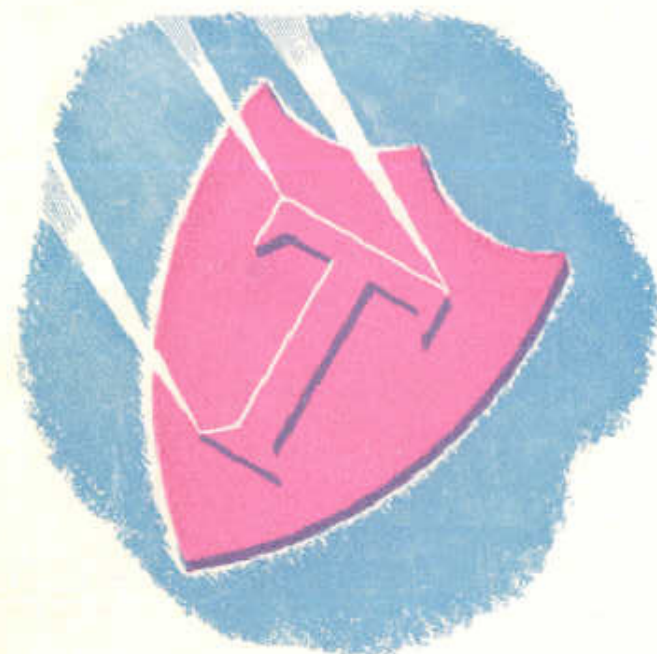


# *Highlight*



TELEPHONES  
FLEET STREET 7051 (6 lines)  
FLEET STREET 3806 (2 lines)  
TELEGRAMS  
TANNER · FLET, LONDON

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

WHEATSHEAF HOUSE  
CARMELITE STREET  
LONDON E.C.4

*New Series No. 34*

*July, 1960*

## TEECO White Bank

16½ x 21	11 lb.	Smalls—per lb.		
21 x 33	22 lb.	<b>1/5<sup>D</sup></b>		
18 x 23	13 lb.			
23 x 36	26 lb.			
17 x 27	14½ lb.			
3½ cwt.—per lb.		10 cwt.—per lb.	20 cwt.—per lb.	
1/4½ <sup>d</sup> .		1/3½ <sup>d</sup> .	1/2½ <sup>d</sup> .	
Smalls		3½ cwt.	10 cwt.	20 cwt.
10 x 8	3/9 <sup>d</sup> .	3/6 <sup>d</sup> .	3/4½ <sup>d</sup> .	3/1½ <sup>d</sup> .
13 x 8	4/9 <sup>d</sup> .	4/5½ <sup>d</sup> .	4/3½ <sup>d</sup> .	4/0 <sup>d</sup> .

per ream  
Stocked in LONDON & LEEDS

## TEECO Tinted Bank

Canary, Blue, Buff, Pink, Green & Old Gold

16½ x 21	11 lb.	Smalls—per lb.		
18 x 23	13 lb.	<b>1/6<sup>D</sup></b>		
17 x 27	14½ lb.			
3½ cwt.—per lb.		10 cwt.—per lb.	20 cwt.—per lb.	
1/5½ <sup>d</sup> .		1/4¾ <sup>d</sup> .	1/3½ <sup>d</sup> .	
Smalls		3½ cwt.	10 cwt.	20 cwt.
10 x 8	3/10½ <sup>d</sup> .	3/8 <sup>d</sup> .	3/6 <sup>d</sup> .	3/2¾ <sup>d</sup> .
13 x 8	4/11 <sup>d</sup> .	4/8 <sup>d</sup> .	4/6 <sup>d</sup> .	4/2 <sup>d</sup> .

Per ream — 500 sheets  
Stocked only in LEEDS Warehouse



# Tanners

for PAPER

## Tanner's Quarterly Trade Journal

We were more than surprised recently to read that the Federation of Master Printers were proposing to the Paper Trade, commencing with the Art Section, that all mills should agree to a standard shade to which their white papers should be made, and then to extend this to other grades.

For some years we have been worried about the dozens of shades of white which were emanating from the mills every month, and it has been difficult to keep pace with them, and to retain some continuity of stocks in the correct shades. In many cases it has necessitated many tons of old shade being 'Jobbed off' at cost or below in order to get rid of it and to make room for the new shade.

We are members of the Federation of Master Printers on our manufacturing side, and support them wholeheartedly. We presume that they also are worried with the never-ending stream of white shades which are appearing, and the difficulty many mills are experiencing in maintaining these shades from one making to the next, and are endeavouring to obtain a standard for tidiness' sake, and as a yardstick to measure other whites.

No doubt this idea sounds delightful, but we heartily disagree with it. We do not know who would have the invidious task of deciding the standard White, and we should not envy them the job. Trying to reconcile the views of paper makers, merchants, publishers, printers and converters would be a Herculean task. Then there is the problem of texture, substance, finish and opacity, all of which alter the shade of a paper.

Do we really wish every book, publication, stationery and advertising leaflet printed on the same shade of white paper? Is this becoming standardisation for standardisation's sake?

The paper trade has advanced by leaps and bounds in improving shades of white during the last few years and, in fact, in our opinion, has probably advanced too fast and too far, but never let us stand still in progress and consider such a retrograde step.

## In our opinion . . .

The British Paper and Board Mills have made a further record. Production passed 1 million tons in the first quarter, 1,041,219 tons to be precise. This compares with 896,598 tons in the first quarter of last year.

Every grade of paper and board showed an increase, packaging boards leading the field with a 40,000 ton increase. Added to all this was an increase of 90,000 tons in imported papers. Newsprint alone accounting for 40,000 tons of this total.

This considerable increase in paper and board production and importation is sudden and a great credit to the mills, though the last quarter of 1959 showed the way which the trend of trade was taking.

The general view is that the enormous amount of paper and board is being consumed now or in the immediate future and there is no sign of substantial stockpiling by consumers. In fact, as always happens when business improves, delivery dates of most mills have extended out of all proportion, and 12 weeks is often asked and exceeded.

The future looks extremely rosy, general trade in the Country is buoyant, and when this is so the paper trade, as a servant of all trades, is certain to enjoy the benefits.

The one problem facing the British paper and board mills is the future of prices.

The tendency is for pulp prices to rise. Wages have recently risen in Sweden and the forecast is that the increase will be in the region of £2 a ton, though by the time this Journal is in print we may know the worst.

The mills in this Country are enjoying full production, and the results published show generously increased profits. However, they have recently faced a reduction in hours and a wage demand is pending, and most overheads tend to move upwards. Freight charges, at present not altered, are more than likely to be increased before long to assist the railways to meet their enormous deficits. The feeling is that the mills would like to raise prices in July at least for certain grades, especially contracts taken at prices below standard.

This is where the mills are caught on the horns of a dilemma. In July the Outer Seven agreement comes into force, and there will be a reduction of 20% of the duty on imported paper and boards. This means that, at a time when the mills wish to increase the selling price of their products, the price of imported paper and board will be reduced, unless the

*continued on page 28*

*New stock line*

# ELYSIAN

## WHITE DUPLICATOR

Smalls—per lb.

16½ x 21 18 lb.

18 x 23 21 lb.

17 x 24 24 lb.

**1/5<sup>3</sup>/<sub>8</sub>D.**

3½ cwt.—per lb. 10 cwt.—per lb. 20 cwt.—per lb.

1/4<sup>3</sup>/<sub>8</sub>d.

1/3<sup>3</sup>/<sub>8</sub>d.

1/2½d.

Smalls 3½ cwt. 10 cwt. 20 cwt.

10 x 8 6/6d. 6/1½d. 5/11d. 5/5½d.

13 x 8 8/3d. 7/9½d. 7/6d. 6/10¾d.

Per ream — Boxed in reams of 500 sheets.



# Tanners

*for PAPER*

Scandinavians take the opportunity to increase the price of their papers and boards to compensate for the lowering of duty.

The result of this will be most interesting to watch. The noisy tumult raised by a few paper makers fearing the advent of cheap imports has recently died down, no doubt due to the full order books enjoyed by most paper mills. Will this situation cause a resurgence of this tumult aimed at the Government?

However, we see little likelihood of any need for worry. The demand for paper is growing at a speed to cope with any increase likely to occur in the next year.



## Envelopes

Up and up goes our production of envelopes. Thanks to the installation of part of our new plant, the delivery of  $3\frac{1}{2}$  x 6 deep flap envelopes can now be made from stock. Enclosed with this Journal are a few samples to show some of our qualities, and the instant adherence of these well-gummed flaps.

The production of pockets has also passed all previous records, but it is insufficient to meet all demands. We are endeavouring to keep stocks of most of our standard stock lines, but until the arrival of the new plant on order we are unlikely to meet all your requirements immediately. We therefore ask you that for special orders, other than stock lines, to give as much notice as possible.



*The cover of this journal is printed on our Tanart two-sided art boards Royal 4 sht. and the text on Illustration Art Double Medium 60 lb.*

## With Compliments

Several of our contemporary journals make a feature of complimentary letters from their customers. This is something we have studiously avoided, as we feel that they are of little interest to our readers, whether they be our staff or customers. However, we feel we must mention one recent incident, which is more an achievement of the Southern Region than to our service, and when the railways are under fire it is pleasant to give credit where it is due.

A customer from the Isle of Wight posted an order to us Monday, received by us on Tuesday, despatched the same day, and actually delivered to the customer on Wednesday. We only wish that the same could be said for all goods despatched by rail, but we know of many instances when goods take up to 7 days to deliver from the receiving station.



A wry saying has been making the rounds recently in British schools. "The teachers are afraid of the headmaster, the headmaster is afraid of the parents, and the parents are afraid of their kids. The kids, they ain't afraid of nobody."

Reprinted from Expansion, the journal of Westool.

## Annual Dinner and Dance

On Friday, April 8th, we were once again entertained by the Directors at our annual staff dinner and dance.

Held as usual at the Charing Cross Hotel, some 70 sat down to an excellent dinner. As has become the habit at these annual functions, speeches are reduced to a minimum, and in a few words Mr. Arthur Tanner welcomed the company. Mr. John Pearsall replied on behalf of the staff, and the party adjourned for dancing.

Music was provided by the "Aristones", and the assembled company enjoyed themselves vigorously.

Several photographs appear on the centre spread and following page. This year we have taken care to ensure that the captions refer to the correct husbands and wives.



*Mr. A. D. P. Tanner, Miss Dennison, Mr. Eric Dennison and Mrs. and Mr. Arthur Harrison (Leeds Office).*



*A group of the younger set waiting for the dancing to begin.*



*Mlle Desombres from Paris and Mr. A. R. Tanner.*



*A group of the not quite so young (careful!) posed for the photographer.*

*Mr. Stan Seary  
(Board Dept.),  
This is not a  
commercial  
plug, but he  
always looks  
ahead to the  
next day.*



*Mr. and Mrs. Wally Ellwood, Mrs. and Mr. Stan Seary, and  
Miss Dennison.*

## Our Sample Set

The issue of our paper and board sample set has been virtually completed.

As we explained in the last issue of our Journal we experienced some trouble with the binder mechanism, which we hasten to add was the only part not manufactured by us. This fault was not apparent until the sets were filled and despatched through the post. It was then ascertained that the teeth tended to part, allowing some of the samples to fall out. This was overcome by inserting a locking device at each end of the mechanism which prohibits the teeth parting until the locks are withdrawn.

This modification took time, and there was a delay, which resulted in some of our customers having to wait longer than intended for the set. Several of the original sets were despatched before the modification was put in hand, and if, by any chance, your set is one of these and does give any trouble at all, please notify us or our representatives and we shall replace it at once.

We appear to be labouring this point, but as far as we are concerned the job is always right or wrong. If it is wrong we shall put it right, and as it is, in our estimation and, from the many complimentary notes we have received, in other people's eyes an excellent and comprehensive set, so it is up to us to ensure that it is perfect in every respect.

★

## Annual Staff Outing

Saturday, 18th June, was a day to remember. Blessed with superb weather, and with the arrangements as usual in the hands of our Chairman Mr. Arthur Tanner, assisted by Miss Joan Bowell, our staff enjoyed themselves to the full.

The trip was from Windsor to Marlow, and most of the party entrained at Waterloo at for us a very gentlemanly hour, which put everyone in good spirits. At Windsor we met the remainder of the party, who had taken themselves direct, and we went aboard the m/v. Marlow. Having plenty of room

in which to spread ourselves, the girls proceeded to disrobe sufficiently in order to sun-bathe, some after only an hour or two to bitterly regret it, as their reddened necks and shoulders bore testimony. The men enjoyed the scenery, not only, we hope, the sunbathers, and ruminated on the merits or demerits of drinking gin as opposed to beer, or vice versa, when the sun was high in the sky.

After an excellent lunch served aboard the boat, we reached Marlow, where the Regatta was in full swing, the date being nicely arranged by Mr. Arthur to coincide. For the younger element the Fair, which is always a part of the Regatta, attracted many to try their skill or indulge in the various mechanical contrivances.

One of our Directors could not be torn away from the several shooting ranges. His policy was to work himself into a rage about everything of which he did not wish to think, and then mow down the targets or break all the bottles he could see. This worked well, as we never saw him miss and he emerged tranquil and in fine spirits.

Our representatives then went on to the putting course for the usual blood matches, where fortunes were made and lost.

At 4.30 p.m. we returned to the boat for the journey back to Windsor, and after our exercise did full justice to another excellent meal. The piano, specially put aboard, was then brought into use by our Director Mr. Eric Wicking accompanied, we say this politely, by voices good, bad and indifferent.

The usual card school got down to business and the stakes ebbed and flowed regularly. However, as generally happens on these occasions, when in sight of Windsor Castle our Managing Director won the final 'kitty', and left us wondering whether we could save enough cash to take part again next year in the cut-throat school.

A truly wonderful day marred only (or was it made) by one of our young ladies who throughout the day had much trouble with a frilly nether garment. This descended on the return journey and was seen on the end of a pole acting as the red ensign. Thank heavens the navy did not spot us, or we should have been torpedoed !

\*

## M.G. WOOD TISSUE

LARGE STOCKS ARE ALWAYS AVAILABLE

in

	Smalls	50 Rms.	100 Rms.
16 x 26	7/5d.	7/1d.	6/11d.
18 x 28	8/10d.	8/5d.	8/0d.
20 x 30	10/3d.	9/9d.	9/4d.

per ream  
480 sheets flat



# Tanners

for PAPER

## Stop Press

As from 1st June, 1960, the prices of Salisbury Tinted Triplex Boards were increased. They are as follows:

	ROYAL			POSTAL		
	<i>Smalls</i> Per 100	3,500 <i>lots</i> Per 100	7,000 <i>lots</i> Per 100	<i>Smalls</i> Per 100	3,500 <i>lots</i> Per 100	7,000 <i>lots</i> Per 100
3 SHT	20/3	19/1	18/4	25/1	23/10	22/11
4 SHT	25/2	23/9	22/10	31/3	29/8	28/6

The prices of Fine Commercial White Triplex Boards, with which the Salisbury Tints may be assorted to obtain quantity reductions, remain unaltered.

★

We only have a few tons left of the Special Smooth High White Boards, Royal 13½ lbs/100's, a sample of which we recently circularised. The prices for this phenomenal offer are:

1 Ton and up	@ 1/0d. per lb.
½ Ton and up	@ 1/0½d. per lb.
Smalls	@ 1/1½d. per lb.

Carriage outside London delivery area + ¼d. per lb.

Huge quantities of this board have been sold and we can only offer subject to intermediate sale. Samples will gladly be forwarded on request.

★

We have been considering for some weeks reprinting our paper and board price list, and in fact corrections are in hand. It has, however, been realised that many changes are likely to take place between now and September. We have therefore decided to delay printing and publication until the end of September.

★

We are again running our photographic competition, and are offering three prizes of three, two and one guinea respectively for the best photographs taken in 1960.

The rules are as before — Photographs, number unlimited, to be put in an envelope addressed to the editor and with your name on the back. The photograph must have been taken by an employee of the Company.

The entries last year were rather sparse, so let us have more than ever this year. The closing date is November 30th.

Prices Unchanged

## STADIUM

### TWIN-WIRE BOARDS

Sht.	ROYAL			WHITE		
	<i>Smalls</i>	3500 <i>lots</i>	7000 <i>lots</i>	<i>Smalls</i>	3500 <i>lots</i>	7000 <i>lots</i>
2	17/3	15/10	15/6	21/8	20/0	19/6
3	19/2	17/8	17/3	24/1	22/3	21/8
4	23/7	21/8	21/2	29/6	27/2	26/6
5	26/0	23/11	23/4	32/9	30/2	29/5

#### TINTED

BUFF, BLUE, PINK, GREEN & YELLOW

3	19/9	18/8	18/0	24/7	23/2	22/4
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all per 100's

May be assorted to obtain quantity reductions.

The lowest priced twin-wire boards on the market, suitable for letterpress or litho.



# Tanners

for **BOARDS**