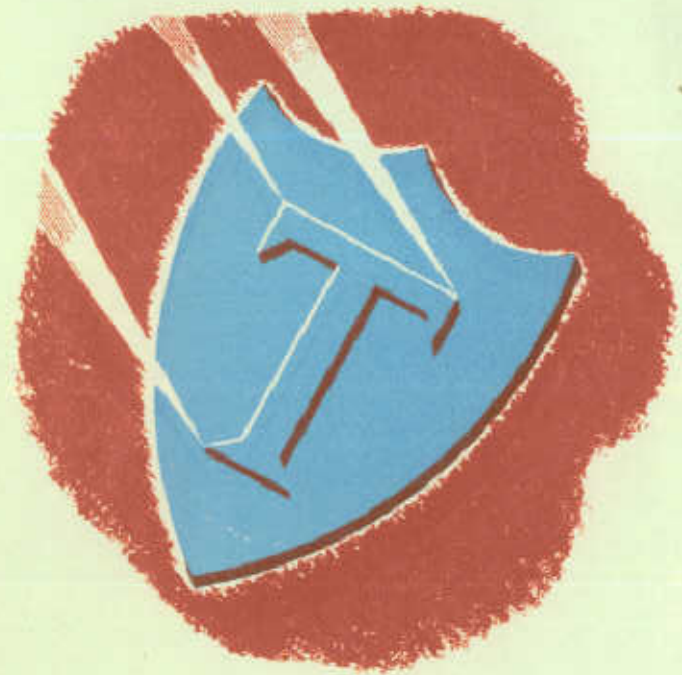


Highlight



TELEPHONES

FLEET STREET 7051 (6 lines)

FLEET STREET 3806 (2 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. 16

January, 1956

What do you require

OF A PASTEBOARD?

Smooth printing surface

Rigidity

Flatness

Bulk

Colour

Cheapness

PURLEIGH

**PERFECT
PASTEBOARDS**

HAVE ALL THESE ATTRIBUTES

stocked in

6 to 14 sheet in

ROYAL and IMPERIAL



Tanners
for **BOARDS**

**Tanner's Quarterly
Trade Journal**

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

*once again wish you a
Happy and Prosperous New Year*



In this issue we reproduce a photograph of our present fleet of vans for London delivery. We also show a separate picture of the latest addition, a Guy Diesel with special body. Unfortunately, when these photographs were taken, the new driver's uniforms were not ready. We have already received many complimentary remarks from customers on the turn-out of the drivers and vans. A driver's work in London, with the ever increasing traffic and restrictions on waiting to unload in the City and West End, is not an easy one. We, for our part, are doing our best by providing smart vehicles and uniforms, and trust that the drivers themselves will keep up the high standard of civility and courtesy with which our delivery service has become associated.

Whilst on the subject of delivery, we are altering our system of invoicing consigned goods to the country to include the number of bales and/or cartons and the route by which goods were despatched. We have been aware for a long time that this information has been required, but our existing system of invoicing and typing delivery notes had to be considerably altered, and this has taken longer than was originally envisaged.



The quarterly average tonnage of the United Kingdom exports of paper and paper board in the third quarter of this year was 84,900, compared with 67,600 in the first half of 1955, and 59,300 in the second half of 1954.

In Our Opinion

IF ONLY WE had a crystal, which would help us to see into the future . . . we haven't, so we must do our own research and deduct our own conclusions.

The situation has changed considerably since we wrote our last article in September. There is no doubt that supplies are easier, and at the moment M.G. Poster, Woodfree and Mechanical papers are reasonably plentiful. Esparto papers are still difficult and deliveries are very extended.

Now to investigate this change. The answer to M.G. Poster is quite simply explained, namely over-production. Two or three years ago when business gathered speed several mills making M.G. Manilla jumped on the band wagon and turned over to making M.G. Poster. The disproportion in price of 50 per cent. between these two papers is far too marked and these short sighted mills created an enormous vacuum in the production of M.G. Manilla, and eventually a large surplus of poster paper.

With Woodfree and Mechanical papers the problem is rather different. These papers have for some long time been on various forms of quota, and practically every publisher and large user of these types of papers, faced with the necessity to order six or more months ahead, naturally ensured that their full requirements were put forward together with a margin for any eventualities. For instance a magazine requiring five tons per month estimated for six tons of quota to cover any likely increase in sales or pages per issue. In most cases these have not been forthcoming, and, since advertising appears to have passed its peak, size is likely to drop.

This retraction in advertising may be put down to a certain amount transferring to the I.T.A., but probably the largest proportion is due to the credit squeeze now going on. Few large concerns are short of business and, during the last few years advertising by these firms has been prestige advertising and not necessity. Any curtailment of spending can therefore be most easily met by reducing advertising space.

Another factor to be taken into future consideration is the increased postage charges as from 1st January on printed matter. Many publications are faced with heavy increased expense unless they can reduce the weight of their journal, often by reducing the number of pages. These increased

expenses will be followed by heavier costs of paper and printing charges resulting from wage negotiations now taking place between the B.F.M.P. and the various Unions.

It is doubtful if the overall consumption of paper has dropped at all, but there is no arguing the point that users generally are pausing to consider the situation, and making use of what stocks they have in hand. As we saw in 1950, such a pause soon brings mill's deliveries down to reasonable lengths. No one today can go on accumulating large stocks of material when there is a forced restriction on credit.

Well, what is going to happen for the next few months? First of all stocks will be utilised as far as possible, and this means that the present trend of slackening of orders on the mills will continue. It is not thought that actual stocks are really excessive, but once this trend is in process, mill delivery periods soon come down to reasonable proportions, and there is therefore not the need to hold heavy stocks.

The fact must not be overlooked that several new productive units are rapidly coming into action. During the next twelve months a few new machines will be starting up and overall production will increase quite appreciably. We have therefore no doubt seen the end of paper shortages for two or three years, that is until consumption has generally increased sufficiently to take up the new tonnage which will be available. By this, we do not feel that business is going to be slack, but rather that it will continue on an even tenor as has prevailed during the last few months.

In our Journal No. 13 published in April, 1955, we advised our readers who desired to look ahead, to study the country's monthly balance of payments results. This advice has proved remarkably accurate, in that as the payments position worsened throughout the Summer and early Autumn, the falling off of forward buying coincided. Lately the payments position has hardened and the deterioration has largely ceased, and the same signs are apparent in our trade. It will be interesting to see whether this similarity continues during the next year, and we still advise you to study these figures every month.



The cover of this journal is printed on our Chichester 3 sheet Mignonette Royal Boards, and the text on our Illustration 70 lb. White Art Double Medium.

Expansion

It is always our aim to increase the efficiency of our Company, and several steps have recently been taken towards this end.

First of all we have just bought up a company situated in the semi-basement at the rear of our offices, and as soon as a lift is installed we shall have additional storage capacity of several hundred tons.

We propose to move the stocks of boards now held in our factory premises at Hutton Street into the new premises in Carmelite Street, and thereby increase our factory space considerably. We hope that by this action we shall speed up the country packing of boards, and at the same time enable certain departments of our factory, which are overwhelmed with work, to expand and improve the service.

At the same time, we are transferring the stock boards sales department from the manufacturing department and setting it up on its own, working in conjunction with the paper sales department. The stock board sales will be under the control of our Mr. Stanley Seary, who for several years has been carrying out this service under the enveloping wing of the manufacturing department.

The cutting of paper will now pass from the paper sales department to the manufacturing department.

These alterations, which are purely internal arrangements, will help to improve our service in all directions.

In addition to these changes, we are shortly commencing the expansion of our new factory at Ashford, Middlesex. Extensive plans are envisaged for increasing the productive capacity, and shortly it is hoped that the builders will commence their labours, and enable us to put in new machines to cope with the continued demand for our envelopes and pockets.



The following agreement on breakage charges made by the N.A.P.M. will come into force on January 1st, 1956.

When less than a normal mill package is supplied there shall be a breakage charge of 10 per cent, with a minimum of 1s. 6d. and a maximum of 3s.

There will not be a charge when the order is for more than the normal mill package.

Passing the Buck

or

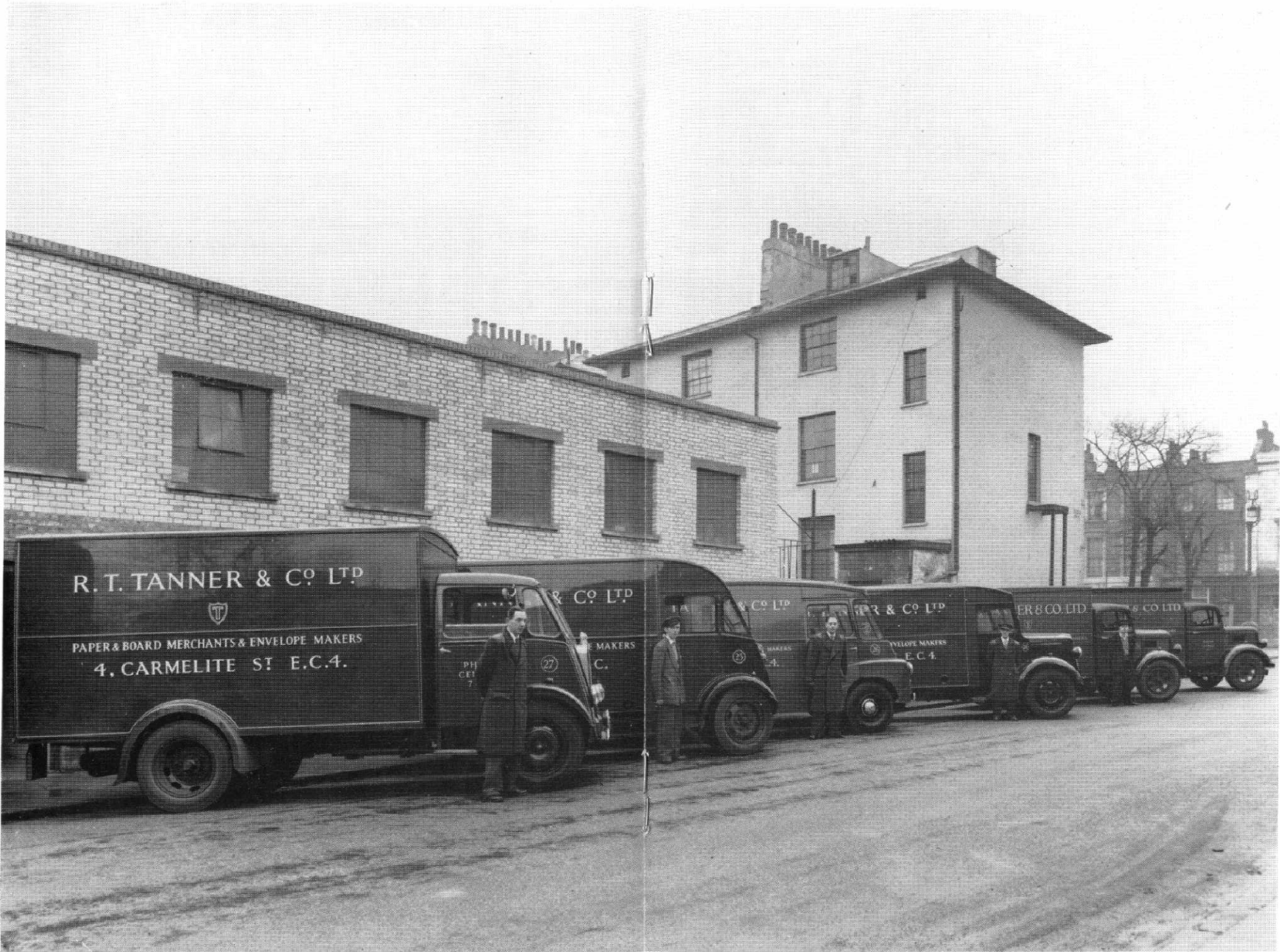
GETTING THE PROOF PASSED

Contributed by a member of our printing department.

To the office cheerfully,
Dodging "News" vans fearfully,
Proof in hand, you're there at last,
Now to get the damned thing passed.
Wishful thinking to be sure,
You've had this blooming lark before,
Confident when starting out,
Now comes that element of doubt.
The text is right, the colour's fair,
The commas and full points are there,
But in your mind you still insist
There must be something you have missed.
It's too late now so in you go,
If something's wrong, they'll let you know.
Despair comes now, you lose all hope
Those eyes are like a microscope.
"This 'E's' filled in, that 'T' is wrong."
Cheer up, this can't go on for long.
"Look here, this 'P' is in a state,
In fact the whole damned lot's not straight."
When finally the job's rejected
It is no more than you expected,
So back you go and try again,
All that blooming work in vain.
"Well better luck this time," you say,
Yes this time it is marked—"O.K."
A job to pass this keen inspection
Must be the acme of perfection.



Most imported papers and boards are increased in price about ½d. per lb. and it is probable that most home-produced papers will follow the lead of the esparto papers which went up in price in October. Amended paper and board price lists will be printed and despatched to all our customers.



R. T. TANNER & CO LTD

PAPER & BOARD MERCHANTS & ENVELOPE MAKERS
4, CARMELITE ST. E.C.4.

PH
CET
7

R. T. TANNER & CO LTD

MAKERS
C.

R. T. TANNER & CO LTD

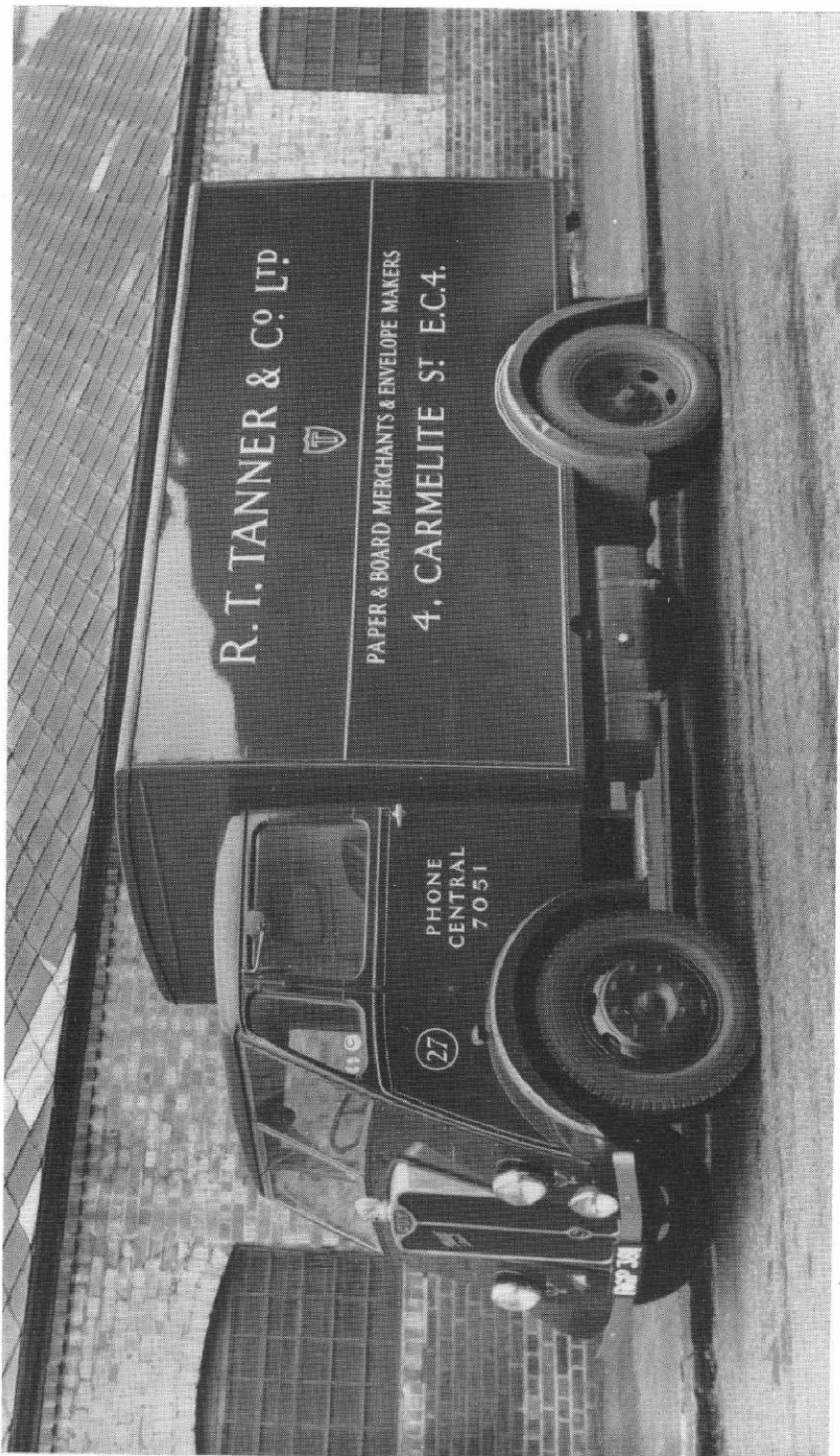
MAKERS
E.C.4.

R. T. TANNER & CO LTD

MAKERS
E.C.4.

R. T. TANNER & CO LTD

R. T. TANNER & CO LTD



Being Awkward

“ONE OF THE most essential qualities of the libertarian mind is readiness to respect the right of other people to be awkward.” We quote from an article by Mr. Colm Brogan in “Freedom First,” the journal of The Society for Individual Freedom, 55 Park Lane, W.1.

We hope we have a libertarian mind but because we are not always sure about it we try to remember and act upon this most excellent reminder both in our home and especially at our business. We remind ourselves that the customer has the right to be awkward, however much we may wish he wasn't. When he justifies a claim for shortages by telling us that the parcel was opened by the Managing Director we believe him and when he tells us that our shortcomings have upset his very best customer we grieve with him. The customer who considers an estimate for six months and then wants delivery in two weeks strains our libertarian mind just a bit but we remember to smile and to cope and somehow all is well.

We try very hard not to be awkward when it seems to be our turn, knowing to our regret that not nearly enough people belong to this excellent Society. We pay cheerfully salaries to seven good people who do nothing all day but tell customers when they can have their goods, knowing full well that if the consumer had the sense of the average housewife who buys the Sunday joint on Saturday six of those folk could be engaged on productive work. Goodness, if we write more on this strain we shall find ourselves being awkward, which will never do.

Especially at this time of year when we can be thankful for so much that hasn't happened, and that what has happened has not been as bad as we were told to expect. To all our good customers we wish a Very Happy Christmas and give them our promise not to be awkward in 1956.

—Reprinted from *Twinlock News*.

Facts and Figures

Some interesting figures concerning the growth of per capita paper consumption in the United States, United Kingdom, Russia and Europe from 1877 up to 1954 have been produced by the American Paper and Pulp Association.

The details (in lbs.) with the figure for 1877 appearing first and that for 1954 second are as follows:—

Norway and Sweden, 1.1, 189.0; Russia 1.8, 26.1; Italy 3.1, 32.0; Austria, 5.5, 70.0; France, 8.4, 84.5; United Kingdom, 11.0, 161.1; Belgium, 11.2, 110.0; West Germany, 12.3, 114.1; Switzerland, 23.8, 140.0; United States, 30.1, 383.6.

The authority for the 1877 figure is Lockwood's Trade Journal, August 31st, 1878.

—Reprinted from "The World's Paper Trade Review."



According to Canadian Pulp and Paper Industry journal the world consumption of newsprint during 1955 is expected to exceed twelve million tons, about four million tons above the pre-war figures

World output has increased since 1946 by 65 per cent. The first steep increase took place between 1946 and 1949, then the pace slackened between 1950 and 1953. During the last two years the rate of increase picked up sharply.

During 1954 the output of newsprint increased by 557,000 tons, of which Canadian Mills accounted for 43 per cent, Japan added 9 per cent., U.S.A. 8 per cent., Australia 6 per cent., Britain 5 per cent., and Scandinavia 4 per cent., equalling the Argentine.



The advantages of the printed word compared with television or radio were stressed by Miss Pat Hornsby-Smith, Parliamentary secretary to the Ministry of Health, in a speech at the Festival Dinner of the Lloyd Memorial (Caxton) Seaside Home.

She said, "You can turn back the page and reconsider an argument. You can stop and ponder whether the writer is mad or you are.

"Printing gives us the great advantage of being able to stop and think—an art today which there is some danger of our losing.

"I believe it is still the greatest education, and, aided as it may be by great developments in sound and vision, it will never be superseded by them."

True to their name

OSOTUFF

MANILLA

POCKETS

Made in—

9 × 4	11 × 5
12 × 5	14 × 5 $\frac{1}{4}$
8 $\frac{1}{2}$ × 5 $\frac{1}{2}$	9 × 6
10 × 7	10 $\frac{1}{2}$ × 8
10 $\frac{1}{2}$ × 8 $\frac{1}{2}$	12 × 9
12 × 10	14 × 9
15 × 10	

GUMMED FLAPS

BOXED 250's

STRONG POCKETS
REASONABLY PRICED



Tanners

for ENVELOPES

Stop Press

Due to the new wages increases, still in negotiation as we write, and to various other increases including carriage, we were obliged to raise the prices of many of our envelopes and pockets from 1st December. It will be realised that we have not changed the prices of our envelopes and pockets since our February price list, notwithstanding increases in costs, culminating in the substantial increase in esparto papers for the last quarter of the year. Our prices are temporary until we know if there are to be increases in M.G. Manilla and Woodfree papers for 1956. As soon as practical in the New Year we will re-print and circularise a new price list.

★

Whilst the delivery position of many lines of paper and board has improved, there is no immediate prospect of a shortening of the delivery period of envelopes and pockets, postal wrappers and manufactured stationery. Customers are advised to place regular demands well ahead to avoid disappointment in delivery. Whilst every effort is made to meet customer's essential requirements out of turn with part delivery, it is not always possible, and to do this regularly results in other peoples' orders being put back. You would in all probability not like your order put back, just because you had not expedited delivery, so please co-operate by ordering well in advance. Delivery can in most cases be put back, but not always forward.

★

From the 1st January, 1956, the following quantity rate allowance for envelopes and pockets will apply:—

10s. 0d. per 1,000 and under.	No change.
10,000 lots less	2d. per 1,000.
25,000 " "	4d. " "
50,000 " "	6d. " "
100,000 " "	8d. " "
Over 10s. per 1,000 and under	20s. per 1,000.
10,000 lots less	4d. per 1,000.
25,000 " "	8d. " "
50,000 " "	1s. " "
100,000 " "	1/4 " "
20s. per 1,000 and over.	
10,000 lots less	6d. per 1,000.
25,000 " "	1s. " "
50,000 " "	1/6 " "
100,000 " "	2s. " "

forty eight

Have you tried the new

LITHO CARTRIDGE?

KLEERWYTE

BRIGHT WHITE —

MILL MATURED

Stocked in—

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

500 sheets

IF NOT—

SEND FOR SAMPLES AT ONCE



Tanners

NEW STOCK LINE