



TELEPHONS  
FLEET STREET 7051 (6 lines)  
FLEET STREET 3506 (2 lines)  
TELEGRAMS  
TANNER · FLEET, LONDON

# *Highlight*



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

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON EC4

*New Series No. 32*

*January, 1960*

Do not forget that

## POSTCARDS

must caliper .010 to  
comply with Post Office  
Regulations.

	Smalls	10,000	25,000	50,000
Exeter	14/3	13/3	13/-	12/9
Worcester	17/3	16/3	16/-	15/9
Duplicating in Strips of 3	17/-	16/-	15/9	15/6

EXETER & WORCESTER are supplied in  
Official or Printed Matter, singles, 2 or 4 on.

ALL BOXED 1,000's.

Subject to Purchase Tax.



# TANNERS

for POSTCARDS

## Tanner's Quarterly Trade Journal

*The Directors and Staff*

*of*

*R. T. Tanner & Co. Ltd.*

*wish you*

*a happy and prosperous New Year*

At the passing of another year, we suddenly realise that we are issuing No. 32 of the New Series of our Journal. Our mental arithmetic is so good that we work this out as completing our eighth year of publication, and we begin to wonder how we have managed to fill up so many pages with readable matter (we hope!) without repeating ourselves *ad nauseam*.

As we look back over the many articles and forecasts which we have made, we can smile somewhat smugly to ourselves knowing that we have not let you down.

We have contrived and always will contrive to write frankly on matters appertaining to the paper trade, and ourselves. Dull, you may think. Not really, to the man who enjoys his trade. The paper industry has made great strides in the post-war years and is even now changing continuously. In fact, at Wheatsheaf House we use a well-hackneyed phrase "there is never a dull moment in the paper trade."

## In our opinion . . .

The Outer Seven Free Trade Area is now a fact, and the deputations from the paper makers and the several questions raised in the House of Commons have had no effect.

The Government's position was quite straightforward. When the negotiations with the Inner Six broke down, they were faced with the problem of this Country becoming isolated from trade with Europe, and, of course, loss of trade, serious as it may be, would lead to many more important political problems.

The initiation of the Outer Seven, important as a freeing of trade barriers, also is largely a means to an end. Great Britain had been rejected as a trade partner in Europe, but as a partner of six other European Nations is now in a much stronger position to negotiate. The signs are already apparent that the Inner Six already are showing more than a passing interest in the position, and it is to be hoped that an eventual alliance of all the Countries concerned will come to fruition.

It is unfortunate that the paper industry in this Country may find itself in an unenviable position, but no industry could be singled out for preferential treatment.

In our opinion, and also those of many of the heads of the largest paper mills in the Country, far too much emphasis is being put upon the evil effect of the lowering of tariffs upon Scandinavian papers. Let us study the facts firstly. In 1958, Britain's consumption from all sources was 4,335,000 tons, of which Scandinavian Mills provided 261,000 tons. In that year the total production of Norway, Sweden and Finland was only 2,600,000 tons, of which 1,600,000 tons were exported. A large part of this was kraft liner and grease-proof, of which this Country makes little. It seems unlikely that the Scandinavian Mills will jettison all their traditional overseas markets in order to obtain a larger share of the British market. At the same time, they are unlikely to be able to raise production faster than the estimated increase in universal demand.

Further, the reduction in tariffs are to be spread over 10 years commencing July 1960. This allows a considerable period for the British mills to adjust themselves, and they should take every opportunity to put their houses in order and specialise so far as possible in the interests of increased output and lower cost per ton.

The one group of mills which will find stern competition is that making esparto papers, unless they make specialised

*(continued on page 4)*

*New Improved*

## GALLEON White Pulp Boards

WHITER COLOUR

SMOOTHER FINISH

CHEAPER PRICE

### Royal 20½ x 25

	Approx. Caliper	Smalls per 100	3500 per 100	7000 per 100
2 Sht.	.008	17/10	16/11	16/3
3 Sht.	.009	19/6	18/8	17/11
3½ Sht.	.010	21/8	20/6	19/8
4 Sht.	.011	24/5	23/1	22/2
5 Sht.	.013	28/8	27/1	26/1

### Postal 22½ x 28½

	Smalls per 100	3500 per 100	7000 per 100
	22/6	21/4	20/6
	24/8	23/4	22/5
	27/3	25/8	24/8
	30/8	28/11	27/10
	35/10	33/10	32/6



# Tanners

*for* **BOARDS**

products. The competition will not come from Scandinavia, as much as from our own woodfree mills. In fact, this changeover has been going on for some years, and woodfree qualities have improved in post-war years to such an extent that they have already absorbed a large part of the esparto trade.

The long-term outlook should be of increased production and consumption, and less talk of the terrible time which is about to strike the paper industry in this Country.

No one can deny that the Autumn of 1959 showed a steady upsurge in the demand for paper. The increase in the industrial output of this Country has now filtered through to our trade, and we can look forward to a period of higher consumption. The New Year opens auspiciously and should witness a year of progress in the printing trade. The year will also witness the progress of the Birkett settlement for higher productivity. Naturally, not much in this line could be attempted in the immediate post-dispute period, since it was a time of resettlement in which management and employees had to establish again their confidence in each other.

In 1961 an application on wages and hours can again be made, and in the event of no agreement being made a judicial inquiry will follow. Probably the first question which this inquiry will ask is whether the agreement signed by the unions and the employers for greater efficiency and increased production has been accepted by both sides. It is, therefore, in the interests of both parties to make the Agreement work. It is also the only hope to prevent rising prices in our trade.

\*            \*            \*

Ossett Council, in Yorkshire, is experimenting with the use of rainproof paper bags for the collection of house refuse in place of dustbins.

Six bags with metal stands are to replace bins where they have to be carried long distances to the collection vehicle.

Both bag and contents are dropped into the vehicle, which cuts out the unhygienic process of emptying.

## Board News

The New Improved Galleon pulp boards announced in our last issue of the Journal have been well received, and very large quantities have been sold, and many congratulatory messages received. The printing qualities of this board, both for letterpress and litho, are well up to the standard of the original Galleon boards, but the colour is vastly improved, and the price drastically reduced.

Large stocks in all substances are always held, and making orders for one ton and upwards can be delivered very quickly. Until our new sample set is issued, we will be pleased to forward individual samples on request.

\*            \*            \*

## Photographic Competition

The photographic competition for our Staff was a success although we did not have so many entries compared with last year, in spite of the glorious summer we experienced.

The first prize of 3 guineas was awarded to Miss E. Muirhead (hand folding dept.), for a very fine view in which everything was in excellent perspective. Second prize of 2 guineas went to Mr. Joe Handford (printing dept.), for another excellent view, and third prize went to Mr. Stan Seary (board sales dept.), for his cat playing with wool. Three consolation prizes of 10s. 0d. were awarded to Mrs. (Grandma) Paul (rotary cutting dept.), for a charming picture of her three grandchildren; to Mr. Geoff Smith (representative in London and Southern counties); and Mr. Bill Martin (printing dept.). Reproductions are on the centre spread and following page.

The Editor wishes to thank all those who submitted photographs for this competition, and especially to those who were not successful on this occasion, and hopes that they will try again next time.



**1st prize — Miss E. Muirhead**



**3rd prize — Stan Seary**



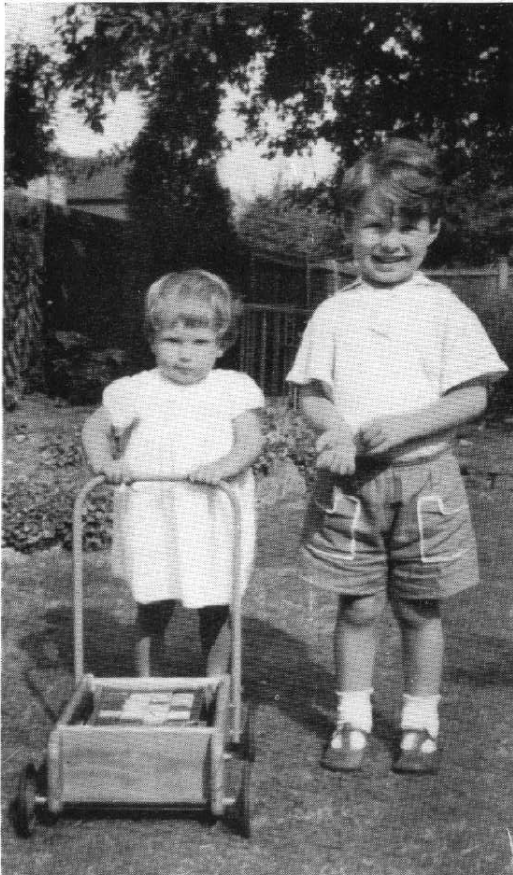
**2nd prize — Joe Handford**

*six*



**Consolation prize — Mrs. Paul**

*seven*



**Above :**  
**Consolation prize —**  
**Bill Martin**

**Left :**  
**Consolation prize —**  
**Geoff Smith**

## Facts and Figures

The third quarter production figures show some very interesting facts, and cover the main period of the stoppage in the printing industry.

With the exception of building boards, which remained at the same level as for the third quarter of 1958, total board production rose by 8 per cent. Packaging boards actually rose by 9 per cent, and of these strawboard and chipboard rose per week from 3,287 tons in 1958 to 3,718 tons in 1959; container middles from 4,003 tons to 4,296; and other boards for packaging from 1,188 tons to 1,675 tons.

Overall paper production remained on the same level as for 1958, but the printings and writings grades showed a sharp decrease. Mechanical printings weekly average production fell from 5,320 tons to 3,991 tons, although there was a welcome rise in September to 5,522 tons.

Newsprint was very slightly affected, a mere 150 tons per week decline, and Esparto papers were lower, declining from a weekly average of 4,189 tons in 1958 to 3,898 tons in 1959. However, again the September figures showed a welcome recovery to 4,718 tons weekly.

The increases were in packing and wrapping papers, and other papers, which rose 15 and 11 per cent respectively. All sections of sack kraft, pure and imitation kraft and brown, showed a strong improvement, and straw paper also rose from 3,599 tons to 4,202 per week.

Woodfree papers increased from a weekly average of 2,791 tons in 1958 to 3,040 tons in 1959. This undoubtedly shows the continuous movement from esparto to woodfree papers which has been proceeding for the past few years.

The total weekly average production of all grades of paper in the third quarter of this year was 42,848 tons, against 41,846 tons in 1958. The figures for board were 19,661 tons in 1959, against 18,236 tons in 1958.

Stocks of paper held by the mills at the end of the third quarter of this year were 141,225 tons, a substantial increase over 1958 of 17,321 tons. There was only an increase in the board stocks of 1,602 tons.



*The text of this issue of our Journal is printed on our Illustration White Art Double Medium 70 lbs. and the cover on our Chichester Mignonette Boards Royal 3 Sht.*

## TEECO White Bank

16½ x 21	11 lbs.	
21 x 33	22 lbs.	Smalls—per lb.
18 x 23	13 lbs.	1/5d.
23 x 36	26 lbs.	
17 x 27	14½ lbs.	
3½ cwt.—per lb.	10 cwt.—per lb.	20 cwt.—per lb.
1/4½d.	1/3½d.	1/2¼d.
	500 sheets	

## TEECO Tinted Bank

(available only ex Leeds Warehouse)

16½ x 21	11 lbs.	
18 x 23	13 lbs.	Smalls—per lb.
17 x 27	14½ lbs.	1/6d.
3½ cwt.—per lb.	10 cwt.—per lb.	20 cwt.—per lb.
1/5½d.	1/4½d.	1/3½d.
	500 sheets	
Canary, Blue, Buff, Pink, Green, Old Gold.		



# Tanners

for PAPER

## Envelopes and Pockets

The demand for our envelopes and pockets continues unabated. In spite of an increased output we have not fully caught up with the demand, though we are pleased to say that delays, when these occur through lack of stock, are of short duration. Our factory, being of medium size and under personal direction, is not concerned solely with mass production. Its output is, therefore, highly flexible, and it is possible to switch rapidly sizes, qualities and shapes. There is, therefore, no long-term hold-up on stock lines of envelopes and pockets. For printed envelopes it is advisable to look ahead as far as possible. As the general printer lacks the specialised machinery, which we use in our factory, and therefore cannot compete on prices, more and more orders for printed envelopes are being placed with us for delivery either to them or direct to their customers. This is a rapidly growing trade and delays must occur, as orders have to be taken generally in rotation. Therefore, please look ahead and let us have your orders as far in advance as possible.

\*

## My Paper Hat for Christmas

The following article by Edith Teague was published in the *Evening News* under the above title:—

I'm dizzy after 21 days of high-powered, gimmick-dominated American living. And of all the jet-powered Transatlantic way of life the thing I'm most excited about is my new paper hat for Christmas.

Yes, this doll (I haven't been called that by a waiter, bus conductor or truck driver since I got back) is now a real paper doll. The paper hat age (not the funny sort you wear at parties) is here.

New Yorkers will be seeing them in their shops in the spring. They will cost only a matter of shillings, and I have worn mine in a shower without it being any the worse.

It is a deep-brimmed pleated picture style, one of the first of the new 1960 fashions hot off the hat press of American designer John Frederics.

### Coin Spots

The paper is a tweedy-pattern in three shades of grey and decorated by bead outlined coin spots.

It is light, comfortable to wear—and nobody would guess that it isn't most expensive fabric.

## Stop Press

Work on our new sample set is progressing as fast as you will let us ! Naturally your orders have to receive priority, but now that Christmas is past we are pressing on fast and will begin to issue sets in a few weeks.

★

Our latest envelope price list will be published at about the same time as this Journal is issued. By adopting every expediency to keep costs down and by improved production methods we are pleased to inform you that prices with one exception remain as before. Champion Cream Laid  $3\frac{1}{2} \times 6$  Deep Flap envelope is the only price advance, by 2d. per 1,000 to 9/1d. per 1,000 plus Purchase Tax.

There are minor increases in some rates of printing and an additional line in our No. 86 Parchment Typewriter Wallets  $3\frac{1}{2} \times 6$ . If you have mislaid our Salisbury envelope sample range we will gladly supply a new one on application.

★

Tanvil White Wove Writing is proving a most popular line. Of excellent colour and quality, it is stocked in usual sizes and weights. The price is only 1/6½d. for S/O Large Post 15 lbs. and 1/5½d. for S/O Large Post 18 lbs., less usual reductions for quantities.

★

The well-known Croxley Script paper is stocked by us in white at Mill-controlled selling prices. Sales are large, but so are our stocks !

*twelve*

## NOTICE

To all our customers in North-  
umberland, Cumberland, Westmor-  
land, Durham, Lancashire and  
Yorkshire.

Delivery will be expedited if orders  
for stock lines of papers, boards and  
envelopes are sent direct to our  
Northern Office.

**R. T. TANNER & CO. LTD.**

**68, WELLINGTON STREET,**

**LEEDS, 1**



**LEEDS 30805 (2 lines)**