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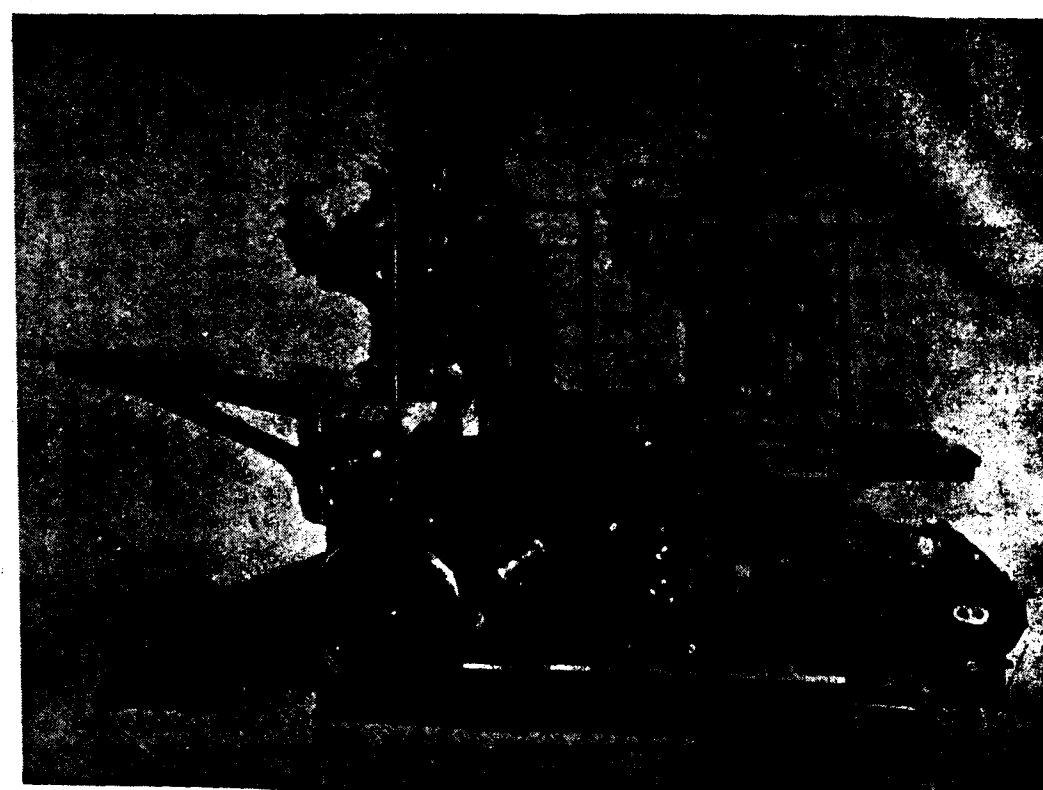
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A Monthly Magazine Devoted to Printing & Allied Industries

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In this issue....

- Picture of an Optimist
- Role of Printing in Education
- Why Scientific Training Essential for Printers ?
- Towards Better Printing
- School of Printing to be Opened at Calcutta
- Japanese Manufacturer Entertained
- Regular Features

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Spotlight On Persons & Firms,
News & Views, Modern Machinery
& Equipment etc. etc. etc.

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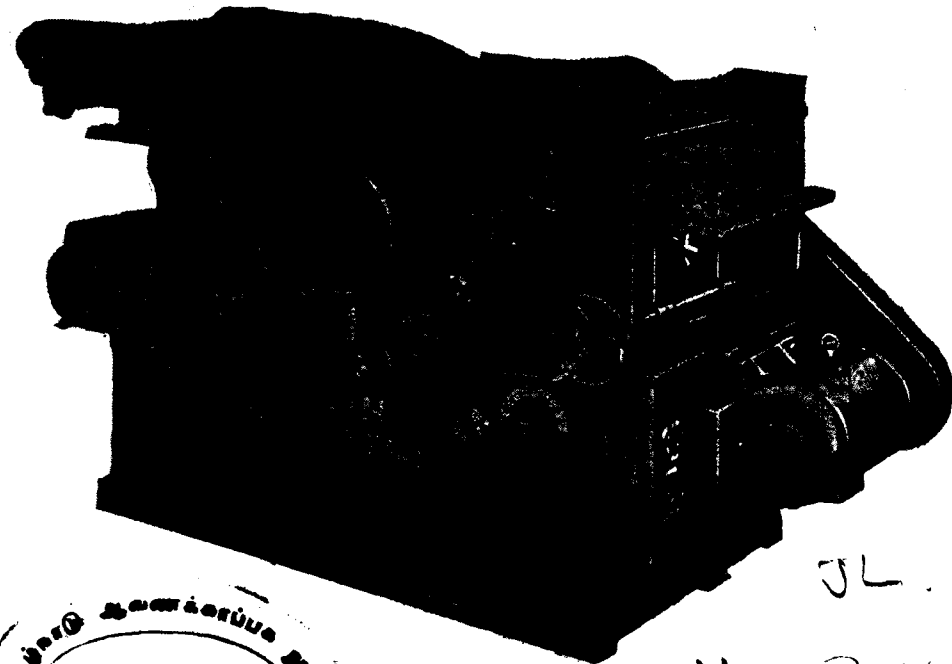
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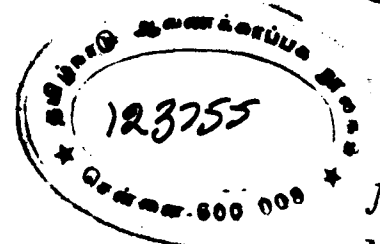
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Picture Of An Optimist

By
OUR ROVING CORRESPONDENT

During his recent visit to Calcutta, our roving correspondent interviewed an interesting person engaged in printing-inks manufacture and the interview is dramatically presented here for the benefit of the readers
—EDITOR

The sky hung low. The air was misty. In the garden of Grand Hotel where we sat facing each other, there throbbed around us a twang of mirth and merriment. Lamps flickered. Glasses clicked. Everyone is drinking for the health of someone.

I was buried in thought. I was observing the wild pageantry in which men and women moved about like dolls of destiny. Suddenly my observations were cut short....."To your health!" said his voice, clanking his glass against mine.

I smiled. I raised my glass and followed suit. For a moment, I kept looking at him. I was filled with a sense of wonder. He is short and stodgy, his face round and glistening. In those deep eyes of his, there hovered a spark of ardour. I broke the silence: "I am very eager to know the details of your interesting career." Suddenly, he burst into peals of laughter and I could see his profile from the other side of the glass held up his mouth. "What makes you think that my career should have been interesting?" His voice was crisp. I looked up at him and exclaimed with alacrity: "People like you who have dared and succeeded are necessarily interesting and I am certain this is not a notion of mine!" His eyes shone like drops of champagne. He was silent for over a while. Slowly overwhelmed by a reminiscent mood, he turned his eyes sharply at me

"As I look back into the mists of the past, I find little of interest to anyone. Mine was a life of labour and hard work. I was just a boy in teens when I had joined the Litho Press, belonging to my father. I started at the bottom. I did all types of odd jobs. I was, of course, very much interested in the technical side of lithography. As an apprentice, I devoted all my time to know more about lithography and by dint of continued study, I could acquire a

He continued: "I should say, I was on the roads with nothing to support me but my self-acquired knowledge of lithography. What should I do? I was like a child in distress. A million thoughts rippled in my peaceless mind; currents and cross currents tattooed about my being making me feel giddy. But, in that moment of stark desolation, a divine grace filled me with a lustrous hope; a divine power bestowed on me the vision and the energy required to rebuild a new career for myself.



good knowledge of lithographic printing. My father retired in 1936 and my elder brother was managing the press. Suddenly my destiny took an adverse course. Due to reasons, which I shall do well not to express, I had to leave the press....." He stopped suddenly. He took a breezy sip. I mutely watched him through the enlarging rings of cigarette smoke.

"That was in 1938. I took a very meagre capital, perhaps it would be treated as a joke to call it capital, as it was too small, and with this amount I founded the Popular Fine Art Litho Works. In the beginning I ran about like a busybody taking in any orders that came my way. In those days, the film people were quite generous in giving me lot of poster work to be done, but I was soon disillusioned because they were not equally generous in making payments. My press turned out a good deal of work for the film companies and, due to my inexperience in financial matters, I became a loser in the bargain. The early enthusiasm, that goaded me to take in anything that was given, wilted away and in its stead, a discriminative outlook developed in me. I started looking for work that would pay me, but around me was an ocean of competition and in that oceanic

competition, I had realised that little fish like me could not live long, unless they did something which others could not do. I began investigating newer pastures, where I could work hard and get a reward. That was 1941. The war was on. India was in a state of ferment. Gigantic political developments were briskly taking shape. The armies of Hitler and Mussolini were vain-gloriously marching on subjugating the low countries of Europe. At that crucial juncture, in the annals of the world and the history of humanity, it now looks funny, that I was stranded at Bombay in a press that got jobs but no payments and I was literally standing on a razor's edge looking out for new vistas of unexplored business lines."

He grew silent again and we both started munching the potato chips that were before us. From behind us there came softly floating in the air the harmonious refrains of an orchestra. I could hear the rhythmic thud of dancing feet in the air-conditioned ball-room nearby. His lips opened and he continued: "Ultimately I could find what I was looking for. Because of the war, playing-cards were not available in our country. Till then they had been imported from foreign countries. Of course some Indian manufacturers did make some efforts in the production of playing-cards but they could not capture the market in view of paucity of technical knowledge and the great competition from Japan. I at once took hold of the opportunity. I spent weeks and weeks in my press, locked up as it were, making experiments on the production of playing-cards that could sell in our country. After months of trial, error and research, I could produce a rea-

sonably good pack of cards. I jubilantly ran with them to a person who was an erstwhile distributor of the foreign playing-cards. I anxiously looked at him. He surveyed the pack of cards and his remarks largely chilled my enthusiasm. He opined that my cards were not satisfactory, yet he gave me a small trial order which went a long way in rejuvenating my hopes in the new line I had taken up. I executed his order and I succeeded in getting from the same distributor an year's contract for the supply of playing-cards. This gave me great assurance and I began working full steam concentrating the entire press in the production of playing-cards. Success, like sorrow, flows in a stream. As time rolled by, this was amply exemplified in my career when another distributor of playing-cards gave me a lengthy contract at a highly profitable rate and I could develop the press I had founded a great deal in all its aspects."

Abruptly he started laughing and his face brightened up as he spouted: "And the war ended. With the end of the war, the roaring business in playing-cards gradually came to a close. The distributors were not inclined to enter into any fresh contracts with me as the foreign countries would again send their cards into the country. But having spent so many years of my life in the production of playing-cards, I could not visualise snapping my ties with that line. My mind began thinking. I decided to continue the playing-cards business. I would continue printing the cards but no longer for others. I would give them a name and distribute them myself. When once this decision was taken by me, I left no stone unturned in rightaway executing it. Thus, in the year

1948, the Popular Playing-Cards came into existence. It was, of course, highly problematic to market these cards at the outset. But, being an optimist by birth and experience, I started on an all-India tour carrying samples of these cards with me. I visited town after town, met hundreds of people. I learnt a good deal about the playing-cards business in this country. This nation-wide tour of mine laid the foundations and established large sales for the playing-cards through a network of small distributors all over the country. This trip incidentally taught me that the playing-cards liked in one province might not be liked in another province. It also made it clear to me that the cards appreciated by the upper classes might not be bought by the middle and lower classes. When I came back from this itinerary, I started releasing the playing-cards with the same name, but in various brands, so that all sections of people might go in for them. Today the Popular Playing-Cards are coming in 36 brands."

Many minutes passed by and yet he did not start speaking. I was piqued by the abrupt end of the story and I was eager to hear it completely from his lips. I lighted a cigarette and I said mildly: "Please proceed." He waved his hands and with a glint in his eyes continued the narration. "It was 1946 when the second lap of my career came into being. Having succeeded to a large extent in establishing the Popular Playing-Cards in this country, I was naturally eager to go to foreign countries with the specific objective of studying the playing-cards industry with the cherished aim of producing better cards at economical prices, thus

(Continued on page 26)

Role of Printing in Education

By

Sri K. K. GHOSH

Assistant Superintendent (Works & Production), Calcutta University Press

The author briefly explains the important part played by the Printing Establishments of Indian Universities —EDITOR

Since the time that John Caxton invented the printing machine, an age of Renaissance began, and from then onwards the Printing Industry is playing an important role in the educational development of the masses. Today almost all the important universities of the country and the world, are having their own printing establishments, without which the smooth running of universities as centres of education, becomes difficult. What part actually these printing establishments play in the university set-up may not be known to all, but that these establishments are fairly big-size organisations, being at times the spine of university activities, seem certain. Apart from printing the day-to-day jobs of the various departments of the university—letterheads, envelopes, cards, application forms, syllabus, list of books etc., relating to the Registrar's, the Controller of Examinations and the various Boards and Committees, the university printing organisations have to tackle the printing of proceedings of Syndicate, Senate, Post Graduate Council and so on. Added to these, are the examination book covers and allied printing works in connection with the conducting of examinations.

In examination affairs, the first important work is question paper printing, which is generally handled by the Confidential Section—a department with an altogether separate entity from the main. Among other works are examination roll printing, quite a peculiar job in university presses.

But the importance of the printing presses in universities and educational establishments is not so much for the job and sundry printing works above narrated, as to the book work—the handling of university publications. Even the department of the university press which handles the journals of the various societies does not play such an important part in the advancement of learning as the Book Section. Here than in anything else, printing has an important role in spreading education.

The Publication Sections of universities generally handle two classes of books—text books and non-text books. Text books are those fixed by the various committees as selections in the universities. They bring quite good profit to the universities and have ready sale, being monopoly publications of their nature.

The non-text books are those written by outside authors or even by professors, and selected for publication by the universities on their individual merit, and taking into consideration the value of such publications as aid to advancement of learning.

Here at last we can get a definite and concrete glimpse, how printing establishments serve in the spread of education. With no mercenary spirit, they in the various universities, help in taking out publications to serve as aid to the ultimate mission of the universities, as centres of education. As these publications are in most cases technical or highly literary or otherwise most learned publications, they do not sell like hot cakes, resulting at times in no profit and sometimes in loss. Naturally, those of the educational institutions who have no printing establishments of their own, cannot venture to take out such publications, merely for the sake of educational development at a premium, unless the same can be made up by other printing works of profitable nature. Even knowing fully well, that without such learned publications in a university, at least

an important phase of its mission, remains incomplete, such publications can only be ventured by those institutions, who have their own houses, to undertake such works at off-season.

Thus we find colleges and schools, libraries and councils in universities help in the spread of education, the press branch also helps therein, not only by catering to the needs of these machineries for educational development, but independently as well, through the Publication Branch. Hence the printing establishment is as much and rather more an important factor in a university as the other sections.

The writer has so long dealt with one side of the subject only—that is, what a

printing establishment means in a university. Taking the general side of the picture, we find printing as a whole has much to contribute for educational development. Not to speak of the early days, when education was not possible for all, because books were not cheap and available, even in our days, printing has an important role to play in the spread of education. Apart from the cheap publications attempted in various continental countries for mass education of classical books, if Printing Industry develops in great strides, people will be better educated. Not only by such developments, education and advancement of learning become within easy reach, but it is through printing that interest is created

in culture and education. If a very stiff classic of John Milton or of Homer is placed before the public in deluxe printing with art plate, imagine what the repercussion would be. One may be averse to reading in between the eight-point lines of a daily paper, but suppose he is given an illustrated journal, rich in colours, he might read and preserve the same.

Even change in the style of printing, get-up, measure and binding of books at times affect the psychology. The magic wand of printing can educate and uneducate.

Civilisation without printing is unthinkable to-day, and naturally education in this age cannot move an inch without the industry.

WHY SCIENTIFIC TRAINING ESSENTIAL FOR PRINTERS?

By

"BREVIER"

In continuation of his article in the February issue, 'Brevier' depicts the vastness of the subject of printing and the need for a very wide knowledge that is required by the printer of today
—EDITOR

In analysing the reasons for the inferiority of our printing in my previous article "What is the Criterion for Better Printing", I pointed out that the chief factor was the lack of trained personnel in our industry. We found that the machines used in our presses are almost all of foreign manufacture. We have attained good standard in the manufacture of some of the other products such as paper, printing-ink, process blocks, types, etc. Even some of these products are, sometimes, of foreign origin. In spite of all these we find that most of our printing is very inferior in quality. Where does the defect lie? A deeper thought will clearly show that the men who handle these, the craftsmen, who are the life and soul of our Industry, are not adepts in their particular crafts. They have not learnt their crafts in any planned or conventional way as is being done in all the other advanced countries, but have picked up their knowledge in haphazard manner. They do not know the whys of many of their own jobs. They are themselves not aware that there is so much more to learn about their crafts and that every operation demands a highly skilled knowledge. No wonder the quality of the print turned out by such semi-skilled workers is so poor and inferior!

What about the press proprietors? They too are, to an extent, to be blamed for this situation. I have seen many instances where the proprietors have invested large amounts of money on some up-to-date machines, but are not prepared to employ a skilled minder, who will naturally demand a higher pay than a semi-skilled one. This is a short-sighted policy indeed and has led many a printer to ruin. Thus it will be quite clear, that our investments on costly machines, up-to-date equipment and precision material will all be a waste unless we employ persons who are trained to use them and who have complete knowledge about them. So long as we do not do this we can only produce inferior printing.

This leads us to the question, "Are the master printers themselves not aware that there is so much skill involved in most of the operations and that it can only be got by systematic training?" Yes, it is a pity that even some of the master printers are not aware of these.

The knowledge required of most of the operatives of the printing trades is not simply mechanical as in many other industries but requires something of aesthetic knowledge, too. In spite of so much mechanisation, ultramodern instruments and many short-cuts

that have been introduced, printing has not ceased to be a craft and an art. In fact, it is the artistic aspect that dominates every printed product, and only a true craftsman with some general education and an aesthetic sense can help to produce such a printed piece.

And what sort of a man should the master printer be? Is he simply the proprietor of a press, who has invested his money and who pores over the account books daily to count the profits he has made or he should make? Unfortunately our printers think only so much of themselves. Of course, he has to concern himself about the profits, but the true master printer is much more than a mere capitalist. He is a man of many parts, and his business is of remarkable diversity. He has to play the parts of engineer, scientist, craftsman and artist alternately. Several kinds of materials are used to make the printed product and it goes through processes and operations of diverse kinds. And unless perfection is aimed at, at every stage, the finished product suffers in quality.

Thus the printer is called upon to be an engineer to manage machines ranging in detail and precision from a simple hand-press to a complex automatic; to

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be a scientist to understand the chemistry of paper and ink; to be an artist to understand the subtlety of an abstract design; to be a metallurgist to understand some fine points of type alloy, and so on, constantly changing his role. He is conscious of the fact that he is engaged in producing a thing that is to be of practical use and which, in use, should give pleasure to the eye and mind. To achieve this end he remains a craftsman first and foremost, and he uses the complex machines merely as tools, subservient to his knowledge of crafts.

Now, take the case of a compositor. What knowledge do we expect of him? Most of our printers will be satisfied if the compositor is just able to set the matter with proper justification and in as short a time as possible. He will be considered very skilful if he sets a display matter somewhat tolerably. He may know only three or four book faces and a dozen job faces by names, but does not know how they can be used effectively, what faces should be mixed and what should not. In short, composing is generally considered to be merely a mechanical operation of assembling types, and a person, who has learnt just that in a few months becomes a compositor.

On the other hand, we find that one has to undergo at least 5 to 6 years' training to become a full-fledged compositor in the Western countries. He learns the diverse varieties of type faces and the minute details that distinguish one kind of type from another. He trains his eye to detect several things that are invisible to the eye of the layman. He gets a knowledge of the paper surfaces and the

effect they have on different kinds of type faces. He learns something of grammar, right spelling of words, and the precise place for the punctuation marks. He must have to find out how much matter can go in a given space or in what size of type a matter should be set. Hence he learns a bit of arithmetic to work quickly in multiplication, subtraction, etc. It is the metal type that produces the impression of the characters on the paper, and the good or bad impression depends upon the composition of the alloy. So he learns enough of science, too, to understand the composition and use of various metallic alloys. In addition to all these he must have something of the artist in him to understand the intention of the designer and to produce typographical design himself.

Similarly, the machine-man has to know a wide variety of things and the skill in operating the machine is only secondary to these. He is responsible for the completion of the printed sheet and in its production he handles types, blocks, paper and ink, each with a peculiar behaviour of its own and each reacting upon the other in different ways and in different circumstances. Hence the machine-man in those countries, who also undergoes about 6 years' apprenticeship, learns of the manufacture of paper, its reaction under different conditions, the use and behaviour of a multitude of inks, and the value and use of colour. As the compositor, he too should have something of the artist in him, to possess the ability to mix colours, and to have a sensitive eye, so as to maintain the most delicate of colours in precisely the same condition, through thousands of copies,

when a slightest disturbance of the ink supply will alter the colour.

Examples like these can be shown for almost every category of operatives in the printing trades. Yet it should be remembered that this training of five or six years alone does not make a craftsman perfect. It is the years of experience, with the knowledge gained in the training period applied intelligently, that will make a person a craftsman worthy of name.

And, again, bear in mind that printing is a craft in constant flux. Processes undreamt of a few years ago are becoming a reality to-day. Machines thought impossible to make have been perfected beyond imagination. Instruments of hairbreadth precision have been introduced. Inventions are constantly being made in every allied field affecting the printer—type-casting and setting, plate-making, rollers, ink and paper. The scientist, the engineer, the chemist and the artist are all playing a great part in the life of the printer and he must keep pace with their progress. As a consequence of these developments, deeper and wider knowledge is required for the printer of today than his predecessor and unless he takes up the challenge he will be lost in the avalanche of progress. And it is because we have not trained our craftsmen and kept pace with this progress, we find ourselves today so much behind the printers of the West.

I do not say we have completely neglected it; but what we have been doing is only a drop in the ocean. Let me discuss the part we have played in this important aspect of our industry in another article.

Towards Better Printing

By

"NARAYAN"

Here are some suggestions from another printer for the elevation of printing industry to higher levels
—EDITOR

Under the above caption in the January issue of your esteemed Monthly, an article was published pointing out that printing in our country revealed stark inferiority. The reasons for this inferiority, according to the author, are contributed by various factors like absence of mechanical composition, use of types of uneven heights and cheap and lightly built Wharfedales with flyer delivery and disc inking platens. Besides the above, disinterested attitude of labour with "go slow" and "don't mind waste" policy and complete lack of technical education are also responsible for the bad quality of printing. The reasons of defects pointed out above were vehemently criticised by another learned writer in your February issue. The suggestions offered in the February issue offer no proper explanation to the points at issue. It looks like mud-throwing without really understanding the point. The main purpose of this article is to explain the viewpoint of another Printer.

The remarks that the original article of a Printing Machinery dealer was with a view to sell their machinery is simply distortion of truth. In fact it was for real guidance of our Printer friends. The Machinery dealer knows much better about the conditions prevailing at our different presses than even a Printer himself. Most of our Printers have a tendency for

seclusion and always wish to avoid contacts with other Printers. The confinement to their *sanctum sanctorum* never makes them know the problems which face their other Printer friends. A clear indication of this tendency is that majority of our Printers have not joined the Printers' Association formed for mutual advantage.

Mechanical composition was never pointed out as the only reason for the inferiority of composing. The point raised was the antiquity of the faces of Types, followed by uneven heights. Almost all our Presses have plenty of Type Faces and they cannot be claimed of the latest design. The precision of our Type Foundries is also not of a high standard and can stand no comparison to the Types manufactured by world renowned Type Founders like STEPHENSON BLAKE and AMERICAN TYPE FOUNDRY etc. The metal used is not of a hard alloy and a fine face becomes antique after a short use.

There is no denying the fact that Mechanical Type Setting has many advantages over hand-setting, except the difficulty of heavy capital investment. Regrettably, in our country, even big Presses which have plenty of bookwork today do not have a Composing Machine. This increases the cost of printing.

While handsetting is the only way particularly in the case of the small Printers, make-ready problems can be easily solved by use of type-high gauges. Breakage of types are common among our Presses, mainly for the old Cylinder Machines in use. Shorts are the out-come of the variety of jobs a Printer wants to handle and jobs sometimes they have to wait till the receipt of shorts from the Type Foundry.

The remarks that our Printers have cheap, lightly-built Wharfedales with flyer delivery and disc inking platens is true and well-supported by the facts. India is the biggest Importer of Rebuilt and light machines on account of the higher cost involved in the purchase of better new machines. A rebuilt Machine is one which is condemned for good printing by a Press in foreign countries and re-conditioned for use by workshops. The life for a rebuilt or re-conditioned Machine for re-printing cannot be more than 2 to 3 years. A survey of our Presses will reveal that most of the Cylinder Machines used in our country are about 25 years old and some of them were purchased as re-built and among the new Machines, Japanese make predominate. The delivery of most of our Wharfedales or Cylinder Machines is by means of flyer, the most imperfect system of delivery. The statement by

(Continued on page 28)



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—THE TIMES OF INDIA

".....The present volume consists of about hundred and fifty pages and is full of articles and information of interest to printers and others".

—THE HINDU

"The title of this well-produced book is likely to give the impression that its appeal would be only for those engaged in the printing trade but a glance at the contents will at once disclose that it is really not so. Nearly 60 pages are devoted to an industrious cataloguing of classified lists of printers, paper merchants, ink suppliers, block makers, etc., but the earlier part of the book contains interesting articles on the printing trade which will engage the attention of not only the technician but also the layman."

—THE SUNDAY STANDARD

"We have not so far come across a Madras Directory solely devoted to the business of printing and allied trades. We therefore welcome this pioneer attempt in Madras to present under one cover all that is relevant and useful in this particular line. We congratulate the publishers on the neat and attractive way they have brought out this pioneer Directory of the Printing business."

—INDIAN REVIEW

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School of Printing to be Opened at Calcutta

This Exhibition, the first of its kind in Calcutta and second in India, is going to end its present session on the 20th next. Shri N. N. Mookerjee, the Mayor of the City was good enough to declare this Exhibition open on the 28th February. Our Chief Minister Dr. B. C. Roy distributed the trophies and certificates of merits to the winners in the All-India Competition of printing and allied industries as also to the best displayed stall in the Exhibition on the 3rd March. This evening we are relaxing a little—the Graphic Arts have invited one of the most ennobling art of human culture, the art of Music, to give the finishing touch to our first effort in this city in honouring 'the Art Preservative of Arts'. I am grateful to the artistes, who have come here this evening at a great personal sacrifice, to entertain us with their sweet music.

The Exhibition, as you know, consists of two sections, one is the Competition section, and in the other, you will find the printers' suppliers. In the Competition section are specimens of Letterpress and Lithographic printing, Process-engraving, Book-binding, Cardboard box making and Typecasting. You will also find in a special stall models of the various processes which go in the making of a process block and a photo-offset plate. In the Suppliers stall, you have found Inkmakers, Machinery dealers and Printers. The Competition section shows to what an extent the quality of Indian

printing has advanced within these last few years. Of course, there is much scope for improvement—no one knows that better than I but still I venture to say that the quality of our best productions can stand its own anywhere in the world. But the problem that faces Indian Printing today is that we cannot maintain the standard of our quality uniformly. This is because our craftsmen lack the scientific training which is at the root of all standardised production. And the second reason why our quality of production is not uniformly excellent is because the mass of the people of our country are not quality-conscious. But, luckily for us people everywhere is becoming print-conscious gradually and this is the main reason why the quality of Indian printing is making rapid strides towards quality production. In this connection it would be an act of ungratefulness on my part if I fail to make a mention of the service that has been rendered by the various Publicity Houses in the city. They have not only taught our people to distinguish between good and bad but have also helped the printers to improve the layout, design and printing quality. The third reason why we cannot maintain a uniform quality is because the materials we need in printing, specially the quality of indigenous paper and board are not only not uniform, they are in most cases far below the usual standard which goes towards the making of a good print. But

more than anything we require to standardise and improve the quality of our productions is a School of Printing where our craftsmen can equip themselves with that basic scientific knowledge which is at the root of all progress. The Central Government has evolved a scheme of starting regional Printing Schools in India with the help of the different State Governments as also of the printing trade. I am happy to announce that the first School of Printing sponsored under this scheme is going to be started in our State within a very short time. I am happy to state that one of the premier importers of printing and allied industrial machines have authorised me to announce that they will supply absolutely without charge a Hoe & Crabtree's latest model Two-Colour Double Demy fully automatic Offset Press to the School. They have also agreed that they would replace the machine with a new one as soon as an improved model is brought out, so that the students would always get the benefit of working with the latest model machine. I am also happy to announce that the local representative of a foreign manufacturing firm has promised the School with one Albert Automat Stop Cylinder machine free of charge. I have also got assurances of similar help from several other suppliers.

I have an appeal to make to our Government. We must have in Calcutta a permanent building

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11

to accommodate Industrial and Cultural Exhibitions. Our Chief Minister knows the very important role the Industrial and similar other Exhibitions play in the uplift of a nation; the Olympia in London, the International Exhibition Hall in Paris, similar buildings in Dusseldorf, Hannover, Munich, Leipzig, Zurich, Milan and in various other cities of Europe regularly house Industrial and Cultural Exhibitions and Fairs which greatly help the industries of a country. I fervently hope that we will shortly have a permanent Exhibition Building in Calcutta with all necessary equipments so that regular industrial exhibitions can be held there. The building can also be utilised for our various cultural and educational gatherings. I hope our Chief Minister will take up the matter with his usual energy and let Calcutta have the first Exhibition Building within this year.

This Exhibition, I am happy to say, has brought the Printer, in which term I include his associates and colleagues, the Process-engraver, the Book-binder, Cardboard box-maker and the Typecaster in a very close relation with his providers—the Machinery makers and the Ink-makers. I am sorry that some of the very prominent supplying firms and most of the paper mills, except one, have not thought fit to take their stalls in the Exhibition but I hope that this will not be construed as non-co-operation with their consumers.

Friends, I will not detain you any longer. I know that I am acting as a barrier between you and the sacred Muse. I know all our drawbacks which I request you to ignore. I offer

all of you who have helped to make this Conference and Exhibition a success my sincerest thanks. The members of the Reception Committee, the Judges of the Competition, the Press, the Volunteers, the Scouts, the Stall holders, the Artistes, everyone of them, have done their utmost to make it a success and I thank them all. To the authorities of the Ranji Stadium, especially to Shris P. Gupta, A. Ghosh, N. De and to Shri R. Shome I have special thanks to offer.

The organisers are grateful to our saintly Governor Dr. Mukerji who inaugurated the Conference and graciously allowed us the use of the Marble Hall in the Raj Bhavan for holding the Conference, to our Chief Minister Dr. B. C. Roy who kindly distributed the trophies and the certificates of merits to the prize winners and to the Mayor of Calcutta Shri N. N. Mookerjee who kindly opened the Exhibition. On behalf of the Reception Committee I offer my most sincere thanks to all of them.

(Read out by Sri S. N. Guha Ray
Honorary Secretary, Reception
Committee, on the eve of the closing
of the All India Printers
Conference & Exhibition, Calcutta,
2nd Session on 18th March 1954.)

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From Our London Correspondent

E. & D. BROWNLEE

The first special machines used for trimming books, introduced in the 1870's, were single knife trimmers equipped with a rotating table. The pile was placed against the backgauge of the table, clamped by hand and cut on three sides in turn, the table also being moved by hand.

As book-binding technique advanced, efforts were made to increase the efficiency of these single knife trimmers by arranging two piles opposite each other on the table and revolving the table automatically. Later, four piles were placed on the table and several knives used, operating one after the other for each cutting section. These machines, however, owing to the amount of work involved, were not an economical proposition except on long runs of one edition, and they soon became obsolete.

In 1907 August Fomm of Leipzig invented a method where-by three knives arranged cross-wise worked against one firm cutting base. The piles were placed against a backgauge, clamped automatically, after adjusting the clamp block to the pile height, and trimmed in one cycle of operation, front and side knives having been previously set to the size of the book.

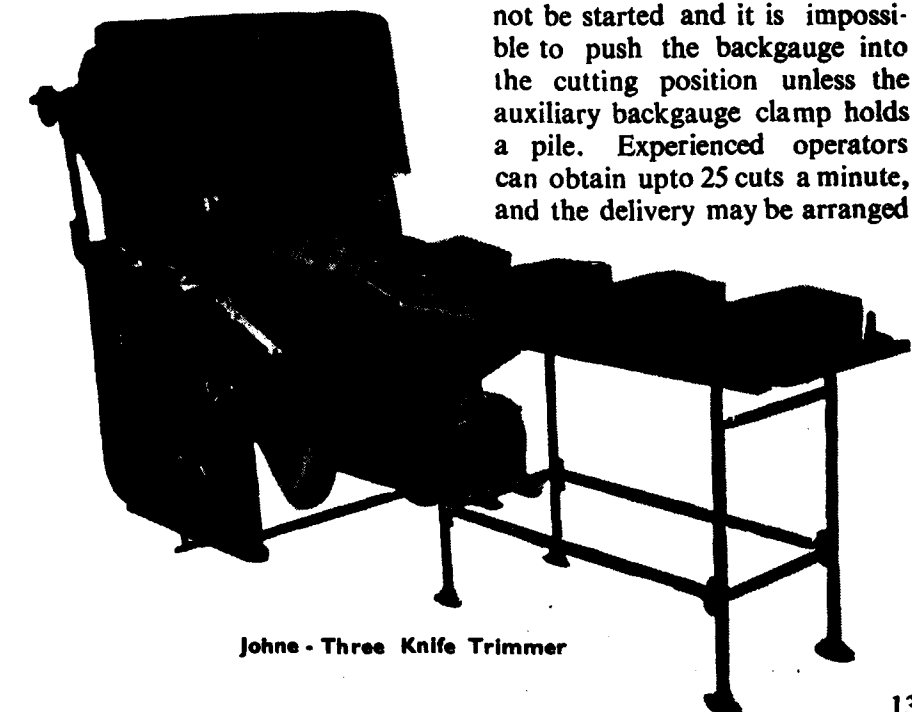
This method also had several drawbacks, chief of which was that one trimmed pile had to be removed from the cutting position before the next pile could be placed there. This was finally overcome by providing an automatic pile ejector, but in spite of

this a continuous flow of work was still not possible because the pile to be trimmed had to be placed in the cutting position by hand with the backs of the books turned away from the operator.

Continuous flow was achieved with the Johnne 3-knife trimmer, where the pile is placed against the backgauge with the backs of the books towards the operator and held firmly by an auxiliary backgauge clamp. This is done outside the cutting and clamping area, with no danger to the operator. The backgauge with pile is then moved forward, and when it reaches the cutting position the machine begins to work automatically through its cycle of clamping and cutting all three sides of the books. As soon as the pile is automatically clamped, the backgauge is withdrawn and its auxiliary clamp opens ready

to receive the next pile, which pushes the previously finished one on to the delivery. The operator sits while feeding the piles into the machine, and as one pile is still being cut he prepares the next one, thus obtaining the highest possible output.

Performance on all 3-knife trimmers is naturally dependent to some extent on the dexterity of the operator and the nature of the work, whether sewn, wire-stitched, unsawn, or bound, but the continuous machine enables the operator to take into account the character of material to be cut, such as bulging sheets, swell of the backs and other factors. Steel strips on both sides of the machine serve as guards for the cutting and clamping area, and various safety devices protect the machine from damage through operational errors. With the guards removed the machine cannot be started and it is impossible to push the backgauge into the cutting position unless the auxiliary backgauge clamp holds a pile. Experienced operators can obtain upto 25 cuts a minute, and the delivery may be arranged



Johnne - Three Knife Trimmer

Standard Printing Machinery Company's Tea Party

Top centre: Some of the leading printers of the city photographed with Mr. Z. Komari.

Top right: Mr. Komari addressing the gathering.

Top left: Sri Nagi Reddi of B. N. K. Press presenting a bouquet to Mr. Komari after garlanding.

Bottom right: A section of the people at the tea party.

Bottom left: Mr. Komari, Sri Nagi Reddi, and Sri Sohan Lal at the party.



so that the finished pile is automatically transported from the conveyor delivery of the machine to further conveyor belts for packing and handling.

Following the publication of statistics on the number of books published in 1953, the "SOUTH WALES ARGUS" had an interesting editorial on the value and importance of "The Printed Word." It pointed out "There is something compelling about the printed word, and despite the fears of booksellers and writers, television—after an initial threat—does not appear to have reduced the appetite of the nation for reading. In 1953 more new novels were published than at any time since the war, and the nations spent £ 2,000,000 more on buying books than in the previous year. Those who maintain that people have less time for reading now, and that the future of the book is in jeopardy because a new generation has grown away from the reading habit, will be surprised to be told that we spent four times as much on books in 1953 as in 1939, which even allowing for increased prices is a very substantial rise. More children's books were printed, a good sign, this—and we exported two million more books than in 1952. In the great switch-on-and-sit-back age, the book still beckons, the printed word still survives. And you cannot put a television experience fondly and reverently back into a library like a novel or a record; pride of possession is all part of the fun, denied by those who rely solely on mechanical entertainment."

A new machine for lining printed matter with transparent cellulose acetate is of interest to colour printers specialising in labels, show-cards, playing-cards,

cardboard games, and similar products. As well known, this type of decoration enhances printed matter but upto the present only limited facilities have been available. The latest machine, which printers can install in their own works, occupies no more space than a double-demy Wharfedale, and a great advantage is that no special apparatus is required for the mixing of adhesives, and only the usual space is required for drying the lined printed matter. Operation is extremely simple, and the machine will line single sheets or printed matter on the reel, while the design is such that it can include re-reeling facilities as well as trays for the single sheets. Special attention has been paid to the method of heating the adhesive and also to drying the final product, and the equipment includes canopy and suitable ducting for the removal of fumes.

An important range of numbering machines for use in the printer's forme are the "Leda" type-high series, as used by Government and commercial printers in many different countries, in the production of stationery, invoices, cheques, tram and bus-tickets, and all types of numbering printing where accuracy is essential. The 5-wheel machines are fully automatic, with forward to backward action, but in the 6-wheel type the sixth wheel is hand turned. The prefix "No" can be used or else replaced by a letter or letters, and the figures are made of hardened steel and characters can be engraved in all forms, including Turkish, Arabic, Hindustani, Persian and Chinese. In type high numberers, wear of the machine or damage to the work can occur if high plungers have to be employed, and an

important feature of this series is that the plunger needs only one-sixteenth of an inch movement for completely accurate working. All the standard machines have steel engraved wheels, and die-cast figure wheels are not employed, as experience has shown that figure wheels in these soft materials cannot be guaranteed for any period of time.

The Joint Industrial Council of the Printing and Allied Trades has issued some valuable information concerning the use of anti-set-off spray fluids, following a report in the medical paper "THE LANCET" dealing with the effects of such fluids on the health of workers who are in close contact with the spray. A very brief summary includes the following recommendations: (1) Use as little spray fluid as possible, and raise the amount very slowly until set-off is prevented; (2) If one gunhead will not prevent set-off with a moderate flow of spray, it is unlikely that excessive flow or pressure will help. Two heads at less than maximum spray fluid flow will be necessary; (3) Avoid conditions which cause diffusion of spray into the room and on to the machine. Spray dust will affect the ink, causing filling in, will block up oil holes, and will adhere to composition rollers, making it necessary to clean the rollers with water, which is very likely to cause damage; (4) Adjust spray so that it is just quite dry when it reaches the paper—this can be tested by holding the back of the hand at paper level; (5) If Spray is spreading into the room and visible round the machine it is almost certainly excessive. If set-off is still apparent after cutting down the spray to the limit of the work, two gunheads should be used.



SRI SURES CHANDRA MAJUMDAR

Shri Sures Chandra Majumdar, M. P., a former President of the Indian and Eastern Newspapers Society, has had a chequered career. Born of a respectable middle class family in Krishnagar (once the centre of culture in Bengal) in 1888 he had his early education there. From Krishnagar to Calcutta is not a long distance and the revolutionary ideas which were then spreading from Calcutta as their spring-head throughout the country possessed Shri Majumdar, yet in his teens. Baptised in the new religion of Bengal's patriotic youth pledged to liberate the Motherland from foreign yoke through armed rebellion, he soon came over to Calcutta. Here he began working under his leader the late Shri Jatin Mukherjee of Balasore fame, under whom the various groups of revolutionary workers in the province came to unite.

In January 1910 along with Jatin Mukherjee and others Shri Majumdar was arrested in connection with the murder of Superintendent Samsul Alam of

the Intelligence Branch. While he was in jail in connection with this case, he was hauled up along with his leader Shri Mukherjee, in the famous Howrah Political Conspiracy Case. Finally the case ended in the acquittal of all the accused in 1911. In the meantime Shri Majumdar had undergone detention for about 16 months in a solitary cell measuring 8' x 5' in the Presidency Jail, Calcutta.



Sri Sures Chandra Majumdar
President, All-India Federation of
Master Printers

From his early days Shri Majumdar had an instinctive love of the art of printing. Coming out of jail he joined the now defunct Cambrian Press of the firm of Erasmus & Jones in 1912. His genius, however, could not long remain confined within the scope afforded by this press. In 1914 in a small house in Calcutta he started in a small way the now famous Sri Gouranga Press. His ideas and imagination about printing got full play within his limited finance in this press. It was later here that he conceived the idea of setting Bengali Script on Linotype Keyboard. After working hard at it for six long years he succeeded in 1936 in finally designing the Bengali Linotype Keyboard with the number of letters reduced from 600 to 124. In 1937, the ANANDA BAZAR PATRIKA started working with the Bengali Lino-type machine. It came to be hailed as a revolutionary innovation in the printing industry. Today there is hardly a Bengali newspaper or a Bengali printing press that thinks itself fully equipped unless it has the Bengali Linotype machine.

From his designing of the Bengali Keyboard of a Linotype

(Continued on page 23)

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JAPANESE MANUFACTURER MEETS INDIAN PRINTERS

Grand Tea Party at Chandamama Buildings

(FROM OUR CORRESPONDENT)

The Chandamama Buildings at Kodambakkam, Madras, which usually hum with great activity, developed a spectacular appearance on Saturday the 20th March 1954, when a special tea party was arranged there to enable Mr. Z. Komari to come into contact with the distinguished printers of the City. More than sixty printers of the City generously responded to the invitations sent out by The Standard Printing Machinery Company of Madras who were the hosts of this function. Those that were present included Prasad Process, B. N. K. Press Ltd., Photo Litho Press Ltd., Artisan & Co. Ltd., Central Art Press, Uma Printers, Ananda Bodhini Press, Sunday Times Press, Sri Magal Co., Asian Printers, United Printers syndicate, Nelson & Co., Vijaya Press etc. Sri B. Nagi Reddi, Proprietor



Mr. Z. Komari

of Chandamama Publications and Sri B. L. N. Prasad, Proprietor of Prasad Process extended great courtesy to the invitees present by taking them round the Prasad Process where the invitees could see the Komari Offset C. P. Model-1 machine and equipments which are installed by them and are in working for more than two years now. They explained to the visitors that these machines were working all through the 24-hours under shift system and the visitors were shown multi-colour posters and calendars beautifully printed on these machines.

After surveying the Offset Machines, the distinguished guests assembled in the big hall where delicious dishes and tea were arranged by the caterers Mysore Cafe. After refreshments, Sri Nagi Reddy welcomed the chief Japanese guest Mr. Z. Komari and the invitees assembled there and requested Sri Sohan Lall, Governing Director of The Standard Printing Machinery Company, Madras, to introduce the Chief Guest to the assembly. Sri Sohan Lall, in a brief speech, introducing Mr. Z. Komari, dealt with the salient features of the Japanese machinery industry which he had observed during his previous visit to Japan. The Japanese were capable of manufacturing cheaper quality machines; they could also build machinery of high quality as is obtained in any Western country. While he was in Japan, he was deeply attracted by two outstanding printing machinery

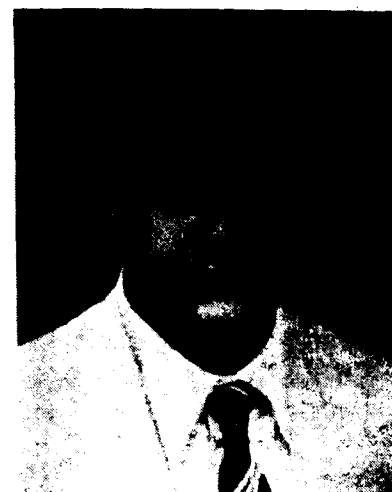
manufacturers and one of them is the well-known Komari Printing Machinery Co. Ltd., whose president was fortunately present amongst them. He paid due tributes to Komari Printing Machinery Co. Ltd., which has recently started manufacturing costlier types of Offset Machines which would favourably compare with well-known makes like Roland. Mr. Z. Komari, who was apparently moved by the hospitality of the hosts and the cordiality of the guests, expressed his deep feelings of happiness in meeting the distinguished printers assembled there. Being a Buddhist by religion, he always felt a spiritual affinity with India and as one engaged in the printing machinery industry he was naturally happy to meet the Indian printer friends present there and he was indeed looking forward for an occasion



Sri Sohan Lall

APRIL 1954

like that. But, as the president of a colossal organisation, it was not always possible for him to go out of Japan as and when he liked. Nevertheless, he assured the printers that gathered at the party that he would be immensely happy to serve them with his abilities to the utmost. He incidentally explained to the visitors that in Japan, there are two industrial centres, where printing machinery is manufactured. One is at OSAKA where machines of a cheaper quality are manufactured for export purposes and the other centre is at TOKYO where machines of high quality are designed and made for home consumption as well as for exporting. He informed the invitees present that his firm is always keen to produce quality machines. At the moment, his firm is manufacturing handfed as well as automatic high speed machines and in the latter machines the structure is quite sturdy and all the automatic machines are made with full ball bearing and anti-friction



Sri Baldevji

drive system, which gives them a value comparable to the machines manufactured in other countries. He once again conveyed his deep sense of gratitude to those that were present at the function for giving him the unique opportunity of meeting them and amidst a salvo of cheers from the visitors, he took his chair.

Sri Baldevji, the Managing Partner of the Standard Printing Machinery Company proposed a

vote of thanks and the members gleefully parted. Sri B. Nagi Reddy took the chief guest and the other invitees round the well-known Vauhini Studios.

The Standard Printing Machinery Company, Madras and their associate offices The Standard Type Foundry at Calcutta, Bombay and Delhi deserve the thanks of the Indian printers for being responsible for this visit of Mr. Z. Komari to this country. It was at their express invitation that Mr. Komari, in spite of his multifarious avocations, visited this country thereby giving an opportunity for the printers of India to meet him in person and *vice versa*. Mr. Z. Komari is the president of Komari Printing Machinery Co., Ltd., Tokyo, Japan, which firm specialises in the manufacturing of the famous Komari Rotary Offset Machines and allied equipments. He is also the president of The Tokyo Printing Machinery Manufacturers' Association.

News and Views

SALES TAX ON PRINTJOBS MADRAS HIGH COURT'S ORDER

On a revision petition filed by Sri D. Ramaswamy, Proprietor, Court Press, Salem, in the Madras High Court, their Lordships Satyanarayana Rao and Rajagopalan JJ., delivered judgment that sales tax on printing establishments should be levied only on paper consumed and not on the turnover which included work and labour.

Sri D. Ramaswamy, Proprietor of the Press, was assessed in respect of sales tax for the year 1950-51 by the Assistant Commercial Tax Officer, on a turnover which included paper sold by him to parties and charges for printing, perforating etc. The turnover on which sales tax was levied after exemption amounted to about Rs. 14,000. He appealed to the Appellate Tribunal, pleading that the Assistant Commercial Tax Officer had included in the turn-over the value of paper sold to customers and printing and labour charges. He contended that the Assistant Commercial Tax Officer's order was wrong. The Appellate Tribunal confirmed the finding of the Assistant Commercial Tax Officer. Against that order the revision petition was preferred.

In the course of their judgment, Their Lordships observed that the petitioner was assessed in 1950-51, on a total turn-over

of Rs. 19,221-7-6, which was made up of (1) receipt for civil court work Rs. 3,664-4-3; (2) printing, perforating numbering and binding charges Rs. 10,194-3-6 and (3) paper used by the press Rs. 5,362-15-9. The contention of the assessee was that it was only the third item that constituted sales liable to be taxed. But, in this case, as that turn-over is less than Rs. 10,000, that item also was exempted from sales tax. With reference to items 1 and 2, the contention of the assessee was that they did not amount to "works contract" even as defined by the Sales Tax Act, but they represented only the labour charges. Quite obviously, that contention would apply to the second item. The contention of the assessee was, however, repelled by the Department and was also rejected by the Appellate Tribunal.

Their Lordships further observed that the Tribunal itself had found that the assessee had issued bills to his customers separately for paper and for printing charges. The Tribunal, apparently, did not consider the possibility of the sale of paper by the printer as a dealer. When paper purchased from others and turned over to the printer could be undoubtedly the purchaser's property, Their Lordships observed, they failed to see why sale of paper by the printer himself could not make that paper the purchaser's property, namely, the customer's

property. If it was the customer's paper that was used and if that paper was sold by the printer himself that sale would be liable to tax, if the total turn-over of those sales amounted to over Rs. 10,000. But that was not the case in the present petition. Since the assessee took the precaution of showing the sale of paper and labour charges separately, the labour charges did not come within the scope of the definition of "works contract" and as pure labour charges they were not taxable. And as the taxable turn-over was below the minimum, it was not liable to be taxed.

Proceeding, Their Lordships observed that the Tribunal had no doubt left the first item. Even if that be viewed as "works contract"—on which the court was not called upon to express any opinion—it would be below the taxable turn-over. There was, therefore, no need to apportion it between the cost of labour and cost of material deemed to have been sold within the meaning of the definition of "works contract". Even taking it on to the third item, the amount was below the taxable limit.

In the result, Their Lordships allowed the petition setting aside the order of the Tribunal. With reference to the assessment, Their Lordships held that the amount, in its entirety, would be treated as not liable to tax.

(Continued on page 27)

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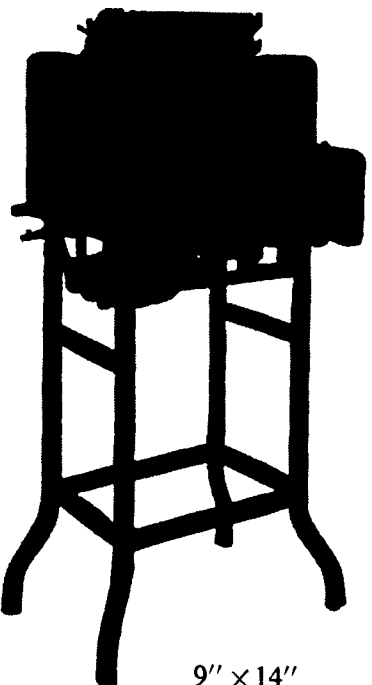
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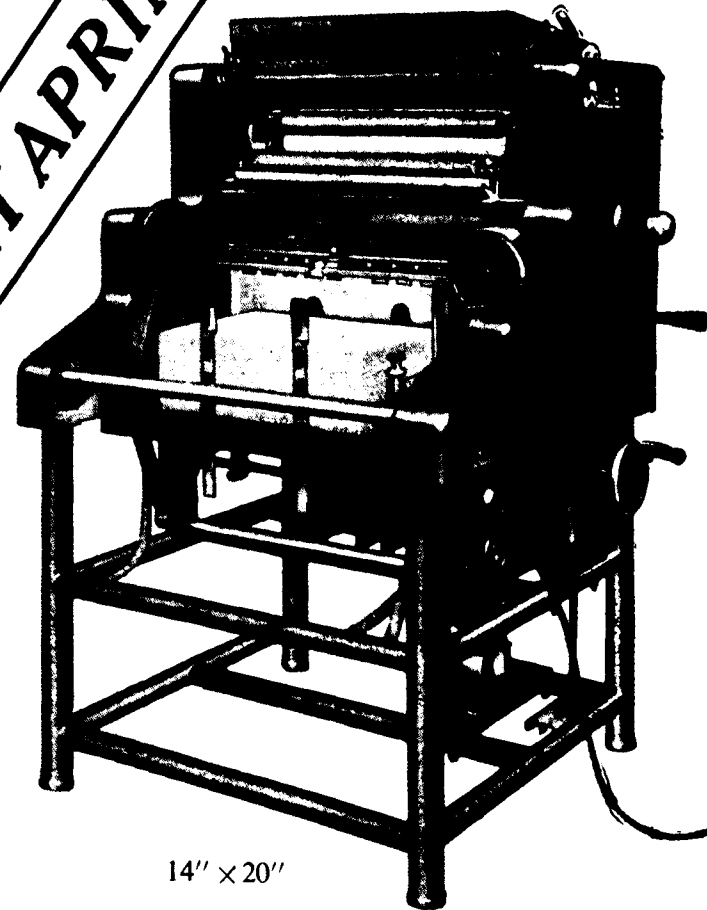
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Spotlight on Persons & Firms

(Continued from page 17)

machine has flown in the ideas of the improved Bengali Type-writing machine. Shri Majumdar has also designed the Keyboard of the modern Standard Remington Bengali Typewriter. The Government of West Bengal has accepted Shri Majumdar's system and his Keyboard.

It was as a natural sequence to his political activities that he started the famous ANANDA BAZAR GROUP OF NEWSPAPERS in collaboration with the late Shri Prafulla Kumar Sarkar and the late Shri Mrinal Kanti Ghosh. It was in 1922 on the Dol Purnima day that the ANANDA BAZAR PATRIKA came out from the Sri Gouranga Press. Its very first issue created a sensation in the field of Bengali journalism. With a planned layout only possible from a skilled typographer of Shri Majumdar's calibre, the paper was attractive from every point of view. It was evident from the very first day that it has come to stay. Its circulation was then limited to the fullest capacity of the flatbed cylinder presses. Started right in the midst of the non-co-operation movement, ANANDA BAZAR PATRIKA had to meet all the furies of the then Government but never did it bend its head low.

When the C.D. movement began in 1930, a fresh security was demanded by the Government from the ANANDA BAZAR PATRIKA under a Press Ordinance which had just been promulgated. ANANDA BAZAR refused to deposit the security and suspended publication for six months. Towards the end of the year it resumed publication from 18, Mirzapore Street where a new

press under the name Ananda Press had been set up as the Sri Gouranga Press was not big enough for the purpose of publishing the journal.

In 1932 the increasing circulation of the ANANDA BAZAR Patrika again necessitated Shri Sures Chandra Majumdar to shift the Ananda Press to a more spacious house which was found at 1, Burman Street from where the paper and its sister journals are published at present. To cope with the paper's mounting circulation two Duplex Tubular Rotary Presses were set up in the premises mentioned above.

In 1933 from this press came out the DESH, which is now one of the most popular weeklies in the field of Bengali journalism. In 1936 the Sri Gouranga Press was shifted to its new premises in Chintamani Das Lane.

In 1937 Shri Sures Chandra Majumdar took a fresh venture in the field of journalism by starting the English daily HINDUSTHAN STANDARD. In 1951 the Delhi edition of HINDUSTHAN STANDARD was started. The paper which has since attained great popularity is printed on a Hoe Rotary with modern equipments from a spacious house of its own.

To cope with the readers' increasing demand for the ANANDA BAZAR PATRIKA, DESH and HINDUSTHAN STANDARD, a new large building is being constructed in Sooterkine Street, Calcutta, where a giant Hoe and Crabtree 4-unit 4-plate wide Super-Speed Press with tricolour attachment will be set up.

As early as in 1916-17 Shri Sures Chandra was the pioneer in the field of organising the Calcutta printers as a well-knit body with a view to fighting the

practice of rate cutting. For various reasons the association then formed was but short-lived. When in 1936 the Calcutta printers joined hands with Shri S. N. Guha Ray to start the Calcutta Printing Press Owners' Association, Shri Majumdar was the guiding genius behind the move. It was but natural that he was called to fill in the President's chair of the Association on the death of its first President, Shri K. K. Mitra. Shri Majumdar held this position till 1952 when due to indifferent health and great demands on his time by his various political activities, the Association regretfully allowed him to retire.

It is but fit and proper that Shri Majumdar who began his life as a printer 40 years ago and made a revolutionary innovation in the history of printing by his creation of the modern Bengali Keyboard for Lino-composing machine, should be elected by the Master Printers of India to lead them in their deliberations at the Calcutta session of the All-India Printers' Conference.

While Shri Majumdar had been busily engaged in the printing and the journalistic business, he continued to have the deepest and very active association with the different phases of the national movement in the country. For about ten years from 1927 he was President of the North Calcutta Congress Committee. In 1942 he was arrested and detained for a year in connection with the "Quit India Movement". His largely circulated papers which had gone all-out in supporting Gandhiji's new movement also ceased publication for some time as a protest against restrictive Press Laws enforced then.

Besides, Shri Majumdar had the most intimate association with Netaji Subhas Chandra Bose spread over many long years.

Shri Majumdar has rendered valuable service to Indian Political Literature by publishing Bengali editions of Prime Minister SHRI JAWAHARLAL NEHRU'S AUTOBIOGRAPHY, HIS GLIMPSES OF WORLD HISTORY, PRESIDENT DR. RAJENDRA PRASAD'S INDIA DIVIDED and CAMBEL-JOHNSON'S MISSION WITH MOUNTBATTEN.

In 1945 he became General Secretary of Rabindranath Memorial Committee whose name was later changed into Rabindra Bharati. He has since been holding this position.

Since the days of Non-co-operation Shri Majumdar gradually grew to be a pillar of strength to the Congress in Bengal by dint of both his personal association with it and the influence his journals exercised more and more on the course of the Congress movement for freedom in this province. Fitly enough, with freedom dawning on the country he found his place on the wider plane of Congress Parliamentary activity at the Centre. As the Constituent Assembly was set up in 1947, he was elected to it on Congress ticket.

This opened a new chapter in his eventful career. He took vigorous part in the framing of the stupendous Constitution of the Sovereign Indian Republic. Among his most notable contributions to it was what he did in getting "Bande Mataram" adopted as one of the National Anthems of India.

In 1952 when the first General Election for constituting the

State Legislatures and the Parliament of the Indian Republic were held on the basis of Adult Suffrage, he was elected to the Council of States on Congress ticket.

Shri Majumdar is a bachelor and is 66 now.

(Courtesy: Hindustan Standard)

SRI TUSHAR KANTI GHOSH

Shri Tushar Kanti Ghosh, youngest son of Mahatma Sisir Kumar Ghosh, was born in Calcutta in the year 1899. He was educated at the Bangabasi and Vidyasagar Colleges and became a graduate of Calcutta University in the year 1920. He started his career as a sub-editor of the 'AMRITA BAZAR PATRIKA' in the year 1920. But his strong inquisitiveness to learn things and his enterprising spirit made him acquainted with the work of all departments of a newspaper concern within a few years.



Sri Tushar Kanti Ghosh
Editor: AMRITA BAZAR PATRIKA

In the year 1928 he was appointed Editor of the 'AMRITA BAZAR PATRIKA' and also elected a Director. He lost no time in formulating a bold policy to modernise the paper, and he not only expanded the activities of the editorial department by the addition of various features, but also installed the latest type of Rotary machine and lino machines in the printing press. Under his able stewardship the paper gained a unique popularity and its financial resources expanded greatly.

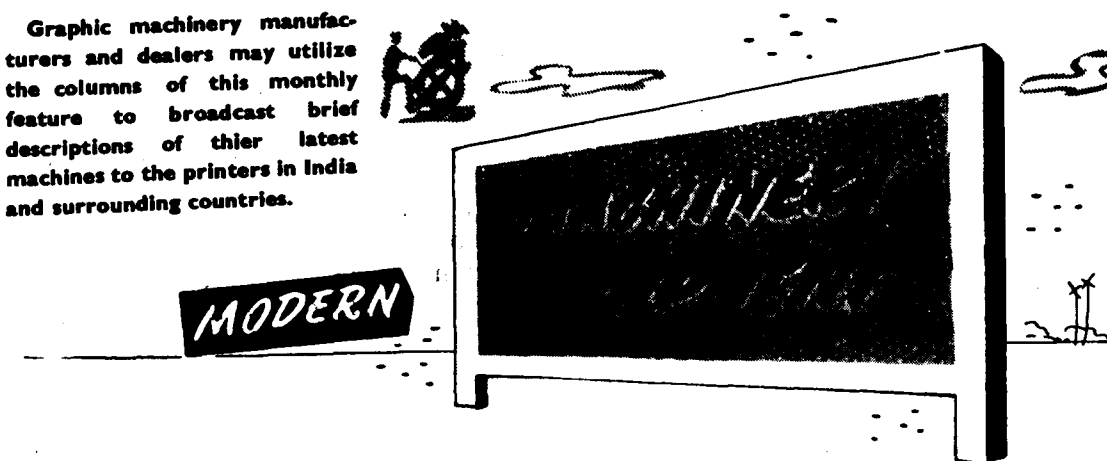
After placing the 'PATRIKA' on a solid foundation, he devoted his attention to starting a Bengali daily, the 'JUGANTAR', in the year 1937. He was quick to realise that there was a very good scope for vernacular papers in this country, and the wonderful prestige and popularity which the vernacular Press has so far achieved is a clear testimony to his unique business instinct. The capacity to understand the intricate business affairs of a modern newspaper and at the same time to conduct its editorial policy is rarely found in a single individual. But Sri Ghosh has been endowed with this double-sided virtue and that is the secret of success of the big organisation controlled and guided by him today.

In the year 1943 he completed all the necessary arrangements for simultaneous publication of the 'AMRITA BAZAR PATRIKA' from Calcutta and Allahabad. Emboldened by the success of this new venture, he started the 'AMRITA PATRIKA' in the Hindi language from Allahabad in 1949.

Although he is busily engaged with his vastly expanding organisation, he spares no pains in

(Continued on page 28)

Graphic machinery manufacturers and dealers may utilize the columns of this monthly feature to broadcast brief descriptions of their latest machines to the printers in India and surrounding countries.



The GRAFOPRESS Automatic Platen Press manufactured by M/s Kovo Ltd., Praha is an universal machine for all printing work—typematter or halftone in single or multicolour. It has been designed to satisfy the most exacting requirements of modern printing technique.

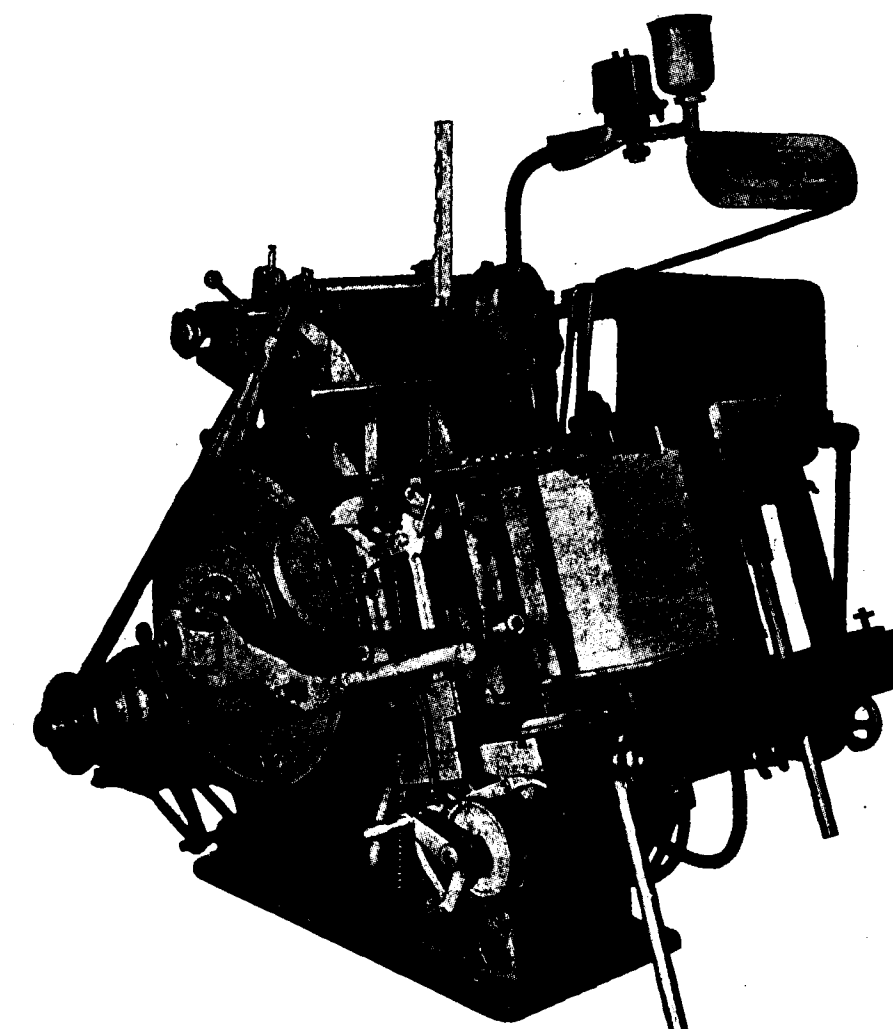
Prominent among the important features of the machines are the provision of a lever for withdrawing of inking and spreading rollers, adjustment of rails with the help of a screw, and the adjustable ink spreading device. Withdrawal of the sweeper arms permits a better manipulation with the ink and a quick washing of all rollers and is very advantageous for the adjustment of feed stops and for lifting at the forme. The withdrawal is noiseless and safe. The adjustable ink spreading device makes it possible to use several inks of different colour simultaneously as the accurate dimensioning of the rollers excludes overlapping of ink. The regulation is easy on account of the special pulley used. The pulley is made of two discs pressed against each other by a spring. The push button control is provided on the machine within easy access of the machine-man.

The safety guard provided in the machine bears an end-switch

which stops the motor immediately when the guard is turned to right and also stops the Press. The stopping is brought about by a three-pole contactor mounted on the frame on the side of

pump. The motor is also switched off automatically when the Press is overloaded, by a thermal cutout mounted in the contactor.

(continued on page 27)



Kovo's "GRAFOPRESS" Automatic Platen

Picture of an Optimist

(Continued from page 4)

helping our country in being self-sufficient in the realm of cards. I was quite young and I was replete with the zeal that goes with youth. In 1948 I left the shores of India and went to Japan. There I visited some of the leading playing-cards factories. I could get excellent advice from a Japanese technician who was in charge of a bombed factory. I was for over four and half months in Japan studying the manufacture of Playing-cards, Paper making, etc. I also visited KOBEX factory, making printing-inks and varnishes. While I was observing this factory, the idea of manufacturing printing-inks faintly took shape in my mind. My press was consuming every month large quantities of ink and coating varnish. I therefore thought that if I could manufacture printing-inks, I could at least succeed in feeding my press with the inks that were required which would go a long way in cutting down the production cost of cards. As I continued my study tour of Japan, the idea of manufacturing printing-inks crystallised vastly and I finally decided to start a modern manufacturing plant producing printing-inks and varnishes. On my way back from Japan, I visited China, Siam, Phillipines, Burma etc. I returned to India by the end of 1948. After my landing, thoughts that hovered in my mind while I had been in Japan struggled for physical expression which naturally resulted in my importing most modern Japanese machines in 1949 for the manufacture of printing-inks and varnishes. Thus in the year 1949, Rainbow Ink and Varnish Manufacturing Co., Ltd, was

born and ever since, it has been growing in great strides. With the installation of the ink factory at Bombay, I was filled with a great desire to study the Printing-Ink industries in Western Countries. In 1950, I left to Germany and for over three months I was studying the printing-Inks Industry in Germany and surrounding countries.. I also visited Norway Sweden and England, from where I voyaged on to the United States of America. I visited the I. P. I. at New York which is one of the biggest Printing-Inks plants in the States. I also visited the largest Playing-cards factory in the world. These visits of mine to foreign countries have enlightened me a great deal and I sincerely believe that a few trips around the globe yield one many useful tips." He smiled playfully and once again raised the glass to his lips.

"That is the story of my career in a nutshell. Today the Popular Fine Art Litho Works is producing fifteen thousand packs of playing-cards per shift per day and this will go up to 40,000 packs per shift per day when our expansion scheme is completed by the end of this year. Hundreds of workers are doing their utmost and in collaboration with them, efficient and dutiful members of the staff are also contributing their mite in building up the press and the ink factory. As one genuinely interested in the growth of Indian printing - inks industry, I am always ready to work to any extent to see that this industry in India reaches high standards. In modern times, the success of any industry, particularly the printing-ink industry, is proportional to the benefit and services it can offer to the consumers. Keeping this in the mind, I have opened

the Technical Service Department to help the printers in their day to day problems. A Research Laboratory has been established attached to the factory, wherein expensive research is perpetually carried on not only to improve the quality of inks but also to develop newer types of inks. Because of all this, our factory is able to offer top quality inks to the printers. I think we are the first in India to start manufacturing plastic inks. We always welcome creative suggestions from one and all. We have recently brought out a publication entitled "Printers' Guide" in which a vast amount of useful information about the printing-inks is collected and offered for the benefit of the printers. Thousands of copies of this publication are distributed among the printers freely. I am always grateful for the constructive suggestions which I receive now and then from my customers for improving the quality of inks and I express to them my deep sense of gratitude for their patronage. I am going to Germany during the first week of May for visiting the DRUPA FAIR at Dusseldorf and also to buy modern machinery and study further the latest trends of development in the manufacture of Printing-Inks and playing-cards. We have recently formed the Indian Printing-Inks Manufacturers' Association, for which I am the Secretary."

He paused for a while and keenly looked at me. He said in a piquant tone: "Much of the old adventure of my youth seems to have disappeared now. Nowadays I am usually busy looking after the welfare of the workers and the staff. I do not know what the future holds for me in

(continued on page 27)

PRINTINDIA

Printers' Advisory Board

Printindia has great pleasure to announce that a special Printers' Advisory Board is now constituted with a team of Experts with the idea of serving the printers of this country in various ways.

To-day, in India, the printing trade is fast progressing, and printers are growing more and more aware of the need for improving the standards of printing. There are thousands of printers scattered across the huge sub-continent of India, and most of them have a great desire to improve their printing to higher standards of craftsmanship. It is a matter of common knowledge that betterment of the Printing line is only possible by switching on to better machinery, by choosing better inks and by keeping oneself fully informed about the new trends in the enlarging realm of Graphic Arts. Nowadays lack of true information and unbiassed advice is a great obstruction in the path of all progressive small printers to forge ahead to higher scales of creative work.

Printindia has sponsored the Printers' Advisory Board with the idea of advising all printers, in this country, in respect of choosing the machinery they want to buy and in diverse other matters. In the first instance this service is open to all the printers in this country.

The problem of buying the right type of machinery stares the printers in the face. There are hundreds of machines available in this country manufactured by foreign firms, but the printers should have the right discrimination to choose the type of machinery that suits them most. While going in for new machines, a printer should carefully consider the requirements of his press, the type of jobs he expect to do on the machines. It is very unfortunate that some printers rush in hastily in this crucial matter and later land themselves in grave difficulties. These troubles will not be there, if at the very outset right advice is taken and Printers' Advisory Board is started to guide them in this direction.

Similarly printers may also utilize the services of the Printers' Advisory Board in the question of inks, paper, blocks, types etc., and in all these matters the Advisory Board will give honest and unbiassed advice, keeping in mind the ultimate good of the printers concerned and all correspondence will be treated in a confidential manner.

We hope that the printers in this country will utilize the services of the Printers' Advisory Board to the maximum extent possible.

For Details Please Contact:

PRINTERS' ADVISORY BOARD

C/o PRINTINDIA

"KUBERA BUILDINGS"

21, SUNKURAMA CHETTY STREET, MADRAS-1

APRIL 1954

Picture of an Optimist

(Continued from page 26)

its plam. But I can say that the optimism of my green years has not left me even now."

For a while, both of us remained absolutely quiet. He had told his story and as I looked at him on the screen of my mind reels of his interesting career fledted past as in a film. For all that he had done, I could not but admire his bravery, grit and wisdom. I took leave of him of Sri N. L. Contractor, Managing Director of the famous Rainbow Ink & Varnish Manufacturing Co. Ltd. and the head of the Popular Fine Art Litho Works of Bombay.

Modern Machinery and Equipment

(Continued from page 25)

And above all, a gripper system of feed and delivery, pneumatic sheet straightener and central lubrication makes the machine most perfect and upto-date. It has a minimum printing size of 26 x 35 cms. 5 x 8.5 cms. respectively and a speed of 4500 prints per hour.

News and views

(continued from page 21)

It has been decided to hold the Annual Congress Session of the British Federation of Master Printers at Harrowgate, England, from 22nd May to 26th May 1954.

A new combined copying and screen printing apparatus for copying, mounting, retouching and printing purposes has been manufactured by Messrs. Erich & Meartes of Bad Kreuznach of Germany. This apparatus can be fitted with a dark room light and powerful krypton gas lamps operated at ordinary voltages.

Towards Better Printing

(Continued from page 9)

the other Printer friend that Wharfedales in use are quite strong, sturdy and precision built with all advantages of geared inking, with either flyer or perfection delivery with automatic feeding, is the outcome of ignorance of the reality of the situation. Machines like vertical Miehles, Albert, Heidelberg automatic Cylinder, Frontex Stop Cylinder, Victoria Front and Poly Two-Revolution Machines are some of the modern cylinder machines to be cited. The fact that Chandler and Price Platen, which is only good enough for cheap kind of work, not calling for quality and precision, is still considered by most of the printers in this country as the best amongst the platen machines, shows the backwardness of the Printing Industry as a whole. The most essential pre-requisites for a good printing machine, be it platen or cylinder, is the rigidity of impression, accuracy of work and perfect inking system. The inking system is by a rotating disc instead of a drum.

This machine is not good enough for quality work like colour printing and half-tone printing for the simple reason that impression is not rigid owing to the lightness of the platen. Moreover, disc inking which is essentially an ante-diluvian device, renders the machine incapable of producing good work especially in colour works.

Letterpress printing is a specialised manufacturing activity which needs precision workmanship as much as any branch of Engineering. Types and blocks have to be assembled together before the final processing on the Printing Machine and they must

be thoroughly checked as to the type-high and should be properly set. Have we ever calculated the time taken for make-ready, the time from the moment of putting the forme on the bed of the press to the satisfactory print? A close observation will reveal that 50% of the machine-time is wasted on make-ready, even with the best workmen. The reason is absence of the use of proper proofing machine, as prevalent in foreign countries. Some Presses even do not have an ordinary Proofing Press for taking galley proofs. The other suggestions like co-ordination of Printers on mass scale, forming of Printers' Associations, increasing interest of the Government into the Industry both by enquiring into the present state of affairs and also of offering State Aid are very helpful suggestions for the improvement of the Industry. The co-ordination of the Printers, no doubt, is like a bitter pill to swallow but its effects on the Industry will be far-reaching and advantageous.

Last but not the least of importance will be the contribution of our skilled personnel by forming into an Association which should devote itself mainly for research and improvement in the Machine and Technique of printing in the light of the conditions prevailing in our country. Foreigners cannot appreciate our difficulties and nobody else can do much better, than our own people, in this direction. This being the third largest industry, it is the bounden duty of every Printer and also those connected with this trade to go through the suggestions offered and see that the Industry makes a rapid progress with new and improved methods followed by mutual co-operation and co-ordination.

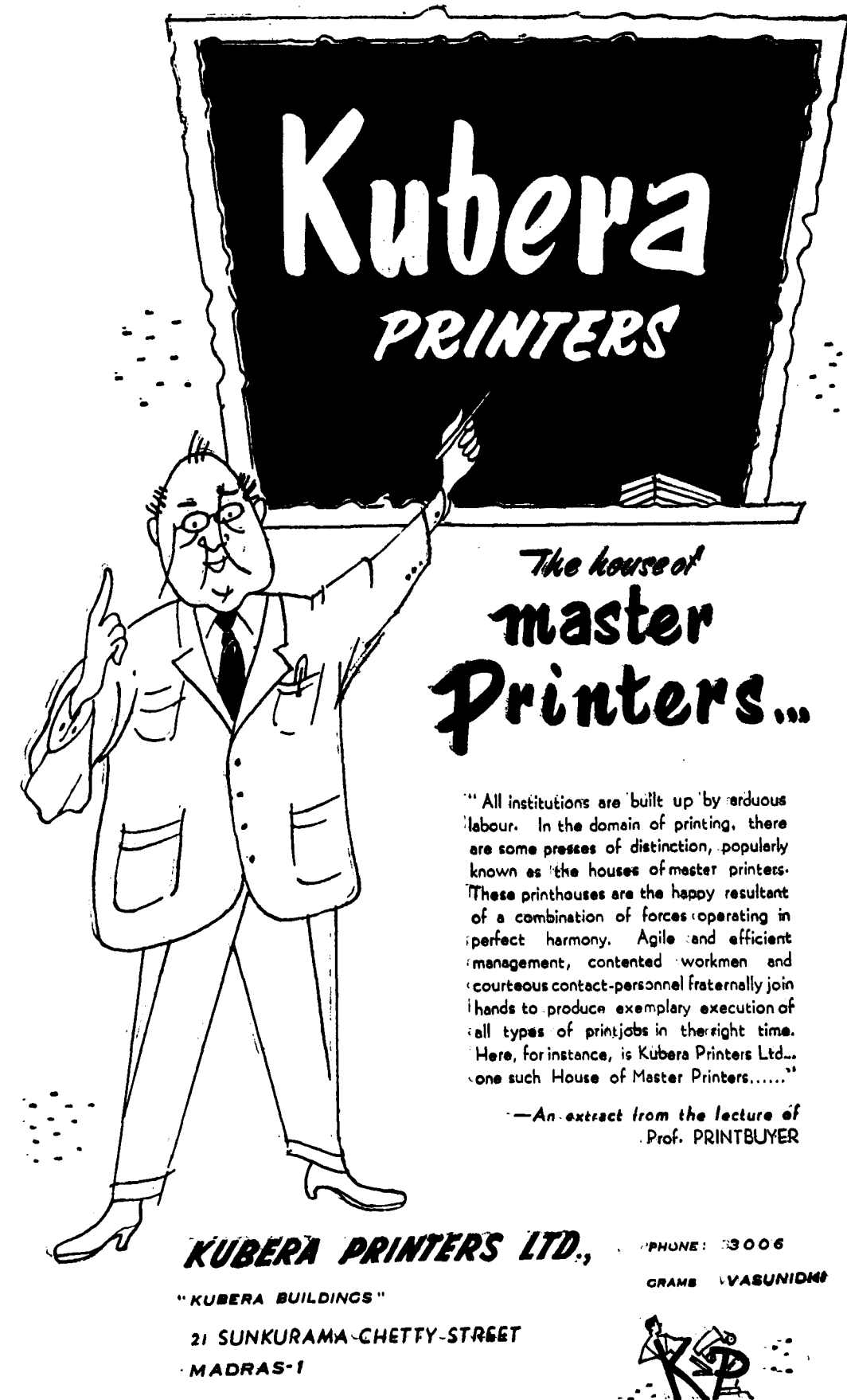
Sri Tushar Kanti Ghosh

(Continued from page 24)

attending to numerous public and social activities whenever called upon to do so. He was elected President of the All-India Newspaper Editors' Conference in 1946-47 and in the following year he was elected President of the Indian & Eastern Newspaper Society. He represented India on the Empire Press Union Conference in London in June, 1946, and travelled extensively in various European countries. He was also the leader of the Indian Press Delegation to Egypt in the year 1950. His contribution to the promotion of goodwill and friendship between the Press and the people of India and Egypt was highly appreciated both by the Indian and Egyptian Governments.

He was elected President of the Indian Journalists' Association, Calcutta, Andhra Journalists' Conference at Guntur, 1937, All-India Printers' Conference at Poona, 1939, All Jammu & Kashmir Conference, Lahore, 1942, and took a leading part in the Indo-Pakistan Editors' Conference and went thereafter to visit Pakistan with various goodwill missions. He is the Founder-Director of the PRESS TRUST OF INDIA Ltd. and is at present the Chairman of the UNITED PRESS OF INDIA Ltd. He was a member of the Central Board of Film Censors for three years, and presided over the All-India Film Journalists' Conference at Lahore in 1942. He has, according to the noble tradition of his family, always fought for the freedom of the Press and had to court imprisonment for three months in the year 1935.

(Courtesy: Hindustan Standard.)



Kubera
PRINTERS

The house of
master
Printers...

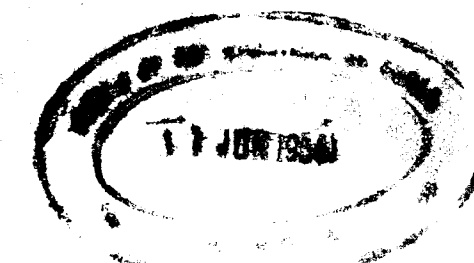
"All institutions are built up by arduous labour. In the domain of printing, there are some presses of distinction, popularly known as 'the houses of master printers.' These printheuses are the happy resultant of a combination of forces operating in perfect harmony. Agile and efficient management, contented workmen and courteous contact-personnel fraternally join hands to produce exemplary execution of all types of printjobs in the right time. Here, for instance, is Kubera Printers Ltd., one such House of Master Printers....."

—An extract from the lecture of
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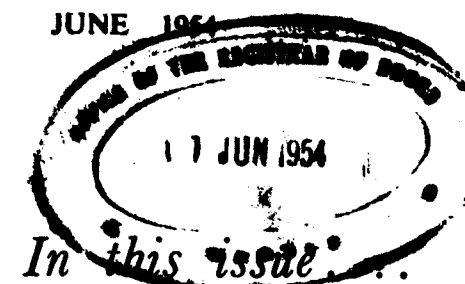
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A Monthly Magazine Devoted to Printing & Allied Industries

Vol. 2]

JUNE 1954

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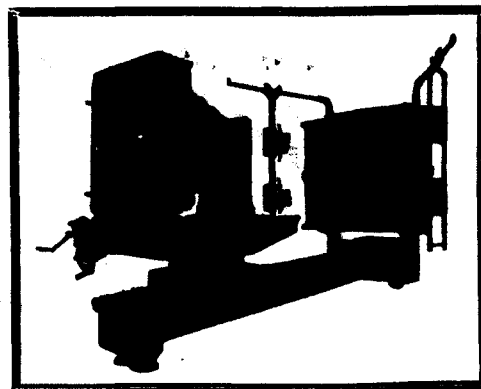
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- Editorial: Problems of Paramount Importance
- Romance of Printing Inks Manufacture
- The Need for Packaging as an Industry
- Progress in Printing
- Paris Graphic Arts Fair 1954
- Governing Council Meets at Bangalore
- Prominent Bangalore Printers
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EDITORIAL

PROBLEMS of PARAMOUNT IMPORTANCE

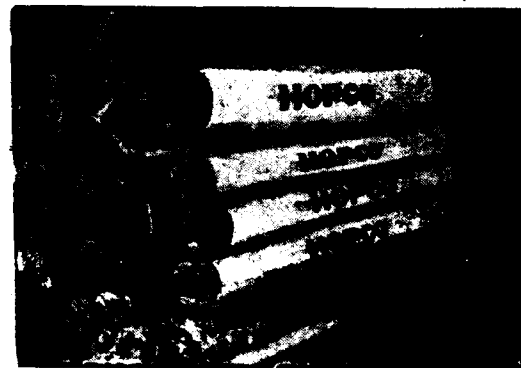
At a recent general body meeting of a local printers' association, some questions of great importance have cropped up. These questions have been answered by the members in their individualistic vision but we believe that a firm policy should be laid by the All India Federation of Master Printers with respect to these important questions, as they cannot be solved on a provincial level and, therefore, should be tackled on a national level.

Let us first of all examine whether persons engaged in the allied trades of printing should be enrolled as members of the printers' associations. The term "Allied Trades" in this context naturally refers to block-makers, type foundries, printing machinery dealers, type metal suppliers, paper makers etc. The allied trades of printing constitute a huge domain separate by themselves and their interests are naturally not common with the interests of the printers on a mass scale. Strictly speaking, an association may be defined as a conglomeration of persons bound together with common interests and working in unison for the betterment of the members of the Association in all aspects, guided by objectives in a large measure common to all the members. If we accept the above definition of an association, persons other than printers have no place in the printers' associations. Some members at the aforesaid general body meeting argued that the printers' associations will be getting more money by way of membership fees if persons from the allied trades are also enrolled as members. On the face of it this is a fallacious argument, for no association is started for money and no association is guided in its forward march by considerations of money alone. Instead of mooted out these haphazard proposals, it will be better for the printers' associations to work hard to enrol more members of the printing trade, by running a broad campaign on a nation-wide basis, so that thousands of printers in this country may rally behind these associations affiliated to the main India body. The printers being the "buyers" and the allied tradesmen being the "sellers", their interests are naturally antagonistic to each other and anyone that suggests that the allied trades members may also join the printers' associations is only sounding a short-sighted false signal. The All India Federation of Master Printers should take up this issue and give a ruling as a policy, so that the provincial associations may abide by it without goose-stepping into make-shift arrangements. However, the possibility of enrolling members from allied trades may be considered under some conditions. Members of the allied trades of printing who are not having any associations of their own for the time being may be enrolled as guest members and not as regular members. This is a suggestion which "PRINTINDIA" offers to the All India Federation of Master Printers. Printing machinery dealers, block makers, type metal suppliers etc., who belong to the allied trades of printing may be enrolled as guest members at their own free will as their business, to a large extent, depends on the progress achieved by the printing industry. These guest members may be offered concessional facilities for the annual exhibition held during the All India Printers' Conference.

Another problem that faces the provincial printers' associations is the annual printers' conference which may be held within their jurisdiction and for which considerable expenses have to be provided for to conduct it with grandeur. At the recent general body meeting referred above, a certain member proposed that the members of the association may be asked to donate about Rs. 500/- each to defray the expenses that may be incurred for conducting of the conference. Though there is nothing wrong in collecting donations and in sustaining an organisation on them in the beginning, taking a long range view, the running of a conference at a huge amount entirely to be derived from donations is of doubtful utility. Taxing the printers of the country in this fashion may ultimately prejudice most of them and may end up in making them averse to the activities of the printers' associations. It is high time that the All India Federation of Master Printers explores avenues of securing the necessary resources to enable the successful holding of the annual conference and the exhibition and these resources should be drawn in as small a measure as possible from the members themselves. In this connection, the annual exhibition can be a source of income, for the floor space that is let out to the machinery dealers for the holding of their stalls can amount to quite a large amount which can be earmarked for the expenses of the conference. Besides this, the souvenir that is usually brought out may be made into an effective medium of revenue by way of advertisements from the trade. The souvenir should be printed by a large number of presses *gratis* and it will not be difficult to obtain paper and the other materials required for the souvenir as a gift from some of the allied trades people in view of the importance of the conference on a national level. If these efforts fail to defray the expenses of the conference, the members' cooperation can be sought to the extent necessary. On this issue also the All India Federation of Master Printers should suggest some sound scheme so that the printers' associations of the areas where the conferences are held may be in a better position to organize them on a grander level.

—TEMPORAU

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Romance of Printing Inks Manufacture

By

Mr. O. L. J. MILLIGAN

A brief and interesting account of the genesis, growth and development of one of the popular Printing Inks Manufacturing Companies in India is given in the following article
—EDITOR

This is yet another narrative of the romance of industry. It was in 1927 that the Ganges Printing Ink Factory was started at Howrah in Bengal. That was an unsettled period still recovering from the First World War which had changed values so tremendously; four years later an unforgettable depression swept the world. Courage therefore was needed at that time to launch any enterprise, especially when it was connected with an industry comparatively new to India.

Mr. Gulbrand Lochen who in 1921 had founded the firm of G. Lochen & Co. and for many years past had been Consul General for Norway in India, Burma and Ceylon, foresaw that with the tremendous growth of education that had already begun and was bound to continue, there would one day be great scope for printing inks manufactured on scientific lines in this country. His firm were large importers of paper and board from Norway and other countries and he was therefore in close touch with people interested in Printing Ink. So GANGES was born and became the second printing ink factory in India.

Like the early days of all business ventures those days were extremely difficult. Several printing ink makers in Europe came

forward to help with capital, raw materials or semi-finished products, but Mr. Lochen invariably declined to entertain such proposals; from the beginning he wanted the factory to be independent of foreign manufacturers in the line. Capital, however, was not easy to obtain in India, but he got financial support for his scheme from Mr. Atal Behari Ghosh, Mrs. Gouramma Ghosh, Mr. Gour Churn Law and Mrs. Frida Lochen. Mr. Lochen became the Managing Director, with Messrs. Ghosh and Law as co-Directors. A small plot of land was bought at Sibpur, Howrah, not far from the Ganges buildings were erected on a small-scale, machines imported and installed, raw materials were ordered and the intricate process of manufacturing black and coloured printing ink was begun under the control of a European expert.

AN UPHILL TASK

At that time the import duty on most raw materials was about five times higher than that on printing ink. As can be imagined, in such circumstances it was a terrific uphill task to make these new products, to advertise them through the length and breadth of the land, and above all to sell them. The Indian printer, who for generations had been accustomed to using English and Continental inks, naturally and quite rightly,

was suspicious of the new products; he felt that several years would have to elapse before inks made in India became equal to the imported article in excellence of quality.

BLEAK DEPRESSION DAYS

Came then the bleak days of 1930/31 when all business was at a stand-still; in India as in other countries nearly salaries were cut, a large number of firms closed and many business projects failed. Only the stable and courageous survived. Anyone else with less fortitude might have abandoned the attempt, but Mr. Lochen continued the work he had set out to do and concentrated daily on developing the Factory in every way. Slowly but surely all the labours of those years began to bear fruit and by 1939 the name GANGES was well known to printers throughout India, Burma and Ceylon.

TUNG PLANTATIONS

In 1937 Mr. Lochen whose firm were already Managing Agents for tea and tung plantations in Assam, purchased waste land along the Bawani river in Goalpara District and tung trees were planted. Later on more land was added so that the total area is now about 500 acres. The tung nuts are shipped to Calcutta and crushed in the oil crushing mill of Ganges Printing Ink

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Factory Ltd. A large portion of India's requirements of tung oil (China wood oil) is today being filled by GANGES. Part of the oil is sold to paint and varnish companies, but large quantities are used in the manufacture of high-class printing ink as this oil possesses certain qualities which no other has; it improves the drying and makes the ink scratch and rub-proof.

WAR AND MATERIALS CONTROL

Then came the war. Once again the world was reminded of the truth of Kipling's words. "Two things greater than all things are, the first is love and the second war." With the imposition of controls and extreme difficulties in procuring all raw materials whether indigenous or foreign, and in view of the general uncertainty prevailing, it was at first feared that this small Factory might be crushed under the blight of a world war.

TREMENDOUS STIMULUS

Actually, however, the reverse was the case, for war is in certain circumstances the greatest stimulant to trade, and in India a gigantic impetus was given to all industries including that of Printing Inks. During the six years of the war little foreign ink was received in India; consequently, Indian printers had to rely almost entirely on India-made inks and were given a splendid opportunity of becoming really acquainted with them. The Ganges Factory made its contribution to the war-effort too, for, despite handicaps, it steadily supplied the needs of the Indian Government, educational institutions, the Army in India and the public in general. With the increase in sales, the need for expansion of the Plant was keenly felt. In 1944 the Board of Directors, with Mr. S.

Gylseth as Managing Director, decided to build a new Factory; additional land had been purchased so that the present area is about 4 bighas.

POSTWAR EXPANSION

A large two-storey building of modern type was constructed, capable of housing 30 ink grinding mills, with subsidiary accommodation for offices, Laboratory Printing Press, and storage and packing rooms. In 1948 the entire Plant of the old Factory was transferred to the new one. After the war GANGES maintained its reputation, sales continued to increase and more equipment was added. Today 20 powerful mills are working and more are about to be installed.

PIONEER'S DEMISE

The untimely death of Mr. Lochen at his home in Norway in September 1953 deprived the Company of its Founder and one who was its guide for many years. He was due to arrive in India in October. It had always been his ideal to render good and consistent service to Printers in this part of the world, and to that end he laboured ceaselessly.

EMPHASIS ON DEVELOPMENT

Mr. Fjermers, since he became the Managing Director, has laid particular stress on developing the technical side and today a well-equipped laboratory is the mainstay of the production. Three qualified chemists are engaged in analysing raw materials, controlling production, doing research work and solving technical problems which continually arise in the manufacture and use of printing ink.

A matching department undertakes to match special inks that

may be wanted for particular work. To ensure perfect grinding of the ink powerful machines, from 15 to 30 h.p., have been installed. Every batch of ink is carefully tested and compared with the master sample of the particular quality.

A VARIED BAG OF PRODUCTS

Printing Inks of all kinds and colours, Offset, Aniline, Letterpress, Lithographic, Die Stamping, Metal Foil, etc. are produced in the Ganges Factory and sold all over India, Pakistan, Burma, Siam and Malaya. Present sales are about thirty times those of 1939. The quality of inks is maintained at the highest level. This was not always feasible during the war when continuity of supply of particular pigments had frequently to be substituted, resulting in variation of the quality and shade of the ink concerned. With the end of the war this difficulty diminished and the best pigments, extenders and chemicals are now regularly obtainable in Europe and the U. S. A. Several materials such as Linseed Oil, Chrome colours and others are purchased entirely in India, the Factory's policy being to utilise as many indigenous materials as possible.

BOMBAY PLANT OPENED

In 1950 steps were taken to obtain premises for a Branch Factory in Bombay and production began early last year. Owing to shortage of electricity development is slow but the Factory is serving a definite need in promptly manufacturing and supplying Printers' urgent requirements of the higher classes of inks, particularly Offset, whereas formerly these had to be sent from Howrah. The Bombay Factory is managed by Mr. T. Riise, B. Sc.

(Courtesy: Amrita Bazar Patrika)

PRINTINDIA

The Need for Packaging as an Industry

By
"S"

Packaging is recognised in western countries as a very important branch of the Graphic Arts Industries. In India, packaging has not developed to any appreciable measure. The author indicates in this article methods that are conducive to better packaging —EDITOR

Clothes make the man. That has a broad commercial application particularly to packaging. A well designed, attractive pack may at least for a short time, sell indifferent goods; a bad, ill-designed pack may seriously, if not permanently, impair the sale of a first-class product. A package is designed for mass-production. It may be constructed from paper, board, tin plate, wood, glass, aluminium, plastic, foil or acetate sheet.

Packaging today calls for the employment of highly-skilled designers with trained imagination; men who understand industrial production and machine processes and how to investigate the properties of materials; and finally how to relate these things to the needs of the consumers. It makes use of the most complicated machinery for moulding, extruding, filling, wrapping, folding, printing, labelling, sealing and even selling. The techniques of decoration and labelling show distinct signs of development beyond what hitherto had been orthodox printing processes; the silk screen process is now used extensively. The use of paper labels coated with a heat sealing plastic is understood to be growing. The packaging industry has been instrumental in bringing into existence new kinds of coatings for paper. One of the many useful processes involved and one that is likely to have valuable commercial application is the "STRIPCOAT" or hot

dip method of packaging metal parts. Strip-coat is an ethyl cellulose liquid which enables preservation and packaging to be effected in one operation. The metal part is dipped, either manually or mechanically into molten stripcoat which when cool forms a tough, skin-tight, protective covering which is easily removed by slitting and stripping. The process is quick and convenient and does away with heavy grease coatings formerly used as protec-

tion. Its protective quality, ease of handling and semi-visibility will doubtless prove of great value for such packaging as motor-car spares, agricultural machinery tools and many other forms of mechanical equipment. A further war-time development bristling with possibilities is known as wet-strength paper. The development of this paper provided what seemed like a miracle—a paper that remained strong even when wet.



Presiding over the function of the 38th Annual Day celebrations of the Central Polytechnic, Madras, Mr. & Mrs. E. P. Royappa enquiring about the progress of the printing Students.

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A snap of Mr. E. P. Royappa & the Principal of the Central Polytechnic

The package is now considered not merely as a container, but as a selling instrument. Manufacturers, designers and advertising men were turning the package into a real sales weapon. They were studying shape, size convenience, re-use, design, colour, lettering and by their liveliness and initiative were stimulating package suppliers to experiment with new materials, methods and processes, merchandising, presentation and consumers acceptance also require pains-taking investigation. In the case of consumer goods the exact requirements of every market must be known. Local tastes, habits, customs, superstitions and preferences should be studied with great care and the results passed on to designers before work is started. Colour should be carefully considered. In Asiatic countries certain colours are tied up with

native superstitions. In Latin America women purchase face powder more by scent than by colour.

Protection, convenience, economy and appearance are still the basic requirements of packaging. The physical form of the product will usually determine the nature of the protective material required. Granular, powder, solid, liquid oily, viscous or whatever the physical form, it will usually require special consideration to prevent loss of aroma, flavour colour or volatile components of the product. A corn flakes pack may be the most attractive one designed and register instant approval by ready sales, but it will not continue to sell if the corn flakes inside are not crisp and fresh. Against this a competitor may have discovered a method of selling which keeps the contents in excellent con-

dition or perhaps a reseal device which enables the housewife to seal the package again after each serving. It is a certainty that such advantages combined with good visual appearance will outsell the first over again. Breakfast foods, which are used a little at a time, require some form of protection to maintain freshness as long as the packet is in use; biscuits and crisps bread require similar protection; and always in foods and drugs

the protective material must be non-toxic.

How can we improve the package to face increasing competition? Cost is the most important and often least understood of material factors. The question of packaging cost has always been a tricky one. But the fact remains that the quality of the packaging is usually tied to a fixed cost which often prevents the use of a better material or device. And so the problem remains how to produce a first-class package and yet keep the selling price down to a competitive level. Inventive genius is developing, not only in new materials, but is giving new life and value to old ones. It is also at work to provide manufacturers with materials having high merchandising values at low cost. This will keep the cost at lower level and help the packaging industry.

PROGRESS IN PRINTING

By
SRI TEMPORAU

"The Indian Printing industry, in spite of the many obstacles on the way, is fast progressing" asserts the author in this article.
—EDITOR

FROM times immemorial printing has played an important role in all human activities and is naturally linked up largely with the progress of humanity in many directions. But unfortunately in India, printing is not accorded the importance it so much deserves, though it is a matter of common knowledge that there are supposed to be more than a lakh of presses employing over a million people. These statistics may be reckoned as offhand and I presume that the number of persons employed in them, would be far higher if the statistics were collected on a country-wide basis at the appropriate level.

A NEW AWAKENING

With the inauguration of The All-India Master Printers' Federation and the many other State Printers' Federations affiliated to it, there has dawned a new awakening amongst the printers of this country to stabilise the industry and forge ahead along newer channels of creative craftsmanship. As one sees the hundreds of exhibits sent from all corners of the country, by various presses to participate in the competition, one is filled with the happy feeling that Indian printers too could rise upto the occasion and execute excellent work in no way inferior to that obtained in other countries.

LOW AVERAGE STANDARD

Though there is a tremendous improvement on an individual level in the work executed by some outstanding presses in the key cities of this country, but on the whole, the average standard of printing obtained is lamentably low. This individual progress is largely due to the facilities which the bigger establishments are having in sending their personnel to foreign countries, thereby enabling them to acquire intimate personal contacts with persons engaged in the field of graphic arts. In a similar manner, The All-India Master Printers' Federation at its annual conferences should find out ways and means of bringing the multitudinous printers of this country together so that they may be in a position to consult one another and exchange ideas about the technicalities of printing, which will pave the way immensely towards elevating the average printing standard in this country.

INDUSTRY STILL IN INFANCY

In spite of the good work that is executed by a handful of presses, the Indian printing industry should be considered to be still in its infancy. Out of the rough estimate of a lakh of presses more than 75 per cent may be taken to be of average standard. These average presses have no equipment worth the name and they continue in the

printing trade, eking out a precarious hand-to-mouth existence. These small presses may be treated as minor cottage units. Then come printing presses of medium standard which constitute about 20 per cent of the total presses. These presses may be having staff of 10 to 25 persons with their investments ranging from 20,000 to a lakh of rupees. These medium presses turn out fairly good work, but due to various reasons their expansion on a wider scale is stunted. Really large sized presses can be estimated at 3 per cent employing staff by the hundreds. A few of these bigger presses have taken to specialisation in the field of Offset, Lithography and Letterpress. Their capital outlay ranges between a lakh and ten lakhs of rupees. These bigger establishments have taken up regimented mass production methods in the field of printing which inevitably results in the deterioration of quality. On the whole, in this huge country, only a handful of presses have zealously devoted themselves to maintaining higher standards of workmanship in the printing industry.

THIRD LARGEST INDUSTRY

As rightly pointed out times without number, the printing industry has not received the attention it deserves. The printing industry is reckoned to be

the third largest industry in India, but unlike other big industries, it is ill-organised and desolate. On account of the diverse standards obtaining today, the printing industry is confronted with an alarming state of depression. Quality seekers are few and far between, and it is no wonder that the printers have to offer cheap products, goaded by considerations of finance. To organise the industry in the face of such multifarious hurdles is a problem that baffles all effort and intellect. But breaking through these clouds of gloom and despair, a ray of hope has descended in the birth of The All-India Master Printers' Federation and its periodical conferences.

For instance, the Calcutta Conference has attracted printers of multifarious grades from all parts of India who go back with a richer technical knowledge added to their own. But, the vast mass of common printers are still far distant from the Federation. Too often the charge has been levelled that the bulk of small printers have possibly no common ground with the All-India Master Printers' Federation. This, of course, is a fallacious idea, and I presume The All-India Master Printers' Federation is keener to assist and help the small printers in this country in every way possible. I hope the Federation will devise ways and means to bring into its fold

the thousands of small printers in this country, which in the long run will strengthen the Federation and make it much more representative of the printing industry.

ANARCHICAL CONDITIONS

The unhappy and anarchic conditions in which the printing industry is plunged today can be changed in toto by promoting a feeling of amity and goodwill amongst the big and the small printers of the country. The cut-throat competition which now stares the printers in the face will vanish to a great measure if the members of the trade

(Continued on page 12)



Srimathi and Sri B. Dhanwathy (Nagpur), Sri S. Bhandari, Sri P. S. Mehra, Sri N. L. Contractor and Sri H. L. Contractor are seen here in this group photo taken on the eve of their departure to Germany to attend the Drupa Fair

PARIS GRAPHIC ARTS FAIR 1954

By

Sri S. BHANDARI

Managing Director, Indo-European Machinery Co. Ltd.

It has been two years since the doors of the Grand Palais have been opened for the Two-Yearly Paris Graphic Arts Fair. However, it is most certainly a time worth waiting for.

This year, they have almost doubled the amount of equipment exhibited, and also participating companies by 40%. There were 800 machines on exhibition presented by 350 different companies, of which 120 were non-French Firms. Practically every country in Europe participated this year. I interviewed numerous factory executives and discussed various problems of the trade. These interviews proved that almost 90% of the factories have fully and completely recovered from the effects of the last war and are now back to full production capacity. Others have even enlarged their factories and increased the number of personnel with a keen eye towards world markets.

As witnessed by the writer here at the fair, it is the beginning of a new era in the Graphic Arts Industry. This is being brought about by the high competition resulting in numerous technical improvements, increased production capacity and overall modernisation of all types of equipments.

Without a doubt the most interesting show was put up by POLYGRAPH EXPORT, which is already known in the trade and is undoubtedly the largest Graphic Machinery Manufacturing organi-

sation in the world. The range included a new Sheet feed Letter-Press Rotary, with a speed of 6000 impressions per hour; the new Reel-fed four-unit Offset Machine Rolima RZO; a modern Step and Repeat Machine with automatic movement of table; and a full range of High-speed Automatic Cylinder Presses, POLYGRAPH MO. MI & MII, in Demy folio, Crown and Demy sizes. A full range of POLYGRAPH BREHMER machinery was also exhibited. Truly, it was the heart of the whole show.

Kovo, the nationalized export organisation of Czechoslovak machinery had the famous Grafo-press and ZETAPRINTON were on show.



Sri Bhandari Mg. Director of Indo-European Machinery Co. Ltd. inspecting the Rolima Rotary Offset

The Photo composing machine "LUMITYPE" was viewed by thousand with great interest. This machine was invented in 1944 by two Frenchmen, Mr. Hugonnet & Mr. Moyroud. For the period 1944 to 1948 it was developed in France. Further advance work was begun in 1945 at the Graphic Arts Research Foundation Cambridge, Mass. (USA). The machine on exhibition here in Paris is the latest model with further technical improvements as demonstrated at the Waldorf Astoria Hotel in New York in 1953. The LUMITYPE offers 16 different styles of types with the use of one disc. This machine will command great interest in the Graphic Arts field.

Electronic Photo Engravers were also exhibited and these equipments are also likely to be of great interest to the Graphic Arts Industry in future.

Visitors were present from all corners of the world with a fair representation of Indians. Official sources reported approximately 3,00,000 visitors to the 1954 fair. With enormous increase in attendance, the 1956 Graphic Arts show to be held in Paris is already in the planning stages, with outlook and preparation for an even bigger and greater show. I suggest to all interested friends to keep Paris in mind for 1956, for a most interesting fair for information and education.

Progress in Printing

(Continued from page 10)

scientifically specialise in certain types of jobs for which their equipment is best suited. This specialisation, as time goes by, will be the spontaneous promoter of mutual co-operation amongst printers, big and small, and all kinds of work requiring specialised technical skill can pass through various printing establishments situated nearby so that the overall execution may be of a high standard. If this sense of fraternity is installed by the Federation among the printers of this country, the old narrow-minded notions of unhealthy rivalry will automatically cease to function. In the background of this harmonious specialisation and unity amongst printers, the Indian printing industry will soar up to higher levels of high class quality work.

India with its glorious heritage of creative genius is not lacking in skilled workers in the printing line, and it should be mentioned that the high standard which we see today in the work turned out by a few presses is mainly due to the creative merits of the persons concerned. But, these skilled workers are slowly losing their skill due to insufficient recognition and encouragement. It is the bounden duty of all printers, as also the Federation, to keep these skilled workers alert and active, and to afford them full opportunities so that they may materialise the creative urges in them.

FEDERATION—HARBINGER
OF PROGRESSIVISM

There is a general feeling that good quality printing can be turned out only by having the latest machines. This may be true to some extent. Even with

the most modern machines, many printers have not been able to produce the standard of work the machines are capable of. This may be attributed to a lack of interest in quality on the part of some press owners. One comes across many instances where press-owners do not themselves possess the basic technical knowledge required by them to manage the printing business. The Indian printing industry, in spite of the many obstacles on the way, is fast progressing, and the All-India Master Printers' Federation has verily engendered a new wave of rejuvenation and enthusiasm of the printing world. The glory of the Indian printing industry has yet to come, and let us all work our utmost for the early realisation of this cherished goal.

(Courtesy: *Amrita Bazaar Patrika*)

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From Our London Correspondent

F. & D. BROWNLEE

The comparatively new technique of screen process printing is making considerable progress, both in the printing and many other industries. A number of prominent newspapers have their own screen printing departments, where news-bills and van posters are produced in a relatively short space of time. The method is also being regarded with increasing favour by printers and book-binders in connection with the manufacture of books, catalogues, house journals and dust jackets. Apart from normal advertising, screen printing is advantageous for the production of factory notices, posters, announcements, window bills, and display cards, particularly where only a small number are required at one time.

The process is ideal for the production of transfers, due to the weight of colour deposited, and even when other methods of printing are employed, screens are often used to print the ground colours and for bases and gums on to the paper before or after printing the detail.

In the glass and pottery trades, screen-printed ceramic transfers do away with the need to fire each colour separately after application to the article, which not only reduces production costs but also gives a more uniform product. An interesting recent development is the application of pure gold to pottery, which formerly has entailed a separate process, with often also

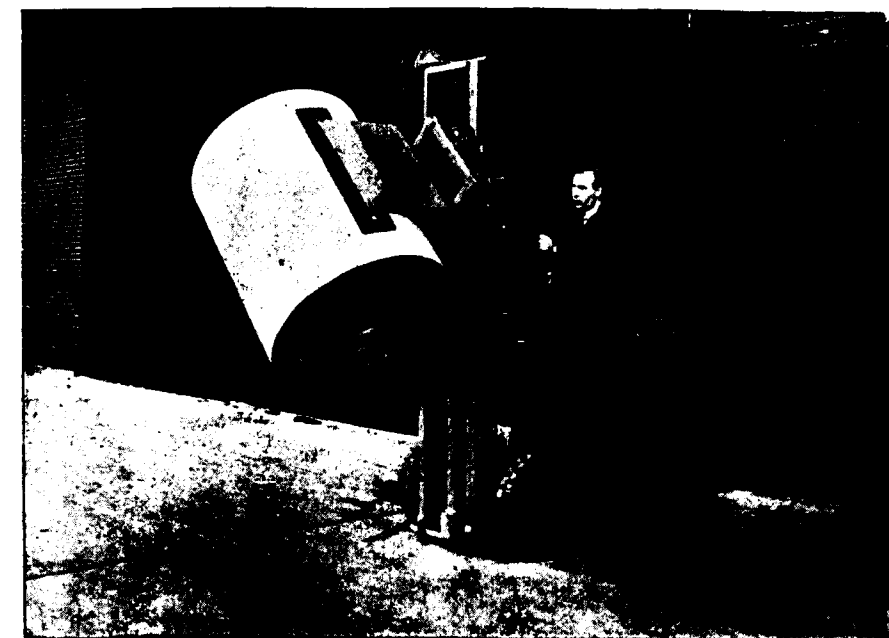
a separate firing. Due to the latest types of transfer, one application and one firing only are necessary, while highly-skilled labour is not necessary, and gold and enamel designs can be applied in one operation.

Screen printing has of course been used in the textile industries for some considerable time, where a large number of automatic printing machines are now in use. The majority of textile printers still use silk screens, although in some cases a screen made of phosphor bronze mesh is employed. Automatic and semi-automatic screen process printing machines are capable of printing designs and labels direct on to glass bottles for beer, milk and similar liquids, the designs being printed in special

inks which are fused into the glass after application, so that they are permanent.

A new machine of interest to silk screen printers is the "Marler-McLaurin", which is claimed to print on practically any material, including glass, metallic foils, tin plate sheets, aluminium, leather and leather cloth. The machine is designed so that the operator is at all times in complete control of the operations, the speed being automatically suited to the feeding of the material which is to be printed and upto 600 impressions per hour can be attained. Working parts, which are standardised and therefore easily replaceable, are reduced to the minimum, and it is stated that

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'CONVEYANCER' Hydraulically operated rotating paper reel clamp

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GOVERNING COUNCIL MEETS AT BANGALORE

The first meeting of the Governing Council of the All India Federation of Master Printers was held on the 17th May 1954 in Park House, Bangalore. The following members were present :-

Shris. S. N. Guha Ray, General Secretary, Calcutta; S. G. Ghose, Calcutta Press Ltd., Calcutta; G. C. Ray, Navana Printing Works, Calcutta; Bimal Chatterji, Amrita Bazar Patrika, Calcutta; S. Ramu, Tata's Commercial Printing Press, Bombay; V. M. Philip, Diocesan Press, Madras; S. Viswanathan, Central Art Press, Madras; K. C. A. D. Gnanagiri Nadar, Coronation Press, Sivakasi; T. V. Ramnath, Ramanath

Press, Madras; R. Venkateswaran, United Printers Syndicate, Ltd., Madras; C. C. Dixit, Dixit Printing Press, Davangere; M. K. Krishna Murthy, Photo Litho Press, Madras; H. R. Abdul Gaffar, Modi Press, Bangalore; V. S. Narayana Rao, Indian Press, Bangalore and B. S. Garudachar, B. S. Iyengar Printers, Bangalore.

In the absence of both the President and the Vice-President, Janab Abdul Gaffar was voted to the chair. The Secretary gave a brief account of the action taken by him in giving effect to the resolutions passed at the Calcutta Session of the Conference. The following are some of the import-

ant resolutions passed at the meeting :-

"This meeting of the Governing Council of the All India Federation of Master Printers protests against the increase in the import duty on Art Boards to 66½ per cent *advalorem* which has severely affected the printing industry and the failure of the indigeneous mills to supply good quality Art Boards and which has further been directly responsible for the only indigeneous mills to enhance their price unwarrantedly by 25 per cent.

"Whereas the Government of India, with a view to give adequate protection to the indigeneous



Sitting (Left to right): Sri Gnanagiri Nadar (Sivakasi), Sri S. Viswanathan (Madras), Sri Ramnath (Madras), Sri S. N. Guha Ray (West Bengal), Mr. H. R. Abdul Gaffar (Mysore), Sri S. Ramu (Bombay), Sri G. C. Ray (West Bengal), Sri Bimal Chatterji (West Bengal), Sri S. G. Ghose (West Bengal)

Standing (Left to right): Sri V. S. Narayan Rao (Mysore), Sri V. M. Philip (Madras), Sri R. Venkateswaran (Madras), Sri M. K. Krishnamurti (Madras), Sri B. S. Garudachar (Mysore), Sri C. C. Dixit (Mysore).



A view of "at Home" party given by the Mysore Printers' Association to The Governing Council (Left to right) Sri S. Ramu (Bombay), Dr. R. Nagan Gowda (Minister for Agriculture & Printing) Sri S. N. Guha Ray and Sri V. S. Narayan Rao

paper mills to improve the quality of their production, have increased the import duty on Duplex and Art Boards to 66½ per cent and placed restrictions on the importation of these boards, this meeting of the Governing Council, strongly condemns the unwarranted action of the Rhotas Industries Ltd., in enhancing the prices of certain qualities of boards by 25 per cent with effect from 25th March 1954.

"This meeting calls upon the Indian Paper Mills Association to make suitable measures to bring down the prices and ensure production and supply of good quality boards."

A suggestion from the Ahmabad Printers' Association to the effect that Printers should be absolved of responsibility from the printing of seditious matters, out of ignorance, was discussed at some length. The general opinion was that the present Act did not call for any change.

STANDING COMMITTEES :

Costing and Estimating Committee :

The following were elected to the above committee: Khanjilal, Bengal; S. Ramu, Bombay; V. M. Philip, Madras; K. K. Ghose was co-opted.

Technical Committee: Bimal Chatterji, Bengal; S. Ramu, Bombay; V. M. Philip, Madras.

Sri O. Srinivasan, Secretary of the Mysore Printers' Association

was "At Home" to the Members in the noon, and he took great pains to see that the lunch was enjoyed by the delegates to their hearts' content. An enjoyable Tea was arranged by the Mysore Printers' Association in the evening at which Dr. R. Nagan Gowda, Minister for Agriculture and Printing presided. A large gathering was present. Sri Guha Ray and Sri Bimal Chatterji took keen interest in the problems of the Bangalore Printers who surrounded them and they spared no pains to give the Bangalore Printers useful advice wherever necessary. Sri B. S. Garudachar arranged a spectacular cocktail and dinner party in the West End Hotel on 18th May 1954.

The Council also passed a resolution welcoming the move on the part of the Government of India to fix the minimum wages of all types of industrial workers. At the same time, it is the opinion of the Council that it is necessary for the Government to fix minimum quantum of work to be turned out by each labourer in every sphere of work.



Dr. Nagan Gowda addressing the visitors

From Our London Correspondent

(Continued from page 13)

hand printers can easily switch over to mechanical operation. Standard-type screen frames are used, and it is possible to prepare and set up the stencil prior to placing on the machine by using a specially marked out make-ready table. Disappearing register posts are provided and the printing base is movable to allow for final hair-line registering.

A flexible plastic sheet is placed in position over the master copy and an impression taken. The stencil is then registered by looking through the plastic and moving the printing base until the printed image and the master image coincide. The base is then locked in position and the plastic sheet removed for cleaning.

The first few sheets can be hand-operated with a crank, which must then be removed for switching over to power operation. The frame is closed by hand, thus operating a contactor switch and setting in motion the squeegee mechanism. On completion of the printing stroke the frame is automatically raised, the printed copy removed and racked whilst a fresh copy is registered in exactly the same way as for hand-printing. Counter-balancing of the frame ensures easy and rapid closure, all the operator having to do being to register the copy and press on the closing handle. The squeegee motion is chain-operated and the printing stroke is in one direction only, away from the operator. Printing pressure is easily adjusted by accessible hand nuts

and the squeegee can be removed for cleaning by loosening the nuts. The printing size full out is 20" x 30", and the machine handles any material normally printed by hand as the feed and delivery is manual.

The drive is by an $\frac{1}{4}$ H.P. motor with micro-switch operation, and the vacuum motor is $\frac{1}{2}$ H.P. with foot operated switch, while the squeegee is of the conventional rubber-blade type with positive pressure adjustment. The total power consumption is approximately 50J watts, enabling operation from lighting circuits.

Electronic equipment is likely to play an important part in the printing industries in the future. An electronic device is being developed at Patra which can be fitted to a printing machine and will tell the minder when there is a variation in colour on a run.

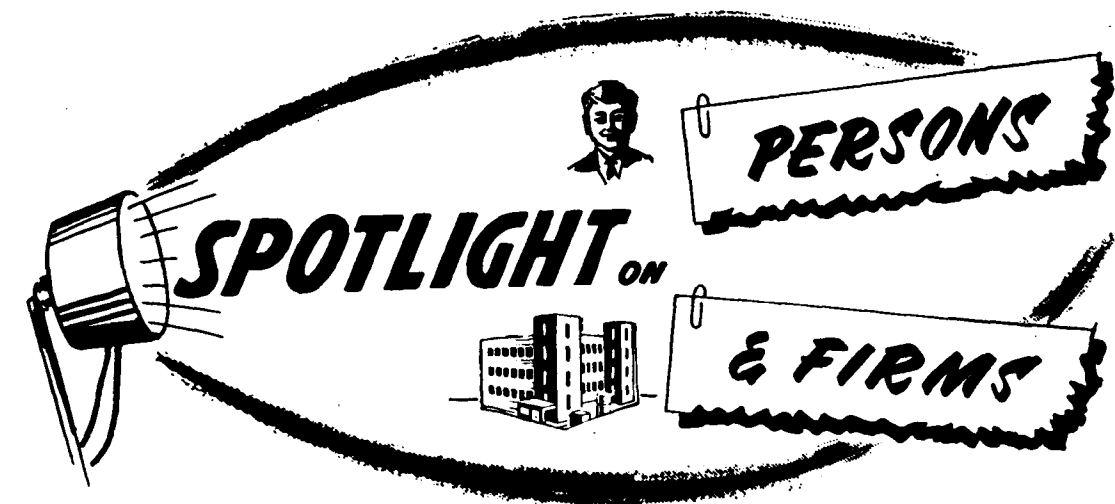
Electronic methods for making blocks with finer screens and at higher speeds are another development, and Autotron Photo-Electric Register Control have already taken out patents in this connection. A member of the firm, Mr. J. F. Crosfield, stated in a recent lecture that the next field was colour separation by electronic means. There were several things which could never be done by masking but which could be done by electronic devices, such as under colour removal and the precise computation of deep black printing. Of electronic equipment for register control, he said that the practical advantages were the saving in waste when a new reel was started and improvement in quality, particularly with multicolour work. Special problems in connection with

printing on transparent paper and similar materials were being dealt with by a special type of scanning head and the use of a light shining through the film on to photo-electric cells placed underneath. These materials stretched easily, and doubts had been expressed as to whether this would affect the results, but these had been good. Another difficult material was foil, since the surface acts as a mirror, but this had been overcome by using the first colour as background for the marks.

An ingenious new hydraulically operated rotating paper reel clamp has been designed by Conveyancer Fork Trucks Ltd., for fitting to the front of their standard lift trucks. This will handle closely-wound rolls of newsprint and other materials, gripping and stacking them either vertically or horizontally. The clamp both grips and rotates, and by a combination of these two basic actions can handle rolls in a wide range of duties, including vehicle loading and unloading, stores work, production processes and similar operations.

The clamp has two arms, one fixed and the other sliding on rollers in a channel frame, the sliding arm being moved by twin hydraulic jacks coupled in parallel and anchored in the channel frame. The jacks extend to close the clamp and retract to open it, and each arm has a gripping pad which is pivoted to allow any diameter roll to be held, and spring-loaded so that the pads on both arms are always offered open to the roll. The fixed and moving arms are mounted on a plate rotating about a bushed spigot on a fixed backplate which hooks on to the carriage, and three bracket mounted rollers support

(Continued on page 28)



Hailing from a respectable Talukdar family in Bengal, Sri Satish Chandra Mazumder was educated in the village school. He had lost his father at the tender age of 16 years just prior to appearing at the Matriculation Examination and was unfortunate not to secure a scholarship as expected by his Headmaster but was however awarded a college stipend. He passed the B.A. Examination from the City College, Calcutta, and while studying Law, joined the Monotype Corporation Limited at their Calcutta office in May 1925 as a Junior Assistant.



Sri S. C. Mazumder

On his return to England of the then Manager for India, the late Mr. W. J. Quixley, the headquarters and administration was transferred from Bombay to Calcutta in 1928 with Mr. P. Coombs as Manager for India. This necessitated expansion of the Calcutta office. Accordingly additional clerical and technical staff were recruited, Sri Mazumder being promoted to the post of Chief Clerk and Accountant.

During the recent war, for easier financial handling, the Indian Branch of the Monotype Corporation was temporarily converted to an Indian company, and during this period Sri Mazumder held a Local Directorship.

In 1940 he was appointed Secretary of the Indian establishment, and in the reorganisation after the Second Great War Sri Mazumder was appointed Assistant Manager for India in 1946 and has now been promoted as Manager. His eldest son Asit Mazumder B. Sc is the Calcutta Representative of the Monotype Corporation Ltd.

Printindia wishes good luck to Sri Mazumder and while he is at the helm, we hope, he will see that Monophoto is introduced into India.

Sri C. D. Gopala Iyengar, Proprietor of the famous Gopalan & Co., was born in 1903. This firm was started in the year 1936. They are direct importers of all stationery articles, paper and inks, Government contractors, Insurance Agents, Rubber Stamp Makers and sole agents to D. Gestner Duplicators Ltd. Sri Gopala Iyengar is a reputed business magnet and is the President and Treasurer of Ramoatavan and Seshadipuram High Schools, president of the Mysore State Paper Merchants & Stationers' Association and Member of the Managing Committee, Mysore Chamber of Commerce.



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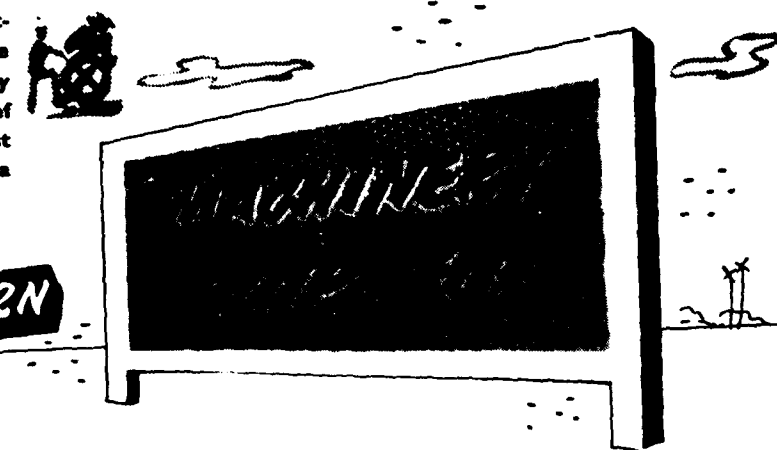
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Graphic machinery manufacturers and dealers may utilize the columns of this monthly feature to broadcast brief descriptions of their latest machines to the printers in India and surrounding countries.

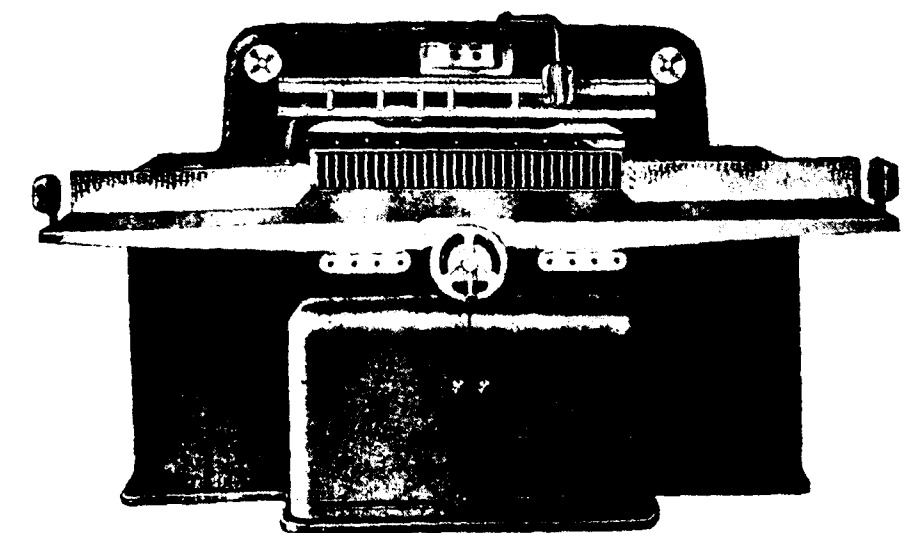


MAXIMA MHE is an automatic high speed cutting Machine manufactured by M/s. Kovo Praha Ltd., Czechoslovakia. The Maxima Highspeed Cutting Machines are noted for their sturdy construction, and are of an elegant, modern shape, reinforced by massive ribs which guarantees maximum of durability and reliability of the machine, under any working conditions, even at hardest jobs. The mechanical driving gear of both the clamping and the knife of the MAXIMA MHE hydraulic high-speed cutting machines has been replaced by a highly dimensioned hydraulic system. The high quality oil-pump, type TOS JH21, excellent qualities of which have been proved by many tests, gives the machine abundant power at working pressure of 50 atm. The drive of clamping is independent from that of the cutting device and electro-hydraulically synchronised. The precision of cut and the simple push-button control of THIS MOST PERFECT MACHINE OF ITS KIND fully meet even the highest requirements. THE HIGHLY SUCCESSFUL CRADLE PENDULAM CUT saves the knife edge and reduces the strain on the machine to the minimum. The solid knife holder is suspended on two arms

and moves along broad ground slide plates. The lowering and readjustment of the knife after grinding may be carried out in a single operation. The speedy and accurate replacement of the knife is ensured by a special disengaging gear. The knife motion may be adapted to the kind of material being cut. If the knife edge is blunt beyond the limit of use, the machine automatically signals its bad working condition so that the overloading of the mechanism is eliminated.

The Hydraulic clamping solves the problem of clamping usually encountered. The clamping device works smoothly and

without any shocks even at the highest speed. The clamping pressure may be adjusted within a wide range according to the material being cut by means of an easily accessible hand wheel. It perfectly presses the highest as well as the thinnest pile of paper. If a wrong clamping pressure has been set or a slightly blunt knife used, the pressure automatically increases to ensure a smooth and perfect cut. The knife passes along its full length a hardened and ground ledge fitted to the clamping device on its front, with an accuracy of a hundredth of a millimetre within the limits of tolerance of ISA-H7. The clamping device may also be



Maxima MHE Automatic Cutting Machine

JUNE 1954



West Bengal members of the Governing Council of the All India Federation of Master Printers leaving for Bangalore.
From L. to R.: Shris Bimal Chatterjee (Amrita Bazar Patrika), S. N. Guha Ray, Honorary General Secretary, S. C. Ghose, Joint Hony. General Secretary (Calcutta Press Ltd.) and G. C. Ray (Navana Printing Works Ltd.)

used as a cut-indicator in which case it is governed by a special push-button.

The back-fence which is adjustable in all directions and fitted with a narrow cutting rake, may be supplied either in one piece or, in three pieces, on special request. By means of a threaded spindle it slides smoothly in the prismatic guide and is operated either by a handwheel or by an electric motor.

The motor driven back-fence advance has two speeds which may be changed promptly during operation. The rapid advance serves for coarse adjustment, the slow advance for fine adjustment to the required measure. In this manner the difficult hand adjustment of the saddle is eliminated. The backfence position may be firmly locked by a small locking lever fitted besides the hand-wheel.

A hand stripping device and an electronic automatic advance control of the back-fence may be supplied as extra accessories on special request.

Besides all this, this Machine is equipped with a *photoelectric safety guard cell* which completely replaces the mechanical safety guards. The Safety Guard with a photoelectric cell has been designed so as to form a field of protection all along the width of the danger zone in front of the knife. If anyone of the attending persons or anybody else puts his hand into this zone, neither the clamping device nor the knife can be put into operation. If the danger zone has been tampered with (e.g. by hand) while the knife has been already set in motion, both the clamping device and the knife return to their initial position. In this manner the maximum safety and a speedier undisturbed and economic operation has been achieved. The Machine is manufactured in 3 sizes: (length of cut) viz: MHE 106, 41½" MHE 116: 45½" & MHE 130: 51".

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PRINTINDIA

News and Views

PRIMATON

A PLASTIC MAKEREADY PROCESS

THE PRIMATON Make-ready Process, as distributed internationally by AGA Standard Ltd., 16/17 Devonshire Square, London, E. C. 2, is based on the thermosetting properties of plastics and has proved itself to be not only more economical than all other makeready methods but also superior in the standard and quality of the final printing result. With it astonishingly fine tone gradations can be achieved on almost any printing surface.

More than 250 printers in the United Kingdom and over 500 in Germany, to take two of the more important countries at random, are already using the PRIMATON Process to their entire satisfaction as well as taking advantage of the lower costs its use brings about.

The preparation of Primaton makeready is extremely simple, and takes only a few minutes. As the perfect pull of the respective block or blocks can be printed either in the actual press, a platen press or a pre-make-ready press, the only important point which has to be observed is the use of a good quality non-absorbent paper for the pull. For this purpose a special PRIMATON BASE PAPER has been devised and is readily available (minimum order one ream) in a sheet size of

20" x 30" (30 lbs. 70/72 gr.sq.m.). The inks stand out clearly on this smooth surface, and the highlights therefore contrast very well, thus making it possible to judge the quality of the pull. This is now left to dry for two or three minutes to allow the inks to set and become tacky. It is then put on to a tray which contains Primaton plastic powder, of which four differently grained types are supplied.

According to the type of illustration and the screen used, a finer or coarser grained powder is selected. A large quantity of the powder is then brushed over the pull with a wide soft-hair brush. The powder is moved cross and lengthwise over the picture, naturally adhering to the dark tacky portions while detaching itself from the lighter sections of the pull, which is then brushed with a stiffer brush to clean out the lights.

EXTENSIVE HALFTONE GRADATION

If necessary, i.e., if too much powder has been brushed off, the process can be repeated. Extensive gradation of halftones can be achieved by putting the print into another tray containing a different powder and following the same procedure outlined above. To clean the lighter parts and the highlights, a cleaning powder is applied, which is brushed off before fixing the Primaton plastic powders on to the pull.

The printing quality of slightly imperfect blocks can also be improved by making corrections on the makeready at this stage. The pull, on which all lighter and darker sections now stand out very clearly (the lights are practically free from any powder while the dark parts form a continuous raised surface), is now fixed by holding it over a special stove. The heat-setting properties of plastic material are employed to obtain an immensely resisting, hard relief surface. Such a makeready overlay, it is reported, will stand very long printing runs, even on rough and unsuitable papers, and the relief does not crumble or break off during printing. A Primaton makeready will not shrink or stretch, and whenever it is necessary to have interlays and overlays, Primaton interlays and two sided makereadies can be made in the same way as described above.

The process is likely to be of considerable value to most printing shops; the Primaton enables the printer to achieve the finest and most differentiated gradation, and a far wider tonal range than before. By varying the amount of powder brushed on to the pull, a stronger or lighter printing result can be effected. The Primaton produces such clear outlines that even combination lettering in halftones is said to stand out clearly and the effect approaches that of combined line and halftone blocks.

Several leading printers in this country are already using the method and the first comments are favourable. On the Continent printers are giving high praise to the new method and agree that the standard of their printing has greatly improved, while at the same time they are able to save considerable time and labour and can concentrate on the use of a single makeready process.

To sum up, it should be stated that the new Primaton process works with great precision and makes it possible to achieve contrasts and clear prints which cannot be surpassed by any of the other known makeready methods. The relief formed by the plastic powder is absolutely correct and no additional makeready is necessary. It has been proved by practical experience that the new method can be worked within a mere fraction of the time normally used for makeready, and that the costs of a Primaton makeready amount to only about one quarter of those for the other methods, with no waste whatsoever involved. As the Primaton works completely dry, the disadvantages of damping paper—shrinkage, structural changes etc.—cannot occur. The dry process has also the additional advantage of being very hygienic and thus excludes any dangers of industrial injuries. A special heat-setting medium is employed for the relief formations, and the relief stands upto any run and to the pressure of the heaviest letterpress machine.

We have just received a sample tin of Overprint Varnish No. 9, manufactured by the well known Printing-Inks Company of Bombay, Messrs. Rainbow Ink & Varnish Mfg. Co., Ltd. This particular varnish is tremendously

improved and should be welcomed by all the printers in India and the surrounding countries. While we appreciate the high quality of this varnish we hope the manufacturers will price it at a rate easily accessible to thousands of printers in this country.

It may be of interest to printers in Bangalore and Mysore areas to note that Sri C. R. Kotiaa, Manager, Holt Preller & Co., Madras will be touring Bangalore, Mysore and other surrounding places from 21st June 1954 and will welcome Printers who desire to have advice regarding Rubber Rollers etc. Incidentally it may be mentioned here that Holt Preller & Co., is a well known firm distributing Rubber Rollers for all kinds of Printing Machinery.

On the 11th May, 1954 the centenary of the birth of the great inventor of Linotype, Ottmar Mergenthaler was celebrated throughout the world. One hundred years ago a son was born to the school master in a little town of West Germany and he was destined to revolutionize the printing industry throughout the world.

Ottmar Mergenthaler emigrated to America in 1872 and for a while was eking his livelihood as a watch maker. Later on he became the first person to invent an ingenious method of composing type mechanically.

This problem of setting up type was receiving the attention of the leading scientists and engineers of that age. Men of eminence were trying their best to harness all their scientific knowledge to devise a machine by which type could be composed. It is rumoured that Mark Twain is reported to have spent over half a million dollars for the

improvement of one machine. But all these problems were finally solved in 1884 when Mergenthaler profounded the idea of the circulating matrix.

The first Linotype machine was installed at the "NEW YORK TRIBUNE" in July 1886 and three years later Britain imported its first machine. Since then thousands of machines have been sold all over the world.

On this happy occasion PRINTINDIA sends its good wishes to Messrs. Linotype and Machinery, Limited, the distributors of these machines in India.

In New York a printing school is being planned which will be the biggest in the world after its completion. The Board of Education, New York City, has approved the plans for constructing a ten-storeyed building for the printing school and 3,500 students can easily be provided accommodation in the school. Mechanical equipments worth nearly 8 million rupees and laboratories are included in this huge project. The school will operate day and night and offer training to high school vocational students and apprentices also.

A meeting of the members of the Governing Council of the All India Master Printers' Federation was held under the presidency of Mr. Gaffar at the Government Residency, Bangalore, on 17th and 18th May and discussed various aspects of the printing industry in India today. In order to solve some of the difficulties, two committees had been formed to serve the printers, namely, the Costing Committee and the Technical Committee. Sri S.

(Continued on page 28)

Prominent Bangalore Printers

Our special correspondent who recently visited Bangalore to attend the meeting of the members of the Governing Council of the All India Federation of Masterprinters presents here brief sketches of some of the prominent printers of Bangalore.

—EDITOR

SRI D. N. HOSALI

Most of the people in India who are conversant in English might have seen the weekly "MYSINDIA" at some time or other. The credit of launching this weekly and successfully steering it to prosperity naturally goes to Sri D. N. Hosali. Known throughout India as a very enterprising publisher, Sri Hosali has built up the "MYSINDIA" weekly into a reputed institution. Similarly the Hosali Press where the weekly is printed has slowly grown into one of the biggest presses in Bangalore. This press is equipped with the most modern machines and Sri Hosali should be congratulated for always maintaining a high standard in the quality of printing turned out by the Press. Agile, enterprising and refined Sri Hosali is one of the most progressive printers of Bangalore.

SRI H. R. ABDUL GAFFAR

Sri H. R. Abdul Gaffar, B.A., M.L.C., Proprietor of the Modi Power Printing Works, is no doubt a commendable choice for the presidency of The Mysore Printers' Association. Head of a huge establishment, politician and statesman, Sri Abdul Gaffar is a person of large capacities. Born in 1902 in Hassan District, Sri Abdul Gaffar purchased the Modi Power Printing Works in the year 1943, which had been originally started in the year 1930, by Sri Modi. His son-in-law, Sri H. K. Abdul Rahman, is the General Manager of the press. Simple and unassuming Sri Abdul

Gaffar was elected as representative to the Mysore Assembly in the year 1944 and since 1952 he is a member of the Legislative Council. One of his hobbies is Scouting. He is the Honorary State Secretary of the Bharat Scouts & Guides of Mysore State. He is the member of the Executive of the Central Muslim Association, President of the Printers' Association, Member of The Governing Council, Member of the Markazi Bythulmel (Central Charitable Fund) and one of the founders of "Azad High School, Bangalore.

SRI B. S. GARUDACHAR

Sri B. S. Garudachar, Honorary Secretary of the Mysore Printers' Association and Vice-President of the Mysore Paper Dealers' Association, has had a very interesting and chequered career. Born on 14th August



Sri B. S. Garudachar

1914 of a respectable Iyengar family, Sri Garudachar took charge of Messrs. B. S. Iyengar, a very well established printing firm in Bangalore in 1943, which has been started three decades ago by his father Sri B. S. Iyengar with a small investment of Rs. 2,000/- only and with just a ruling machine. Sri Garudachar, a businessman of repute, proudly says that the same ruling machine is still ruling them. In the year 1934, he opened a stationery Show Room, the first of its kind in Mysore State, and he is the sole distributor of Rohtas in Mysore State. He attended the two sessions of the first and second All India Printers' Conference held at Bombay and Calcutta, and had a very prominent part in the deliberations thereat. Mr. Garudachar is an illustrious personality and the richer experience born out of his multifarious activities stands him today in good stead. He is not only a keen sportsman but also a famous stage actor. He knows Sanskrit, Telugu, Tamil, Kannada, and Hindi to read and write and all the Telugu and Kannada plays in which he acted under the banner of Bangalore Dramatic Amateur Association brought him fame and name. His enthusiasm for art inspired him to start another enterprise in 1948 by name "Vikram Laboratories" which is serving the South Indian Film Industry in many ways. Almost all the films produced in South India are processed there under the able and efficient management of his brother Sri B. S. Ranga who is a



Sri G. V. G. Krishnan, Roving Correspondent of PRINTINDIA

debonaire cameraman in South India.

Under the enterprising management of Sri B. S. Garudachar, Messrs. B. S. Iyengar and Messrs. Vikram Laboratories are fast growing and we wish them greater strides of success in their onward march.

SRI NARAYANA RAO

Sri V. S. Narayana Rao, Proprietor of Indian Press and Vice-President of The Mysore Printers' Association, was born in 1905. A confirmed bachelor with a sizzling smile on his lips, he was in many ways responsible for the success of the Governing Council's Meeting at Bangalore. A keen social worker, he is now the General Secretary of Bharat Sevalal. Moreover, he is a patriot and nationalist, who after his education joined the Congress, participated in the freedom struggle and suffered gaol life several times. He was the General Secretary, Mysore State Congress, a member of the Mysore Legislative Assembly and he went to jail three times in the years 1931, 1942 and 1947. A silent worker, Sri Narayana Rao shuns publicity. In short he has poured his life blood into the building up of many associations and institutions of the Mysore State.

SRI O. SRINIVASAN

Sri O. Srinivasan, Proprietor of Jupiter Press, Bangalore, is undoubtedly one of the most conspicuous personalities in the print circles of Mysore State. Born of a religious and agriculturist Iyengar family on 6th February 1911, Sri Srinivasan hails from North Arcot District. For over a while he was working for Messrs. Coomaraswamy & Sons, famous publishers of Madras. In the year 1930, he left Messrs. Coomaraswamy & Sons and started his own publishing concern in a very humble way and the growth of this institution to its present dimensions redounds a great deal to his credit. In the year 1940, he started Jupiter Press, which is a familiar name in Mysore State, just to print his own publications. Sri Srinivasan always believes in getting good work from his employees by treating them as his fellow brothers. His publications are noteworthy for their vast sales. His ambition is to go back to his native place, a village in North Arcot District, and to lead his future life as an agriculturist. He says that his hobby will be starting a night



Sri O. Srinivasan



Sri G. Srinivasan

school in the village and educate illiterate villagers there which, he hopes, will in many ways help the upliftment of rural areas. Sri Srinivasan, Honorary Secretary of the Mysore Printers' Association, is renowned for his charitable temperament. Every year he is educating four or five poor students by way of paying school and college fees for them and supplying them with books. He gave a delightful reception to the members of the Governing Council and the other delegates and the dinner given by him on 17th was vastly appreciated by all.

SRI G. SRINIVASAN

Sri G. Srinivasan, who is the Head of the popular publishing firm, Messrs. G. S. Viswa & Company, and the Orient Power Press, is a person of tremendous activity and drive. Born in 1914, this Ex-Hon-Magistrate is one of the representatives of The Mysore Printers' Association on the Mysore Chamber of Commerce.

SRI M. RAJAGOPALA NAIDU

Sri M. Rajagopala Naidu is another prominent person in the print circles of Bangalore. Sixty five-year-old Naidu comes from a religious family. For a very long time, he worked for the

(Continued on page 26)

PRINTINDIA

REVIEW FORUM

The DRUPA Special Preview Number of "INDIAN PRINTER & STATIONER" is a well-brought out edition and the Publishers need congratulations in having taken pains in presenting so much material of every day use to Printers. The main features of the volume are: Informative particulars of the various important Printing Machinery manufacturers of the Continent (Europe), a brief idea of the Machines being shown at the DRUPA and the Directory of Manufacturers printed in classified columns according to the variety of machines and materials and besides this, there is a review of some Indian firms, which actually has nothing to do with the DRUPA Fair.

DRUPA is an International German Fair organised for exhibiting the improvements made in the PAPER and Printing Industries by the various countries all over the world. About 700 Manufacturers from far and near are said to be taking part in the Exhibition and a party of Indian Printers is attending the Fair.

The Preview Number would have been much better had care been taken by the Publishers to include the paper industry which constitutes 50% of the Fair.

Even among the Printing Machinery dealers, one finds the

details given relate to the manufacturers mostly in the continent of Europe and the Publishers could have included with advantage manufacturers in other countries also. The get-up on the whole is fine and the Number is reasonably priced. The book will be of interest to those engaged in the Printing Industry.

THE CENTRAL POLYTECHNIC MAGAZINE 1954: Published by THE CENTRAL POLYTECHNIC, MADRAS. The sixth issue of this magazine has been brought out nicely with a good number of articles, interesting tail pieces and illustrations covering varied activities of the Polytechnic.

Containing 112 pages in crown octavo size, the magazine has got an air of elegance with its attractive and simple front cover printed in gold, red and yellow on the background of a light grey coloured wrapper paper. The text is set in 10 pt. Times Roman which is quite pleasing. Articles covering the activities of Polytechnic have been presented along with some short stories written by the students of the Polytechnic. It is evident from the printing of this magazine that this job has been rushed through the Press. The Polytechnic organisation has to be congratulated for doing a commendable job.



Indian printers inspecting the Rolima Rotary Offset machine at the Graphic fair in Paris

JUNE 1954

Prominent Bangalore Printers

(Continued from page 24)

"Survey of India" department and in the year 1932, he left it and started his own concern, "Rajagopal Photo-zinco & Power Printing Works". Since then, he has conducted many experiments and has arrived at newer methods in litho printing. Printing on Sandalwood and map printing on silk handkerchiefs are some of the notable items. Sri Naidu is a social worker and a religious man. Many printing experts, who visited his press, were astonished on seeing the work done by him and all the



Sri M. Rajagopala Naidu



Sri O. Srinivasan of Jupiter Press, Bangalore, talking with Sri G. V. G. Krishnan, roving Correspondent of PRINTINDIA

visitors gave very good opinions about his inventions in litho-printing.

SRI M. S. CHINTAMANI

Sri M. S. Chintamani, B.Sc., Proprietor of the Eastern Press, was born in 1918. He started his career as a Staff Photographer and reporter to "Deshabhandu", a Kanarese daily, and had good training in the process department at Bangalore Press. For more than two years, he was the editor of "Hindustan Aircraft Employers' Magazine." He is now bringing out a series of pocket vernacular books which are enjoying wide sales.

LATE SRI V. B. SOOBIAH

Sri V. B. Soobiah & Sons:
The credit goes for this firm for

starting the first Printing Press in Bangalore. The Late Sri V. B. Soobiah Chetty started this press in the year 1872, when there were hardly half a dozen presses in the Mysore State. Thirty-seven-year-old Sri V. B. Shankar, grandson of Sri V. B. Soobiah and son of Sri V. B. Srikantaiah, took charge of this press 15 years ago. Now he is the proprietor. They are the treasurers of The Mysore Printers' Association.

Messrs. Golden Press, Art Litho Press, Vijaya Press etc., are some of the other noteworthy presses in Bangalore.



Late Sri V. B. Soobiah

MADRAS PRINTERS MEET

A general body meeting of the Madras Printers' and Lithographers' Association, Chetput, Madras, was held at 6 p.m. on Monday the 31st May, 1954.

(1) Minutes of the two general Body Meetings held (1) on 5th January 1954, and (2) on 26th April, 1954, were read and on Mr. S. Viswanathan proposing and Mr. T. Sundararaghavan seconding it, were adopted unanimously.

(2) From matters arising out of the minutes, Mr. S. Viswanathan said that the Central Government had since granted one lakh of Rupees to all state Governments for improvement of the printing Schools in respective states.

(3) Subject relating to the ensuing All-India Printers' Con-

ference and Exhibition to be held in January 1955 at Madras was taken up for discussion. It was decided to constitute an Executive Sub-Committee of seven members, with the President and Secretary as Ex-officio members, to prepare preliminary plans and give suggestions to the General Body within fifteen days from its formation. The following resolution proposed by Mr. S. Sriraman and seconded by Mr. T. Sundararaghavan was unanimously passed:

(4) Resolved that an Executive Sub-Committee consisting of the following seven members with the President and Secretary of the Association as Ex-Officio members, be formed to prepare preliminary plans and give suggestions to the General Body of the Association within fifteen

days from now, on the ensuing All-India Printers' Conference and Exhibition to be held in January 1955.

1. Mr. G. Umapathy
2. " S. Sriraman
3. " V. S. N. Murthi
4. " T. V. Ramnath
5. " R. Venkateswaran
6. " A. M. Ponnappan
7. " M. K. Krishnamurthi

(5) Mr. S. Viswanathan proposed that the annual subscriptions may be collected from members hereafter in equal monthly instalments. The following resolution proposed by Mr. S. Viswanathan and seconded by Mr. M. K. Krishnamurthi was then unanimously passed.

"Resolved to collect the annual membership fee in monthly instalments."

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From Our London Correspondent

(Continued from page 16)

the front plate during rotation. The latter is effected by two hydraulic jacks mounted tangentially between front and back plate and operating in tandem, each jack giving 45° rotation when extended. A separate hydraulic control valve is provided for each operation, additional to the normal lift and tilt controls.

To pick up a horizontal roll from the floor, the mast is tilted forward and the carriage lowered so that the lower fixed arm gets right into the roll whilst the upper moves across the top of the roll to achieve maximum embrace. The roll can then be lifted, turned and stacked vertically, or rolls can be taken from and placed in calendering and other machines, using the basic lift, tilt and turn actions to get accurate positioning. The unit fits to the standard carriage and is interchangeable with other accessories.



Sri T. C. Babu of T. Chelvaranga Mudaliar & Sons, Madras, left for Germany for attending the Drupa Fair

News and Views

(Continued from page 22)

Ramu, Sri Siben Kanjilal, Mr. V. M. Philip and two more co-opted members are selected in this committee. Sri Bimal Chatterji of Amrita Bazar Patrika, Calcutta, Sri S. Ramu of Tata's Commercial Printing Press, Bombay and Mr. V. M. Philip of Diocesan Press, Madras, have been selected as technical experts in the Technical Committee. They have been authorised to co-opt some more members from the private presses to help them in the execution of the work. Sri S. N. Guha Ray, the General Secretary and Sri Ghosh, Joint Secretary of the Federation, will remain in both the committees as ex-officio members. Sri Guha Ray as the General Secretary of the Committee exhorted the printers to extend all possible help towards the betterment of the Indian printing industry.

The Mysore Printers' Co-operative Society is the only institution of its kind in India. Founded on 14th February 1942 by printers for their own benefits, the Society has just completed ten years of its useful service. The Society is helping to keep down prices and has been a check against blackmarketing. It has been of considerable help to small printers.

This Society was founded with 47 members, subscribing 71 shares of Rs. 50/- each. The annual turnover is a lakh and a half rupees on the average. The Society deals in with printers' requisites, like printing and writing papers, boards, stationery, calico, inks, roller composition, and the like. Attempts are now

on hand to enlarge and extend the scope of its activities to the entire State.

The pedestrian approach to the printing Art evident all over the country was strongly condemned by Dr. Nagan Gowda, Minister of Agriculture and Printing, addressing a congregation of printing experts today.

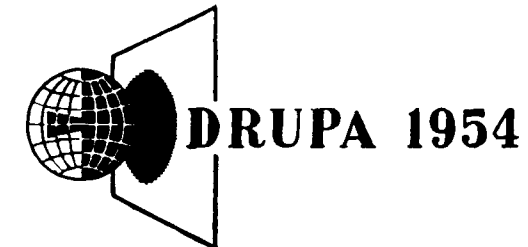
"Printing and publishing are carried on without any training like agriculture", said the Minister. Dr. Gowda was addressing the members of the Governing council of the All India Federation of Master Printers, who were holding an interim session earlier to discuss matters of business. Dr. Gowda said that, at the present juncture, when education was fast spreading, the art of printing is highly imperative and the printers would play a vital part in the spread of education. He deplored the low percentage of literacy in the country. He exhorted everybody to endeavour that illiteracy is eliminated to the lowest per cent possible and he hoped that printing would play a prominent role towards that purpose.

All kinds of Printing Machines,
Printing Materials, Varieties
of Types, Inks Etc.

CAN BE HAD ALWAYS
FROM US

We will assist New Enterprises

CONSULT
R. S. RAJU & Co.
19, Davidson Street (Loane Square)
BROADWAY :: MADRAS-1



SPECIAL NUMBER OF PRINTINDIA

In commemoration of the historic DRUPA 1954 being held at Dusseldorf in Germany, PRINTINDIA, the leading monthly magazine of India devoted to printing and allied industries, is publishing a Special Number. A correspondent has been deputed by the publishers of the magazine to attend the DRUPA 1954 with the object of covering the DRUPA in its multifarious aspects. Consequently this Special Number will be an authentic survey of the monumental progress achieved by Germany and other nations in the field of Graphic Arts Industries and it will pave the way for better understanding by informing the printing and allied trades members in India, Burma, Pakistan, Ceylon and Far Eastern countries about the manufacturers in Germany and other countries.

The DRUPA 1954 Special Number of PRINTINDIA, printed on art paper completely, is scheduled to be out on the 10th of July 1954. The publishers of PRINTINDIA are accepting a limited number of advertisements from recognised and leading firms of India and abroad for publication in the Special Number and we trust you should be interested in availing yourself of this opportunity. We are presenting hereunder the advertisement rates and mechanical data of the magazine for your consideration.

MECHANICAL DATA

Size of the Journal-Demy Quarto 11" x 8 3/4"
Size of printed page 9" x 7"
Number of columns per page 3

ADVERTISEMENT TARIFF

Full page Rs. 150/-
2nd and 3rd wrappers Rs. 200/-
Back wrapper Rs. 250/-
Half page Rs. 75/-

25" extra for 2 colours

50" extra for 3 colours

Less than half a page not accepted.

Advertisement matter with the necessary blocks should reach the publishers before the 30th of June 1954 for publication in the DRUPA 1954 Special Number of PRINTINDIA. One voucher copy will be sent free to the advertisers.

Please address your correspondence to:

KUBERA ENTERPRISES LTD.

Publishers: "PRINTINDIA"

"KUBERA BUILDINGS"

21 SUNKURAMA CHETTY STREET
MADRAS-1

GRAMS:

"VASUNIDHI"

PHONE:

3 0 0 6

Regd. No. M. 6469

PRINT INDIA



PRINTED WITH RAINBOW'S STANDARD TRI-COLOUR INKS

RAINBOW INK & VARNISH MFG. CO., LTD.
BOMBAY, 7



SPECIAL NUMBER

Printindia

MONTHLY MAGAZINE DEVOTED TO PRINTING & ALLIED INDUSTRIES

A

Kubera

PUBLICATION

1954

PRICE Rs. 1



Colour

Nature weaves her majestic patterns of multicolour beauty through leaf and flower...

In a similar way multicolour printing is our speciality.

Kubera Printers Ltd.

The House of Master Printers

"KUBERA BUILDINGS"

21, SUNKURAMA CHETTY STREET, MADRAS-1.

GRAMS VASUNIDHI
PHONE 3006

PRINTINDIA

A Monthly Magazine Devoted to Printing & Allied Industries

VOL. 2]

JULY 1954

[No. 3

Managing Editor
TEMPORAU

Business Manager
V. S. N. Murthi

Circulation Manager
Miss. Lily Hughes

London Correspondent
F. & D. Brownlie

Roving Correspondent
G. V. G. Krishnan

The Editor invites articles on printing and allied industries for publication in the magazine. Articles should be of a good standard and should be neatly typed on one side of the paper only. Payment will be made after publication for the articles published as per the rates agreed upon by the Editor.

PRINTINDIA is Published in the 1st Week of every month.

ANNUAL SUBSCRIPTION RATES	
INDIA	Rs. 10/-
U. K.	£ 1 Shs 10
U. S. A.	\$ 5

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PRINTINDIA

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KUBERA ENTERPRISES Ltd.,
"KUBERA BUILDINGS"
21, Sunkuramachetty St., Madras-1
INDIA

GRAMS: VASUNIDHI

Phone: 3006

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MADRAS

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- Brief Details About Exhibitors at Drupa
- Review of Exhibits at Drupa
- News & Views
- Highlights of Drupa 1954
- The Development of German Printing Ink Production
- Export as Driving Power
- Drupa in Pictures
- Regular Features

From Our London Correspondent
News & Views, Spotlight On
Persons & Firms, Modern Machinery & Equipment
etc. etc. etc.

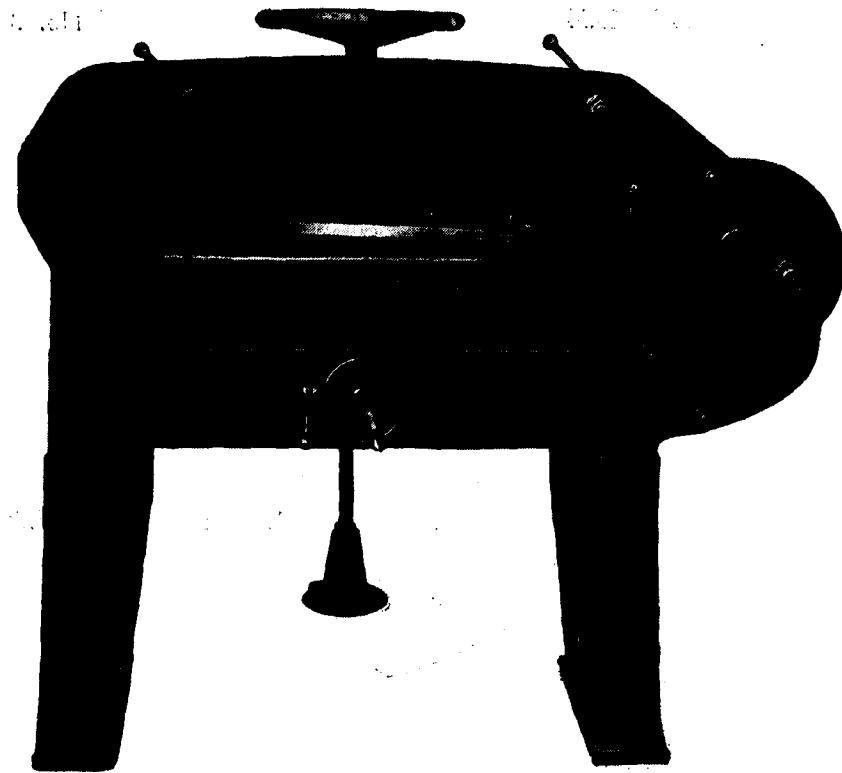
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Phone: 86729

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RADOR SIMPLEX

MADE IN HOLLAND



Rs. 5100/-
POWER OPERATED
BUT WITHOUT MOTOR

TECHNICAL DATA

cutting length	- -	31 1/2"
for piles up to	- - -	3-15/16
power required	- - -	1 H.P.
floor space required	-	67" x 67"
nett weight about	- -	1980 lbs.
gross weight about	-	2420 lbs.

The machine is supplied complete with two knives, wooden cutting stick, tools, screw driver and oil can.

OUTSTANDING FEATURES:

- Knife holder easily adjustable to compensate wear of knife.
- Knife can be replaced without any trouble.
- Machine cutting in double shearing motion ensuring highly smooth cutting surface.
- Accelerated motion of the back-fence.
- Incorporated narrow strips cutting device, leaving only 13/16" (20 mms) behind the cutting line.
- Handwheel for clamping does not go up and down with the clamping bar, but remains at one height, easy to handle for the operator.
- The power driven machine has automatic release of flywheel after each cut by means of friction clutch and ball bearings.
- The machine for power drive also has a safety brake to stop immediately at any moment required; hence greatest safety.
- All driving gears of first class steel only.

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P. O. Box 639	P. O. Box 146	P. O. Box 364	Cinema Building	Suryodaya Building, T-37/38, Silver Jubilee Park Road	"Jeera Corner" Rashtrapathi Road	Mahal Nootan Type Foundry (Agents)

DRUPA 1954

By

SRI S. BHANDARI

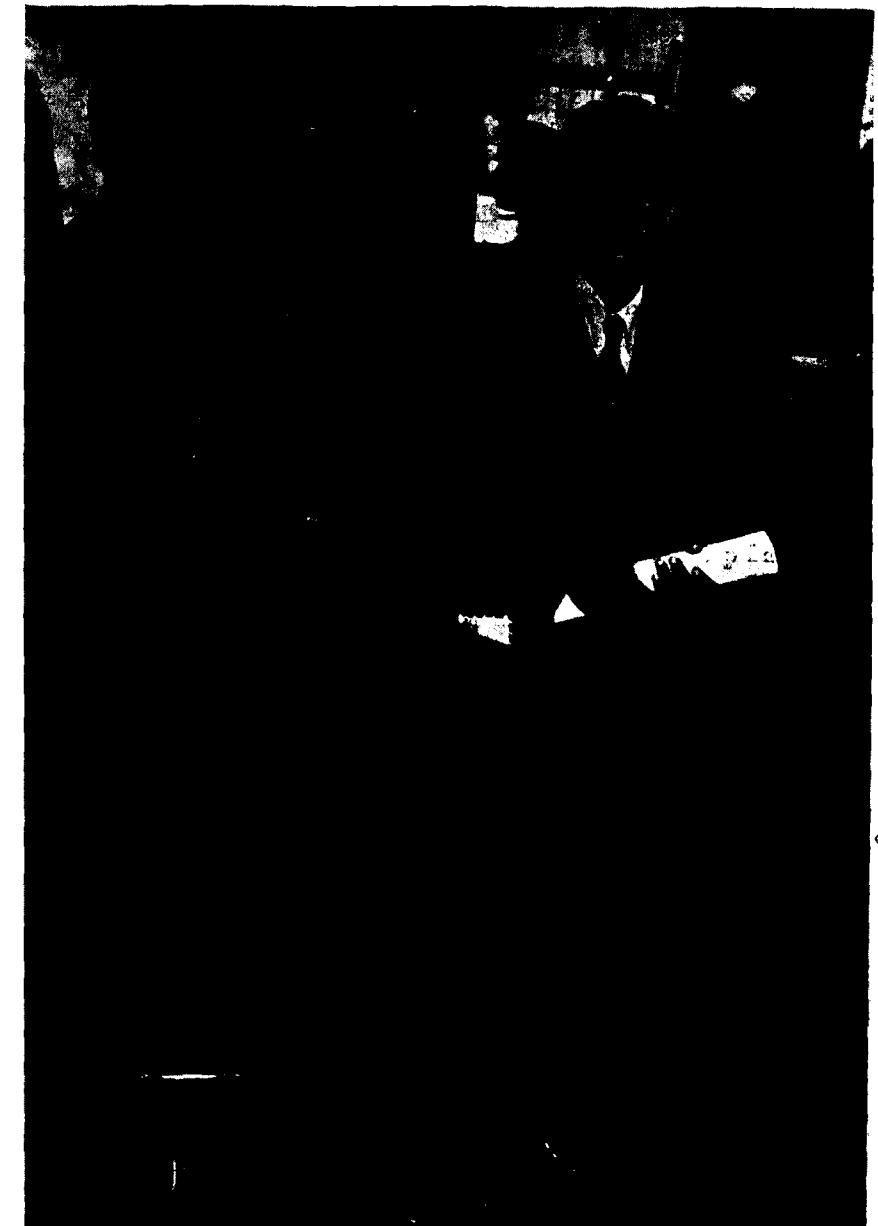
Managing Director, Indo-European Machinery Co., Ltd.

The recently concluded INTERNATIONAL PRINT AND PAPER FAIR-DRUPA-was a unique event in the history of Printing and Paper Industry. The second fair, after the war, was held in Dusseldorf (Germany) from 15th to 30th May, 1954. The results achieved surpassed all expectations which can be judged by the fact that the number of visitors was more than double of the last fair held in 1951. Area covered by the fair was also double.

Every field of the Graphic Industry was well represented ranging from the Biggest Printing Machines to all types of accessories required for the Industry. Paper, Printing Inks, Card-board and articles made of such materials and equipments for making it were all demonstrated in actual operation on the stands in order to give full idea to the visitors. Most of the participating firms placed latest models of their machines on show. The technical developments brought out in the manufacture of Printing machines were amply evident in the demonstration of the latest models by their manufacturers. Of particular interest to the visitors was the evolution of multi-purpose models which combined economy with quality performance.

Apart from the manufacturers from Germany, 126 firms representing 12 nations displayed interesting variety of Printing machines, Composing machines, Reproduction apparatuses, Accessories and paper wares.

Among important German machines, Roland exhibited a new two-colour double demy and a quad crown four-colour offset machines with continuous re-loading feeder which enables changing the feeding



Sri Bhandari is apparently in thought and that may mean more German Machines to India!

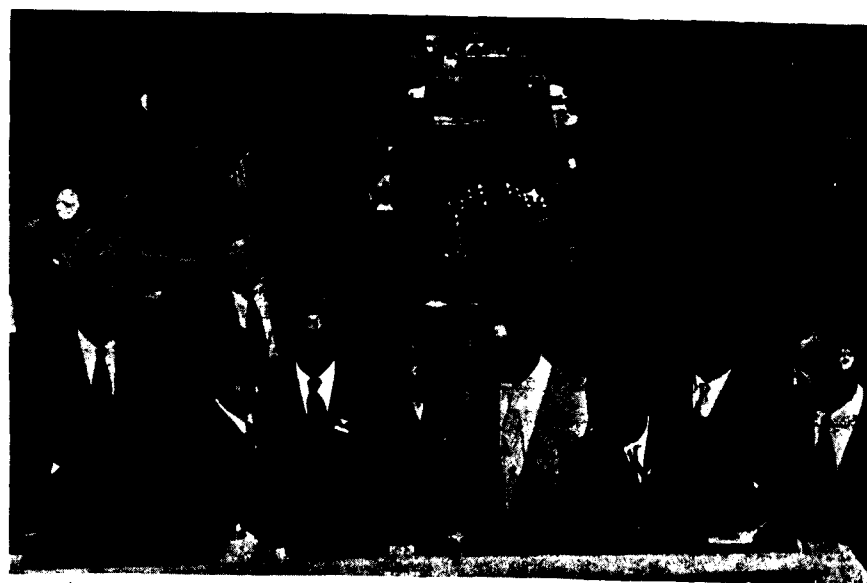
JULY 1954

and delivery piles without stopping the machine thereby increasing the output by 20%.

Messrs. Automatic Druckmaschinenfabrik of Berlin brought out a new crown size Automatic Cylinder Press FRONTEX BS with a new patented inking system ensuring perfect solid printing of full size forms at all speeds. The machine was equipped with all latest devices like twin pile feeding and Delivery; feeding from Reel and delivery in sheets; Semi-automatic inter-leaving device etc.

M/s: Billhofer of Nuremberg brought out an entirely new glazing calender which highly glazes the surface of all pre-varnished sheets. This has met the longfelt need for such a machine and has valuable applications in various fields including the playing card manufacture.

The 'Fair-Child' Photo Electric Engraver attracted attention of all interested in the Graphic Arts. Block making could be made quite simple and quick with this machine and it has a great future in times



Sri Bhandari's troupe of Indian visitors to Drupa are seen here with the German Friends

ahead particularly in the Newspaper industry.

For Packaging Industry, Messrs. Fischer & Krecke put up a new Combined Aniline, Photogravure unit. The Photogravure printing was done from a newly developed hardened vulcanized rubber cylinder instead of usual copper cylinders. Though experiments are yet going on it is expected that in future

Photogravure Printing can be simplified to great extent by this development.

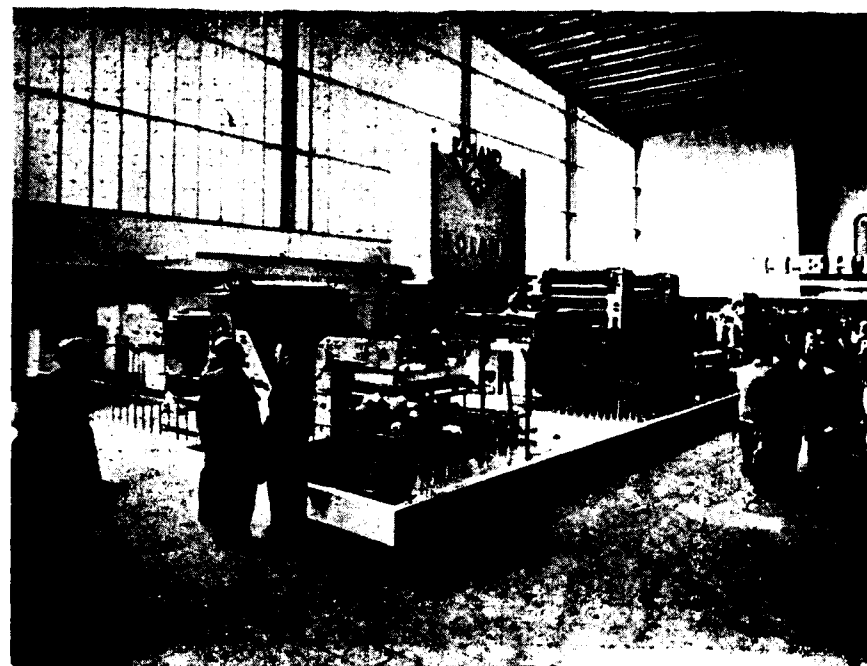
Messrs. Carrutti put up a latest Rotary Photogravure unit specially suitable for illustrated magazines and periodicals. The unique feature of this machine is its simplicity and rigid construction. The 'TEMPO' illustrated weekly of Italy has a number of these machines in operation.

A Swiss firm demonstrated a newly developed Steel Wire Spiral Binding Equipment which would greatly help to beautify the binding of Calendars, book, Catalogues etc.

Various types of equipments and accessories for Silk Screen Printing, a process not yet much known in India, were also shown. This process, which is quite simple, has very good application to various types of publicity and show-card printing.

A new Step and Repeat Composing machine was demonstrated by a Swedish firm. This machine would find good use for reproduction of very small labels, stamps and similar work. With a small size single negative it would repeat and

(Continued on page 10)



Roland Stall at the Drupa

Brief Details About Exhibitors at Drupa

M. A. N.
Maschinenfabrik
Augsburg-Nurnburg AG.

As the second oldest printing machine factory in Germany, the M.A.N. has played a decisive part in the development of the design of printing machinery as a whole. There have been very many changes during the 110 year history of the Printing Machinery Department, and this department also shared in the considerable damage suffered during the late war. Its reconstruction along the most modern production principles was already started in 1945, however, in spite of the fact that the unsettled economic conditions prevailing at that time did not in any way favour such a project. The production programme including letterpress, gravure and offset presses was extended considerably through the inclusion of a number of new designs. The years which have gone by since then have proved that the good reputation the M.A.N. products had come to enjoy in all countries had survived throughout the break in the collaboration with these countries because of the war.

The works were established in 1840, 114 years ago.—The construction of printing machines was started in 1845. The first Augsburg double high-speed press was built in as early as 1850. The Printing Machinery Department showed a single high-speed press at the 1851 International Exhibition held in London. 1868 Introduction of the two-colour high-speed press. 1873 The first German rotary press for newspapers at the International Exhibition at Vienna. 1879 The first illustrated periodical rotary press built in Germany for a fixed size with wind-

ing and sheet delivery unit is supplied.—The first double width rotary press is finished. 1880 Development of the first ticket printing machine. 1882 Construction of the first rotary press for two-colour printing. 1898 First two-revolution high-speed press with table and cylinder inking gear.—1900 The M.A.N. has a six-colour rotary press on exhibition at the International Exhibition held at Paris. 1906 The first six-roller rotary press with a heading imprinting unit is supplied to Buenos Aires. 1914 Start of the construction of sheet-fed gravure presses. 1920 Start of production of sheet-fed offset presses. 1922 The first rotary offset press is delivered. 1925 The largest rotary printing press in Germany is supplied (15 printing units). The first series type rotary press. 1927 The same publishers receive 12 additional printing units. Capacity of the entire installation: 810,000 eight-

page newspapers per hour. 1925 Start of the construction of rotary gravure presses. 1931 Stereotype improved by the construction of hydraulic matrix embossing presses and tilting casting machines for round plates.—The first "Poly" small sheet size two-revolution automatic press is delivered. 1935 Introduction of the paper reel rotating star in rotary presses. 1937 Construction of the "Automan" two-revolution high-speed press. 1938 A small rotary gravure press is shown at the "Bugra" at Leipzig. 1944 The Augsburg Works of the M.A.N. severely damaged. The Printing Machinery Department destroyed completely. 1945—1948 Reconstruction and re-equipping of the Department. Repair and maintenance work carried out. 1948 The first high-capacity series rotary with 6 printing units, 6 folding units and 6 paper reel bearing points to leave the works after the capitulation. 1949 The first multi-colour rotary



Sri P. N. Seal with his friends in Germany



Sr. Temporau, Sri Masilamany, Mr. Stanhope and Sri V. S. N. Murthi of Kubera Printers Ltd.

gravure press built after the reconstruction of the works is already on exhibition. 1950 The "Poly 50" small sheet size two-revolution automatic press is brought onto the market. 1952 After the production of sheet-fed offset presses had been suspended temporarily in favour of reel-fed offset presses, the "Ultra M.A.N." sheet-fed offset press, built on the most modern lines, is introduced on the market.—The largest rotary printing press built in Germany after 1945, with 8 printing units and 6 paper reel bearing points, is exported to Helsinki. 1953 Included among the numerous orders on hand is the multi-colour rotary gravure press for "The Times of India" with nine reversible printing units, the largest installation built in Germany after the war and intended for export.—A new 2 × two-colour rotary offset press developed on new principles of design is supplied to South Africa.

J. Bobst & Sohn AG
LAUSANNE - SWITZERLAND

The DRUPA 1951 provided this Swiss firm with its first opportunity during the post-war period of

folding boxes and ordinary cardboard boxes as already used very successfully for a number of years in Switzerland and in other countries. The success achieved by Bobst at the DRUPA 1951 was considerable and the high standard of its designs was given general recognition.

The "Bobst Method" represents a pioneering new development in the production of cardboard boxes in Europe and overseas. It is surprising how quickly box makers in numerous countries opened their doors to this new method. Today the "Bobst Method" is also in widespread use in the United States and in Canada, thereby offering proof of the fact that the ingenious designs of this factory making special machines have proved their worth even under the widest range

(Continued on page 31)



Indian visitors to Drupa watch the Albert automat in operation.

Review of Exhibits at Drupa

Our correspondent presents here a review of the various machines exhibited at DRUPA '54 by the manufacturers from all over the world. For want of space we could not do full justice to all the exhibitors —EDITOR

LEATHLEY PUBLICATIONS LTD. (Adprint House, 51-A Rathbone Place, London, W. 1.)

Prominent in this Company's exhibits was a replica model of the 3-colour "Holbein" multicolour sheet-feed photogravure press, introduced in 1953.

Interesting also was a 24"x20" model of the Multichrom Masking and Reproduction camera, and this is the first time that this particular size has been exhibited outside England. The one shown at the Fair included several new features, particularly a special vacuum cassette for contact screen masking.

T. C. THOMPSON & SON LTD. (Buxton Street, London Road, Manchester 1).

Showed the "Thompson-British" automatic platen, thousands of which are already in use in over fifty different countries. The chief characteristics are trouble-free running at remarkably high speeds and quick change-over from one job to another. Up to as many as 50 copies can be set up and run off more quickly than on a hand-fed platen, and long or short runs of high-class printing, colour and jobbing work, using any thickness of stock from 1½ to 37 thousandths of an inch (0.04 - 0.94 mm) are possible.

The makers claim that it is the only autoplaten in the world with the following features:—paper size from 15½" x 10¼" to 21" x 11½"; chase, inside measurement 15½" x 10¼"; production speed up to 4,500 impressions; short straight feed and

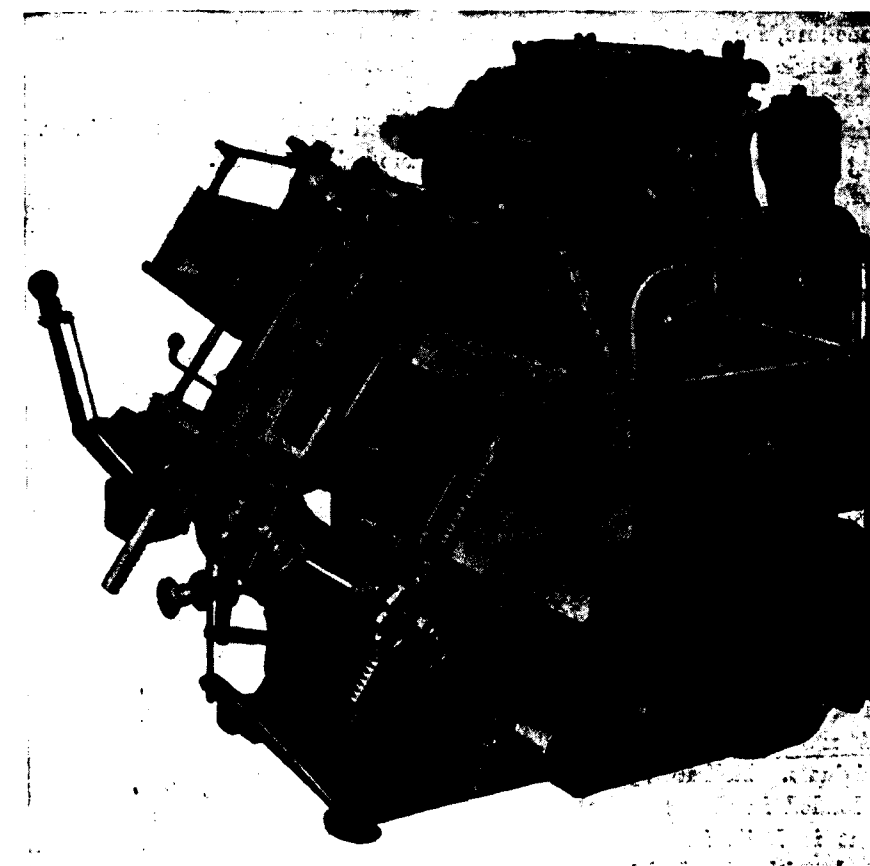
accurate register; flat run-out delivery with sheet jogger; geared inkers with reciprocating rider; left and right hand register; built-in dry spray and roller wash-up; powerful toggle for heavy impression; continuous oiling of main bearings; variable speed regulator and ink duct removable without re-setting. The agents for this in India are the Monotype Corporation Ltd., Bombay.

AGA STANDARD LTD. (16-17 Devonshire Square, London, E.C. 2).

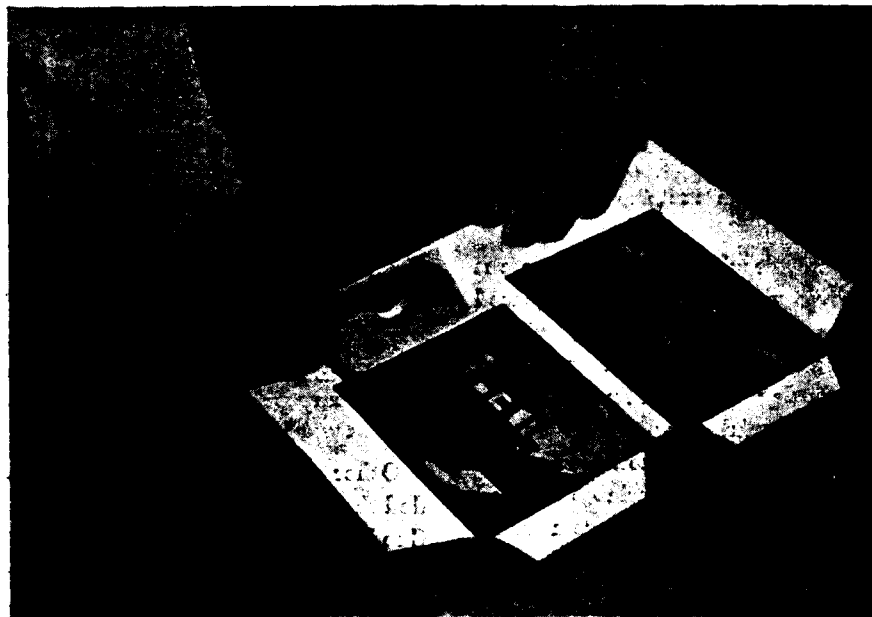
One of the main features of this exhibit was the Primaton Make-

ready Process, which is based on the thermosetting properties of plastics, and is claimed to give extremely fine tone gradations on almost any printing surface.

Other exhibits by this firm included the Lindmark graining machine, Cundall folding, perforating and creasing machines, and the recently developed "Farboptr". The latter machine enables the photographer or retoucher to view part negatives as an entire coloured positive, so enabling prior checking and requiring less time for retouching.



"Thompson-British" Automatic Platen



"Finishing Touches" - in Primaton Make-ready Process

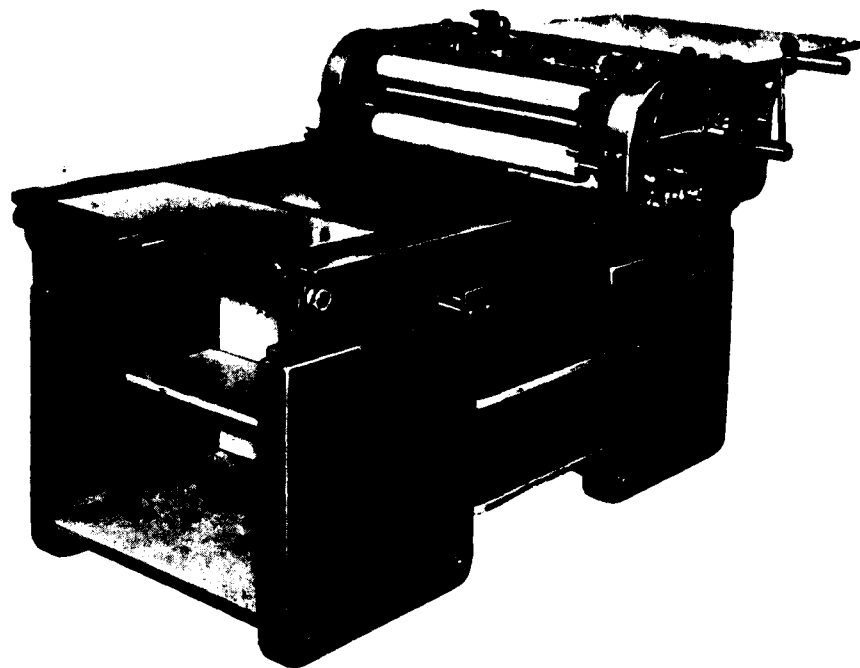
PICTORIAL MACHINERY LTD.
(37-39 Oxford Street, London, W. 1)

Showed their "Printex Cadet" direct mechanical printing down machine, for the speedy repetition of single or multi-image units in exact register on printing plates, with facilities for similarly producing multi-image photographic units for printing down. The machine accommodates flat plates upto 53½" x 42½", maximum printing surface 53 x 39".

Cameras formed an important part of this exhibit, including the Lithotex Junior auto-focus step and repeat camera, the Regal precision darkroom colour camera and the "Chemco" roll film camera, an American invention, manufactured under licence in England by Pictorial Machinery Ltd. The camera is 17'6" long, 7'0" wide and 7'6" high and is intended for the production of negatives upto 24" x 20" from black and white originals. Roll film is used, which is loaded in the rear of the camera that is built into the darkroom flush with the darkroom wall and does not project into it. The

actual operations are performed outside the darkroom.

SOLDANS LIMITED (Burley House, 5-11 Theobalds Road, London, W.C.1) had on view their 52" Bronzmaster and two proofing presses, one a large size power-operated machine and the other a small hand-operated machine with motorised inking.



"The Soldan PROOFMASTER"—Proofing Press

The use of precision proofing presses to free production machines for their essential job of turning out good printed work quickly is one of the most important developments in the letterpress process of recent years. The Soldan large size power proofing presses are versatile machines which fulfil a number of important functions in the progressive letterpress plant. The last revise of the imposed forme is pulled on the press so that the pull can be sent to the bindery and justification and imposition checked. Advance copies for the customer are run off and the production machine kept free of all this work. The small size proofing presses handle the smaller formes, and at the same time are ideal for checking mounted plates, producing pulls for interlays, testing the accuracy of type and also producing short runs of small jobs.

SIDNEY R. LITTLEJOHN & CO., LTD. (4-5 Gough Square, Fleet Street, London, E.C. 4.)

(Continued on page 35)

Rotaprint

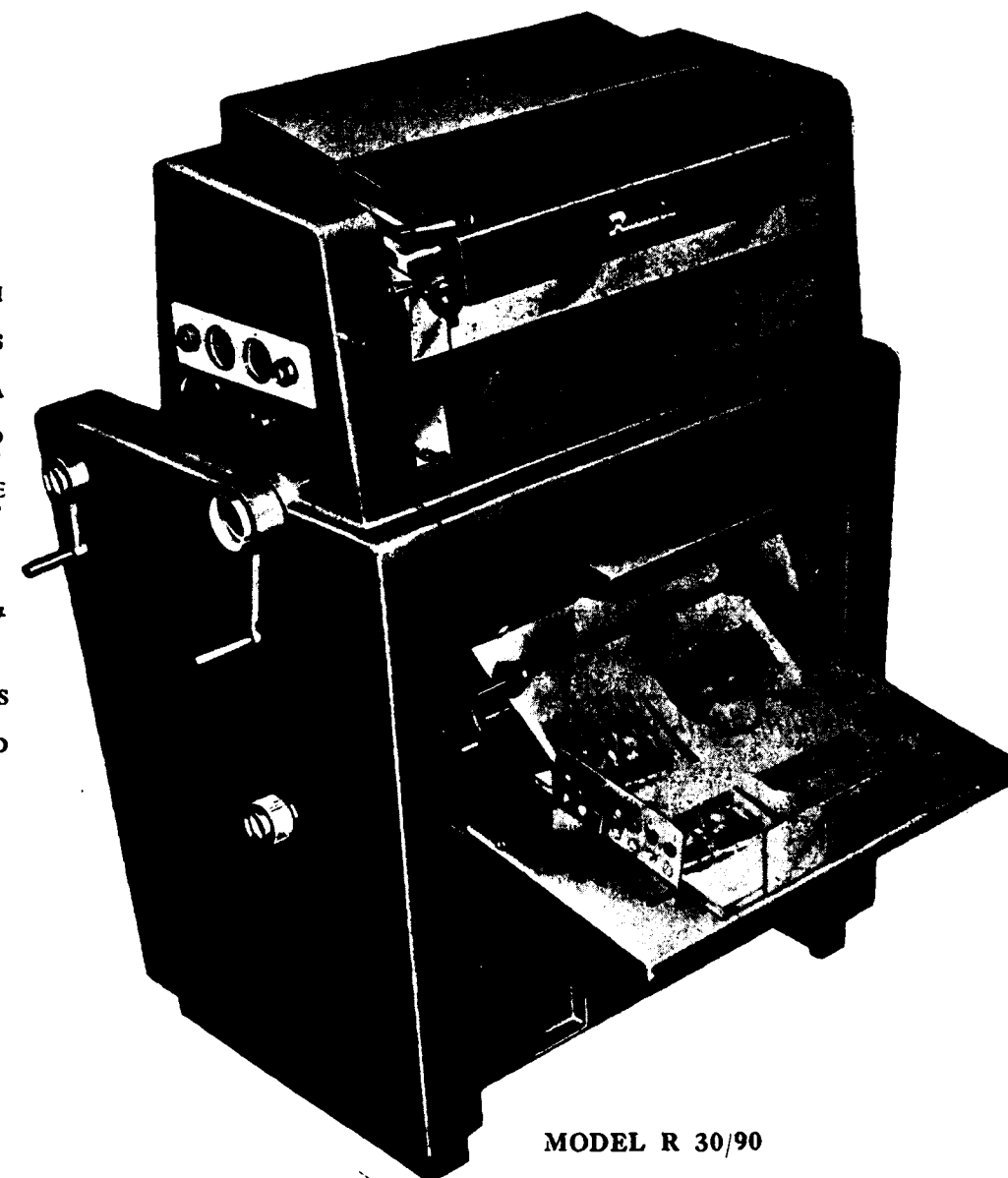
A MASTERPIECE IN THE FIELD OF
OFFSET-LITHO PRINTING MACHINES

ALL OUR NEW BRITISH
ROTAPRINT MACHINES
ARE NOW FITTED WITH A
NEW, UNIQUE AND
REVOLUTIONARY DEVICE

KNOWN AS THE

Rotafount

WHICH ELIMINATES
SCUM, GREY PRINT AND
WASTE AND MAKES
THE MACHINE FULLY
AUTOMATIC AND
ALMOST FOOL-PROOF



MODEL R 30/90

SOLE AGENTS:

Central, Western & Southern India

The Typewriter & Office Appliances
(INDIA) CO. LTD.

P. B. No. 277

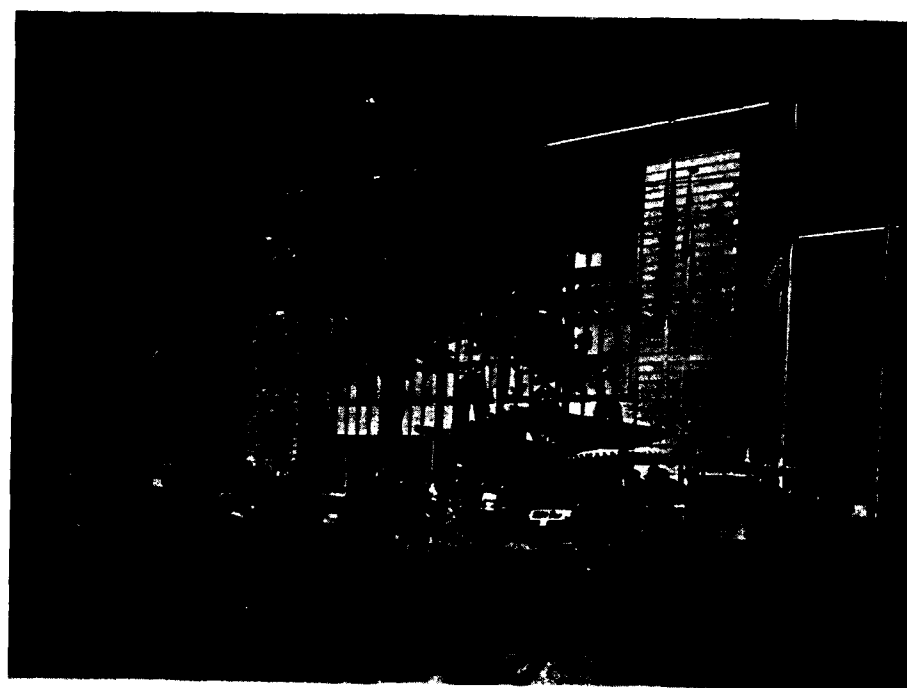
17, Armenian Street, Madras-1 (India)

Northern & Eastern India

M/s. ADREME LTD.

P. B. No. 2086

CALCUTTA-1 (INDIA)



Visitors thronging to the Drupa Fair from all corners of the Globe

DRUPA 1954

(Continued from page 4)

prepare a larger size negative with equal distance between each image.

A number of new processes for Offset Plate Making were demon-

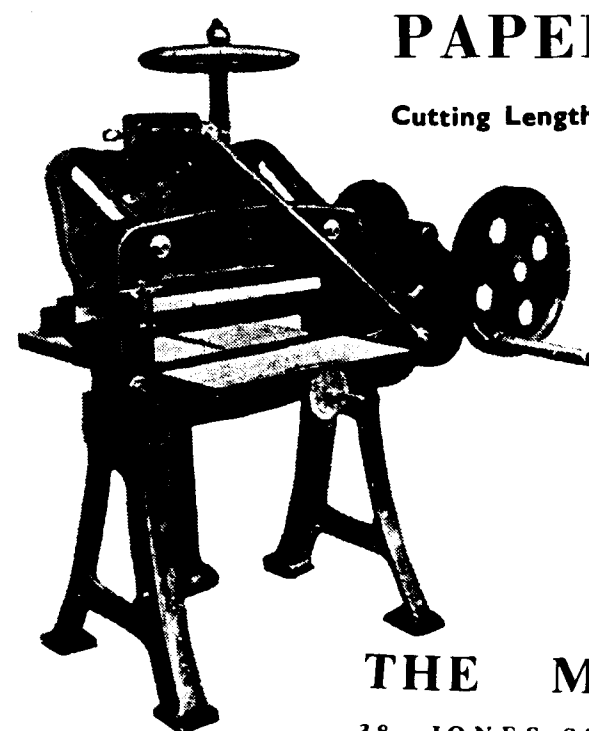
strated and explained both by actual demonstration and by the results achieved. Eggen P 43 Deep Etch Process is likely to be the most suitable one because it is unaffected by humidity and is

developed by water eliminating the use of alcohols which are costly and difficult to obtain in view of the prohibition in some of the states of this country.

The commercial activity was very brisk; one big offset printing machine manufacturing firm received orders covering a year's production working three shifts round the clock.

The well directed Publicity Campaign attracted approximately 77,000 foreign visitors from 48 countries of the Globe. Even from the remotest corners, printers came to this largest marketing centre for their requirements. It was in fact a place of pilgrimage for the people connected with the Graphic Industry. The organisation of the Fair was praiseworthy; the Fair Catalogue printed in five languages without advertisement was a novelty. It was announced that next DRUPA would be held in 1958.

To Sum up, DRUPA can be called a Fair without Hitch.



PAPER CUTTING MACHINE

Cutting Length 24 inches

Height of Clamp 5 inches

THIS IS A HEAVY AND STURDY MACHINE, CONSTRUCTED ON THE MODEL OF THE FAMOUS "KARL KRAUSE" CUTTER. WHEEL AND GEAR SYSTEM, DIAGONAL CUTTING MOVEMENT, DOUBLE GEARING DRAW RODS ETC., ARE THE IMPORTANT FEATURES.

Large number of Machines in daily use all over INDIA, BURMA and CEYLON etc.

Fitted with 2 Sheffield Knives

Manufactured by

THE MADRAS TYPE FOUNDRY

38, JONES STREET

MADRAS-1

News and Views

The Indian Federation of Printing Technologists is holding an Exhibition of Printing & Allied trades during the First week of August 1954 in the city of Madras in connection with its First Anniversary and solicits the patronage and cooperation of all those connected with the Industry.

The exhibits will be grouped such as posters, letterheads, bookwork, Art & Colour plates, Die stamping, Newspapers, Magazines, Direct Mail Publicity Labels, Calendars, Bindings, Packaging etc.

The exhibits should be sent securely packed to the Hony. Organiser so as to reach him not later than the 15th July 1954. Exhibitors who are desirous of getting their exhibits back are requested to send the necessary postage. Certificates of merit would be awarded for the best exhibits in each group from this country.

Facilities will also be provided for dealers in Printing Machinery, Inks, Paper, etc. for displaying their products. Such of those who are interested can obtain full particulars from the Organiser.

A practical scheme in four stages to effectively implement a uniform costing system for country-wide universal acceptance by printers, has been suggested by Mr. K. K. Ghosh M.A., F.R.E.S. (Lond.), in reply to the memorandum prepared by the Convenor of the Federation Costing and Estimating Committee and

circulated by the Secretary of the All-India Federation of Master Printers.

The scheme envisages at attempting to make the Indian Printers cost conscious at the first stage, for safeguarding the industry against unhealthy competition & price cutting, by publicity, extension handouts and effective syndication. An economic survey and compilation of statistics have been suggested by issue of questionnaire at the second stage, to get a fairly good idea of the various categories of printers and their equipment and their difficulties in enforcing a scientific cost control system. Regional Committees for implementation of the fundamentals of works control as recommended by the Central Committee have been suggested at the third stage. Finally, the fourth stage aims at budgetary costing and standardisation as well as preparation of manual.

The scheme, it is learnt, is under consideration of the Federation.

The third session of The Maharashtra Printers' Conference held on 22nd and 23rd of May 1954 in Poona, was largely attended by Printers all over Maharashtra. Sri Vithalrao Wagle of Wagle Process Studio and Press Ltd., Bombay presided over the Conference. Along with this, an exhibition of Literature on Printing was also organised for the benefit of the

many Printers who attended the Conference. The next session of this Conference will be held at Sholapur under the auspices of the Sholapur Printers' Organization.

In the fourth International Exhibition of Techniques of Paper and Graphic Arts held at Grand Palais in Paris from May 1st to 12th an illustrated story of "TIMES NEW ROMAN" has been exhibited. It is a well known fact that the "TIMES NEW ROMAN" Type was first designed by Mr. Stanley Morrisson of the famous daily "THE TIMES" and produced by Monotype Corporation Limited.

Experiments are being conducted in Dacca for the manufacture of pulp in a local Paper Mill. It is estimated that the total requirements of the mill will be met with the pulp made of indigenous bamboo. The daily production capacity of the mill averages at 50 tons. In the first week of August, the third mill is expected to go into production. It is expected that the production capacity will increase to 100 tons.

"Oh, a whole line o' type" is what Walter Reid, the publisher of the "New York Tribune", called out in his enthusiasm and surprise when Mergenthaler demonstrated his machine. And so—quite by chance—the new invention found its name at the same time.

Parsons & Whittemore (MADRAS) Ltd.

C/o GEORGE F. HITCHMAN

Waterloo Mansions, Opp. Museum, Esplanade Road, Fort, Bombay - 1

●
REPRESENTATIVES IN INDIA FOR LEADING
MANUFACTURERS OF WEST GERMANY

for

All Types of Machinery for the Printing & Allied Industries

- PLATEN PRESSES . . .
 - LETTERPRESS MACHINERY
 - LITHO & OFFSET PRESSES
 - GRAVURE PRINTING PRESSES
 - NEWSPAPER ROTARIES
 - SEAL EMBOSSING MACHINES
 - COMPLETE PROCESS AND
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HIGHLIGHTS OF DRUPA 1954

BY OUR CORRESPONDENT

All planes flew to Drupa, Dusseldorf, in the month of May '54. The highlights of the historic Drupa Fair are portrayed here by our correspondent for the benefit of the printers in our country —EDITOR

The world's biggest printing and allied trades equipment Fair, known as Drupa, was opened in Dusseldorf, Germany, by the Minister of Economic Affairs, Dr. Erhart, on Friday, the 14th May, and continued until Sunday, the 30th May.

The exhibits, which occupied eight large halls, covered practically every aspect of the graphic arts, and there was, in addition, an exhibition of commercial art,

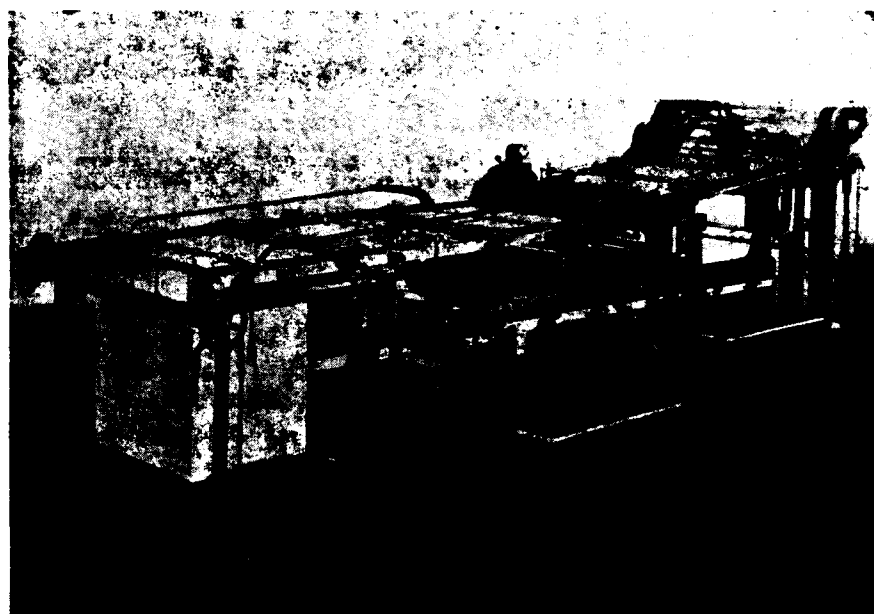
ancient printing, historical exhibitions on paper and newspapers. A most elaborate organisation covered everything from translators for overseas visitors to buses which carried foot-weary sightseers around the vast exhibition.

Drupa is a tribute to the remarkable powers of recovery of the German printing machinery industry, which in a few years has once more come to occupy a prominent

place in the world. Many British and other visitors commented favourably on the range of equipment and its excellent finish. However, there was nothing of a completely revolutionary nature on show, except auto-engraving machines and photo-composing machines, particulars of which have been known for some time, and only one of which (the Klischograph) is of German origin.



The historic DRUPA Fair was declared open by the Minister of Economic Affairs, Dr. Erhart on 14th May 1954. From Left to Right. Mr. Fritz Peters (Fair Committee), Mr. Bürgermeister Glock, Mr. Regierungspräsident Baurichter, Mr. Ober-Bürgermeister Gockeln, Prof. Dr. Erhart (Minister of Economic Affairs) and Mr. Hubert H. A. Sternberg, President of the DRUPA Committee.



GMA's TP 110—A fast running press for quality printing manufactured in Sweden

Both the Klischograph and the Scan-a-Graver were constantly thronged with visitors. Printers seeking methods of cutting engraving costs were attracted by the Scan-a-Graver slogan "Blocks in a few minutes". The Scan-a-Graver, which makes printing plates on plastic foil electronically is, however, limited to making plates the same size as the original. A new machine, the Scan-a-Sizer, has however been developed by the Fairchild Camera and Instrument Corporation, which reduces and expands the original as necessary. This was not on show at Drupa but there was a photographic model on the Stand. It will not be ready for sale until 1955.

The Klischograph now has models which make line blocks and colour blocks by electronic means, and these attracted considerable interest.

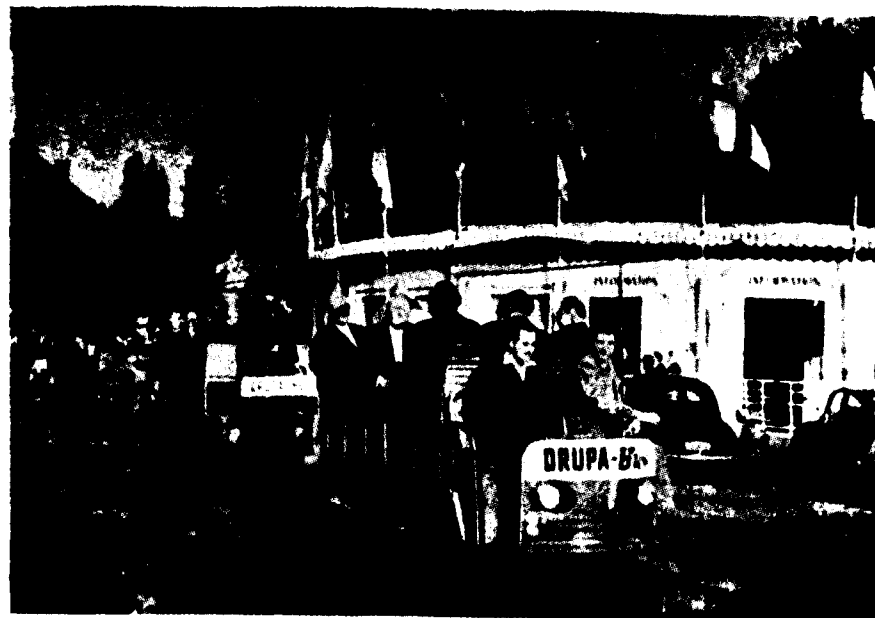
In the photocomposing field the Intertype Company showed the Fotosetter, which is based on the orthodox line casting machine, but with a camera substitute for the hot metal pot. Examples of work produced by Fotosetter and litho

were on show. The Monotype Corporation brought one of its prototype Monophoto machines across to Germany and it also raised a considerable amount of interest amongst visitors. The Dutch Hadege, which is a head line setting machine by photography, and which is in full production, was also on show.

The German branch of the Linotype Company had an impressive stand on which orthodox models and also typesetting machines were shown, but not the revolutionary Linofilm, Linotype's contribution to photocomposition. This is still in the early stages in New York, and rejects entirely the former mechanism of the hot metal machine. It is electronic and works from an ordinary typewriter keyboard which punches a tape which, being fed into a further machine, produces the photographic film. However, a large picture of the Linofilm was shown. The Photon, the other really revolutionary machine, was not on show, although it had been shown in Paris the week before.

In the printing machines field one of the machines which attracted the best attention was the GMA Tirfing, manufactured by Grafiska Maskin Aktiebolaget of Sweden. Designed to meet the demand for faster letterpress printing, a speed of 4,000 impressions per hour is claimed. The makers stated that

(Continued on page 24)



'The Drupa Bus' - which has been specially arranged for taking round the Visitors to all the eight halls wherein exhibits were displayed

THE DEVELOPMENT OF GERMAN PRINTING INK PRODUCTION

By

DR. H. STEINBERG CELLE

The manufacturing of printing inks seems to have been initiated by the development of journalism, for the first news of available inks ready for printing have come from England, where journalism had assumed an extent not at all reached in Germany at that time. Generally the printers produced their inks themselves by making varnish out of linseed oil stirring it with soot which they bought from dealers. The first German printing ink works were founded in 1817 on the occasion of the edition of a newspaper regularly issued since then in a small town of Northern Germany. The druggist and ink dealer entrusted by this master printer in question succeeded in overcoming the aversion the printers had at first against this manufactured ink by improving and maintaining a certain quality. One decade after the start of the printing ink manufacturing he was already able to put grinding machines into operation. As early as 1845 agencies in Petersburg, Copenhagen, Brussels, Zurich and Budapest were seeing for a permanent sale of German printing ink abroad. Other printing ink works had come into existence, the competition among these enterprises causing improvements in qualities and items. An advertisement published in the "Journal for the Art of Printing" in 1837 put at the disposal and choice of the printers only three items of printing ink of three consistencies each—strong,

medium, thin—as well as one item of lithographic ink.

The coming forth of lithographic printing, the construction of the first high-speed printing press in 1811, the introduction of coloured wood cut engraving, and later-on of zinc etching, of half-toneblock, and of three colour printing, the preference of coloured job printings, all this, through the increasing want of coloured inks, induced the manufacturing of coloured printing inks having partly been produced by the printers themselves even up to the beginning of our century.

The rotary press, following the high-speed letter press, the development of the multi-colour printing press and other special ones paved the way for an increase of the editions of newspapers, periodicals, and other ephemeral printing matters, even in multi-colour printing, thus giving an impulse to creating new items of colours for those purposes. After the turn of the century the more up-to-date methods of printing came into being.

Offset printing for making the multi-colour printing goods up to then being made in lithographical printing, more economical for the packaging branch as well as for the multi-colour, art reproductions.

—rotogravure printing for an economic production in bulk of one—and three colour printing of

artistic value, this production being technically unobjectionable,

—aniline printing for the bag-and packaging industries. From the very beginnings of these three great methods up to the state of techniques in our days the printing ink industry has had to perform a work of development, the importance of which cannot be overestimated. It was only by keeping ready these colours being suitable for every method and for all printing purposes that the enormous rise of these printing methods and many other techniques being smaller in number nevertheless important has become possible.

In connection with this, please remember collotype, steel stamp printing, dry offset printing, to which vacuum printing and silk screen printing have been added during the last years. Nevertheless the tasks of printing ink manufacturing have not yet been achieved. The printing capacity of the plants now in service doesn't satisfy the increasing demand for the long run. The rotary printing of illustrations requires quick-drying inks satisfying the new constructions of machines ready for the purpose of being able to keep pace with rotogravure printing as to printing speed. As to this even the latest inks will not do, for there is the question of split seconds view to 25,000 and more cylinder revolutions per hour. The

ink must dry or become not subject to blurring in any way much more quickly than the quick-dry ink thought for the offset process. In the same extent problems must be solved concerning multi-colour printing in one operation for high-speed offset presses and multi-colour letterpress rotary. As a matter of course these tasks can only be fulfilled in close co-operation with the paper producers. This example points out to the large extent of the necessary work of development.

The demands stated by rotogravure printing with the new power-sets are of no less extent. In order to avoid more than it has already been done the damp of the solutions which are noxious to health, methods must be found out by converting to other solutions of the same good qualities. Thus all these things are linked together continually putting new tasks to the printing ink industry. Apart from various types of paper there must be added plastic foils of different kinds which shall be printed such as every garden hose must carry an imprint nowadays which survives the life of these rubber goods. Only part of the demands with which the printing ink factories are covered day by day could be mentioned in these short enumerations. Besides these really new great problems the demand for innumerable special mixtures in small and even smallest quantities has pushed itself into the foreground still more than at present by the increase of colour printing. Not all these special demands can be satisfied, as the profit of this production depends on the respective size of orders.

Many printing ink consumers who demand such "miracle colours", as they are at the disposal of American printers for many purposes are forgetting that the ink producers must pay regard to fact that for the

time being we are still very far from the American situation—fortunately or not? The constraint for the Americans to find new forms of production resulting from a demand for large quantities in this large country which has to follow own methods as to economy and technics has embraced the printing industry though not all printing works in the same way and at the same time. Those who have to issue 5 millions of brochures of one or two hundred pages each a week as periodicals or magazines, those who have to produce corrugated pasteboard packings in continuous production for the same purpose every day must adapt their machines, papers, boards, inks, adhesive substances, and everything else to these purposes. But the American printing works of average size don't work otherwise than we do in Europe.

How would it be possible that American gas-soot together with linseed oil likewise supplied from oversea is manufactured into printing inks in Germany, then being resold to America, not at all in small quantities, on the contrary this export being in constant increase? This export of German printing inks would be impossible, if all American printing inks were much better than those produced in Germany, as visitors have pretended here and there. The German printing ink industry had had to struggle against many difficulties of getting raw materials during the war and the first years after the war, it is true, but this backlog has been made up for in the meantime. There are, however, some products abroad which have not yet been produced in Germany. This mainly concerns inks required by the technical development of machines, specially for issues in large quantities, for which there are not yet sufficient demands in Germany under the conditions as

they are. The experiences made hitherto prove that in Germany all technical problems of printing and ink production—when being ripe—have always found and will find in future a satisfying solution.

* * * * *

SIZES OF IMPORTANT PAPERS
Papers (trimmed)

	Inches
Foolscap ...	13½ x 16½
Small Post ...	14½ x 18½
Sheet and 1/3 cap ...	13½ x 22
Sheet and 1/2 cap ...	13½ x 24½
Small Demy ...	15½ x 20
Large Post ...	16½ x 21
Small Medium ...	17½ x 22
Medium ...	18 x 23
Small Royal ...	19 x 24
Imperial ...	22 x 30
Large Foolscap ...	13½ x 17
Crown ...	15 x 20
Large Post ...	16½ x 21
Demy ...	17½ x 22½
Medium ...	18 x 23
Royal ...	20 x 25
Large Royal ...	20 x 27
Imperial ...	22 x 30

	Boards (trimmed)
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Postal ...	22½ x 28½
Imperial ...	22 x 30
Large Imperial ...	22 x 32
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PRINTINDIA

EXPORT AS DRIVING POWER

By
MR. HUBERT H. A. STERNBERG
President of the DRUPA Committee

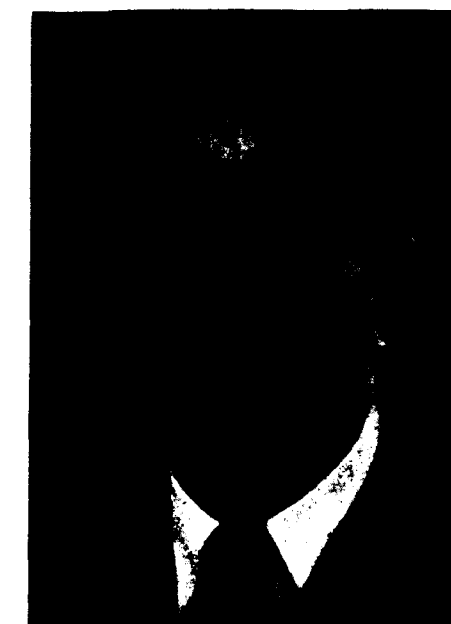
International cooperation respecting the rules of free competition is necessary for the growth of the printing machinery industry, asserts Mr. Hubert H. A. Sternberg in this article written prior to the inauguration of DRUPA '54 —EDITOR

In view of the new Graphic Arts "trial of strength" at the second DRUPA in the near future, it may be useful to obtain at least a vague survey of the proportional share of international world export in printing and paper machinery during the period from 1936 to the present. The survey will not be essentially distorted by disregarding the Russian and Japanese export figures. Firstly, it will be hardly possible to ascertain even probable figures, and secondly, these two countries, in effect, bear no influence upon the balance of weight within the free world in regard to export policy.

Next to Germany, the USA and Great Britain are ranking foremost of all export countries in our sphere. These countries have totalled in 1936 94.5% and in the first half of 1953 an appreciable 82% of world export. It should be noted that these figures do not indicate the real production values of the different countries of origin as the domestic market should be added.

It would lack correct relevance and fairness, if such a picture based upon the monetary valuation of export conditions would be put on a par with the creative, i.e. technical brain-work share of the highly meritorious designers of all countries which contributed decisively towards the present high standard of industry and its international weight. Thus, an objective retrospect over the past decades of our

evolution cannot overlook the prominent contribution of the USA and Great Britain in regard to constructive and effective ideas.



Mr Hubert H. A. Sternberg
President, DRUPA Committee

Especially the field of typesetting machines is—speaking of Mergenthaler—a typical example of a German creative individual first finding understanding and backing in the USA, whereas the world is indebted to England for the big rival of the Mergenthal solution, the Monotype. It will always be in vain to try and dose praise equitably due to the countless mutual exchanges of fertilizing ideas and the market complex so characteristic for the comparatively young history of machine building. Is there any-

one who does not remember the fact that fundamental preparatory work for offset printing invented in the USA was partly due to previous German development (Zinc rotary); that the many models turned out within the following years were the direct result of keen international bout and that the high performance machines of overall standing accepted today are holding their own in a world market that has become most pretentious? Does not the same apply to the stride of development of letterpress cylinder machines and platen presses marked by drawback as well as proud success? We do not want to repeat facts that have become historical meantime, particularly as they are still fresh in the memory of most of us.

The irresistible technical progress has naturally animated a number of other West European straggler nations to catch up with developments. Some of them have performed remarkable feats in special fields of printing technique. Often a rich store of experience in the mechanics of precision, in the way of chemical progress in paper and ink proved to be happy prerequisites for surprising solutions. Not all of these countries—and this may be mentioned in the interest of fairness—acquire regular licences when they evaluate foreign makes protected by patent rights; in our branch we know quite well where such matters are not heeded! On the long run,

such methods will result in poor business. The imitators base their presumptions wrongly, namely, in that they think the makers of the designs they consider worth copying are devoid of new ideas. This is quite a mistake! On the contrary, he who meets his design in the market as an imitation—being always of poor quality—will very quickly ensure that innovations are introduced in order to leave the prototype as far back as possible. Thus, the imitators are unintentionally prodding development to their own disadvantage and making customers swerve to the original manufacturer.

As German company managers with an international scope of work and as citizens of the German Federal Republic, we are aware of the difficulties caused by the separation of Germany, particularly in our trade. Commercial cooperation can be conducted even between diffe-

rent partners to a certain extent regardless of national and economic feeling. However, such cooperation demands fundamentally equal rights on both sides. If, for instance, the German Federal Government in the period from 1 January 1950 to 31 December 1953 granted payment permissions amounting to more than 13 million Deutschemarks for printing and paper machines, it is intolerable for our West German manufacturers to see the opposite side stopping, as a rule, even the import of low-value spare parts. We would not hesitate to renounce all trade restrictions providing we are offered the same sales possibilities.

Our attitude in this actually internal German affair, which naturally does not change our sincere desire for a reunion of all Germany in freedom, should not be interpreted as being a symptom of weakness. Our West German position in the printing and paper machinery sector

has not only caught up with the losses of 1945 by increasing the capacity and improving our production means and methods, but has even overtaken them. This applies to all printing techniques and it applies especially to the building of paper converting machines. This still more universal field, due to its versatile range of work, has been enriched, by taking over certain "outsiders" together with their experience in electrical engineering, hydraulics, etc. In this way, the productivity scale, made torpid by the last war, is now taking shape again. A few German firms in certain special fields, for instance rotating crosscutters, machines for envelopes, paper bags, and sacks, have attained the reputation of pioneers. In other sectors, such as the highly developed offset printing, the old and new ties of cooperation between leading firms have been activated, regardless of fron-

(Continued on page 28)

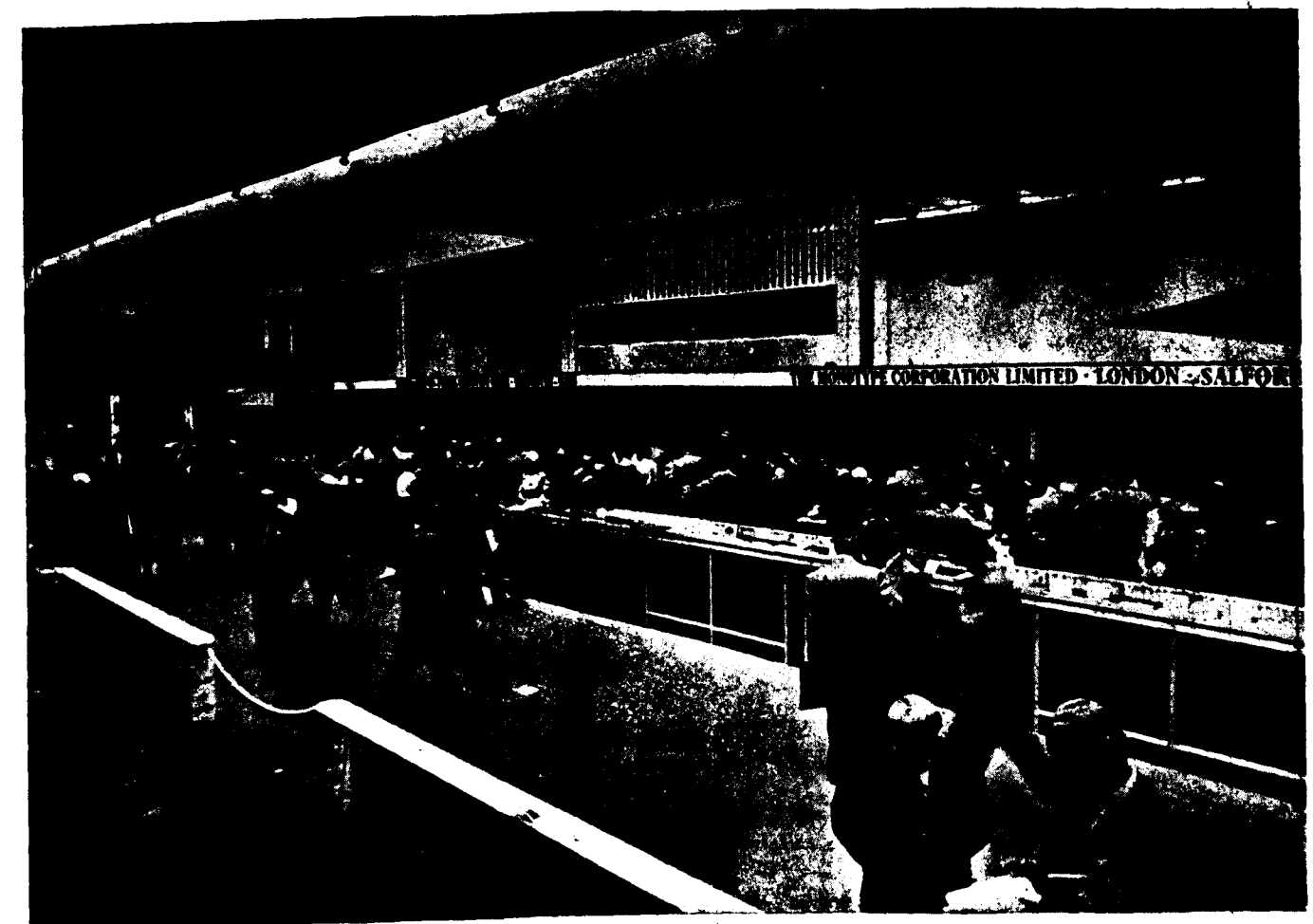
DRUPA IN PICTURES

The organisers of the International Printing and Paper Fair DRUPA held at Dusseldorf, Germany, 15th to 30th May, now report that the transactions at the Fair surpass those of the 1951 Fair. The space occupied by the Fair was twice as much as that of 1951 and the number of exhibitors, 772, exceeded that of 1951 by 284. Twelve nations took part and 126 exhibitors came from outside Germany.

It is estimated that 527,000 visitors attended the Fair, surpassing the first Drupa by 217,000. Visitors from outside Germany, it is estimated, amounted to 77,000 from forty eight countries.

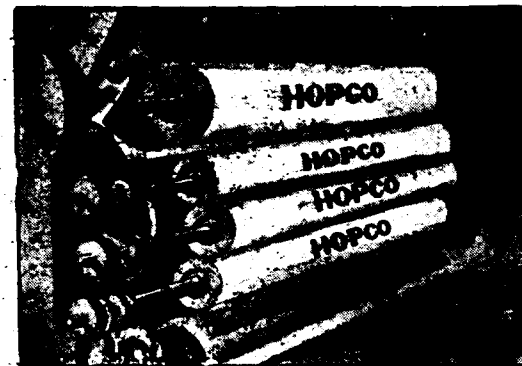
On the commercial side the organisers estimate that orders exceeded those of the first Drupa by 75-80%.

There were many British visitors to the Fair, including Sir James Waterlow Bt., President of the London Master Printers Association. From Nigeria came Dr. Azikiwe, the Prime Minister, with his Minister for Industry, L. P. Ojukwu. The Indian visitors are Sri N. L. Contractor of the well-known Rainbows, Sri S. Bhandari of Indo-European, Sri Paramanand Mehra, Sri P. N. Seal etc. We present hereunder some spectacular photos of the Drupa Fair, 1954.



The Mammoth stall of Monotype Corporation Ltd., where Monophoto was exhibited.

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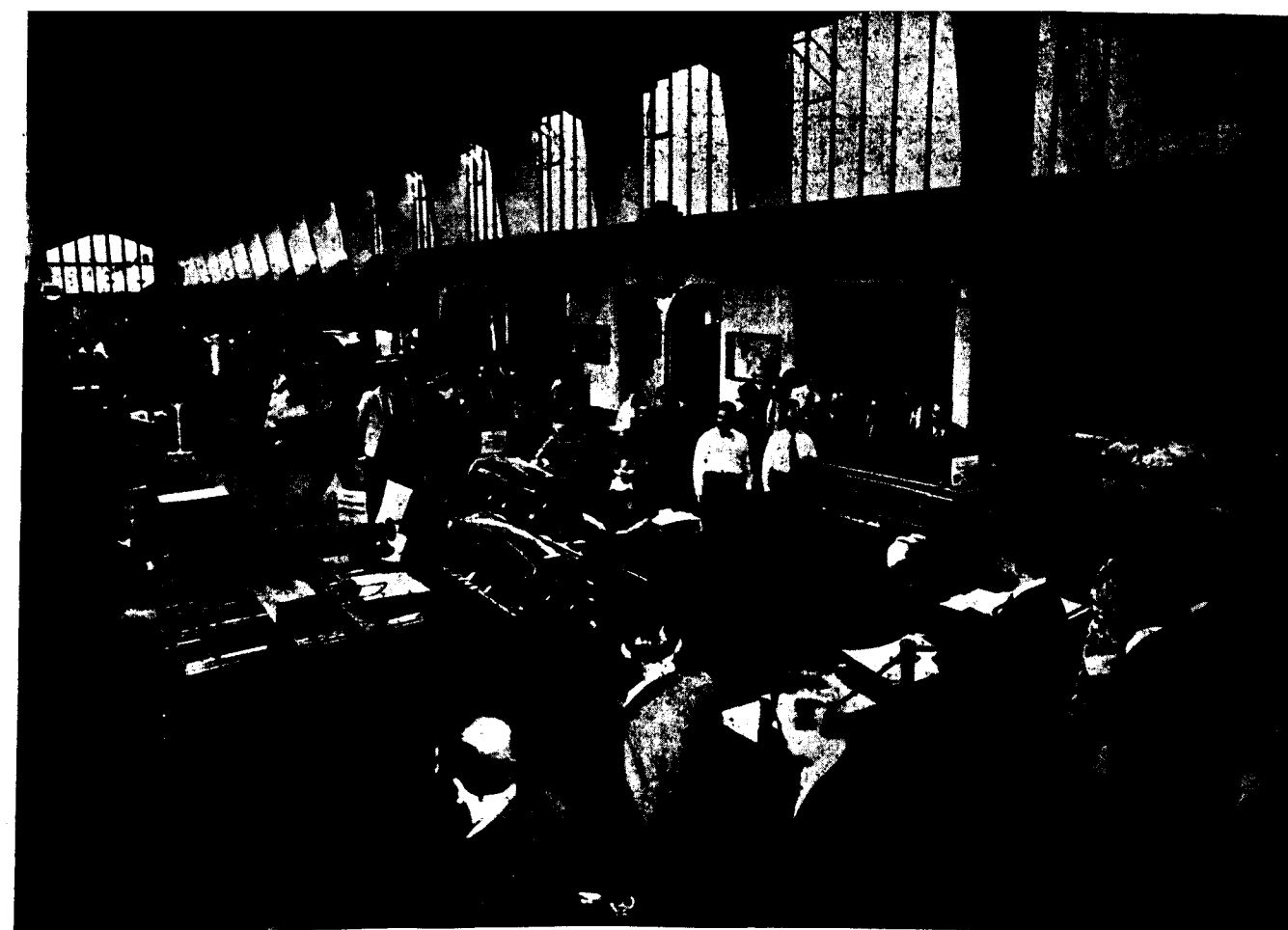
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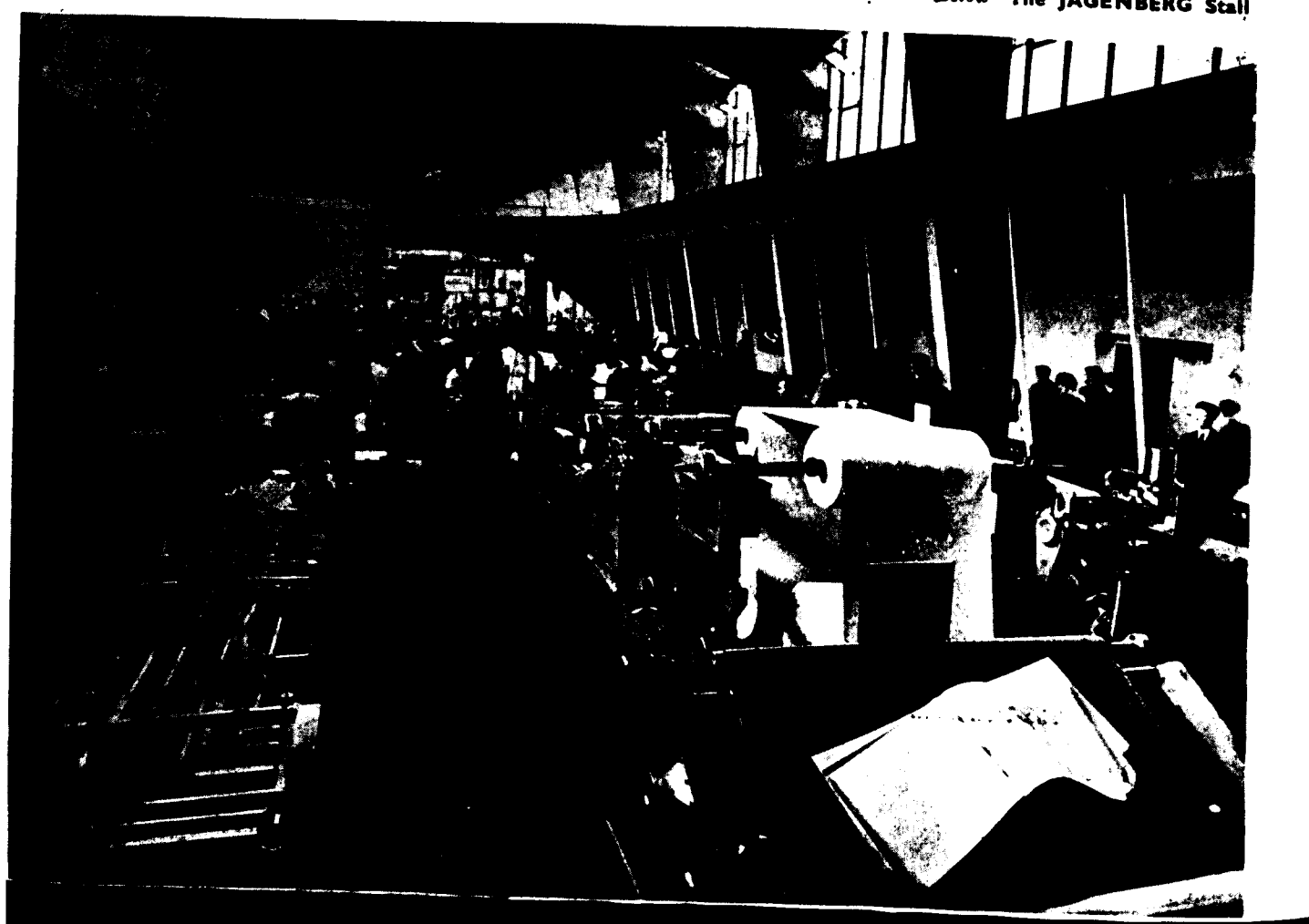
Grams: "HOPCO" Madras



Above—"Agfa" Stall at Drupa.



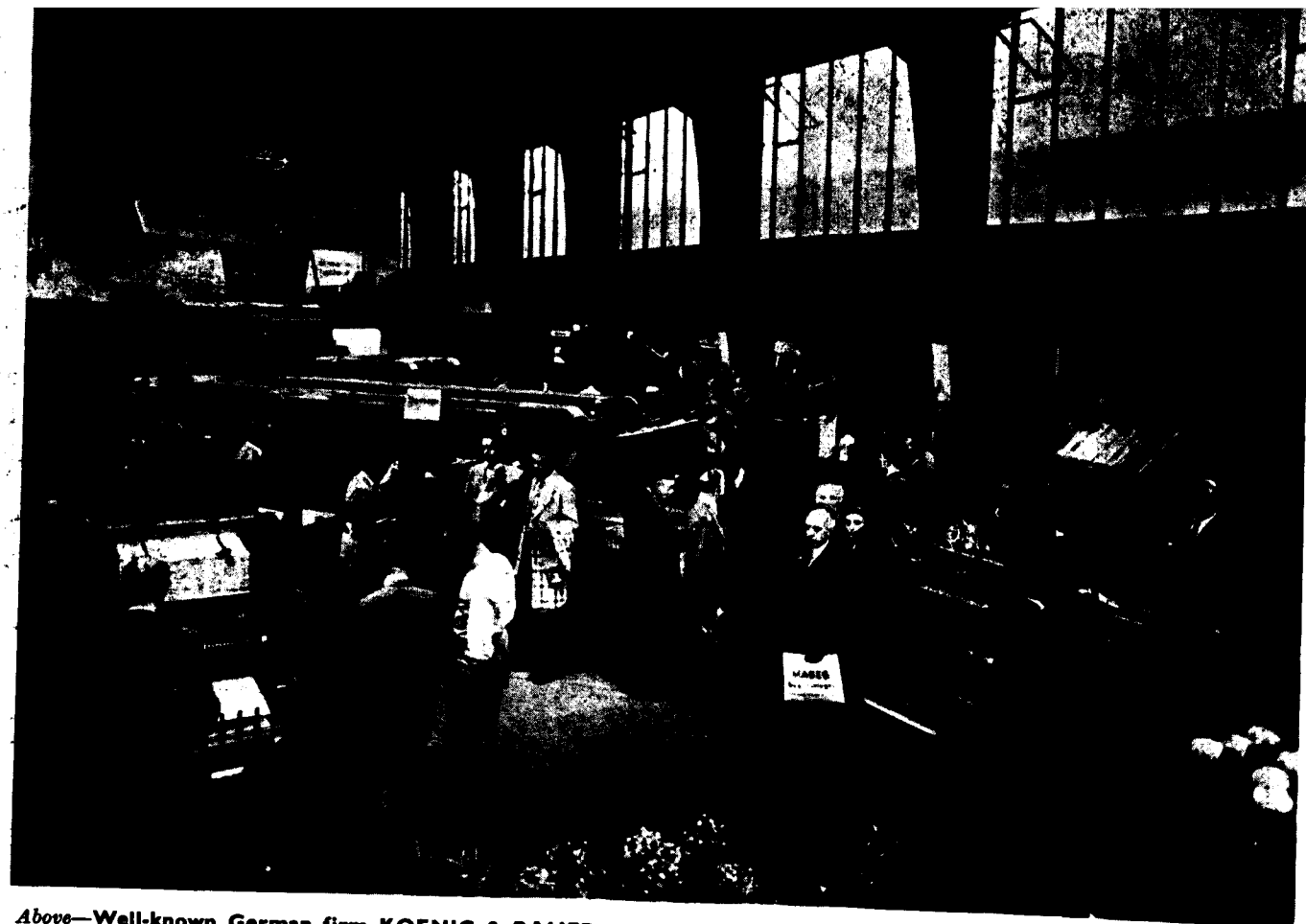
Above—The well-known Swiss Firm J. Bobst & Sohn, exhibiting their products at DRUPA



Below—The JAGENBERG Stall



Below—The Heidelberg Stall with the visitors from Nigeria



Above—Well-known German firm KOENIG & BAUER at the Drupa

Below—The famous Miller Printing Machinery Co's stall at Drupa



Above—The stall of Aga-Standard Ltd. was apparently crowded with visitors.

Below—Another stall with excellent decoration.



Highlights of Drupa 1954

(Continued from page 14)

this is obtained by means of a specially designed type bed, constructed of light metal, with specially designed reinforcement ribs. The low weight of the moving parts results in considerably higher printing speeds. There is also a special "back lash" free gear wheel which eliminates play in both the lower and upper positions of the cylinder. This is most important for obtaining hair line register.

Also on show was the GMA TP 110, a fast press for quality printing. This has a maximum speed of 2800-3000 per hour, being a 2-revolution press, also incorporating the "back-lash" free gear. GMA also make rotary presses, many of which have been installed in Scandinavian newspaper offices.

Another machine which will soon be available from the Mercedes firm (Nederlandsche Snelpersfabriek Mercedes, Amsterdam, Holland) was on show. This was the Mercedes Strato, which is robust, free from vibration and cast in one piece. It is a cylinder press and the output per hour is claimed to be approximately 4,000. Also on this Stand was an ingenious block adjusting apparatus, known as "Mercli". It enables one in a few minutes to fit correctly any multi-coloured plate, no matter how complicated, to a lead, iron or wooden base.

Proofing presses were shown by Max Simmel of Pforzheim, Germany. Known as the Korrex, the various models have the following outstanding characteristics: the grippers can be operated both automatically and manually; automatic delivery of the printed sheets with impression uppermost

automatic raising of the impression cylinder on its return and automatic re-engaging of pressure on reversing the impression cylinder. In addition, the models known as Stuttgart, Hannover and Berlin are provided with automatic inking mechanisms on the forme.

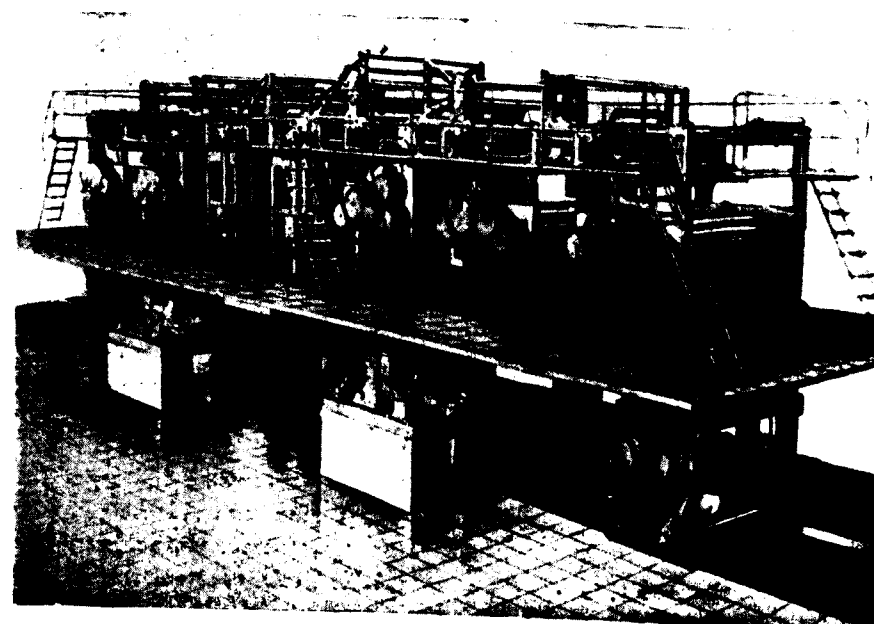
E. C. H. Will of Hamburg showed an elaborate machine, known as the "Ro-fa" rotary ruler and folder. This is a combination consisting of a rotary ruling machine, a section folding machine, and a cover inserter. There is also a "Ro-Ma" rotary ruling machine with pile sheet delivery, which rules, prints, cuts and perforates. Both machines can also be used for printing from rubber for such things as envelopes, exercise book covers etc.

One of the few firms exhibiting stream line feeders was Mabeg Maschinenbau GMBH of Offenbach, Germany. These have a new type of sheet separation, electric mechanical pile hoist and maximum speed of 8,000 sheets according to size and of paper and stock. By stopping the machine and making a small adjustment, one model can be transformed from sheet to stream line feeder.

Societa Nebiolo of Turin, Italy, showed a number of machines, including the Neby Blue series, a speedy medium sized automatic press which, it is claimed, will print at the rate of 4800 copies per hour, the Egeria, which has two new refinements, the cylinder drive system and sheet delivery. This is said to print 4500 an hour. Also on view was the N-54, a single revolution automatic press with a stated output of 5,500 per hour.

In the composing field Ludwig Raab, Alsfield in Hessen showed plastic type cases and Alfred Dietrich of Berlin a whole series of steel composing equipment, which is not only clean and serviceable, but which contains many time and labour saving devices.

Also in the exhibition were stereotyping equipment, binding materials and various papers. But while they indicated that Germany had now recovered in all these fields, there was little that was new. It may be expected that as from this year the German printing machinery and allied industries will be making a big drive for new markets, from which India will not be exempt.



GMA Rotary manufactured in Sweden

PRINTINDIA

From Our London Correspondent

F. & D. BROWNLEE

Infra-red drying is now established practice in many branches of the printing industry, including the quick drying of suitable inks, varnishes and adhesives, and the evaporation of ink solvents with the object of removing odours from printed food wrappings.

A number of ink firms now produce qualities which dry by infra-red, although these are still largely those used for silk screen work and in die-stamping. Large poster work, for example, has always been difficult from the drying point of view, but by using the infra-red system, multi-colour work can often have successive colours applied within minutes instead of hours. In die-stamping processes, infra-red driers are becoming standard equipment, and often a drier is used in conjunction with each press.

George Vokes (Engineering Division) Limited, have perfected a range of "long-life" infra-red heating units of the sheathed element type. These provide a linear source, wasting little energy in light, and for many classes of work give more effective radiation than the ordinary infra-red lamp with an individual point heat source. The elements, mounted in specially designed trough-shaped reflectors, are made in four sizes, 18" (2 kW), 24" (2 kW), 36" (3 kW) and 48" (3.6 kW) long. The convenient sizes and robust construction of the elements make the projector particularly suitable for use as a portable unit or where vibration is experienced, and high intensity units are available for special purposes.

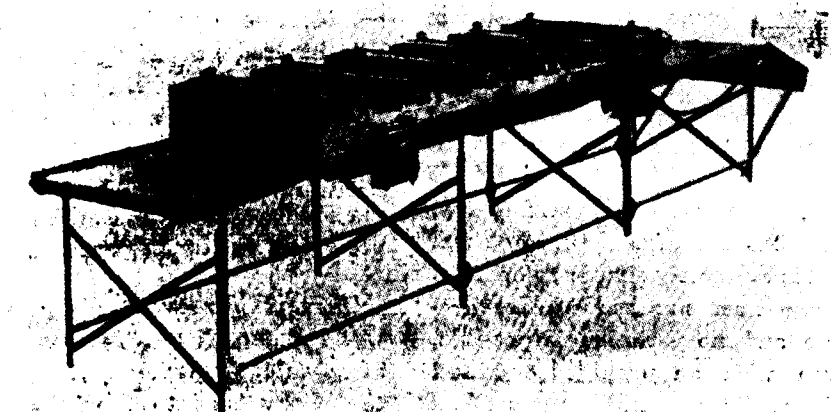
Individual units can be simply plugged into single-phase points, but if used in banks it is usual to wire into a 3-phase circuit.

The firm have recently supplied to a New Zealand firm of screen printers what is believed to be the largest infra-red drier ever constructed. The machine is 45 ft. long and can handle work upto 43" wide, which is progressed through the drier by the usual webbing bands, but because of the great length these are arranged in three sets with rollers at intermediate positions. 14 infra-red drying units are mounted above the webbing bands, and for dismantling the whole equipment can be broken down into four main sections, each of which can be connected to the power supply individually. Drive is from an electric motor with internal variable reduction mechanism, and speed adjustment is effected by finger control of a rheostat. Each heating unit can be plugged into the mains supply separately and has three pre-set switching positions,

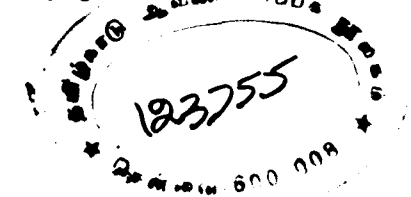
high, low and medium. This arrangement allows full heat to be applied to the printed sheet at the beginning of the drying run, while the heating units further along the line are turned down so as to reduce power consumption if required.

A new range of Day-Glo daylight fluorescent inks for letterpress, direct litho and offset processes has been evolved, based on new fluorescent pigments developed by the British firms of Dane & Co. Ltd. and John Waddington Ltd. in collaboration with Switzer Bros. in America. The pigments from which these latest inks are made are only sub-micron in particle size, as compared with approximately twenty microns in the original Day-Glo pigments.

The degree of fluorescence depends not only on the thickness of the ink film but also the type of illumination under which the inks are viewed. Fluorescence is increased if small areas of the inks are surrounded by a dark contrasting



Infra-Red Drying Machine



colour. Cleanliness is an essential factor in the use of such inks, and where possible the machine parts coming into contact with them should be new, to avoid several wash-ups. The makers recommend that only Day-Glo driers and reducers should be used with these inks and they cannot be mixed with normal inks or tinting mediums.

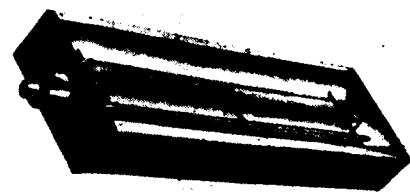
Further, the new inks are not as concentrated as many conventional inks, although they are exceptionally transparent, and these factors should be considered in deciding the order of printing colours, while also papers of relatively good whiteness should be used. When using the red and orange inks it may be desirable to print in two impressions, which both increases the brightness and improves the fastness to light.

Stocks printed with these inks can be stored indefinitely and are not affected by exposure to ordinary daylight but will deteriorate when exposed to direct sunlight. It is stated that the new pigments impart excellent working and transfer qualities to the inks, and heavy films can be printed without trouble. Printed sheets can be waxed and the inks are moderately resistant to acids.

To speed up the time taken in make-ready, enabling the printer to tell at a glance how to level his block at the first attempt, a British firm have produced a precision gauge for measuring the blocks under actual printing pressure, with the readings given on a calibrated dial. The device is claimed to save from 20-40% of make-ready time, and is extremely simple to operate. Measurements are made under pressure and no variation is possible, even with an unskilled operator. Dial readings in thousandths of an inch can be quickly read off, and as one-thousandth of an inch is the

thickness of standard tissue, one look at the dial allows the operator to see how many layers of tissue will be required to level the block.

Two models are available, the standard size, which will take almost any block, and a Junior model for dealing with blocks upto 7" square, this being more suitable for the smaller workshop. The junior model is set for type-high mounted blocks but a plug is fitted on the pressure-



3 ft.-3 K. W. Infra-Red Unit

foot to enable the model to deal with measurement of any unmounted plates or electros.

1954 is the centenary of the birth of Ottmar Mergenthaler, pioneer of the lino-type machine, who was born on the 11th May 1854, at Wurtemberg. He emigrated to America at the age of 18, and in collaboration with James Clephane, evolved the first linotype machine, which became a practical proposition in 1886 and was popularly known as the "Blower". In the early days the invention met with considerable opposition from the printing trade, especially from compositors who were afraid there would be insufficient work to keep them employed. Their opposition was finally overcome, however, the machine got financial backing, and proved an outstanding success.

Mergenthaler eventually started working on his own account, and after various experiments, separated the characters into the individual matrices on much the same lines as modern practice, with the tooth

combination for distribution, thus establishing the circulating principle. The keyboard had 90 buttons, as to-day, and the new individual matrices were released from vertical channels on to an inclined chute and were air-blown to assembly. The "New York Tribune" was the first newspaper to install a "Blower", and by 1900 there were 8,000 Linotypes in use, the total to-day being probably in the neighbourhood of 75,000 catering for a large proportion of the world's text type in nearly 1,000 languages and dialects.

The first "Blower" linotypes were shown in London in 1889, the early machines being imported from the United States. The "Nottingham Guardian" was the first newspaper to use matrices made in Britain, and the "Newcastle Daily Chronicle" the first newspaper to use an English-made Linotype.

The final development of the machine made possible a flood of printed material which played a prominent part in the spreading of technical knowledge, and undoubtedly led to the great advances that have taken place in most branches of science and industry during the last half-century.

Mergenthaler died at the comparatively early age of 45, in 1899, his constitution having been undermined by continually over-taxing his strength, and his home in Wurtemberg is now a museum.

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C. P. G. NAIR
MANAGER

Export as Driving Power

(Continued from page 18)

tiers. Devoting itself more and more to specialization, an international elite group is emanating from the accumulation of rapidly increasing experience. There is a greater tendency nowadays to accept the leading qualities of certain manufactures tried in keen competition. In this country, there are already indications in some quarters to give up the detrimental market race under due recognition of certain foreign top accomplishments in special fields and it would be desirable if this way of thinking were adopted by others, too, for the sake of mutual interests. In the light of the above, the business management of our German trade organisations see no objections, in suitable cases, to recommend foreign suppliers to firms or individuals asking for information.

We expect more of such sincere cooperation respecting mutual accomplishments than of international cartel agreements which, according to previous experiments, do not always withstand the strong momentum of free competition. After all, the decisive word is not spoken by the supplier but by the customer. To give these customers another opportunity to gain a comprehensive survey of our international market, is the aim of the second DRUPA 1954 in Dusseldorf. There, customers will find the answers to the questions:

1. What is the best machine type for my purposes?
2. Which new machines offer me new possibilities for my production?

3. Which manufacturers can help me to solve certain production problems?

4. Which factory guarantees the best "After-Sales-Service"?

And the manufacturer of machines himself, too, will be able to gain useful knowledge in a country of old and rich tradition and experience:

1. He will discover shortcomings that can be the source of new manufacturing objects.
2. He will see what is still unfinished and awaiting his improvements.
3. He will recognise which fields of manufacture are saturated by offers thereby averting investment losses.
4. He can objectively compare the products of his factory with the competitive ones.

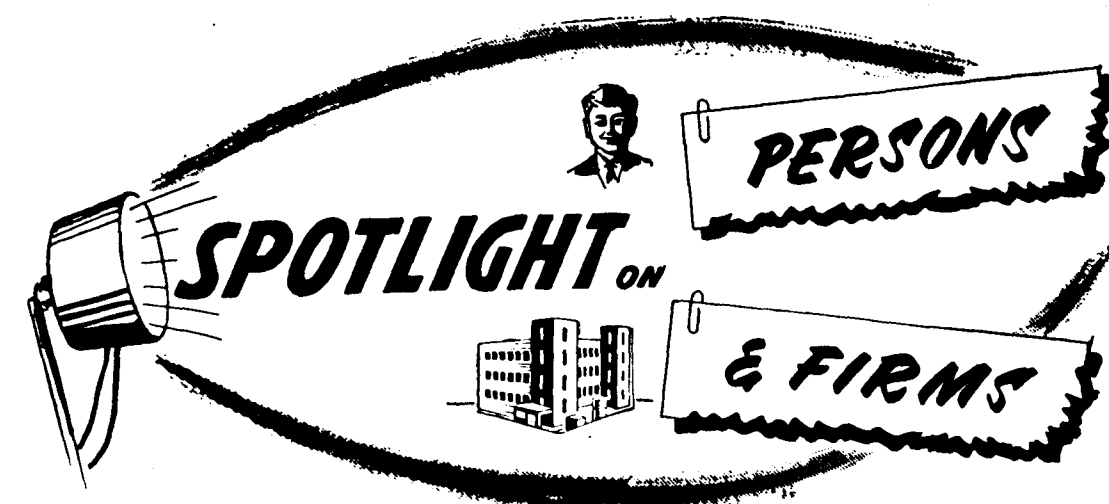
Regardless from what aspect the matter is viewed, the diagnosis is always the same: The international market complex in the field of our printing and paper machines is a natural phenomenon, and in its effect, a blessing circumstance. World demand is open to tremendous possibilities of gradation. The claims for quality in the older civilized countries act as an example upon the demands of areas lagging behind in the cultural sense and make them pass over a development lasting decades. Such demand, growing rapidly from year to year and including all continents, could not be coped with for long by national groups of manufacturers, even if their productivity is efficient enough to meet the demands of their own field. Only a true and sincere international cooperation respecting the rules of free competition can release the impulses necessary to tackle such a great task.

DRUPA 1954

The DRUPA 1954 was a much bigger success in many ways than the DRUPA of 1951. In 1951 there were only 400 exhibitors which by now increased to 600. Further DRUPA 1954 acquired an international significance by the participation of foreign exhibitors hailing from U.S.A., Great Britain and the other European countries outside the Iron Curtain. The exhibition area for DRUPA 1954 has almost been doubled and the total area is as much as 667,360 square feet.

The main attraction was the printing machinery represented by all the German Manufacturers and the most important firms from U.S.A., Great Britain, Switzerland, Sweden and other countries. The other focal point of interest for the visitors was the paper converting machinery. Many new designs and processes were displayed.

The newly built European Hall was reserved for the Printing Industry. The paper and the paper converting industries were installed in one of the biggest new Exhibition Halls on the Rhine. The Packaging Trade Associations exhibited their machinery for making folding boxes, paper bags and corrugated boards. The printing inks manufacturers exhibited all the new developments achieved by them since the last DRUPA of 1951 by way of printed samples, wherein their inks were used. In addition to all this there were exhibits purely devoted to objects of non-commercial interest. Persons who love the printing craft found so much of interest in this section. A collection of the finest books from the times of Gutenberg upto the present day, displayed at this section amply proved the development of the Printing and Book Binding Arts.



The firm of Messrs. K. N. Seal & Co., 20, Panchanantola Lane, Calcutta-12., is in the export & import line since a very long time and it is well known in the International commercial houses. So when they started a graphic arts section under the able guidance of Sri P. N. Seal, the success of the venture was almost sure from the very outstart. Sri P. N. Seal had a chequered career, born of Subarnabanik community, Bengal's most highly reputed Mercantile Community. From his early days, Sri P. N. Seal had in instinctive love for art. By his innate Courtesy, straightforwardness, integrity, inherent honesty and sheer commonsense he has made himself popular everywhere. When he added the graphic arts section to his family's old business he got a thorough training as a sales engineer in the graphic arts trade. It would not be gainsaying that he is known to the printing trade in this vast country. During the Calcutta session of the "All India Master Printers Conference and Exhibition" Sri Seal played a prominent part by all the time looking at the welfare of the delegates. As the Bombay plane carrying some of the Bombay delegates was late in coming, Sri Seal personally attended the Dum Dum airport late at night to receive the delegates and escort

them to their hotels. In order to render best services to all his printer friends by catering upto date Machinery and equipment for the printing and allied trades and for further training in this line, Sri Seal is now touring the entire Europe, visiting The International Printers Exhibition "DRUPA" in Dusseldorf and the International Graphic Arts Fair in Paris. He has also visited many factories in Germany, France, Norway, Holland, United Kingdom, and Switzerland. We wish him success.

Monotype's Stanhope in Madras

A recent visitor to Madras is the distinguished Mr. Stanhope, Manager, for the entire Eastern Area for The Monotype Corporation Limited. Dignified, calm and refined, Mr. Stanhope is an illustrious personality who has been highly welcomed in the Print Circles of Madras. Sixty-two year old Mr. Stanhope bubbles even today with ample

enthusiasm and he can be considered as a living embodiment of knowledge about the printing industry. Mr. Stanhope, an erstwhile socialist is a philosopher at heart and he is immensely



Sri Seal with his German friend



Sri Masilamany, Mr. Stanhope and Temporau snapped during a TETE-A-TETE at the latter's residence

interested in the establishment of a world living in unity and peace. Mr. Stanhope had a chequered career. He was in the British Army during the first Great War and was latter in the Air Force. In the year 1927 Mr. Stanhope

arrived in India that was seething with a tremendous political awakening. Since his arrival he had been busy in this country in various capacities, thus playing an important role in the development of the Printing Industry in the

country. He was the Superintendent of The West Bengal Government Press and later on he shifted to the Railways. For over many years he was the Editor of the well known Calcutta quarterly magazine "INDIAN PRINT AND PAPER" and he contributed a great deal towards the building up of this trade magazine which is very popular with many Printers today. Mr. Stanhope has joined The Monotype Corporation Limited in the year 1946 and since then he has been the biggest asset of that huge organization in the Eastern Area. Since his taking it over, The Monotype Corporation Ltd., has grown up in leaps and bounds. PRINTINDIA is delighted to receive him during his recent visit to Madras and we hope with him at the helm, The Monotype Corporation Limited will stride forward into ever widening channels of service to the Printers in India and the surrounding countries.

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Brief Details About Exhibitors at Drupa

(continued from page 6)

of conditions. It has become an urgent necessity for the makers of folding boxes and ordinary cardboard boxes when working under the present-day conditions to be able to make quick dispositions within their plants, to serve their customers as quickly as possible and to meet the steadily increasing demands made on packings. In the folding box trade, for example, the printing machines have undergone considerable development during the past few years and it is therefore evident that the converting work has had to keep pace with these developments. The "Bohst Method" makes it possible for the offset printer and the folding box maker to process large size sheets with perfect register and in the cadence of the printing machines. The solution of this problem is based essentially on the "AUTOMIT" automatic combination rotary cutting machine, with which the sheets are kept in perfect



Directors, Executives and Agents of the ROLAND from all Corners of the World at DRUPA Stand

register and are cut quickly, and on the "AUTOPLATINE" Type SAP fully automatic punching and embossing press. This latter machine, with a continuous capacity of 4,500 sheets when punching and embossing cardboard and 2500 sheets per hour when embossing paper, introduces previously unknown elements into the calculation of prices and the adherence to

delivery schedules. In numerous folding box plants in Europe and overseas the "AUTOVARIABLE" combination automatic punching and printing machines fed from the reel continue to be considered as the most economical method of working in the production of folding boxes. The "AUTOVARIABLE" has been improved steadily in order to maintain this standing. The new special delivery unit now

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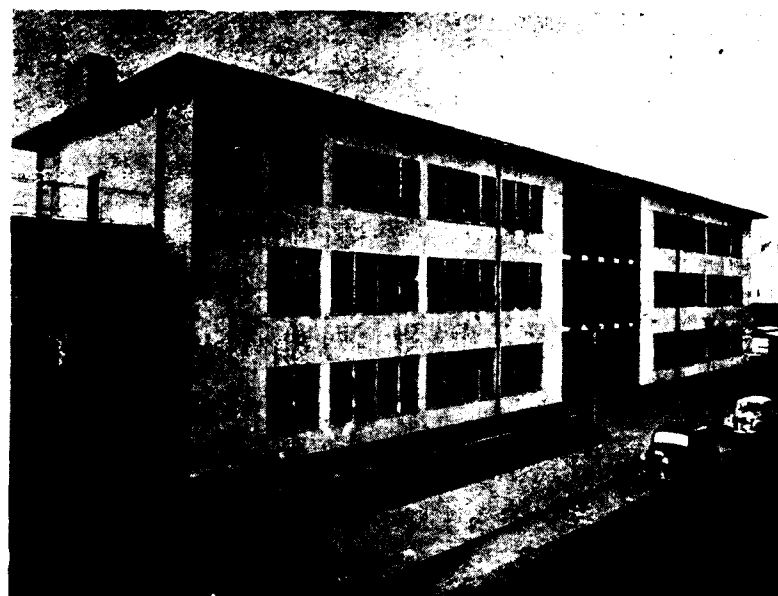
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Sri Masilamany Mr. Stanhope and Temporau at the latter's residence

JULY 1954

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Outer view of the Roland Factory Entrance and Offices.

enables piles free of waste to be taken from this machine. Messrs. Bobst build the Type PCR automatic glueing machine for glueing the folding box blanks. The transport principle used in this machine and the sheet deliverer which can be swung to one side are features which cannot be found in any other European design. The centralized adjustment of the different control elements offers the folding box maker the advantage that the machine can also be used for the rapid glueing of small series.

In making plain cardboard boxes, the "Bobst Method", i.e. the rotary process, increases the capacity by many times in comparison with the working methods formerly in use. The Type CRI heavy-duty rotary cutting machine, the STANDARD rotary bending machine and the Type ER rotary slotting machine enable the work to be carried out at a steady high speed. A finished container blank can be made in a single operation by coupling a Type ER rotary slotting machine with three STANDARD rotary bending machines. The Type IRT rotary printing machine

can be used to provide plain cardboard boxes with perfect imprints. When vacuum printing is used, the cost of the printing blocks will



Sri Paramanand S. Mehra with some other Indian visitors at the Frankenthal stall at Drupa Fair.

become so low that the printing work will only be able to have a slight amount of influence on the price on the finished packing.

Schnellpressenfabrik AG Heidelberg

The Schnellpressenfabrik AG Heidelberg can look back upon a century of development. During the latter 35 years production was begun of a machine which because of its speed, reliability, and simplicity met at its inception with immediate success. The name of this machine is "ORIGINAL HEIDELBERG" Automatic Platen, of which almost 60,000 have been sold to printers throughout the world.

In 1937, the same outstanding technical ability of design, which had been used to produce the world's most popular automatic platen, now

turned to the problem of producing for cylinder machine users a press as outstanding in its class as the automatic platen. This resulted in the manufacture by our firm of the world-famous "ORIGINAL HEIDELBERG" Automatic Cylinder.

The factories where the Original Heidelberg presses are made are located at Geislingen and at Heidelberg, and the demand for these machines has called for most modern methods of manufacture. The Heidelberg works have therefore always been a centre of attraction for all letterpress printers, where they could watch the process of building the presses on the assembly lines. At all times printers were

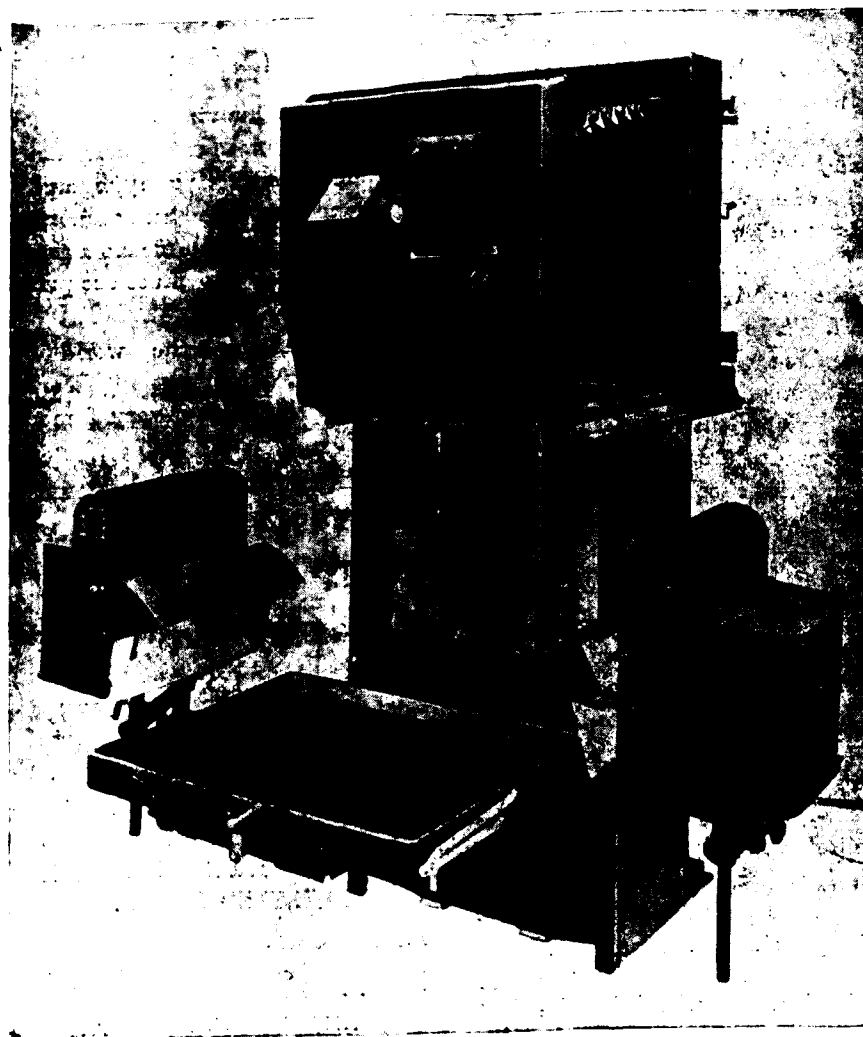
cordially invited to inspect the demonstration printshop where they could watch the printing of large editions of advertising material and particularly the printing of the "Heidelberg News", familiar to almost every letterpress printer throughout the world.

Faber & Schleicher AG OFFENBACH AM MAIN

A remarkable set of facts has been announced in the United States. The proportion of offset printing in the overall capacity of printed products (newspapers not included) amounted to 30% in 1951. Business surveys are of the opinion that this proportion will double itself, i.e. increase to 60%, within

the next 10 years.—It can be observed that a similar development is taking place in Europe. Because of the short setting-up times, the high output per shift with excellent quality of the printed products, the fact that any type of material can be processed, and finally the adaptability to all different printing requirements, a modernly equipped offset plant is placed in such an economically superior position in the battle of competition that the steady increase in the use of flat printing is not surprising to the expert.—The heart of a modern plant is the machinery. What the ROLAND presses offer in the way of versatility and quality is well-known in the four corners of the earth, wherever the art of offset printing is practised.

The working range of the particularly speedy ROLAND PARVA single-colour offset press lies within the field of the smaller sizes. Favoured by a specific type of printing work, this class of press is responsible for a large share in the printing orders of any offset printing shop, regardless of its size. Small size presses can only do their work successfully if they are not only speedy but are also so sturdy that they



Littlejohn 20" automatic focussing vertical Camera

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are not inferior to the large sizes; the same applies to the care devoted to their design, the precision of their manufacture, their reliability and their high output. These conditions are all satisfied in full measure by the PARVA, a fact to which it owes its exclusive position in the field of small size presses.

The ROLAND ONE & TWO COLOUR PRESSES of the medium and larger sizes enjoy an extraordinary popularity at home and abroad. They are in widespread use in large numbers in all countries of the world. This success is due to their excellent efficiency, their reliability, durability and economy of operation. Efficiency — this applies not only to the large number of sheets printed per shift but also to the same extent to the excellent quality of the printed products. This press will perform any task without any exceptions, even under the most difficult conditions. — Complying with the special wishes and interests of our business friends in the Far East, the ROLAND-RECORD (65 x 96.5 cm = 25½ x 38") will shortly be brought onto the market as a single-colour (RK III) and as a two-colour (RZK III) press. It is tentatively planned to exhibit one of these two presses at the DRUPA. In addition to the typical and famous features of all ROLAND machines, the above unit will incorporate very many interesting details.

The proportion of four-colour printing work done on four-colour sheet offset presses in the United States has increased from 4% in 1939 to 40% in 1951. This development, the general increase in the use of offset printing, the irresistible rationalisation which is taking place everywhere, the steadfast striving for increases in production, have all provided such a favourable

basis for a FOUR-COLOUR SHEET OFFSET PRESS that this type of machine has also been taken up in the ROLAND construction programme. This will provide printers with an additional tool for their trade; a tool which they could expect from such a firm as Faber & Schleicher. And so a new four-colour press has come into being based on the wide experience gained during decades of the construction of offset presses, made in a factory which is probably unequalled in such specialisation. — It was a happy idea to combine 2 two-colour presses to form a single compact unit. Each of the two press operators has his own control station. This simplifies the setting up, supervision and operation of the machines considerably. A particularly favourable feature is that the 2 two-colour presses can be decoupled when they are being set up. Each half, consisting of a two-colour press with which the multi-colour operator is very familiar and which is the mature product of long years of successful use, is operated for itself. The two operators work alongside each other without getting into each other's way—an incalculable saving in time. A quick make-ready, a high hourly output and a strict check on the printing process and on the printed products, these are the characteristic features of this fundamentally new combination of 2 two-colour presses into a four-colour unit. — A basic prerequisite for the success of the design was a carefully thought out device for passing the sheets from the first to the second unit, in order to ensure a hair-line register even under the hardest working conditions. The solution consisted of a design, meanwhile patented, which is surprisingly simple and reliable.

Good work will bring its just reward and so Faber & Schleicher were able to build up a modern

factory plant on the rubble of the war—newly born like a Phoenix rising out of the ashes.

The Monotype, London

Indian Printers aware of the need to keep abreast of modern developments in printing often travel the western world, and many, journeying from London to Brighton by rail will have noticed the large handsomely-lettered sign MONOTYPE WORKS, at Salfords Station. Many have visited these works. London children on their way to the seaside know it means "We are half-way there, but no printer or publisher, no journalist, advertiser or user of print, sees that sign for the first time without craning his neck to see more. For anyone who has the remotest connexion with the printed word knows that "Monotype" machines are synonymous with more effective typography with maximum speed and economy; a combination which means a great deal to anyone who must use print to sell goods.

To anyone in the world of engineering, "Monotype" Works has long signified a very famous

(Continued on page 39)

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Review of Exhibits at Drupa

(Continued from page 8)

Who specialise in photo mechanical equipment of every description, had a fine display, including the latest addition to their range in the shape of a 20" automatic focussing vertical camera, which has many interesting features. Other models on view included an all-metal gallery camera for process engraving, photolitho and gravure work, with sizes of 24x24" and 20x20"; a radial arm router for engravers and stereotypers with a head speed of 20,000 r.p.m.; a cylinder proofing press for photo-engravers for colour and black and white proofing, with a maximum plate size of 18 x 14", and another model for pre-make ready, printing colour and black and white, with a maximum plate size of 25 x 18". Interesting also was the latest type of densitometer for transmission and reflection density readings, and in addition to the wide range of equipment manufactured, the firm specialise in chemicals and sundry apparatus of the finest quality, over 500 individual items always being in stock, a service of which clients all over the world avail themselves.

BRITISH BREHMER LTD.
(11-13 Sekforde Street, London, E.C. 1) showed a representative range of their wire stitching machines for printers and bookbinders, together with semi-automatic thread book sewing machines and small high-speed book sewing machines suitable for the jobbing binder.

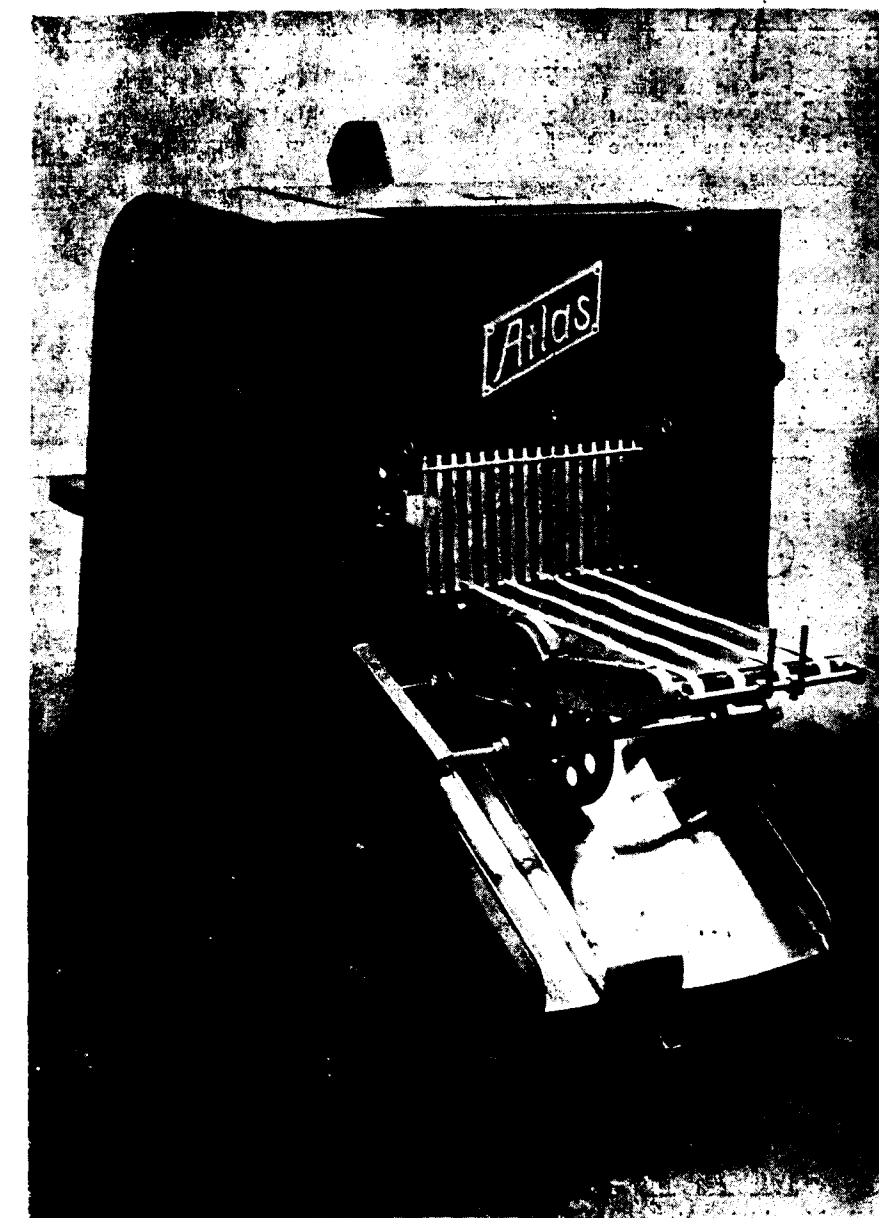
Particularly interesting was a 4-station gathering and wire-stitching machine, of an entirely new design, for wire stitching books and publications through the side (square back work) and stitching

through the saddle. The maximum capacity of the machine is 4", and it is available in four models with 4, 6, 8 or 12 stations, and will stitch upto 2,500 2-stitch books per hour.

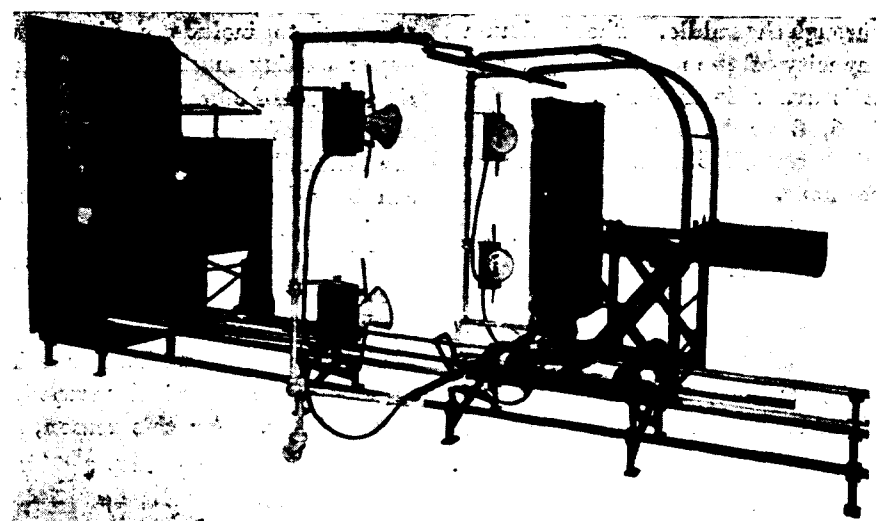
ATLAS PAPER CUTTING MACHINES

The extensive manufacturing programs of the ATLAS—WERKE A.G., Bremen, for Paper Cutting Machines has in the last year been

enlarged to include a high-speed paper cutting machine with a cutting length of 80 cm and automatic clamping of the pile. Moreover, the ATLAS Three-Knife Trimmer can now be delivered with automatic feed. In the design of all ATLAS Paper Cutting Machines it has always been kept in view that these machines are normally operated by persons without special mechanical or electrical knowledge and training. For this reason, all



ATLAS Model A-25,35 — x Three-Knife Trimmer



"Chemco" Roll Film Camera

ATLAS Paper Cutting Machines are of a clear and simple design but, nevertheless, always give perfect and exact cuts. All operating levers are conveniently arranged and efficient and safe operating is ensured.

The Paper Cutting Machines Models A - 80 - Y, A - 80 - Z, A -

106 - Z, A - 132 - Z, A - 152 - Z, A - 106 - T. The Felt Cutting Machine "ATLAS" Model A - 200 - V. The Three-Knife Trimmer Model A-25 35 -X, were exhibited in the DRUPA Fair. It is a well-known fact that the name of "ATLAS" is known very well in the printing circles of the world.

INTERTYPE CORPORATION

This well known firm of America exhibited the British made High Speed INTERTYPE operated by Teletypester. Ever since this was shown at the British Industries Fair last year it has aroused widespread interest. On the INTERTYPE stand the sensational Fotosetter, designed and manufactured by INTERTYPE CORPORATION U.S.A. is also exhibited. Fotosetter is the first circulating-matrix direct photo-composing machine and is one extensively used in America. The Fotosetter sets type directly on film, uses only two basic founts of matrices and with suitable lenses produces from these matrices composition from 4 point to 36 point. This machine eliminates the handling and make up of metal type and furniture as well as reproduction proofing, retouching of type proofs etc.

Graphic machinery manufacturers and dealers may utilize the columns of this monthly feature to broadcast brief descriptions of their latest machines to the printers in India and surrounding countries.

MODERN



SCAN-A-GRAVER DEVELOPMENT AND FUTURE OF THE SCAN-A-GRAVER

Fairchild Camera and Instrument Corporation, manufacturers of precision aerial cameras and electronic equipment, produced the first practical model of the Scan-a-graver late in 1948. By 1954, there were more than 1,270 Scan-a-gravers operating in all parts of the world. Printers and publishers have accepted the Scan-a-graver as a new, economical and more efficient way of making halftone printing plates. Fairchild engineers and designers are working toward even more advanced features in electronic engraving. Some future developments may be important in colour engraving, in lithographic applications and in even greater fidelity of reproduction. An outstanding example of Fairchild's progressive

attitude is the newly introduced Scan-a-sizer which automatically enlarges and reduces from original art. It makes plates upto 11 inches by 14 inches in size. While this machine is still in prototype form, it has been operated successfully since its introduction to the graphic arts industry in April of 1954 at the American Newspaper Publishers Association's Convention in the United States.

HOW THE SCAN-A-GRAVER OPERATES

The Scan-a-graver operates on optical and mechanical principles with electronic controls. Its main operating components are:

(a) The copy cylinder, which holds the photograph or drawing to be engraved.

(b) The scanning head, which contains the photo-electric cell and the light projector.

(c) The engraving cylinder, which holds the plastic Scan-a-graving material.

(d) The engraving head, which contains the heated stylus and the stylus motor.

Controls are in the housing between the cylinders. Amplifiers

and other electronic components are in the centre section of the cabinet.

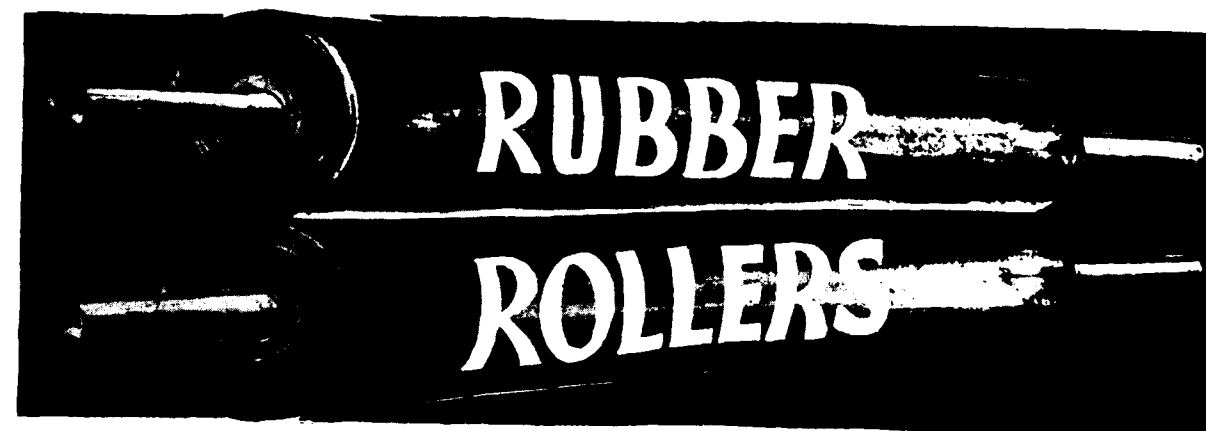
The two cylinders revolve on one shaft. A pin-point of light is projected on the photograph. This is reflected back to the scanner according to the densities of the picture. The impulses of this light are then transmitted through amplifiers to the engraving head. A heated, specially shaped stylus penetrates the plastic material on the engraving cylinder at the rate of 240 times per second for the 65 screen model and 280 times per second for 85 screen. It burns out small portions of the plate to varying depths according to the strength of the impulses transmitted from the scanner. The unburned portions of the plate form a halftone printing surface.



(A) copy Cylinder (B) Scanninghead (C) Engraving Cylinder (D) Engraving-head are the important features of the latest invention SCAN-A-GRAVER



Inside view of the Engraving Cylinder



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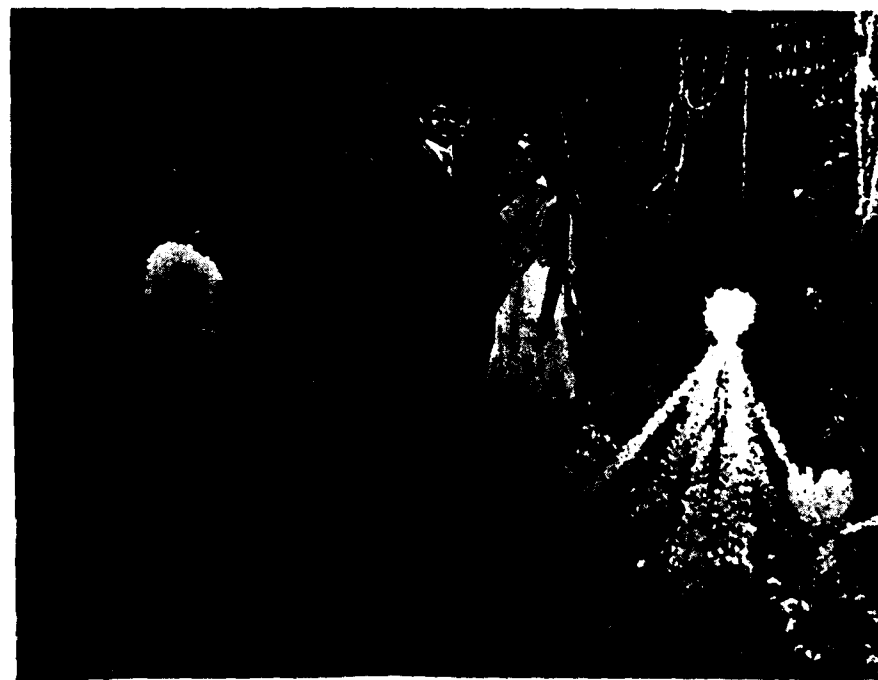
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THE SCAN-A-GRAVER IS EASY TO OPERATE

Although almost anyone can produce acceptable halftones on the Scan-a-graver after a short period of instruction, quality can be greatly improved at the hands of a skilled craftsman. Set-up requires only a few minutes and, because the machine is virtually automatic in operation, it does not require constant attention once it is operating. This feature permits the operator to perform other duties and still keep the Scan-a-graver operating at full capacity.

SCAN-A-GRAVINGS ARE VERSATILE

Scan-a-gravings may be used on both flat bed and rotary presses. For flat bed, they are mounted to wood or cast bases with double-faced adhesive tape and used in the same manner as conventional engravings. For rotary presses, they can be attached directly to the stereotype.



Sri Sethuram (Hoe & Co.) and his beautiful bride Srimati Sridevi. Their wedding took place on 10th June in Madras. Sri Sethuram is a partner of Hoe & Co., one of the biggest printing establishments in South India.

The nature of Scan-a-graving material is such that it can easily be cut to a variety of shapes with a sharp stencil knife. With some care, even intricate silhouettes can be made inexpensively.

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Brief Details About Exhibitors at Drupa

(Continued from page 34)

factory where "precision methods" such as is normally associated with watch-making and optical instrument making, are applied to mass manufacture. Many an engineering specialist has looked with quickened interest from that sign to the buildings that he glimpses behind it, across the green stretch of playing fields.

So that is the factory where they have those amazing punch cutting and matrix making machines, and those ingenious devices for testing operations to a ten-thousandth of an inch.

The Monotype Composition Machine is designed to work on a principle that may broadly be compared to that of the pianola. The Monotype operator faces a keyboard of 306 keys which represent seven alphabets capitals and lower case of roman, italics and bold face and small capitals—keys for punctuation and additional characters such as ligatures (fi, ffi, œ, œ), and keys for justifying the lines as they are completed. The operator taps appropriate keys as he follows his copy, and thereby punches holes through a roll of paper. Each character on the keyboard, including spaces, has its own combination of two punch holes, and has a set width that is registered on a calculating mechanism. This sums the widths of the characters as they are punched, and warns the operator by a bell when the line is nearly full, leaving space for only five or six more letters, either to complete a word or to divide it. The calculating mechanism indicates the total spaces in the line, and how the remaining space should be apportioned between the words to fill out the line exactly. These

processes are repeated until the whole of the text is punched.

The perforated rolls are then passed to another machine, the caster. In this machine the rolls are fed between a duct of compressed air and a bar containing 31 holes connected by pipes to a mechanism controlling the matrix case (containing a possible 255 characters) and the mould. The perforated paper passes over the air pipes, character by character, and according to the relation of the perforation to the air ducts, the matrix case with its 255 positions is moved over the mould where the letter is cast to the correct width and thrown out face up on to a channel leading to a galley where lines are formed and automatically moved forward to make room for succeeding ones.

The galley of matter thus composed and cast is taken off the machine and is ready for the various processes of proofing, correction and makeup by the hand compositor.

The problem facing the punch cutting and matrix making departments can only be appreciated when one remembers how many hundreds of different languages are spoken and written within the "territory" served by the Monotype Corporation. Among its 500 types face series (designs in different sizes) the Corporation offers many famous non-latin founts such as "Monotype" New Hellenic Greek Cyrillic, Colum, Cille Gaelic, accented and unaccented Hebrew, Arabic, Bengali, Burmese, Devanagari, Gujarathi, Tamil, Urdu and many phonetics. The battle against illiteracy is being fought in every corner of the hemisphere. The cutting of other Eastern Scripts—Sinhalese, Malayalam, Kannada, Gurmuki, Oriya—are under consideration.

Other "Monotype" machines are: the Monotype Super Caster

providing type upto 72pt.; leads and rules from 1 to 18pt.; single unit and strip borders; dashes; quotations (wooden-cored is required) and block mounting material; two-piece type high foundry furniture in continuous or in fixed lengths. With a special attachment Indian matrices can be used on this machine.

The Monotype Thompson Type Caster casts type from 6 to 18pt. from "Monotype" matrices. Types produced from these matrices require no further operations on them as they are cast to a standard height. The "Monotype" Boston Wire Stitcher is also available to printers in this country.

The Indian Branch has its headquarters in Calcutta and Service Depots in Delhi, Bombay and Madras maintaining a staff of mechanics, the senior men having received training in England at the Corporation's works. Sufficient stocks of spare parts are readily available.

In Calcutta a school for Keyboard operators and caster attendants is established, and also a workshop for the carrying out of repairs of moulds and other working parts, and the manufacture of spool paper.

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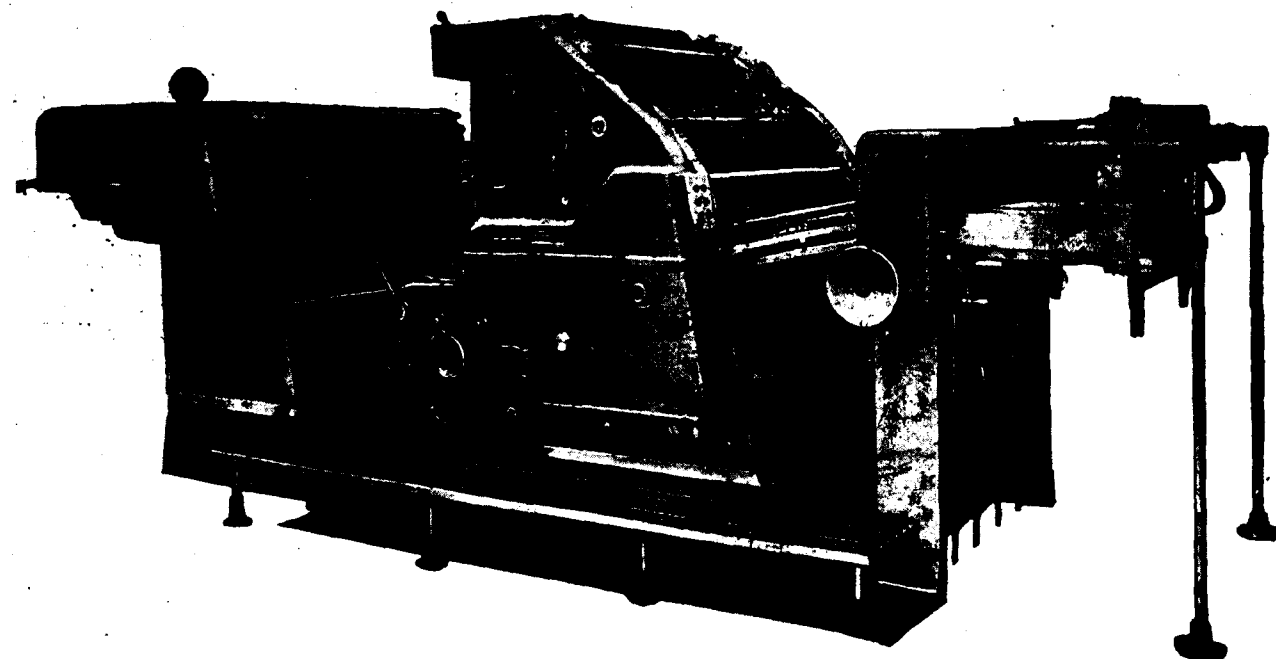
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