



TELEPHONES

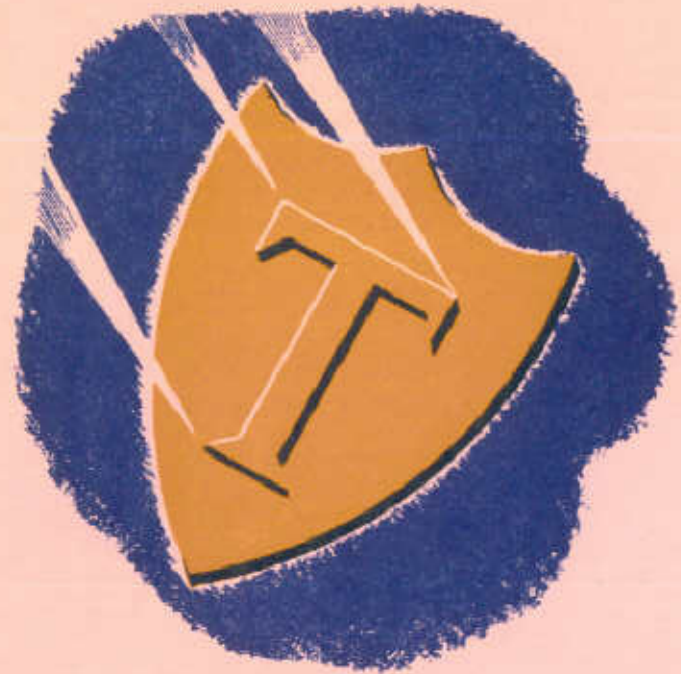
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TELEGRAMS

TANNER · FLEET, LONDON

# *Highlight*



*The House Magazine of*

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

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 17*

*April, 1956*

Just compare these prices . . .

## STADIUM white pulp board

ROYAL			
	Smalls	3,500 lots	7,000 lots
3 sheet ...	19/0d.	18/0d.	17/7d.
4 sheet ...	23/1d.	22/1d.	21/8d.
Per 100			

POSTAL			
	Smalls	3,500 lots	7,000 lots
3 sheet ...	23/7d.	22/7d.	22/2d.
4 sheet ...	28/9d.	27/9d.	27/4d.
Per 100			

- PURE WHITE COLOUR
- TWIN-WIRE
- RIGID
- REGULAR STOCK LINE



**Tanners**  
*for* **BOARDS**

## Tanner's Quarterly Trade Journal

AS WE SIT down to write the opening article for this journal, we find that our thoughts turn in one direction only, namely the industrial unrest in our trade. No doubt that when this article is read, sanity will have returned, and this will all be old news. However, we cannot pass this without making some comment which, we hope, is non-controversial, and we certainly shall not go into the details of the case, which can be obtained from several other sources.

We maintain that no strike should have started. A pay offer had been made to all unions in our trade, which was, after negotiation, accepted by all but two unions. If no pay increase had been offered at all, there might have been some justification for a strike, though we personally do not agree with strikes for such a reason. Arbitration was turned down peremptorily, and the strike or, as the Union would rather term it, a lock-out was on. Now in our opinion, Unions should realise that strikes for pay increases such as this one, are completely out-of-date. The Trade Unions today are so strong that they should realise that they are in a position to negotiate for what they require, and if the demands are just they are certain to obtain their rights sooner or later. The resort to the withdrawal of labour, in these days of so-called enlightenment, is an admission of failure, and brings discredit upon the Union.

The printing industry is one of the highest paid in the Country, and for many years, with the cost of living bonus in force, all have at least maintained their standard of living, which is more than can be said for a great number of other people.

Incalculable damage is being done to the printing industry by this strike, and if the full demand of the Union was accepted, without an immediate resultant increase in output, it is our opinion that the industry would be committing slow suicide. It is only necessary to look at other trades, such as the motor and radio trades, to see the writing on the wall. Already a large number of periodicals are in difficulties following the increased paper costs, and the pay offer already made adds approximately 10 per cent. to the printing bill. A further increase would put these periodicals out of business

altogether and for the first time since pre-war, we might have the unpleasant spectacle of unemployment in the printing industry.

Let us hope that wise counsels will prevail.

## In Our Opinion

In our last issue we sounded a warning that the supply situation was rapidly changing. Well the change has come with a vengeance, and we are now, temporarily at least, in a buyers market again.

Three factors have caused this, and the coming has been accelerated by these factors occurring at the same time. The first cause is the credit squeeze, which although it has been in force many months, is now really beginning to make itself felt; secondly the steadily increasing output from the British Mills, as can be seen from the figures quoted elsewhere in our Journal; thirdly the printing dispute has caused a great slackening in demand of Mechanical, Wood Free, Machine Coated and Art papers. It is unfortunate for the Mills that these other factors have occurred at the time when the long awaited increase in production is rapidly becoming a reality.

The future really does require a careful investigation. As we write this article we have no idea for how long the strike is likely to last, but we do know that the production which is being lost, cannot and will not be made up, so there is no question of enormous demand on a settlement being reached. There is also the buffer of considerable stocks which have built up in the pipe line from mill to merchant and in printer's warehouses.

We must look at the situation in a broader aspect. The strike is only affecting a small section of the trade, and in general a limited number of grades of paper, though albeit the firms affected are probably some of the heaviest consumers of paper. The immediate future demand will follow the tendency

*continued on page nine*

# WHEATSHEAF MANILLA POCKETS

A medium quality pocket in a wide range of sizes at reasonable prices

9 × 4	11 × 5
12 × 5	14 × 5½
9 × 6	10 × 7
10½ × 8	10½ × 8½
12 × 9	12 × 10
14 × 9	15 × 10

Gummed flaps

Boxed 250's

**SPECIAL SIZES**

**made by machine or hand**

*SAMPLES AND PRICE LIST ON REQUEST*



# Tanners

for ENVELOPES

# Personal

On 23rd December, 1955, Albert Hance, one of our board warehousemen, retired on his 68th birthday after 53 years' service.

We shall miss Albert's cheery countenance, but are grateful to know that he is in good health, and will now enjoy a well-earned rest.

Albert had a party at his home to celebrate his retirement and we publish a delightful photograph of Mr. and Mrs. Hance. One half of the excellent cake was enjoyed by our staff, when Albert recently returned to receive from his old fellow employees a dining room clock.

We wish Albert and his wife a very happy retirement.



Once again the office annual staff dinner and dance was held at the Charing Cross Hotel on Friday, 9th March.

About seventy husbands and wives, girls and their partners, sat down to the usual excellent meal. Mr. F. A. Garrett, M.C., whom we were pleased to see after his long illness, proposed the health of Mr. Arthur Tanner, and Mr. H. Pearsall voiced a vote of thanks to the Directors for their hospitality.

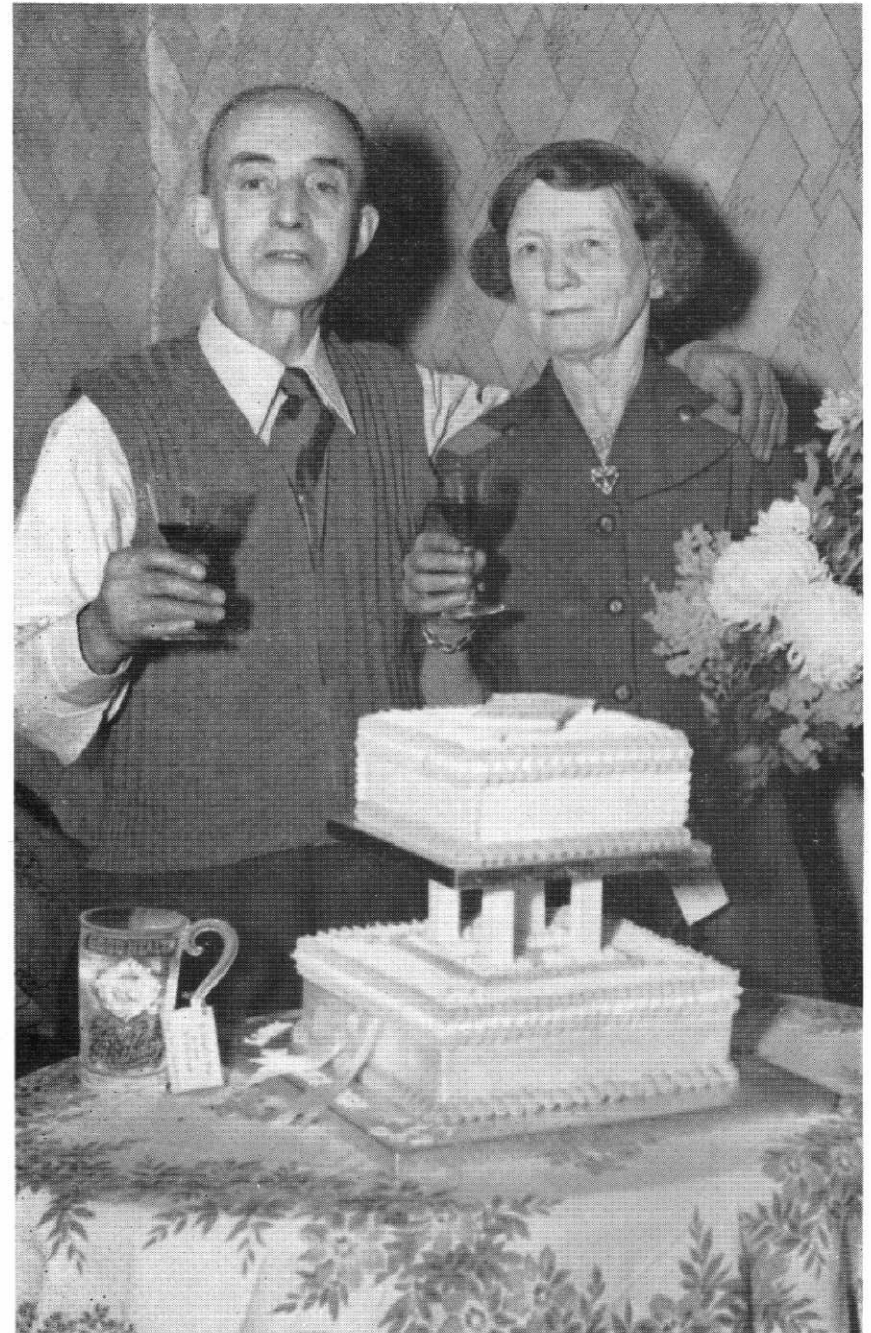
The evening was rounded off with dancing to Howard Baker's Embassy Band.

We publish on another page some photographs of the festivities.



It is with regret that we have to announce that George Wills, one of our old employees, recently passed away after a short illness.

George had been with us for 42 years, and up to Christmas had been driving one of our vans. As such he was a familiar character to most of our London customers.



**Mr. and Mrs. Albert Hance**

# The Annual Staff Dinner & Dance



## The Annual Staff Dinner & Dance



*continued from page two*

of general trade throughout the country. Unlike many of the pessimists, who today are all too ready to predict a general trade crisis, we do not subscribe to this possibility during 1956. Many people have become so used to heavy demand and short supply, that as soon as the pendulum swings in the opposite direction, they consider that catastrophe is around the corner, and make their fears known to all and sundry.

We feel that trade from the printers' point of view will continue on a reasonably busy level. There will be no shortage of paper, as new production will be continually coming into effect. The sooner the strike is over the happier we shall be, but we are confident that any form of slump in our trade is unlikely.

Well, we have stuck our neck out again, let us hope we may not be found to be wrong.

## Facts and Figures

Paper and board production in the United Kingdom during 1955 increased by more than 200,000 tons over 1954.

Details were:—

	1954	1955
	<i>Tons</i>	<i>Tons</i>
Newsprint ... ..	612,554	619,784
Mechanical Paper ... ..	308,511	352,050
Chemical Wood Paper ... ..	188,647	226,132
Esparto (Straw) Paper and Boards ...	268,705	282,871
Rag and Hand-made Papers ... ..	39,241	44,188
Kraft ... ..	219,434	244,810
Other Wrapping (Mainly for Food)	66,662	68,121
Other Wrapping ... ..	217,243	230,544
Straw Paper ... ..	144,506	159,891
Boards (other than Building) ... ..	819,929	864,892
Building Boards ... ..	49,009	49,960
Wallpaper ... ..	48,206	54,663
Industrial and Miscellaneous Papers	53,711	58,328

## Travellers In Distress

ALL GILBERT AND Sullivan fans will recall that "a policeman's lot is not a happy one," nor is a Commercial Traveller's. Calling him a representative or a salesman doesn't help. The fact remains that he is the one man in the organisation who has to receive any kicks that are going, and to receive them at first hand.

Buyers today are liable to aim quite a few kicks. Things are not going well for them. First of all there was that 5 per cent. increase in Purchase Tax. Any Purchase Tax on Commercial Stationery is a tax on efficiency. Increasing it was a source of irritation to countless buyers who know that the books and forms they use are as vital to the health of their business as is food to the health of the individual.

And now comes a general rise in all printing prices. Practically every order you take from now onwards will have to be at an increased price, and buyers are not going to like it. You may run into trouble.

What then can we suggest? First of all try and feel sorry for your buyers; that will help you to be patient when he goes off the deep end. Make the point clear that everything else has risen in price, and that it would indeed be a miracle if printing could remain an exception to the general tendency. Try to get round to asking him whether the prices of the goods he sells haven't risen too. Almost certainly they have.

In general, cultivate resiliency—learn to bounce—and lose no opportunity of emphasizing that even if prices are up a bit, the quality and especially the service you offer still represent outstanding value.

(Reprinted from  
*Printer's Prophet*, The Abbot House Magazine.)

★

Letter to business firm:—"Our electronic brain computes that the cost of the project under negotiation will be £10,000."

Letter from that firm:—"Our electronic brain finds their estimate far too high. We suggest a meeting between them at the earliest ..."

(Reprinted from the *Electrical Review*.)

ten

# BELGRANO

## Cream Wove Writing

(watermarked)

THE FINEST GRADE OF  
ESPARTO PAPER

Stocked in:—

16½ × 21 ... 18, 23 lb.

18 × 23 ... 21 lb.

17 × 27 ... 24, 30 lb.

500 sheets

*Smalls*

3½ Cwt.

1/8<sup>d</sup>. per lb.

1/7½<sup>d</sup>. per lb.



# Tanners

for PAPER

## Stop Press

We are now pleased to announce that any demand for practically all our standard lines of papers and boards can be met from stock. A few esparto papers and boards are still short, but for the first time for several years we can say that we can certainly meet your demands for stock lines immediately.

\*

In February, we issued our latest paper and board price list to all our customers. Further copies are available if required.

\*

In March we issued our revised envelope price list to all our customers. Once again it will be noticed that there are several additions to our standard lines, notably  $12 \times 5$ ,  $14 \times 5\frac{1}{2}$  and  $14 \times 9$  Pockets in the well known qualities, Wheatsheaf and Osotuff Manilla, and Castle Cartridge.

We are also now making four qualities of transparent window  $3\frac{1}{2} \times 6$  envelopes.

\*

We are now able to offer our Stadium White Pulp boards from stock.

This board which is twin wire and of excellent bulk, is without doubt the greatest value in pulp boards on the market today. It can be seen from the advertisement on the inside front cover of the journal that the price is considerably cheaper than any other comparable pulp board. Very large stocks are held and special sizes over 1 ton can be made for quick delivery. We shall be pleased to forward samples on request.

\*

There appears to be no slackening in demand for our commercial envelopes and  $9 \times 4$  pockets. This must be taken as a compliment to our qualities and prices, which although they have risen, due to increased costs, have been maintained at an economical level. We are endeavouring to keep delivery periods as short as possible, but please order as far ahead as you are able.

\*

The cover of this journal is printed on our Chichester 3 sheet Pink Royal boards. The text is our Illustration Art Double Medium 70 lbs.

*twelve*

# EXETER BOND

Watermarked

THE PAPER WHICH IS EASIER  
TO MACHINE

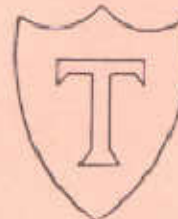
Stocked in—

$16\frac{1}{2} \times 21$	15, 18, 21, 25 lb.
$21 \times 33$	30, 36, 42 lb.
$18 \times 23$	18, 21, 25, 28 lb.
$17 \times 27$	20, 24, 28 lb.
	500 sheets

*Smalls*                       $3\frac{1}{2}$  Cwt.                       $\frac{1}{2}$  Ton

$1/7^d$ . per lb.     $1/6\frac{5}{8}^d$ . per lb.     $1/6^d$ . per lb.

ENVELOPES TO MATCH



# Tanners

for PAPER