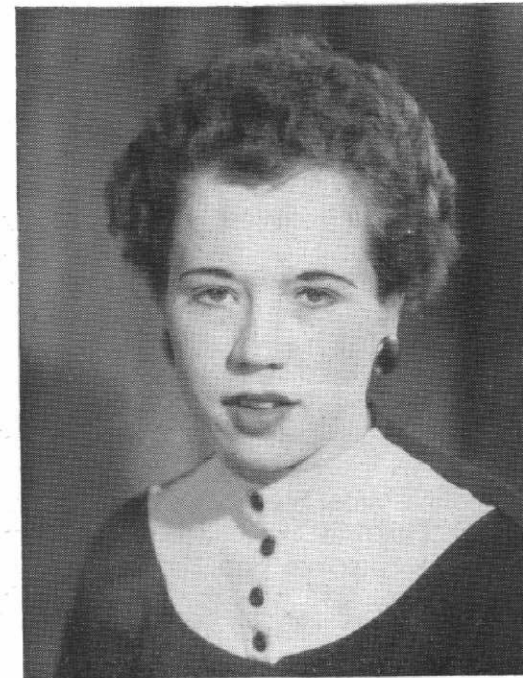
New additions to our staff



Ian Betteridge
Paper Sales Department

296

Miss Betty King
Counting House



Miss Rose Watson
Invoice Department

The 1955 Exeter Trial

(Contributed)

AFTER MANY WEEKENDS of tinkering and tuning, the time had arrived when we could try our car and put it to the test.

My wife and I had entered our Dellow for the classic trial "The Exeter." We were scheduled to start from the Wheat-sheaf Hotel, Virginia Water, at 12.57 a.m. on the 8th January, 1955.

As the seconds ticked by and our time to start arrived, we left the starting line and had to find our own way to the first Check Point, which was at Camel Cross, exactly 100 miles distant. The route we had selected was via Andover, Amesbury, Mere and Wincanton. For once, the weather was kind to us and we made very good time.

Having a quick coffee at the Check Point we were off again to Honiton and to our first Hill Climb.

It was still dark and we found our way along very narrow lanes, through a ford and several farm yards at the foot of Pin Hill: it was here that we saw our first snow. This was the only hill before breakfast. When we had climbed the hill, with its four hairpins and 1 in 5 gradient, we sped off to Exeter, our next Time Check and our breakfast halt.

After an hour and a half break in the well-known Dellers Café, we were off again to tackle the remaining nine hills. By this time it was just about light and Exeter was preparing for its usual Saturday shoppers. This time we were to climb Fingle Bridge Hill, with its 17 hairpins before the summit. On this hill there was quite a lot of snow and soon many cars were in difficulty. Fortunately our tinkering had the desired effect and we were still with a clean sheet at the top.

With our tyres back to normal pressures—we had let them down to 8lbs.—we were off again to tackle the next, and well-known "stopper" called Simms. On this hill we had only 6lbs. air pressure in the tyres and my wife, with much bouncing, got us to the top.

In due course, after a couple more climbs, and still a clean sheet, we came to Stretes. This hill had had bulldozers tree felling on it shortly before we arrived and the ground was well and truly churned up, but with a wife bouncing like = + = + = + and a Ford 1172 cc. engine working overtime

we again reached the summit with a clean sheet although a very muddy car.

The last two climbs had been arranged for us on the Army Tank Testing Ground just outside Bournemouth; there were plenty of ruts, pot holes, mud, and hairpins to keep the 298 competitors happy. We proceeded to let the air out of our tyres so that they were almost flat, and with much bouncing and a little wheel spin we made the summits, after which we hot-footed it to the last Time Check at Creekmoor, very relieved to have a clean sheet, as many others had not been so fortunate.

By now it was dark again and having been checked through the Control we went on to the finish at the Grand Hotel in Bournemouth, having covered 450 miles since leaving the Wheatsheaf Hotel, Virginia Water.

Although very tired at the end, we are looking forward to the next classic trial: the "Land's End" at Easter.

Delayed delivery . . .

Upon receipt from one of our customers of an order, which we cannot supply immediately, we do not acknowledge this when supplies are expected reasonably early—that is, generally within a month—unless it specifically states on the order that the goods are urgently required or must be to hand by a given date.

In nearly all other cases, when delivery is extended, an acknowledgment by postcard or letter is sent stating the probable delay and offering alternatives where possible. We would stress however that it is not always possible to reply in this manner, particularly when we ourselves can get no definite information from the mill concerned. This is apparent especially with colours, because the mill will tell us that it will be two/three months before they can make a certain colour, and then at the week-end they manage to fit it in and we get it in 10 days. Conversely they say that they will make in a week or so, and are then unable to get on to that colour, and may not be on it again for several weeks.

You will appreciate that we should need a greatly increased staff solely to acknowledge every order and prophesy (we use this word deliberately, as one often has to be a prophet to give an estimate of delivery!) a date for despatch.

We do try to keep you all in the picture as far as possible, but it is at present rather an uphill task.

WHAT IS HAPPENING to the envelope supplies? You may well ask this question, and we will now try and answer it.

A year ago we decided to step up our envelope production and, whilst retaining normal production in our Hutton Street factory, we installed some of the latest types of high speed envelope and pocket machines in our new Ashford factory. After a short period of teething troubles, which are almost always liable to happen with new plant in a new factory, we have been in full production for three months.

In spite of this the waiting period for most envelopes has increased. The reason appears to be the general increase in consumption of envelopes and although we say so ourselves, in particular for our envelopes. It is true that certain lines have been held up through a temporary lack of material, but the overall production has not been affected.

We attribute this phenomenal demand to quality and price. Although there has been a general rise in prices, these have been very moderate, and where we have had stocks of material at pre-rise prices, customers with orders on the books placed prior to 1st February, have been given supplies at the old price.

The new envelope and pocket price list has already been issued, and it will be noticed that there are a few additional lines.

Crusader Cream Laid envelopes in $3\frac{1}{2} \times 6$ deep flap, which was a regular line before the war, has been re-introduced, and is already proving popular.

In pockets we have added the size $10\frac{1}{2} \times 8\frac{1}{2}$ to our stock range in addition to $10\frac{1}{2} \times 8$. Also, a completely new line of Castle Cartridge Pockets has been added in all the usual sizes. Special sizes of pockets, which are not shown in the price list, can be made from any of our usual qualities of material.

In 1954 British publishers issued 19,188 titles, of which 5,846 were reprints or new editions. Both figures are the highest ever recorded for this country, the total exceeding the 1953 figure by 931.

The greatest increases occurred in children's books and educational books.



*We are stockists of the
well-known . . .*

64 MILL DUPLICATOR

White - Hard-sized

Stocked in :

$16\frac{1}{2} \times 21$... 18 lb.

$16\frac{1}{2} \times 26\frac{1}{2}$... 23 lb.

Also stocked in :

10×8 ,

13×8 .

500 sheets.

Tanners

for PAPER

Stop Press

The new edition of our Paper and Board price list, incorporating the latest increases, was issued in February.

The latest edition of our Envelope price list was issued in March.

Additional copies are available if required.

The delivery position of stock Galleon Boards has improved, and although we have little actual stock, there is no long wait for any size. At the time of going to press, the maximum delay is about 14 days.

Large supplies of Purleigh Pasteboards are now coming forward and we are once again able to offer most substances from stock. We have added to the range 10 sheet Imperial. Making orders for special sizes can now be accepted for reasonable delivery.

The supply of Ivory boards and cards is still difficult, but due to the arrival of large shipments, delay in delivery has largely been overcome.

We hold good supplies of our Tangara M.G. Poster, and we can offer quick delivery. Tangara is made in the new blue/white shade.

Good stocks of Chichester Tinted Pulp Boards are held. More and more printers are realising that the small extra expense of these boards is saved by the faster running speed possible and the better results achieved.

twelve

SCRIVIA

Ruled Billheads

Full range of popular
sizes and rulings ex-stock

•

See our
Paper and Board Price List
for full particulars

•

SAMPLE RANGE AVAILABLE SHORTLY