



TELEPHONES
CENTRAL 7051 (6 LINES)
CENTRAL 3800 (4 LINES)
TELEGRAMS
TANNER-FLEET, LONDON

Highlight



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

WHEATSHEAF HOUSE
CARMELITE STREET
LONDON E.C.4

New Series No. 10

July, 1954

That's flat!

DORSET

Cream Wove Bond

**A paper which lies absolutely flat
and is excellent for fast-running
automatic machines**

stocked in :

16½ × 21	...	15, 18 and 21	lbs.
18 × 23	...	18, 21½	lbs.
17 × 27	...	20, 24	lbs.
21 × 33	...	30	lbs.
23 × 36	...	36	lbs.

500 sheets

smalls

$1\frac{1}{4}\frac{5}{8}$ lb.

3½ cwt.

$1\frac{1}{4}\frac{1}{4}$ lb.

Tanners

for PAPER

Tanner's Quarterly Trade Journal

ONCE AGAIN WE are in the middle of the festive season of outings and holidays. You will find in the following pages several articles on such activities, but we would hasten to point out that we do not spend all our time on or off duty in jollification, though we must recall, in justification to ourselves, that all work and no play makes Jack a dull boy.

We publish in this issue an interesting account of a recent visit by one of our Directors to Germany, and he sums up his views, which were gained by a very fleeting journey to only one town, and cannot be taken as a picture of Germany as a whole, though the facts are enough to cause serious reflection to manufacturers in this country.

In July 1955, the Printing and Allied Trades of this country are holding their exhibition in London, after an interval of 19 years. It is interesting, but slightly disquieting to hear that more than half the available floor space for machinery, so far tentatively booked, has been earmarked by overseas firms. We shall of course be exhibiting, and full details will be given in later issues.

In our next issue, we hope to give you details of an increase in our manufacturing capacity. With the imminent arrival of new machinery for our additional factory on the outskirts of London, we shall be stepping up production of envelopes to cater for the ever increasing demand for our products.

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We are at last hard at work collecting and re-issuing new sample books. It is no small job to renew and replace the hundreds of sample sheets required to bring these up-to-date, but we have the matter well in hand, and most will have been returned to you by the time you receive the Journal. If you have not been notified to return your old set, please do so at once, firstly ensuring that you enclose the name and address of your company. An out-of-date sample book is valueless, so please assist us to ensure that your sample set is correct.

★

There is an acute shortage of Ivory boards, due to the restriction on import quotas. We are pleased to inform you that we shall have good supplies available towards the end of July.

Current Affairs

OUTLOOK UNALTERED. THUS we summarise our opinion of the supply situation at present. The demand for nearly all types of paper and board continues to be brisk and steady. Mill deliveries are extending even further, and the two weeks' holiday periods ahead are likely to make matters worse. Several mills have closed their order books for a period, in order to clear up arrears of orders, and are re-opening on various forms of official or unofficial quotas.

The production of board in 1953 was the highest figure ever reached in this country, being approximately 2 per cent. greater than in 1951, and over 30 per cent. greater than in the years preceding the outbreak of the war. Paper, other than newsprint, shows an increase of about 5 per cent. over the pre-war year, but rather lower than the peak figures of 1951. However, in the latter half of 1953, and the early part of this year, production has been running at a far higher figure than these comparisons show. In the last quarter of 1953, the annual rate of production of paper and board, including newsprint, was only slightly below 3,000,000 tons.

The greatest problem facing mills at the moment is to make their sterling allocation for raw material last out, and we shall no doubt see many mills include more waste paper in their products in the coming months. This of course means in most cases a slight lowering of quality, but it is absolutely necessary in order to keep up their high rate of production. There has been an increase in the sterling allocation for pulp in the second half of the year, but mills will no doubt wish to build up their stocks for the early parts of next year, when the Scandinavian ports are frozen and shipments are therefore delayed.

At present all indications point to this production being absorbed and used. The demand is quite different from 1951, when so much was put on the shelf. To-day it is required at once or by a given date, and at the current price. This is an excellent sign, since fancy prices are the surest guide to a resultant slump. The mills on their side have realised the necessity to keep prices as stable as possible, and considering the recent rises in so many of their basic costs, they have been successful.

We have during the last few years severely castigated the mills over the ever recurring price rises, and we would take this opportunity of congratulating them, we hope not too previously, on their firm stand in this matter.

A Flying Visit to Germany

ON 14TH MAY I flew to Düsseldorf to see a new machine which was being prepared for the opening of the Drupa exhibition the following day.

I set off with the idea of gleanng as much information as possible in a short space of time concerning the Germans themselves in this particular town.

Düsseldorf, situated on the banks of the Rhine on the edge of the Ruhr, suffered tremendous bomb damage during the war. But from the ruins new buildings are rising rapidly, and a fine city is emerging from the rubble. A magnificent new railway station is nearing completion, and seems to give a lead to all the rebuilding throughout the city.

How has so much been accomplished in such a short span of time, remembering that the Germans started much later than we in this country, their damage being greater and their materials shorter? There is undoubtedly only one answer—**WORK**—work and more work. Officially they work a 48 hour week, but their rate of work is truly great and there appears to be much shift work in progress. For instance, building goes on night and day; the outside work during the day and the inside plastering, fitting and painting by night. Shops are all open by 8 a.m., and many are open 12 hours a day. Executives are in their offices by 8 o'clock and seldom leave before 7 p.m.

Prices appear to be very much on a par with those in this country, and, of course, rationing was discontinued a long time ago. There is one great difference, however, and that is in regard to luxuries, which are very much cheaper, since purchase tax is unknown, and it is commonplace to see builders smoking cigars at their work. There are an unbelievable number of cars on the wide streets, and all are new. All the pre-war cars were requisitioned during the war and doubtless never returned. The motor industry did not get into its stride until the last few years, so that most cars are very modern, and again bearing no purchase tax, they are cheap in comparison with ours, therefore they are available to a much wider section of the population.

Clothing is expensive, but the people are well clothed and shod, though by our standards somewhat dowdily. Food is excellent, but by no means cheap.

So much for a glimpse of a town in Germany, now for the exhibition. The Drupa exhibition is held every third year and is solely for the printing and allied trades. It is vast

in its size, occupying four separate buildings, and it covers over a mile in length, so that a fleet of small electric buses are available to take you from any one spot to another. I only wish I could have stayed to have a thorough look around the exhibition, but this would have taken several days. When I departed buyers from the United States, South America, London, and in fact nearly all countries of the western hemisphere, were arriving in the town, and the prospects for the machine industry looked very bright.

There is one other aspect, apart from the will to work, in which the townspeople of Düsseldorf can give an example to people in this country, and that is the cleanliness of their streets. Litter is unknown there, and I never saw a newspaper, piece of paper, or an empty cigarette box on the path or roadway during my visit.

All in Paper

As American girls frolic at the seaside this summer they will wear hats, skirts and shoes made of PAPER, and they won't be worried about whether it will rain.

Some will even try out paper swim suits and rain capes. Think you'd be scared to do that?

Well, one girl took a shower bath in a paper swim suit on a New York stage before a packed audience—and positively nothing untoward occurred.

These odd happenings are made possible by a chemical—made from coal, lime, air and water—called Melostrength resin.

Its maker, American Cyanamid, ships it as dry powder to paper mills. Then, mixed with a very weak acid, it is added to the paper pulp.

And lo! the paper doesn't fall apart when wet.

An inch-wide strip of paper made this way has had a 13 lb. concrete block hung from it UNDER WATER for many hours.

As for its dry strength, that's formidable too. A prize-fighter put into a multi-wall Melostrength paper bag was unable to punch his way out.

Yet it doesn't have to be stiff and hard. In fact, a bridal gown has been made of it!

First trials with the idea were made with maps for use in combat. The Army was at once enthusiastic, even after they had nailed one map to a barracks' floor and let all the men trample backwards and forwards over it with muddy boots.

They were still able to read all the place-names and use the map straight away.

Reported in the *Daily Sketch*.

ILLUSTRATION

White Art

Stocked in :

20 × 30 ... 45, 50 lbs.

30 × 40 ... 90, 100 lbs.

23 × 36 ... 60, 70, 80 lbs.

25 × 40 ... 80 lbs.

500 sheets

Smalls 3½ cwt. ½ ton

1/9¼ lb. 1/8¼ lb. 1/7⅝ lb.

Other sizes and substances may be obtained from mill



Tanners

for PAPER



On Friday, 12th March, the Directors of the Company once again gave a successful party to the office staff and their wives and husbands at the Charing Cross Hotel.

Unfortunately Mr. Arthur Tanner was unable to be present owing to illness, from which he has now happily recovered, and Mr. Frank Garrett took the Chair.

After an excellent dinner, some 70 guests enjoyed dancing and refreshments until the late hours. We have only room for the publication of three photographs to illustrate the festivities, but these will give an indication of the good time had by all.



Office Outing

Contributed

“EVENING NEWS” VANS to the left of us, “Evening News” vans in front of us, and a Bowater’s “monster” behind us, letting out frequent honks to show its displeasure at being held up by the coach which was about to take us on the office outing to Rye and Folkestone.

That is how the day started for us on Saturday, the 29th of May, and, as a result of this, this résumé of the activities was nearly not written, for not only did your reporter spend the first five minutes of the outing haring in and out of vans to get them out of the way of the coach (with extra horsepower supplied by Hefty Hedley), but a further five anxious minutes chasing round the block after the coach which, once freed, appeared to be determined to go without him!

As usual, some of the Staff joined the coach at Waterloo, and the only other stop on the way to Rye was to pick up one of our fairest members at St. Mary Cray. We came across her sitting on a milestone, and, owing to our delayed departure, we understand that she had sat there so long that the number of miles to somewhere or other was deeply imprinted on her memory!

Those of our readers who have been with us for some time will need no description of the actual journey to Rye, which was reported last year. Let it suffice to say that, to the music of the “Seary Songsters,” we sped through the lovely Kent countryside. One of the most attractive features this year was the number of little lambs to be seen in their pure white fleeces, which reminds us that the jingle of coins from a party midway down the coach told us of a few lambs who were already being fleeced!

At Rye we were met by Arthur Tanner and Mr. Bird, who had journeyed down by car, and we made our way to the George Hotel. After having refreshed ourselves at the bar we adjourned to the dining room for a very enjoyable lunch.

We then set out in the coach for Folkestone but, as our programme was running a little late, we had not much time on our arrival there to do more than make our way by devious routes—including the well known zig-zag path—from the Leas to the harbour. Whilst one of our guests was thoughtfully escorting one of our blondes from “a” to “b,” in case she got lost in the caves on the way, he came across a business associate, who also happened to be escorting a blonde. They, paused, while each of the male escorts eyed the other one’s

blonde up and down. “Office outing, old boy,” muttered one. “Office outing, old boy,” murmured the other, and both resumed their strolls—in opposite directions!

Incidentally, for those of you who remember the 29th of May as a day of thunderstorms and torrential rain, it may interest you to know that, when your reporter complained to Mr. Tanner the day before the outing about the shocking weather, and asked what he proposed to do about it, Mr. Tanner refused to accept responsibility for the vagaries of the English climate. Mr. Tanner thereby missed an opportunity to claim credit for the sunshine which followed us around all day, wherever we went.

Back once again at Rye, we did justice to an excellent tea which the George Hotel produced for us, and it was as the last crumbs of the cakes were disappearing that Mr. Garnham rose to thank the Directors for the very enjoyable day they had afforded us. Amongst other things, Mr. Garnham said that one of the objects of the outings was to bring us a little closer together than we were in the office.

On the return journey, a lot of amusement was caused when two members of the sales staff appeared to be taking Mr. Garnham’s words literally. There they were, nearly concealed from the rest of their colleagues by the high backed

(Continued on page twenty-three)



Are some of the staff looking for a new job in Rye?

WINNER

Tinted ticket boards

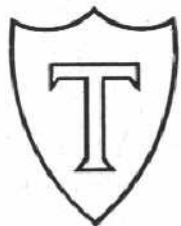
Stocked in 6 colours in Royal

Smalls **10/0d.** per gross

24 Gross **9/6d.** " "

48 Gross **9/0d.** " "

assorted if required.



Tanners

for **BOARDS**

twenty-two

seats of the coach, two heads close together, completely oblivious of the stir they were causing. But, alas! We discovered that their hands clasped not each others, but a portable wireless set which refused to function, and their low murmurings, far from being the sweet nothings of young lovers, were a profound discussion on the effects on wireless waves of the magnetic fields generated by diesel engines!

And so we made our way back to the rain-swept streets of London, each with pleasant memories of another enjoyable outing. May we take this opportunity to say a final word of thanks, Mr. Tanner, for the trouble you took to ensure its success.



A. Tanner, A. Krolle and G. J. Bird at Rye.

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The demand for our Mailing Manilla envelopes continues to increase. It may not be the cheapest on the market, but it is undoubtedly the best value for quality.

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The cover of this issue is printed on our Chichester 3 sheet Rose Boards, and the text on Illustration 60 lbs. Art, Double Medium.

twenty-three

Pity the Paper Merchant

WE DELIBERATELY LEFT OUT the word "poor," in case we provided more ammunition for certain sections of the daily press, who at the moment are greatly concerned at the profits disclosed by several paper mills.

On the other hand the paper merchant sometimes comes in for hard criticism when he happens to be out of stock. It is the function of the merchant to act as a clearing house from the mills, and as a warehouse for the printer, yet to-day it is extremely difficult to act as either. Mills always like business from convertors, as it means large orders and regular business. Most convertors, once they have established their complicated machinery on a certain mill grade of material, are not keen to change the mill, yet a merchant can stock and a printer can generally use any one of a dozen different mills' printing paper for a job, hence you realise that every mill strives to obtain convertors' business, as opposed to that of merchants.

Convertors have during the last twelve months been extremely busy, and therefore more and more of the mills' increased output is by-passing the merchants, yet the demand on merchants' stocks has also increased. The printer uses the merchant, apart from making orders, for his immediate requirements, but mills are requiring from 12 to 26 weeks to replace stocks, so that the merchant must order 3 to 6 months ahead of demand. You may consider that it is only a matter of working out the average of the previous month's consumption for the merchant to arrive at the quantities to order for the future, but we can assure you that it does not work out like that.

For some unexplicable reason the demand for different grades varies considerably. For instance, for three months there may be a run on M.F. Printings, and then the demand may slacken and turn to M.G. Poster or coated boards. Now consider the question of tinted paper and boards. How is the merchant to know what the demand may be for a pink bank, blue writing, or yellow board, 3 to 6 months ahead? Doubtless he will find that he is eventually overloaded with one colour and has a waiting list for a different colour.

It is an impossible situation, but we are doing all we can to ensure that your demands are met, but we should have to be a magician to foresee your exact demands 6 months ahead.

**500,000 postal strip Wrappers per
week**

**In hundreds of sizes, and in many
qualities from air-mail to tough
manillas, our postal wrappers carry
over 26 million copies of publications
to the four corners of the world every
year**

Make sure your publication travels
in the modern-style. Ask us to quote



Tanners
for **POSTAL WRAPPERS**