

A white starburst graphic is centered on a blue background. It consists of a vertical line and a horizontal line intersecting at their midpoints. From the intersection point, eight shorter lines radiate outwards at 45-degree angles, creating a starburst effect.

HIGHLIGHT



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

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NEW SERIES NO. 64

JANUARY, 1968

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Tanner's Quarterly Trade Journal

In spite of the statements to the contrary by ministers, devaluation is having considerable effect on our trade. Prices have remained static for three years, and during this period the mills have absorbed ever mounting costs through greater efficiency, but the limit had been reached and a general increase was imminent anyway.

Following devaluation however, the cost of virtually all raw materials used in paper making has increased from 10% to 16½% and consequently as from 1st January all home produced papers are considerably increased in price, and from this date our prices will be adjusted accordingly. Our new price list will be re-printed as soon as possible, but owing to the Restrictive Trades Practice Act, changes are all announced individually by mills at varying times, and some take a long time to determine their prices, hence we cannot start printing until they are all to hand. Meanwhile, our representatives and office staff will be happy to advise the latest price.

The prices of imported papers are, of course, automatically increased as from the date of devaluation, but in most cases there is a 60 day period for orders already in hand.

With regard to manufactured items, envelopes, pockets, postal wrappers etc., these will also have to be increased in price. But as we go to press the raw material increases are not yet announced, and we also have a wage increase to take into account, together with a host of other increases in heating, rates, power, transport etc. There will therefore be a delay before these prices can be worked out and brought into effect. New price lists will be issued as soon as possible.

What effect is this considerable increase likely to have on our trade? As always happens in these cases, demand, after the initial burst to cover stocks before the rise takes place, will drop off sharply, and after an interval of two or three months, will gradually recover to normal. However, we qualify this with the proviso that business throughout the Country is not too restricted. If still further restrictions are to be added to the burdens that industry already faces then demand will drop and stay dropped.

one

1967 and all that

What a way in which to finish the old year. No one can pretend that in our trade 1967 was not a difficult year, and as anticipated the demand for paper was reduced and prices were under constant pressure.

More and more paper was being imported into the Country, until well over a third of all consumption was supplied by overseas mills. Meanwhile, a commendable effort was made by mills and merchants to export more and considerable progress was made in that exports increased by 12%, though the total was quite insignificant compared with the imports.

In the July issue of our journal we discussed the probability of early devaluation. Was this foresight or guesswork? We can assure you that it was not the latter, and most people outside the government were certain that it would have to come sooner rather than later. Unfortunately it was, in our opinion, shelved too long and unless it is brought home firmly to everyone in this Country that we have been living beyond our means for many years, and that the next year or two will be tough going for every man, woman or child in any walk of life, no benefit will accrue.

Devaluation is not a magic wand to get us out of our temporary difficulties. True there may be a small decrease in imports, but a great part of these are food and raw materials and the latter will be required in larger quantities to further the export drive. Exports themselves will have to increase at least 10% in volume to make up for the devalued £, before any advantage will accrue to the balance of trade, and these sort of increases do not happen overnight.

Now comes the great sorting out, and in a following article we put our views of the likely effect of prices and demand in our trade.

The Envelope

*Carrier of news and knowledge,
Instrument of Trade and Industry,
Promoter of mutual acquaintance,
of Peace and Goodwill among Men and Nations.*

In spite of any down turn in trade the sale for envelopes and pockets has shown no diminution and, in fact, there seems to be an ever increasing demand.

The sales of our envelopes and pockets throughout 1967 showed an ever increasing upward curve and we have been very hard pressed to meet your requirements.

However, recently we instituted double day shift working on various machines, and this should enable us to alleviate the delivery position considerably until the arrival of the new plant for which we have been waiting over 2 years.

We must admit that our stock position towards the end of the year deteriorated considerably due to the high rate of demand, and just at a time when we looked like improving the position, we shut for our winter holiday which, with the Christmas break, meant a loss of nearly two weeks' production. Now we are going flat out for maximum output to replenish stocks, and we are now able to meet most of your requirements from the shelf.

No one would be rash enough in our trade to say we have stock of everything. Demand for envelopes and pockets is quite unpredictable, and although one works on the law of averages over a long period, one cannot forecast with accuracy the whims and foibles of commercial requirements.

We are not prepared, in the event of our being out of stock, to indulge in fancy promises. We always endeavour to give you a fair estimate of delivery, and would prefer to lose an order rather than lead you up the garden path with a fanciful promise to which we know we cannot keep. We feel that our customers, in the long run, would rather have the truth however unpalatable and the amount of new business coming to us through the failings of other manufacturers proves our point.

One thing is certain in that the International Standard sizes have arrived with a bang! Activated no doubt by the imminence of P.O.P., the demand for C.6 and D.L. has at last jumped into pre-eminence. In pockets C.6, D.L. and C.4 are also being requested in increasing numbers. A new size pocket, $9\frac{1}{4} \times 4\frac{1}{4}$, which we have christened 'maxi-pop' to take advantage of the maximum size permitted under P.O.P. is also

INTERNATIONAL STANDARD SIZES

BANKER ENVELOPES

C6. $4\frac{1}{2} \times 6\frac{3}{4}$ & D.L. $4\frac{3}{8} \times 8\frac{5}{8}$

MARSHALL MANILLA ★ CENTENARY WHITE

VICTORY BOND ★ PROGRESS BOND

EDEN GROVE BOND

POCKETS

C6. $6\frac{3}{8} \times 4\frac{1}{2}$

MARSHALL MANILLA ★ WHEATSHEAF
MANILLA

CASTLE CARTRIDGE

D.L. $8\frac{3}{8} \times 4\frac{3}{8}$

CENTENARY WHITE

C4. $12\frac{3}{4} \times 9$

WHEATSHEAF ★ OSOTUFF MANILLA
MANILLA

SUPERTUFF MANILLA ★ CASTLE CARTRIDGE

TRANSPARENT WINDOWS BANKER ENVELOPES

C6. $4\frac{1}{2} \times 6\frac{3}{4}$ & D.L. $4\frac{3}{8} \times 8\frac{5}{8}$

CENTENARY WHITE

Samples and prices on request

Tanners for all your envelopes

catching on, and we predict that this size will become very popular (excuse the pun!) in the future.

You will notice in the display advertisement opposite this article the large range of qualities and sizes we now stock in I.S.O. sizes.





*Wheatsheaf Works, Crayford.
Head office, warehouse and factory.*

*Corner House, Leeds.
Northern office and warehouse.*

(Previous page)

*Wheatsheaf House,
London Sales Office.*



H. M. Post Office

You will find that in the following pages of this issue of our Journal, most of the articles are concerned with H. M. Post Office and matters appertaining. We make no apologies for this as the Post Office is making so many fundamental changes within the next 12 months or so and they affect every one of us. We feel that it will be useful to have the details available for reference all in one issue.

TWO-TIER LETTER SERVICE

The following "Explanatory Notes" have been supplied to us by the Post Office.

The biggest change in the postal services since Rowland Hill introduced the penny post is proposed for the autumn of 1968.

The purpose of the proposed change is to give the customer the choice of price and service—fast or slow—for any letter or packet whatever its content. This change has been under consideration for some time—it was foreshadowed in the White Paper "Post Office Prospects 1966-67" (Cmd 2931).

The fast service will be called the first-class service; the slower will be called the second-class service.

The standard of service afforded to the first-class letter will be the same as that for the fully paid letter at present. But the Post Office will be able to divide the mail between the two classes and concentrate effort on sorting and despatching the first-class during peak periods. Moreover, the Post Office expects some swing from fully paid letters to second-class service so that there should be a smaller quantity of first-class traffic than now. The Post Office expects, therefore, to be able to improve still further the reliability of the first-class service. The second-class letter will be subject to deferment in the course of post and in general it may be expected to take about a day longer in transmission than first-class letters.

Both first- and second-class service will be available for letters and packets, but there will be a weight limit for second-class—as there is now for printed papers.

Because the Post Office will no longer be concerned with the content of items posted, all letters posted in either service may be sealed. Sealing will not be obligatory at the outset but it will be encouraged in the interests of operating efficiency.

The inland printed paper, and sample services will be abolished. Newspaper, business reply, rebates, and express services will continue.

Registration will be available in the first-class service only. Recorded delivery will be available in both first- and second-class services.

The Two-Tier service will apply to the inland letter post only. The overseas services will continue unchanged.

Certificated Postings of Inland Printed Paper Items in Sealed Envelopes.

Introduction

1. The Post Office are relaxing the rules regarding the necessity of sending Printed Paper Items in tuck-flap or anti-trap envelopes, which cause difficulties for firms using machine-filling processes. They are, therefore, allowing large posters to be permitted to use sealed mail in the Printed Paper service.

Conditions of acceptance.

2. From 17th January, 1968, sealed items may be accepted at printed paper rate, subject to the following conditions, and provided the contents conform to the Printed Paper Regulations:—

a. Posting should consist of 5,000 or more identical items or 1,000 or more identical packets. A packet is laid down as exceeding $11\frac{1}{2}$ " in length $6\frac{3}{4}$ " in width and $\frac{3}{8}$ " in thickness.

b. An application to make a posting (or series of postings of identical items) under this scheme should be made to the local Head/District Postmaster not later than the day before posting. The application must be accompanied by an unsealed specimen item, and must indicate:—

- (i) the sorting office at which the items will be handed in;
- (ii) the exact date of posting; and
- (iii) the approximate number of items to be posted.

c. Postings must be made at a sorting office, and the items must be handed in before 4 p.m. on Mondays to Fridays only. (Head/District Postmasters may advance this time by up to one hour).

d. Each envelope or cover must bear, in the top left hand corner of the address side, the words "PRINTED PAPER RATE. This item may be opened in the post for examination of contents".

e. A certificate must be signed by the poster or his representative before each posting, or series of postings of identical items is accepted.

Authorisation

3. Before a posting under this scheme is authorised, the contents of the specimen item should be examined to ensure that it conforms to the Printed Paper Regulations.

4. Examination of contents at time of posting

a. On occasion, one or two of the sealed items—selected at random—should be opened and inspected at the time of posting; these should normally be re-enveloped and re-sealed by the poster. Packets, however, should be re-sealed by the examining officer, using official gummed strip—unless the poster wishes to re-seal or re-pack the item himself. Care should be taken to ensure that the inscription (see 2 d.) remains visible or is replaced.

b. Where necessary, re-enveloped items should be stamped with the paid stamp.

c. If the contents of any items are found not to conform with the contents of the specimen item (see 2 b.) the poster's attention should be drawn to the matter and an explanation should be sought. If there is any reason to suspect that the facility is being abused, it should be withdrawn from that particular poster, after a suitable warning.

Rebate of postage

5. Postings made under this scheme will be eligible for rebate, subject to the usual conditions.



*Nor on this land along,
But be God's mercies known
From shore to shore.
Lord, make the nations see
That men should brothers be,
And form one family
The wide world o'er.*

How many of you know these famous words and where they originate.

Answer on page 12.

Metrication

1968 will witness the beginnings of a big change in our trade with the advent of metrication. The British Paper and Board Makers Association and the British Federation of Master Printers together with representatives of all allied Associations, under the aegis of the British Standards Institution, have agreed to the change-over. The proposals have been endorsed by the Ministry of Technology, Confederation of British Industry and H. M. Stationery Office.

At the commencement, measurements and weights will be given in millimetres and grammes per square metre, as well as in inches and lbs. The complete change-over to metric measurements is to be completed by 1970 in time to precede the national change-over to decimal currency in 1971.

It must be realised that this alteration is not just a conversion of traditional British units to metric, but will entail the complete adoption of metric standards used in other countries.

In addition the mills will change all stock papers to the R.20 series of preferred numbers, which provides a range of weights in logical geometrical progression, each figure being higher than the preceding one by the same percentage.

The conversion table is shown on page 12. It will be noticed that Large Post 11 lbs. will no longer exist and will become 45 grms. or 11.09 lbs. and Double Medium 60 lbs. will be 100 grms. or 58.88 lbs.

By 1970 other substances will be produced only as special makings, and they will be selected from the R. 40 series, which splits exactly the progression in the R. 20 series. All paper will be calculated and invoiced in metric sizes and weight and prices will be per kilogram.

The problem of boards has not yet been worked out, and it is possible that they will be sold by superficial area. Further information about this will be published as soon as known.

This all sounds very complicated, but by the time that the system is in use, many sizes will no longer be in everyday use and the international sizes A1, A2 and A4 only will be the predominant sizes obtainable in stock papers. This will, of course, make life much easier and will cut down savagely on the variety of sizes at present in use.

TABLE 1

B.P.B.M.A. CONVERSION TABLES FOR PAPER SUBSTANCE
GRAMMES PER SQUARE METRE TO POUNDS PER REAM
BASED ON THE R.20 SERIES OF PREFERRED NUMBERS

R.20	Large Post 16½ × 21	Demy (P) 17½ × 22½	Medium (P) 18 × 23	Royal (P) 20 × 25	Double Crown 20 × 30
Factor	0.24642	0.28002	0.29442	0.35558	0.42670
g/m ²					
20.0	4.93	5.60	5.89	7.11	8.53
22.4	5.52	6.27	6.60	7.97	9.56
25.0	6.16	7.00	7.36	8.89	10.67
28.0	6.90	7.84	8.24	9.96	11.95
31.5	7.76	8.82	9.27	11.20	13.44
35.5	8.75	9.94	10.45	12.62	15.15
40.0	9.86	11.20	11.78	14.22	17.07
45.0	11.09	12.60	13.25	16.00	19.20
50.0	12.32	14.00	14.72	17.78	21.34
56.0	13.80	15.68	16.49	19.91	23.90
63.0	15.52	17.64	18.55	22.40	26.88
71.0	17.50	19.88	20.90	25.25	30.30
80.0	19.71	22.40	23.55	28.45	34.14
90.0	22.18	25.20	26.50	32.00	38.40
100.0	24.64	28.00	29.44	35.56	42.67
112.0	27.60	31.36	32.98	39.83	47.79
125.0	30.80	35.00	36.80	44.45	53.34
140.0	34.50	39.20	41.22	49.78	59.74
160.0	39.43	44.80	47.11	56.89	68.27
180.0	44.36	50.40	53.00	64.01	76.81
200.0	49.28	56.00	58.00	71.12	85.34
224.0	55.20	62.72	65.95	79.65	95.58
250.0	61.60	70.00	73.60	88.90	106.68
280.0	69.00	78.41	82.44	99.56	119.48
315.0	77.62	88.21	92.74	112.01	134.41
355.0	87.48	99.41	104.52	126.23	151.48
400.0	98.57	112.01	117.77	142.23	170.68

Note: Reams of 500 sheets

For Making Orders only

R.40 Series: 23.6, 26.5, 30.0, 33.5, 37.5, 42.5, 47.5, 53.0, 60.0, 67.0,
75.0, 85.0, 95.0, 106.0, 118.0, 132.0, 150.0, 170.0, 190.0,
212.0, 236.0, 265.0, 300.0, 335.0, 375.0.

Answer to problem on page 10.

The second verse of the National Anthem.

twelve

Customers in the North of England, North Wales
and as far South as Nottingham and Lincoln
should contact our Northern Office.

**CORNER HOUSE
WHITEHALL ROAD
LEEDS 12**

Tel: (0532) 30805

This enables us to give you speedier delivery
in this area.

*Tanners for all your
requirements*

Paper - Boards Envelopes