

Highlight



LONDON SALES OFFICE :
WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4
TEL.: FLEET STREET 7051

LEEDS OFFICE AND WAREHOUSE :
68, WELLINGTON STREET
LEEDS, 1
TEL.: LEEDS 30805 (2 lines)

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

HEAD OFFICE, FACTORY and WAREHOUSE
WHEATSHEAF WORKS
CRAYFORD
DARTFORD
KENT
Tel.: Crayford [CY] 26255

New Series No. 39

October, 1961

Tanner's Quarterly

Trade Journal

SELMORE

DUPLEX FOLDING ROYAL BOARDS

Stocked in 7 colours

smalls	2,500	7,000
31/1d	29/6d	28/5d
	per 100	



Tanners
for **BOARDS**

Holidays are once again behind us, and every year we pass unkind comments cursing everyone's holiday except our own. Whenever a problem arises in the office, you can bet that the person dealing with it is lazing on the beach; or in the factory a rush order is held up because the machine operator is enjoying a rest. How we rave at the inconvenience caused by these absences, but when it comes to our turn, we cannot wait to get away!

This year on our return we were more than pleased to see some of our new machines arriving. When one has to look two years ahead, one loses some of the interest and enthusiasm engendered by ordering new plant. The delivery date is so far ahead that the matter is put aside and almost forgotten. However, comes the great day and all expect the machine to arrive at the door one day and be running the next. Never was there a greater mistake. Machines are all becoming larger and far more complicated and more than a few days—nay weeks, are often required to get machine and staff run in.

Nevertheless we are pressing ahead getting the new machines installed and working. Our pocket department is the one where the pressure is greatest and we are only awaiting the day when we can meet your requirements from stock. Don't despair, with every passing day, that time comes nearer and within a month or so our production will be more than doubled.

We can now say that our paper and board warehouse is at last finished. Every quality, size and weight are correctly palleted and positioned, making the handling of supplies in and out comparatively easy. Temperature throughout the building is thermostatically controlled ensuring that all our paper and boards are in the best possible condition when they are delivered to you.

In our opinion

The paper trade went into the doldrums in the pre-holiday period, just as we envisaged and forecast in the last issue of our journal. The suddenness of the drop in demand and the swiftness thereof was brought about by the deteriorating financial position of the Country and the long wait for the 'little budget'. This in itself did little to improve the immediate outlook for trade and with the holiday period (always a slack time in our trade) following close on its heels it is small wonder that there was a recession in the demand for paper and board. The delivery of supplies from the mills dropped in two or three weeks from 12/14 weeks to 3 weeks or less, which again points to the fact that the Mills' order books are invariably filled with many large unspecified tonnages, which disappear when there is any recession.

Production of Paper Mills was, however, up on the second quarter of this year compared with the similar period last year, but doubtless Mills' stocks were increased, and the third quarter will inevitably be down. The question of how far and how long this recession will last is what is puzzling most people today. Without a doubt demand will increase in the Autumn, which is the traditionally busy season in print, but it is almost certain not to reach the figures for 1960. However, we do not anticipate that this is likely to be a serious or long recession, and with confidence returning to general trade, provided that the balance of trade does not worsen any further, demand will tend to increase slowly.

There are a lot of 'ifs' and 'buts' about our forecast, but the whole of trade is only having a 'pause' as the government have requested. There is no heavy increase in unemployment or a world wide recession of trade. Provided that the international situation, and this is undoubtedly the biggest risk, does not deteriorate further, there is no reason why our trade should not follow the trend of improvement, which will certainly take place in the coming month.

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

two

CROXLEY SCRIPT White Wove

*

We hold large stocks of this well-known paper in Large Post, Medium and Double Cap in all weights, and boxed reams in 10 x 8 to 13 x 8 in s/o Large Post 15 lb. to 18 lb.

*



Tanners

for PAPER

Cricket

R. T. TANNER v. HARTONS INSTALLATIONS,

SUNDAY, JULY 11th

Some friendly lunch time cricket outside our new factory at Crayford led to a challenge being issued by our next door neighbours. We fielded a somewhat heterogeneous side in which most departments were represented, captained by Brian Mansfield who during working hours operates one of our fork lift trucks.

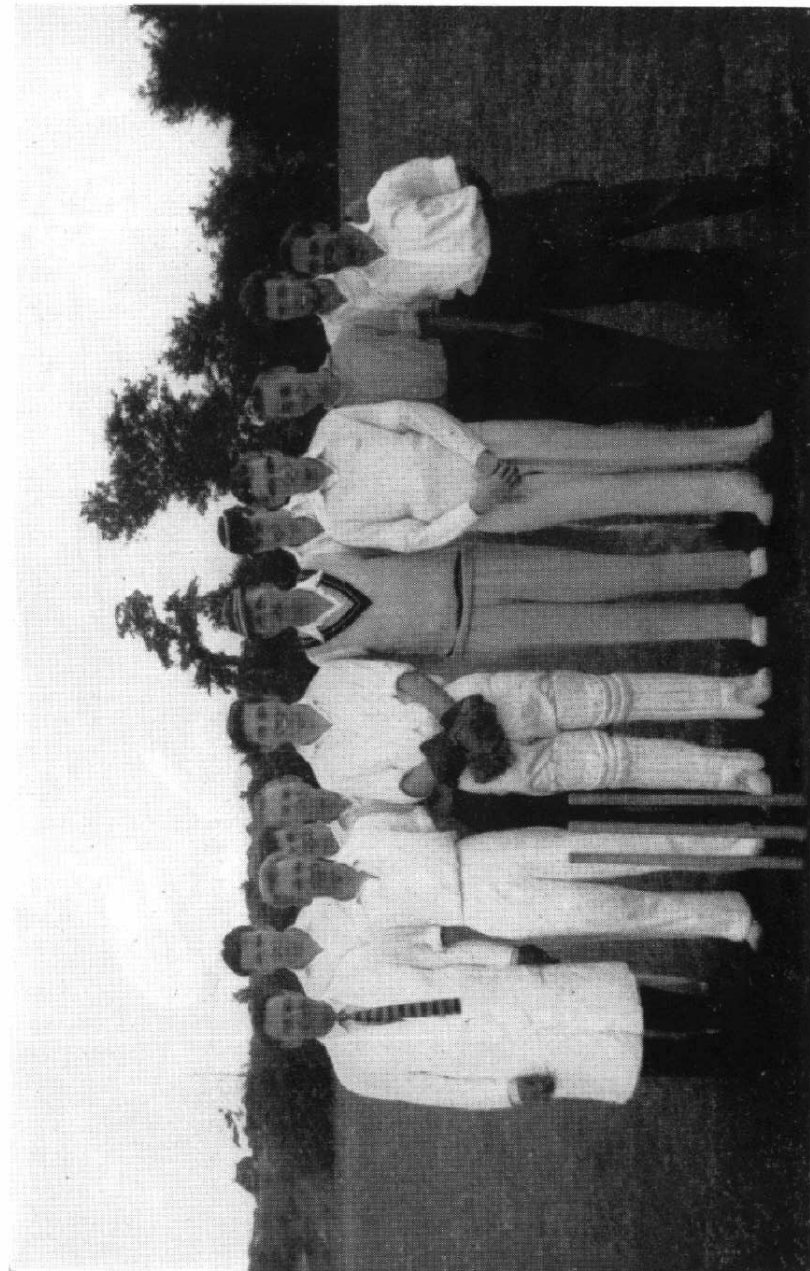
On arrival at the ground, players and supporters camped on a grassy bank beneath a large Elm tree. The surroundings were truly rural, and the pitch, apart from the creases, appeared indistinguishable from the surrounding outfield.

Winning the toss, Tanners elected to bat and the few regular cricketers in the side wondered at the close field placing adopted by the opposing captain. This, it transpired was not on account of the extreme pace and hostility of the opening attack, but because the length of the grass precluded any ball, however fiercely struck, from travelling much more than fifteen yards along the ground. This was obviously one of the games in which the ball must be hit into the air, and hard, if any runs were to be scored.

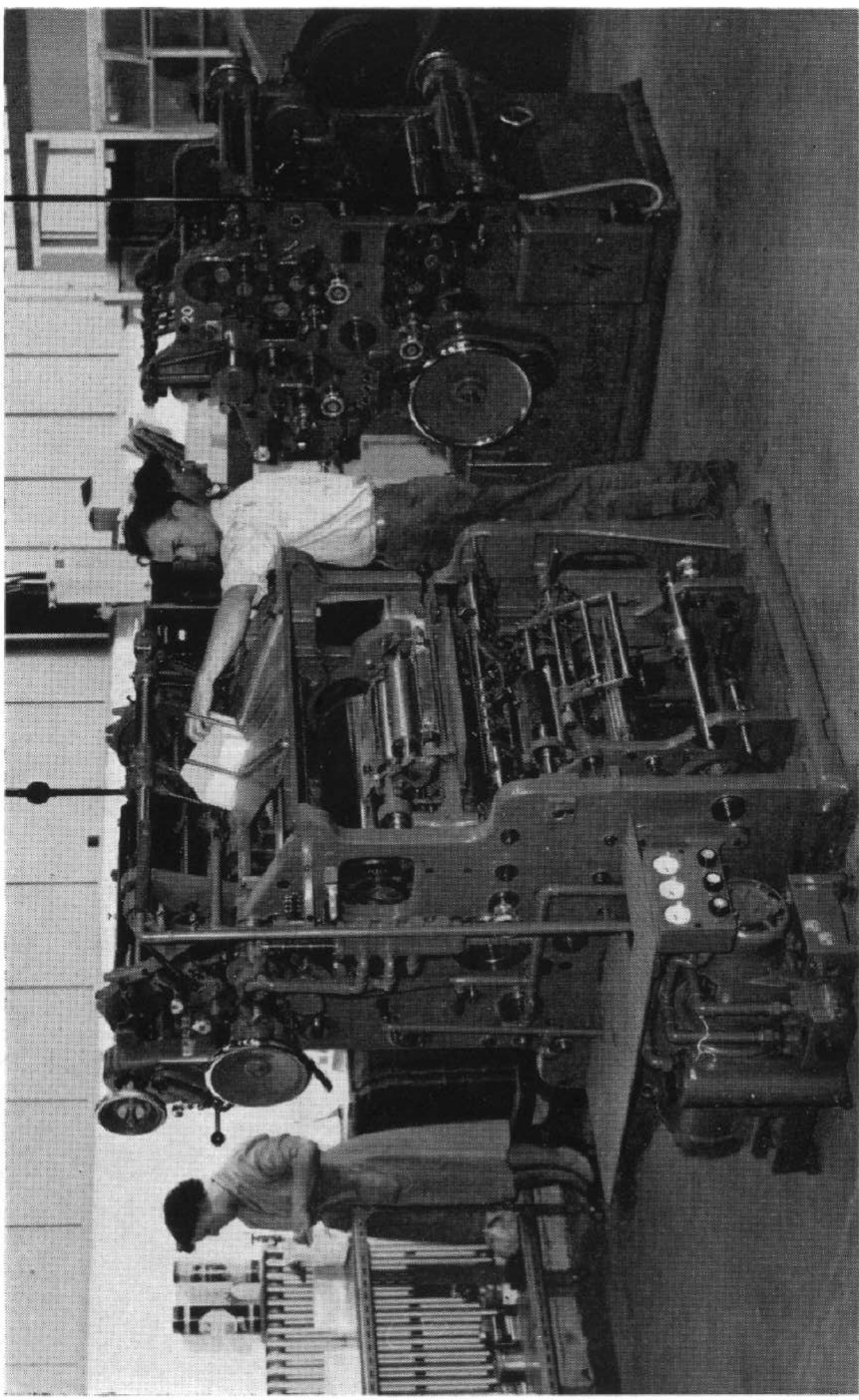
Our batting without being brilliant, was reasonably consistent, and thanks to a sporting spell in the middle of the innings by Seary and Son we managed to total 70.

The tea urn then arrived in a Van, and the teams had a nourishing if unusual meal of Tea, Tizer, Potato Crisps and Kit Kat. Refreshed and vaguely smeared with chocolate we took the field to find the captain in some trouble owing to lack of opening bowlers. The first over included a liberal supply of full tosses on the leg side, a high percentage of which were despatched for 4 runs. Aided by this unexpected good fortune the opposition prospered and although eventually losing seven wickets they won the match about $\frac{1}{4}$ hour before opening time.

An enjoyable afternoon was rounded off in the local Hostelry and all agreed that this must be done again.



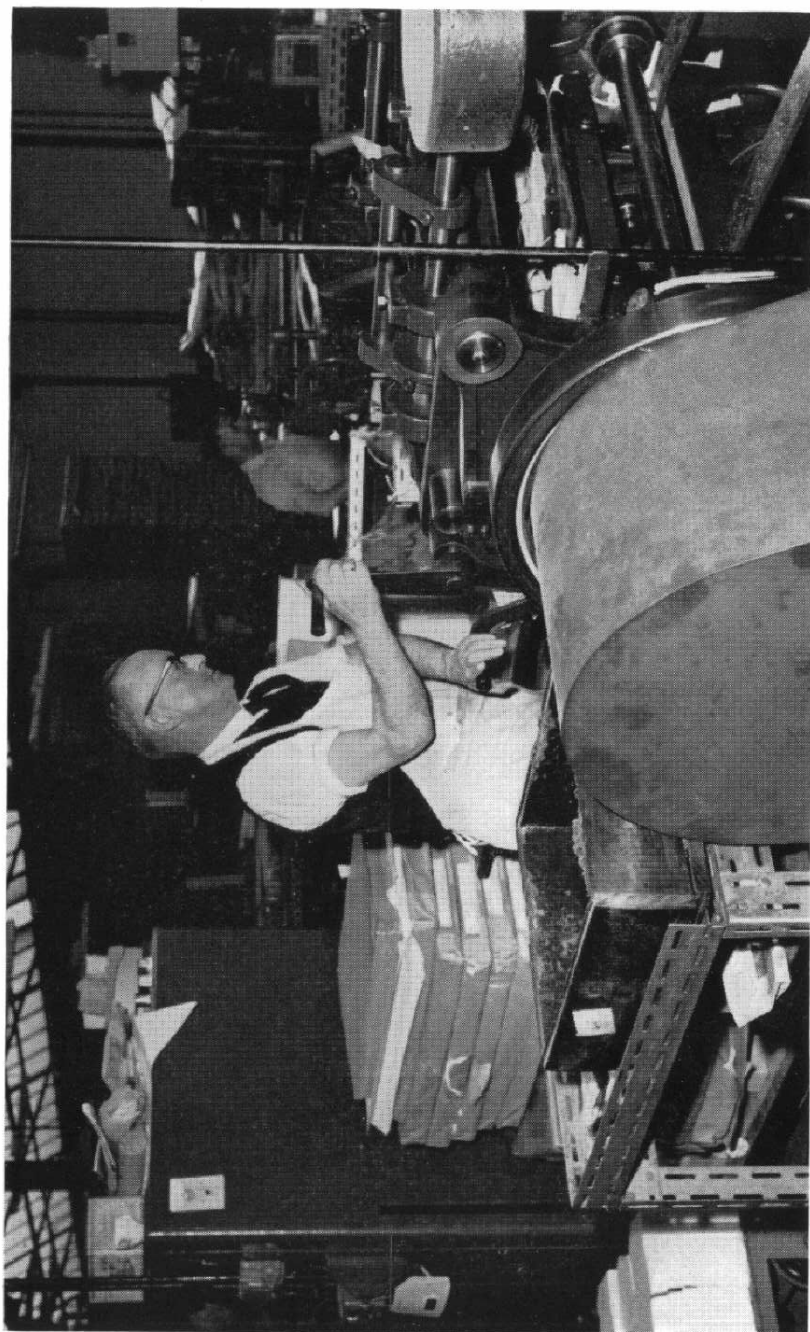
Tanner's Cricket Team 1961.



Tony Barnes with a new envelope printing and window patching machine.



A fork lift truck in our warehouse. This shows the high standard of neatness now attained after months of hard work.



Ernie Hurst (26 years' service) punching envelope blanks.

Be independent

Mr. Buyer do you prefer to deal with an independent company as opposed to one of the giant concerns? When you telephone do you like to be acknowledged as Mr. Blank of Such & Such Co., or to be greeted by "this is the Mammoth Paper Corporation, X Dept."?

Let us face the fact that in the next few years there will be many take-overs and amalgamations in mills, and manufacturers. The whole tendency is for larger groups in every industry and there seems no reason why our trade should be exempted. These Companies can, of course, give excellent service in many fields, but from sheer necessity they are impersonal and you Mr. Buyer are not Mr. Blank, but number 12345.

The smaller company gives and in fact largely exists on the personal service it can give, and this service is more elastic, more suited to your needs, Mr. Buyer, and delivery has to be, in most cases, when you want it, and not when the van is next in your area.

There will always be room for the independent Paper Company, just as there is for the small grocer fighting for existence against the super-market. He will win his fight to be allowed to trade only if he is efficient and gives service. To be efficient must result in his being competitive. So in our Company, we must always be striving for more efficiency and greater service in the interests of the Company and our customers, and you, Mr. Buyer, should take advantage of it.

Facts and Figures

Production of Paper and Board in the second quarter of this year totalled 1,028,600 tons an increase of 1% over the corresponding quarter of 1960. Newsprint declined 4%, mechanical printings increased 4%, M.G. Envelope paper by 2% and chemical wood papers by 1%. Esparto papers showed virtually no change but rag and hand made papers increased by 10% and industrial and miscellaneous papers by 12%. Wallpaper decreased by 10%, but kraft including

sack and imitation kraft increased by 2%, food wrappings by 6%, other wrappings by 5% and strawpaper by 5%.

Packaging boards increased by 1% and other boards by 3%.

Imports were surprisingly down by 2% on the same period of 1960, largely due to a fall of 6% in newsprint and 3% in packing and wrapping papers.

Exports declined 3%, but this was mainly due to a fall in newsprint shipments of 26%. Writing paper however showed an increase of 43%.

The envelope supply position

We are at last able to report that the envelope supply position is considerably improved. We can now deliver most qualities of 3½ x 6 deep flap envelopes from stock, and the delay on 3½ x 6 high cut envelopes is reduced, delivery being mainly ex stock or 13/14 days. With the new machinery coming into production delays in apertures and transparent window envelopes will be considerably reduced, and it is hoped that very shortly we shall be able to supply most of our standard lines from stock.

With the much increased productive capacity, we are now able to offer printed envelopes with little delay.

The position regarding pockets is unfortunately not so good, but it is improving, and as we have stated elsewhere another few weeks will begin to see a marked improvement in the stock position.

We thank you for being so patient with us over the last year.

Another new line added to our stock at
Leeds warehouse

KELVIN White Wove

To meet the demand for this popular paper in the North we are stocking the following sizes and weights at Leeds only

Large Post 18, 21 lbs.

Double Cap 24, 28 lbs.

' phone



LEEDS 30805 (2 lines)

Stop Press

As from the beginning of September the new agreement for increased wages and a shortening of hours to 41 per week came into force for the printing and stationery trade. Realising the sensibility of the government's request for a standstill on prices, we are endeavouring to absorb a great proportion of the increase in our costs, by more efficient machinery, better methods of production, and not least by attempting to get higher production per individual, which is without doubt the way to prosperity in the Country.

However, in certain lines it is not possible to absorb all these costs, which, taking wages, hours and overheads into account, is in the region of 10%. We are obliged to pass on a proportion of these costs, but any increase will be kept to a minimum.

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For over 40 years we have imported 666 White Bank and Bond paper. With the recent reductions in EFTA duties this paper is now cheaper than British made papers of comparable quality. With this journal we enclose a printed sample and would ask you to compare this sheet with what you may be using.

*

We have discontinued stocking Longrayne cartridge and all stocks have been cleared. Supplies can, however, be obtained from the mill.

*

Supplies of our Stadium twin wire boards are now easier and special makings can be delivered within 3 to 4 weeks. A new brochure printed two colour letterpress and four colour litho will be issued shortly.

twelve

MAILING MANILLA ENVELOPES

3½ x 6 Deep flap.

The material for this high-grade low priced envelope is made to an exacting specification, and has no comparable competitor.

smalls	5,000	10,000	25,000	50,000	100,000
8/1d	7/11d	7/9d	7/7d	7/5d	7/3d
	per 1,000				

subject to Purchase Tax.



Tanners
for **ENVELOPES**