

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. 41

April, 1962

NEW CASTLE CARTRIDGE

Envelopes and Pockets

For those companies who wish to make their mailings look more presentable we have introduced these new very white and strong envelopes and side-seam pockets, selling at competitive prices.

Stocks are available in:—

3½ x 6 HC @ 18/10	10½ x 8 @ 68/6
4½ x 5½ @ 21/6	10½ x 8½ @ 72/6
6½ x 4½ @ 25/6	11 x 5 @ 46/-
7 x 4½ @ 27/6	12 x 5 @ 50/-
9 x 4 @ 28/6	12 x 9 @ 80/6
7½ x 5 @ 32/8	12 x 10 @ 88/-
8½ x 5½ @ 42/-	14 x 5½ @ 60/-
9 x 6 @ 44/-	14 x 9 @ 103/6
10 x 7 @ 57/6	15 x 10 @ 106/6

per 1,000

All plus purchase tax and subject to the usual quantity reductions.



TANNERS for ENVELOPES

Tanner's Quarterly Trade Journal

This issue of our Journal marks the commencement of the second year in our new premises at Crayford, and a little self-analysis would no doubt not go amiss.

Twelve months have witnessed virtually the rebirth of the Company. We had no illusions as to the immediate future when we undertook this move. We had prepared ahead as far as we were able and appreciated that the rest was just sheer hard work, and when that was completed, and the position stabilised, a further period of yet harder work would be required to extend and increase output.

What has been accomplished in this period? Apart from the practical removal of factory plant, warehouses and offices, there has been the problem of training staff. We brought a handful of key personnel from London, and several more came temporarily for a six-month period to help to train our new employees. Added to this there was the problem of mastering the many new machines which have been installed, and several of these are extraordinarily complex, requiring much knowledge.

At the end of the initial year production was beginning to approach 75 per cent of our target figure, and the present year will see the further increase to meet the full target as staff become more highly skilled.

Meanwhile our delivery service has been improved, and we are now covering a much wider area daily. Our boast that all stock orders received by 5 p.m. are delivered in the inner and outer London area the following day has been most successful and will be maintained and the area increased.

We are, of course, human and subject to problems beyond our control, such as motor breakdowns, weather and traffic. However, these are infrequent happenings and we are always attempting to beat the improbable.

As the production in the factory has improved, programme planning has had to be reorganised, and Mr. Arthur Wilken, who had been assistant factory manager for seven months, was recently transferred to take over this important work. With full programme planning, it is obviously proving easier to promise and maintain delivery dates, and we are now concentrating all our energies on building up this system to perfection.

On the merchanting side our difficulties have not been so great, other than to get the paper and board stocks into correct order, and to train staff to the knowledge and handling of the very wide range of qualities, sizes, substances and colours which we hold. These in themselves run into over 350 items and some 1,000 tons.

We have always stressed that this is a personal business, and it is our aim to further this in every sense. The next twelve months, we are confident, will enable us to prove to you that far from degenerating we are expanding and going ahead with ever increasing personal service to our mutual benefit.

In our opinion . . .

When is the paper trade going to emerge from the 'doldrums'? In spite of the production figures of the Paper and Board Makers Association, which show a drop of 1% for 1961 on the preceding year, the figures are somewhat misleading as far as it concerns the paper merchant and printer.

The main increases were in food wrappings, industrial papers and building boards, which do not generally concern our trade, and without these increases the overall drop would have been quite considerable. Again Mills have kept production going, often at the expense of building up stocks of their standard and branded lines. Consumption, therefore, of paper and boards for printing has obviously taken a drop during 1961 much larger than is shown in the figures. Most merchants and mills will agree that they are far from busy, and delivery is often a matter of the buyer giving a date.

Jobbing printing is following the course of general trade, and that can be summed up as marking time. As far as we are concerned the position is far from doleful. The recession of business which was apparent in the last half of 1961 appears to have died out, and the first quarter of 1962 has shown some improvement. As yet, the signs are small, but it is always far better to have a slow improvement rather than violent sways which occurred in the immediate post-war years.

All mills are experiencing a contraction on their profit margins, and there are some cut-throat prices being offered

Elysian Offset Litho Printing

A dual purpose paper equally suitable for letterpress or litho. The combination of conditioning, stability and surface sizing ensures fast trouble-free running.

Stocked in:—

16½ x 21	18,	21 lb.	
18 x 23	21,	25 lb.	
20 x 30	30,	36 lb.	500's
22½ x 35½	40,	48 lb.	
25 x 40	50,	60 lb.	

Smalls	1 cwt.	3½ cwt.	10 cwt.	20 cwt.
1/6½	1/5½	1/4¼	1/3⅝	1/2⅜
		per lb.		

Samples or rolled sheets for testing
gladly sent on request.



TANNERS for PAPER

to keep machinery turning. However, it is possible that increases in prices of paper may take place during 1962 and this always has a stimulating effect on the order book. Everyone tends to stock up on a rising market, and it seems that most mills will find it impossible to continue on the present price basis for very long. Pulp prices are always the key to this, and any hardening in these prices will at once have to be taken into account by the mills. All this would undoubtedly have taken place some months ago, if it were not for the effect of EFTA. The latest drop in the duties of paper and board from EFTA has made the mills realise that they must meet this competition, at a time when orders are hard to come by, or go out of business. As soon as the order-book position improves, the mills will at once look at the profit margins, and let go to EFTA mills the contracts and lines which are not showing sufficient returns. It is always a question of balancing production and consumption, and since we are a service industry relying on the imponderable general trade position, the latter will always remain an enigma, and no balance will ever be possible.

The budget, which will be public knowledge before you read this article, may, of course, alter the position as to the future considerably. The Chancellor of the Exchequer has of recent years found, probably to his sorrow, that boom or slump can follow a mere movement of the monetary outlook. Bank rate and the control of lending, although tardy in operation, has been found to control, but not cure, inflation, but it has to be seen how soon a lightening of the load will set the wheels of expansion in progress again, without the necessity to reimpose these burdens on industry at a future date.

We, therefore, consider that business generally has reached its lowest depths and an improvement is already apparent. Any stimulus which the budget must surely give will increase the momentum, and we look forward to a buoyant demand for the rest of 1962.

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The text of this journal is printed on our Illustration Art Double Medium 70 lb. and the cover on our Chichester Chrome Royal 3 sheet.

Retirement of Mr. Arthur

On the 31st of March, 1962, our Chairman, Mr. Arthur Tanner, retired from active service with the Company, though he will remain a Director.

Mr. Arthur, as he was always known to all the staff and many of our customers, completed 64½ years with the Company, having joined in 1897 and becoming a partner in 1900. In 1947 he became Chairman, a position he has occupied until his retirement.

During this period, he has seen the Company progress and expand through two world wars, in the second of which our offices and warehouses were completely gutted. Mr. Arthur then showed his greatest gift in his character, and that is to be completely undismayed and unruffled. The day following the fire, he was busily engaged in setting up new offices and warehouse in Carmelite Street, E.C.4, and in a matter of a day or two the Company was functioning normally.

His human approach to the problem of staff treatment has resulted in a remarkable record of long service both in the office, warehouse and factory. Until the Company moved to Crayford, when owing to the difficulty of travel many were unable to continue in our employment, much of the staff had spent all their working life with the Company.

The office, factory and warehouse staff presented Mr. Arthur with a watch to commemorate his retirement, and as a memento of their affection for him.

We all wish him Good Health and a Happy Retirement.

Office dinner and dance

On Saturday, the 17th of March, the Directors entertained the office staff, their husbands and wives to a dinner and dance at the Charing Cross Hotel to honour the Chairman, Mr. Arthur Tanner, on his forthcoming retirement.

Some seventy-eight assembled for cocktails, when Mrs. Tanner was presented by the youngest member of the staff, Miss Pauline Brown, with a bouquet of flowers.

Following an excellent dinner, speeches, in accordance with our usual tradition, were kept to a minimum. Mr. A. Derek Tanner proposed the toast of Mr. Arthur, and referred not only to his great service to the Company, but

*Mr. A. Derek Tanner
proposing the toast to
Mr. Arthur.*



Mr. Arthur replying to the toast.



A group watching the dancing.

*Mr. J. S. Pearsall (Lon-
don Sales Manager)
making the presentation
to Mr. Arthur.*





Miss Joan Powell (London Sales Office) and her fiancé.

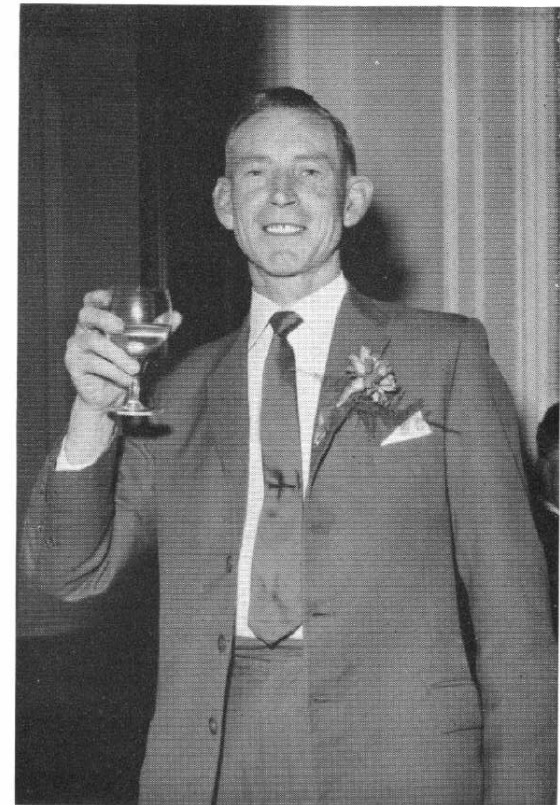


Some of the younger members doing the Twist.

*Mr. Eric Dennison (Factory Manager) and partner
enjoying the dancing.*



*Mr. Stan Seary (Board
Dept. Manager) toasting
your future orders!*



also to the trade. In 1932 he was Chairman of the National Association of Paper Merchants, when the non-stockists were for the first time permitted to become members of the Association, and the birth of the N.A.P.M. as it is known today was commenced.

Mr. Arthur replied, wishing the Company continued success and proposed the toast of the guests, noting particularly the presence of Mr. Hugh Pearsall, who retired four years ago. Mr. Geoffrey Krolle, a director of Tanner Krolle & Company Ltd., an associated Company, replied and wished Mr. Arthur a long and happy retirement. Mr. John Pearsall, our London Sales Manager, proposed, in an amusing speech, the toast of the Company and then made a presentation of a watch to Mr. Arthur and to Mrs. Tanner a handbag. These gifts were subscribed for by every member of the Company in factory, warehouse and office.

The assembled company then danced till 11.30 p.m. when the festivities ended with the singing of Auld Lang Syne and three cheers for Mr. Arthur.

The Common Market

Whilst negotiations regarding Great Britain's proposed entry into the European Common Market are proceeding, some statistics compiled by The International Bureau of Federation of Master Printers, and published in "The International Bulletin for the Printing and Allied Trades", are of interest.

Britain's exports of printed matter, worth some £35 million in 1960, exceeded by nearly 50% those of any other country in Western Europe. Books and periodicals accounted for two-thirds of the exports, and other printed products exported by Britain equalled 75% of the value of similar exports of all the Common Market countries put together.

Great Britain's imports of printed matter were less than a third of the export figure, but were increasing rapidly.

The British printing industry (250,000 employees in 6,000 firms) is easily the largest of any country in Western Europe. It exceeds the number of employees in Western Germany by 25% and has three times as many as the French

printing industry. Both Western Germany and France have a greater number of firms, but Britain has the greatest number of large-sized firms. Over half the printing firms in Western Europe with 200 employees or over are situated in this country.

Statistics

The production of paper and board, including building board, amounted to 3,967,700 tons in 1961, a decline of 1% on 1960 production.

The following figures issued by the British Paper and Board Maker's Association show the comparison in thousands of tons: —

	1960	1961	1961 of 1960
Newsprint	742.1	713.7	- 4%
Mechanical printings	334.3	327.3	- 2%
M.G. Envelope papers	39	39.3	+ 1%
Chemical Wood papers	339.3	335.7	- 1%
Esparto (Straw) papers	268.8	258.0	- 4%
Rag and handmade papers	37.7	37.9	+ 1%
Kraft (including sack and imitation kraft)	339.0	337.7	-
Other wrapping (mainly for food)	79.7	84.7	+ 6%
Other wrappings	249.3	246.9	- 1%
Strawpaper	227.2	240.0	+ 6%
Wallpaper	81.9	78.2	- 5%
Industrial and miscellaneous papers	107.2	113.8	+ 6%
Total papers	2,845.5	2,813.2	- 1%
Packaging boards	904.1	889.3	- 2%
Other boards (excluding building boards)	199.3	202.3	+ 2%
Total boards	1,103.4	1,091.6	- 1%
Building boards	68.1	62.9	- 8%
Total (all)	4,017.0	3,967.7	- 1%

The American Outlook

American optimism for production and consumption of paper in 1962 is very widespread. Basing their prognostications on the general improved business outlook, both paper and paperboard production and consumption in the United States are expected to exceed substantially the average annual growth rate.

The Business and Defence Services Administration of the U.S. Department of Commerce forecast that paper and board production should reach 38.5 million tons in 1962, compared with 35.5 million tons in 1961, a rise of 8.5%. Consumption is estimated to total 43.5 million tons, compared with 40.3 million tons in 1961, a rise of 7.8%.

The annual average growth rate is 3.8% for production and 3.5% for consumption. It will be seen, therefore, that the United States anticipates more than doubling in 1962 the yearly average growth.

Crayford 26255

As we have reported before, we are well aware of the difficulties certain of our customers have experienced in obtaining quickly our telephone number at Crayford. This is definitely not the responsibility of our own telephone exchange, but we have for many months been in constant touch with the South-East London Telephone Area concerning an improvement in their service.

The latest reply we quote:—

"As I mentioned, the growth of traffic between London and Crayford during the past two years has been quite unprecedented. There is a shortage of lines on the route concerned and up to the moment of writing it has not been possible to connect additional lines. Equipment for the trunk switching centre is awaited from the manufacturer and is much overdue, but directly the supplies are received the work will proceed."

It is to be hoped that the equipment will be installed shortly, and that communications will improve. Do not get the impression that there is always a delay in getting connected to Crayford, as normally it is quite simple, but on occasions delay may be experienced, and it is then advisable to telephone our London Sales Office, Fleet Street, 7051 — we have a direct line installed between London and Crayford — and we can pass your message direct immediately, since this line is not affected by any congestion in the trunk lines.

IT'S NEW!



Silvonia

Blue / White shade pulp boards

Stocked in:—

ROYAL (20½ x 25)

	Approx. Caliper	Smalls	3,500	7,000	15,000
2 sheet	-008	18/-	16/11	16/5	15/7
3 sheet	-009	20/3	19/-	18/3	17/3
3½ sheet	-010	22/7	21/2	20/4	19/5
4 sheet	-011	24/8	23/2	22/7	21/5

POSTAL (22 x 28½)

2 sheet	-008	22/7	21/2	20/4	19/6
3 sheet	-009	25/7	24/-	23/-	21/10
3½ sheet	-010	28/3	26/6	25/5	24/2
4 sheet	-011	31/1	29/2	28/3	26/11

per 100

Samples for testing sent on request.



TANNERS for BOARDS