

Highlight



TELEPHONES

FLEET STREET 7953 (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. 24

January, 1958

The greatest advance in the
envelope trade

TANOPAQUE

ENVELOPES

- * PURE WHITE
- * REASONABLY PRICED
- * COMPLETELY OPAQUE

Stocked in:—

3½ x 6	HIGH CUT
4¼ x 5¼	HIGH CUT
4 x 9	BANKERS
9 x 4	POCKETS

Send for samples



Tanners

for ENVELOPES

Tanner's Quarterly House Journal

The Directors and Staff

of

R. J. Tanner & Co. Ltd.

once again wish you

a very Happy

and Prosperous New Year

THE ONE POSITION we wish to avoid is that of notoriety, and particularly so in publishing this Journal. As we have said many times in our columns, this Journal is written solely for the benefit of our staff and customers. Most of the contemporary house journals we receive are designed to interest one or other party, either they contain domestic news only and as such are of no interest to readers outside the company, or are entirely devoted to advertising the firm's products, and therefore are not readable by members of the staff. We tread the very difficult middle path, attempting to give items of interest to both parties, and, from the many replies we receive after each issue, we are emboldened to feel that in some measure we succeed. We are, however, humble enough to accept letters of criticism and suggestions for improvement.

The last issue contained an article which provided notoriety which we did not seek. We reported on the rather ridiculous position following upon the increase in postal

charges in this country, whereby it was proved that for certain weight advertising circulars, it was considerably cheaper to send these in bulk to Holland, and mail them back to addresses in this country. Somehow, and here we were not responsible, a copy reached the Press, and we were asked to provide further information for a feature article. This request we refused, and suggested that the editor should refer to the British Federation of Master Printers, who had already received a copy of the article and had requested two more copies of our Journal.

Notwithstanding, the *London Evening Standard*, followed by some provincial newspapers and by some trade papers, published an extract of the article and in the case of the *Evening Standard* a comment from the Postmaster General's Office which, possibly true in fact, was not wholly accurate in substance. This reported that the Post Office *could* refuse to accept such mail posted individually in Holland to addresses in this country.

We would not dispute the fact that they *could* but wonder if they *would*. Just imagine the chaos at the sorting office for incoming mail, trying to sort out for rejection one particular type of circular or brochure from the hundreds of thousand letters which reach these shores daily from overseas. After all, they need not all be posted from the same post office abroad, or even in exactly the same style of envelope!

The real answer, to our knowledge, is that in practice the Postmaster General's department meets the continental equivalents once every three years, and the statistics of the in and outgoing mails are closely inspected. If the Postmaster General considers that there is a loophole allowing an excess of mail to evade higher charges in this country by posting abroad, he is empowered to take action to prevent this.

We publish this, in spite of the danger of wearying you on technical points, but we feel that the article in the *Evening Standard* lost its point when capped by the reply from the P.M.G.'s department, which was not in its context correct.

We received so many requests for information on this subject that we consider it beyond our jurisdiction. This matter was only raised as it was felt that the position was ludicrous and acted against the interests of this country. In our opinion it is a matter for the higher authorities to sort out.

As we go to press, we have been shown correspondence on the subject between an M.P. and the Postmaster General. Our facts remain undisputed, but a question is to be raised in the House on the matter.

Obituary



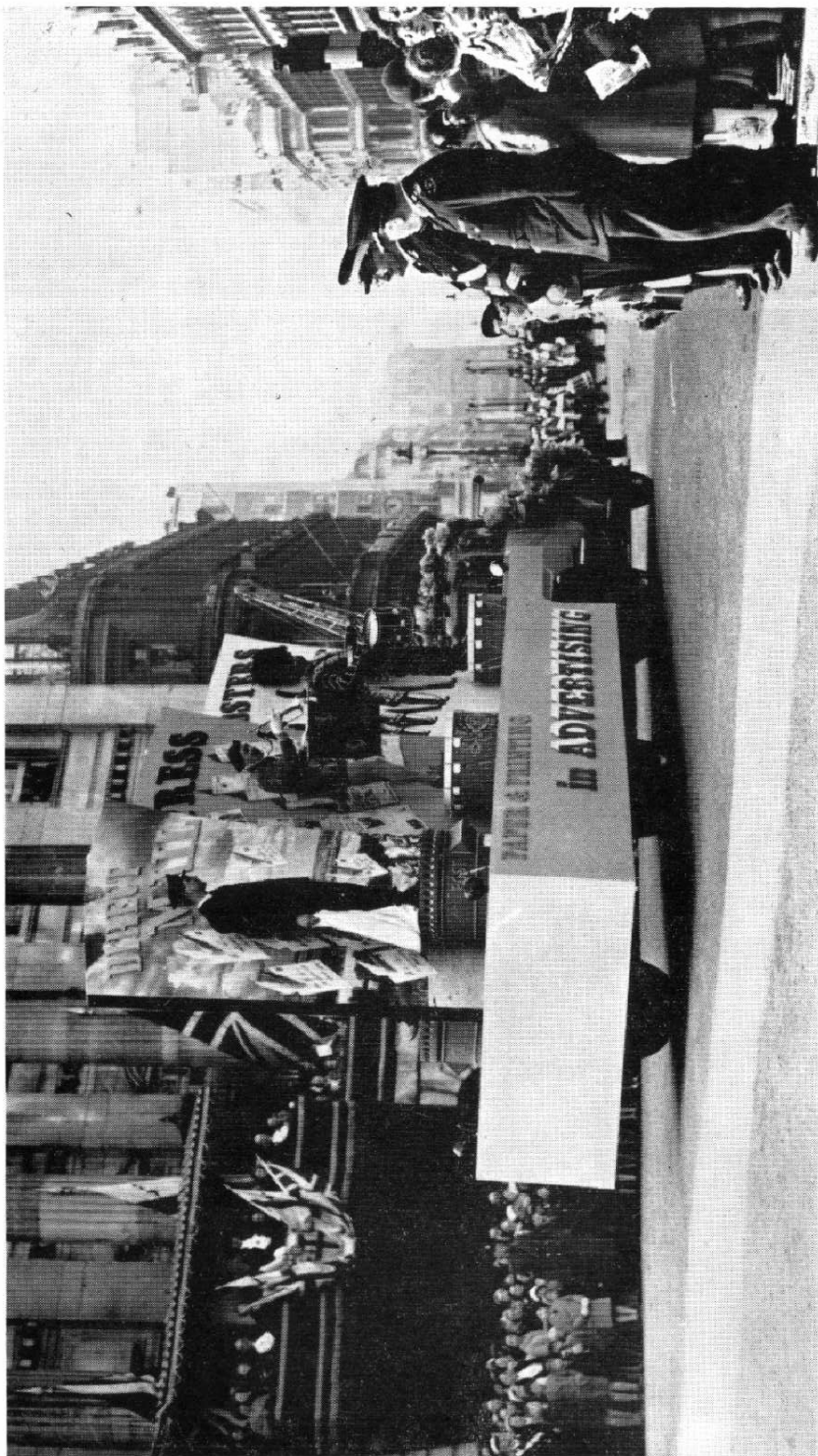
Frank A. Garrett, M.C.

IT IS WITH great regret that we have to announce the death of our director Frank Anthony Garrett.

Frank Garrett was a director for almost 40 years, and had followed in his father's footsteps by taking over the financial side on the latter's death.

Two years ago Frank Garrett underwent a severe operation and he never fully recovered his health. Early in 1957 he resigned his position as managing director, though he remained a director of the Company.

He attended our last annual general meeting in September. His health gradually deteriorated and on Monday, 16th December, as the result of a heart attack, he passed away peacefully.



The Lord Mayor's Show

The paper and printing industry received considerable publicity at the Lord Mayor's Show last year. For the first time for a great number of years the theme of the show was paper and print, and a very good display was given. Several of the larger mills had decorated floats in the parade, and the merchants contributed to the float organised by the National Association of Paper Merchants.

The photograph depicts the gaily decorated float of the Advertising Trade passing before the Lord Mayor at the Mansion House.

PHOTOGRAPHIC COMPETITION

THE RESPONSE TO our competition was far greater than we ever anticipated, and our thanks are due to everyone who submitted photographs. If we had realised that so many of our people would be interested we would have given more precise subjects and particulars. We expected about a dozen or so photographs, but in fact received over 60 entries.

Many of these were extremely good, and the editor obtained a panel of judges, completely unconnected with the Company, to assist in arriving at a fair decision.

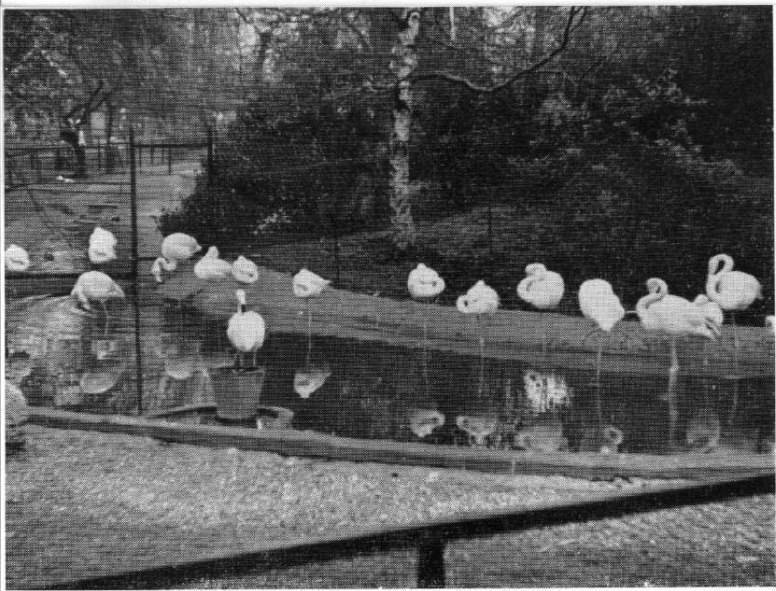
The winner was Mr. W. Clements, guillotine cutter in our Ashford Factory. His best photograph of a woodland scene with a river running through the centre, was adjudged not to be suitable for reproduction, as much of the effect would have been lost. His second photograph was, however, adjudged the winning entry. He was awarded the prize of three guineas.

The second prizewinner and receiver of two guineas was Mr. C. Harris, envelope press operator in our Ashford Factory. His photograph of his nephew was quite excellent. The third prizewinner was Mr. Ian Bettridge, one of our representatives, who received one guinea.

Three consolation prizes of ten shillings each were awarded to Mr. Grant, Ashford factory, Miss Joan Bowell, in the paper department, and Mr. R. Kent, one of our representatives.

The judges considered the standard remarkably high, and it is hoped to repeat the competition again with definite subjects, under which the photographs may be submitted, next year.

Our thanks are due to all who took part in this competition and we wish the non-winners better luck next time.



1st prize. W. Clements.



3rd prize. I. Bettridge.



*2nd prize.
C. Harris.*

Consolation prize. R. Grant.



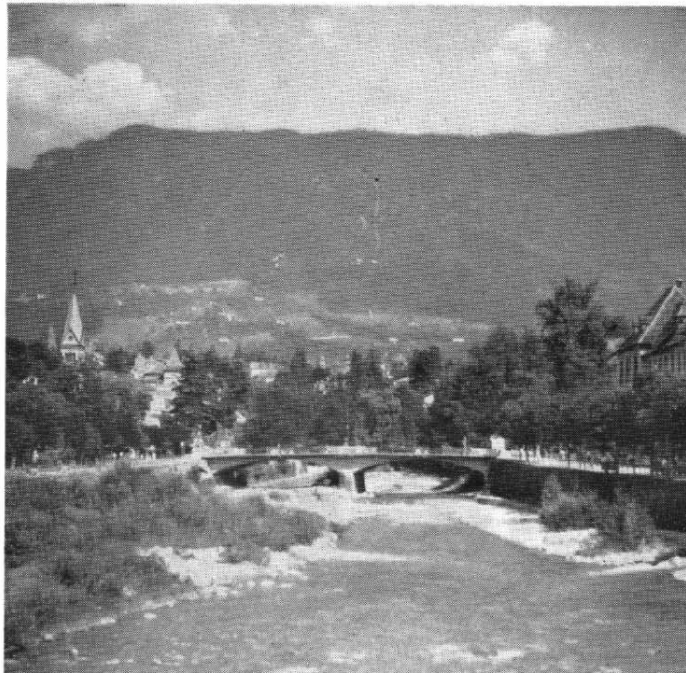


Consolation prize.

R. Kent.

Consolation prize.

Miss J. Bowell.



In Our Opinion

Why are there so many long faces in the paper trade these days? We suppose that it develops from the fact that ever since the early days of the war, with the exception of a short period in 1951, we have enjoyed a seller's market. Now, however, we have the reverse and orders have to be worked for, and competition is keen. Now is the period in which those who have wasted the last ten years run into difficulties, and the wise ones, who have used foresight, industry and integrity, reap the benefit.

There are many in the trade who during the last few years have been efficient gatherers of orders, but are they getting orders today? As merchants we surely have something more to offer; we have to ensure that we sell service, and by that we do not only mean quick delivery. Service goes further than that, it means delivering the correct paper at the right price.

During the post-war period we have witnessed a remarkable change in paper, and on looking at our sample set, which was only prepared some three years ago, we find that there are scarcely any qualities which have not undergone a change in colour, quality or furnish. It is part of the merchant's job to gauge the consumer's whims in this direction, and at such times it is necessary to alter one's standard lines even though they may be selling satisfactorily. One must be ahead of the market, and not act stubbornly. If a certain watermark or branded line has always been made with a full esparto furnish, it does not necessarily mean that it should always remain so. There are now many lower furnishes of straw and wood or various combinations, which are proving excellent, and decisions have to be taken to make such changes many months ahead.

The next ten years will doubtless see even bigger changes, since, with the coming of the European Common Market, all mills will be searching for ways and means to compete with the European and Scandinavian mills. One of the main alterations will be a far greater standardisation in qualities, sizes and weights. The British mills have always specialised in small makings of one ton and upwards, but these, other than for speciality papers, will have to be sacrificed on the altar of maximum production. Long runs and fast production will be the future programme.

The merchants' position will therefore be a strong one, as they are able to place large orders for a particular grade.

The merchant will also have to co-operate closely with the mills to find and develop new markets and new uses for paper.

Our feelings are not one of depression, rather one of optimism for the future. At present demand is keeping up and most mills are working full time with reasonable order books. However if there is a general recession in business, due to the Government's efforts to combat inflation, we may find that there is a falling off in demand, temporarily. This is not likely to be great, as all politicians are pledged to a programme of full employment, and if there was any sign of a heavy recession, the monetary policy could be altered very quickly and easily. The next few months are therefore most likely to witness a steady demand for paper and print, though competition will be severe.

The year 1958 opens on a confident note, and provided that the Government's efforts to combat inflation prove successful, we should witness a gradual and healthy increase in demand.

THE CHEQUES ACT, 1957

UNDER THE NEW Act, there is now no obligation to give a receipt at all unless it is demanded by the payee. It may not be realised that any receipt given in respect of amounts of £2 or over must bear a 2d. stamp, and that it is an offence, as it always was, to issue such a receipt unstamped.

If a cheque received is accompanied by a letter, invoice or statement, it is important that if that letter, invoice or statement is returned to the payer no mark of any kind such as "received with thanks" is placed upon it. Any such mark would constitute an offence under the Stamp Act unless it bears a 2d. stamp. Under the provisions of that Act it is an offence to give anything in the nature of a receipt for amounts of £2 or more without affixing a 2d. stamp.



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

Envelopes

We have recently added three new envelope qualities to our range. They are Magpie Manilla 3½ in. x 6 in. Deep Flap Envelopes at 6s. 3d. per 1,000, and Champion Cream Laid 3½ in. x 6 in. Deep Flap Envelopes at 8s. 3d. per 1,000, for 100,000 lots, plus usual increases for small quantities, and subject to Purchase Tax.

The third one is Tanopaque. This is the envelope we have spent six months in producing. The mill made eight different makings of paper before it was correct. Now we feel that we have at last made the envelope for which everyone is looking.

Tanopaque is pure white to match modern stationery yet is completely opaque and is reasonably priced.

Stocked in 3½ x 6	High Cut envelopes	@ 18/-	per 1,000.
4¼ x 5¼	@ 19/6
4 x 9	Banker envelopes	@ 32/-
9 x 4	Pockets	@ 26/-

Less usual quantity reductions and subject to purchase tax.

These additions have necessitated a delay in the production of our new Envelope Brochure and Price List. We felt, however, that it was better to retard the issue, rather than to send it out not exactly up to date. The full distribution will have been completed before the publication of this Journal. Additional copies are available on application.

We ourselves are indeed proud of this set, and we feel sure that our customers will find it of considerable use, especially if they have travellers, who can now carry with them a fully comprehensive range of samples. The Price List is supplied separately in an enclosed pocket.

There are also several reductions in prices for certain lines, principally for Thick Manilla Double Tuck Pockets, due to more efficient production methods.

Stop Press

We are stocking the full range of Postscript Bank and Bond. This watermarked paper is proving extremely popular. Cheaply priced, it is an excellent grade of paper, and will find an ever-increasing market in the coming months. Full details and sizes and prices will be found on the opposite page. Samples will gladly be forwarded on request.

★

We are now pleased to announce that Fine Commercial White Triplex Boards and Salisbury Tinted Triplex Boards are being mill matured. We do not disguise the fact that previously these Boards have given considerable trouble due to waviness, but the mill maturing will greatly benefit the flatness of them.

★

If you are printing both sides of a board a twin wire board is almost an essential. Stadium White and Tinted Boards are all made twin wire, rigid, bulky and surface sized to obviate fluffing. They are by far the cheapest twin-wire board made, and if you are not already using them, we should be pleased to forward samples for testing.

★

At the beginning of December, our warehouse in Leeds was opened. Sited alongside the South Leeds Haulage Company, who have a substantial fleet of lorries covering Yorkshire, quick delivery can be offered in every area.

The telephone number is Leeds 75044, and our customers in this area will be provided regularly with current lists of stock held at Leeds.

★

430 H/S Parchment, which has been superseded by several other qualities of better value, has been discontinued, and stocks have been cleared.

★

The price of Purleigh Pasteboards has been considerably reduced. Printed samples are shortly being issued, and a new edition of our paper and board price list is being reprinted.

forty-eight

A new stock line

POSTSCRIPT

WHITE BANK & BOND

WATERMARKED

Stocked in

16½ x 21	11, 15, 18, 21 lbs.
18 x 23	13, 18, 21½, 25 lbs.
17 x 27	14½, 20, 24, 28 lbs.

Prices

Smalls per lb.	3½ cwt. per lb.	10 cwt. per lb.	20 cwt. per lb.
s/o 16½ x 21	11 lbs.		
1/8½d.	1/7½d.	1/6¾d.	1/5¼d.
Smalls per lb.	3½ cwt. per lb.	10 cwt. per lb.	20 cwt. per lb.
s/o 16½ x 21	15 lbs. and up		
1/7⅞d.	1/6¼d.	1/5½d.	1/4⅞d.

DELIVERED EX WAREHOUSE



Tanners

for PAPER