



TELEPHONES
FLEET STREET 3051 (6 lines)
FLEET STREET 3800 (2 lines)
TELEGRAMS
TANKER-FLEET, LONDON

Highlight



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

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 15

October, 1955

CARMELITE BOND

WATERMARKED, TUB-SIZED
RAG BOND

For the job which requires a really
good paper, and yet costs little more
than normal esparto bonds

Stocked in:—

Large Post ... 19 & 22 lbs.
Double Cap ... 25 & 29 lbs.
500 sheets

@

per 2/6 d. lb.
3½ cwt. 2/5½d. lb.

ENVELOPES TO MATCH IN

8½'s H.C. ... 3¼ × 6
Large Court ... 4¼ × 5¼
4 × 9 Bankers



Tanners
for PAPER

Tanner's Quarterly Trade Journal

THE AUTUMN number of our House Journal is always the one which causes us the most difficulty to compose. Basking in the sun on the beach at a seaside resort or, we hope, a well earned holiday is excellent for health but not conducive to producing ideas for filling the pages of this journal.

One is far away from the office and the daily news of events in the trade, which is probably the main reason for taking a holiday. During our evening stroll in this quiet little seaside resort over a hundred miles from London, we meet a friend from the paper trade, and continue our walk in his company only to run into another paper agent, also taking the evening ozone.

After the initial greetings, introductions to wives, and platitudes concerning the weather, the resort, and accommodation, we leave the wives to discuss the finer details, whilst the menfolk naturally turn to discussing the topic nearest their heart—paper. This leads one to consider the very cordial attitude adopted today in our trade between buyers, sellers and competitors. Prior to the war, due no doubt to intense competition, there was always an air of suspicion in varying degrees, between buyer and seller and an air of positive hate between competitors.

Nowadays this appears to have changed completely. Doubtless the paper control and price fixation went a long way to improve relations in the supply and demand field. In the case of competitors perhaps we may put down the improved relationship to the prosperity of trade and full order books.

Whatever we decide is the cause, only a period of depression and intense competition would prove whether it is likely to revert to the situation ruling pre-war. We feel generally optimistic, as a new generation is coming along, a generation who knew nothing of such suspicion and intense rivalry. Also the various trade associations are very much stronger in membership and power, which if wielded wisely, can do nothing but good. Let us hope, therefore, however much many of us may occasionally yearn for a little of the old competition and, dare we say, freedom, at least we may have gained a greater measure of friendliness throughout all sections of the trade.

twenty-five

In Our Opinion

WE ARE ENTERING a most interesting stage in the paper trade. During the next few months a battle will be fought out, which is not confined solely to the paper trade; that is between increased consumer needs and the "Butler squeeze". There is no doubt that "the squeeze" is only beginning to take effect, and is likely to have far reaching results in the coming months. Already there are many instances of large advertising schemes and catalogues being postponed, though not, we may add, cancelled. How much this contraction of purchasing power may affect the paper trade is difficult to say, particularly when we are entering the traditional busy period in paper and print.

We do not, however, expect very much change in the present demand for paper and paper products, unless very much more stringent monetary policies are put into force. "The squeeze" is likely to hit the large order first, and the mass of medium and small orders is not likely to be affected at all.

Against this possible retraction in some of the large orders is a constant increase in general paper consumption, which is likely to go on continuing. The next three months looks like being on a level to which we are becoming accustomed, namely consumption being slightly ahead of production.

At the end of this year new production in some of the mills will be coming into effect and will assist in meeting the consistent demand. We will review the likely trend in 1956 in the next issue of our Journal.

One thing of which we are certain, and that is a general increase in the price of paper. The recent large increase in the price of coal and electricity, will be reflected in the price of paper at least at the end of the year, and in the case of esparto papers probably very shortly. It may not always be appreciated that it requires two to three tons of coal to make a ton of esparto paper, hence the necessity of an immediate review of prices. All other grades have fixed prices until the year end. Paper mills have learnt the bitter lesson of raising prices too high, and can be trusted to keep any necessary increase to as low a figure as possible. Something in the neighbourhood of $\frac{3}{4}$ d. to 1d. per lb. seems to be justified.

Obituary

It is with regret that we have to announce the death of our oldest employee, Mr. Jack Cremin. Jack had been with the Company from the age of 12, being employed in the warehouse and country packing throughout.

After 62 years of faithful service, he retired on pension, and since had regularly visited us in the office and his old friends in the warehouse and factory.

He passed away peacefully on the 31st July, 1955, at the age of 79 years.

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Ipex

IPEX 1955 attracted more than 150,000 visitors from the United Kingdom and about 15,000 from overseas, from 85 different countries.

This figure is highly gratifying considering that there were very few members of the general public who attended, most of the visitors being connected with printing in one form or another.

We ourselves were delighted with the number of our customers and potential customers who visited our stand, and met some of the members of our staff.

We feel that we achieved what we planned, namely in providing relaxation for hot and weary sightseers, and by the number who made use of our facilities, most of our visitors must have been hot, and weary!

It was indeed a pleasure to meet personally so many people who, until this exhibition, had often been a name on our books, known only to our respective representatives. We now feel that we have a closer personal acquaintance, which is so essential at a time when business tends to become more impersonal every year.

Facts and Figures

The number of persons employed in the paper and printing industries in Great Britain at the end of May was 549,600 compared with 548,400 at the end of April, and 527,500 at the end of April last year.

The figures were made up as follows, with the comparable figures for the equivalent month last year in brackets: Paper and board 90,700 (88,400); wallpaper 5,800 (5,900); other manufactures of paper and board 47,800 (46,400); printing and publishing of newspapers, etc. 114,700 (111,300); other printing, publishing, bookbinding, etc. 237,800 (230,700).

The number unemployed in the industry at June 13th was 2,312. The vacancies remaining unfilled as on May 4th were 7,866, made up of 3,210 in paper and paper and cardboard goods, and 4,656 in printing.

*

According to a report in the *World's Paper Trade Review*, the U.S.A. is expected to expand her paper and board output by 5 per cent. this year, to around 29 million tons.

Within the next 20 years it is forecast that production will be between 45 and 50 million tons. Consumption is expected to rise even more steeply from around 52 million tons to as high as 60 million tons.

*

The telephone number of
our Yorkshire representative

MR. A. HARRISON

has been changed to

LEEDS 68-2751

His address remains unchanged:
618 King Lane, Alwoodley, Leeds

twenty-eight

COMPARE THESE PRICES,
AND THE QUALITY—

PURLEIGH

PERFECT

PASTEBOARDS

	ROYAL 20 × 25	IMPERIAL 22½ × 30
	Small's 1500 lots	Small's 1500 lots
6 sheet	36/3d. 35/3d.	49/0d. 47/6d.
8 sheet	42/11d. 41/9d.	58/0d. 56/6d.
10 sheet	57/4d. 55/9d.	78/0d. 75/6d.
12 sheet	71/9d. 69/9d.	97/0d. 94/0d.
14 sheet	78/6d. 76/0d.	106/0d. 102/6d.
	per 100	

AMPLE STOCKS FOR

QUICK DELIVERY

Tanners
for **BOARDS**



IPEX 1955



More Facts and Figures

According to figures published in The Board of Trade Journal the production of newsprint in the United Kingdom in 1954 was 612,000 tons, an increase of 7,000 tons on 1953.

The production of all other papers, also a post war record, was 1,609,000 tons against 1,319,000 tons in 1953. Imports retained totalled 233,000 tons against 151,000 tons in the previous year.

The production of board last year set up another post-war record. The total was 858,000 tons, an increase of 73,000 tons on 1953. Imports retained amounted to 464,000 tons against 280,000.

*

British exports of paper and board for the first six months of the year were 153,884 tons (£18,697,236), an increase over the corresponding period last year when 140,930 tons (£16,560,927) were exported.

These figures were attained in spite of the dock and railway strikes, which seriously affected the June figures. These amounted to 15,873 tons (£2,069,187) against 23,637 tons (£2,775,665) in June, 1954.

At the end of the first quarter exports were approximately 17 per cent. higher than for the corresponding period of 1954, and but for these strikes the figure would in all probability have been surpassed. As it was, the increase at the end of the first six months compared with the same period last year was 9 per cent.

*

Imports of paper and board, however, do not appear to have been affected by the strikes as in June they totalled 81,786 (£4,865,269) compared with 80,316 tons (£4,593,038).

For the first six months these imports amounted to 528,436 tons (£31,314,605) against 426,005 tons (£23,913,875). Newsprint was, of course, the largest single item imported in the period, 181,585 tons (£9,538,039) compared with 149,884 tons (£7,802,700) in the first six months of 1954. Kraft and imitation kraft were also substantially up on the corresponding total for the first six months of last year, 78,825 tons (£5,285,719) against 56,226 tons (£3,669,448).

thirty-two

Introducing

KLEERWYTE LITHO CARTRIDGE

Stocked in—

20 × 30	44, 50 lbs.
30 × 40	88, 100 lbs.
23 × 36	60, 70 lbs.

500 sheets

**BRIGHT WHITE —
MILL MATURED**

@

SMALLS	... 1/4% <i>d.</i>	per lb.
3½ CWT.	... 1/4% <i>d.</i>	per lb.
½ TON	... 1/3% <i>d.</i>	per lb.

Samples on request



Tanners

NEW STOCK LINE

Envelopes and Pockets

THE DELIVERY POSITION of envelopes and pockets has been giving us concern.

The cause in our case has not been difficult to find: an ever growing demand.

We have consistently given quality at the lowest possible price, in fact our prices for envelopes compare more than favourably with our competitors. The result was an over-full order book.

Recently one of our machine operators chided us for only thinking and talking of one thing—production. Well, it is by increased production that we have managed to keep the costs of our products down. If only more industries followed suit, and here we immediately think of the coal industry, the constantly increasing spiral of prices would be halted. This increased production is also gradually overcoming the delivery delay, and we hope that before long we may meet your demand for envelopes, if not from stock, at least within a few days.

For your information, the delivery position is as follows, though it is constantly changing, and is only given as a very rough guide:—

All commercial envelopes about four weeks, though a few lines can be met from stock.

Manilla 9" x 4" pockets up to 10/12 weeks

All other gummed flap pockets generally ex stock or up to 3/4 weeks.

Simplex Tuck flap and Double Tuck pockets about 4/6 weeks, though a few sizes can be met from stock.

thirty-four

CASTLE

CARTRIDGE

POCKETS

GUMMED FLAPS

6 $\frac{3}{8}$ × 4 $\frac{1}{2}$...	@	23/6d.	per 1,000
7 × 4 $\frac{1}{2}$...	@	25/6d.	" "
7 $\frac{5}{8}$ × 5	...	@	30/6d.	" "
8 $\frac{1}{2}$ × 5 $\frac{1}{2}$...	@	39/6d.	" "
9 × 6	...	@	41/6d.	" "
10 × 7	...	@	52/6d.	" "
10 $\frac{1}{2}$ × 8	...	@	64/6d.	" "
10 $\frac{1}{2}$ × 8 $\frac{1}{2}$...	@	67/6d.	" "
11 × 5	...	@	44/6d.	" "
12 × 9	...	@	76/6d.	" "
12 × 10	...	@	82/6d.	" "
15 × 10	...	@	102/6d.	" "

Plus Purchase Tax

LESS USUAL QUANTITY REDUCTIONS



Tanners

for ENVELOPES

Stop Press

As from 3rd October, 1955, the prices of esparto papers are advanced by approx. 1d. per lb. This will affect esparto papers and boards only, and envelopes made from esparto papers.

It is not intended to reprint new price lists until the end of the year, when further changes are expected.

★

Our telephone exchange has been altered to FLEET STREET. The numbers remain as before:—

FLEET STREET 7051-6, 3806-7.

★

Supplies of City Index Boards are improving, and the demand for many colours and substances can be met from stock. City Index Boards are now tub-sized.

★

Supplies of Salisbury Ivory Boards are greatly improved following heavy imports, and stocks are available. The stock. City Index Boards are now tub-sized.

★

To meet the new demand for litho cartridge, we have added another new line to our range, KLEERWYTE. We predict a heavy demand for this paper both for offset and letterpress work. See the announcement on page thirty-three.

★

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

★

With this copy of our journal we are sending out a sample range of our Scriveria buff and tinted glazed manilla. Also we enclose a sample of Purleigh Pasteboards, which are proving one of the most successful lines we have ever introduced.

thirty-six

Another Winning Line

MAIL

WHITE PULP BOARDS

ROYAL 2 SHEET

—

Smalls **15/6d.** per 100

3,500 lots **15/0d.** per 100

10,000 lots **14/6d.** per 100

20,000 lots **13/6d.** per 100

DELIVERY EX STOCK



Tanners

for **BOARDS**