

Highlight



TELEPHONES
FLEET STREET 7031 (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. 29

April, 1959

PURLEIGH

Perfect Pasteboards

The colour of these well-known boards has been further improved.

These boards are undoubtedly the best value in pasteboards on the market today.

Stocked in Royal and Imperial
6 to 14 sheet

Samples gladly sent on request



Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

At the time of writing this article our thoughts are very much concerned with the negotiations taking place between the British Federation of Master Printers and the Unions.

The negotiations have apparently reached stalemate and it seems likely that trouble may be in store for our industry. It is not for us to pass opinions on the rights and wrongs of the case, which have been carefully prepared at great length by both sides, but we feel we can at least make some facts which are not controversial, clear to all.

1. Male workers in the printing trade are the second highest paid in the Country.
2. The women workers are the highest paid trade in the Country.
3. We work the shortest basic hours of any trade.
4. The printing trade never recovered the full increase granted to its employees in 1956. Although the paper mills have increased their output, the increase has not been in paper for the printing trade, but mainly in packaging and building boards.
5. More work than ever before is being printed abroad and imported.

Let all parties concerned consider in their negotiations, first the question of full employment. Ever since the war our trade has enjoyed full employment, and the number of trained employees out of work has been negligible. There is no doubt that a sharp increase in printing costs would result in unemployment. It is not much consolation to anyone out of work to know that his colleagues are enjoying an extra £1 per week.

★

As we go to press the prices of some Scandinavian papers have been reduced.

It is not yet known what effect this will have on pulp prices or on paper prices from the British mills. It is our opinion that the British mills will be forced to meet this competition by reducing the price of wrapping papers at least. There seems little likelihood of further decreases at present.

In our opinion . . .

Competition in our trade is rife. It is not so much competition on price, as for merchant stock trade the price structure is reasonably maintained, but on quality, service and selling ability. This must do nothing but good for all concerned in the future of our trade.

Price competition for any large tonnage is, however, very noticeable, and in manufactured stationery the price seems to be dependant on whether the quoter is wanting the job, in which case there is no lower limit to his quotation.

The year 1958 was not exactly a boom year for printers, following the so-called recession which this Country has supposed to have suffered. The United States was the first to feel the draught of competition, and Europe was affected about the same time as this Country.

We may appear to you to be sceptical about this business recession, and we intended to be just this. May we analyse this recession a little further? True, unemployment figures have risen in the Country during the autumn and winter, yet the total working population at the end of December, 1958, was only 154,000 less than at the end of 1957, a reduction of just over half of 1 per cent. of the working population. In this same period the armed services had been reduced by 60,000, and presumably most of these have been absorbed into employment.

The rise in unemployed, therefore, is due mainly to the larger potential working population, and not to any severe curtailment in general employment. However, there is no denying that in the boom period since the war many businesses have employed the odd man, woman or boy surplus to requirement. No sooner a period of competition is met than the surplus staff is no longer required.

Here, then, is our contention. There are far too many mealy-mouthed people looking for excuses as to why their sales and profits have fallen, or trying to explain away the rise in unemployment figures, thereby maintaining that the Country is having a trade recession. We do not agree, but assert that we are now in a period of competition, both within the United Kingdom and throughout world trade. Just look at the figures of the British paper making industry in 1958, which we have analysed on page 21. No sign of recession here, and yet competition is keen. There is no doubt that world industrial capacity, and this applies equally to the paper trade, has temporarily outstripped consumption, and we

have been experiencing one of these periodical breathing spaces. There is no reason to suppose that 1959 will not witness a resumption of the growth of world trade, and the paper trade in particular.

As we have mentioned before, the difference between shortage and plenty in the paper trade is very small, considerably under 5 per cent. of production. In times of shortage, production can only be increased by the installation of new plant, a lengthy and costly procedure. Many of these new machines came into use during 1958, and thus helped to increase the total production figures, though by nothing like their potential.

It is to be hoped that consumption will rise sufficiently to take up the slack in the industry, thereby reducing some, but we hope not all, of the competitive spirit, and that paper mills do not put further projects in hand to increase output until the existing potential is fully utilised. This may take two to three years to fulfil, dependant on world trade.

Paper Towels

Over 85 billion paper towels were consumed in the United States last year—500 for every man, woman and child—as the product started the second fifty years of its existence. According to The Tissue Association, Inc., it was in 1907 that an enterprising paper merchant convinced a local school-teacher of the sanitary value of sheets of paper to dry the children's hands.

By 1929, 11 billion towels were being sold in the United States. During the depression years the industry doubled its sales. During the war years, under the forced draft of a mobilised economy, demand for paper towels doubled again.

Since the end of World War II, technical research and intensive product development have enabled paper towel producers to continue this progression of growth, and the use

of paper towels has doubled once more. Even during 1958, when most industries watched their volume fall off, 4.3 per cent. more paper towels were sold during the first ten months than during the comparable period of 1957.

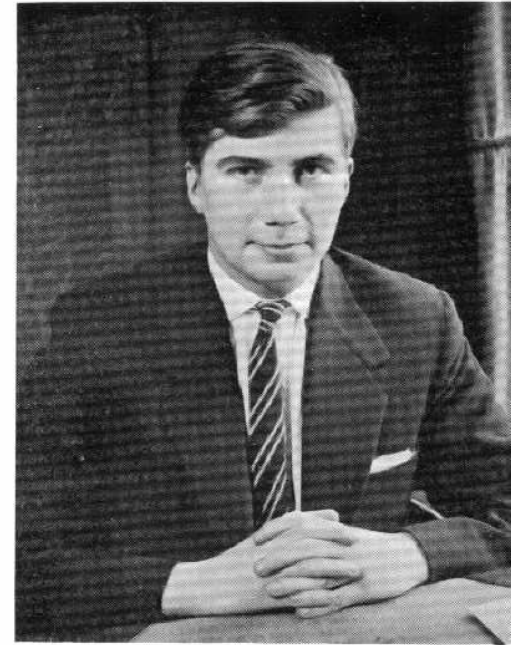
There are three basic markets for paper towels—the home, the industrial or commercial washroom, and finally a variety of special industrial uses.

Chronologically, it was the industrial washroom use that came first. In spite of the fact that paper towels are now standard equipment in most washrooms, sales are still growing at estimated annual rate of 4 per cent. Continued product improvement, such as the new perforated embossing, and new economies for the industrial customer, such as the automatic towel dispenser, have steadily extended the paper towel market.

Sales of household paper towels did not really hit their stride until after World War II. Their growth in the last twelve years, however, has been a fabulous 500 per cent. Most of these towels are made for the kitchen in the form of rolls, and find their use in an endless variety of kitchen chores. From the kitchen they have moved into workshops, garages and elsewhere in the house as their convenience, utility and cleanliness have been recognised by other members of the family. In addition, coloured or decorated paper guest towels are appearing in bathrooms. Quality has been the key to the consumer market, and brighter, more absorbent, more varied products have been the answer of the paper towel producer.

A remarkable diversity of special industrial uses constitutes the third marketing area for paper towels. They range from cow towels, which are helping to solve the sanitary problem of modern dairies, to industrial wipes for factory use on lathes, drill presses and other machinery.

It has required a steady stream of technical improvements and product development to achieve the remarkable growth which paper towels have recorded. Revolutionary advances have been made at all stages of manufacture, going back to the forests and species of trees used for pulp. In paper making itself, the development of "wet strength" resins in 1938 vastly enhanced the product's utility. Embossing, which at first was merely decorative, has now been developed to achieve greater absorbency and pliability. Crêping, plying and other tools of the paper maker's art are being used with ever increasing effectiveness.



Roy John Tinworth joined our staff in March, and is taking over as a representative in London and Buckinghamshire area.

Mr. Tinworth served his apprenticeship with Messrs. John Dickinson & Co. Ltd. at their Croxley Mill, and holds the City & Guilds Paper Technology certificate.

We wish him every success in his efforts.



The new carton packaging for Wheatsheaf and Osofuf Manilla and Castle Cartridge Pockets

Mr. Arthur Tanner

Our Chairman, Mr. Arthur Tanner, was severely injured in a road accident on Christmas morning.

In spite of his age he has made a wonderful recovery, and was able to be present at our office dinner and dance on March 13th.

His leg is still in plaster, and it is anticipated that it will have to remain so for some time longer to ensure that the bone knits successfully.

Mr. Arthur has asked us to take this opportunity of thanking his great number of friends in the trade for their enquiries and good wishes for his recovery.

Wheatsheaf Pockets

Every week we manufacture and sell several hundred thousand Wheatsheaf Manilla Pockets. The sale of these pockets has literally rocketed during the last two years, but we have been able to increase our production so effectively that we are at last able to supply all demands either from stock or in a matter of a few days. Stocks of most sizes are now also maintained at our Leeds warehouse to ensure quicker delivery in the North of England.

Wheatsheaf Manilla is a medium weight pocket with a distinctive basket pattern finish, made in a complete range of sizes at very modest prices. These pockets are boxed in 250s, and in sizes $8\frac{1}{2}'' \times 5\frac{1}{2}''$ and upwards are packed in heavy-weight dust-proof cartons. These cartons are much stronger than the normal envelope box, and can be stacked to any height without damaging the contents. Part of the contents of a carton can be removed and the carton easily re-closed. There is no danger of the box lid being left off or lost, with resultant damage to the remaining contents.

Our illustration shows these cartons very clearly.

Wheatsheaf Manilla Pockets

6½ × 4½ @ 22/6	9 × 4 @ 21/6
7½ × 5 @ 35/6	8½ × 5½ @ 37/6
9 × 6 @ 39/6	9½ × 6½ @ 43/6
10 × 7 @ 48/-	10½ × 8 @ 56/-
10½ × 8½ @ 60/6	11 × 5 @ 41/6
12 × 5 @ 45/6	12 × 9 @ 75/6
12 × 10 @ 78/-	14 × 5½ @ 52/6
14 × 9 @ 95/6	15 × 10 @ 97/6
16 × 12 @ 132/6	all per 1,000

Subject to quantity reductions
plus Purchase Tax



Tanners

for ENVELOPES

Production Figures

BRITISH paper and board production output broke all records in 1958. A figure of 3,458,712 tons was reached, an increase of 133,754 tons over 1957.

The production figures for the last four years are:—

1955	3,256,219 tons
1956	3,247,423 "
1957	3,324,958 "
1958	3,458,712 "

Detailed figures of paper and board production for 1958 (53 weeks) as compared with 1957 are as follows:—

	1957 Tons	1958 Tons
Newsprint	653,516	627,473
Mechanical Printings	317,702	321,946
M.G. Envelope Paper	32,762	33,832
Chemical Wood Papers	222,449	248,173
Esparto (Straw) Papers	252,148	246,195
Rag and hand-made Papers	36,497	33,777
Kraft (incl. sack & imit. Kraft)	257,315	273,955
Other wrapping (mainly for food)	71,134	73,664
Other wrapping (other)	184,945	197,165
Strawpaper	179,041	194,823
Wallpaper	60,965	73,771
Industrial & miscellaneous papers	82,730	89,059
Total Paper ...	2,351,204	2,413,833
Packaging Boards	726,255	798,102
Building Boards	58,461	62,614
Other Boards	189,038	184,163
Total Boards ...	973,754	1,044,879
Total Paper and Boards ...	3,324,958	3,458,712

The fourth quarter production figures as opposed to the same quarter in 1957 are quite striking, in that this quarter accounts for the great proportion of the increase on the whole year, 96,000 tons out of a total rise of 134,000 tons.

Production—Fourth Quarter

	1957	1958
	Tons	Tons
Newsprint	157,881	162,548
Mechanical Printings	78,274	87,121
M.G. Envelope Paper	7,950	9,268
Chemical Wood Papers	59,072	69,905
Esparto (Straw) Papers	67,050	67,053
Rag and hand-made Papers	9,052	8,440
Kraft (incl. sack & imit. Kraft)	64,495	77,053
Other wrapping (mainly for food)	18,833	20,347
Other wrapping (other)	49,457	56,391
Strawpaper	48,143	54,311
Wallpaper	17,569	20,384
Industrial & miscellaneous papers	20,496	25,427
Total Paper ...	598,272	658,248
Packaging Boards	188,564	223,755
Building Boards	15,975	16,370
Other Boards	49,562	50,407
Total Boards ...	254,101	290,532
Total Paper and Boards ...	852,373	948,780

Photographic Competition

Once again we are running our photographic competition, and we are offering three prizes of three, two and one guinea respectively for the best photographs taken in 1959.

They can be on any subject whatsoever, and the rules are as before.

1. The competition is restricted to employees of the Company, who must have taken the photograph his 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 photograph will be published in our Journal issued in January, 1960, and the non-winning photographs will be returned to the senders.

Send in your snaps when you like and help to make this little competition an even greater success than previously. The closing date is November 30th, and as usual the Editor's decision is final.

New Shade — Surface Sized

TANVIL

White Wove

Stocked in:—

16½ × 21 15, 18, 21 lbs.
 18 × 23 21, 25 lbs.
 17 × 27 20, 24, 28 lbs.

500 sheets

Smalls 3½ Cwt. 10 Cwt.

s/o 16½ × 21
 15 lbs 1/6¾d. 1/5½d. 1/4¾d.
 s/o 16½ × 21
 18 lbs. 1/5⅝d. 1/4¾d. 1/4⅝d.

Samples gladly sent on request



Tanners

for PAPER

Stop Press

We have now added to our range of boards by stocking Ivorex Tinted Royal Boards. This means that we now stock practically all the Ivorex range in all shades and finishes.



Our Salisbury Envelope brochure proved so popular that the original issue was completely cleared. We are now pleased to inform you that we have reprinted, and supplies are now available for issue on request.



The celebrated Dartford Mill Tinted Banks and Bonds which we have sold under our Number 777 have now increased their range to the pre-war standard of 21 colours. We are stocking the 12 most popular colours in S/O Large Post 11 lbs. and 15 lbs., and the remaining colours can be obtained ex mill.



We have discontinued stocking Mellotex Matt and Smooth White Cartridge and in its place we are stocking Mellotex Matt and Smooth Pure White Cartridge. As both qualities are sold at the same price, it was decided that the Pure White, which is a far better colour, would supersede the old colour.



Our old 201 Woodfree Cream Wove Writing has been greatly improved in quality and colour. It is now also surface sized. Under its new guise it will in future be known and branded as Tanvil White Wove.



The sample brochure of white and tinted Stadium boards, showing the new reduced prices, has been issued to all our customers. Further samples are available on request.



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

Important Announcement to printers in **LEEDS & BRADFORD**

All orders telephoned by 1 p.m. for stock lines of paper, boards and envelopes will be delivered the same day.



'phone

LEEDS 30805/6