



HIGHLIGHT



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

WHEATSHEAF WORKS,
CRAYFORD, DARTFORD, Crayford (CY) 26255
KENT.

London Sales Office
WHEATSHEAF HOUSE,
CARMELITE STREET, 01-353 7051
LONDON, E.C.4

Leeds Office and Warehouse
CORNER HOUSE,
WHITEHALL ROAD, (0532) 30805
LEEDS, 12

NEW SERIES NO. 67

October, 1968

The cover of this Journal is printed on our Stadium White twin-wire Postal 3 sht. and the text on Priority Art Double Medium 70 lb.

Tanner's Quarterly Trade Journal

In the last six issues of our Journal we have endeavoured to keep you up-to-date with the rapidly changing alterations in postal rates and conditions.

However, we feel that in the last few months the matter has become out of hand and not only are the public floundering, but even those whose ears are close to the Post Office officials are nearly as confused as those whom they are to advise. It is not really surprising when one of the greatest nationalised industries, certainly the largest employer and the one changing itself quicker than any other, has had three masters within one year. The position of Postmaster General has always been a sinecure at the behest of the Prime Minister, either reserved for a presumed up and coming minister or one who has served his purpose, and is being put out to grass.

The two-tier postage appears to be running into great difficulties; and in our opinion has been sadly mis-handled. Nearly three years ago the Post Office officials met the sub-committee of the Envelope Makers and Manufacturing Stationers Association, to discuss the introduction of P.O.P., which they wished to bring in within two years. E.M.M.S.A. managed to get this extended to two and a half years, in other words the 1st July, 1968. This was more than sufficient time to educate the public and for everyone to get rid of their non-P.O.P. stationery, yet the new Postmaster General states that P.O.P. is to be put off till September 1969 in order to let people use up their non-P.O.P. stationery. How ridiculous can one get?

Now at comparatively short notice, and without any consultation with representative parties the two-tier postage was foisted on the public. The publicity has been atrocious. To start with why try and kid the public that the price for first class mail was to be increased to 5d. in order to give an improvement of 3 per cent. in next day delivery? It would have been wiser to have been honest and advised a straight price increase, but a great deal more thought should have been given to facilities for publishers and users of printed paper rate. After all these are enormous users of the postal service, yet no final decision has been reached regarding the need to discontinue the use of tax-free tuck flap pockets, and the continuing charge of purchase tax on the gummed flap replacements.

Early in September few of the publishers of periodicals had clarified with the Post Office the various printings required on their postal wrappers. Orders and counter orders were pouring in daily, due perhaps to the fact that head postmasters had not got full instructions and were interpreting what they had received, differently. This points to rushed instructions without adequate consultation with the parties concerned.

It is to be hoped that these problems will be ironed out quickly, but as most large businesses are opting for the second-class mail it would appear that the rather optimistic forecast of the Postmaster General as to the usage of first-class mail is likely to prove a pie in the sky.

Floods

Early in the morning of Sunday 15th September the river Cray overflowed its banks following the heavy rain, and several inches of water poured into our factory and warehouse, Wheatsheaf Works. Immediately a sizeable salvage party set to work to clear this and by 12 noon on Sunday all the water had been cleared but the deluge continued and the river continued to rise rapidly. Within half an hour the water again poured over the banks and parapets in the neighbouring industrial sites and flooded into the works.

This time no efforts would stay the flood, and the party had to abandon the losing struggle leaving all doors wide open. This ruse undoubtedly saved too much damage being done as the water merely poured through the Works and out of the doors at the rear. As it was, the depth of the water was some 8 inches, but as we had foreseen this possibility when we moved to Crayford all motors had been mounted nine inches off the ground and there was little damage caused. Likewise all paper was stored on pallets and therefore escaped most of the damage.

On the Monday morning every member of the office and works put on gum boots or took off shoes and socks and went to work with a will. By the end of the day the water was out together with most of the mud, and much of the

Why Pay More For Twin-Wire?

STADIUM

White & Tinted Boards

ROYAL

White	smalls	Quantity						15,000 ex mill
		600	1,400	3,400	7,000	15,000		
2\$...	26/7	22/9	20/7	20/-	18/8	17/4	16/-
3\$...	30/2	25/9	23/6	22/6	21/-	19/8	18/4
4\$...	36/9	31/6	28/6	27/9	25/11	24/-	22/2

POSTAL

2\$...	33/2	28/5	25/9	25/-	23/4	21/8	20/-
3\$...	37/6	32/9	29/4	28/2	26/2	24/7	23/-
4\$...	46/4	39/4	35/8	34/8	32/4	30/-	27/8

ROYAL

Tinted		Quantity					
3\$...	30/4	26/-	23/9	23/-	21/6	20/3

POSTAL

3\$...	38/5	32/10	30/-	29/3	27/3	25/9
-----	-----	------	-------	------	------	------	------

Blue, Buff, Green, Pink and Yellow

Tanners for Boards

damaged paper and envelopes were removed. Full production was started on the early shift on Tuesday morning, 24 hours after the factory was flooded, and the credit for this phenomenal clearance was due entirely to the herculean efforts of our staff, from Directors to the youngest apprentice, who toiled until they could do no more. By the end of the week every ream and centum had been inspected and all damaged paper taken out and segregated.

Incidentally during the 48 hour period the rainfall measured 6.08 inches, a quarter of the average yearly total. Not surprising therefore that we got our feet very wet, but we hope it does not happen again.

Sports News

Our representative Jim Nuttall was recently selected to represent the Lancashire Paper Trade versus the Yorkshire Paper Trade at their annual cricket match.

Although short of practice he acquitted himself creditably, scoring a very stylish 31 out of the Lancashire total of 160, and then weighed in with a sharp one for one spell to help dismiss Yorkshire for 63.

Our Sales Director, John S. Pearsall, at an age when he ought to know better, is still playing cricket for Teddington Cricket Club, and in spite of the damp summer, has scored runs whenever necessary.

Anthony Tanner has now retired from playing rugger due to breaking his nose for the sixth time. He has had a long career with Rosslyn Park playing in the first XV for eleven seasons, captaining them for two years, the second occasion being last season. He also represented Kent in the County Championship on several occasions. He has just returned from St. Thomas's Hospital after an operation to clear the obstruction in his nose.

Pat Johnson is also still putting down his fast deliveries for Finchley Cricket Club.

Picture Postcards

We are pleased to see that *The Stationer and Office Equipment Dealer* magazine took up the problem of the flood of imported picture postcards into this Country, as described in our leading article in the last edition of our Journal. They requested printers and publishers to write to us or *The Stationer and Office Equipment Dealer* with their explanations and we eagerly await the arrival of any comments.

This Country in its present parlous condition cannot afford to waste foreign currency on importing such articles, which can easily be produced here, and of course the same goes for the mass of printed matter, such as mail order catalogues and price lists which are now printed and mailed abroad. Often these contain order forms, reply paid envelopes, apart from the outer pocket, all free of purchase tax, and the Post Office here have to handle and deliver hundreds of thousands of these packages receiving no income whatsoever.

Postal News

The Postmaster General recently announced the continuance of a concessionary printed paper post for a further two years for items weighing between 1½ and 2 lb.

Printed paper rate pockets, i.e. ungummed flaps with tuck flap or metal fasteners, not less than 9 x 6 and printed "Printed Matter" will therefore continue to enjoy exemption from purchase tax even after the introduction of two-tier postage.

This rather vague statement does not rule out the possibility of printed paper rate pockets being discontinued for items under 1½ lbs. when P.O.P. regulations are brought into force next autumn. This was the original intention of the Post Office, but subsequent changes have altered the position, and we shall have to wait for further guidance.



Hazardous driving—this was a road near Crayford.



High Street, Crayford.

CRAYFORD FLOODING



The Greyhound Track, Crayford, situated at the rear of our works.

**16th SEPTEMBER
1968**



W. Hedley.



A. R. Tanner.

Promotions to the Board

As from 1st October, 1968, William Hedley and Anthony Tanner joined the Board of Directors.

William (Bill) Hedley educated at The City of London School entered the Company in 1934, and is General Manager, Crayford. Anthony Tanner after schooling at Marlborough College joined the Company in 1957 and following a spell on "the road" was appointed Distribution Manager.

Metrication

How far and how fast is the change to international sizes progressing? Unfortunately the internal politics of this Country are getting their priorities mixed, by attempting to rush their fences, and not realising that it takes a long time for people in this Country to be wooed away from their traditions.

Many years of consistent advertising has been undertaken by certain parties in the trade firstly to explain the I.S.O. sizes and advantages, and secondly to persuade people to use them. Just at a time when we appeared to be winning and usage was increasing the issue has been clouded to a large degree by the huge publicity campaign unleashed, mainly by the British Federation of Master Printers and the British Standards Institute, to convert everything to metric measurement.

We are well aware of the fact that these two matters are quite separate yet are inter-related. After some six years endeavouring to convert users to A sizes, good progress had been made in cut sizes and A.4, $11\frac{1}{2} \times 8\frac{1}{4}$, was rapidly taking over from 4to and foolscap. However, the demand for A.1 and A.2 was only just beginning to appear, and would doubtless have taken another two or three years of hard advertising to get these sizes accepted generally, finally only by mills refusing to make and stock the old sizes.

Now this has been overtaken by high-pressure salesmanship to turn all weights and measures over to the metric

system by the end of 1969. We know that this does not affect the actual size of A.1 and that eventually it may be easier to get people to change to this size, but life is somewhat complicated in the intervening period.

There are four problems now facing our industry at the present:—

1. To decide on what size A.0 is going to be made and stocked. There is now A.0 trimmed 841 x 1189 mm., RA.0 (untrimmed) 860 x 1220 mm., and SRA.0 for bled-off work 900 x 1280 mm. If these are multiplied by three sizes 0, 1 and 2, which will be required to be stocked and where is the saving?
2. To get people to change to metric measurement and substance.
3. To get people to conform to the R.20 series of substances. This is probably the biggest problem unless firmly tackled.
4. To decide on the method of bringing boards under the same categories. At present this problem is being swept under the carpet with the explanation that "separate discussions are still taking place and no decisions have yet been reached".

In our opinion it would have been far wiser to have concentrated on "selling" to the users and public one problem at a time, and to really punch it over.

For instance, firstly to decide on the A sizes, bring them in forthwith, discontinuing all other sizes except for making quantities within 12 months. Secondly to change to metric measurement, a mere formality as the A sizes are already worked out for easy conversion. Finally to alter to g/m² and the R.20 series of substances by the end of 1969.

Each stage could be taken quite separately, but the timing and push would have to come from the British Paper and Board Makers Association in conjunction with the National Association of Paper Merchants.

If they continue to try and put all these changes through together at virtually the same time, we shall end up in one glorious mess, much as the Post Office have done with their two-tier and P.O.P. postage arrangements. And we shall be right in it when we have to change to decimal currency.

Finally the tail is wagging the dog. It is the British

Pockets ?

Choose your size from our well established and extensive range in

MARSHALL MANILLA

WHEATSHEAF MANILLA

NEW OSOTUFF MANILLA

SUPERTUFF

CASTLE CARTRIDGE

CENTENARY WHITE

*Thanks to increased production our stock position
is considerably improved.*

Tanners for Pockets

Federation of Master Printers who are setting the pace, and the British Paper Mills who are dragging their feet, whereas the position should be reversed. The British Mills will contend that they only serve the demand, instead of leading it in the way they want it to go. They are, of course, always fearful of losing an order to another mill, who perhaps will only pay lip service to any agreement, and in particular to foreign mills, who have no scruples in supplying whatever is ordered.

It is being so cheerful that keeps us going!

NAPM Exams

In the last issue of our Journal we published the satisfactory results of our staff in the National Association of Paper Merchants exams, but we inadvertently omitted that J. A. Nuttall our representative in the North West passed the finals with credit.

We apologise to Jim Nuttall for leaving this out and point out that the *pièce de résistance* is always left to the end.

The following is reprinted with acknowledgements to Peterborough in the *Daily Telegraph*:—

Words of Comfort

As so often with modern problems, that of the two-tier post has been anticipated in the Bible. A Gloucestershire clergyman reminded me yesterday of St. Luke XIII, 30.

“And behold”, the passage reads, “there are last which shall be first, and there are first which shall be last.”

page 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