

Highlight



TELEPHONES
FLEET STREET 7031 (6 lines)
FLEET STREET 3606 (2 lines)
TELEGRAMS
TANNER · FLEET, LONDON

The House Magazine of

R.T. TANNER & C^o Ltd.

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 33

April, 1960

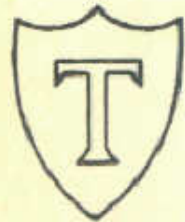
SELMORE

DUPLEX FOLDING BOARDS

Stocked in 7 colours in Royal.

Smalls	2500 lots	7000 lots
31/1d.	29/6d.	28/5d.
	per 100	

This cover is a sample of Silurian



Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

We have done it at last!

Many months later than originally intended we have finally completed the manufacture of our paper and board sample set, and distribution is well under way. If your copy has not yet been received you will be getting it soon, either at the hands of our representatives, by van, or by post.

The delay has been occasioned by the volume of business that you have given us during the last six months. It has been a perpetual fight to keep the staff at work on the sample set, when orders from customers were piling up. We have tried to keep a fair balance between the two, and soon we can put our full resources into coping with your orders.

There has been another problem which has held up completion of the set, and that is due to the phenomenal number of changes in qualities and shades of papers during the last six months. Altogether nineteen qualities have been changed since we started on our task, and these have had to be completely reprinted. This number of alterations has caused us considerable surprise, and has brought to our notice the tremendous alterations which are continually taking place in the paper trade at seemingly an ever-increasing rate.

We have been arraigned for not issuing the sets as completed in early January, but in our opinion it was better to delay publication until it was absolutely correct and up-to-date. We appreciate that further changes will take place, some, in fact, quite soon, but whenever necessary fresh samples will be issued for insertion in the set.

For the statistically minded 380 different qualities and substances are shown, and this can be multiplied several times if the various sizes stocked are taken into account. Altogether impressive figures, which give some idea of the magnitude of the task now completed, and the enormous range of papers and board now stocked by us.

Now that you have received the sample set, please make use of it!

As we go to press, a fault has been discovered in the mechanism of a few covers, the only part not made by us! A modification has been carried out, and if any trouble is experienced with those sets issued in March, please let us know, and we will exchange at once.

In our opinion . . .

Up and up go the paper and board production figures. The year 1959 showed an increase of 4.4 per cent on 1958, and this in spite of a slack beginning to the year and the seven-week shut down in June and July during the dispute.

The first three months of 1960 show the same tendency and no-one will dispute that trade is considerably better than the same period last year. It is a steady trade with plenty of healthy competition and not a boom such as we witnessed in the post-war period and the early '50's.

During this year, all the signs point to a steady rise in paper consumption, but production is quite capable of meeting the 4% to 5% increased demand expected. There is, therefore, no need to anticipate a shortage, though delivery periods will undoubtedly be more extended. Pulp prices are hardening, but there is little sign of the Scandinavian Countries taking an opportunity to force up the raw material prices, and in view of the importance of this market to them, it is unlikely that any substantial increase will be forthcoming this year.

In July, the first reduction in import duty on goods from the Outer Seven takes place, and there should be a slight drop in the selling price of some imported paper and board.

The outlook, therefore, looks extremely bright, but there is only one ominous sign on the horizon. Can the present standstill in the cost of living be maintained without too many monetary restrictions? Transport is one of the problems likely to affect paper mills and merchants. Mills use railways considerably for their raw materials, coal and chemicals, all of which are bulky, apart from the delivery of the finished article. In the last few years more of these items have been sent by road, and any increase in rail freight rates will surely see more of these bulky loads committed to road transport, or the alternative would be higher prices for paper and board, which we all want to avoid.

*

The cover of this Journal is printed on our Selmore Silurian Duplex Royal Boards and the text on our Illustration Art Double Medium 60 lbs.

New stock line

BRONZESTAR

MACHINE COATED PRINTING

20 x 30	27°	30,	36,	40°	45°	lbs.
30 x 40	54°	60,	72,	80°	90°	lbs.
22½ x 35	36°	40,	48°	52½°		lbs.
23 x 36	38°	42°	50,	55°	62°	lbs.
25 x 40	45°	50°	60,	66°	75°	lbs.

500 sheets

Items marked ° are obtainable only ex mill.

All at mill controlled prices.



Tanners

for PAPER

Looking ahead

Prior to the war the first groupings of paper mills commenced, and during the war and in the post-war period considerable groupings and take-overs have occurred. There is no doubt that it is in the interest of the paper trade that several large groups should prosper. Such groups are able to finance large expansions and undertake much research work for the improvement of not only the finished product, but on raw material, methods of production, and for extending the use in industry of paper products.

However, it is to be hoped that the independent mill will remain an entity in the scheme. They have a very steadying effect on the market as regards delivery, and provide keen price competition. Large units, by their very nature, have to restrict making orders to minimums of 5 to 10 tons, and as much of their output is booked on contracts, deliveries are often extended. The smaller independent mill is generally able to give a more personal service as regards special qualities, price and delivery.

The same argument can be advanced for the independent merchant and manufacturer. Unfortunately, the number of such firms is being steadily reduced, yet they can give a far better service. We are entirely independent, and we have no ties with any mill. We do not employ a host of order clerks: the person you speak to on the telephone is actually concerned with your order, and can give you an answer, or, at least, find out the answer and come back to you with it. From the manufacturing angle, we ourselves find that more business than ever is being offered to us, because the larger unit is so inelastic as regards delivery. At times this becomes an embarrassment, as it is always more difficult to say 'no' to someone one knows, but in most cases it is possible to meet the necessary requirements, and if not, we always try and say 'no' politely!

*

It may not be generally recognised that our factory is fully equipped to undertake many trade jobs, such as punching out printed labels of every shape and size.

Rotary cutting, tabbing, punching, drilling, folding, b/scoring, and perforating are some of the many jobs we can undertake.

Many printers already make use of this service, can we help you?

Another new stock line

LONGRAYNE

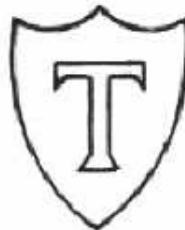
SURFACE SIZED OFFSET CARTRIDGE

20 x 30	40,	44,	50,	60°	lbs.
30 x 40	80°,	88°,	100°,	120°	lbs.
22½ x 35	53°,		66°,	79°	lbs.
23 x 36	55,	60,	69,	83°	lbs.

500 sheets

Items marked † are stocked only at mill.

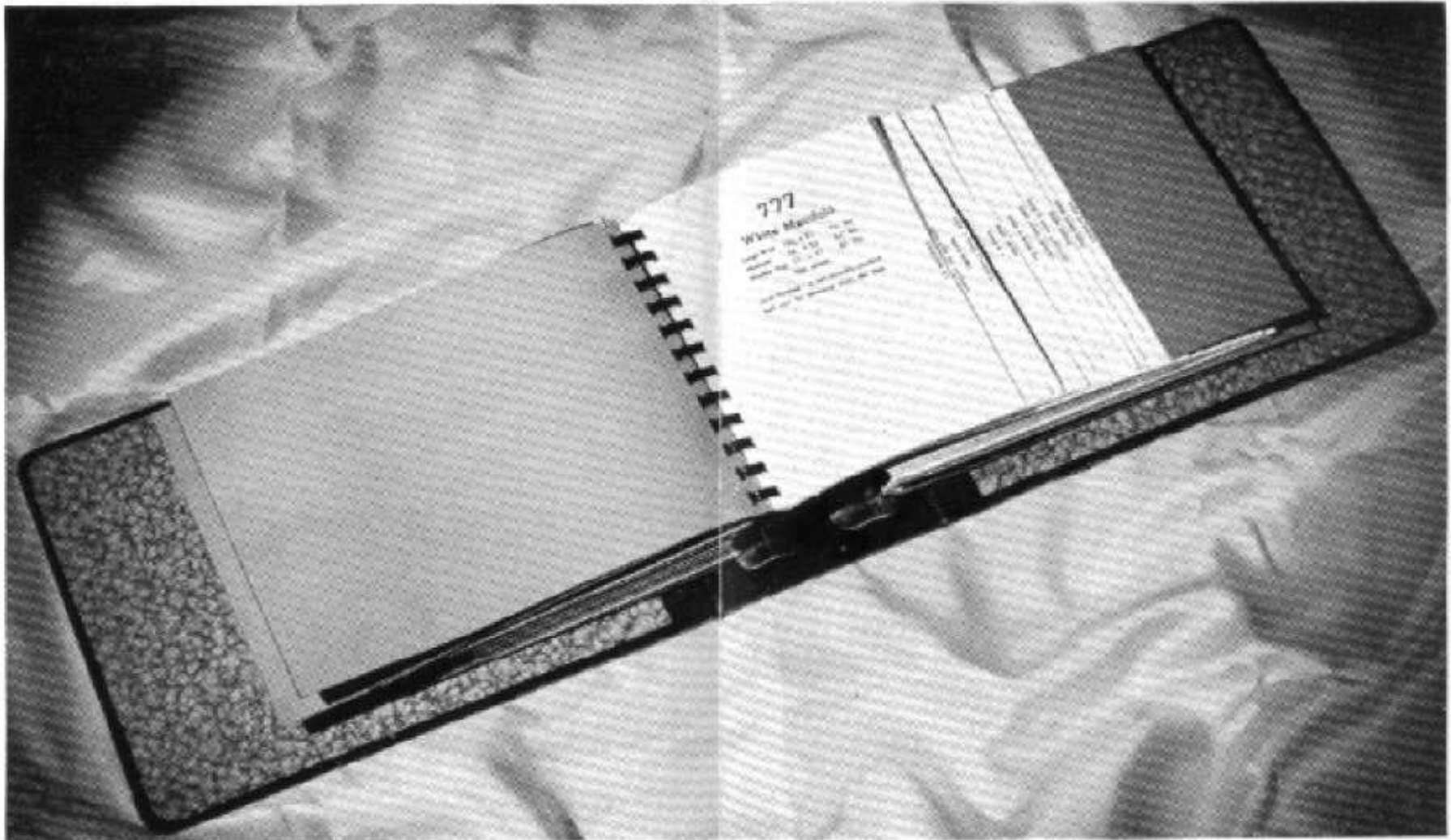
Smalls—per lb.	3½ cwt.—per lb.	10 cwt.—per lb.
1/5‡d.	1/4‡d.	1/3‡d.
	20 cwt.—per lb.	
	1/2‡d.	



Tanners

for PAPER

Our New Paper and Board Sample Set



Those Sample Sets!

Contributed by Bill Martin

— printing department

Proof 'em, pass 'em, print 'em
Is the slogan we should cry.
And if they do not satisfy
We'll have another try.

Re-setting and re-proofing!
For this we have a flair.
To get a job passed right first time
Is very, very rare.

Then, finally, the job is passed;
At last we make the grade.
We print the set and then we're told
They've changed the paper's shade.

When we prepared this final set
As in the past, we wondered
Whether it's the printers
Or the office who have blundered.

And as through life we go
There's something I ought to mention:
When the next set is to be printed
Old Bill M. will be on pension.

Reply by the Office

"Will you work a little faster?" said the office to the comp.,
"There's a printer close behind us, and he's treading on our
rump.
See how eagerly our friends and our customers all advance!
They are waiting on the touchline—will you come and join
the dance?
Will you, won't you, will you, won't you, will you join the
dance?
Will you, won't you, will you, won't you, won't you join the
dance?"

"You can really have no notion how delightful it will be
When you finish all the printing and can settle down to tea!"
But the comp., replied "Too much, too much" and gave a
look askance—

Said he thanked the office kindly, but he would not join the
dance.

Would not, could not, would not, could not, would not join
the dance.

Would not, could not, would not, could not, could not join
the dance.

"What matters it how fast you go?" his office friend replied,
"There are a mass of jobs, you know, gleaned from far and
wide.

The longer you are finishing, the more jobs we shall get,
Then turn not pale, beloved comp., but finish off the set.
Will you, won't you, will you, won't you, will you join the
dance?

Will you, won't you, will you, won't you, won't you join the
dance?"

(with apologies to Lewis Carroll).



White, Whiter, Whitest

At the present moment there is a very interesting battle
going on on the question of whiteness in envelopes. The
latest trend for blue-white notepaper should require an en-
velope to match, yet this very type of paper makes it unsuit-
able for envelope making. The 'whiter' the white the more
transparent the paper, and it is an impossibility to obtain
an envelope to match which is truly opaque, in spite of using
the thickest possible substance.

We find that, in envelopes, there is a decided swing
back to the creamier shade, or an alternative such as a
duplex envelope, for instance our Tanopaque, which gives
a very blue-white shade, without the dirty appearance ob-
tained with opaque printing of the inside. This envelope
gives a reasonable amount of opacity at a competitive price.

The future of this trend is being carefully watched, and
you can be assured that we will always have a suitable com-
mercial envelope to meet the fickle public's choice.

Facts and figures

British Paper and Board production has steadily risen over the last three years. The figures are:

1957	3,324,958 tons
1958	3,458,812 tons
1959	3,611,278 tons

Last year's figures are all the more astounding as they include the period of the printing dispute, though the repercussions of this seem to have been felt most by the converting trades.

The main increases were in newsprint with an increase of 44,520 tons; chemical wood papers with 37,013 tons; kraft (including sack and imitation kraft) 38,514 tons; other wrappings 18,612 tons; straw paper 22,266 tons; miscellaneous papers, which includes specialised paper for industrial purposes, 8,904 tons; and packaging boards 29,597 tons.

The only major groups to show a decline were mechanical printings, 41,103 tons, which, no doubt, was due to the interruption in periodical printing and to stronger competition from machine coated papers; esparto (straw) papers 4,561 tons; and wallpaper 4,510 tons.

The last two years have each shown a rise of approximately 4 per cent on the previous year's production.

*

The steady rise in paper and board production is reflected in the figures of workers employed in the paper and board industry in Great Britain. The number in employment at the end of October, 1959, was 100,300, which compares with 100,100 at the end of September, 1959, 99,700 at the end of August, 1959, and 98,400 at the end of October, 1958.

The figures for various groups for October, 1959, compared with the same month in 1958 were as follows:—Wallpaper 10,100, 8,300; cardboard boxes, cartons, etc., 56,200, 54,700; other manufactures of paper and board 49,400, 48,300.

New stock line

ELYSIAN

WHITE DUPLICATOR

Smalls—per lb.

16½ x 21 18 lbs.

18 x 23 21 lbs.

17 x 27 24 lbs.

1/5 ³/₈ D.

3½ cwt.—per lb.

10 cwt.—per lb.

20 cwt.—per lb.

1/4 ³/₈ d.

1/3 ³/₈ d.

1/2 ³/₈ d.

500 sheets

Also stocked in

Smalls

3½ cwt.

10 cwt.

20 cwt.

per ream

per ream

per ream

per ream

10 x 8

6/6d.

6/1½d.

5/11d.

5/5½d.

13 x 8

8/3d.

7/9½d.

7/6d.

6/10½d.

Boxed in reams of 500 sheets



Tanners

for PAPER

Stop Press

There have been a number of changes in various papers since our last issue.

Mellotex Matt & Smooth White Cartridge have been discontinued by the mill: Ivorex Smooth White Boards have been discontinued in Royal 37 and 45 lbs., and all weights in 24 x 33½ and 25½ x 30½, and Ivorex Tinted Boards in 25½ x 30½.

We are also discontinuing to stock Y.D. Duplicator and Dorset Duplicator when stocks are cleared. In their place we are stocking Elysian White Duplicator, in Large Post 18 lbs., Medium 21 lbs., and Double Cap 24 lbs., also in 10 x 8 and 13 x 8.

'276' S/C Printing will no longer be stocked as soon as stocks are cleared, although supplies can still be obtained from the mill. In its place we are stocking the well-known Bronzestar Machine Coated Printing.

We have felt for some time the need to stock a cheaper grade of Offset Cartridge. We are, therefore, adding the well-proven Longrayne Cartridge to our range.

At our Leeds warehouse we are stocking Premium Bank and Bond. Orders from customers in the north of England for this paper should be sent direct to our Leeds Office to avoid delay.

Full particulars of the new lines are published in detail as advertisements throughout this issue of our Journal.

*

The Company have decided to expand their production of envelopes and pockets. Demand for our products has increased so steadily that it has become necessary to increase the daily output.

New plant is already starting production and several of the latest types of machines are on order, though delivery of new plant is very extended. Every effort is being made to get new plant in production as and when received.

This great programme will ensure that our factory is equipped with the latest and best machinery to produce and extend our well-known range of envelopes and pockets at the lowest possible prices.

*Now available from Leeds
Warehouse only*

PREMIUM Watermarked

WHITE BANK & BOND

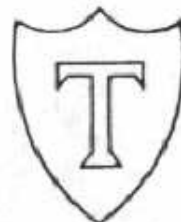
16½ x 21	11,	15,	18 lbs.
18 x 23	13		lbs.
17 x 27	14½,	20,	24 lbs.

500 sheets

Phone

Leeds 30805

(2 lines)



*for supplies of this well-
known Yorkshire paper*