

Highlight



TELEPHONES
FLEET STREET 7851 (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. 26

July, 1958

We have recently installed

modern new equipment in our factory for perforating, b/scoring, folding and rotary cutting.

We can also undertake cutting and punching out all shapes and sizes of paper and board.

Tabbing, drilling, slotting and round cornering can all be completed in our factory in the heart of the City.

May we assist you?



Tanners

for manufactured stationery

Tanner's Quarterly Trade Journal

In this issue of our Journal we give much space to a lengthy account of our director's view of the Drupa exhibition. It is not intended to be a review of all the various machines, which can be gleaned from a host of trade papers, but rather a general impression of the exhibition with emphasis on the German conditions in the Rhine-Ruhr area, as it appeared to an overseas visitor.

Those of you who were fortunate enough to see this exhibition may have formed quite different opinions, but it will at least give you an opportunity to write and disagree!

Also, we report on two occasions of our Staff jollifications. Please do not get the impression that we are always having parties! It happens that both our annual amusements are published in this one issue, whereas previously our dinner and dance appeared in our April issue.

In this issue we must take our official leave of Mr. Hugh Pearsall, who retires at the end of July.

He joined the company in 1907 and except for service in the 1914-18 war and for a short period in the early 30's has been a representative throughout this time. A photograph of Hugh Pearsall, taken at our last staff dinner and dance appears on page 18.

His father, Mr. H. S. Pearsall, was one of the original directors of the company when it was formed into a limited company. His son, Mr. John S. Pearsall, representing the third generation, is well known to many of our customers as a representative mainly in South-west London area. He will no doubt keep his father well informed of matters affecting the trade in the years to come!

It is always a sad moment to say goodbye to an old friend, but we trust that he will visit us at frequent intervals in the years to come. Good luck, Hugh.

Arrangements will be made for his connections to be taken over by other representatives, and we trust that you will extend to them the same courtesy you have given to Mr. Hugh Pearsall.

In our view . . .

No one would say that trade is lively, but it is not nearly as bad as some would have us think.

From a stockists' point of view orders are inconsistent; a few good days followed by a few bad ones. The one disturbing feature is that taken all round orders individually appear to be getting smaller in quantity. With the high and ever-increasing cost of distribution this is a factor causing a certain amount of consternation to the trade. However, we ourselves would not suggest that trade is bad, and the present conditions are likely to remain in the same vein throughout the summer.

The outlook for the autumn is somewhat more encouraging. Stocks in the hands of printers are considered to be low, no doubt as the result of the credit squeeze, but all the portents, throughout this country and across the ocean, are that general trade should improve after the summer. This is normally the busiest period in the printing trade, and any increase in general trade would immediately result in a sharp increase in the demand for paper.

One of the problems to be considered is the chance of any change in prices in the second half of this year. Any immediate alteration is unlikely, though there are some cut-throat prices about for large tonnage. This is purely competition to keep machines fully employed. A small increase in general demand would soon alter these below-cost prices as has happened so many times before.

The outlook for the present is wait and see for three months, and then an improvement in demand.

A visit to Drupa

JUST DISPEL THE idea that it only rains in England. Whilst this country was enjoying a few dry and sunny days, the rain fell intermittently from heavy grey skies and the sun appeared for only two hours during my four-day stay in Düsseldorf. When the sun did shine the temperature rose fiercely and reminded one of the Turkish Bath atmosphere enjoyed (?) at Ipex at Olympia.

This Drupa was well up to its predecessors in size and its quality appeared to me to be better than the 1954 exhibition. Those who have never been to a Drupa have no idea of its vastness, and Ipex, good though it was, could

be put safely into one corner of Drupa. I was told that the various aisles measured over ten miles, and, by the ache in one's feet at the end of the day, I can well imagine this astronomical figure to be correct! However, the exhibition was extremely compact and well laid out in some ten main halls, all except one being mostly interconnecting. The one exception was the paper exhibit housed in a large hall on the banks of the Rhine one hundred yards from the main exhibition. With Germanic thoroughness a bus service was available to cover this distance.

Now what can I say regarding the exhibition? It was really tremendous, and it was difficult to find what one wanted to see, even though the layout was excellent. I found that the only way was to make out a list of exhibits that one wished to see from the comprehensive guide book, making a list of the stands and halls, and then go straight for these the next day.

Everything in print was on show, but there did not appear to be much completely new. Most of the machines were standard models with various improvements added. Heidelbergs, with a hall to themselves showing 20 machines all actually working, surprised the show by producing their new innovation, a two-colour cylinder machine. This machine, which employs an unusual method of printing, requires in my opinion, a period of testing before I could pass any remarks as to its suitability.

However, knowing the Heidelberg Company, they would not put on the market any machine which had not been rigorously tested, and of which they are entirely satisfied.

I was much impressed with the French exhibits which, after Germany, was the country showing the most exhibits. They showed a large number of medium-sized machines with the emphasis on litho. Unfortunately, few if any of these machines were producing work, but it is always more difficult to print continuously in a country other than one's own, because new supplies of material must be brought in daily and the finished supplies removed. It does however make all the difference to see a machine actually working, and here a word of praise must go to Winkler Donnebier, who, with the assistance of one of the leading German envelope manufacturers, ran three envelope machines practically continuously throughout the duration of the exhibition. This was no mean feat when it is realised that daily production would be over 250,000 envelopes.

(continued on page seventeen)

SCRIVIA

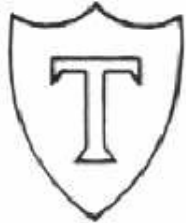
**RULED BILLHEADS AND
INDEX CARDS**

**FULL RANGE OF POPULAR SIZES
AND RULINGS EX STOCK**

◆
**See our Paper and Board Price List
for full particulars**

◆
SAMPLE RANGE AVAILABLE

ON APPLICATION



Tanners

for manufactured stationery

There were a host of new guillotines on view from many makers in several countries. Most of these employed the air vent table, which ensures easy handling of material, and various pre-setting gadgets for automatic cutting. Some of these gadgets were so complicated that the guillotine would do everything but cook the dinner! I fear that many of them have become far too involved and it would take more time to set the programme than it would to complete the job.

There were a great number of machines for speciality work, such as rotary printers for cellophane, foils and board packaging. These were varied and magnificent in the work they could undertake, but they were of interest only to firms specialising in this type of work.

Now as to my impression of Germany. As usual the organisation of the exhibition was quite excellent.

Düsseldorf looked a good deal tidier than on my last visit in 1954, though progress in re-building has slowed down considerably. I was considerably surprised to see that many holes were still evident as one walked down the streets, and although building is still taking place it is at a far slower tempo than previously. Similarly, many of the paths have not yet been repaired, just clinker put down in the holes and rolled down. In 1954 hundreds of men were working on each repair project, but today there are only a handful at each place.

The position was the same in Cologne, where I stayed. The hotel was new, in fact, only the front portion was completed and, alongside, a blitzed building was still standing like a gaunt skeleton. The roadway to the hotel front was being laid of stone blocks, yet only one man was working on this, and it would take him many weeks to complete. The answer to all this is clear. Once the main reconstruction of roads, factories and houses was well under way, the bulk of the labour force was transferred to production, hence the great upsurge in German output in the last few years.

The shops are full, and the thing that surprised me was that the window displays are excellent. I do not consider that you could call the German race as a whole artistic, yet the windows of their shops are enormous, going back 15 to 20 feet in depth and are superbly dressed.

Prices are much on a par with those ruling here. Food is much dearer: a dish of veal and two vegetables cost about 7s. 6d., and cold meats and salad, with a roll and portion of cheese 8s. 6d. A full dinner at one's hotel costs 17s. 6d.

(continued on page twenty)



Mr. and Mrs. John Muir



Mr. and Mrs. Arthur Tanner



Mr. Hugh Pearsall

eighteen



The accounts dept. with partners

nineteen

Railway journeys are very expensive, and they surcharge 50 per cent. extra for an express train.

Wages are still comparatively low by our standards, but they have risen considerably during the last few years and are tending to catch up with other countries, which is a comforting thought for those who fear their competition when the common market comes into being.

Altogether a very interesting visit, but of too short a duration.

Our staff dinner

On Friday, March 21st, our annual staff dinner and dance was held at the Charing Cross Hotel. Mr. and Mrs. Tanner received some 70 husbands, wives and partners for cocktails, followed by an excellent dinner.

Our Chairman, Mr. Arthur Tanner, in a short speech welcomed the guests and Mr. Hugh Pearsall thanked the Directors for their hospitality.

After dinner the Company danced to the music of Howard Baker's band. The arrangements for this part of the evening were in the capable hands of Mr. E. L. Wicking and Mr. John Muir. There were a number of prizes for spot and competitive amusements. A few of the photographs taken during the evening are published on the centre spread.

The evening closed with the singing of "Auld Lang Syne."

*

We must apologise for the delay in meeting orders for Wheatsheaf and Osotuff Manilla pockets in sizes from 9 x 4 upwards. The recent circularised sample of Wheatsheaf resulted in a flood of orders which temporarily exceeded our capacity. Everything possible is being done to overcome this and we are hoping shortly to be in a position to offer all sizes from stock.

There is no smoke without a fire. It is quite apparent from the demand for Wheatsheaf Manilla pockets that these are the foremost medium-grade pockets available today.

For Printed Paper Rate Postage

THICK MANILLA

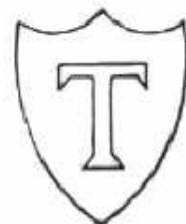
DOUBLE TUCK POCKETS

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

Less usual quantity reductions



Tanners

for ENVELOPES

Office staff outing

Saturday, May the 17th, opened in its usual miserable fashion for our Office Staff outing. The weather, however it behaves, can never dampen the feelings of our staff on its annual beanfeast. The party left Waterloo by train for Southsea and at Woking picked up the remainder of the staff. By this time a strong game of cards was in progress in one part of the coach and a general sing-song amused the others, ably led by our "tenor" Arthur Harrison and "basso falsetto" Stan Seary, accompanied by our glee club of young ladies.

On arrival at Portsmouth we were met by a bus, an instrument of travel we had not seen in London for some time. This took us to our hotel at Southsea, where we enjoyed a few drinks before partaking of an excellent lunch.

Afterwards, as the weather was still unkind, we broke up into various parties, some to the films, others to have a snooze in front of a fire and the remainder to brave the elements at the fun fair. Many of us got on a bus to go to the fun fair about a mile away, and asked the conductor to put us off at our destination. After a lengthy ride and as we were congratulating ourselves on how cheap the buses were in this part of the country, the conductor told us to get off, as it was the nearest stop, but to our consternation we found that we were further away from our target than when we started. Somehow we feel that he must have been in sympathy with his London colleagues and is still laughing to himself!

Back to the hotel after our various exertions we were ready for a substantial tea. How is it that Mr. Arthur Tanner always find an hotel which caters so well for us? In a short speech Mr. Arthur welcomed Mr. George Bird, who, after 62 years on the active and retired list, had never missed an office outing, whenever one had been held; truly a remarkable performance.

After tea our bus was ready to take us to the station for the return to London. Once aboard the train the card-sharpers immediately got down to the business of skinning our managing director, now an annual event, but he managed to save his shirt by getting off the train half-an-hour before journey's end.

A most enjoyable day in spite of the weather.

We stock

COTINE

Machine coated printing

20 x 30 30, 36 lb. 500

22½ x 35 39½, 48 lb. sheets

s/o 20 x 30	Smalls	3½ cwt.	½ ton	1 ton
30 lb.	1/27d.	1/2d.	1/1½d.	1/0¾d.
36 lb.	1/28d.	1/17d.	1/1¼d.	1/0¼d.
			per lb.	

SAMPLES ON REQUEST



Tanners

for PAPER

Stop Press

Stadium Boards are now all surface sized. The sales of these boards are constantly increasing and large stocks are always carried to meet this demand. If you are printing on both sides of a board you must use twin wire boards such as Stadium for letterpress or litho.

★

The demand for Cotine, the well known coated printing made by Bowaters, is steadily increasing, having largely superseded S.C. printing and Imitation Art. We hold large supplies of this popular paper for immediate delivery.

★

Now that the football season is once again about to commence, make sure that your stock of Greyhound Tinted ticket boards are adequate. At 10s. per gross for 48-gross lots these boards are remarkable value.

★

There is a change in the price of Pure White Mellotex Cartridge and Ivorex boards. These are reduced to the same price as white, namely 1s. 7½d. per lb. for smalls, 1s. 6½d. per lb. for 3½ cwt. and 1s. 5¾d. per lb. for ½ ton. There is a further concession in that all Tullis Russell's branded paper and boards can now be assorted to gain the quantity rate. Ivorex boards, Mellotex Cartridge and Artine Imitation Art can now be ordered together to gain the appropriate 3½ cwt., ½ ton or 1 ton rates.

★

Will customers collecting their requirements please note, in their own interests, that our warehouses and factories are closed for lunch 12.45 p.m. to 1.45 p.m. daily. The offices are, of course, open throughout.

★

The cover of this journal is printed on our Chichester Rose Royal 3 sheet and the text on Illustration Art Double Medium 60 lbs.

To our celebrated range of

Salisbury Ivory Cards (*boxed 104's*)

& Scriveria Ivory Cards (*unboxed*)

we have added the size 5 x 4.

These are available in Thick and

Extra Thick substances in Scriveria

(unboxed) only



Tanners

for CARDS