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TELEGRAMS  
TANNER • FLEET. LONDON

# *Highlight*



*The House Magazine of*

**R.T. TANNER & CO Ltd.**

WHEATISHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 18*

*July, 1956*

# SCRIVIA GLAZED BUFF MANILLA

20½ × 30½	...	80, 100, 120 lb.
30½ × 40½	...	160, lb.
20 × 25	...	67, 84, 100 lb.

500 sheets

Smalls	3¼ cwt.
1½ <sup>3</sup> / <sub>8</sub> d. per lb.	1½ d. per lb.

EXCELLENT FINISH, COLOUR and BULK

SAMPLE SETS ON APPLICATION



# Tanners

for PAPER

## Tanner's Quarterly Trade Journal

**A**UTOMATION . . . WHAT a dreadful word that is, and what a dreadful commotion is being caused throughout this Country at the present time.

Ministers make regular statements to reassure employees, the Press carry banner headlines to inflame the controversy, and trade union officials utter various contradictory statements, some supporting and others condemning the mere thought of the introduction of automation. This was capped recently by an official who put forward at a conference that every form of resistance must be made to prevent any employee losing his job through the advent of automation. What utter nonsense this is. Is any employer going to spend vast sums of money installing the expensive equipment, just to employ the same number of work people at doubtless a higher rate of pay?

Automation started with the industrial revolution and it is nothing new. It started when the first wheel turned under mechanical power, and it has continued ever since and will go on continuing whatever any person or body of people say or do. It is merely the evolution of the coming of the railway engine, the motor car or the aeroplane. Have any of these inventions caused any work people to be permanently unemployed? On the contrary they have opened up enormous avenues of employment.

In our trade did we so enjoy the treadle press, the hand-fed printing machine and hand composing, that we opposed the introduction of the automatic press, stream feeding and composing machines? Of course not, we realised that the new machines meant easier working conditions and higher rates of pay for more skilled work, and many more jobs for the skilled men.

Automation will entail many people changing their job and place or area of employment. It is right that the government, the employers and the unions should study the matter carefully. Some people seem to be under the impression that it will happen overnight and vast numbers will be unemployed. This is utterly wrong, the change will take a decade or so, just as the other inventions we have already mentioned.

One thing is certain in that no one can stop it. If any manufacturing firm does not eventually adopt some form of automation it is doomed to bankruptcy, and not even the so-called welfare state will pay its debts or absorb the work people thrown out of work.

If the nation does not adopt it wholeheartedly, we will cease to compete in world markets and finish up as a bankrupt country, and don't imagine that the United Nations Organisation or the World Bank will hasten to our aid!

Automation, what a dreadful word. We prefer to consider it as a gradual easing of the daily toil and a means to improving the standard of living.

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## In Our Opinion

The following report is reprinted from the "Daily Sketch" of May 2nd, 1956.

### BIG PAPER CHALLENGE

"Is the boom in the papermaking industry beginning to wane?"

"All the big paper groups have returned bumper profits for 1955, but now out comes Mr. J. W. Randall, chairman and financial director of John Dickinson, one of the big papermakers, with a warning that in overseas markets the challenge of increasing competition is clear.

"A similar state of affairs may develop in the home market before the year is out, he says."

Very possibly the paper makers have for the time being seen the pendulum start its downward swing. 1955 was a record year for paper production, yet surprisingly the total output for the first three months of 1956 was nearly 1,000 tons up on the equivalent period in 1955. This increase is doubtless due to the increased production which came into use during the latter months of 1955, as not many mills are now working through the week-ends, and seems unlikely to be sustained during the next few months.

We hasten to make clear that a recession is not upon us, nor do we feel that one is likely to arrive shortly. Rather have we a slight slowing down in the unprecedented demand,

and a return to normal conditions. It was quite impossible for the trade to continue with mill order books full up for 4 to 6 months ahead. The paper trade is the hand maiden of industry, and if it surrounds itself with restrictions, licences and quotas, it holds up an entirely false position. We have consistently warned our readers that the situation would change, and that the mill's restrictions would tend to build up stocks, which must eventually be liquidated, to the eventual detriment of the mill's order books. This is exactly what is happening at present. The stocks in the pipeline must be turned over before ordering recommences. The paper industry must remain elastic, and be able to meet the call of industry when required. If a large catalogue is required, a big advertising scheme or a new publication considered, it is no use for the paper trade to say in effect, "We are booked up for six months and anyway you have used up your quota." They must be in a position to meet delivery in a reasonable time.

Order books are now back to normal and they must be kept so. The paper mills must learn again to serve industry with what they want when they want it. If they can do this, there will be far fewer recessions or slowing down in demand. It is pleasant to sit back with an order book full for six months, but so long as mills allow this to happen, they must expect periodic recessions.

Now as to the future of prices. By the time that this Journal is in print, we shall all know what the price structure will be during the next six months. As we write this article each section of the paper trade is keeping exceedingly quiet on the subject.

It is true that pulp and grass prices are showing a slight tendency to weaken, but the mills are faced with yet a further increase in coal prices, which has just been announced. This will in turn doubtless affect freight and transport charges. Our guess, therefore, is no change for the second half of 1956.

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### QUOTABLE QUOTES

"Bulldozing" . . . sleeping through the Chairman's Address.

(Reprinted from the *SBD Bulletin*.)

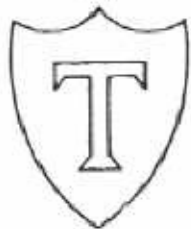
*Outstanding value*

## Stadium White Twin Wire Boards

	Royal 20½ × 25		
	Smalls	3,500	7,000
2 sheet	<b>17/3d.</b>	<b>16/3d.</b>	<b>15/10d.</b>
3 sheet	<b>19/0d.</b>	<b>18/0d.</b>	<b>17/7d.</b>
4 sheet	<b>23/1d.</b>	<b>22/1d.</b>	<b>21/8d.</b>
5 sheet	<b>26/0d.</b>	<b>25/0d.</b>	<b>24/7d.</b>
	Postal 22½ × 28½		
	Smalls	3,500	7,000
2 sheet	<b>21/6d.</b>	<b>20/6d.</b>	<b>20/1d.</b>
3 sheet	<b>23/7d.</b>	<b>22/7d.</b>	<b>22/2d.</b>
4 sheet	<b>28/9d.</b>	<b>27/9d.</b>	<b>27/4d.</b>
5 sheet	<b>32/4d.</b>	<b>31/4d.</b>	<b>30/11d.</b>

per 100

**Large Stocks Always Available**



# Tanners

*for* **BOARDS**

*Rigid, bulky, clean and flat*

## Stadium Tinted Twin Wire Boards

**BUFF - BLUE - GREEN - PINK - YELLOW**

	ROYAL 20½ × 25		
	Smalls	3,500	7,000
3 sheet	<b>19/6d.</b>	<b>18/9d.</b>	<b>18/3d.</b>

	POSTAL 22½ × 28½		
	Smalls	3,500	7,000
3 sheet	<b>24/6d.</b>	<b>23/9d.</b>	<b>22/11d.</b>

per 100

**Immediate Delivery from Stock**



# Tanners

*for* **BOARDS**



*Maureen Hookings*  
(paper sales)

## **New Members of Our Staff**



*Jackie Knapman*  
(counting house)



*Wally Ellwood*  
(Manufacturing  
costing and estimating)



AN 'OLD'  
MEMBER

*Eric Dennison*  
(London factory  
Manager)

## Facts and Figures

According to a recent report prepared by the American Paper & Pulp Association, between the years 1937 and 1954 the world population increased by 600 million. Also during these 17 years, in spite of the period of the war, the consumption of paper rose 25 million tons, and per capita consumption advanced by 12 lbs.

An interesting point made is that only 38 per cent. of the rise in consumption was a result of population growth; 62 per cent. was the result of the development of new products, new application and the expansion of normal uses of paper.

In Asia, in spite of an increased consumption of 140 per cent., the per capita consumption rose to only 4.6 lbs. In the United States, having less than 7 per cent. of the world's population, consumption of paper advanced by 15 million tons, equal to 60 per cent. of the world total increase in production.

World consumption is estimated to have risen between 1948 and 1954 from 40 to 57.7 million tons, equal to 44 per cent.

This report on consumption indicates that the world demand for paper is steadily rising, and as the standard of living in the under-developed countries improves, so the demand for paper increases.

★

At the end of February a total of 91,500 persons were employed in the paper and board industry in Great Britain, compared with 91,400 at the end of January, and 88,900 at the end of February, 1955.

The number of persons registered as unemployed in the paper and board industry in the U.K. at March, 1956, was as follows: paper and board 621; wallpaper 78; cardboard boxes, cartons and fibre board packing cases 773; manufacturers of paper and board not elsewhere specified 299.

During the four weeks ended March 7th 1956, the Ministry of Labour and National Service in Great Britain placed 1,787 workers in the industry. The number of vacancies remaining unfilled was 3,058.

## Bits and Pieces

We recently received the following postcard illustrated as shown:—



Dear Sirs  
Could we have 5, 10 or  
25,000 of our ~~Stock~~ Mailing  
6x3½ Manilla at your  
very earliest?  
Yours M Long

A printer on his knees for supplies could not go unrewarded. We are happy to report that his order was taken off the waiting list, and the envelopes were despatched immediately. Please do not take this as a precedent and flood our office with photographs or sketches of customers in various postures of abasement! Rather look to your stocks and order well ahead, if necessary giving us delivery dates. In spite of increasing output, delivery of these Mailing Manilla Envelopes is still very extended.

★

A recent advertisement in a trade paper read: "Compositors and machine minders wanted. Modern factory; Canteen; Pension scheme; top wages. *CAR PARK.*"  
(Reprinted from the *Alliance Record.*)

★

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

# Amusement

**O**N SATURDAY, 16TH June, the weather did its very worst to spoil our London factory staff outing.

A party of over 30 left Fleet Street at 8 a.m. en route to Margate, and in spite of continuous rain, spirits were high, aided by the odd bottle of brown ale and the inimitable humour of Ernie Stone and Alfie Greenland!

After an excellent lunch some of the party braved a wet and windy trip on the briny, whilst the younger element disappeared into Dreamland.

The party eventually arrived back in London about 11 p.m., and all agreed that the weather had failed to mar an excellent day's entertainment.

Thanks were passed to the Directors for providing the coach and luncheon.

★

We recently sent one of our customers a birthday card to celebrate his ninetieth anniversary, and received in return the following letter together with a photograph which we have much pleasure in publishing:—

Messrs. R. T. Tanner & Co. Ltd.,

Wheatsheaf House,

Carmelite Street, E.C.4.

Gentlemen,

7th May, 1956.

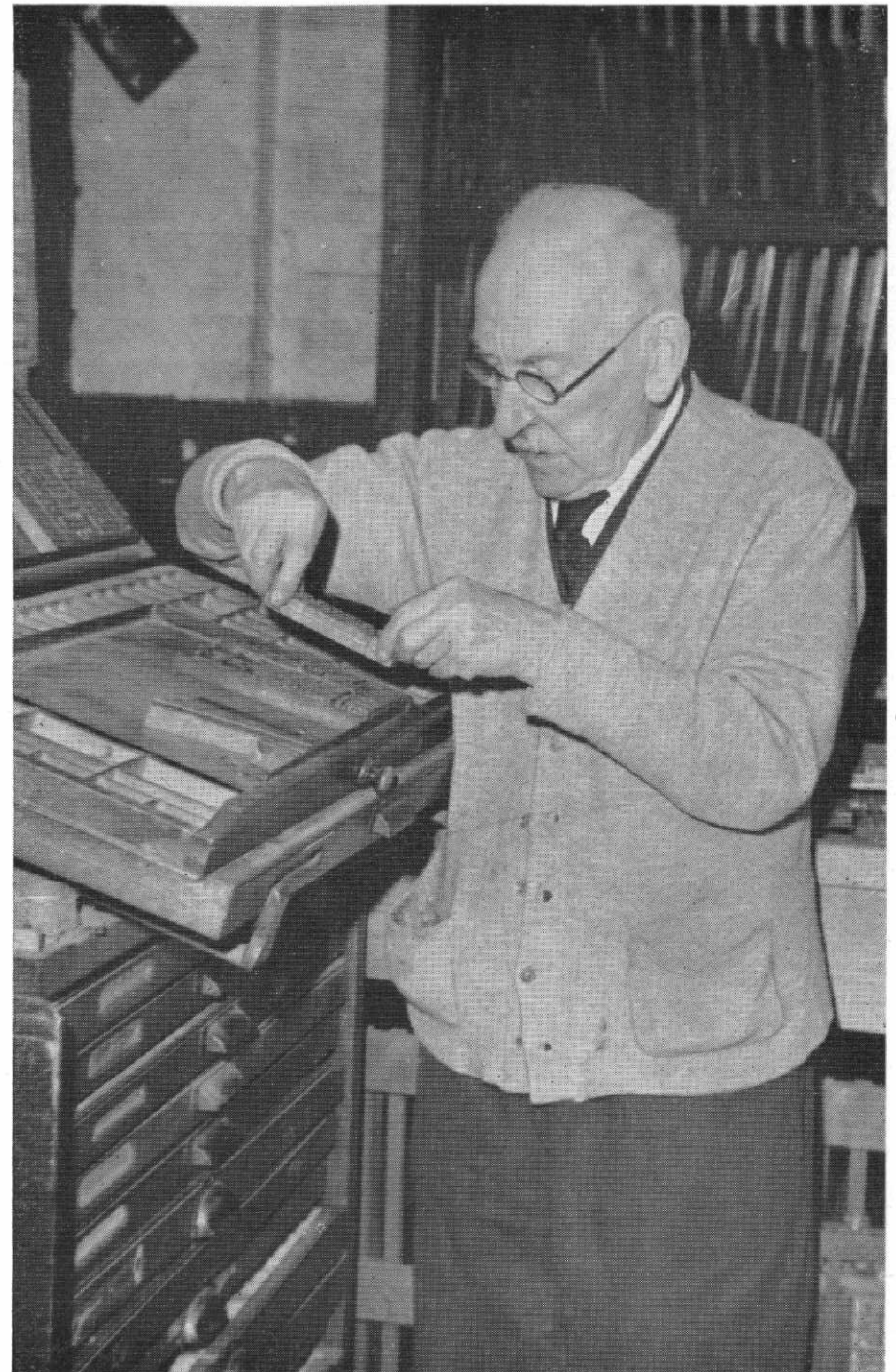
I wish to thank you for the thoughts that led to your kind wishes and congratulations on my 90th birthday. I remember with gratitude your valuable help given me for over 50 years and would like it to continue for another 50, but, perhaps that is too long. I think the next 10 years will be the longest, but understand after that I can re-start from scratch, that is "one". How I should hate going to school again. Life is full of surprises; having very little hair, with only three teeth left, any alteration must be for my good.

I have enclosed a photo from which you will see work is still enjoyment, and to attain 90 is the prize. For the benefit of your juniors I might add that my office hours are 9 to 6, the rest of the day is my own.

Thanking you again,

Yours truly,

A. GATES.



## Stop Press

Following the outstanding success of our Stadium 3 sheet and 4 sheet boards, we have now broadened the range with the addition of 2 sheet and 5 sheet. We now hold stock of the full range from 2 sheet to 5 sheet in Royal and Postal.

To this we have now added five colours, Buff, Blue, Green, Yellow and Pink in Royal and Postal 3 sheet.

These boards are twin-wire, rigid, print equally well letterpress or litho and above all are flat.

They are considerably cheaper than any comparable single wire boards, and we know that there will be a very great sale for them. We can make special sizes in minimum of 2 ton lots at very advantageous prices.

Sample sets are being made up shortly, but meanwhile we should be pleased to forward samples on request.

On previous pages we show today's prices for these boards, and would ask you to compare these with any other board you may be using.

\*

In June we issued a sample set of our City Index Boards. These Boards are now tub-sized, and are suitable for both letterpress and litho. The boards are ideal for any kind of office equipment and mechanised accounting systems.

\*

The sale for our Castle Cartridge Pockets continues to increase rapidly. Increased production is in hand to meet the demand for these reasonably priced white pockets. Samples will gladly be sent on request.

\*

We have available a large supply of our Scriveria Ruled Billhead sample books. We are not making a general distribution, but all firms using billheads, ruled foolscap and ruled index cards, should apply for this comprehensive sample range, which we should be pleased to forward by return.

\*

The quality of our Tanart white art boards has recently been considerably improved. We now have large stocks of 3 and 4 sheet Royal, and samples can be obtained on request.

*twenty-four*

*For the best quality job use*

# ITASCA COVERS

12 DISTINCTIVE COLOURS

PLAIN AND 5 FINISHES

20½ × 30½	...	60, 85,	lb
18 × 23	...	40, 55,	lb
20½ × 25	...	50, 70, 140	lb

500 sheets

—

SAMPLE SETS ON APPLICATION

—

PRICES AS SHOWN IN OUR CURRENT  
PRICE LIST



**Tanners**  
*for PAPER*