

**HIGHLIGHT**



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

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NEW SERIES NO. 75

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*The cover of this Journal is printed on Astralux  
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# Tanners Quarterly Trade Journal

We apologise for the late publication of this issue of our Journal. We have delayed it deliberately in order to get our finalised plans for decimalisation included, since this is the only intimation we shall issue.

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The last issue of our Journal raised several complimentary remarks and in fact many letters. All were on the same lines in that metrication as far as it concerns our industry was shown clearly and in concise terms. So much of the technical matter which is published on the subject is far too involved and far too lengthy. Managers, buyers, estimators, operatives and warehousemen are busy men and as this stage requires only the minimum essential knowledge to enable them to get through the transition period from imperial to metric measurements. This information should be in concise and easily readable form and this we did in two pages.

We printed extra copies of this last issue and if any of our customers require additional copies for their staff, we should be very pleased to forward them on request.

There is no doubt that time is now pressing and by the end of the year metric sizes will be in common usage. This is not to say that imperial sizes will disappear overnight as we consider that certain of these may die slowly, but some sizes are already departing from stock ranges. Medium for instance is becoming a size of the past as is an old favourite, Double Demy, and others will follow.

One of the main problems is trying to use the two measurements at the same time, as one always tends to attempt to reconvert metric back into imperial sizes. One has got to think metric and it is felt that once the conversion is made we shall all begin to think and act metric. It is very similar to our attempts to learn to speak a foreign language in this Country, whilst a few weeks in the chosen country soon familiarises one with the means to communicate.

Unfortunately not only have we got to master metrication but also, at the same time, we will be converting to decimalisation. One at a time is bad enough, but the two together promises to be more than most of us will be able to assimilate. However, no doubt we, as a trade, will surmount all obstacles and stagger through somehow.

The last issue of our Journal was mainly concentrating on metrication, and in this issue we will try to give the basic details of decimalisation, as far as it concerns our trade because by the end of the year we must know all about this, or we shall be taken for a ride with considerable frequency.

## **In our opinion . . . .**

Has paper reached an uneconomic price? Without doubt there has been a falling off in orders since July when the last round of price increases were announced. However, this is not uncommon at this time of year and there are signs in mid-September that demand is returning though somewhat spasmodically. Many mills, after their holiday shut-down, are showing thin order books though the position is not desperate.

There is no doubt that prices of our raw material are high, but added to this is the latest wage increase, together with ever-rising overheads, rates, fuel and transport being only part of the problem. No doubt within the next month we shall all get over the shock and settle down to our business.

*continued on page 4*

# Buy METRIC

However there is a great threat hanging over everyone's heads and this is the new suggested charges for postage. Within a comparatively few years postal charges are to be doubled and no one can deny that the service has deteriorated at about the same rate. We cannot discuss here the problems facing the Post Office, and in any event we are not in possession of the necessary facts, but we would merely say that no other organisation with a total monopoly has raised its prices in this manner.

The Post Office is aware that such an increase in rates will seriously affect the amount of mail which will be posted. Most service units when they are faced with losses firstly attempt to correct the situation by increasing the demand for such services, in other words increased sales, yet no such effort seems to have been made. Nearly two thirds of the cost of postal services is wages, yet the Post Office is committed to a huge programme of mechanisation, which is supposed to reduce the cost of man power. A postman earning say £20.0.0 per week delivering an average of 200 letters per round is not going to cost the Post Office any more to deliver 400 letters in the same area, yet the income to the Post Office is doubled. Why, therefore, do they not go for growth rather than blatantly reducing demand by such huge price increases?

What is going to happen to stop a huge rush of printing and postage going overseas? Already an enormous amount of printing of catalogues and the mailing thereof is carried out abroad. Not only does the Country spend valuable currency abroad but also the British Post Office is committed to handle all this mail without receiving a penny piece of the cost. It is the intention of the Post Office to attempt to curtail this procedure—but how? If posted in bulk abroad, no doubt some action could be taken, but if mixed in normal mail nothing can be done. We wonder what may be the legal implications, because all countries are committed to accepting mail emanating from any quarter.

There is a strong case for allowing far larger rebates to bulk postage and also reducing the minimum quantity permitted. After all every trader gives reduction for purchases in quantity, and surely the Post Office are not immune from such procedure.

The date for the implementation of the new postal rates has been put back to decimalisation day, February 15th, 1971, and no doubt many other points raised by the Post Office Users Council will be considered before that date. The publishers in particular are extremely worried men, as unless something is done to assist them, many publications will have to cease production. Let us hope that sanity will prevail.

Now we have to consider what the turn of the year will bring to the price of paper. The pulp situation is still causing concern and the shortage will continue for the foreseeable future. Even if demand does not improve, prices are certain to increase again, though by how much is quite uncertain. We feel that it will be governed entirely by the increase that the Scandinavians put on their prices. Unfortunately the same procedure which has happened over the last year or two will continue yet again, in that the price of paper will be raised by the same amount as that of pulp, thereby weakening the position of British papermakers even further.

In the first six months of this year the production in British mills continued to increase, but imports were up at an even faster rate and now account for well over a third of consumption. This is in spite of the import deposit scheme, and the government has already committed itself to its abandonment by the end of the year. This can only result in a yet faster growth in imports and the outlook for the British mills is not exactly encouraging unless there is a very great increase in consumption.

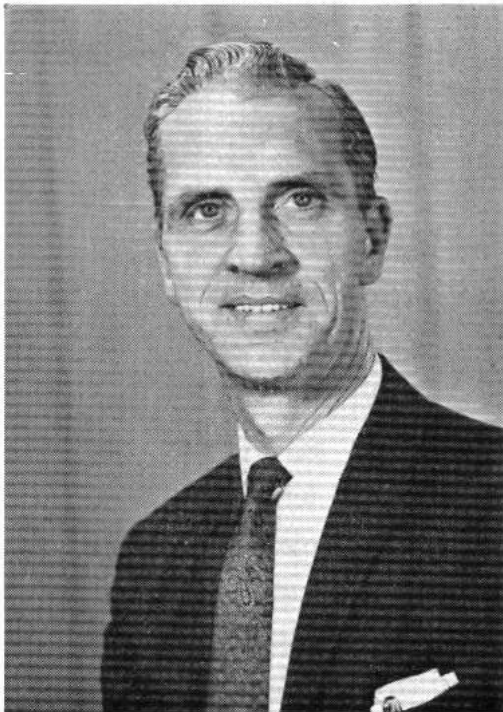
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Irish customs officer to lady who has been kept waiting at the frontier by a funeral procession: "I'm sorry for the delay ma'am but it takes some time getting the health certificate for the corpse."

## SHILLINGS AND PENCE EXPRESSED IN DECIMALS OF £1

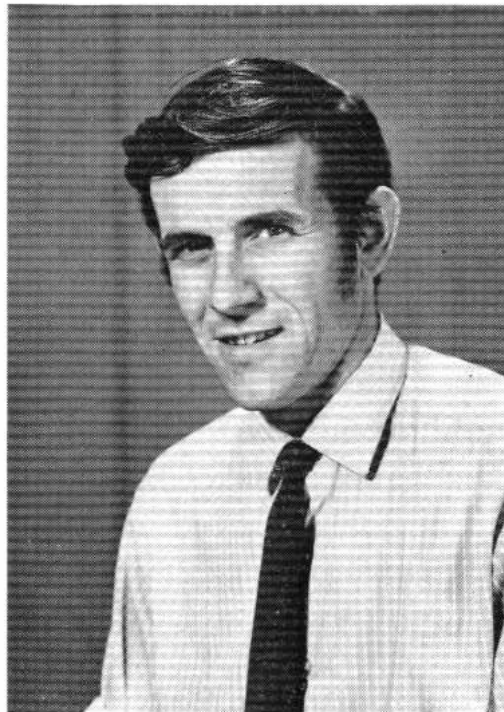
Read continuously across the page. Take the line for the number of shillings and follow across until you reach the correct pence column.

	0d.	1d.	2d.	3d.	4d.	5d.	6d.	7d.	8d.	9d.	10d.	11d.	
0/-		0.004	0.008	0.013	0.017	0.021	0.025	0.029	0.033	0.038	0.042	0.046	0/-
1/-	0.050	0.054	0.058	0.063	0.067	0.071	0.075	0.079	0.083	0.088	0.092	0.096	1/-
2/-	0.100	0.104	0.108	0.113	0.117	0.121	0.125	0.129	0.133	0.138	0.142	0.146	2/-
3/-	0.150	0.154	0.158	0.163	0.167	0.171	0.175	0.179	0.183	0.188	0.192	0.196	3/-
4/-	0.200	0.204	0.208	0.213	0.217	0.221	0.225	0.229	0.233	0.238	0.242	0.246	4/-
5/-	0.250	0.254	0.258	0.263	0.267	0.271	0.275	0.279	0.283	0.288	0.292	0.296	5/-
6/-	0.300	0.304	0.308	0.313	0.317	0.321	0.325	0.329	0.333	0.338	0.342	0.346	6/-
7/-	0.350	0.354	0.358	0.363	0.367	0.371	0.375	0.379	0.383	0.388	0.392	0.396	7/-
8/-	0.400	0.404	0.408	0.413	0.417	0.421	0.425	0.429	0.433	0.438	0.442	0.446	8/-
9/-	0.450	0.454	0.458	0.463	0.467	0.471	0.475	0.479	0.483	0.488	0.492	0.496	9/-
10/-	0.500	0.504	0.508	0.513	0.517	0.521	0.525	0.529	0.533	0.538	0.542	0.546	10/-
11/-	0.550	0.554	0.558	0.563	0.567	0.571	0.575	0.579	0.583	0.588	0.592	0.596	11/-
12/-	0.600	0.604	0.608	0.613	0.617	0.621	0.625	0.629	0.633	0.638	0.642	0.646	12/-
13/-	0.650	0.654	0.658	0.663	0.667	0.671	0.675	0.679	0.683	0.688	0.692	0.696	13/-
14/-	0.700	0.704	0.708	0.713	0.717	0.721	0.725	0.729	0.733	0.738	0.742	0.746	14/-
15/-	0.750	0.754	0.758	0.763	0.767	0.771	0.775	0.779	0.783	0.788	0.792	0.796	15/-
16/-	0.800	0.804	0.808	0.813	0.817	0.821	0.825	0.829	0.833	0.838	0.842	0.846	16/-
17/-	0.850	0.854	0.858	0.863	0.867	0.871	0.875	0.879	0.883	0.888	0.892	0.896	17/-
18/-	0.900	0.904	0.908	0.913	0.917	0.921	0.925	0.929	0.933	0.938	0.942	0.946	18/-
19/-	0.950	0.954	0.958	0.963	0.967	0.971	0.975	0.979	0.983	0.988	0.992	0.996	19/-



*David Rae joined the Company in 1969 from Pierce and Rook Ltd. Appointed warehouse Manager.*

*Peter Smith joined in February 1970 from Spicers. In charge of all specially manufactured orders.*



## NEW STOCK LINE

# METRIC MANILLA POCKETS

Manufactured to meet popular demand.

Economical prices.

Tough, light-weight. Saves postage.

Recommended for direct mailing, holiday brochures, publications.

Instant delivery service.

Comprehensive range of sizes.

*Stocked in:*

### **Gummed flaps**

220 × 110mm	D L
162 × 114mm	C 6
229 × 162mm	C 5
324 × 229mm	C 4
270 × 216mm	10 $\frac{5}{8}$ × 8 $\frac{1}{2}$
381 × 254mm	15 × 10

### **Tuck flaps (Printed "Printed Matter")**

324 × 229mm	C 4
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GO METRIC — BUY METRIC

*from*

# **Tanners**

## Paper & Board Price Lists

As promised in the previous issue of *Highlight* we have produced our Paper and Board Price List which comes into force on the 5th October. This shows every quality in each substance in g/m<sup>2</sup>, firstly in imperial sizes and weight in lb. per 1,000 sheets. Prices are shown in shillings and pence per lb. and the equivalent in new pence per kg.

The quantity rates are reduced to four headings only, with a few exceptions such as wrappings and cover papers, in the interest of clarity and ease of use.

For paper

under			
(1) 250 kg. (5 cwt.)	(2) 250 kg. (5 cwt.)	(3) 500 kg. (10 cwt.)	(4) 1,000kg. (1 ton)

For boards

under			
(1) 3,400	(2) 3,400	(3) 7,000	(4) 15,000

Under each heading will be shown the price per 1,000 sheets for every size and substance in both shillings and pence and with the equivalent price in the decimal currency. The use of this will make the change to the new currency extremely easy, and by the time a new price list is produced in 1971 we shall be showing decimal currency only and by then we hope you will be *'au fait'* with the system.

At the present time the decimal currency shown is the direct conversion of shillings and pence and is expressed to three decimal places of the £. As the kg. weight per 1,000 sheets is shown to only one decimal place the multiplication of new pence per kg. does not always work out exactly to the price shown, but the difference is no more than 2d. to 3d. per 1,000 sheets and the swings and roundabouts work out with no overall advantage.

Since we shall be showing prices to three decimal places per 1,000 sheets we shall obtain great accuracy, but this will be reduced in the total on invoices to two decimal places, which is the maximum we shall work upon. The calculated total will be made out to the nearest new penny and rounded

up when the previous figure is an odd one, but will be ignored when it is an even one, i.e. £0.075 becomes £0.08 and £0.325 becomes £0.32.

This price list is being distributed by our representatives, and without doubt this will be the best price list available and as yet we have seen nothing to rival it in our trade; not only a price list but also a complete stock list and a mine of information on metrication and decimalisation. **ASK FOR YOUR COPY AND GET TO GRIPS WITH YOUR PROBLEMS.**

As we have abolished the 'smalls' rate altogether, and as the cost of processing and delivering small quantities is ever increasing we are instituting a surcharge of 10/- (50p) on all orders under £10.0.0 (£10.000) in value exclusive of purchase tax. This charge will be termed 'special delivery charge' (SDC) and as such is not subject to purchase tax.

In future all orders for paper, boards and envelopes can be aggregated to exceed the value of £10.0.0 to obviate the SDC of 10/- (50p).

For the present we shall continue to invoice in £.s.d. but pricing of paper will be in 1,000 sheets and boards in 100's. Breakage will be charged on the breaking of packages irrespective of quantity ordered and in all cases the packing of all quantities is clearly shown in the price list.

As the Banks will not accept cheques made out in decimal currency until 15th February, 1971, we shall continue to invoice and issue statements in £.s.d. until the end of December. From 1st January, 1971, invoices will be rendered in decimal currency only, as will January statements.

In order to assist in this transition period, new invoices have been designed and will come into use in October/November. We think that you will find them easier to follow and check.

The centre spread of this *Journal* shows the decimal currency conversion table and we think that you will find this quite easy and clear to use.

It has always been a tradition in our trade for the pulp suppliers to grant sizeable discounts for cash for their products, but the situation has changed. Now that it is a strong seller's market all discounts have ceased, and cash is required very much earlier than previously. Hence the mills which have previously always been generous in their credit terms are no longer able to offer this facility.

In consequence the trade as a whole has had to tighten up on credit, particularly in view of the difficulty and the cost of obtaining additional finance.

We are similarly affected and are no longer able to allow extended credit. Please don't embarrass us by asking or taking long credit as we have no alternative but to refuse. Our terms are net monthly and we must ask those of you who have taken advantage of our leniency to conform to these terms forthwith, or we shall be obliged to restrict supplies, and this we certainly do not wish to do.

In the last issue of our Journal there were three errors under Cutting Charges, due to misplacement of prices. For clarity's sake we are repeating the corrected charges.

Paper per folio ream and boards per 100 or any even pack:

2 out 2/6d.	3/ 4 out 4/6d.	5/ 6 out 5/6d.
7/8 out 6/6d.	9/12 out 9/6d.	13/16 out 12/-d.

All items of board 6 sheet and upwards, heavy cover boards, pasted manilla Double Crown 100 lb., gummed paper and strawboards:

2 out 3/8d.	3/4 out 7/-d.	5/6 out 8/-d.
7/8 out 9/-d.	9/12 out 11/-d.	13/16 out 13/6d.

This includes packing.

*twelve*

## METRIC MANILLA POCKETS

### GUMMED FLAPS:

	100,000	50,000	25,000	10,000
D.L.	40/-d.	40/6d.	41/-d.	41/6d.
C 6	30/-d.	30/6d.	31/-d.	31/6d.
C 5	54/-d.	54/6d.	55/-d.	55/6d.
C 4	97/6d.	98/-d.	98/6d.	99/-d.
10 $\frac{3}{8}$ × 8 $\frac{1}{2}$	80/6d.	81/-d.	81/6d.	82/-d.
15 × 10	129/6d.	130/-d.	131/6d.	132/-d.

subject to purchase tax

### TUCK FLAPS: (Available from December).

Printed "Printed Matter"

C 4	109/6d.	110/-d.	110/6d.	111/-d.
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exempt from purchase tax

per 1,000

under 10,000 add 1/- per 1,000.

*Tanners for envelopes*