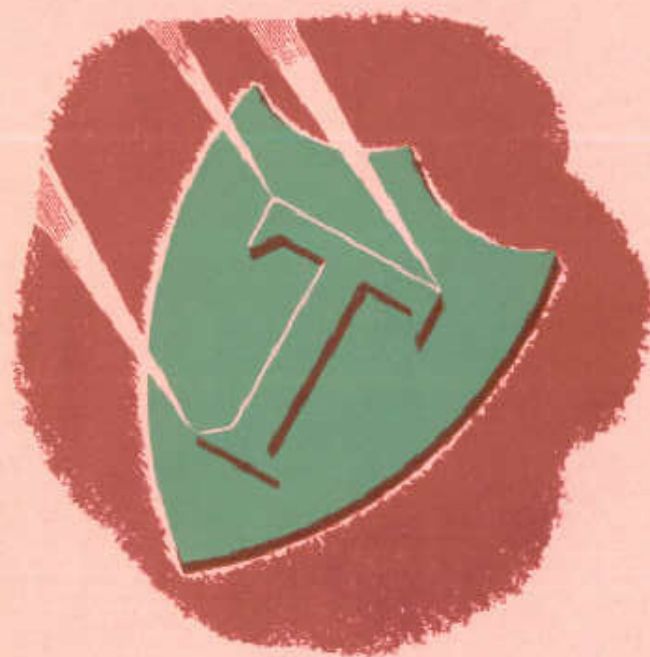


Highlight



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. 23

October, 1957

Tantuck Parchment Envelopes

We stock these greeting card envelopes in the following sizes:

4½ × 5½	@	15/0d.	per 1,000
4½ × 6½	@	17/0d.	..
4¾ × 5¾	@	17/0d.	..
5 × 6½	@	19/6d.	..
5 × 7	@	22/0d.	..
5 × 7½	@	23/0d.	..

Subject to Purchase Tax

Less usual quantity reductions



Tanners

for ENVELOPES

Tanner's Quarterly Trade Journal

THIS ISSUE OF our Journal number 23 is dedicated to our Chairman Mr. Arthur Tanner. The youngest son of our founder Richard Tupper Tanner, who incidentally died on his son's first birthday, he joined the Company on October 1st, 1897. At that time the Company was under the control of his elder brother William A. Tanner, and when it was formed into a limited company Arthur Tanner became a director.

During these sixty years he has been instrumental in guiding the Company from small beginnings to its present position in the paper trade. Always one to study detail nothing has ever been too much trouble to him, and he has laboured to build the business up through many difficult times and two world wars.

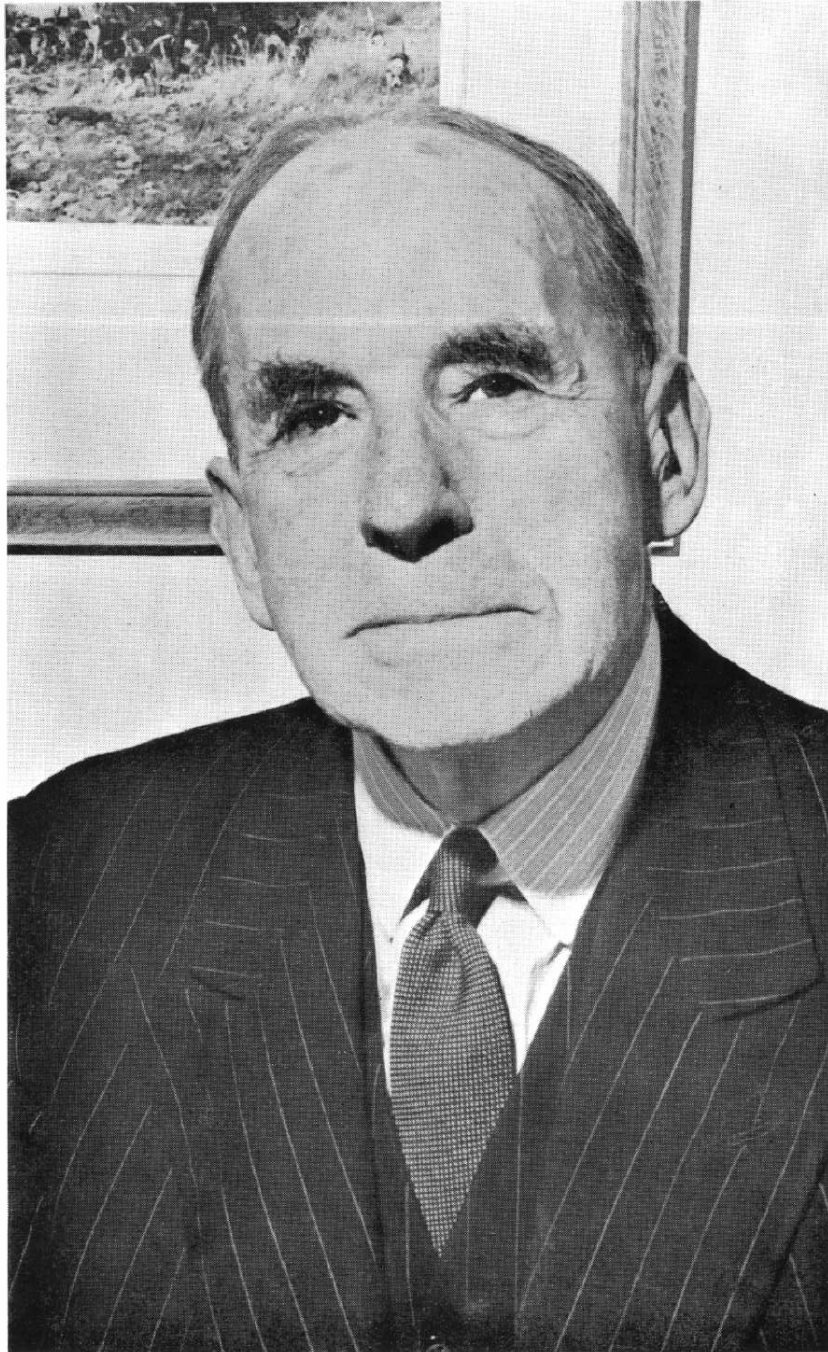
Known to all the employees as Mr. Arthur, this shows the affection in which he is held by all. It is one of the attributes of his character that he has the knack of managing staff. Any employee in whatever humble a position can always find Mr. Arthur ready to listen to his or her problems and give sound counsel. His calm temperament enables him to remain quite unruffled when all around him get highly excited.

Sixty years is a long time by any standard, but to complete this in one company is worthy of wide recognition. Mr. Arthur is continuing to give his full time to the Company and it is hoped that he may be spared to us for many years to come.

One item which gave Mr. Arthur considerable pleasure was that his grandson Anthony Richard Tanner joined the Company a few days prior to the date on which he celebrated his 60 years service. This means that three generations are serving the Company at the same time.

To mark the occasion, Mr. Arthur was presented with a photograph of himself. This photograph was mounted on a large mount, which carried the signature of every employee in the service of the Company on October 1st, 1957. This photograph suitably framed will be hung in the Board room, and every employee from apprentice to fellow directors contributed an equal amount to the cost.

It was felt that this rather unusual gift was most fitting, in that it would provide for present and future members of the Company, a tangible record of an unique and well-loved character.



Mr. Arthur Tanner
Chairman

In Our Opinion

The following figures covering all aspects of paper making in the United Kingdom pre-war and post-war are of considerable interest.

	1938	1954	1957 (first 6 mths.)
	<i>tons</i>	<i>tons</i>	<i>tons</i>
Imports of paper making materials ...	1,963,836	2,021,620	1,054,944
Production of paper and board ...	2,600,000	3,250,000 (1955)	—
Imports of paper and boards ...	1,070,705	1,096,605 (1956)	574,115
Exports of paper and boards ...	176,441	300,000	132,461

These figures seem to give the lie to any suggestion of reduced consumption of paper. On the contrary the amount of paper and board produced is keeping up to a figure well in advance of pre-war.

Most of us are concerned only with a limited section of the trade such as general printing, publishing or stationery. It is true that much of this part of the trade shows a lower rate of consumption, but there are many other sides of paper making such as boards for building and packaging, newsprint and speciality papers, especially for packaging, in which consumption is constant or increasing.

The reason for the standstill in the consumption of paper in the general printing trade is due to many factors.

Firstly, the cost of print. In 1956 the cost of production rose too steeply, and outstripped the rise in general expenses in other industries. The general rise in costs has gone up, and must be given time to catch up to the level of those in the printing trade. Secondly the competition of Television. This will increase, as television increases in popularity. The answer here is to educate the customer to more advertising; the amount of advertising in this Country is well below that of the United States, and the printed word has still the strongest and most long lasting appeal.

Thirdly we are in the midst of one of the periodical lulls in our trade. These lulls occur at regular intervals of approximately five years, and seem to be due to the eternal struggle

between production and consumption. The margin is always a narrow one, and immediately consumption increases slightly there is a shortage of paper and panic buying soon aggravates the position. Mills then consider the question of increased plant, larger machines and higher speeds. These take a considerable time to effect, but in due course the greater production catches up consumption and a further period of comparatively quieter trading takes place. It will be seen that there is no large recession at present, and that the general consumption of paper is steadily increasing. We have but to wait for a while for consumption to equal the increased production and we shall see the lull disappear.

Now that holidays are over, we shall no doubt find a busier period ahead of us, and that Mill deliveries will tend to extend. This in itself has a stimulating effect, as merchants and consumers have to order further in advance.

Present Mill capacity is such as to take care of any reasonable or likely increase in consumption, so that there is no fear of any shortage again in supplies for some years to come.

During the next three months we feel that, we shall see the commencement of a steady increase in demand which should be carried on next year, though it is rash to forecast very far ahead.

Since the aforesaid was written the Government has taken severe steps to safeguard the pound, by raising the bank rate by 2 per cent. It is too early, at the time of going to press, to say what effect this drastic action is likely to have. One obvious result will be to make the small expanding business find itself in difficulties. It will not be possible for small businesses to buy outright new plant, and hire purchase is likely to cost more than at present.

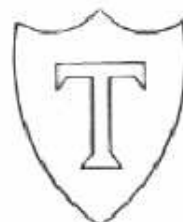
It is unfortunate that this has occurred at a time when progressive printers are doing their utmost to replace old plant, in order to cut costs, with modern faster running machines. The immediate result will be to curtail all such investment, and this would appear to be the main aim of the increased bank rate.

However, we are all in this together, and any steps taken, which will stay the process of inflation, should be welcomed by all, in spite of its unpleasantness.

EDEN GROVE BOND

**This well-known paper in the latest
blue-white shade is stocked in a full
range. We also stock Azure, Buff
and Blue**

Envelopes in the new white shade
are also available from stock



Tanners

for PAPER



Miss Ann Marks
Envelope Department



Mr. R. Garrad
Accountant

The new postal charges

The rise in postal charges emphasizes the extraordinary position regarding the cost of print and distribution of catalogues on a large scale.

If an issue of 100,000 catalogues of not more than 1½ oz. weight were mailed in this country, the cost of postage would be £833. If these catalogues were shipped in bulk to Holland at a cost of £50 for freightage and incidental charges and posted individually from Holland to this country, the cost of postage would be £583, a total of £633, making a net saving of £200. The British Post Office would still have to handle the whole mailing, yet would receive no recompense for their trouble.

It is already common knowledge that the quality of Dutch printing is of high standard and the prices are lower than those prevailing in this country.

It does not therefore require much imagination to realise that the next step for the customer is to have the whole job printed and mailed to this country from Holland. It is already being done in several cases, and such inviting terms are likely to cause many big print buyers to follow suit.

The future of the British printing industry will require considerable investigation before the creation of the European Common Market.

One of the first moves should be the creation of a common postage rate for all countries concerned.

Facts & Figures

At the end of May, a total of 94,600 were employed in the Paper and Board industry in Great Britain. This compares with 94,500 at the end of April and 91,600 at the end of May, 1956.

The totals for wallpaper, cardboard boxes, etc., at the end of May compared with the same month in 1956 are as follows:—Wallpaper 7,900:7,500; Cardboard boxes and Cartons, etc., 52,100:53,200; other manufactures of paper and board, 47,800:48,600.

Operators on short time were 1,200 in the paper and board industry. The aggregate number of hours lost owing to short time was 15,300, and the average number of hours lost 12½.

At the same time, there were 20,900 operators in the paper and board industry, excluding maintenance workers, on overtime. The aggregate number of hours of overtime was 191,600 and the average numbers of hours of overtime worked nine.

*Just the board for those
special Christmas Cards*

Salisbury Ivory Boards

THE WHITEST BOARD MADE

Stocked in Royal in Thick and
Extra Thick substances

Also available from stock in all usual
cut sizes, boxed 104's or packed 1,040's

SAMPLES ON REQUEST



Tanners
for **BOARDS**

On June 17th, a total of 1,301 working in the paper and board industry were registered as unemployed, compared with 695 on May 13th. The total for wallpaper was 49(51); cardboard boxed, cartons and fibreboard packing cases 496(554); and for manufactures of paper and board not elsewhere specified 322(351).

Snap into it . . .

Our next issue is published after Christmas, and we thought it would be a good idea to brighten up our winter issue with a few summer photographs.

Accordingly we are offering three prizes of three, two and one guinea respectively for the best photographs taken in 1957.

They can be on any subject, views, action pictures, the kids, the 'old man' or the young lady. The rules are simple:

1. The competition is restricted to employees of the Company, who must have taken the photograph him or herself.
2. The photographs, number unlimited, to be put in an envelope addressed to the Editor, Tanner's House Journal. Your name to be put on the back of the envelope.
3. The winning photographs will be published in our journal, and the non-winning photographs will be returned to the sender.

Send in your photographs now, and make this little competition a success. The closing date is 30th November. We nearly forgot to say that the editor's decision will be final!

Our northern representative has changed his address which is now as follows:—

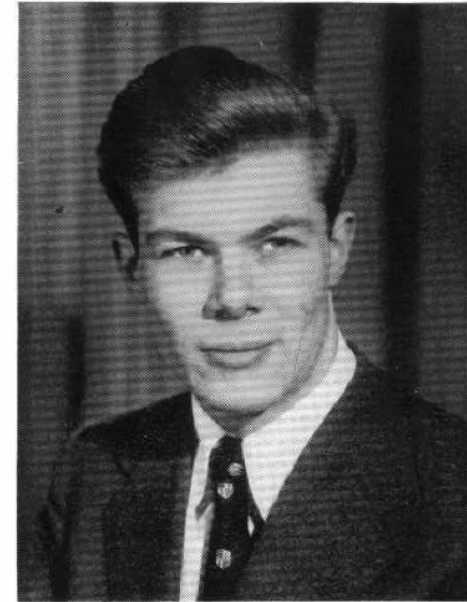
A. Harrison,
19, Woodbourne Avenue,
Scott Hall Road,
Leeds, 17.

His telephone number, which is unaltered, is Leeds 682751.

thirty-four

On October 1st Mr. Ian Betteridge is starting as one of our representatives on the road. He joined the Company on 4th October, 1954, and has undergone a full training in our paper sales department, and passed the advanced course of the N.A.P.M. training scheme with distinction.

He will start in London and the Home Counties, and we wish him the best of luck.



A really thick, opaque envelope at a reasonable price

DORSET Cream Laid Envelopes

available from stock in:—

3½ x 6 @ 17/-d. per 1000

3¾ x 4¾ @ 16/6d. „

4¼ x 5¼ @ 18/6d. „

Subject to Purchase Tax

Less usual quantity reduction



Tanners

for envelopes

thirty-five

Stop Press

The new Salisbury series envelope sample set is now nearing completion and a full issue will be made to our customers as soon as possible.

We believe that this is one of the finest envelope sets ever issued, as it shows at a glance an actual sample of every quality stocked by us.

The price list is printed separately and is held in a small pocket in the set. This can be removed and the set sent to printer's customers for their inspection and choice without disclosing any prices. The full size range is printed on every sample.

Should any of our customers require more than one set for the use of another department, shop or for their travellers we should be pleased to forward further copies.



The ever increasing sale of our Stadium Twin Wire Pulp Boards bear witness to their popularity. All stocks are now surface sized and there is no comparable board on the market at prices to compete.



The demand for coated art papers and machine coated papers continues to increase. These papers though not exactly in short supply, require a lengthy delivery from the mills, as most mills are booked up from 8 to 12 weeks. We hold at present good stocks of art paper for immediate use.



The sales of Winner tinted ticket Royal boards continue to increase. Stocked in 7 colours at 10s. per gross for 48 gross assorted, these boards are outstanding value.



The text of this Journal is printed on our Illustration Art Double Medium 70 lbs. and the cover on Stadium 3 sheet Pink Twin Wire Royal Boards.

Sterndale Cream Wove

Bank and Bond

WOODFREE

Now available in the new white shade.

Stocked in a full range of sizes and weights at woodfree prices.

10 × 8 and 13 × 8

Bank stocked in boxes of 500 sheets

SAMPLES ON APPLICATION



Tanners

for PAPER