

# *Highlight*



TELEPHONES

FLEET STREET 7051 (6 lines)

FLEET STREET 3806 (2 lines)

TELEGRAMS

TANNER - FLEET, LONDON

*The House Magazine of*

**B.T. TANNER & CO Ltd.**

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 21*

*April, 1957*

# Tanner's Quarterly Trade Journal

IT SURPRISES US to realise that we are now writing the first number of the sixth year's issue of our Quarterly Trade Journal. Sometimes we wonder how we can go on getting together the next issue as soon as the last is published. It is, however, not a difficult matter since our journal, as we have always asserted, is not intended to be a literary gem. It is designed solely as a means of imparting interesting trade views to our staff and our many customers.

Just before last Christmas we received a note from the buyer of one of our customers wishing the staff a Happy Christmas, and looking forward to the next issue of our Journal which he added, "made him feel like one of the family". Well, we seem to have succeeded admirably in this case in what we set out to accomplish, and it is also amply backed up by the receipt of many letters and messages we receive on the same lines.

In this issue we publish photographs of the festivities at our London factory Christmas party. Held in the rest room of the factory on Friday, 21st December, 1956, the party was attended by most of our factory and warehouse staff, and was without doubt one of the most successful we have had.

Also we publish some more photographs of our staff in the London factory.

Meanwhile the re-organisation of our paper cutting department is rapidly taking shape. A whole floor of our factory has been put aside solely for cutting paper, and modern hydraulic rise and fall hoists are being installed alongside each guillotine. The material arriving at our factory for cutting will be loaded on pallets and will never touch the floor until it is reloaded into our vans for delivery. The hoists will automatically deliver each ream to guillotine table level and the back breaking labour of lifting material will disappear. It is hoped to increase output considerably and thus get over one of the bottlenecks in our production.

The removal of the paper cutting will give more space to our Postal Wrapper Department. Arrangements are well in hand to build a further new wrapper machine, and this is now very necessary in view of the large increase in the sales of our Postal Wrappers.

## EXETER BOND

WATERMARKED

Stocked in:—

16½ x 21.	15, 18, 21, 25 lbs.
21 x 33.	30, 36, 42 ..
18 x 23.	18, 21, 25, 28 ..
17 x 27.	20, 24, 28 ..
	500's

Also available in s/o 16½ x 21, 15 and 18 lb.  
10 x 8 and 13 x 8

ENVELOPES TO MATCH

Smalls	3½ cwt.	10 cwt.	20 cwt.
1/7½d. lb.	1/6½d. lb.	1/6d. lb.	1/5d. lb.



**Tanners**  
for PAPER

## The future, as we see it

**B**USINESS APPEARS TO be continuing on a level plateau, and is neither good nor bad. This is exactly what we foretold at the end of last year, and we see no reason why this should alter during the coming months.

The increased prices should not have a great effect on our trade, as they are relatively small, though no less annoying. Competition is however very rife, and will no doubt increase. This is always apparent when production is just ahead of demand and during the next few months several new paper machines will be adding tonnage to the general production.

It always amazes us that improved qualities of paper only appear when production exceeds demand. Perhaps it is only human nature not to interfere with quality, so long as the mill has a full order book, but as soon as this position alters, mills fall over themselves to improve quality, cleanliness and colour. If only mills realised that the time to do this is when their order books are full and to maintain this quality when the demand is steady, thereby building up goodwill and repeat business, which will be an excellent standby when the position changes. It would appear that the periodical recessions we experienced in the paper trade at least has a good effect in improving the general quality of paper.

Perhaps the mills this time will not revert back to the lower grade as soon as their order books fill up, but realize that they buy their future with their present production.

At the present moment there is 'war' on as to which mill can produce the whitest white, and every day sees new shades appearing on the market. There is no doubt that the blue/whites have come to stay, as this helps the printer to get the best results from his art. However we are now being treated to various shades of pink, heliotrope and violet which under fluorescent light looks perfectly white, but far from good in daylight. It is doubtful whether these shades will remain with us in the future.

As to the immediate future no appreciable change can be expected in the volume of orders during the next three months, and we cannot see that 1957 will show any appreciable improvement in business. No doubt a relaxation in credit facilities by the banks would enable a rebuilding of stocks, which have fallen to a low level. This will benefit the mills with an increase in the size of orders, particularly from convertors and consumers.

*We now stock*

# COTINEX

## COATED PRINTING

20 x 30. 36, 40, 45 lbs.

23 x 36. 50, 55, 62 lbs.

500's

Smalls 3½ cwt. 10 cwt. 20 cwt.

1/6d. lb. 1/5½d. lb. 1/4¾d. lb. 1/3¼d. lb.



**Tanners**  
*for PAPER*



# Prices

**I**N MID FEBRUARY prices of most papers and boards were increased, but there was a good deal of misunderstanding as to the amounts and the dates of increase.

Several weeks beforehand it was generally agreed that the cost of warehousing and distribution had risen so much that it was no longer profitable to deal in 'smalls'. It was agreed therefore to add  $\frac{1}{2}$ d. lb. to 'smalls' as soon as there was any change in basic prices or from 1st March, whichever was the earliest.

In mid February the esparto, woodfree, and mechanical Mills raised their prices, to be followed by the coated Mills. The increase, which varied according to the various grades, did not exceed  $\frac{3}{8}$ d. lb. but the additional  $\frac{1}{2}$ d. lb for 'smalls' had to be put on at the same time. As the dates of the various increases were spread over several weeks, and in fact a few lines were not increased basically at all, the 'smalls' increase therefore varied accordingly. This led to a certain amount of confusion as some grades went up and others were still not as then settled. However by the end of February prices were settled and we could start on the task of reprinting our new price list, but it was not possible to issue until late in March.

It should be understood that the  $\frac{1}{2}$ d. lb. for 'smalls' was not added just for the additional cost of petrol, but to meet the ever increasing costs of administration and distribution. It is not added to any quantity other than 'smalls', and wherever possible  $3\frac{1}{2}$  cwt. should be ordered as this now shows an average saving of 1d. lb. over the 'smalls' price.

It will be noted in our new price list that the price of Exeter Bond remains unaltered, except for 'smalls'. The same applies to nearly all our board prices, other than mill branded lines.

This is due to placing large long term contracts with the mills. More than ever it pays you to buy our branded lines, as we are passing on to our customers, all the saving obtained by bulk buying.

four



ENVELOPE PRINTING DEPARTMENT STAFF — LONDON FACTORY

Joe Handford, Bill (Bookie!) Martin (overseer), Charlie Barnes, Mrs. Burgess, Peter Dawe, Tony Barnes



Christmas Party 1956



Christmas Party 1956 — London factory



## In Our Opinion

**T**HERE ARE TODAY far too many paper merchants, agents or specialists whichever title they may wish to carry in this Country. Every year more names are added to the list, many of these people working from one or two rooms or even from their homes. Their costs are low as they employ little if any additional labour, and the service they give is no better and in fact much more restricted than that given by the established paper merchants.

The same situation has developed in the printing trade, but here the simile differs. The increase in the number of printers is governed by the requirements of locality, print demand and finance. To expand on this theme, a small town, for instance, has had a large housing estate added to its outskirts with half a dozen factories. A local small firm of printers can give a far better service than a great print factory situated many miles distant. Here are the requirements of locality and print demand. Finance is however a great problem as it requires a considerable initial capital to set up quite a small modern printers, whereas a non-stockist paper agent requires only a limited amount to finance one or two months' trading.

Now we do not for one moment suggest that any form of restriction should be placed on people wishing to start up as paper merchants or printers. We do feel however that the financial restriction on printers starting up or expanding existing works is unfair. If you happen to be a public company it is comparatively easy to raise fresh money for expansion and new equipment by issuing more capital. A well established large company can in most cases call in the assistance of finance institutions or insurance companies for further capital. The small company is however in quite a different position, and the credit squeeze is a complete bar to any expansion scheme. Hire purchase is also an expensive hobby with the initial down payments now so high. If these restrictions are to continue, it will be difficult for the small printers to keep their plants up to date.

It is to be hoped that a more liberal financial policy may shortly be forthcoming to industry. Printing is a direct overhead expense to most businesses, and every effort should be made to prevent drastic increase in such costs. The only feasible way in which to achieve this, is by giving every incentive to printers to replace out-of-date plant, with the latest running machines, but for this purpose finance must be made readily available.

eight



Mrs. Ansell  
Mrs. Wildego  
Miss Buxton  
Miss E. Muirhead (Chargehand)  
Miss Owen  
Miss Sydes  
Miss L. Muirhead  
Miss Pulford  
Mrs. Butcher

## Concerning Ourselves

IT IS WITH regret that we have to announce the sudden death of our Mr. H. Lloyd Roberts. He joined the company in 1948 and served throughout on the accounts side.

He was taken ill in the office on 28th December, 1956, and was admitted to St. Barts Hospital. After a short but very painful illness, he departed this life on 4th January, 1957, at the age of 54 years.

★

We have also lost a very valued servant of the Company in the person of Harry Bridgeman. Harry joined the company as a disabled soldier in 1917, having lost an arm in France.

He was warehouseman and time-keeper in our Hutton Street factory and his prowess in handling large bundles with only one arm was well known in the neighbourhood and to the many people who visited our factory between the wars.

Harry continued his work up to Friday night 1st February, 1957, and was taken ill on the following day. He died peacefully on Monday, 4th February, aged 64 years.

★

During the last 15 months the health of our director, Mr. F. A. Garratt, has given cause for anxiety. We are now pleased to announce that he is considerably improved, but that he has reluctantly decided that he is unable in future to give his full time to the Company. Accordingly he has resigned his position as managing director, though we are pleased to know that he is remaining a director in an advisory capacity.

Mr. A. D. P. Tanner has been appointed managing director in his place.

★

Early in March our director George J. Bird, who retired from active participation in the Company some years ago, underwent a serious operation. At the time of going to press he has come through the post operation period satisfactorily, though at the age of 86 years, there remains anxiety as to his recovery.

★

The text of this journal is printed on our Illustration 70 lb. Art Double Medium and the cover on our Stadium 3 sheet Green Royal Board.

## Facts and Figures

### MAMMOTH NEWSPAPER

Almost unbelievable and rather frightening to those old-fashioned enough to like reading are the statistics of the *New York Times* Sunday issue for 2nd December.

It ran to a total of 550 pages, including a record 160-page magazine and an 80-page book review. It carried 701 columns of news, 2,480 columns (743,860 lines) of advertising.

Into it went 120 tons of ink, 3,560 tons of newsprint (approx. 5,000 rolls). Each paper weighed 5 lb. 3½ oz.

It topped by 34 pages, by 63 columns of advertising, and by half an ounce the previous record issue of 6th May 1956.

Reprinted from *The Daily Telegraph*.

★

The estimated requirements of paper supplies by The Stationery Office in 1956-57 involves a sum of £6,820,000, an increase of nearly £400,000 on the previous year.

The tonnage of mill papers amounts to 42,400 tons and is divided into the following categories:—

(a) <i>Printing papers</i>	<i>Tons</i>
Publication .. .. .	2,000
Telephone directories .. .. .	8,400
General department printing .. .. .	12,500
(b) <i>Writing paper</i>	
Writing paper .. .. .	2,000
Account books and note books .. .. .	1,400
Forms .. .. .	5,980
(c) Duplicating paper .. .. .	5,820
(d) Miscellaneous (wrapping, bottling, drawing, etc.) .. .. .	4,300

★

The world production of newsprint reached a record level in 1956. For the free world countries production totalled about 12.5 million tons, an increase of 8.1 per cent over 1955. The Canadian production alone was 6.5 million tons and showed the largest gain in output since 1947.

The forecast for 1957 is that consumption will continue to increase, but that production will be adequate to meet these requirements.

## Stop Press

As reported on page 4 several of our stock lines have not increased in price, other than the additional  $\frac{1}{4}$ d. lb. on smalls.

Among these lines are:—

Exeter Bond  
 Stadium Twin-wire pulp boards  
 Fine Commercial white triplex boards  
 Galleon white pulp boards  
 Greyhound Ticket boards  
 Salisbury tinted triplex boards  
 Hutton tinted boards  
 Bristol cloth centred boards  
 Cloth lined boards  
 Rennat enamel blotting

Among manufactured items there is an increase only in quantities under 5,000 lots, and applies to the following items:—

Salisbury ivory cards  
 Scrivia ivory cards  
 Chichester tinted cards  
 Postcards, all qualities

★

There will be no increase in the cost of our envelopes. In fact we are pleased to tell you that there are a few adjustments downwards. The prices of our pockets remain unaltered throughout our whole range. New price lists will be printed and distributed shortly.

★

*"Best Quality Only"*

Sitting in a 'bus in a country area opposite one of our representatives, a woman carefully nursed a box on her lap. The conductor, hearing strange noises from the box, asked what it contained. "Young chicks," was the reply. The container was one of our Carmelite Bond envelope boxes!

*twelve*

*No rising costs if you use*

# STADIUM

## White Twin-Wire Boards

ROYAL (20½ × 25)			
	Smalls	3,500	7,000
2 sheet	<b>17/7</b>	16/2	15/10
3 sheet	<b>19/6</b>	18/0	17/7
4 sheet	<b>24/1</b>	22/2	21/8
5 sheet	<b>26/8</b>	24/7	24/0

POSTAL (22½ × 28½)			
	Smalls	3,500	7,000
2 sheet	<b>22/0</b>	20/4	19/10
3 sheet	<b>24/5</b>	22/7	22/0
4 sheet	<b>30/2</b>	27/10	27/2
5 sheet	<b>33/5</b>	30/10	30/1

per 100

**Huge stocks always available  
 for immediate delivery**

*Also stocked in tints*

*Send for samples*



# Tanners

*for* **BOARDS**