

# *Highlight*



TELEPHONES

FLEET STREET 7051 (5 lines)

FLEET STREET 3806 (2 lines)

TELEGRAMS

TANNER · FLEET, LONDON

*The House Magazine of*

**R.T. TANNER & C<sup>o</sup> Ltd.**

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 25*

*April, 1958*

*It's cheaper to buy . . .*

## Stadium Twin-wire White and Tinted Boards

Stocked in

**White** 2, 3, 4 and 5 Sheet Royal & Postal

**Tinted** 3 Sheet Royal and Postal

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**NOW ALL SURFACE-SIZED**

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SAMPLES GLADLY SENT ON REQUEST

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# Tanners

*for* **BOARDS**

## Tanner's Quarterly Trade Journal

**O**NCE AGAIN SPRING is upon us, and as we ponder upon a suitable subject on which to write in this issue of our Journal our thoughts stray to far more pleasant pursuits; cricket, Wimbledon, the river, the seaside and our holidays. Like certain animals we emerge from our winter hibernation to take stock of the outside world. This is the moment to steel ourselves to harder work, new ideas for increasing sales, new ideas for improving and increasing production, so that the resultant article, be it paper, print, envelopes or stationery, can be maintained or reduced in price.

No organisation is so perfect that improvements on these lines cannot be considered. During the last year or so, we have given much thought to this problem and, at little capital expenditure, many improvements have been made. Handling of material is one of the costliest items in the printing trade, and here there is a vast scope for improvement in most businesses. One of the problems hardest to solve is not the antagonism, which is too strong an expression, but rather the non-co-operation of the employees towards such changes. If a process has been carried out by someone in a certain way for many years it is only natural that any change in procedure is eyed with considerable mistrust. The first reaction is that he or she is going to have to work harder or faster. The former must be killed at once. Practically every gadget or system one installs is designed to make the work easier and to make a machine do the work that muscles or brain had to do previously. It follows, therefore, that if the labour has been reduced an increase in speed is to be expected.

Unfortunately this is not always forthcoming, but with tact, good leadership and example and mutual trust from both sides of industry a satisfactory result will in most cases be attained.

As from the 1st April we are changing over our invoicing to continuous stationery. Little difference will be noticed by our customers other than a slight change in the size of the invoice, but it is anticipated that the internal improvements will be considerable, and that the removal of one of our bottlenecks in invoicing will disappear.

At the same time our various filing systems will be entirely altered. In future each customer will have his own

individual file, so that all records and patterns will be maintained under one cover.

Why do we bother to tell you this? Merely to let you know that we are always seeking to improve our organisation, to attain the greatest possible efficiency.

## In our opinion . . .

No one will deny that in the printing and paper making trade things are not what they were. But we have been stating for some long time now that conditions since the war have been extremely false, and that they are now back to normal. It is quite possible that general trade may deteriorate yet further and this would result in a lessening demand for paper and print. However, in this country there is little sign of this at present and we must consider the position as it is, rather than live in a fantasy of what might happen.

Let us look at the paper and board position. In 1957 the British mills produced a new tonnage record. Output was 3,322,506 tons, an increase of just over 2 per cent. higher than the previous tonnage record established in 1955. Boards showed the greatest increase, production being up by 47,254 tons. Of the total board production of 973,754 tons, packaging boards accounted for 726,255 tons, and further capacity is now coming into operation, which should materially increase these figures in 1958.

There seems very little to grumble about here. There is, however, no doubt that much of this additional tonnage is being channelled to specialised industrial purposes and to the packaging trade, and therefore not passing through the merchant's or printer's hands. The merchant trade seems to remain reasonably buoyant and the firms in difficulty are those who sprang up in the years of shortage and indulged in selling clearance lines at cut-throat prices. Nemesis has overtaken a few and others will follow suit.

This is the time when the efficient merchant stockist will reap his reward. Most printers cannot afford to stock any quantity of material and they are no longer so busy as not to be able to machine a job rapidly. Accordingly they require supplies of paper or board "off the shelf" and we are endeavouring to meet this requirement. To meet the increase



E. L. WICKING, F.C.C.S.

We are pleased to announce that on 1st January, 1958, Mr. Eric Lionel Wicking was elected to the board of directors of the Company.

Eric Wicking has been 15 years with the Company, and secretary for the past ten years. During the last two years he has been undertaking many of the duties of the late Mr. F. A. Garrett.

in telephone calls we have increased and re-organised our inside sales staff. We are well aware that there is nothing more annoying than being kept waiting on a telephone to get through to a department because all lines are engaged. It will still happen with us, but delays should be of brief duration, and the recipient will at least be able to give you an answer, even though it may on a few occasions be "no"! We do, after all, hold one of the most varied stocks of paper and board of any merchant in the country.

The photographs on the following pages show some of the new arrivals to our staff. Some are additions to our staff and others are to replace the wastage due to an abnormally high marriage rate!

Now we must, as usual, give our opinion as to the trade prospects in the forthcoming months. We are neither optimistic nor unduly pessimistic, and our feeling is that trade should hold to the tempo which has been ruling during the last quarter. Beyond that even we are not prepared to go, but our confidence in the long-term future is unshaken.



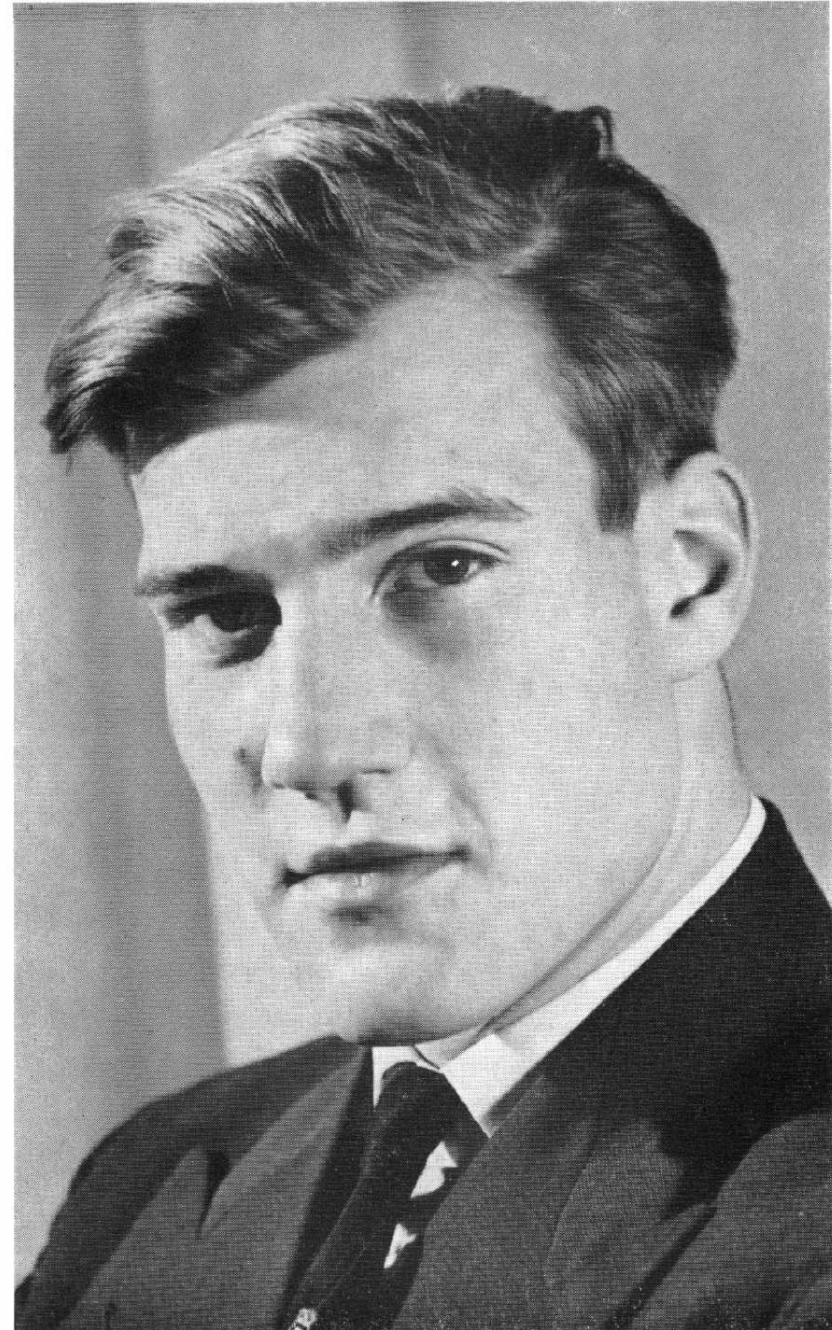
## Envelopes

The distribution of our new envelope brochure brought its due reward. Unfortunately or fortunately for us the orders of many lines outstripped production and we have since been struggling to catch up with demand. The first step we took was to start double-shift working in several departments, and this is proving highly successful.

We think that this method of production will have to be extended, as it is the only means of keeping down production costs, which is so necessary today. The present method of using expensive plant for 43½ hours a week less running-up and washing-up time is too much of a luxury.

We shall endeavour to run two shifts where possible to enable us to keep prices competitive, and to maintain an output commensurate with demand.

We must take this opportunity of apologising for the delays in delivery in certain lines of envelopes and pockets during the last month or two. By the time this journal is in your possession, we shall have got over the bottleneck in production and once again you can expect improved deliveries. Thank you for being patient.



Anthony Richard Tanner



Miss Jean Rice  
*Invoicing dept.*



Miss Yvonne Bell  
*Accounts dept.*



Miss Colleen Moore  
*Invoicing dept.*



Miss Peta Hammett  
*Envelope dept.*



Miss Mary Eaglestone

*Telephone exchange*



Miss Frances Whale

*Paper sales dept.*

## Facts and Figures

Dr. Louis T. Stevenson, the noted American economist, in a forecast of United States' paper production in 1958, reported in the *World's Paper Trade Review*, estimates production as about 31,200,000 tons against an estimated figure of 30,650,000 tons in 1957.

This figure differs considerably from that of the United States Department of Commerce which estimated a figure of 34 million tons. This figure was a mathematical projection of selected data based on stated assumption and a correlation with future estimates of broad national economic data.

Dr. Stevenson has modified his estimates by his judgement of probable business conditions during the year. He emphasises that the paper industry is essentially a service industry, and the services rendered by paper were, in the main, ultimately dependent on the personal consumption expenditure of individuals.

He expected that the United States economy as represented by real personal consumption expenditure would dip slightly in the early part of 1958, but would pick up gradually during the latter part of the year, so that the net effect over the year would be a slight increase over 1957.

From our viewpoint on this side of the ocean it will be interesting to see whether his views on the American recession prove correct.

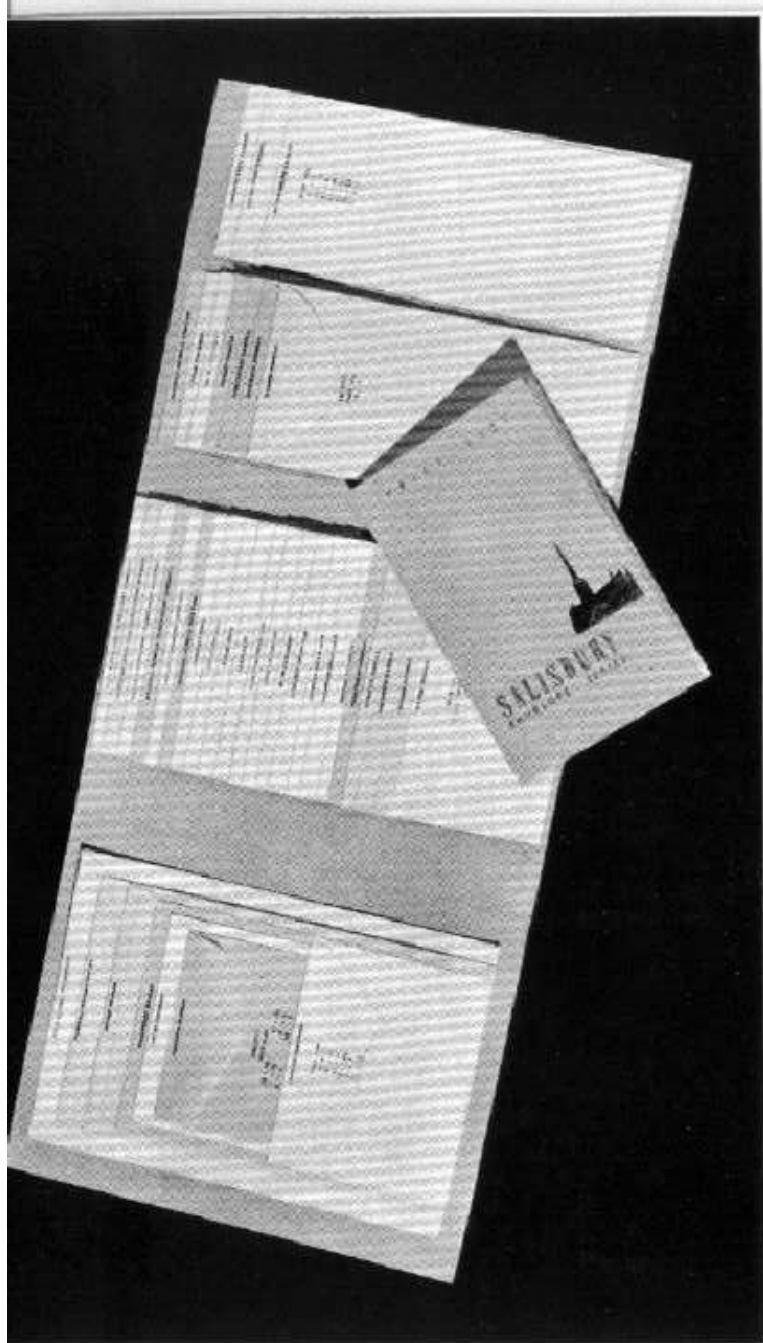


The number employed in the Paper and Board industry in Great Britain at the end of November 1957 was 97,300 compared with 96,900 at the end of October and 92,600 at the end of November 1956.

Operators on short time in the week ended November 30th, 1957, numbered 23,100, and the aggregate number of hours overtime was 205,900. The average number of hours overtime worked was 9.



The cover of this journal is printed on our Chichester 3 sheet Deep Blue Royal Boards and the text on our Illustration Art Double Medium 70 lbs.



*The above is a reproduction of our new envelope brochure, which has been so widely acclaimed. It has been designed so that printers and stationers may show the actual range to their customers, and additional brochures are available for this purpose on request.*

*For Printed Paper Rate Postage*

## **THICK MANILLA**

**DOUBLE TUCK POCKETS**

Stocked in

9½ x 6½	@	40/6d.	per 1000
10 x 7	@	45/6d.	.. ..
10½ x 8½	@	55/6d.	.. ..
11½ x 9¼	@	63/0d.	.. ..

Subject to Purchase Tax

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Less usual quantity reductions  
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# **Tanners**

*for ENVELOPES*

## Stop Press

If you require a really white envelope which is absolutely opaque, then send for samples of our Tanopaque envelopes and pockets. Made in 3½ in. x 6 in. H.C., Large Court and 4 in. x 9 in. Banker Envelopes and 9 in. x 4 in. Pocket sizes to match the modern trend of blue/white shades. They are very reasonably priced.



The sales of our Salisbury Ivory boards continue to increase steadily. We are pleased to say that at present we are holding good stocks of Thick and Extra Thick substances.



The price of Purleigh Pasteboards have been considerably reduced, due to increased production. They are now of more outstanding value than any comparable board. May we send you samples?



Our new Paper and Board price list was published in March, and circulated to all our customers. If any further copies are required they may be obtained on application.



We have added to our range of Billheads, foolscap ruled single cash with and without rate column. Ample supplies of our sample brochure of billheads and index cards are available and will be forwarded on request.



Eden Grove Bond is now stocked in the new shade only and is known as Eden Grove White Bond. Customers who still prefer the old shade should order this as Eden Grove Cream Wove Bond, and supplies can be obtained ex Mill.



Sterndale Bank and Bond are now all surface sized. This has improved this quality yet further as regards printability and flatness.



We are discontinuing to stock Mellotex Pure White Matt and Smooth Cartridge as soon as our stocks are cleared. In its place we are stocking Mellotex High White Matt and Smooth Cartridge. Supplies of Mellotex Pure White Matt and Smooth Cartridge can still be obtained ex Mill.

# ITASCA TINTED COVER

12 COLOURS ★ 9 FINISHES

3 SIZES ★ 3 SUBSTANCES

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SAMPLE SETS  
ON APPLICATION

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## Tanners

for PAPER