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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. 48
JANUARY 1964



STADIUM

Tinted Pulp Boards

Stocked in Royal and Postal 3 sheet in Buff, Blue, Pink, Yellow and Green.

	Smalls	1,500	3,500	7,000	15,000
20½ x 25	20/10	20/-	19/3	18/5	17/2
22½ x 28½	26/5	25/6	24/6	23/4	21/9

The cover of this Journal is printed on Stadium
Pink 3 sheet board

Tanners

for **BOARDS**

Tanner's Quarterly Trade Journal

*The Directors and Staff of
R. J. Tanner & Co. Ltd.*

*once again send you
their best wishes for*

A Happy and Prosperous 1964.

Erratum.

Since the cover of the Journal was printed there has been an amendment to the price of Stadium Boards. The advertisement on the opposite page should be amended as follows:—

	Smalls	1500	3500	7000	15000
Royal 3 sht. ...	21/3	20/7	19/11	19/2	17/8
Postal 3 sht. ...	26/9	25/11	25/3	24/3	22/1

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MR. ARTHUR TANNER

It is with very great regret that we have to announce the death of our late Chairman, Mr. Arthur Tanner, on the 20th November, 1963.

Born in 1879 Mr. Arthur was the younger son of Mr. Richard Tupper Tanner, the founder of the Company, and on leaving Cheltenham College joined the Company in 1897 being appointed a Director in 1908.

Mr. Arthur steered the Company through two wars and in 1946 was elected Chairman, remaining in this position till 1962 when he retired though remaining a Director. He enjoyed excellent health until shortly before the end, except for his failing eyesight which had troubled him for some years, and he passed away peacefully in his sleep.

Mr. Arthur was very well known and respected throughout the trade, and in 1932 was President of The National Association of Paper Merchants and he served on many committees over several years.

As a young man he was a good club cricketer, and this remained one of his loves throughout his life. A member of the Oval he used to enjoy watching two or three hours' play around lunch time, but always returned to the office to see how things were going!

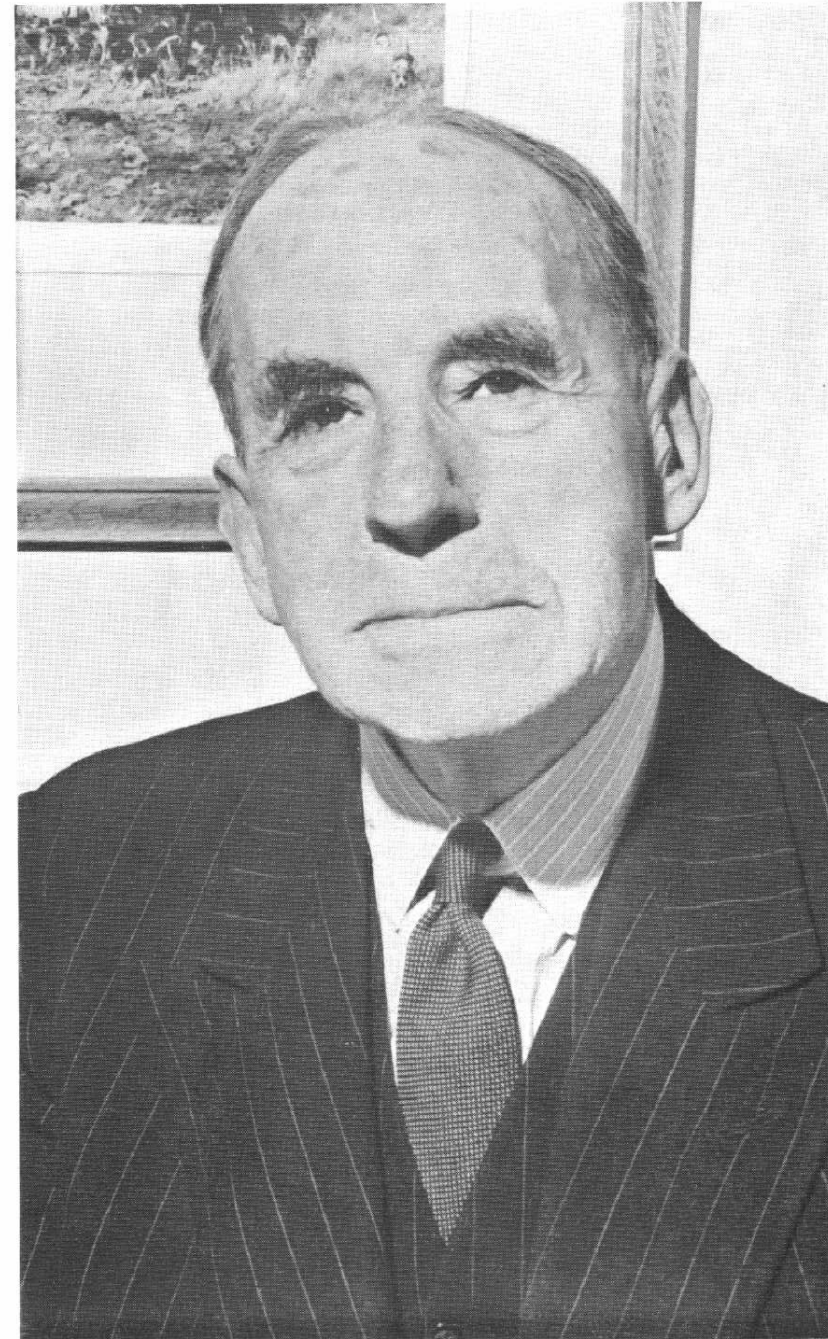
With a ready wit and great sense of humour he was held in tremendous respect by his staff, to whom he showed great kindness and interest, throughout his long service with the Company. He was also held in high esteem throughout the trade, where he made a great number of friends, but never an enemy.

We shall miss his visits to us and in fact we feel that we have lost a close personal friend.

A memorial service is being held at St. Bride's Church, Fleet Street, at 12.30 a.m. on Tuesday, January 14th 1964.

The photograph on the opposite page was specially taken for this Journal in 1957, and it was such an excellent likeness that an enlargement was made, signed by every member of the Staff, and was presented to him on the 60th anniversary of his joining the Company.

This picture now hangs in our offices at Crayford.



CONCERNING OURSELVES

IN 1963 we celebrated our Centenary, and it was decided by our Board that this was an opportune occasion to carry out an independent analysis and modernisation of the Company. Accordingly a firm of Management Consultants was brought in to assist us in our investigations, and as a result a full re-organisation has been undertaken, and a considerable expansion programme has been commenced.

No one can pretend that this type of re-organisation can be undertaken without a good deal of disturbance, but it is hoped that you our customers have not been greatly inconvenienced. In the early autumn everything did not go according to the book, but our problems are rapidly being ironed out and we are now settling down to an efficient unit.

One of the most encouraging features has been the sharp increase in production in our factory. More efficient planning and control, with much overtime working, has resulted in a substantial rise in output. However, even this has been insufficient to keep pace with the demand, and we are forever strenuously searching for ways of keeping up with a steadily increasing demand.

We have at the same time embarked on a large expansion programme. To this end we have increased our sales force and welcome to our ranks Mr. P. A. Johnson, who will be operating in North London, and Mr. G. Bowler who will be representing us mainly in the South and South West of London. Both have had considerable experience in the trade and we wish them every success. This has resulted in a change of representation in many cases, and for this we apologise. We realise that customers do not generally like changes, but we cannot help alterations in these cases, when re-organisation of territories has to be undertaken.

We have had so many additions to our staff and changes in duties that we propose to publish a new series of staff photographs over the next few issues of our Journal. We commence with the London sales office, which is under the management of our Sales Director, Mr. John S. Pearsall. Wheatsheaf House, Carmelite Street, London, E.C.4 (telephone number Fleet St. 7051) is our head sales office, though orders sent to our headquarters at Wheatsheaf Works, Crayford, Kent (telephone number Crayford 26255) will immediately be dealt with as usual. Customers in the North of England should send all orders and enquiries to our office at 68, Wellington St., Leeds, 1 (telephone number Leeds 30805).

The **BEST** Ivory Board is

SALISBURY

Stocked in Royal in Thick
and Extra Thick substances,
and in all the usual standard
cut sizes boxed in 104's or
banded in 104's and boxed
1040's.

Samples on request

Tanners
for **BOARDS**



John W. Muir, now appointed Commercial Manager and is stationed at our London Office.

He joined the Company from Spicers in 1937, and served in the Paper Dept. until he joined the Royal Navy in 1940. On return from the forces he was appointed Manager of the Paper Department, a post he has held for 17 years.



Robert L. Kent, D.S.C., now appointed Southern Regional Sales Manager.

Bob Kent joined the Company from The Hale Paper Co. in 1937 as a representative. During the war he served with the Royal Navy, gaining the Distinguished Service Cross. After the war he continued as a representative and he is now in charge of our Southern Sales force working under our Sales Director Mr. John S. Pearsall.

IN OUR OPINION

In the last issue of our Journal we spoke of the re-awakening of our trade, and the last three months certainly has shown that this forecast was correct. Demand has risen quite sharply, and the delivery position in many of the Mills has lengthened from six to eight weeks.

This is not the case in certain directions because those Mills which have not modernised themselves and specialised in certain grades of paper are finding competition from imports very harsh. Already one large Mill has been forced to close its doors within the last two months, and we anticipate that others will have to follow suit.

In December pulp increased in price again and this has resulted in most Mills putting up their prices by approximately $\frac{1}{2}$ d. per lb. Following so soon after the rise in the late summer this has come as a shock in some quarters. However, these rises were long overdue since paper has been debased far too long and, due to over production, prices have been reduced below economic levels. Now, with consumption rising, Mills have felt it safe to put up prices to a more reasonable level.

If demand does not increase too rapidly, prices once they are all adjusted should hold for at least six months or longer, though it is even harder to foretell the future of price levels than it is to forecast the level of demand, and, Heaven knows, this is hard enough.



A Newcastle correspondent who had a large number of circulars to despatch telephoned her firm's stationery suppliers and asked for 2,000 manilla circular envelopes.

"I'm sorry" said the voice at the other end, "but we don't sell round ones."

With acknowledgements to Peterborough of *The Daily Telegraph*.

Y.D. Papers

We stock the full range of:—

Y.D. Tinted Writings.

Y.D. Double Impact.

Y.D. White Bank 10 x 8 & 13 x 8.

Y.D. Tinted Bank 10 x 8 & 13 x 8.

Tanners

for **PAPER**

PRICE LISTS

During the last few months prices of paper and boards have been altering due to basic increases and the need to raise the profit margins on 'smalls' deliveries.

The price list issued by us in July was quickly out of date, and as prices are still tending to rise, we are only able to issue duplicated price lists, until such time as stability is likely to be reached.

It is now possible to assort all types of paper and boards to obtain the full quantity reductions throughout our whole stock range. We have always felt that if a customer orders half a ton of various paper and board, he should be entitled to the half-ton rates for each item, but due to the Mill-controlled prices on many items this was not possible. However, now we are able to give the full reductions, so it is in your interest to collect together your requirements, and get them from your paper merchant as opposed to the non-stockists, as in this way you will get all of them at the total quantity rate.

With the very wide range of paper and board products stocked by us, we are in a very strong position to offer you the best value in composite supplies, and at a time of rising prices save you money.

The only exception to this composite quantity reduction is all forms of wrappings and strawboards for which the appropriate rates for those qualities will apply.

ENTERTAINMENT

On Friday the 18th October the Directors entertained the staff and their partners to a Dinner and Dance at the Rembrandt Hotel, Knightsbridge, to celebrate the Centenary of the Company. Some seventy-five sat down to an excellent dinner and afterwards dancing took place to Joe Loss's band.

As usual the evening went with its customary swing, and closed with the rendering of Auld Lang Syne.

STRAWBOARDS

We import large quantities of Dutch strawboards and stock the following sizes and substances

25 x 30 8, 14, 24 & 32 oz.

30 x 40 14 oz.

packed $\frac{1}{2}$ cwt bundles

Tanners

for STRAWBOARDS

STOP PRESS

Due to the increase in paper prices and the rise in wages as from the beginning of January it has been necessary to increase the prices of envelopes and pockets. These prices have been static throughout 1963 when on the last occasion reductions were made in many grades. However, rising costs have now made changes inevitable though increases have been kept to the minimum.

New Price Lists will be issued as soon as possible.



For the first time since 1960, we have been obliged to increase the price of our Stadium Boards. These are still the cheapest high grade pulp boards on the market and we are only able to offer them at these prices due to the very large quantities we sell every month.



We now stock a considerable range of the International 'A' size papers and several sizes of envelopes. The demand for these sizes is increasing fast so send for our brochure containing all the information required.



The cover of this journal is printed on our Stadium Pink Board Royal 3 Sheet, and the text on our Illustration Art Double Medium 70 lbs.

DARWHITE

Bank & Bond

The sales of this comparatively new grade are rocketing. It is small wonder when you compare the quality and price—may we send you samples?

Stocked in:—

16½ x 21	11	15	18 lbs.
18 x 23	13	18	21 lbs.
17 x 27	14½	20	24 lbs.

500 sheets

	Smalls	100 lb.	400 lb.	10 cwt.	20 cwt.	20 cwt. ex mill
Bank	1/11½	1/8	1/5¼	1/4¼	1/3½	1/2¼
Bond	1/9½	1/6¼	1/4¼	1/3¼	1/2¼	1/1

also stocked in 10 x 8 and 13 x 8 cartoned.

Tanners

for PAPER