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Highlight

The House Magazine of
R. T. TANNER & CO LTD
Wheatsheaf Works
Crayford · Dartford · Kent
Tel: Crayford (CY) 26255

New Series No. 49
APRIL 1964



new

T. R. 4 Twin-wire

White Pulp Boards

ROYAL	smalls	100lb.	400lb.	10 cwt.	1 ton
2 sheet ...	23/11	21/3	19/10	18/7	17/4
3 sheet ...	27/6	24/6	22/11	21/6	20/1
4 sheet ...	34/10	31/-	29/-	27/3	25/5

POSTAL

2 sheet ...	29/9	26/6	24/10	23/3	21/9
3 sheet ...	34/5	30/7	28/8	26/10	25/1
4 sheet ...	43/7	38/9	36/3	34/-	31/9

per 100.

The new board made by
Tullis Russell & Co.
and merchanted by

Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

Now we are away. This is not to imply that we are leaving; rather the contrary, we are, in the modern idiom, 'getting with it'.

The reorganisation carried out last autumn is now paying off and our sales are rising steadily. Throughout 1964 we are pushing ahead expanding all sales, yet making certain that the personal contact and service are retained. Expansion means that new departments have to be started and staffs increased, but we are more than ever convinced that the personal touch is essential, and we shall continue to work to this end. You, our customer, without whom we should not exist, mean something to us, not just a number, but a person, firm or organisation in whom we have more than a passing interest. We are proud of the fact that we still have many customers who have been trading with us for over half a century. Unfortunately we cannot ascertain the oldest friend, as our records were destroyed during the war. In spite of these nostalgic memories we are not resting on our laurels but are welcoming many new and may we say middle-aged firms as our customers.

To all we would say that we are prepared at all times to do our best for you. We are far from perfect, (what firm is?), but we shall continue to strive to improve our service and the quality of our products, always endeavouring to keep abreast of the rapid changes taking place in the quality of paper and printing techniques.

IN OUR OPINION

The paper trade in this country is in a more buoyant condition than it has been for some years, yet there are several mills who are far from happy at the situation. Their costs, especially pulp, have steadily increased and probably will go on increasing during this year. The recent price rises

in certain types of paper and board have only gone part of the way to meet these increases, yet competition on the home market as well as imports from E.F.T.A. prevent any larger immediate recompense in the form of yet higher prices. Those mills who have not modernised their plant, and are continuing to use small, slow-running machines, unless they have specialised on certain grades of paper, would seem to be fighting a losing battle.

These conditions will undoubtedly weed out the inefficient from the remainder, and we shall see a few mills in this country closing the doors during the next twelve months.

No one would like to see this sort of thing happening, but in every walk of life it is becoming plain that only the efficient, modern unit is going to survive and the paper trade is no exception.

This pressure from E.F.T.A. countries to sell more finished paper and board abroad, rather than the traditional wood pulp, means ever increasing competition both as regards tonnage and also price.

Every Mill has, therefore, or still is engaged in finding, every possible means to increase efficiency and to reduce costs. This is, of course, vitally necessary in order to promote healthy trading, and should not be confined solely to paper making. Printers and converters are just as dangerously placed, and improved methods of production are just as important here as in our basic industry.

Not altogether a cheerful picture, but no one will deny that an efficient industry can be other than a prosperous one.

STATISTICS

Figures issued by the British Paper and Board Makers Association show that the production of paper and board in 1963—a 53-week year—set a new record of 4,040,000 tons exclusive of building boards. This is an increase of three per cent on the 1962 production, which was a 52-week year.

QUANTITY RATES

Aggregate your orders and save yourself money. By buying all your requirements from a wholesale stockist you can obtain all your supplies of paper and board at the rates appertaining to the total ordered. For instance an assorted order for seven cwts. of paper and 3,500 boards will be invoiced at the half-ton rate for paper and 7,000 rate for the boards. This can really save considerable sums, as the difference between 'small rate' and the 400 lbs. or larger rates is now of some magnitude.

With the very wide range of papers and boards which we carry in stock we can offer an unrivalled service and at the same time give you far better value, if you will only make up your orders to the largest quantity rate you can accept. By doing this you will minimise the sharp increases which have taken and are still taking place in the price of most grades of paper and board.

The only exceptions are wrappings, strawboards and manufactured cards, which can be aggregated only within their own group.

PRICE LISTS

Following the many changes in prices which have taken place over the last six months and the uncertain future it is no longer economical to print a price list of paper and boards until some form of price stabilisation is reached.

In order to keep you informed of present prices we have issued a sixteen page duplicated price list, and we shall re-issue these right up to date at three- to six-monthly intervals dependent on the number of changes. Whilst not up to the standard of our usual printed stock and price list, we are sure you will agree that the first consideration is to keep you informed of the latest prices throughout the whole of our extensive range.

We shall of course revert to the full printed stock and price list as soon as we consider that prices are stabilised sufficiently.



Corner House, Whitehall Road, Leeds, 12

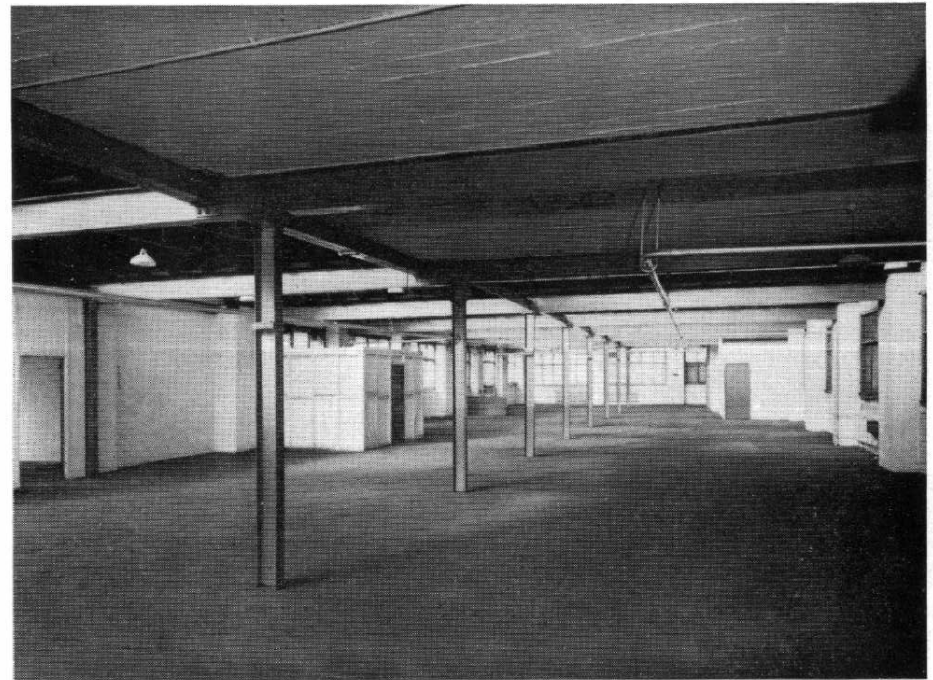
Our Leeds Office and warehouse at 68 Wellington Street, Leeds 1, which has served the North of England so successfully during the last six years has almost burst asunder, and in April we are moving this branch to much larger premises.

The new address will be Corner House, Whitehall Road, Leeds 12, and the telephone numbers remain unchanged.

The new premises comprise three times the floor area of Wellington Street, and loading and unloading will be under cover. The extra space will enable us to hold larger and still more varied stocks.

Our Northern Regional Manager Mr. Arthur Harrison will be in charge of the branch supported by our Representatives Mr. David Wells, Mr. Norman Birnage and Mr. Barry Roberts.

Customers in the North are requested in the interest of speed to send their orders and enquiries direct to our Leeds Office.



The warehouse at Corner House





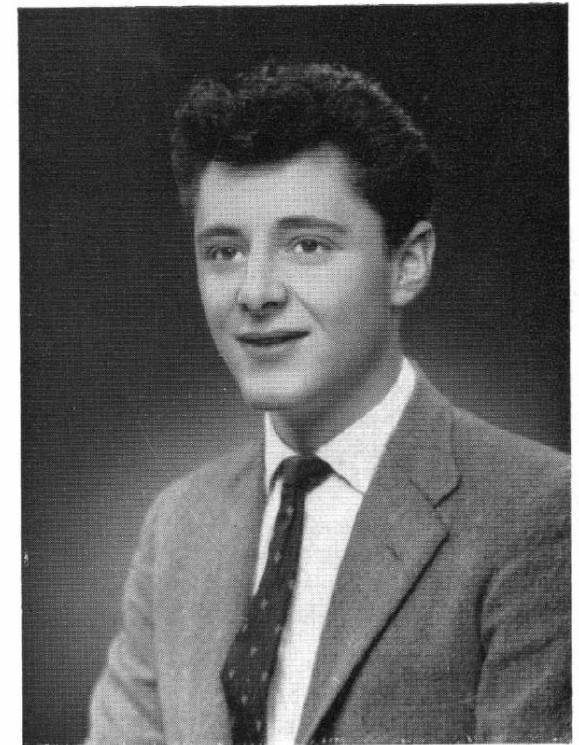
ARTHUR HARRISON
Northern Regional Manager



RON WELLS
Representative in Yorkshire



NORMAN BIRNAGE
*Representative in Lancashire
and Staffordshire areas*



ALAN ROBINSON
In charge of the Leeds office

ALTERATIONS

Some years ago we found it necessary to make a ruling that we could not accept telephoned orders, or modifications to existing orders, for envelopes or pockets which have to be manufactured or printed specially.

The position is still the same today, and it is essential that we adhere to this ruling as misunderstandings can and do occur even when the confirmation order follows fairly quickly. On special orders required very urgently, preliminary work can often have proceeded too far by the time it is found that the confirmation varies in some particular way from the verbal instructions. May we ask for your co-operation in this matter?

This of course does not apply to orders for stock items, for which we are glad to accept telephone instructions at any time. If you confirm such instructions in writing, do please mark it "confirmation" to prevent the possibility of duplication. Remember we are on the telephone night and day at Crayford, with the aid of our Robophone answering machine.

A BOUQUET

We must pass congratulations to the Post Office, who we are sure get more kicks than credits.

Normally our inter-office mail travels in bulk in large printed pockets. Some months ago an envelope merely addressed "R.T.T. London Sales Office" inadvertently missed the 'diplomatic bag' and was posted at Crayford unstamped, yet it reached its destination unopened by second post the following day.

Recently another envelope addressed "A. Harrison, Esq. Leeds Sales Office" reached our Leeds Office with the help of one of our customers Messrs. Alf. Harrison & Son of Leeds to whom the Post Office had with considerable intuition delivered it.

PAPER PRODUCTION

The latest publication issued by the Forestry and Forest Production Division of the Food and Agriculture Organisation (F.A.O.) surveys medium and long term prospects for paper and pulp in Western Europe.

According to the study total manufacturing capacity in Western Europe will increase by some 7.8 million tons during 1960-1965 (37 per cent above 1960 capacity) bringing the total capacity in 1965 to 28.6 million tons. Normal production as opposed to total capacity was expected to reach 26.8 million tons, whereas total consumption will amount to 24 million tons, leading directly to an export surplus of 2.8 million tons.

On a longer term basis consumption in E.E.C. countries is expected to rise from ten million tons in 1960 to 21.3 million tons in 1975 and in E.F.T.A. countries from 8 million tons to 14 million tons in the same period. If the rest of Western Europe is included, namely Greece, Iceland, Ireland and Spain, the total will rise from 18.5 million tons in 1960 to 37 million tons in 1975.

The next two or three years therefore look as if the industry must adapt itself to accept surplus manufacturing capacity, after which a balance should be achieved.

A NEW ENVELOPE

We have pleasure in introducing our latest new envelope, Centenary White. The material is of excellent quality in the latest blue white shade to match the best letterheadings, yet the price is remarkably reasonable.

Stocked in a wide range of sizes, well boxed, labelled with a distinctive and most attractive chocolate and gold label, Centenary White is already in great demand. Full details are published on inside back cover.

STOP PRESS

Our new envelope and pocket price list is being issued in April. Due to the wage increases last January, and to the various rises in the cost of materials there have been increases in prices though these have been kept to a very small percentage, thanks to improved methods of production.



We are stockists of the new TR4 white boards made by Tullis Russell & Co., details of which are shown on the inside of the front cover.

We already stock most of the popular sizes, substances and finishes of the enormous range of Ivorex White and Tinted boards made by this celebrated mill, in addition to their Mellotex Cartridge.



We are shortly putting on the market a new line of Cartridge Tuck flap pockets 9 × 6, printed "Printed Matter". Named Crayford Cartridge, these pockets, at 40/- per 1,000 for 10,000 lots and with usual quantity reduction, will be of great interest to mailing houses and printers dealing with higher grade publication matter, as they are free of purchase tax.

These pockets will also be available in 9 × 6 with gummed flaps at 35/6 per 1,000 for 10,000 lots with usual quantity reductions but subject to purchase tax.

We would be glad to send samples on request.



The cover of this journal is printed on our Chichester Mignonette board Royal 3 sheet and the text on Illustration Art Dbl. Royal 80 lbs.

twelve

CENTENARY

WHITE

envelopes and pockets

Envelopes	100,000	50,000	25,000	10,000
3½ × 6 ...	16/-	16/4	16/8	17/-
4 × 9 ...	29/-	29/6	30/6	31/-
4¼ × 5¼ ...	18/6	18/10	19/2	19/6
4¾ × 5¾ ...	26/6	27/-	27/6	28/-
5 × 6¼ ...	30/-	30/6	31/-	31/6

Pockets	100,000	50,000	25,000	10,000
9 × 4 ...	26/6	27/-	27/6	28/-

per 1,000

For quantities below 10,000 add 1/-d. per 1,000

Subject to Purchase Tax

A NEW LINE OF BLUE/WHITE

HIGH QUALITY ENVELOPES

made by

Tanners