



TELEPHONES
FLEET STREET 7051 (6 lines)
FLEET STREET 2806 (2 lines)
TELEGRAMS
TANNER-FLEET, LONDON

Highlight



The House Magazine of
R.T. TANNER & CO Ltd.

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 28

January, 1959

The cover of this Journal
is printed on our

SALISBURY

Thick Ivory Royal Boards



**ALSO STOCKED IN EXTRA THICK
SUBSTANCE**



**THE BEST COSTS LITTLE
MORE AT**

Tanners

for **BOARDS**



**Tanner's Quarterly
Trade Journal**

The Directors and Staff

of

R. T. Tanner & Co. Ltd.

wish you

a happy and prosperous New Year.

It only seems a few months ago that we were wishing you the same greeting for the commencement of 1958. As we advance in years, the passing of time appears to gather momentum, and we are always uttering platitudinous remarks to the effect that "it only seems like yesterday," whereas we know it happened weeks or months previously. Can it be that as we age we work that little bit slower? It is without doubt true that those in executive positions seem to be immersed ever deeper in detailed work. The problem is whether the work has increased or whether we are somewhat slower in dealing with it than we used to be in our eager youth. We think both are correct, but that the tempo of business these days has increased considerably with the resulting increase in detailed work. Everyone wants their orders and enquiries dealt with immediately; machines are faster and the cost of idle time is so great that more planning is required to ensure that such time is cut to the minimum. All this requires executives to be constantly in close touch with events as and when they arise.

Perhaps after all we are not so decrepit as we sometimes feel!

In our view . . .

Looking back over the last twelve months, we are smugly satisfied with our predictions. Trade has closely followed the course we prophesied, though August and September were even slacker than we anticipated. October witnessed the start of the upswing in trade and it appears to be continuing on a much firmer basis than for the last twelve to eighteen months.

As we write these words, the production figures of the mills make good reading, and it is more than likely that 1958 will see a considerable increase in tonnage made over 1957. The third quarter of 1958 showed a rise of 30,000 tons on the same period of 1957 and October showed an increase of 16,000 tons on the same month last year. Exactly where this additional tonnage has gone to is not quite clear, though board production showed the largest tonnage increase. Export figures are reduced, and it is to be imagined that stocks in the hands of printers and converters are low. Many mills are, however, now carrying considerable stocks, whereas previously they had empty stockrooms. The actual increase at the end of the third quarter of 1958 was 11 per cent, up on the same period of 1957, and board stocks were 50 per cent. up.

Considering the several new paper machines in production, in 1958, and the general recession in all trades, the paper industry has surmounted its difficulties remarkably well. There were cases of mills being short of work, and several instances of fantastically cut prices for large tonnages, but on the whole the price structure has held fairly well. Looking back over our own trading during the year, sales have been well maintained, and our manufactured sales were the highest ever attained. Competition has, of course, been very keen, but to increase our sales of manufactured goods in the face of such competition speaks highly of the products themselves. Quality has been maintained or improved, and we have not at any time engaged in price-cutting by ruthless reductions in qualities and substances. This form of warfare obtains a few initial orders, but loses many regular customers, and the result is certainly no gain to the instigator. We prefer not to debase our trade, but to build on the foundations of quality, value and service.

During the year, envelope manufacturers in particular have striven to reduce the quality and price to absurdity, mainly on the grounds of the installation of modern high-speed machines. As a matter of fact many of these machines have been installed several years, and in any event the vastly

increased capital cost and therefore depreciation of such machines, does not leave much room for manoeuvre. It seems strange that in the United States of America the envelope is considered the ambassador of any firm, and as such the emphasis is always on improving quality and printing, whereas in this country the aim generally is to reduce quality and substance to the base minimum. Perhaps the addition of purchase tax is one of the main causes, because of its snowball effect on higher prices. The Post Office authorities are requesting better packaging to combat the rougher handling occasioned by their new sorting machines, and the omission of purchase tax on commercial stationery, which in any event is a purely inflationary tax, would no doubt go a long way to achieving this object. Let us hope that the recent dropping of purchase tax on all printed stationery to hospitals under the National Health Service proves to be the thin end of the wedge in the final abolition of this unwelcome tax.

We must not give the impression that we do not make cheap grade envelopes, we do, in large numbers. There is, however, a standard below which we will not go. We shall continue to sell good quality envelopes at highly competitive prices, and any future lowering of material and production costs will be immediately reflected in reduced prices. We don't want any dissatisfied customers through selling rubbish, do you?

We appear to have strayed far from our original subject, but with trade improving steadily we are filled with a sense of optimism—optimism as to the present, but especially to the future, where the prospects appear better than they have been for several years. Stability at home, and abroad, is all that is required for a prosperous period of trading. The year 1959 opens on an auspicious note, and all the portents are that it will be a better year for trade than its predecessor.



The cover of this journal is printed on our Salisbury Thick Ivory Royal Boards and the text on our Illustration White Art Double Medium 70 lb.

EXETER Postcards
&
WORCESTER Postcards

OFFICIAL AND PRINTED MATTER

SINGLES — 2 OR 4 ON

	SMALLS	10,000	25,000	50,000
EXETER	14/3d.	13/3d.	13/0d.	12/9d.
WORCESTER	17/3d.	16/3d.	16/0d.	15/9d.

per 1000

Subject to Purchase Tax

To comply with Post Office regulations



Tanners
for STATIONERY

The City's Theatre

The City of London's new theatre is rapidly nearing completion. Known as the Mermaid Theatre at Puddle Dock, Upper Thames Street, it will be sited in the centre of London's paper industry, and a substantial proportion of the funds required to build it have been contributed by well-known Companies in the trade.

At a time when many theatres and cinemas are closing down from lack of support, it needed the exuberance of actor Bernard Miles and the enthusiastic backing of the "City" to embark on such a venture.

It is planned to offer a wide range of music and drama. British and foreign new plays, opera, revue, pantomime and even music-hall, at reasonable prices. Restaurant facilities will be part of the amenities and will be provided at normal prices. The idea is to provide an evening's entertainment with food for two people for £1.

The first issue of the *Mermaid News*, a newspaper devoted to news and views of plays and people at the Mermaid Theatre, appeared in August as an inset to the *City Press*. The second issue is planned to coincide with the opening of the theatre in March, 1959, and thereafter it is expected to appear monthly.

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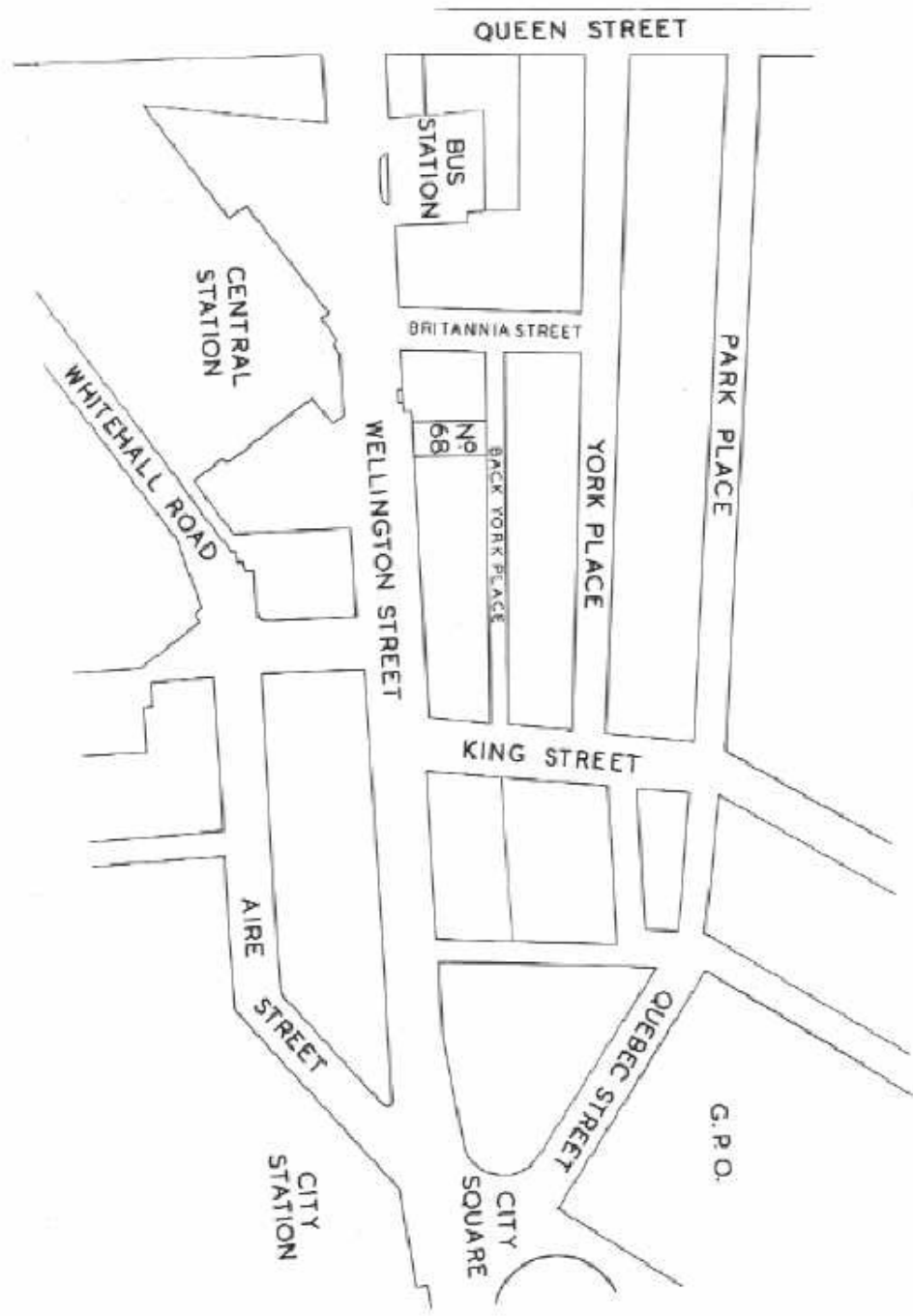
Leeds Branch

The illustration in our centre spread shows the new office and warehouse which is now open at 68, Wellington Street. The map shows how central and accessible these premises are, and the excellent loading bay in Back York Place is of great assistance in a town where traffic congestion is nearly as bad as in London.

Comprehensive stocks of paper, boards, envelopes and pockets are now available, and delivery can be effected to nearly all areas in Yorkshire within 48 hours.

The telephone numbers are Leeds 30805/6.

five



Census of Production

The Report of the Census of Production 1954 as far as it concerns the printing, publishing and allied trades has at last been published.

The gross production output for 1954 was £254,100,000 as compared with £236,800,000 for 1951 and £172,100,000 for 1948. Wages and salaries accounted for £90,800,000 as against £76,700,000 and £58,900,000 respectively.

These figures are rather surprising in that production has increased since 1948 by 48 per cent. whereas wages have increased by 54 per cent., and during this time it is to be supposed that much new and faster running machinery was installed.

Capital expenditure, which included building work, plant machinery and vehicles, adjusted by amounts received for items disposed of, was £11,300,000 in 1954 and £10,100,000 in 1951.

There was a decrease in the number of small printers employing ten persons or under, yet they were still the largest proportion in the country, having declined from 3,274 in 1951 to 3,047 in 1954.

The following is an analysis by size :

<i>Average number employed</i>	<i>Establishment Number</i>	<i>Gross Output</i>
11—24	1,080	£18,185,000
25—49	710	£26,160,000
50—99	460	£35,212,000
100—199	230	£38,373,000
200—299	65	£18,372,000
300—399	29	£12,380,000
400—499	15	£8,797,000
500—749	18	£13,671,000
750—999	9	£8,564,000
1,000—and over	9	£17,023,000

The interesting details regarding these comparisons were the net output figures per person which ranged from £623 for the 11 to 24 person establishment to £684 for those employing over 1,000 persons. The highest figures were £723 for establishments employing 100 to 199 persons, and these also showed the highest capital expenditure figures of all size firms, a highly significant factor.

One of the main conclusions to be gained from the mass of statistics is that the small printers, that is those employing ten persons or under, are in a considerable majority though naturally the total gross output from them is only a small

proportion of the larger firms. Another point is that the number of small printers has shown a decrease between 1951 and 1954, and this trend is sure to continue and possibly increase in speed. With wage costs at the level they are today, the small printer will find it more and more difficult to make a profit, so that we are likely to witness more amalgamations in this field.

This report on the census of production is of very great interest, and it is only a pity that the delay in publication is so great, so that much of its import is lost, though we can appreciate the enormous amount of work involved in its production.

O.H.M.S. by the million

Whether it contains an Income Tax assessment, call-up papers or merely new orange juice and milk tokens for the baby, the envelope franked "O.H.M.S." has become an increasingly important symbol in the life of even the most humble citizen. Last year the Post Office handled 9,700m. letters and postcards. Of these more than 700m. were official or O.H.M.S.

The provision of official envelopes and their associated relic of the austerity era, the stick-on economy label, is the responsibility of Her Majesty's Stationery Office. They are supplied on demand to all Government and Service departments.

The Stationery Office appropriation for the supply of envelopes is currently running at the rate of more than £500,000 a year. This accounts for some 500m. envelopes, weighing about 3,000 tons.

It means that each envelope containing a tax demand, the notification of a lucky dip in the Premium Bonds draw or one of the many other missives that daily flow from the modern bureaucratic State machine, costs the taxpayer roughly one farthing.

Many official envelopes bear a mystic combination of letters and figures which looks sinister, but has a strictly practical application. It is merely a code of identification which enables the department to re-order the same type.

The design of envelopes varies from one department to another. The Inland Revenue often favour a "window" type,

which can be used at least twice, unsealed and sealed.

The encouragement to economise given by the Stationery Office is reflected in the extensive use still made of economy labels. These were first devised in 1911 and came into their heyday in both wars. Even now close on 200,000,000 a year are issued.

In keeping with the growth of the administrative machine the use of official envelopes has grown considerably in recent years. In 1938 the Stationery Office's appropriation for envelopes was £125,000 which, making allowances for the rise in costs, appears to be at least 20 per cent. below current consumption.

The origin of the official envelope is obscure, but it almost certainly dates from the days of the stage-coach. In its modern usage and format it is probably at least a century old. Post Office records show that the definitive rules governing the use of the postal services by Government departments were laid down in a Treasury minute dated January 6, 1840.

(Reprinted from the *Daily Telegraph*.)

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Facts and Figures

According to a report from a survey carried out by Arnold Bernard & Co., the New York investment house, "the Paper Industry is heading the way out of the business recession."

During the first six months of this year production in the United States was about four per cent. below 1957, but from September onwards output was in excess of last year. The upturn in paper and board activity, according to the U.S. Department of Commerce, is expected to remain gradual, with no spectacular surge indicated.

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There was a further increase in the numbers employed in Great Britain in the paper and board industry when by the end of August the total had reached 95,800 compared with 95,400 at the end of July and 94,000 at the end of August last year.

On 15th September a total of 1,198 paper and board industry workers were registered as unemployed, and the number of notified vacancies remaining unfilled was 1,701.

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	Small	3¼ cwt.	½ ton	1 ton
30 lb.	1/27d.	1/2d.	1/1½d.	1/0¾d.
36 lb.	1/25d.	1/17d.	1/1¼d.	1/0¼d.
			per lb.	

SAMPLES ON REQUEST



Tanners

for PAPER

Stop Press

The reproduction of Wheatsheaf Manilla Pockets is steadily increasing, though we are hard put to it to keep pace with the demand. Stocks of most sizes are being put down in our Leeds warehouse to facilitate delivery.

★

Most of our popular lines of commercial envelopes are in stock in our Leeds warehouse. Delivery can be made immediately.

★

The new shade of Canary has been added to 64 Mill H.S. Duplicator in 10 x 8 and 13 x 8. Samples will be forwarded on request.

★

We have now added the shade of Lavender to our stock range of 777 Tinted Bank.

★

The Post Office have drawn attention to the fact that they lay down a certain standard for material to be used for postcards or cards to be sent at the printed paper rate, viz. the material should be not less than one-hundredth of an inch thick and not more flexible than the postcards sold by the Post Office.

The reason for laying down this standard is that thinner or more flexible cards give rise to difficulties in handling, either during date stamping by high-speed machines, or during sorting, or both.

It has recently come to the notice of the G.P.O. that certain sub-standard cards are coming on to the market and the Postal Services Department is, therefore, seeking the co-operation of manufacturers to ensure that the cards they produce do not contravene the official regulations.

We need hardly add that both Exeter and Worcester Postcards comply with these regulations, also for printers who print special postcards our Stadium 3 sheet White Boards Royal and Postal have been approved by the G.P.O. for use as postcards.

Our Salisbury envelope sample brochure has now been cleared, as the demand has been greater than expected. However we are putting a further supply in hand and will issue these as soon as available.

The paper of character

EXETER White Bond

stocked in :—

16½ × 21 15, 18, 21, 25 lb.

21 × 33 30, 36, 42 ..

18 × 23 18, 21, 25, 28 ..

17 × 27 20, 24, 28 ..

500 sheets

Smalls	3½ cwt.	½ ton	1 ton
1/7½d. lb.	1/6½d. lb.	1/6d. lb.	1/5d. lb.

Envelopes to match



Tanners

for PAPER