

# *Highlight*



TELEPHONES

FLEET STREET 7051 (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. 36*

*January, 1961*

233

## Cream Wove Writing

Stocks available in:

16½ x 21	18, 21 lb.
21 x 33	36, 42 lb.
18 x 23	21½, 25 lb.
17 x 27	28 lb.

500 sheets

Smalls	3½ cwt.	10 cwt.	20 cwt.	40 cwt.
1/3½d.	1/3d.	1/2½d.	1/1¾d.	1/1½d.
per lb.				

When stocks are cleared we will not  
be able to repeat at these prices



# Tanners

*for* PAPER

## Tanner's Quarterly Trade Journal

*The Directors and Staff*

*of*

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

*wish you*

*a happy and prosperous New Year*

Recently a potential customer informed one of our representatives that he was doubtful about placing a contract with us, as he had heard that we were run by an aged and old fashioned Board of Directors, we had insufficient and derelict machinery, and would be incapable of undertaking the work.

We wonder where he can have received this false information, but we can only imagine that a disgruntled competitor must have excelled himself in devising such a tissue of lies.

We feel that we must take up a little space to refute these allegations.

In the first case we agree that our Chairman is an Octogenarian, with a wealth of knowledge of our trade, but the remainder of our board are hardly yet to be called middle-aged. This "aged and old fashioned board" are at present undertaking a reorganisation, re-equipment and expansion programme greater than this Company has ever undertaken

in its long history. We feel, therefore, that at least the board can be called imaginative and forward looking.

Secondly, although the present boom in the demand for our envelopes and pockets has proved that we could sell much more than we are making, the shortage is not entirely mechanical, but due to the shortage of skilled operators, a deficiency which is not confined to this Company alone. This is being remedied by removing our plant to an area where labour is easier, and already many staff from Crayford are under training in our City factory, so that when we move, we shall have sufficient trained staff to continue full production immediately. Much of our plant has been replaced in the last few years, but in many cases the delivery date of new machines is two years, and although we have several on order, it will be some months before the first of these arrive, after which production will be improved considerably. Meanwhile many new conversion machines, from printing to drilling, have arrived and are about to start production. Altogether the value of new machinery arriving during 1961 will be more than the total book value of machinery in our possession at the end of 1960.

We think that these facts, together with the news of our impending move, published in a separate article in the Journal, will dispel the unnecessary and untrue remarks which are apparently in the minds of a few people.

Fortunately for us several thousand customers think otherwise, and entrust much of their business to us. Oh, we nearly forgot, there is a new customer on our books. We got the contract and the customer got his supplies on time.

## Crayford, here we come

As we expected our impending move is not running quite to time, and it appears that it will be early February before it takes place. The delay has been mainly due to the appalling weather, which has severely interfered with the rebuilding, and to waiting for the heating system to be completed. There was no sense in our moving until this and all other services were complete and running to our satisfaction.

*continued on page four*

# Mailing Manilla Envelopes

*Not the cheapest 3½ x 6 on the market but undoubtedly the best value.*

## 3½ x 6 Envelopes

Smalls	10,000	25,000	50,000	100,000
7/11d.	7/9d.	7/7d.	7/5d.	7/3d.

## 9 x 4 Pockets

Smalls	10,000	25,000	50,000	100,000
14/3d.	13/11d.	13/7d.	13/3d.	12/11d.

Prices per 1000's. Subject to P. Tax.



# Tanners

*for* ENVELOPES

Every possible eventuality has been thought of, and it is confidently felt that the act of removal will be trouble free. However, we are not so smug that we do not expect the last minute hitch, which has a habit of delaying everything at the most inopportune moment, but each duty is in the hands of separate contractors working to a consolidated plan. This will ensure that there is always a team of experts on hand to deal with such emergencies as may arise. Six days is all we are allowing for the move of plant, and no machine is to be out of action for more than 48 hours. With such a tight schedule, no chances of a breakdown can be taken.

There will be no delay in the supply of paper, boards and envelopes from stock during the period of our move, as two separate delivery services will be operating. There will be a fleet of vans delivering from stocks still at Carmelite Street, and an entirely different fleet working from the new factory and warehouse at Crayford. This will continue as long as we still have stocks at the Carmelite Street warehouse, a period of 3/4 weeks. Customers in the London area may find that they will get two deliveries in a day, but the reason is that the fleets will be working quite independently, to ensure that there is no delay in your supplies.

Our largest problem is replacing trained production hands. Many of our men are coming with us, and for this we are grateful, but nearly all our female staff will not be able to make the journey. Those not coming are generally staying with us until the move takes place, and we are relying on them to help to train their successors. We have a large number of new hands under instruction, and a training school for hand-folding has been going strongly for some months at Crayford.

The new factory has been laid out on the latest flowline technique, and our management and engineers have burnt much midnight oil laying out the plant exactly as is required, for maximum ease of production.

All paper and board will, whenever possible, be delivered from the mill on pallets and will be unloaded and stacked by fork lift trucks, so that it will receive the minimum of handling. It should, therefore, reach you from our vans in the best possible condition. Similarly no provision is made in the factory for benches, except for knocking-up, and every lot of material and processed work must be handled on pallets or wheel trucks. We find that benches become littered with partly processed work, all of which has to be moved by hand, so we have forestalled this by removing the source of man handling!

There is no doubt that the simplest way to achieve an economic layout of a factory is to start from scratch and re-design. For many years we have endeavoured to keep ourselves modern, by altering around our plant and departments, within the confined limits of our old building. We now have a golden opportunity, which we are accepting with both hands. The same applies to machinery. It is so easy to retain aged plant because it may be in reasonable condition and doing a job efficiently, but in these strongly competitive days, if there is a faster and more efficient machine on the market, it should be installed. Here again this problem is largely solved for us, as it is not a practicable proposition to move old plant, and we are taking the chance to replace these machines wherever possible.

We seemed to have written at great length in this issue of our Journal about our plans, but we feel that the modernisation plans of the Company must be of interest to many of you.

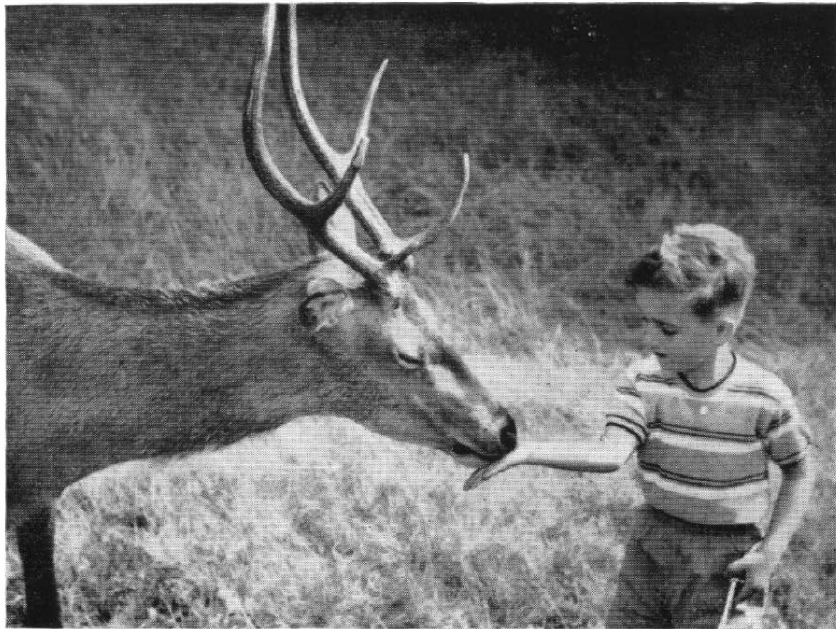
## Photographic Competition

The entries for our Photographic competition were disappointing in number this year, but this is no doubt due to the fact that many people are now taking colour transparencies, which are of no use for black and white reproduction.

The first prize of three guineas goes to Mr. Wally Ellwood (Envelope Dept.) for a photograph of outstanding excellence. The second prize of two guineas goes to one of our directors, Mr. Eric Wicking (no string pulling!) for a delightful view of Monaco Harbour. This photograph was well composed, with just sufficient foreground of boats to give the impression of distance. The third prize of one guinea goes to Mr. T. Fillmore (Guillotine cutter). Again this is a well composed scenic photograph, with perhaps a little too much of the water in the foreground, which may spoil the reproduction. Consolation prizes of half a guinea are awarded to Mrs. Betty Quakley (Accounts Dept.) for her photograph of the National Gallery. The fountain may not reproduce as well as in the photograph, but it is excellently positioned to give depth to the scene. The other goes to Miss Joan Bowell (paper sales) for a well composed scenic view.

The Editor thanks all those who submitted their photographs for this competition.

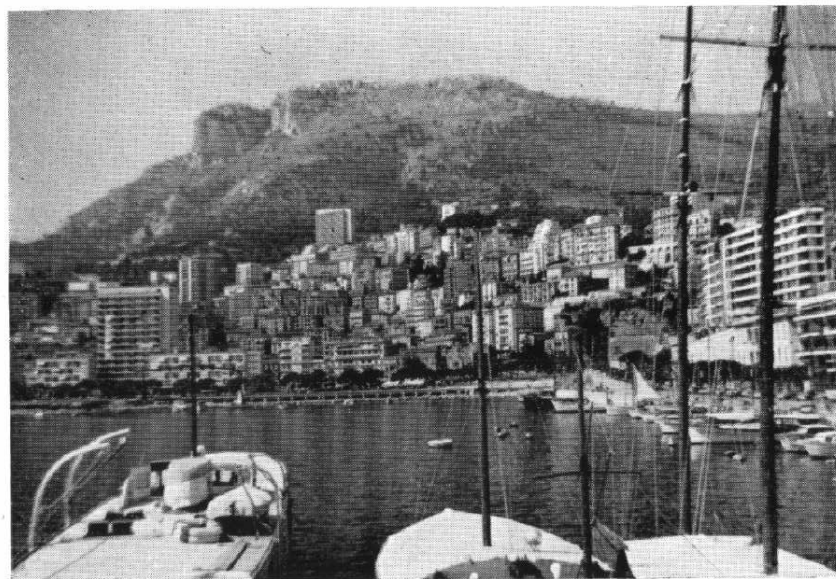




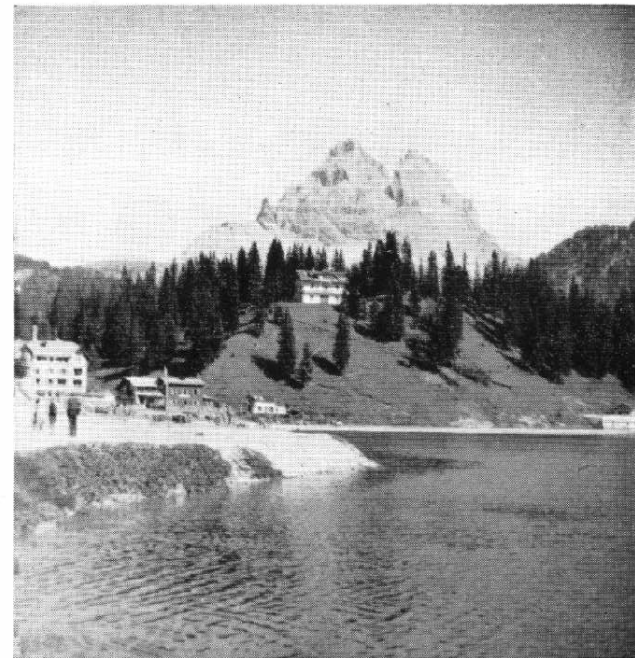
1st prize — W. Ellwood



3rd prize — T. Fillmore



2nd prize — E. L. Wicking



Consolation prize — Miss Joan Bowell



Consolation prize — Mrs. Betty Quakley



## Price Lists

Following the effect of the Monopolies Commission, paper mills are no longer permitted to alter prices in conjunction with each other. We are, therefore, faced with constantly changing prices at different dates. To print our normal price list under these circumstances is not possible. The time factor in compiling, setting, proofing, printing, tabbing, collating, stitching and mailing our 30 page list is sufficient to ensure that part of it is out of date before it reaches you. Again, the cost of reprinting this three or four times a year is quite large, since there is so much re-setting to do. Accordingly we are to produce in the New Year a folder the same size as our existing Paper and Board stock and price list, which will contain all prices up to date. This will be easy and quick to produce, and will enable us to re-print at frequent intervals whenever the necessity arises. As it will only contain prices, it should be used in conjunction with the existing stock list, and should be retained in the pocket of the sample set.

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In accordance with the practice now prevailing in the trade, we have adopted a standard charge for breakage of 3/-d. for quantities under 1 Ream or 100 boards, or mill's standard packaging. This applies irrespective of the value of the material.

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The cover of this Journal is printed on our Galleon White Pulp Boards Royal 3½ sheet, and the text on our Illustration Art Double Medium 70 lbs.

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The photograph alongside was submitted for our Competition, but it failed to get a prize, although we are giving Mr. Joe Handford (Printing Dept.) a consolation award of half a guinea.

The reason is rather unique, as the Bridegroom is Mr. Tony Barnes, who runs our fastest printing machine, and his Bride runs our fastest envelope machine. What a combination!

We take this belated opportunity of wishing Mr. & Mrs. Tony Barnes the best of luck.

## In our opinion . . .

Business continues buoyant in the paper trade, and so far, in spite of a pronounced slow down in tempo of many trades, there has been no falling off in our industry. Any further lowering of industrial activity must sooner or later reflect itself in the paper industry, but there are now so many new outlets in the packaging side that it should not effect our trade severely. General jobbing printing is likely to be the only branch to be affected, but here again there is consolation. When business slackens, there is a tendency to increase advertising, and Television, which at one time was greatly feared throughout the print trade, has proved that it has little permanent appeal. It has been found that in many cases a T.V. advertising scheme, to be effective, must be reinforced with the more permanent printed word.

This, no doubt, accounts for the tremendous demand for brush-coated and machine coated papers, the appetite for which appears insatiable. Delivery is generally about 12 weeks and tending to lengthen. We ourselves are in a better position, having considerably more tonnage available in 1961.

Prices of many papers, principally coated, espartos and wood-free, hardened in October last, and there were many slight increases. Doubtless we shall experience other increases in January, as pulp prices rise and mills are faced with increasing costs, not the least of which was the 10% rise in haulage rates at the end of last year. Prices would have risen much sooner and higher if the mills had not been working to maximum capacity. Provided they are kept fully engaged they should be able to hold the increases to a minimum.

The threat of the British Mills being out-priced by the Scandinavian Mills has, for the time being, been put in the background. For the last year we have been saying that they had little to worry about from this competition, provided they kept prices reasonably in line with their competitors. It has been virtually impossible to obtain greatly increased tonnage from Scandinavian Mills, as they are working to capacity, and their prices are tending to increase in the same way as the British Mills. We shall have to wait at least two to three years before the gradual reduction in duty has a marked effect on prices.

Paper consumption as a whole is rising steadily in this country, yet we are not within streets of the United States

of America's average consumption. There seems no reason to suppose that the demand for paper will not go on increasing over the years to come.

## London Sales Office

Following the move of our head office to Crayford in February, our London Office will be re-organised as the London Sales Office at Wheatsheaf House, Carmelite Street, London, E.C.4.

Our Mr. John S. Pearsell, who is well-known to many of our customers, is appointed London Sales Manager and will be in charge of the office.

Mr. Muir, paper sales manager; Mr. Seary, boards manager and Mr. Hedley, manager of the manufacturing department will move to the head office at Crayford.

A direct telephone line has been installed between the two offices and the number of the London office remains Fleet St. 7051.

You will be advised in due course of the date of the actual move and the new telephone number of head office.

Mr. Martin Miles will take over part of Mr. John Pearsell's connection.



According to figures given by the Industrial Paper Towel Association, the use of paper towels continues to increase rapidly.

In the first six months of 1960, sales increased to a tonnage of 7,121½ tons, representing 1,793,944,580 individual paper towels, against 5,672 tons or 1,455,812,016 towels for the equivalent period of 1959.

The Association point out that not only are sales increasing, but that the rate of increase is itself increasing.



The Food and Agricultural Organisation of the United Nations, in "World Demand for Paper to 1975", forecasts phenomenal growth in the annual consumption of paper and board.

The annual world consumption of 56 million metric tons in 1955 is expected to rise to 90 millions in 1965 and to no



less than 140 million in 1975. The figures broken down show consumption of newsprint at 11 million tons in 1955 to 27 million tons in 1975; printing and writing papers from 10 to 26 million tons; wrapping and other papers from 16 to 38 million tons; and paperboard from 19 to 50 million tons.

The authors of the study claim to have erred on the side of caution. Their forecasts have been based on correlation between current forecasts of the growth of population and national income in the main regions of the world, and historical levels of paper and board consumption per head at given levels of national income.

The Food and Agricultural Organisation of the United Nations has also carried out a review of the World timber resources.

The expansion expected in West European paper making is 23% and a 30% increase in pulp making capacity from 1958 to 1965. In view of the large amount of excess capacity that existed in both Western Europe and North America in 1958, these expansion plans appear adequate to meet all the increases in demand for paper and board expected up to 1965.

Beyond 1965 they report that the world resources of fibres for pulp-making appear adequate to satisfy all foreseeable increases in world demand for paper and board until at least the end of the century.

There will, however, be many changes in international trading pattern. Western Europe, which before World War II was the world's only net exporter of wood pulp and the main exporter of finished paper and board, may by 1970 have become a net importer. The Scandinavian countries export surpluses are likely to be exceeded by 1970 by the growing import requirements of Britain and the countries of the common market.

Latin America and Africa, on the other hand, may become increasingly self-sufficient in pulp and paper in future years, as new technical developments will enable them to rely on their indigenous resources of tropical woods and sugar cane bagasse.

North American resources of all types of wood are adequate to meet not only all foreseeable increases in the continent's paper and board consumption, but also the requirements of the importing areas of the world at least until the end of the century.

# STADIUM

## White and Tinted Boards

Sales of this twin-wire board have increased by 50% during the past 12 months. Are you one of the regular users of this astonishing board? Astonishing because it is a high grade twin-wire, surface sized board selling at a price comparable or below many inferior grades.

**White stocked in 2 to 5 sheet Royal & Postal**

**Tints stocked in 3 sheet Royal & Postal**

Making orders for special sizes can be accepted for reasonably quick delivery



# Tanners

*for* **BOARDS**