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Vol. III

SEPTEMBER 1955

No. 2

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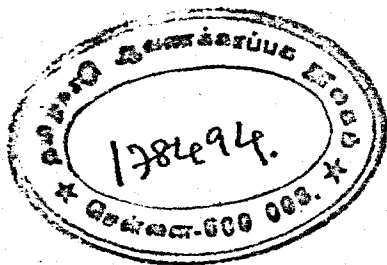
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The Industrialist & the Whole-time Student

By T. S. MARTIN, F.I.I.A.

(Director and General Manager of Staples Press Limited, London)

This is the second and concluding talk entitled "The Industrialist and the Student" given by Mr. T. S. Martin. Here Mr. Martin lists the qualifications and characteristics for the managerial posts which he would look for in the 'whole-timer.' He also gives his impressions of the curriculum for training for management. It focuses attention on an important aspect of Printing Education which, so far, has not been fully harnessed to the service of the industry in this country.

THERE may well be a need for potential wholetimers to pass a stiff selection examination. No doubt many young men enrol for this course who do not possess the aptitude for such work, and I dare say that valuable time has sometimes been wasted. It should be possible to devise a test which may avoid misfits, in the interests of both applicants and schools.

With the conviction that the greatest contribution to increased output is in the hands of management, and that they have not by any means yet paid that contribution, the subject of training men for responsible executive posts in industry is one of deep interest and concern, and a heavy responsibility to the trade.

Managerial Qualifications

Permit me to approach this subject by asking you to assume that a company has advertised the vacancy of a managerial post. I will then list the qualifications and the characteristics which I feel industry hopes to find from the applicants. Assume the company employs about one hundred people, that the buildings and plant are average and reasonably adequate, that the manager will be in full charge, responsible to his Board of Directors, and that it is a progressive company.

1. Without doubt the first requirement is a deep sense of profit-consciousness. One of the greatest disservices a man can make to those responsible to him, to industry, to the community, as well as to those to whom he is directly responsible, is to incur a loss on trading.

2. A manager will never make a reasonable success of the business for any length of time unless he is a leader, a man with initiative, tenacity, and interests common to those of the men and women with whom he works, and at the same time able to command their respect.

3. An inborn and developed sense of the meaning, and benefits, to be obtained from organization, and all it implies, including the knowledge of delegation—is the next quality required high on the list.

4. The man we need will know the difference between good, mediocre and bad—composition, machining, binding, paper, design—and the other stages of production, and he must certainly have a good knowledge of the economic operational costs and the times for each.

A team will respect their leader the more if he can talk the same language as themselves, especially if he can help with their problems, but I feel he needs to be the type of person wary of expressing too much 'knowledge.' He will find that 'they will let him get on with it,' as they say, and the manager will be blinded with detail instead of being free to view the over-all scene, ready to use the managerial rudder as may be necessary.

5. Many applicants for the managerial posts are well-equipped as technicians, but lack the knowledge and experience of office routine, or 'paper work' and general trade knowledge. The manager which industry needs must be very familiar with and accurate in all that it implies. And it implies a great deal, and

certainly includes a knowledge of book-keeping and accountancy.

6. Far too many people of managerial ambitions assume that work flows to them, and are slow to recognize that their responsibility covers order-getting, as well as order-taking. The man we need must be looking ahead, at least six months, to ensure that a sufficient balanced flow of work is forthcoming for all departments.

If a manager does not himself possess the time and aptitude for such work, he must engage other people, possibly from his existing office or works staff for it.

You might be thinking that industry is making heavy demands from schools by way of training for management; and that we shall never find one person to carry so many fine moral qualities, attributes, and qualifications. If a man does not possess all the necessary qualities himself then the manager we need must be man enough to engage other people to supply the deficient qualifications, and to do it quickly.

Curriculum for Managerial Training

I am not acquainted with the present workings of the schools, and no doubt there have been many changes since I last attended the wholetime course. But I will give my impressions of where a review of the curriculum for training for management might be considered.

1. *Profit consciousness.* This is linked with costing and estimating. Where costing is concerned we have excellent facilities for teaching the procedure to arrive at a break-down of historical costs. But more emphasis should be made on the information provided by the costing system as a tool for management. Whatever we teach, estimating will always be an opinion, so many unknown factors exist, and the man with 'good opinions' will always win.

Teach the all importance of vigilance where customers expensively alter the specification of a job in production, that they will be held to the original estimate if they are not careful to get extra costs

agreed at the outset. Teach them to record the notable authors' corrections, and to notify customers of the cost before, or at the same time as, they are commenced. There will be far less friction with customers if tackled this way. All this to be in writing to the customer, please.

2. *Leadership, initiative, tenacity, social skill, and welfare of others.* I doubt whether it is possible consciously to teach a great deal under this heading. It starts on the mother's knee, is fostered by a domestic background, and sub-consciously inherited from the various stages of schooling, and of working with one's fellows. Fortunate is the man who has lived at a boarding school, possibly with people of many races and creeds, because the environment, and service to others that exist there are more likely to provide, at the impressionable age, the beginnings of the necessary ingredients for the 'width' that is required, and to give some experience of the problems of economic and human relationships which confront the administrator. There is an urgent need for this environment for the training of our young men for executive positions to be provided by a British Institute of Printing, with the opportunities such facilities would provide for living together, for frequent gatherings, and discussions between themselves, and other printers from all walks of life, and all the other interests that would be linked to such a community. To work together, and to play together. Such facilities would, I feel, more readily substantially subscribe to the type of management needed for the future, for that industrial and social evolution which surrounds us.

3. *Organizational ability.* Much of this is born of a tidy mind, and much can be taught and learnt, and one learns most from practical experience. I doubt whether the subject is covered sufficiently for organization as applied direct to a printing factory. I appreciate that the subject of organization is one that can be applied to all walks of life, and that much good may be served by studying perhaps in later years for the National

Certificate and Diploma Courses approved by the Ministry and the British Institute of Management, because they would no doubt provide useful historical background, and contribute to the training of one's mind, and the whole approach to the subject. But I dare admit my suspicions of some of the titles used for the recommended courses at technical schools, such as Evolution of Modern Industrial Organization, Economic Aspects of Industry and Commerce, Statistical Method, Nature of Management, and some others, at least, for young men who are struggling to grasp the early essentials.

I could more readily agree these might well be useful subjects to read in later years at the recognized universities, if a man has the time, money and aptitude for such research, but I doubt the wisdom of perhaps confusing men, many of whom at 18-22 years of age have entered the industry for the first time, and have two or three years at the most to collect information to enable them to commence a career. Far more useful, I feel, would be more intensive courses on organization directed to the printing factory.

Management will and must make more use of the opportunities of planning (an ugly word perhaps)—for blue-printing work before it reaches the foremen and the costly craft departmental hourly rates, that is to say, before it reaches 'the floor' of the factory.

I shall be accused of letting down my colleagues and, indeed, myself. But I must express my view that the trade is not sufficiently conscious of the need for 'blue-printing' its work and its plant layout, except perhaps in a few larger establishments. I feel the subject should play a greater part in the life of those whol timers who are training for management. It may be a difficult subject to teach within the limitations of school life, outside the trade itself, but I feel more could be done.

4. *Technical knowledge.* Undoubtedly some of the schools have good facilities for teaching technical processes, but

where whol timers are concerned there may be the need for a different approach to the subject being taught, as well as the teaching method. The men concerned are usually not less than 18 years of age, many of them much older, and in view of the comparatively short time available to them they need, I would say, high pressure courses framed on the principles of 'Why' rather than 'How.' I would like to feel they are getting more emphasis on the difference between good, mediocre, and bad—composition, machining, binding, paper, design—and the other stages of production, and more time to examine reasonable operational times for each. More opportunities to decide which method, which process, is best suited to a particular job, and the reason Why. More time for studying various machines, conveyor belt adaptations, pre-make-ready, basic principles of incentive schemes, more time to study the customer's point of view, and so on.

Many of the whol timers have been at college until 18 years of age, and may have been accustomed to receiving lectures on the basic outline of a subject, and then being entrusted to read and explore for themselves, over a wide field. A different approach altogether, I believe, from the normal teaching routine for the average technical classes. There is some doubt as to the complete practicability of this suggestion, unless we do one day provide facilities for teachers and students living together, in the appropriate environment, but I suggest the subject of teaching methods for whol timers is worthy of constant review.

5. *Efficient office routine and 'paper work.'* Far too often this is regarded as an evil to be avoided, and it is a weakness found in applicants for managerial rank. I would like to see it given more emphasis as training for whol timers, for potential managers, because I am sure it would assist them, and industry as a whole, to know more of the range of duties which are often covered by a full-time company secretary. Under this wide heading of office routine I would stress the importance of the office being the control room, instead of as so often happens vice versa.

Some mention should be made at this stage of the need for some knowledge of accountancy and taxation. A manager must certainly have a knowledge of the fundamentals of book-keeping, know when to use the professional adviser, know how to make sense of a trading and profit or loss account, and a balance sheet, be familiar with the basic principles of internal audit and cash control, and be able to look reasonably intelligent when the subject of taxation is being discussed.

One last throw on a subject which I think should be included under this heading of office routine. I refer to what appears to be to many people a very minor point, but it has such potential. I refer to a reminder system, *certainly* for the executive. Can the schools help more to instil the importance of this?

6. *Salesmanship*. Do not, please, permit the wholetimers to grow up with the impression that there always will be plenty of work for them to do, that all they need in the future is some technical knowledge, some moral rearmament, and a clean collar. They must make contacts, help to create markets for printing, be sales conscious, and know much of all the many facets to this essential subject. They cannot be profit-conscious without it.

Universities in this country are slow to adopt training for management, at least in the direct commercial sense adopted in the U.S.A. I think it will *eventually* come, but there are many good reasons for the slow start in this country. Therefore let us tackle the job ourselves, by means of the British Institute of Printing.

We require men capable of clear thinking, with intellectual curiosity, a capacity to weigh-up expert advice and evidence dispassionately, able to profit by the experience of others, and to make decisions. They will need integrity, intellectual and moral courage, be able to use criticism and ride above disappointments, and be ready to meet new ideas and unexpected developments.

Leadership and Control

Management can be summed up in two words—Leadership and Control.

At this point I must begin to leave the subject of training for management, but you will have noticed I confined my remarks mainly to the Manager, as distinct from the Works Manager, the Production Manager, the Office Manager, the Chief Estimator, the Foremen, and the other executive or managerial titles that are used.

It is rare, no doubt, that a wholetimer assumes full responsibility of a works soon after his training at school and I assume that before he reaches the position of full responsibility he will have previously collected other executive trade experience, and that he will have proved himself in some of the subsidiary posts.

Nevertheless I feel that the training which a wholetimer receives should be basically designed for the ultimate goal, unless he is definitely aiming at a post of a more specialist technical character. There may well be a need of framing at least two syllabuses for the wholetimers, if this has not already been done. One for those who aim at management in the general sense, the other for those who wish to become highly-trained technologists. These services would be of great value to the industry.

I have not touched upon courses for Foremen, and indeed this subject is important. Just a few days ago I read that the British Federation of Master Printers in conjunction with the Leicester Technical College, had started such a course, and I hope it will be developed throughout the country.

I would indeed like to see far more opportunities provided to enable young men to take up scholarships for whole-time training, and I feel the educational authorities should make financial provision for this.

Examinations

Since the pioneering days of technical education much most valuable service has been rendered, and is indeed still being provided, by the City and Guilds of London Institute, and other bodies, to this all-important subject, and it is impossible to repay the debt owed to them by the trade.

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But the rapid and far-reaching developments which have taken place in the industry, and the great part which science will take in the future, leads me to believe that the time has arrived for the trade to have its own Schools Examination Board under the auspices of the suggested British Institute of Printing, or some such all-embracing well-founded constitutional body. We should not be content with existing arrangements. We need a structure similar to that used for the General Certificate and other examinations as used for general education. The Board of the Institute should be representative of many interests, including the teachers and industry, but I suggest the questions need to be framed, and the papers marked, by the teachers.

During recent years I have been privileged to sight many of the examination questions as used for the craft subjects, as distinct from the Full Technological, and I have no special remarks to make on them. But I do wish to comment, if I may, on my experience as examiner with the Full Tech. As you know, this consists of two papers, each of three hours duration, and it is, and always has been regarded, I believe, as the highest award that technical education in printing can offer, except perhaps, for one or other of the scholarships. It is true, of course, that applicants for the Full Tech. must have previously obtained the appropriate pass in the final stages of composing or machining. But if this examination is to be regarded as the Blue Riband of printing (and indeed we need such a qualification) and bearing in mind the wide range of subjects which need to be covered, I hope you will agree that the range and strength of the questions that can be used within six hours examination is quite inadequate. The trade has fully outgrown the original conception of the award. I must add, too, that from my experience of the papers submitted even for the Full Tech., as it now stands, a large number of the applicants should not have been permitted to enter, and I often wondered how they managed to pass their Final.

In the near future it seems we need to review the whole subject of a Blue Riband. I look forward to the birth of a system whereby a man needs to obtain a first-class pass in say, ten main subjects. The questions in each paper should be set and marked by a specialist teacher in each subject (this is fundamentally important) and the men who reach this stage should be regarded as qualified to enter for an examination of some fifteen to twenty-five hours duration, including an oral test. Successful applicants would still not be specialists in each subject but they would have a good working knowledge for management.

It would be some years perhaps before any person would reach the qualifying stage, even if such new arrangements were started next year, but I feel this would give the necessary time for the schools and teaching side of the industry, as well as for students, to prepare for the new conditions.

I realise this subject of examinations needs a great deal of thought and discussion, and that the results of examinations do not necessarily select the top men required by industry, but they can play a great part towards such selection, and they will, if new proposals are adopted, indicate the men who really have worked, and worked well, to deserve recognition and reward.

The time has arrived for us to stop 'farming out' this work to other institutes or corporate bodies who have interests besides printing. With every respect to such organizations we have now outgrown their parental care, and the trade will more readily respect and recognise technical awards if the examinations are organized within and by the trade itself, by a properly constituted Schools Examination Board, directed by the Institute of Printing.

[Reprinted from the Association of Teachers of Printing and Allied Subjects Bulletin with the kind permission of the author.]

THE WILLIAM CAREY EXHIBITION OF EARLY PRINTING & FINE PRINTING

It was fitting that pioneer printers from South India were represented by their books at an Exhibition in honour of William Carey and his colleagues at the National Library, Calcutta.

The Exhibition, a comprehensive display of international printing, was opened by the Mayor of Calcutta, Mr. S. C. Ghosh, who was introduced by Mr. B. S. Kesavan, the Director of the Library. Both paid glowing tributes to Dr. Carey and his colleagues, Indian and European. Mr. Ghosh expressed his great admiration for the work they had done for printing in India and Mr. Kesavan referred to Carey as 'almost a miracle man' in the amount he crammed into one life time.

Kept open for a month instead of the fortnight originally intended the exhibition was the finest collection of printing yet seen in India and combined 'live' exhibits with rare books centuries old.

The first panel displayed a life-sized head and shoulders portrait of Dr. Carey, with photographs of his House and Serampore College, which he founded. Below were shown some of the treasures from Serampore College Library, the Bible in 12 Asian languages, printed in the early nineteenth century, and other publications, including *Digdarsan*, the first Bengali monthly, a Javanese grammar, the *Friend of India* and Carey's great achievement, the Bengalee Dictionary.

By this stand stood a chart of comparative characters of Indian languages produced and used by the Baptist Mission

Press, Calcutta, the successor to the Serampore Mission Press.

The history of printing from the oldest book in the world, printed in China, to the first wood-cut, and the earliest efforts of printers in Europe, were shown on the second panel and the third had fine work from England's world-famous private presses, which have influenced display so considerably.

A map was part of the fifth panel in the main hall, showing the early history of printing in India and another portrait of Carey in a map of India. Here were shown examples of the earliest printing in the country, from the South, Serampore, Calcutta, Bombay and Surat.

A fascinating exhibit was a Bible printed in 1568, with superb hand-coloured illustrations unequalled today, as delicate and clear as when they were drawn by a German craftsman nearly 400 years ago. Nearby was a first edition of Pliny.

Modern processes were given ample display, binding and half-tone colour reproduction, type manufacture, and the making of Penguin books combined with a 'live' exhibit that included hand composing, a hand press and the latest models of Linotype and Monotype at work, to complete an exhibition that attracted a large number of visitors.

NEW ITEMS MAKE NEWS ITEMS

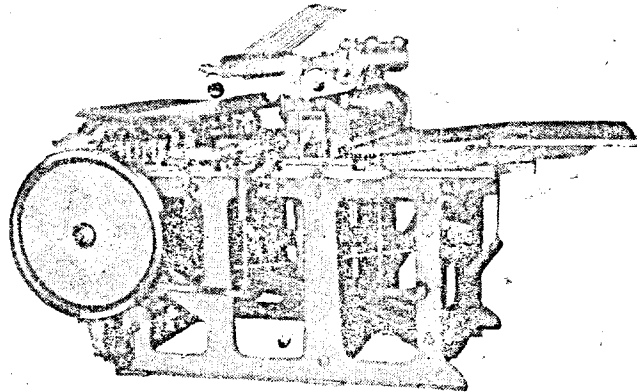
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MAGNESIUM ALLOY AND THE PRINTER

By R. S. COX, F.R.P.S. and R. V. CANNON

Here is an article on Magnesium alloy which is used as an alternative to copper and zinc for photo-engraving given by two of the leading experts on the subject. The possibilities of its use with advantage in electrotyping is also furnished in this article besides the advantages for the photo-engraver and some from the printer's point of view. They also give a brief survey of the development of this alloy.

MAGNESIUM has been coming slowly but surely into our daily lives. We hear of it being used for the castings of modern air-craft, for motor cars, tractors and, in fact, for many things where strength with the minimum of weight is required. To come to our own particular interest, it is now possible to make blocks on magnesium.

Magnesium metal is not new. It was made in an impure form by Davy in 1808 and he called it 'magnium.' Later, Faraday produced it by electrical means, while the Germans started the actual production of magnesium in 1886. About 1916, during the First World War, America manufactured magnesium on a larger scale, but this dropped to some extent after the war was over. In 1938, Britain came into the scene, having two of the raw materials at hand, sea water and dolomite.

Photo-engraving Research

It was the Germans who carried out research on magnesium in the field of photo-engraving, and about 1926 they introduced it under the name of 'Elektron.' At the outbreak of World War II, Germany was able to conserve the limit-

ted supplies of copper and zinc by the more extensive use of magnesium alloy for block-making. Immediately after the war, America introduced a suitable magnesium alloy plate for photo-engraving with a registered trademark of 'Zomag.'

Modern manufacturing methods are mainly concerned with sea water, as the raw material, of which there is an unlimited supply. It is said that one barrel of sea water produces five ounces of magnesium metal.

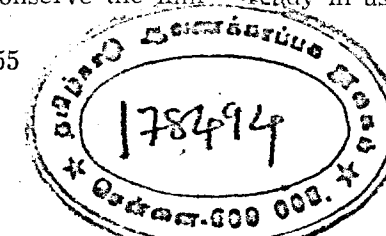
Production Process

The chemistry of the process begins with the liming of the sea water to cause a precipitate of magnesium hydroxide to form at the bottom of large tanks. This is separated and treated with hydrochloric acid to form magnesium chloride. The latter is dried and fed to electrolytic cells from which molten magnesium is ladled. The pure magnesium, before it is suitable for photo-engraving, is alloyed with other metals to produce one of the toughest and most machinable metals in existence. To give an idea of the alloying metals used, a typical formula is as follows:

Al	..	..	..	2.60
Zn	..	..	..	0.84
Mn	..	..	..	0.07
Ca	..	..	..	0.10
Fe	..	..	..	0.002
Mg	..	..	..	96.37

In 1949, the authors made some experiments with magnesium metal for photo-engraving, testing various etching solutions and making line and half-tone plates with formulae and methods already in use.

PRINTECH September 1955



Magnesium has certain advantages for the photo-engraver including:

1. Etches faster than zinc. Weaker solutions of nitric acid can be used for etching.
2. Less underbiting during etching, therefore, deeper half-tones are possible.
3. Fine grain structure allows for both coarse-screen and fine-screen half-tones to be made.
4. It is suitable for all line work.

One difficulty was experienced with the fish-glue enamel chipping towards the end of the etching process, although cold enamel and albumen behaved normally. This problem does not affect American photo-engravers as they mainly use cold enamel for all their work.

There are some advantages from the printer's point of view:

1. Light weight, one-fifth as heavy as copper, one-quarter as heavy as zinc.
2. Stands up well to direct printing. Said to become tougher under repeated pressure.
3. Good stereos and electros can be made from magnesium blocks.
4. Plates can be curved without distortion.

When the Korean War broke out, the U. S. A. found it necessary to stockpile metals, in consequence of which the price of copper and zinc greatly increased. It was thought here that magnesium alloy might be a worth-while substitute if it could be obtained. Although several firms tried out small samples of the alloy, copper and zinc remained supreme, and fortunately in sufficient supply for the need.

Extensive tests made

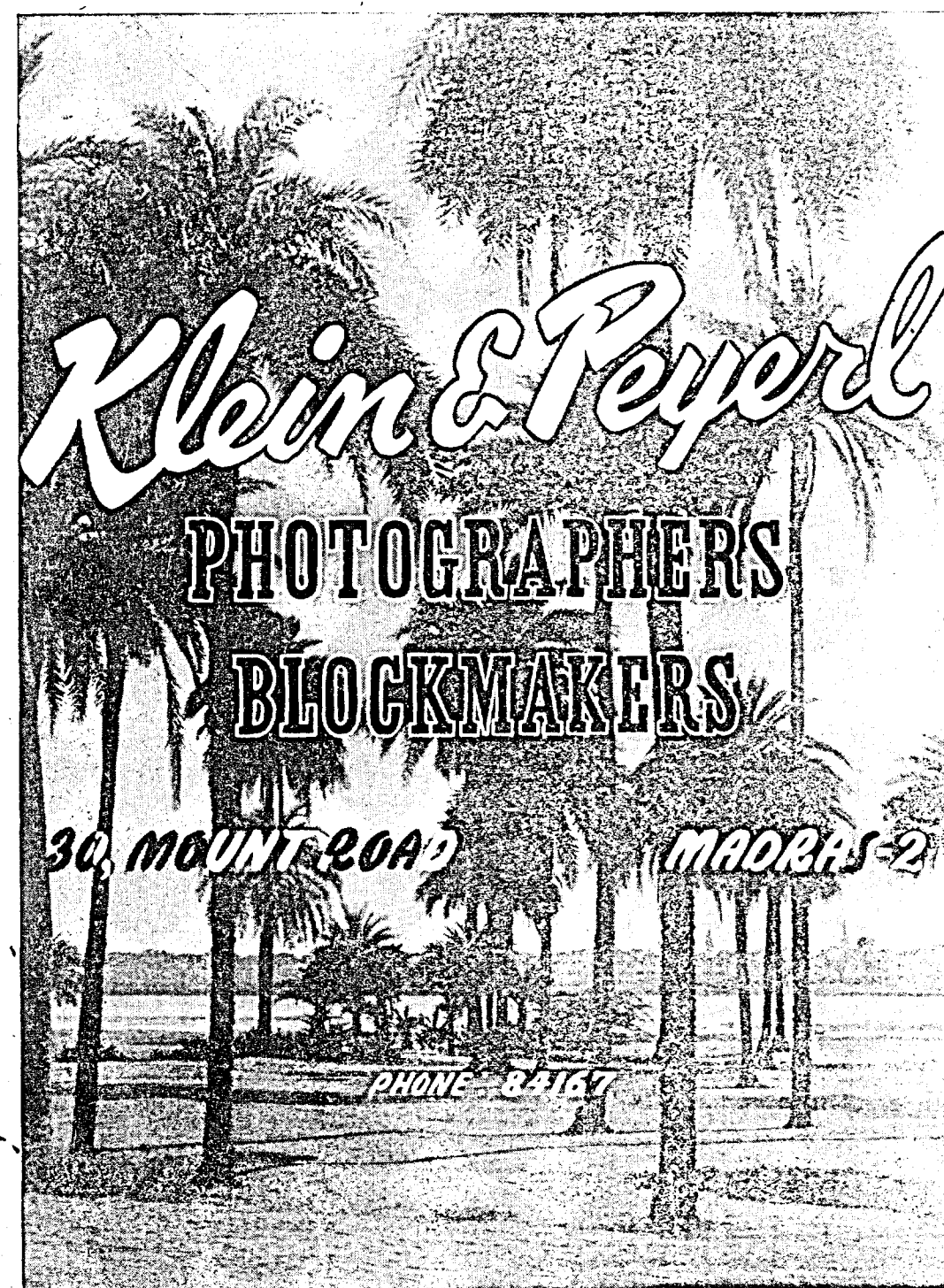
The position remained about the same until late 1952, when the new British magnesium alloy, 'Primag,' became available. The supply was sufficient for extensive tests to be made with the object of overcoming the difficulty already mentioned of the fish-glue chipping. Various anti-corrosive treatments were studied, some of which were found to give a satisfactory result. Eventually a solution was made which has proved by experience to form a surface on the magnesium alloy compatible with the needs of the fish-glue enamel. When the alloy has been treated, half-tone plates can be etched without any fear of the fish-glue enamel chipping, even on the finest high-light dot formations.

Comparative tests for printing depth were also made. Coarse-screen half-tone on zinc, rolled and deepened to obtain extra depth, was found to be very little deeper than magnesium plates, etched without rolling and deepening. In the case of a fine-screen half-tone a negative was printed both on a magnesium and a copper plate. Both plates were etched straight down. When tested for depth, the alloy plate was deeper in the high-lights.

Copper Shell Electrotypes

The following notes on magnesium taken from the 'Zomag' book published in America will be of interest to printers generally. It reports that during a mat-moulding test, magnesium alloy was found to be superior to zinc and equal to copper. The test was conducted, using fine-screen and coarse-screen half-tones on photo-engravers' zinc, a hard zinc alloy, copper, and magnesium alloy. When the tests were completed, cross-sections

(Continued on page 20)



NEW EQUIPMENT & MACHINERY

AUTOMATIC TYPE CASTING MACHINE: MODEL KC-4, GERMAN-MAKE

MESSRS. Kustermann & Co., Gross-Gerau, Western Germany, manufacturing the type casting machines since last 85 years, have now constructed a new model automatic type casting machine, i.e., Model KC-4, to cast types, spaces, quads, etc., from 6 pt. to 48 pt.

This machine is built according to the modern principle, it has got a number of special superior features. It is equipped with adjustable casting mould. Only by changing the cores, this adjustable casting mould casts types for different sizes of types.

The prices of these cores are negligible as compared to the prices of the moulds. This machine is equipped with electric heating, with automatic heat regulation and built-in electric motor with special gear for changing to different output rates without graduation.

It should be noted that the output on this machine is 8 to 10 times of the output of hand-casting machines. Thus, this machine will prove to be exceedingly profitable and most economical.

Further, this machine can cast completely finished types and also from the hardest metal. Until now they were manufacturing automatic type casting machines, model Kuco-2 to cast types from 6 to 14 pt. and Kuco-3 to cast types from 6 to 72 pt. But looking to the demands of Indian type foundries, they have now added this model KC-4.

The Sole Agents for these machines for the whole of India are Messrs. Indo-Europa Trading Co., Agakhan Building, 9 Dalal St., Fort, Bombay-1.

"TRIBI-OFFSET PLATES"

AN exchange of ideas between the well-known Offset experts Clas Aller, Copenhagen & Mr. Hanns Eggen, Hannover has brought about basic new developments of bi- and tri-metallic printing plates.

The well-known Aller plates (Steel-Copper) will now be supplied chrome which is a further advantage for the positive copy.

Mr. Hanns Eggen has invented a process in this connection using only three copying preparations. This now makes it possible for the plate to be used twice for printing down and twice for the actual run. In this way the possibilities unite on one plate the bi- and tri-metal principle. The plate can be used once as a tri-metal plate and once as a bi-metal plate, and it is for this reason that the name "Tribi-Offset Plate" is used.

This improvement is very economical, as through the double use the plate costs only slightly more than a zinc plate. It is expected that printing from metallic layer plates is no longer restricted to extensive long runs, but is also acceptable for small and medium runs.

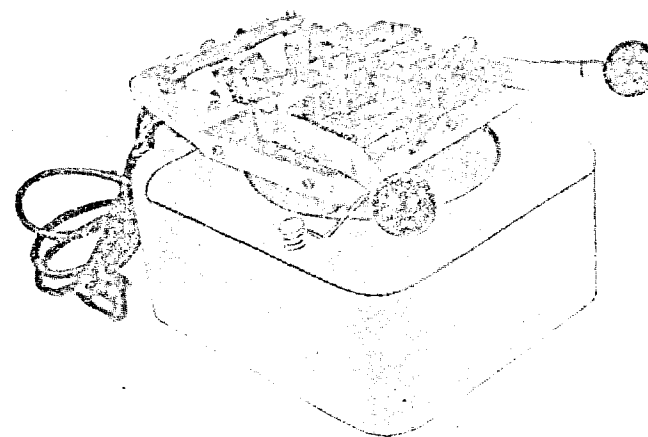
This interesting achievement has been obtained by using once the top metal (chrome) and once the bottom metal (steel) for damping. The copper skin sandwiched between chrome and steel gives once from each side a positive printing image.

Several runs have already been printed with 'Tribi' plates; they have been found extremely stable and the requirements on damping water were so small that it is difficult to refer to "damping" at all.

The Agents in India Messrs Indo-European Machinery Co. Ltd., Bombay, Delhi, Calcutta and Madras will be glad to furnish full information on request.

SHORT CASTING WITHOUT MATRICES

A new versatile semi-automatic hand-operated typecasting machine by name the Brimulta Sortsmaster suitable for casting type sorts for which matrices are not available. This machine which is described as the complete answer for bottlenecks encountered in the composing room is of sturdy construction and occupies only a cubic foot of space.



The machine is supplied with a special holder in which the type piece or combination is fitted. Then the mould which is of a universal type, capable of taking from 6 to 48 pt. size bodies is closed and the twin levers pressed down. The metal is injected into the mould and freezes into a matrix having the body size and width same as the original. The next thing one has to do is to exchange the original type with the newly cast type metal matrix and proceed in the same manner.

Borders, ornaments, braces, etc., may be cast either singly or in combination.

Mitred corners can be produced in single pica pieces. Floating accents can be cast suiting to the fount sorts. Logotypes, within the set limit of the mould from single types and split fractions, as single type bodies can be produced. Small line blocks, hand-tooled designs, etc., can also be cast into type metal blocks.

This machine is supplied with a special vice adaptor by which wooden-cored mounting base can be cast without a mould. Spaces and quads to a maximum of 48 x 48 pt. can be reproduced. Height can be altered and sizes of original sorts can be increased or reduced by addition of lead or by shaving some metal before the matrices are cast.

The capacity of the metal pot is about 14 lb. It is heated by a simplified ring heater which can be plugged into a standard socket.

For further particulars contact Messrs. East Asiatic Co. (India) Ltd., Madras.

The
Brimulta
Sortsmaster

FRONTEX B-S

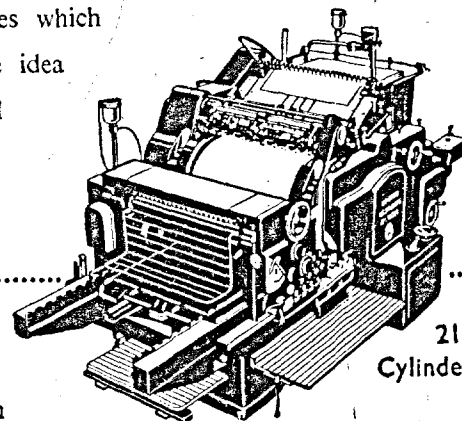
M/s. Automatic Druckmaschinenfabrik, Berlin have recently announced a new cylinder press, model B-S, with a special inking arrangement to avoid ghost marks in solid printing, in Crown size.

As printers would be aware solid form with margin in between for other colours are always a problem to print and it is very difficult to avoid ghost marks. This new machine will completely eliminate this trouble due to the special patented inking arrangement, whereby half of the rollers rotate in one direction whereas

(Continued on page 22)

THE KEY TO HIGH-QUALITY PRINTING

The key to high-quality printing is the pressman's ability, experience and knowledge of his craft. To assist him accomplish this, he must be aided by the best materials and machines which enable him to convert the idea of quality into the finished product—good printing.



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Labels Label Design and Labelling

By FREDERICK T. DAY

WHILE there are many printers who are label specialists, turning out considerable quantities and varieties of labels of all kinds daily, many printers, both large and small, enjoy some measure of the grand total of label business produced and used in commerce and industry. Labels of all shapes and sizes, large and small, printed monotone and in full colour by every process are used today for branding the product, sealing the goods, marking merchandise, labelling parcels, packets, containers and cartons, and for many other industrial purposes. Label work means a large volume of business for the printer, constant and often repeat business with well established organizations and firms of all kinds, for every business must use a label of some kind.

Label Work

Let us examine the various varieties of label work produced and the papers available for the work today. There has in fact been considerable development in labelling papers in all sections of the industry. There are for example gummed papers for labelling every kind of difficult surface in use, pressure sensitive labels for the purpose of branding or marking articles up to the point of sale when they may be removed, and heat-seal labelling papers which are printed in the ordinary way and yet applied merely by heat and pressure to the pack or product. Such label papers are most

desirable where products might unfavourably react to sealing or labelling with water soluble gum labelling papers or water soluble adhesives.

In discussing the new order, or the possibility of revising the label paper, it is well therefore to consider the type of adhesive paper best suited for the job and in this connection, the label paper producers or suppliers will doubtlessly be able to offer some useful suggestions. The various groups of labelling papers, i.e., gummed, adhesive, pressure sensitive and heatseal will be discussed a little later on. In the meantime, labels generally will be dealt with.

Brand Labels and Seals

Brand labels and seals are in popular use in connection with branding and sealing products of every kind and the large variety of such items will be familiar in their well-known shapes, styles, colours and designs. In addition to printed seals and brand labels, there are embossed varieties often termed cameos and their artistic appeal is fully appreciated for example in the cosmetic and perfumery industry where large quantities of these handsome seals and cameos are used for labelling bottles, packs and cartons of every kind. Ample use is being made today of metal papers for label and seal work and in this field dull and bright metal papers of every kind are in use. Both metal lined and metallic coated papers are available for the purpose. Obviously, where expensive grades of paper are employed, the surface of the label area does not need to be covered with printed matter and the simpler the design—often the better. A plain embossed seal with a dignified shape will often answer the purpose quite well. Where printing is employed in the metal seal

or brand label, printing presents no difficulties with the aid of modern metallic inks now available to the printer. The seal papers themselves are supplied ready gummed or coated or heatseal recipe whichever may be required.

Metal labels make first class bottle labels and one may recall many famous users such as Kia Ora, where actually three distinct labels are used, one for the cork, one across the neck of the bottle and the third as the large shaped label affixed in the usual position on the face of the bottle. Metal seals are most suitable for viscose wrapped products and when well planned, they may serve the dual purpose of a brand label and seal, thus branding the package and sealing in one operation.

Despatch Labels

In another group of label work are the despatch and merchandise labels and here again, colour, both printing and paper, style and design, shape and appeal may all play their part in the label. Gone is the time when a label was merely regarded as a means of identifying items while in stock, store or in transit. Modern artistry and printing in conjunction with the label paper maker has produced something more telling, something more worthy as it has been long since realised, that labels can be made to sell as well as label. The brightly designed label will help to advertise the goods while in transit and many hundreds of eyes see the goods from the factory to their place of destination. The label might well be termed the travelling salesman, if he is brightly turned out.

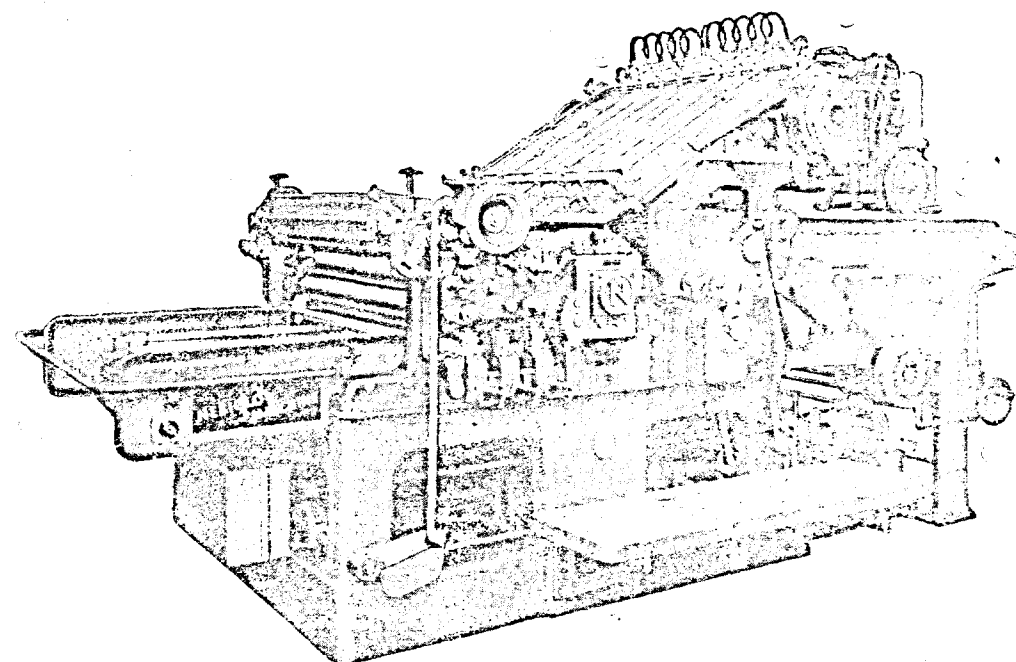
Goods must be labelled for despatch but there is no reason why the label should not be interesting; it often takes the same amount of paper, the same

quantity of ink and the same time to label the better turned out job. Stock labels may be quite simple for example but a good yet simple design with all the necessary information well printed and well labelled, will make all the difference. Stockmen will find well labelled goods quicker and will often store them away neater and better on racks. The despatch label, however, should be well designed, however small the business, however small the quantity. Let the cost come out of the sales promotion campaign or advertising appropriation if necessary, as a good label is one of the best advertisements for the business using it. Poor labels are ineffectual and unconvincing and when they don't "stick" to their job and come adrift from the goods they are absolutely worthless. Choose the right label paper, plan the design or help the customer and print a good job. It is well worth while. Postal and rail authorities and all transport people are frequently calling attention to the fact that many consignments of goods fail to reach their destination or long delays are experienced in other cases as a result of inefficient labelling. Even the attractive label must adhere firmly to the goods. It is a common error to imagine one label paper will adhere to all surfaces. Even kraft wrappings, fibre containers, rough surfaces strawboard cartons, bulky brown wrappings have varied surfaces and where considerable quantities of such materials are to be used constantly, tests should be carried out to fix the best adhesive, label paper or method of closure.

Label Design

Label design interests both the user and the printer. Many printers are able to offer a full service to the customer and put up suggestions and finished drawings.

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All printers may avail themselves of studio service, stock cutters and punches from which to punch out unusual shaped labels, in fact, there is a complete service readily available to those who go out to obtain more label business and help to improve the general standard. Even a straightforward letterpress job from type and stock ornament can be made to look very attractive if well set out, well printed. It may be remembered that where a single colour printing is required, a coloured label paper when used will give a two colour effect at the cost of a single printing. Many label papers will stand a coat of varnish after printing and often this is desirable where label protection is desired from damp and wet conditions prevailing in merchandise transit. The label when varnished becomes waterproof, fingerproof and weatherproof, besides greatly enhanced in appearance. Varnish resisting label papers and chromo papers should be used in this case. They will varnish without sizing.

In the case of despatch labels, due regard must be paid to postal regulations regarding the general set out or style of the design and of course method of label addressing. Most labels incorporate the manufacturers' or merchants' name, address, his slogan or trademark. Small letterpress should be avoided as, to say the least, it causes confusion. Clearly designed and well printed in colour if possible with ample space for the consignee's name are essential. The shape and general style may be considered as this makes for easy recognition both in transit and in store and this is where colour plays an important part. One would easily find a consignment from Kodak for example and their colour scheme is well-known everywhere.

A label sufficiently large enough to carry all this and the consignee's name and address is important. A good size label enables legibility for written or printed address work, quick recognition by the carriers and ample room for any suitable advertising matter. Consider well therefore the label design, employ a good artist, let him have full scope in the early stages of the design and then discuss the ultimate job. A good label designer, familiar with the work will often give a good guide and produce an acceptable design with little modification. Many label designs have sold the product, in fact many products are recognised by their label in the shop and store. Whatever happens or whoever does the job, legibility and good label adhesion are two essentials. *(To be continued)*

—By courtesy of *Paper & Print*

MAGNESIUM ALLOY & THE PRINTER

(Continued from page 12)

were taken from the plates and photomicrographs made which proved the equality of the magnesium and copper.

It is stated that curved magnesium alloy plates have been run for over 70,000 impressions for newspaper printing without showing any signs of wear. Another test was to run a magnesium plate in conjunction with copper shell electrotypes for 60,000 impressions on card for boxes. The hardness of the magnesium alloy was more satisfactory and stopped smashes that had taken place on the softer copper shell plates.

Ink coverage was also notable. It was stated that the quantity of ink carried on the magnesium plate could have been reduced, and the coverage still as good as copper with the original quantity.—By courtesy of *Electrotypes' and Stereotypers' Journal*.

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Mechanism and Operation of Modern Linotypes.

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Newspaper Typography and Make-up. Autoplate Machinery.

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THE HYDERABAD STATE PRINTERS' ASSOCIATION

THE miracle of the printing trade—Linotype and its handsome contribution to revolutionise the printing era were the subject of an interesting film shown by Sri C. G. Raman, Manager, The Linotype & Machinery Limited, Bombay, on Saturday the 10th September 1955, at 7 p.m., at Hindu Boys' Hostel, Parade Ground, Secunderabad, before a good gathering of Members of the Hyderabad State Printers' Association.

Sri Raman, with his genial personality, received the guests.

The film depicted the working of the modern linotype machinery and it was extremely instructive. The various phases of this highly intricate but easily operated machine—right from the setting to the actual formation of the slug—have all been lucidly explained with graphic illustrations.

The guests were entertained to light refreshments.

At the conclusion of the show Sri Puli Mallikarjun, Joint Secretary of the Association, conveyed the deep appreciation of the members to Sri Raman.

NEW EQUIPMENT & MACHINERY

(Continued from page 15)

the other half in the opposite direction. Among other special features the machine has an automatic cleaning device and central lubrication.

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LETTER SPACING

For some time past there has been a growing demand from typographers that cap. and small cap. lines should be letter-spaced. The demand comes from men whose skill and reputation gives them a claim to attention. We all appreciate the reason for this insistence on letter-spacing. Cap. letters when set together in a line seldom combine nicely. Probably they are not meant to; rather are they intended to serve as initials to the lower-case.

The white space at the top of a cap A, for example, tends to disturb the balance of a line when set solid, particularly if it is preceded by L and followed by T. To secure what is called "optical" equality of white throughout the full cap. line, extra space must be added, but this takes time and time is costly. While, however, the general aim in industry to keep costs down to a minimum is appreciated, hasty methods cannot be approved if the result is work that is not of good quality. If, therefore, a layout is to be acceptable the spacing of the letters, as well as the words, must contribute to a balanced appearance.

Letter-spacing can be achieved mechanically on the Monotype keyboard, but with a slug machine hand insertion of space matrices is necessary. Both these operations take up time. One of the typographers who continues to insist on letter-spacing cap. lines and small cap. is Jan Tschichold, who for a time was in charge of the typography of the excellently produced Penguin editions. When he wrote on the subject he was a little severe on the casual attitude of compositors in general. He said that too little attention is given to correct letter and word spacing, and to a well-balanced arrangement of the lines within the area.

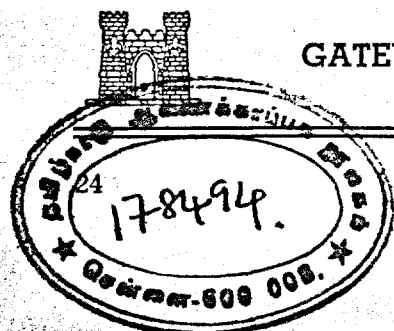
"It is not that people are unable to do this better; they seem to be untaught, and their eyes have still to be opened to appreciate better work. As soon as individual compositors are taught the possibilities of their work, some of them at least will certainly become eager to apply the rules which can procure life's greatest satisfaction—appreciation of our own handiwork."

The first general rule for the spacing of capital is, Mr. Tschichold continues, "to produce a rhythmically perfect sequence in the line. The word spaces in lines of capitals are to be wider than in the lower-case text, but they must not be wider than is necessary. The space we would need to insert an I, including its letter-spaces, is more than enough. The ratio between the letter depth and the optical width of the letter-spaces is, as it has always been, a matter of taste and, at the same time, of what is commonly called fashion or style. The majority of hand compositors have still to learn the principles of well-balanced letter-spacing quite apart from the perfect use of individual manners of letter-spacing in a given book. The balancing of the letter-spaces in lines of capitals has been almost completely neglected, and here many sins are committed by the compositor every day."

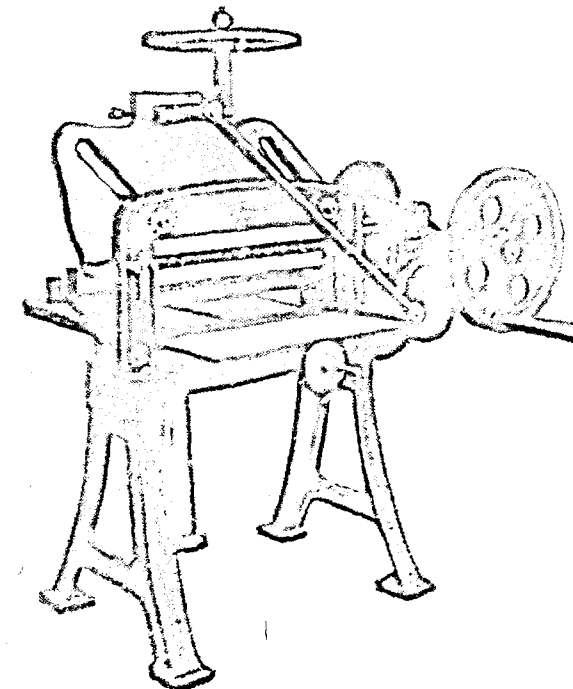
No one, it seems, has disputed the need to letter-space caps and small caps. If, therefore, this practice becomes general, it may be that the composing machine makers will offer matrices containing the additional spaces needed for the common run of work. Such a series of alternative characters would especially fit small cap. lines.—By courtesy of London Typographical Journal.

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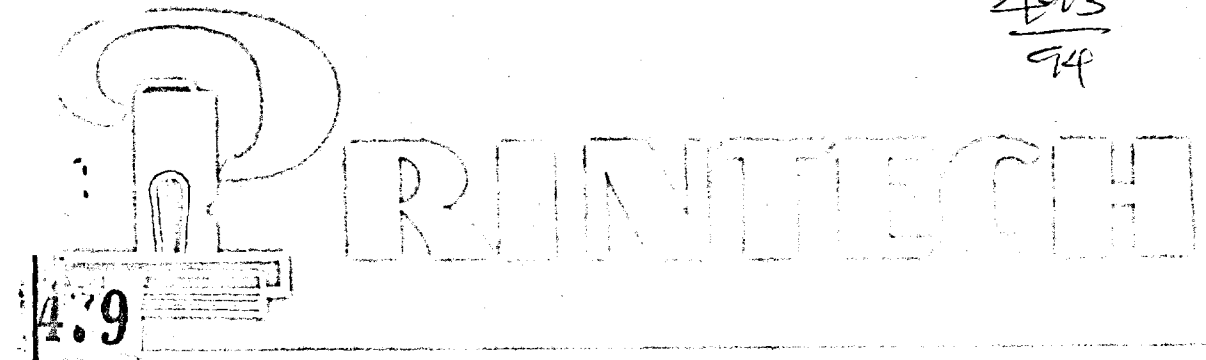
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Vol. III

OCTOBER—NOVEMBER 1955

Nos. 3 & 4



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Vol. III October-November 1955 Nos. 3-4

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N.B.—SUB-AGENTS REQUIRED FOR DIFFERENT AREAS

DESIGN

The Opposite of ACCIDENT

A Speech by

Mrs. BEATRICE WARDE

Printing industry in this country has reached the stage when it is realised that it cannot be run profitably without the services of technicians and craftsmen. But there is one another aspect of the trade which is equally important: perhaps a more fundamental development—the "Design." The word design seems to have too many meanings for different people of different fields of crafts. But designing can be defined as "opposite of accident" and is essentially planning. The printing schools in western countries are going ahead of "print-shops" in their interest in design. Here Mrs. Beatrice Warde in her well-timed speech gives a definite plan of intended proceedings to introduce design in your press and to interest your apprentices in this line, and to have a co-ordinated programme between the school and the shop.

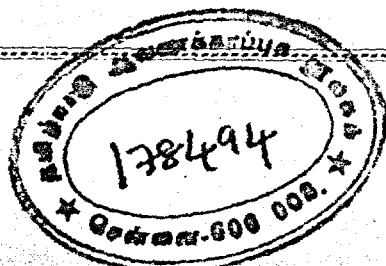
In this Advanced Course, different experts have been discussing far-reaching technological changes and developments that are going on in the printing industry today. Now we turn to another equally momentous development that has taken place in our century: perhaps a more fundamental one, because it has to do with the attitude of the printing industry as a whole, and of the buyer of printing as well, to the look of the finished job—that is, to its design. We shall not be discussing the technique or aesthetics of design. Before any such detailed study comes the primary question of

how important it all is—just how much it matters—to the employing printer by and large and to his craftsmen and apprentices, in realistic terms of gain or loss of profits, prestige, and workaday opportunities.

Fortunately there is ample factual evidence at hand, though much of it is of so delicate a nature as to forbid specific mention of names, dates and places. One does not dwell in public upon actual cases of contracts lost, or interdepartmental tensions heightened, by psychological blunders that can be traced back to managerial apathy on the subject of design. Nor would any successful printer agree to let his office be identified by name, when he just provided some striking instances of what can be gained—financially and in terms of human relation—by taking as much interest in the design as in the production of printed matter.

Safest Question

When we are using a word like Art or Design, and it proves to have too many meanings for different people to allow for precise definition, it is always safest and most stimulating to ask "What's it the opposite of?" Design is essentially the opposite of Accident. A well designed printing office is well "laid out" to avoid back tracking and bottle-necks. A well designed job is well laid out, to give the reading eye the same efficiency of service—and in some cases to tempt the eye



toward the act of reading. That is I think as much of a definition as we shall need. It is, however, only fair to remind you at this point that it never has been and it never can be part of the essential duty of the printer to offer a service of design. One can applaud or congratulate him upon doing it, but one has no right whatever to rebuke him for *not* offering such a service. Frankly, it is against his tradition, and almost contrary to his nature as a printer, to do so.

Though certain far-sighted printers took the lead in the typographic reformation which has been going on in this century; they did so not because they were printers but because they had sufficient civilised human interest in "the look of the finished job" to overcome the psychological handicap of belonging to a trade which for five centuries has been expected to know how to make things look recognisable and "correct" rather than unusual and "daring."

Common Ground

Today, as always, the duty of the printer as such is to know how to produce any given job in the *style* that is considered appropriate and acceptable for that particular kind of printed thing. But during a period such as ours, when stylistic changes and reformations have been going on, this means that the printer's traditional understanding of the importance of "good style" has to be supplemented by some understanding of the importance of what we call graphic design, which starts by asking *why* any given thing should have to be done in one particular way, and trying to see how it might be done more effectively some other way. The problem, from the employing printer's point of view, is to establish any common ground of under-

standing between the designer with his restless pencil and the artisans who have inherited the centuries-old tradition of respect for the established style.

Before printers as such, throughout the country, can co-operate smoothly with would-be designers and style-setters outside the trade they will need to accept the basic fact that design is 'important,' in the sense that money and goodwill can be lost by neglecting it.

Reply to Friendly Challenge

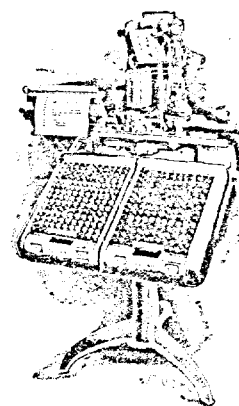
Here, then, is one extract from one of over a dozen letters that I have recently received in response to a friendly challenge to various famous and successful printers, to set down their main reasons why they take "design" seriously. This one happens to sum up most of the points that emerged in the correspondence.

"1. I have recently carried out a selective direct mail scheme on the theme of designed printing. Letters were addressed personally to individuals in companies of high repute. The result was 52 per cent. replies and three immediate design jobs to do.

"2. Designed print is a means of taking over the whole of a company's printing, in order to specialise and style it, or as we call it, 'family printing,' i.e., ensuring that everything they turn out is of the same family.

"3. In designing print, you design it first within the scope of your facilities, such as type faces held, machine size, folding machines, etc.

"4. In designing for litho, one avoids the pitfalls into which such people as advertising agents, studios, etc., often fail. Their aim is to produce 'pretty' art work, without any consideration whatever of the process to be used. More than



MONOTYPE

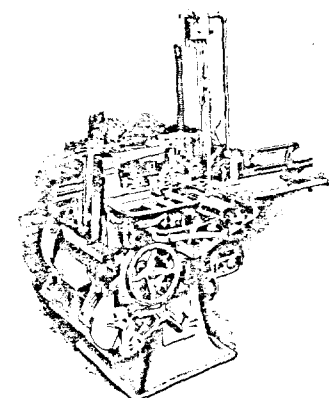
COMPOSING AND CASTING MACHINES can provide all the solid setting, display type, spacing material, etc., that your composing room needs—AT MINIMUM COST.

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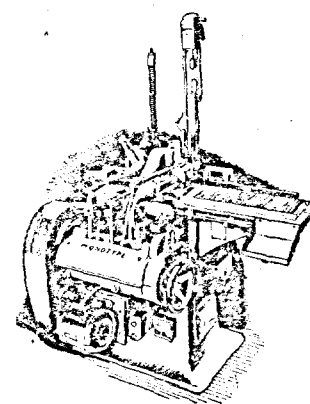
requires only a simple and rapid change of equipment for an operator to compose text matter in any European language—or in Sanskrit, Hindi, Marathi, Kashmiri, Nepalese, Bengali, Assamese, Gujarathi, Tamil, Telugu and Urdu, with ease and speed.

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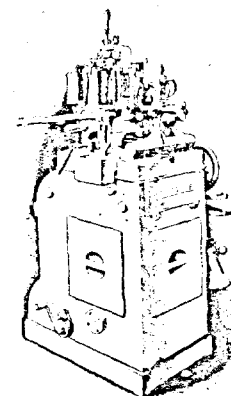
will automatically cast and deliver perfectly-spaced lines of new, solid single type to measures as wide as 60 ems pica. It can be fitted, if required, with attachments for casting Display Type to 36 pt.; also leads and rules to 12 pt.



A 'MONOTYPE' SUPER CASTER will provide type up to 72 pt.; leads and rules from 1 to 18 pt.; single-unit and strip borders; dashes; quotations (*wooden-cored if required*) and block-mounting material; two-piece, type-high foundry furniture in continuous lengths or in fixed lengths, etc.



A 'MONOTYPE' THOMPSON TYPECASTER will cast type from 6 to 18 pt. from 'Monotype' matrices: a wide range of famous type faces, including eastern scripts, is available. Types produced from these matrices require no further operations on them as they are cast to a standard height.



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likely, they often do not know the process to be used.

"5. The printers have only themselves to blame that there are in existence today such people as printing consultants and advertising agents. Customers are looking for the printer who will do their thinking for them.

"6. Designed print is good business. Examples: We have printed a *de luxe* catalogue in which the briefing was 'we want a fine job that will remain on an architect's bookshelf for ten years at least. Cost is a secondary consideration.' The order came to over £14,000.

"7. Only yesterday we had a meeting with a customer to discuss a project of theirs. It was attended by the representatives and our chief designer. At the end of the meeting, the customer's comment was: 'We have done more in a pleasant manner in the last hour or two than we achieved with our advertising agents over months.'

There are equally interesting, equally "confidential" testimonies from managers and overseers about the quickened interest of apprentices in their work, and the smoother inter-action of departments, that can be expected when everyone concerned with the job has some knowledge of why it was designed to look a certain way. And of course there are witnesses amongst the print-buyers—who too often do mention names—to the miseries caused (and undergone) by such printers as are unable to feel the slightest human interest in the problem of improving the look of the printed word.

Work at School

It is an unhealthy state of things when the printing schools are, by and large, a generation ahead of "the shop" in their interest in design. The school's primary

duty is to clarify style and act as a central platform from which "acceptable ways" can be promulgated after due consultation. Merely teaching lads to think like designers means equipping them to break loose from the trade; and nothing confirms the desire to break away more strongly than a collision between the enthusiastic youngster and the elderly guardian of a half obsolete "house style" in a shop in which the very word "design" is vaguely associated with "long-haired artists out to make trouble." Successful initiative invariably comes from the top. Unless the employer, the man who spends the money, genuinely feels interested in the design of what his shop turns out, the schools labour in vain to make good the deficiency.

Hence the most pressing need today, in this regard, is for some programme of activity on the part of the employer which will have the effect of protecting the apprentice against the attitude of "We don't do it that way here" which either chills the inspiration gained in the classroom or else determines the bolder youngster to seek a more rewarding career outside the trade. Chats to apprentices are by no means enough, since what matters is the attitude of the shop as a whole.

A Possible Programme

One might envisage such a programme as a series of six informal twenty-minute meetings held (at least at the beginning) in the employer's "own time," since the object is no less a matter of investing hard cash for a profitable end than it would be in the case of any other laying-out of capital on mental equipment. Training for skill is a hardening process; training for design, or even for understanding of design problems, is

first of all a loosening-up process: one has to get rid of the fear of asking "why and why not," the fear of prodding and prying; one also has to overcome one's instinctive contempt, as a man of skill, for the "ignorant layman," and learn to think of that rank outsider as the enormously important "ultimate consumer," whose vague likes and dislikes deserve serious study.

Assuming that the shop has its bulletin board on which every member of the establishment can see how the month's "best job" looked when it was finished—and what the customer said about it—we can then imagine this series of meetings starting with no more than an informal announcement by the employer that he has been collecting some interesting books, magazines and specimen jobs illustrating the history and current tendencies of graphic design, and that *he at least* has found them fascinating and thought-provoking. They will be there in his office, on loan overnight to anyone who wants to borrow them; here they are: this and this piece struck him as particularly interesting.

If the meeting had to take place out of shop hours, the money investment would go instead on ample and appetising refreshments. This is a question of convincing people who need to be convinced, that the man at the top has become sincerely enthusiastic about something; and the staking of money is the traditional way of convincing someone that you aren't just saying it for effect—you really believe it.

Indeed, the employer who didn't feel that "arousing interest in design" was an occasion worth celebrating with coffee and cakes all round, would have little hope of persuading his apprentices that he was in earnest. To every time of

life is granted special powers; just as old people develop a marvellous ability to see instantly why some mooted project might not work, or might be dangerous, so young people are granted a practically infallible instinct for distinguishing between genuine and "phoney" enthusiasm on the part of their elders and betters. One needn't pretend to *know* anything about the given subject: the vital thing is simply to prove that one really *cares* about it.

The Second Meeting

The second of these monthly meetings might be the occasion for showing the nucleus of a "before and after" collection of restyled jobs, to which all employees would be welcome to add examples that they might come across. The third might well deal with the "fun" that there is in amateur calligraphy, or experiments with printer's flowers: anything that encourages the "why not" attitude of adventure which is the climate of design. After that they would be ready for a twenty-minute talk by a professional designer—all concerned realising that the speaker was just as lucky to be allowed to penetrate into a printing office and meet its wise artisans as the latter were to meet in the flesh some men who had been trying to tell them on layouts what he was driving at.

In the final "what have we learned?" period, the employer could continue to pay something in order to be able to communicate enthusiasm. He would "pay" whatever it cost him in embarrassment to admit in the presence of his men that he had been learning something from them: that they had been proving to him all over again how true it was that men work better when they have good tools and equipment. Interest in

design gives "equipment" for smoother interaction between departments and between the shop and its customers.

Know the Ultimate Needs

"Design" is the opposite of "accident": it means discovering and formulating intentions. Layout, whether of plant or of words on paper, means eliminating checkbacks—of work in one case, of the reading eye in the other. Every employee is expected to understand why the "layout" of plant in his department is subject to alteration in the interests of efficiency: he is even expected to understand it well enough to make sensible suggestions for that improvement. In the matter of print design he should have a similar grasp of the ultimate needs, the "what it's all for;" and in conforming to house style or to the customer's layout he should have enough background of trained critical taste to be able to get conscious satisfaction out of taking part in any effort to give the ultimate reader something more attractive and appetising than he would expect from that sort of a job.

The coming of the small offset machine is greatly encouraging experiments in graphic design in the printing office. The new justifying typewriters are providing an amusing instance of the difference between "thinking like a technician" (in this case, rejoicing that such an ingenious gadget had been invented) and "thinking like a designer": e.g., asking *why* in heaven's name one should throw away the dramatic asset of the thing that looks personal and confidential because it looks like typewriting and, instead, try to creep at the heels of the compositor by attempting something that is near enough to real print to court fatal comparisons in matter of line justification or typeface design.

Film-setting and Design

Facsimile printing should play from its own strong suit, with calligraphy, sketches and real typewriting as its trump cards. It is almost the opposite of typography, which turns a shabby manuscript into something that is invested with the authority of the look of print. Facsimile work is picture printing: one reproduces a picture of some original document and the more the original looks like something done by hand, the more surely will the facsimile attract the beholder's eye.

Film-setting, too will act as a touchstone for those who can stand off and ask why, as designers do. If yellow-on-black is, as we often hear, more legible than black-on-white, why should the film-set job "creep at the heels" of the letterpress printer by imitating his black-on-white, when other effects are so easily obtained? Why should any print-buyer continue to say "twelve-point"? Even in talking of metal type, what he means is not type measuring 12 points from back to front, but a certain degree of legibility and take-in which he finds in this or that large-x or small-x face. And film will give him 12-and-nine-tenths-point if that is what he wants. These may sound absurd questions: but the point is that every technological advance raises some questions in the restless, radical mind of the designer, about the ways in which the change might or could affect the look of the job. The printer who feels in any way disconcerted, or even affronted, by such "funny questions" is in danger of antagonising customers who expect him to know—if not "the answers"—at least the fact that it can be fun and good adventure to ask questions about the look of the printed job.

MADRAS PRINTERS' ANNUAL MEETING

THE Annual General Meeting of the Madras Printers' and Lithographers' Association was held on Saturday the 29th October 1955 at 'Acton Lodge,' 11 McNichol Road, Chetput, when Sri V. M. Philip, President of the Madras Printers' and Lithographers' Association, was in the Chair.

The accounts as well as the Secretary's report for the year ending September 1955 were adopted. The Secretary's report showed that the Third Session of the All India Printer's Conference and Exhibition held in Madras in February last were a success and the delegates who came were of the opinion that the Exhibition at Madras was the best till now held in the country. Financially also, the Exhibition was a success.

Sri V. M. Philip, President, proposed to place on record the Association's appreciation of the valuable services

rendered by Sri S. Viswanathan, Secretary, Sri R. Venkateswaran, Treasurer, the members and staff of the Central Art Press, and other members of the Association.

It was unanimously resolved to donate Rs. 4,000 to the funds of the All India Federation of Master Printers.

The following office-bearers were unanimously elected:

President

Sri V. M. Philip, The Diocesan Press

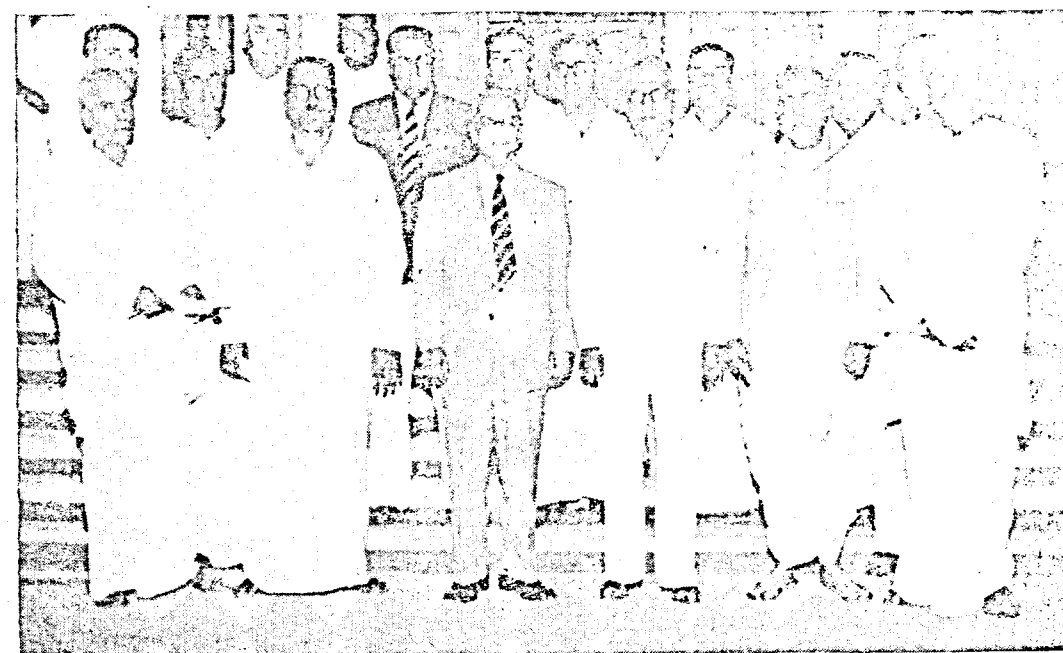
Vice-Presidents

1. Sri G. Narasimhan, "The Hindu"
2. Sri V. Sethuraman, Hoe & Co.
3. Sri V. Satrugnan, P. A. S. Press
4. Sri S. Shanmugha Mudaliar, The Artisan Press Ltd.
5. Sri G. Umapathy, Uma Printers

Secretary

Sri S. Viswanathan, The Central Art Press

The newly elected office-bearers for 1955-56 of the Madras Printers' & Lithographers' Association.

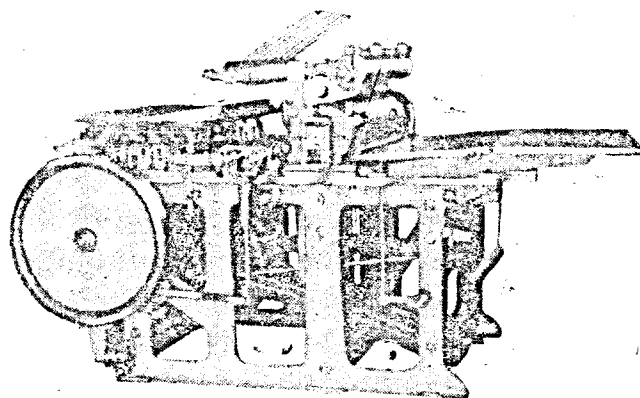


PRINTECH October-November 1955

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Gross weight	3086 lb.

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Sri R. Venkateswaran, The United Printers' Syndicate Ltd.

Auditor

Sri T. Raghavendra Rau, The Anti-septic Press

Members of the Executive Committee

1. Sri A. M. Ponnappan, Nelson & Co.
2. Sri M. R. Appadurai, The Premier Art Press
3. Sri S. P. Naidu, The Modern Printers
4. Sri A. F. Byramshaw, The Aspy Litho Works
5. Sri P. G. Natarajan, Parker Press
6. Sri Ravai Manickam, Ravai & Co.
7. Sri M. K. Krishnamurti, Photo Litho Press Ltd.
8. Sri T. V. Ramanath, Ramanath Press
9. Sri T. Sundararaghavan, Sree Ramaprasad Press
10. Sri Govind Avasthe, Hindi Prachar Press
11. Sri Murugesu Mudaliar, Newton & Co.

The Association decided to collaborate with the British Council and the Publishers' Association of South India, to hold the 'Times New Roman Exhibition.'

Two resolutions were passed, one requesting the Central Government to allow the import of newsprint under O.G.L. and another requesting the Government of Madras to draw up a uniform scale of sales-tax to avoid many of the existing anomalies.

Dinner Party by All-India President

The General Meeting was followed by a 'Dinner' given by Sri S. Viswanathan, President of the All-India Federation of Master Printers, when members of the Madras Printers' & Lithographers' Association and high ranking Government Officials were entertained.

Among the Government Officials present were :

Sri K. N. Sundaram, Assistant Technical Adviser, Southern Region, Government of India.

Sri S. A. Ayyaswami Chettiar, Chief Presidency Magistrate.

Sri V. Balasundaram, Commissioner of Labour.

Sri P. V. Viswanathan, Chief Inspector of Factories.

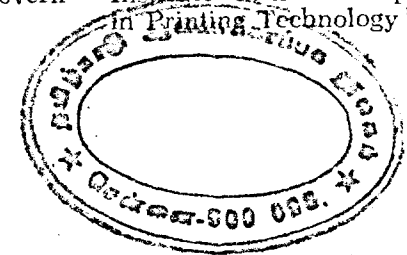
Sri R. Siddique, Supt., Government Press.

Sri V. R. Natesan, Regional Director, Employees' State Insurance Corporation.

Regional Schools

Welcoming the guests, especially the Government Officials, Sri S. Viswanathan said that he was thankful to them for readily accepting his invitation to attend the Dinner and address the printers present. This showed how eager the Government Officials were to help the public. This was indeed a very welcome change from conditions which existed some years ago. Addressing the printers, Sri Viswanathan said, "I thank you for the confidence you had reposed in me by electing me as President of the All-India Federation of Master Printers. Even as Secretary of the local Association, I do not know if I had done as much as you would expect me to do, and as President of the Federation, I am afraid I have not done much. I feel that the President of the Federation would be able to do anything substantial only if both the President and the Secretary are from the same place. What the Federation has achieved is the formation of the Regional Schools of Printing in four important cities of India. In fact, a huge building has come up and a battery of machines have arrived at Calcutta. They have also employed really qualified men to run the School. In Bombay, the Government have taken the President of the local Association to inspect buildings; and in Allahabad, the site is being selected."

Speaking of the Madras School, he said, "I am sorry to say that the change here is only in the name-board from that of the Technical Institute to the Regional School. The students coming out of the Institute with the Diploma 'Licentiate in Printing Technology' have good theo-



retical knowledge, but they lack in practical training. They commence their practical training only after they take their Diploma. The reason for this lack of practical training is that the School is not sufficiently equipped with machinery. The Regional School should be different and rectify this defect. It should be well-equipped with machinery and personnel. I am mentioning about personnel, because the members of the teaching staff at present have not been given sufficient scope to fall in line with the recent advances made in the printing industry. They must be sent to foreign countries to get special training."

Sri Viswanathan made a reference to the issue of *Bulletin* by the Federation and to the useful articles contained therein for the trade. He appealed to all printers to enroll themselves as subscribers to the *Bulletin*, especially in view of the fact that the annual subscription is only Rs. 3.

Sri Viswanathan then requested the distinguished guests to address the gathering.

Officials' Address

Sri S. A. Ayyaswami Chettiar, Chief Presidency Magistrate, speaking next,

referred to the Press Acts. "There are several requirements on the statute which require the printers to do certain things," he said and he was sure that all printers were aware of the rules. He drew the attention of the printers to the provisions in the Press Registration Act that they should send seven copies of each book printed in their presses to the Registrar of Books. He regretted that most of the printing presses in the City failed to do this. There is also another provision in the same Act that every printer should send a quarterly return of books printed and sent to the Registrar of Books to the Chief Presidency Magistrate. Here again, he felt sorry that many printers did not carry out the provisions. He said that recently about 400 printing presses were about to be prosecuted for not carrying out these provisions, but on the intervention and assurance of Sri Viswanathan, the host, they were excused, and circulars were sent to each press reminding them of the statutory obligations on the part of the printing press owners to carry out the provisions of the Act. He hoped that all printing presses would hereafter conform to the rules. He remarked that of the 600 or more printing presses in the City, only about a dozen

Sri S. A. Ayyaswami Chettiar, Chief Presidency Magistrate, Madras, addressing the gathering of Printers at the Dinner Party.



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of them were doing high class work. He suggested that the Federation would take interest in small printing presses and enable them to do quality work.

Sri K. N. Sundaram, Assistant Technical Adviser, Southern Region, Government of India, speaking next said the Regional School of Printing about which Sri Viswanathan referred to, was started under the joint venture of both the Central and the Madras State Governments. He said that he could not agree with Sri Viswanathan in recommending that the existing members of the teaching staff in the Regional School should be sent for training in foreign countries since there were already many experts coming to India under the Colombo Plan. The Government, he assured, would be taking advantage of the presence of these experts and further said that the trade should also take advantage of such persons. With regard to improvement of the School, he said that schemes were being considered and it was too early to practically apply them since the State and the Central Governments were together planning in the matter. He thanked the local Association for assuring their ready co-operation and assistance in running

the Institution. He added, the Regional Office at Madras had just commenced work and matters would move more quickly and it would be possible for him to do something for the Printing School soon. He assured the Association that the Governments will give every encouragement and facility to improve the industry.

Sri P. V. Viswanathan, Chief Inspector of Factories, speaking next referred to the requirements of the Factories Act and what the factory owners of printing presses should do. He said that factory owners need not consider the Factory Inspectors as police-men only to find fault with everything. *He said that, in fact, the Factory Inspectors are there to guide the factory owners in every possible way and to help them.* Factory Inspectors as a general rule never resort to prosecution unless in extreme cases. The provisions of the Factories Act relating to printing presses are very few, in that fencing and guards should be provided over all wheels of machines. Another thing which he had noticed was that every work which pass through a printing house even in normal course was termed as exceptional pressure of work and on that excuse, everybody asked for exemp-

Sri P. V. Viswanathan, Chief Inspector of Factories, speaking at the Dinner Party.



tion from the rules relating to working hours and permission for overtime work. The Government while feeling happy at the increased work, would advice the owners to work in shifts instead of resorting to overtime. This would, he said, save the department from the embarrassment of relaxing the rules and at the same time, provide employment for more men. According to the Factories Act of 1948 (amended), owners of every factory had to submit plans of even an extension for approval by the Department. He advised all printing press owners to conform to the rules of the Act and assured of the Department's assistance in every possible way.

Sri V. R. Natesan, Regional Director of the Employees' State Insurance Corporation, speaking next, first outlined the background of the labour legislation inaugurated in the City of Madras recently. He compared the Employees' Health Insurance Scheme to the joint family system where any member not able to earn on account of illness or otherwise is not handicapped because of the help and co-operation given by the other members of the family. In the same way, in industrial establishments, such contingencies as sickness or accidents which affect the livelihood of a worker, thus depriving him of his power to earn and to take care of himself and his family, the other members of the society—workers, come to his relief and enable him to draw his sickness benefit, medical treatment, etc., out of the contributions the working class would be making. He referred to the contributions by the employers under Chapter V-A for the last two years and said that with the introduction of the scheme in the City, the employers will hereafter be contributing at the rate of Rs. 1-4-0 per cent of the total wages bill. By this scheme of social insurance, the Government has begun in a small way in solving the problems of the incapacitated worker. He appealed to the employers and through them to the employees for a clear understanding of this labour legislation for the welfare of labour community and largely for the industry.

OUR LIBRARY

THE Hony. Secretary acknowledges with thanks the following publications donated by Messrs. The Monotype Corporation Limited, England :

The Typographic Arts by Stanley Morison

Four Centuries of Fine Printing by Stanley Morison

Following publications have been added by the Federation from its Library Fund :

The Kemsley Manual of Journalism

Type in Action by Herbert Jones

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A FURTHER NOTE ON THE HISTORY OF BASKERVILLE'S TYPES

By JOHN C. TARR, M.S.I.A.

The story of the Baskerville foundry which appeared on page 24 of our July issue needs to be amplified and brought up-to-date says Mr. John C. Tarr in a letter to us and sends the following articles specially written for PRINTECH.

In 1799, four years after Baskerville's death, his widow sold all the material of the foundry for £3,700 to Caron de Beaumarchais who proposed to print an edition of the works of Voltaire at a disused fortress at Kehl on the Rhine as the censorship did not permit them to be printed in France. A foundry was established there but the typefounding was apparently not very efficient.

In 1785 the Baskerville punches were deposited with a banker at Strasbourg as a security for a debt and on the return journey some of them fell from the wagon and were lost in the snow.

In 1789 Beaumarchais had the punches transported to Paris and soon a good deal of printing was composed in Baskerville's types, including the *Gazette Nationale* and a number of other journals and pamphlets.

In the next year Beaumarchais transferred the Kehl foundry to Paris. During 1791 the printing presses in Paris increased by more than five times and the Beaumarchais foundry prospered. At his death in 1799, the punches were retained by the family.

Types in the style of Baskerville were cast by Levrault Friers at Strasbourg (the work of Claude Jacob) and the

Decker foundry at Berlin used them from 1788 onwards.

When Beaumarchais' widow died in 1816, all the Baskerville material was sold to Pierre Didot l'aine who issued a specimen in 1819. The material was then bought by the brothers Plon who never used it and later sold it to A. Bertrand between 1893 and 1895.

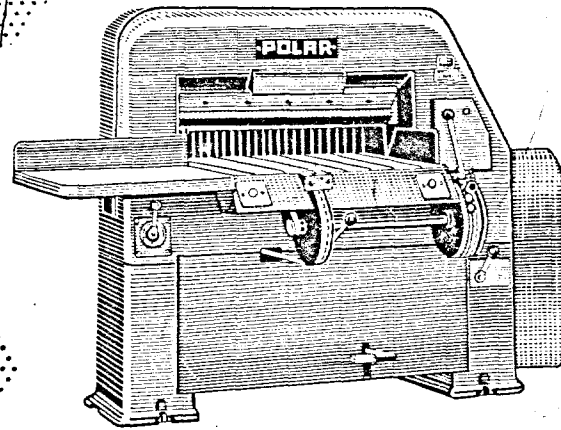
The Baskerville type were used in 1907 by E. Plon, Nourrit et Cie and later Bruce Rogers, the American typographer, noticed them and recognised them a prospectus issued by this firm.

This was in 1917 and, after the war, a fount was cast for the Harvard University Press and Rogers first used it for a book in 1921.

It was taken up by the typefounders who began to make recuttings; Bertrand issued a specimen in 1929; Marius Audin wrote a monograph, *Le Baskerville*, in 1930.

Six years later the material of Bertrand's foundry was sold to the foundry of Deberny et Peignot in Paris who acquired 2,750 punches and 3,052 matrices. This foundry has since cut an entirely new set of matrices from the punches and made good the deficiencies.

M. Charles Peignot in March 1953 presented all the surviving punches to the Cambridge University Press to whom John Baskerville was appointed Printer to the University for ten years in 1758 and where he printed three editions of *The Book of Common Prayer*, two in 1760 and one in 1762.



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INAUGURAL FUNCTION OF The Printing Students' Association

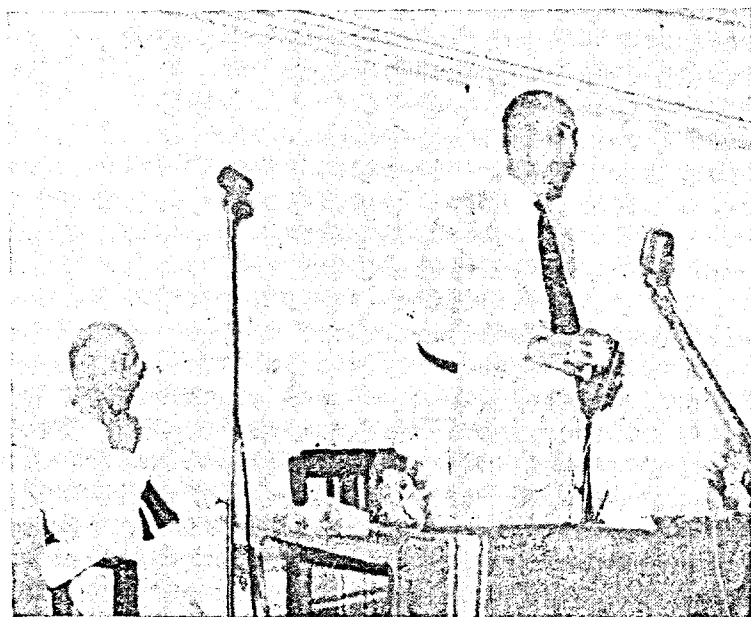
THE CENTRAL POLYTECHNIC, MADRAS

THE Printing Technology Students' Association of the Central Polytechnic, Madras celebrated the Inaugural Day on 7th October 1955, in the Polytechnic premises. Mr. H. J. Stooks, Controller of Printing & Stationery, Madras, presided and Mr. T. I. Archer, Process Expert of *The Hindu*, Madras delivered the Inaugural Address.

The Student Chairman Sri D. Ramalingam welcomed the distinguished guests of the evening.

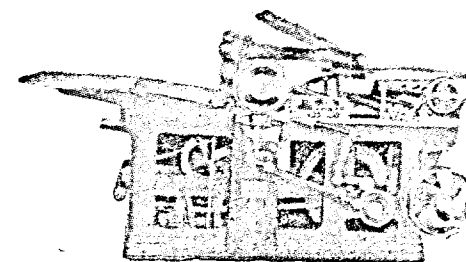
Mr. Stooks at the outset said that he was not competent to preside over a technical association. "I rather feel out

of place," he said, "as I do not know anything about printing technique. Only due to circumstances, I am what I am, i.e., Controller of Printing." He pointed out how the printing done here is very shoddy and exhorted the students to improve it after the conclusion of their training or when they set up their own presses. He appealed to them to have an inquisitive mind. "By this I do not mean that you should pry into others affairs, but try and learn the details of your craft. An inquisitive mind is an acquisitive mind. You should try to improve the various materials used in this country."



Mr. H. J. Stooks, Controller of Printing and Stationery, Madras, speaking at the Function. Mr. T. I. Archer of *The Hindu* is at the left.

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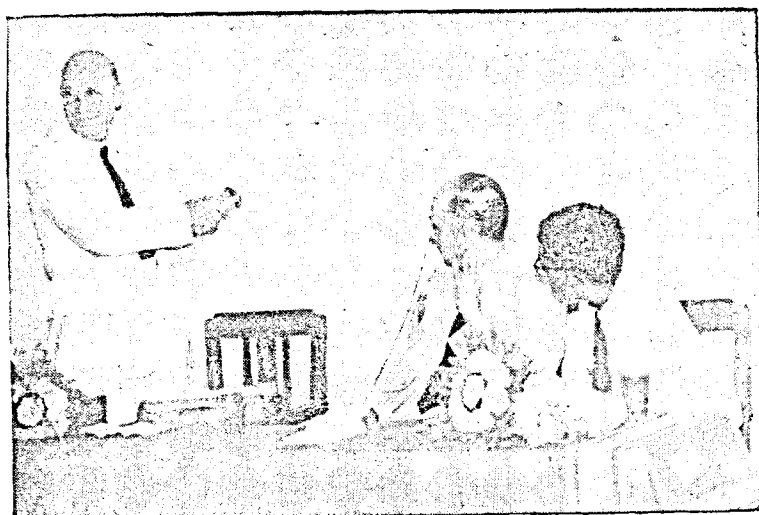
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THE STANDARD TYPE FOUNDRY

"PIONEERS IN SUPPLIES FOR THE GRAPHIC TRADE"

BOMBAY — DELHI — CALCUTTA



Mr. T. I. Archer demonstrating the theory of colour separation with special prismatic torchlight.

Referring to the Diploma holders in Printing Technology—L.P.Ts—passed out of the institution, he said: "There are many who are doing quite well from Travancore-Cochin to Simla in North, from Bombay to Assam in the East. Many L.P.Ts are in Madras and I have quite a few in my establishment, (Government Press, Madras). I am sure you will maintain and improve the standard of training." He concluded by saying that the Regional School of Printing at Madras with the one to be started at Bombay and Calcutta would make a contribution towards improvement of quality in printing.

Delivering the Inaugural Address, Mr. Archer appealed to the students to have an open mind and to keep abreast with all the latest developments in the printing field. He advised them to be loyal to the firm in which they work. He considered this as essential for the progress of the employees. He concluded by

advising them to develop thoroughness and neatness in execution.

The Process Expert explained by a practical demonstration, with special prismatic torchlight, how the theory of colour separation and super-imposition are different in theory and practice.

Sri K. Sankaranarayanan, Secretary of the Association, proposed a vote of thanks.

The function concluded with a variety entertainment conducted by the students of the Printing Section.

NEW ITEMS MAKE NEWS ITEMS

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AMPERSAND

ONE of the odd sorts found in every lower-case is the short-and, the correct name of which is, of course, the ampersand. This word is a fair example of how our English language is able to take into its keeping new ideas and even, as in this case, the childish phrases of the kindergarten, and mould them into new adult words. By 1837 ampersand was acclimatised and accepted, the only difference between then and now being that it was originally spelt with a z—but the z spelling in other words as well is in disgrace, most people agreeing with Shakespeare in proclaiming "Z, thou unnecessary letter."

The & is also unnecessary—almost—as the word is usually spelt out; its main use is in places where space is valuable, as in headings and dictionaries, although some editors still prefer it for names of firms, which they print "& Co." There is nothing particularly beautiful in the design of the symbol. In the roman character it is hard and unattractive; it shows to much better advantage in some italics, especially in the large sizes. A study of the "Monotype" specimen book reveals about twenty type faces in which *et*, the French for *and*, can be clearly seen. The italic of Horley O.S. (Series 199), Van Dijk (203), Goudy Modern (249), Lutetia (255) and Imprint (101) provide excellent examples of the incorporation of the word for which the symbol stands.

The word itself has an interesting history. When the writing masters were of more importance than they are today and their exercise books were part of the

normal equipment of every schoolboy, the line giving the alphabet would end with "&c.", meaning then, as now, *et cetera*. The next line would contain the phrase "& (by itself) and," or, if there was enough space, the phrase would be "& standing by itself means and." If the writing exercise was for a more advanced student the words in parentheses would be the Latin phrase *per se*, and the class would learn to speak it as *et per se*. If a single letter, an A or an I, was followed in the exercise by *per se*, it meant what it said, an A or I was standing by itself as a complete word. The phrase "A *per se*," as Updike explains in his "Printing Types," came to mean first class. He gives as an illustration the quotation "London, thowe arte of townes A *per se*"; in more modern language, A 1.

As years passed and English became more popular than French, it took the place of *et*, and the phrase to be spoken was "and *per se*," which with a little adaptation became our present word ampersand.

The childish phrase mentioned above is said to have come from a schoolmistress, who could see in the design of the & the figure of a cat having its tail curled round as it sat by the fireside. Using the language which her young students could recognise, she referred to the & as "and-pussy-and." This variation passed into current speech for the "Oxford English Dictionary" gives as alternative spellings ampassyand, ampusyand, and ampusand. As an illustration of the use of the word,

(Continued on page 32)

LABELS

LABEL DESIGN & LABELLING

By FREDERICK T. DAY

Labelling Methods

It is very difficult to generalise upon labelling methods and these will vary with the volume of work to be carried out and the type of product to be labelled. At the same time, the paper or adhesive used will have to tie up with the process of labelling. Heatseal label papers demand hot-plate or heating sealing machinery designed for the purpose of branding sealing or labelling by heat and pressure alone. Liquid adhesive in the case of the large labeller of products will call for one of the fast modern automatic labelling machines, while many other types of labelling in small batches from time to time, may be carried out by hand or with the aid of a hand labeller of some kind. Good labellers are available for every kind of label work, both large and small runs and enquiry should be made from time to time in order to bring equipment up to date.

There is no doubt that there is a general awareness of good labelling in every field of usage and the purpose of this article is to emphasise, among other things, the existence of a full range of both labelling papers and labelling devices, and at the same time, to indicate the printer's part in the scheme of things.

Stencils

While the labelling of most kinds of products can be mechanised, the labelling

of consignments of goods has to be undertaken by hand. Individual labels have to be addressed and affixed to individual packages. There are however, certain devices available for such work and where gummed labels are employed, a water and brush moistening labeller is most suitable for the work. In the case of tags and plain labels the former may be wire stitched on to the package by means of a hand stapling machine. Liquid adhesive will serve the need of the packer using plain label paper.

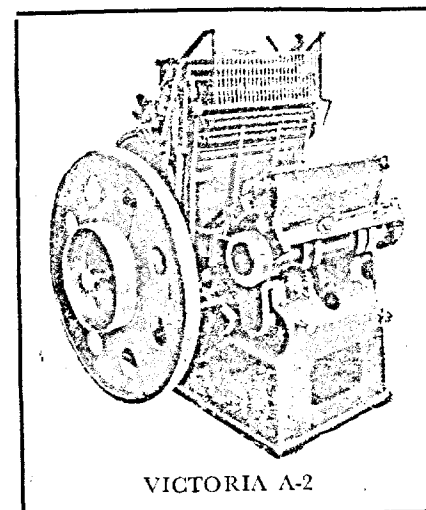
Where wooden cases and crates have to be marked, the stencil is probably the most suitable method. Stencil plates in various forms are used in conjunction with stencil ink and brush and name and address and any necessary marks are added. Large and regular consignments may be dealt with by cutting individual stencils from oiled parchment and in this way, it is a simple matter to completely mark a consignment in one operation. Machines are available for stencil cutting.

Label Papers

Almost any kind of paper may be used for either product or despatch labels, but obviously, the product label which is attached to the goods and articles has to tie up in some suitable way with the product from the selling point of view. Therefore, such speciality papers as metal, gelatine and flint papers, fancy papers, tinted pulp papers, calf papers and similar out of the ordinary grades, may be used with good effect. In the case of the despatch or merchandise label, something more suitable yet none the less effective, should be used. Obviously a good white or pale tinted label paper provides a good background for written or typed addresses with good legibility. It is worth considering a

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coloured label, bearing in mind the value of colour for easy recognition of goods in store and transit. Many firms are known by their colour schemes and their labels and those handling goods are able to identify merchandise both attractively and clearly addressed and labelled.

The Adhesives

It is one thing to select a suitable paper for quality and colour and another matter to consider the kind of adhesive required for the purpose. If a water soluble adhesive is to be used by machine or hand labelling, most papers outlined will prove suitable for use with most kinds of adhesive recipes. In this case, the plain label, when printed will be affixed to the product or package by hand or machine in conjunction with a suitable adhesive selected to adhere to the surfaces to be labelled. Label users with established materials will have no trouble but where new products or materials for wrapping are being employed, suitable tests should be made to ensure that the correct adhesive recipe is issued to the packagers and packers of the goods.

Many firms used ready gummed label papers and without doubt, this is a much cleaner and in many cases, faster method of labelling products and packages. Here again, it must be borne in mind that one grade of gummed label will not always adhere to the many kinds of goods and surfaces which require labelling in any one organisation. Glass, bakelite, ivory, wood, tin, lacquered tin, metal, viscose, kraft wrapping, fibre-board, plastic and any of the modern materials used today for both article and merchandise manufacture and packing, all require specialised labelling papers. Today, there

is a gummed label paper suitable for adhesion to any kind of surface or material in use. Careful tests should be made in the case of the new user—an ordinary dextrine gummed label paper must not be expected to adhere satisfactorily to all surfaces. There are single, double and treble dextrine gummed papers and the same gummings in pure gum arabic. At the same time there are fish glued papers, stick to glass, tin, wool, and many other specialised gummed recipe label papers. The selection of the correct adhesive label paper is most important.

Heatseal Label Papers

These modern labelling papers are designed for product labelling and the special heatseal or heatfix recipe may be coated on to almost any kind of body paper. In this way, therefore, the label user may select metal paper, fancy paper, tinted paper and most other attractive varieties of labelling paper, and have them suitably heatseal coated to suit both the product to be labelled or branded and the machine employed to do the necessary labelling operation. Heatseal papers are printed in the ordinary way just the same as uncoated or plain paper and they may therefore be handled by the ordinary printer, large or small without any trouble. In the application of the finished label or seal made from these labelling papers, merely pressure and entirely absent in the process of labelling. This is the special feature of this modern style labelling, especially in the case of food products, delicate articles, and many other kinds of items where a water soluble gum or adhesive would be undesirable from many points of view. It is only possible to apply these labels with heat and pressure.

Pressure Sensitive Labelling

These adhesive coated label papers are affixed to any surface by pressure alone. No moisture or heat is required. Self adhesive labels are ideal for labelling any kind of article which requires pricing or identification up to the point of sale or usage. They are easily applied by finger pressure and peeled away without any difficulty, no residue being left behind. They are available in many sizes, shapes and styles ready mounted on to backing sheets. They are affixed in position for the printer so that registration is possible on the press. They are printed in the same way as any other label paper. They may also be "fed" into the typewriter and they may be hand written. For labelling of any kind of product or difficult surface, for pricing or identification, these labels are recommended for the job.

Label Treatment

Mention has already been made of varnishing in connection with label papers, plain or gummed, as a means of rendering the label waterproof and fingerproof and at the same time, lending added appeal and character to the label. There are other methods whereby address or merchandise labels used on consignments of goods may be protected against the elements while in transit or store. The application of strips of transparent self adhesive sealing tapes in suitable widths over the surface of the label will have the effect of protecting hand written labels from the elements. At the same time, the address will remain completely visible. These tapes are being increasingly used to protect labels on containers, cartons and packages of many kinds. At the same time, the label is protected should the package be handled

by greasy hands or be subjected to constant handling. The application of this type will prevent the falling off of otherwise poorly affixed labels.

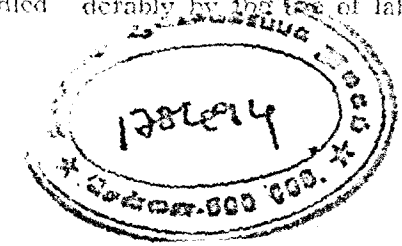
Often a durable label is required and mention should be made of cloth lined papers and manillas which are used in such cases. These materials have exceptional strength and durability and of course, they may be printed in the same way as an ordinary label paper. This variety of label is affixed to the package or case by wire stitching, glue, or nailing. This material may be used for tie-on tags, for bales and bundles.

Festive Seals and Labels

In addition to the familiar metal seal, brand label and cameo popularly used for sealing and labelling goods with a view to sales appeal, reference should be made to the seasonal tag or seal which is being increasingly used today by the manufacturer and merchant to brand and label gifts and seasonal packages. Most of the designs now available as a stock item centre round the festive season of Christmas and some Easter patterns, but some effort is being made to introduce seals and labels for other special occasions. One day therefore, the birthday, wedding, christening, holiday and gift seal and label may be popularly used in much the same way as the Christmas seal is used today. In the fancy goods, toy and games trades, perfumery and cosmetics, corded tags, seals and labels are in use for gift and other packs for retail distribution.

Labels in the Continuous Reels

The process of labelling products and packages may be speeded up very considerably by the use of labels in the con-



tinuous reels. Size of label, width of coil, perforations, diameter of coil may be obtained from the label printer to specification. Such labels may be torn off by hand or used from a simple tear off reel device so that sorter's tickets, package's slips may be inserted in goods on the benches. Labels of all kinds may be supplied in the reel by arrangement and large and continuous quantities of goods may be dealt with an automatic labelling machinery. Numbering may also be incorporated in the label if such is required.

Stock Printed Labels

Many label printers are today stocking series of standard labels which may be used generally for many kinds of products. Stocks of seals, cameos, shaped labels and the like may be obtained with such wording as "Made in England," "Buy British" and other appropriate slogans applicable to many trades. Small or large quantities may be obtained for special orders for overseas shipment. They are ready for immediate use. Yet another stock series of gummed labels bear such wording as "Fragile," "Glass with Care," "Immediate," and so forth and all of these stock items have a use in industry from time to time.

In conclusion, the true importance of the label in all its spheres of usage is now generally appreciated by the progressive manufacturer and merchant, and the new function the label is called upon to perform as a selling medium is fully realised today. The label is something more than an emblem to identify the goods, it has a real selling job to carry out.

(Concluded)

—By courtesy of Paper & Print

Review

YOUNG PRINTING TECHNOLOGIST DESIGNS GREETING CARDS

SRI S. Jayaraman, member of I.F.P.T., has sent us a set of different types of Christmas, New Year and Pongal Greeting Cards which have been entirely designed and printed by himself. All of them are printed on art paper and they are of two different sizes—one measuring $4\frac{1}{2}'' \times 6''$ wide and another measuring $4'' \times 5\frac{1}{2}''$ deep, when folded. The front page in all these are printed with a half-tone in flush. The pictures are a natural scenery or a South Indian Temple in the oblong prints and the statue of Christ or Mary in the small size card. The pictures are excellent both photographically and from the point of machining. Line sketches in silhouette are printed in tint inside with the message in another colour in the oblong cards. The message for Christmas and New Year Cards are in English and for Pongal in Tamil. The photographs are also by Sri S. Jayaraman.

Considering that a young printing technologist has come forward boldly to do the designing and printing completely by himself, the effort deserves praise by one and all. We wish him every success in this field.

The cards are available for sale at the following rates: Single card As. 4, Dozen Rs. 3/- and Gross Rs. 36/-. A trade discount of 25% will be allowed on orders for a minimum quantity of 100 cards at a time.

Those interested can write to: Sri S. Jayaraman, 2 Nammalwar St., Ice House, Triplicane, Madras 5.

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NEWS

PRINTECH Diary Page :
News of people, production and events in the Printing, Paper and Publishing World.

OUTDATED PREFACE

Prime Minister Nehru expressed surprise at finding in a book presented to him recently, a preface written by him for it some fifteen months ago.

The 850-page book—a record of the activities of the Central Social Welfare Board—was presented to the Prime Minister at New Delhi by Mrs. Durgabai Deshmukh, Chairman of the Board, at its annual function.

Mr. Nehru said : “ I was just glancing through the pages of this bulky volume and was surprised to find that its preface was written by me. I now recollect that I had written it post haste at night, fifteen months ago. That it should take such a long time for the book to come out is very surprising. This is too out of date. Private printing presses should not be depended upon for this work. There should be enough Government presses to print these things in time.”

EXPERT BODY ON PAPER INDUSTRY

The Government of India have set up a panel of experts to help them in drawing up programmes for the development of paper and pulp industries. Mr. C. R. Ranganathan, Inspector-General of Forests, Government of India, is its Chairman.

The panel will assess the requirements of different varieties of paper with reference to the Second Plan. It will examine the availability of possible raw materials and recommend those which are suitable for the production of various kinds of paper and for the production of pulp. Pulp is required not only for the paper industry but also for the rayon industry.

The panel will also suggest regional distribution of further capacity for paper manufacture under the Second Plan with due regard to the requirements of different varieties of paper in different areas.

Among the members of the panel are : Dr. M. N. Ramaswamy, Officer-in-Charge, Forest Research Institute, Dehra Dun ; Dr. Ramaswamy, Officer-in-Charge, Forest Products Laboratory, Malleswaram, Bangalore ; Dr. Stavenhagen, Travancore-Rayons Ltd., Rayonpuram (Travancore-Cochin State). Dr. A. Seetharamiah, Development Officer (Paper), Development Wing, Ministry of Commerce and Industry, will act as Secretary of the panel.

GOVERNMENT PAPER MILLS FOR SOUTH INDIA

The Madras Government have plans to put up a paper factory at Mettupalayam, thirty miles from Coimbatore in South India, it is learnt.

The entire cost of the scheme is estimated at Rs. 312 lakhs non-recurring and Rs. 38 lakhs recurring when the factory goes into full production. The paper mill will be owned and run by the Madras Government as a State commercial concern.

The proposed factory will have a capacity of fifty tons a day writing and printing varieties of paper. A large quantity of wattle, eucalyptus (bluegum) and bamboos, raw materials for the manufacture of paper are available in the Nilgiris. At present the bark of the wattle wood is used only as tanning material and the rest is used as fuel.

Recent research work at Dehra Dun had proved that good quality of writing and printing paper could be made out of wattle, eucalyptus and bamboo.

The present site at the foot of Nilgiris had been specially selected by the Government having regard to the availability of power and water supply.

At present there is no paper mill in the State. The estimated consumption of paper by Government alone comes to about four thousand to five thousand tons annually.

FIRST PAPER PULP FACTORY

A paper pulp factory with an estimated daily production of 100 tons will shortly be established in Travancore-Cochin State, it is reported.

The factory, which is the first of its kind in the country, will be able to meet the entire pulp requirements of the country. In all probability, it will be located at Chalakudi.

At present, all the pulp required for manufacture of paper and rayons is being imported from countries like Norway and Sweden.

The factory will be a private enterprise, managed by the Travancore-Rayons Ltd., Perumbavoor, though it is expected that the State Government would take shares to the value of 25 to 30 per cent. of the Rs. 20 crore capital required.

The new concern is expected to provide employment for about 4,000 people.

COURSES IN PAPER TECHNOLOGY

Courses to provide qualified technical personnel for the Indian paper industry have been recommended by the Syllabus Committee of the Union Ministry of Food and Agriculture.

The Committee has suggested a post-graduate diploma course in pulp and paper technology for training high-level paper technicians and a certificate course for technical workers in paper mills.

Both the courses will be conducted by the Cellulose and Paper Branch of the Forest Research Institute, Dehra Dun.

For the diploma course the minimum qualification prescribed is B.Sc. of a recognised University with Chemistry and Physics or Chemistry and Botany ; and, for the certificate course, the Matriculation certificate or its equivalent.

LIBRARY DEVELOPMENT IN INDIA

Recent events have shown a spurt of activity in the direction of Library Development in India. Among those who are taking an active interest in expansion of libraries and their extension in this country are the Union Ministers for Home and for Education.

Speaking in Delhi the other day before a seminar of the Indian Adult Education Association, the Home Minister, Pandit Pant, said that the country needed more and more libraries, for it was necessary to continue the process of education of the literates and neo-literates.

A highlight in Library Development in Asia was the UNESCO Library Seminar held in the Capital in October.

The purpose of the Seminar was to study the principal public library problems in Asia and to draft plans and proposals for the development of public library services in Asia, particularly in connection with fundamental education.

Among the aspects considered by the Seminar were library premises and finances, training of library personnel and introduction of mobile libraries.

Speaking at the UNESCO Seminar of India's Library Development Programme, the Education Minister, Maulana Azad stated that under a programme drawn up by the Government, every district in the country would have its own library and circulating library service by March 1961.

The programme envisaged a library system with the district library as its pivot. The district library would maintain a mobile service to take new books to the people in the villages and bring back to the headquarters books already used. Of the 320 and odd districts of India, 100 had either already set up such circulating libraries or were doing so.

NATIONAL BOOK TRUST

Both the Prime Minister and the Education Minister have declared the Government's decision to set up a National Book Trust for the preparation of “ healthy literature for the masses.”

Mr. Nehru said in Madras, that it was essential for the spread of knowledge to publish cheap editions of good books.

Maulana Azad, Education Minister, giving further details of the plan in New Delhi, said that the trust would promote the publication

of classics, standard books on all important subjects and translations of outstanding books, both eastern and western, into several Indian languages.

It would also help universities, academics and other approved institutions to publish such books and ensure that they were available to the public as “ cheaply as possible.”

FRENCH EXHIBITION

The Alliance Francaise of Bombay held an Exhibition of French Technical Books in October. Three hundred and fifty books and one hundred and fifty magazines were on view from Thursday the 6th till Sunday the 16th October.

AMALGAMATION

Messrs. INDO-EUROPEAN MACHINERY CO. LTD. inform us that their Principals, Messrs. Fairchild Graphic Equipment Inc., New York, manufacturers of the famous Scan-a-graver and Scan-a-sizer block-making machines, and the French firm Messrs. Minchel et Cie of France, manufacturers of the Luxographe electric engraving machines, have amalgamated. This amalgamation, we are sure, will mean more improvement in the field of electric engraving.

FIRST STAMP PRINTING WORKS

Printing of Chinese stamps will be centralised with the construction of China's first stamp printing works next year. Plans for this plant, which will be completely automatic, have already been drawn up.

Each machine in the works will be able to print more than 7,400 stamps per minute. Coloured stamps and postcards will also be printed.

—Hsinhua News

NEW DIRECTOR OF MONOTYPE CORPORATION

Mr. E. Silcock retired from his position as Director and General Manager of the Monotype Corporation Ltd., England, after fifty years of service. He was succeeded by Mr. J. Matson, Director and Secretary of the Company. The new Secretary is Mr. A. G. Chelmick and Mr. C. W. G. Paulson, Director becomes the Sales Director.

MONTHLY PUBLICATION

The British Printer, which has been published at two-monthly intervals ever since 1888, will be published at the beginning of every month commencing January 2, 1956. The price per copy will be reduced from 2s. 6d. to 2s., and the subscription rates proportionately. Printers of the British Printer are Raithby Lawrence & Co. Ltd., De Montfort Press, Leicester.

THE NATIONAL BOOK LEAGUE, LONDON

The most ambitious display of book printing ever seen in United Kingdom opened in September, this year at the National Book League headquarters, London.

In a speech opening the Fifth International Book Design Exhibition, Prof. Arnold Toynbee suggested that books were like germs—they could leap over frontiers.

Prof. Toynbee mentioned that 23 countries were taking part, and that he was specially interested in those books with Hebrew and Slavonic scripts. He hoped that the next international exhibition would bring in countries with even more different types, such as Arabic, the Hindu scripts and Chinese.

The 23 countries participated, with the number of books shown in brackets, were: Australia (23), Austria (9), Bulgaria (37), Czechoslovakia (50), Denmark (18), France (50), East Germany (26), West Germany (53), Iceland (14), Israel (19), Italy (33), Mexico (18), Netherlands (25), New Zealand (16), Norway (19), Poland (53), Rumania (50), Spain (39), Sweden (25), Switzerland (49), United Kingdom (50), and the U.S.S.R. (50).

It was not often that printing from the "Iron Curtain" countries were seen, and the exhibition provided an opportunity to compare the work from those countries with that from countries famous for their printing such as Holland, Switzerland and Denmark.

More than 700 books were submitted by 120 different publishers for the British choice. The selectors state that they were able to reduce the number of titles to about 200 with comparative ease, though they had difficulty in limiting their final choice to the requisite number owing to the conflicting claims of several books of equal merit. Books were chosen without regard to subject or price. The selectors write: "In approaching our task of selection we decided to treat design and execution as indivisible. An unusually well designed book immediately prejudiced us in its favour, but we felt that bad printing disqualified a book whether it was well-designed or not. We did not exclude a specially well-designed book for a minor fault that was obviously an accident. Bad design, on the other hand, immediately ruled a book out, however well it was printed."

Most popular types

All the British books chosen have been set in Monotype faces, with Bembo well in the lead, having been used in 11 of the 50 books. But the preference for Monotype does not extend to the American "fifty" where Linotype faces head the field, with 32 out of the 50.

The 50 British books have been set in the following typefaces:

Bembo 11; Times New Roman 6; Baskerville 5; Ehrhardt 3; Poliphilus 3; Modern 3; Bell 2; Caslon 2; Imprint 2; Plantin 2; Van

Dijk 2; Walbaum 2; Bodoni 1; Bulmer 1; Scotch Roman 1; Fournier 1; Garamond 1; Pastonchi 1; Perpetua 1.

The American books have been set as follows:

Linotype faces—Caledonia 8; Baskerville 6; Times Roman 5; Bodoni Book 3; Electra 3; Caslon O.F. 2; Janson 2; Fairfield 1; Garamond 1; Scotch 1. Monotype faces—Emerson 2; Garamond 2; Baskerville 2; Bodoni Book 1; Perpetua 1; 8A—1; Bulmer 1; Caslon 1. Intertype faces—Waverly 2; Baskerville 1. Stempel typefoundry—Janson 1. Klinspor typefoundry—Jessen 1. Enschede typefoundry—Romane 1. Nebiolo typefoundry—Inkunabula 1; Bula 1.

British Book Design will be seen abroad

Six sets of 50 books chosen as the finest in design and production published in Britain during 1954, are being sent abroad by the British Council.

National Book League Catalogue

The catalogue of exhibition has been printed by Harrison and Sons Ltd. The paper was supplied by Spicers Ltd., and the Monotype Corporation contributed to the cost of production.

(A copy of which has been sent to the Federation's Library with compliments from the Monotype Corporation Ltd.)

FRENCH PRINTERS RE-EQUIPMENT PLAN

French printers are considering a Five Year Plan for the re-equipment of their industry. It is estimated that the modernisation of the French printing industry would require an annual expenditure of £10 million sterling per year for five years. Thirty per cent. of this sum would have to be spent for purchases abroad. But the actual cost of these capital goods investment would be lower since the Government is prepared to stimulate re-equipment by granting tax refunds. The German firms are aware of this development and are making efforts to get a foothold in the French market. Consequently the number of German machines in French printing plants is on the increase.

NEW USE FOR LINOTYPE

A new use for the Linotype machine has been found by the aircraft equipment firm of Martin, Baltimore, Maryland, U.S.A. They have added Linotypes to their equipment. In modern aircraft electrical and electronic systems use thousands of wires of many different types. Each wire must be coded by a printed number every few inches of its length. Previously, hand-set type was used, but constant replacement was necessary due to wear. Linotype now identifies these wires with sharp, clear characters, new slugs being cast for printing each specific lot of wires.



THE BEST, FASTEST AND CHEAPEST
MACHINE FOR COMPOSING ENGLISH,
TAMIL, HINDI, MARATHI, URDU,
BENGALI, ASSAMESE, SINHALESE,
BURMESE AND MANY OTHER
LANGUAGES

LINOTYPE AND MACHINERY LTD.

14 MADAN STREET, CALCUTTA 13

10/29 MOUNT ROAD
MADRAS

11/13 ELPHINSTONE CIRCLE
BOMBAY

FASTEST NEWSPRINT MACHINE

The fastest newsprint machine has been installed in the Bowater Mill at Calhoun, Tennessee, with an output of 2,118 feet per minute.

GERMANY THIRD IN BOOK PRODUCTION

West German Publishers published more than 16,000 books in 1954 (15,700 in 1953). As a result West Germany now holds third place in the world for the number of books published, with Great Britain leading and Japan second. According to the Deutsche Bibliographie 34.6 per cent. of the first editions were scientific works: 27.6 per cent. of subsequent editions and re-prints

SWITZERLAND

The International Federation of Newspaper and Periodical Publishers (FIEJ) plans to publish a new international technical periodical. This will be a 24-page quarterly; 8 pages will be ads. 400 copies will be in English, 300 in French and 200 in German.

STATIONERY BY WEIGHT

A New York store is selling stationery by weight: 1 lb. equals 160 sheets and costs \$1.95.

STILL HAND-COMPOSITION

Japan's greatest national daily, *Mainichi Shimbun* (circulation six million) is still largely set by hand. A special composing machine with four keyboards (500 keys each) produces 1,800 letters per hour. Hand compositors produce 2,500 letters per hour.

LAUNDRY SCHEME LEADS TO BIG PRINTING ORDERS

A quarter of a million copies of printed card-board stiffeners advertising Brooke Bond Tea will be included in bundles of returned washing in London and the home countries.

The stiffeners, printed by the Berkshire Printing Company, of Oxford Road, Reading, are the second stage of a scheme being handled by Evelyn Bowyer Ltd., of Eccleston Square, London, on behalf of the Institution of British Launderers.

The scheme started in August when 7,000 copies of printed card-board stiffeners advertising the 30s. book *Happy Home*, edited by the magazine *Good Housekeeping*, were distributed with bundles of returned washing in eight areas. The printers were Keliher, Hudson and Kearns, Ltd., of Hatfields, Stamford Street, London.

DEMAND 40-HOUR WEEK

The German Bookbinders' Union has approached the employers' federation with a demand for a 40-hour week. The workers' representatives argue to less strain together with the modernisation of the existing enterprises would result in a larger output and more efficiency than hitherto.

The employers say that a reduction of the working week would result in an increase of costs which would jeopardise the existence of the smaller enterprises. It seems, however, certain that the employers' reply is not final word in this matter. Throughout West Germany, the trade unions are submitting demands for a shorter working week which under present boom conditions will be difficult to reject.

UNIONS DISAGREE ON MANNING OF TYPECASTER

The typesetting machine known as the "Sorts-master" has been placed in "quarantine" as a division of opinion as to which craftsman should operate the machine has arisen between the London Typographical Society and the Monotype Casters' and Type Founders' Society. The L.T.S. considers that the bulk of the work produced by the machine would fall to the compositor. The Monotype typesetters cannot agree with this. As no agreement could be reached, between the representatives of both the unions the matter has been referred to the Arbitration Board of Printing and Kindred Trades Federation.

In the meantime members of the L.T.S. have been asked to place the machine in "immediate quarantine until further information about the eventual manning is received.

(For the working details of this Sorts-master refer to our September 1955 issue, page 15.)

—Printing News

AMPERSAND (Continued from page 21)

the "OED" quotes in this couplet from *Punch* of 17th April, 1869.

"Of all types in the printer's hand,
Commend me to the ampersand."

Others have also written praises of the ampersand, a poem of four stanzas appearing in "Notes and Queries" in 1877.

—By courtesy of *London Typographical Journal*.



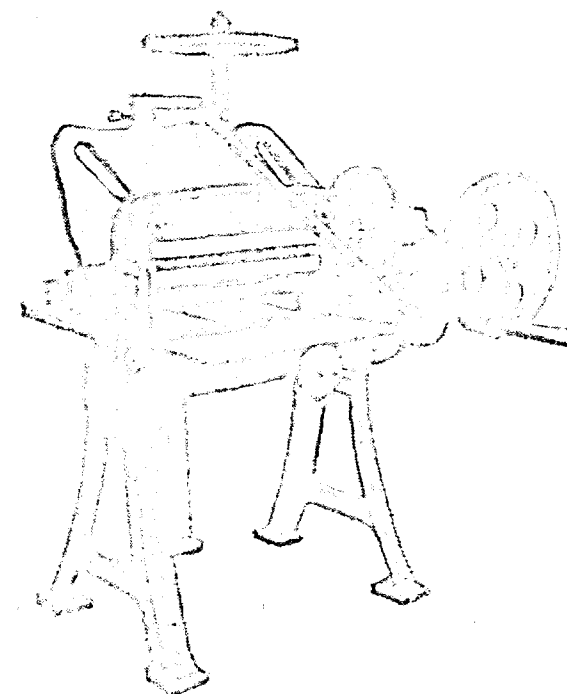
The Cover of this issue is printed on
GATEWAY PAPER, "Proven" White Art

Double Crown, 45 lb., 500 sheets



PRINTECH October-November 1955

Machines that Every Printer Needs



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. **Fitted with Sheffield Knives.**

Large number of machines in daily use all over India, Ceylon, etc.

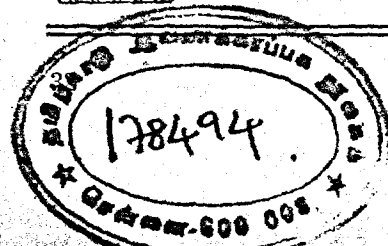
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38, JONES STREET, G. T., MADRAS 1

Phone: 3849

Grams: "PRINTYPE"



NELSON & CO.

(The Fine Art Type Foundry)

TYPE FOUNDERS, PRINTERS' ENGINEERS & SUPPLIERS

ESTABLISHED 1916

Manufacturers of

Printing Types in English, Telugu, Tamil,
Kannada, Hindi, Sanskrit, Devanagaree,
Malayalam, Ornamental Borders, etc.

Suppliers of

New & Rebuilt Treadles, Wharfedales,
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Wire Stitching, Lead and Rule Cutting,
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Post Box 452 Phone : 2722 Grams : NELSONCO

Factory at

AMINJIKARAI, MADRAS 29

Phone 61736

Edited and Published by V. R. Sivaram, L.P.T., for the Indian Federation of Printing
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11, McNichol Road, Madras 31.

750 copies—30-11-'55

1654

OFFICIAL JOURNAL OF THE INDIAN FEDERATION OF PRINTING TECHNOLOGISTS

Vol. III

JANUARY 1956

No. 6



"Gumstrip" Sealing Tape can be printed
in one or two colours, thus providing
attractive advertising at little extra cost.

Made by **Samuel Jones & Co. (Export) Ltd., London**

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M143m24N5384

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178494

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SWADESI TYPE FOUNDRY

51, Guruvappa Chetty Street

CHINTADRI PET MADRAS-2

PRODUCERS OF TYPES IN FOURTEEN LANGUAGES
HALF-TONE & LINE BLOCK MANUFACTURERS

Manufacturers of:

Perforators, Lead Cutters, Mitreing Machines

DEALERS IN ALL KINDS OF PRINTING
MACHINERIES AND ACCESSORIES .

Direct Importers of Both New & Rebuilt Printing Machines
from U. K. and U. S. A.

*Large stocks of all kinds of machines from Wharfedale to
platen and all varieties of printing materials including roller
composition are always available.*

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Managing Partner

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Vol. III

January 1956

No. 6

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President

R. SIDDIQUE, D.I.P. (LOND)
M.I.P.T.G.M. (LOND).

Hon. Secretary

C. N. CHITTARANJAN, L.P.T.

Hon. Editor

V. R. SIVARAM, L.P.T.

Articles of technical interest on Printing and Allied Trades are
invited for publication from Master Printers, Technologists and
others connected with the industry.

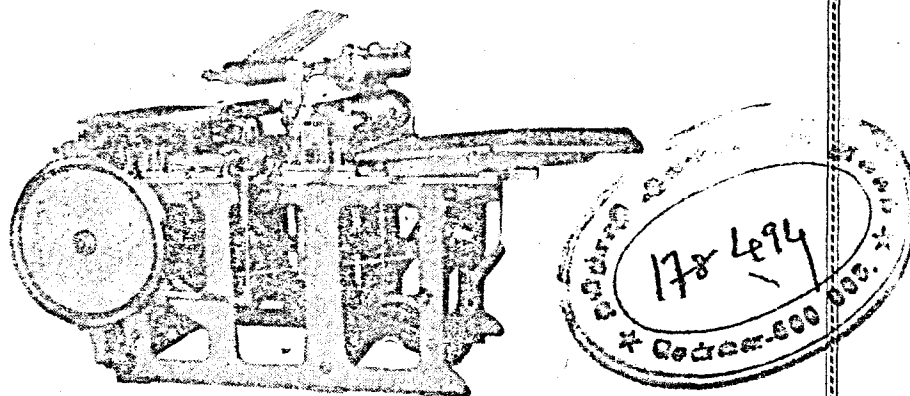
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"Morikawa" STOP CYLINDER PRESS

(Demy-Size—Japan Make)

This machine is simple in construction and easy for operation. For accurate printing and colour work this machine is best suited. The simple mechanism of the machine enables easy dismantling and erection.



SPECIFICATION

Maximum Print area 24½" x 18½"
 Floor Space 50" x 34"
 Height 45"
 Revolutions per min. 160
 Impressions per hour 2400
 Horse Power required 1 H.P.
 Net weight 2465 lb.
 Gross weight 3086 lb.

EQUIPMENT

Geared Inkers
 Balanced flyers
 Double Cog wheels
 Fast & Loose Pulley
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 Roller Runners
 Chases, Oil Can
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WE ARE SOLE AGENTS FOR SOUTH INDIA

Our Printing Types, Borders, Blocks etc. are famous for their quality, durability, capacity to serve longer and ability to give satisfaction.

We also supply

Every article of utility to the Printing & Allied Trades, such as Rotary Cutting Machines, Perforators, Proof Presses, Lead & Rule Cutters, Hand Presses, Rule Mitreing Machines, Ruling Machines, Brass Rules, Cases, Stands, etc.

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NORTON & CO.

SPARTAN TYPE FOUNDRY

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 CHOOLAI : MADRAS 7

Phone : 3001

Grams : CLEANTYPES

GRAPHIC ARTS EQUIPMENT AT THE INDIAN INDUSTRIES FAIR ASIA'S GREATEST SHOW-WINDOW

MEMBERS must have read the full details of the Indian Industries Fair in the newspapers. Many would have perhaps visited the same. But news about the printing machinery exhibited in the Fair has not appeared so far in any appreciable manner. Of course it should be said that in the vast ocean of this great Fair, printing machines occupied an extremely small space. We publish in the pages of PRINTECH a full account of the machines and materials used by the Graphic Arts Trades that were on show in the greatest show of the East.

It is worthwhile to present a brief survey of the exhibition. The Indian Industries Fair which opened at Delhi on 29th October, 1955 and ran up to 31st December, 1955 is considered the greatest exhibition ever held in the East. While there might be many reasons for this, there is one reason that stands out prominently. For the first time in the history of Trade Fairs, the industrial capacity and artistic skill of the world were matched side by side in Delhi as at no other place with a tremendous effort from the Eastern block. The Delhi Fair drew its supplies from more countries than any other fair in the world. India's neutral position might be said to be the reason for inducing countries of either blocks to partake in the exhibition.

Asia's biggest yet show window, the Indian Industries Fair was an International Exhibition, with as many as 21 foreign

countries displaying their capital goods, machinery and a host of up-to-date industrial products within a concentrated space of 74 acres. The exhibits were naturally large and varied as was evident from a peep into the multitude of items in the pavilions and stalls.

With regard to the printing machines, about which we are more particular, we find that the Eastern block exhibited more machines than the countries of the Western block. Ninety-nine per cent of the printing machines used by Indian printers are from U.K., U.S.A., and West Germany. That is why perhaps these countries, assured of a market, did not consider it very important to display their products here. But the Eastern block, which have not had a grip on the Indian market so far, are making an all-out bid to capture our market as reflected by their exhibits in the Fair in contrast to the exhibits of the Western block countries.

Below we give the details of the machinery and materials, that were of interest to the Graphic Arts trade :

MESSRS. KODAK LTD.

Among the large variety of photographic equipment, various types of Document Copying Equipments were of interest to the Graphic Arts trade. Some of them are : The Photostat Machine Model No. 4 to produce exact facsimilis on sensitized paper without film or plate upto 18 by 24 inches in size : the Statfile Recorder



An important visitor to the Heidelberg Stall at the Indian Industries Fair, Delhi, was Mr. Mahavir Thyagi, Indian Minister of Defence Organisation. He is seen here in the centre. On the left is Mr. D. Wittel, German Trade Delegate and Mr. H. R. Johnsen, Mechanical Engineer of Messrs. East Asiatic Company is seen talking to the Minister.



Mr. D. P. Karmarkar, Minister for Commerce, Govt. of India at the stalls of M/s. Kodak Ltd.

Model No. 3 to record maps, drawings, etc., on $4\frac{1}{2} \times 6\frac{1}{2}$ inches film negatives for later enlargement on sensitized paper or cloth; the 'Duostat' Printer and Processor for the purpose of producing facsimiles of any written, typed or printed matter on sensitized paper.

THE CHAMBER OF COMMERCE FOR FOREIGN TRADE, RUMANIA

In the wood section of this pavilion, wood suitable for newsprint, wood-free paper for writing and printing, ledger, etc., were exhibited. Other kinds of paper such as tissue, poster, wrapping and heliographic paper were also exhibited.

THE GOVERNMENT OF U.S.A.

Among the large number of firms participated in the main pavilion, only one exhibited printing machinery. The firm was Davidson Corporation who showed two cylinder offset presses which could turn out letterheads, envelopes, office forms, bulletins, booklets, advertising literature, etc.

PRINTECH January 1956

Unsolicited Testimonials that tell the tale of the marked superiority of **ORIGINAL HEIDELBERG** printing presses!

"...we wouldn't be without our Heidelberg for the world."

"...no stop-press troubles in over fifteen years of work."

"...the easiest press to run in the whole plant."

"...prints on all stocks with ease."

"...our turnover increased so much that we had to employ more accountants..."

"...a mule for heavy work, a thoroughbred for quality!"

"...no other press on the market is better for jobbing."

"...well suited for both long and short runs."

"Operation is extra-ordinarily easy, output extra-ordinarily high."

"The Heidelberg is just the press for those rush jobs that come in at the last minute."

"...only very little time required for make-ready."

"...like other printers here, we are also getting Heidelberg-crazy."

Make printing pay the Heidelberg way

For Sales and Service please contact:

THE EAST ASIATIC CO. (INDIA) LTD.

Printing Machinery Section

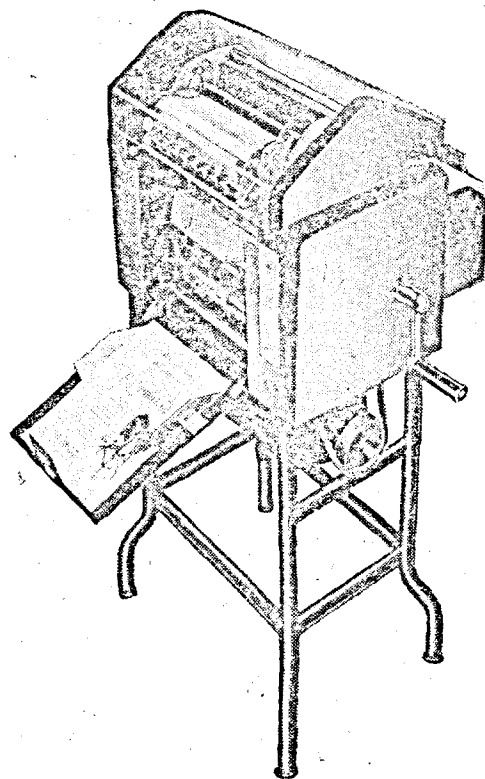
Bombay . Madras . Delhi . Bangalore . Secunderabad

PRINTECH January 1956

5

The *Rotomaton*

offers
the progressive printer
a magnificent opportunity
to get into the
lucrative field
of offset



Sole Distributors to India

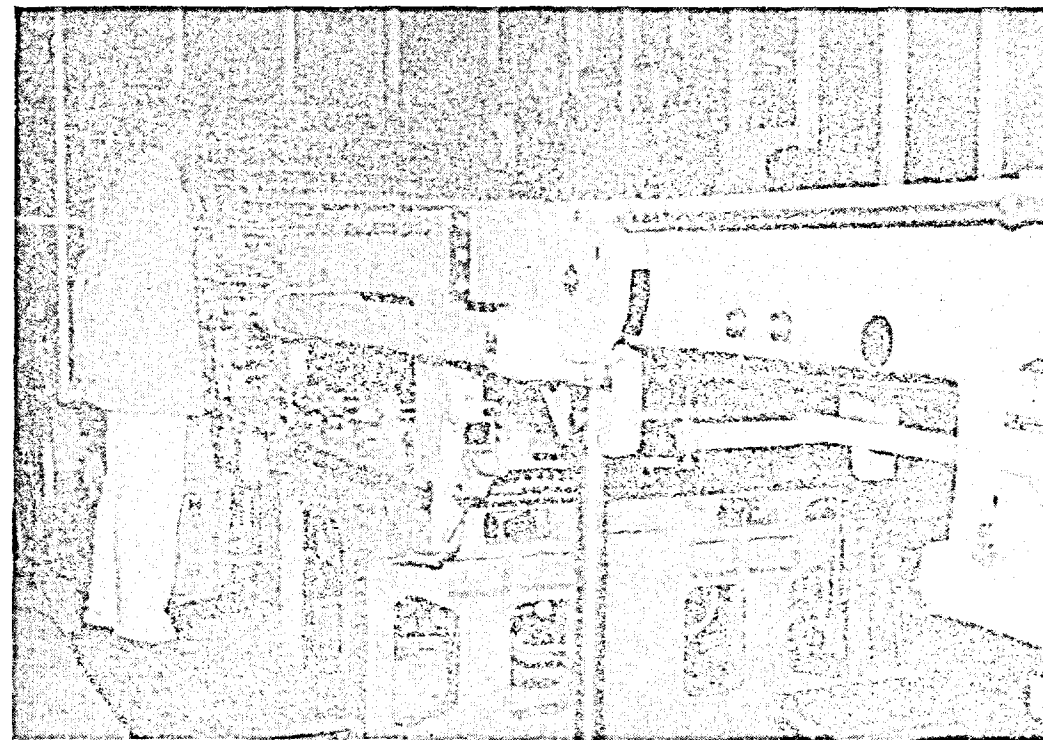
THE MONOTYPE* CORPORATION LIMITED

8 MISSION ROW EXTENSION, CALCUTTA 1

A comprehensive plate making and art department
is a special feature of the Rotomaton

Service Depots : DELHI—BOMBAY—MADRAS—BANGALORE

*REGISTERED TRADE MARK



Members of IFPT being shown the working of the two-revolution letterpress machine at the Russian Pavilion of IIF.

PEOPLE'S REPUBLIC OF CHINA

In the heavy industry section of this pavilion were exhibited rotary printing machines designed and manufactured in China, having the capacity of printing 25,000 copies per hour, and three-side book cutting machines, etc. In the light industry and agricultural products section machine-processed papers were shown.

THE U.S.S.R. CHAMBER OF COMMERCE

Two machines for the printer were exhibited in one of the sections of this pavilion. One was a two-revolution letterpress machine with automatic feeder attachment, and the other was a composing and slug casting machine similar to that of

the Linotype machine. The former is controlled by push-button stations conveniently located at the working places, the speed being regulated by a switch for six working speeds. The slug casting machine casts from 6 to 12 points, and from 6 to 28 picas. There are two matrix magazines, with 92 channels in each magazine.

THE CHAMBER OF FOREIGN TRADE OF THE GERMAN DEMOCRATIC REPUBLIC, EAST GERMANY

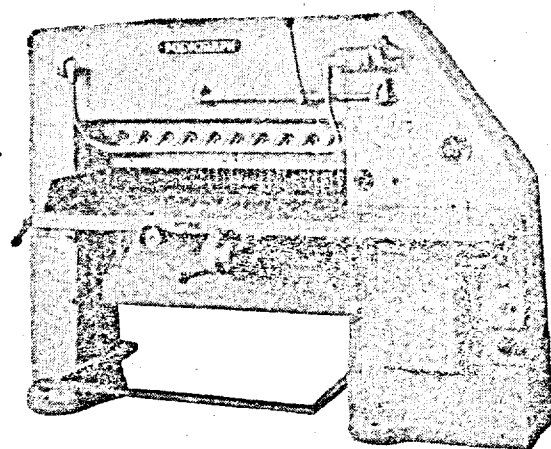
The D.W.V. Polygraph-Export, who had taken the largest space in the last All-India Printers Exhibition at Madras, exhibited some of their finest machinery in this pavilion, a few of which were shown at Madras. The machines exhibited here were: High-speed Automatic Cylinder Machines Model M0 and Model M2;

PRINTECH January 1956

BUGRA 1956

Meeting-centre of the experts of the graphic industry from all over the world at the Leipzig Spring Fair from 26th February to 8th March, 1956

in Deutsches Buchgewerbehaus
Leipzig C 1, Gutenbergplatz 5-7



HIGH SPEED CUTTER MODEL APV 83

Built by VEB Papierverarbeitungsmaschinenwerk PERFECTA, Bautzen

Cutting length: Model APV 83	83 cms (32 3/4")
Model APV 106	106 cms (41 3/4")

The comprehensive BUGRA-SHOW of the POLYGRAPH plants from the German Democratic Republic will demonstrate a number of latest appealing constructions of graphic engineering as well as substantial technical improvements on machines for paper and print.



DEUTSCHE WAREN-VERTRIEBSGESELLSCHAFT MBH

POLYGRAPH-EXPORT

Berlin W 8, Friedrichstr. 61/62

Cable Address: IMPEXTRANS Berlin

POLYGRAPH-Agencies:

The Standard Printing Machinery Co., Madras. The Standard Type Foundry, Delhi, Calcutta & Bombay. The Print & Paper (Sales) Ltd., Calcutta 1. Western India Trading Co., Bombay. Manubhai Sons & Co., Bombay. A. Heptulla & Co., Bombay. Indo-European Machinery Co., Ltd., Bombay. Indo-Europe Trading Company Ltd., Bombay. J. C. Hui & Company, Calcutta. The Printers' House Ltd., New Delhi.

Planeta Two-revolution presses Models ZT 1b and ZT 2b; Planeta Super-Tertial Heavy Duty Single Colour Offset Press Models PEO 5 and PEO 6; Perfecta High-speed Cutting Machines Model APA 106; Perfecta Rapid three-knife trimmer, Model ADN and Semi-automatic Thread Book Sewing Machine Model No. 387 H. This being the pavilion exhibiting the largest collection of printing machinery in the Fair, it proved the main attraction to the Indian printers.

THE TRADE DELEGATION OF THE FEDERAL REPUBLIC OF GERMANY

Among the 60 well-known firms of West Germany participating in this pavilion, the printing industry was represented by that famous name among letterpress printing machines—Original Heidelberg. The Heidelberg Platen working on a revolving turn-table, which attracted wide

attention at the Printers' Exhibition at Madras was on show here and proved a popular exhibit.

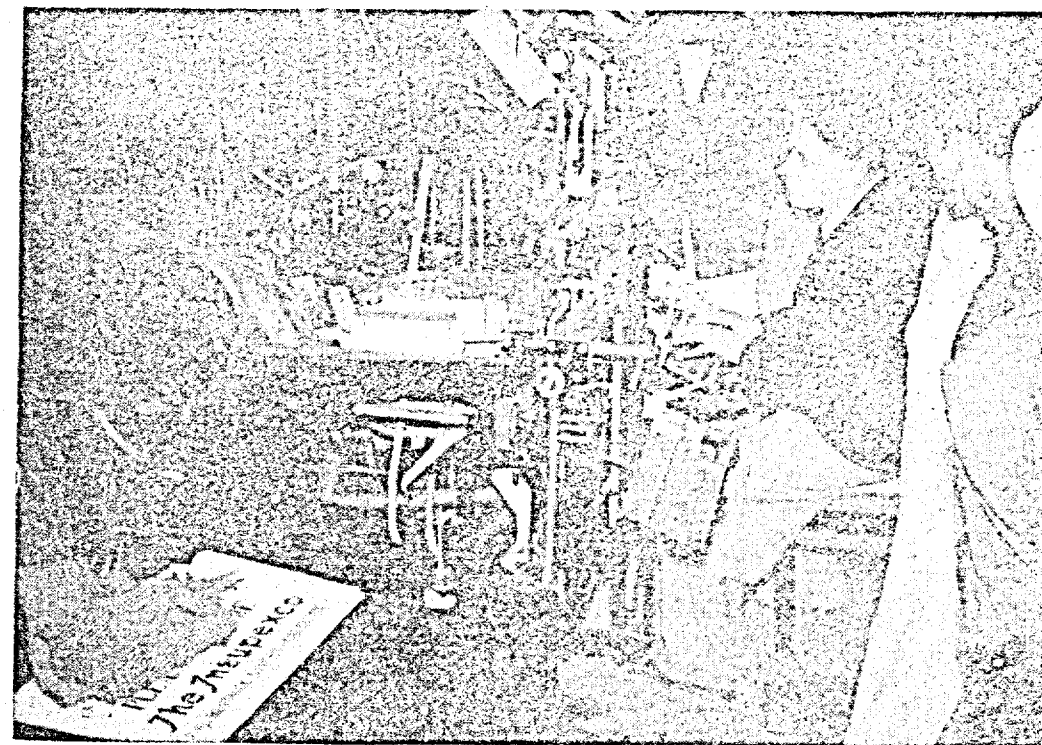
THE CZECHOSLOVAK CHAMBER OF COMMERCE, PRAGUE

The Grafo-Automatic Platen Machine, a Czech product which was shown at the Madras Exhibition was exhibited in this pavilion.

THE METAL BOX CO. OF INDIA LTD., CALCUTTA

Among a wide range of this Company's products the following were of interest to the printers: Plain lithographed general line tin plate containers, polyethylene bags, advertising show cards and novelties.

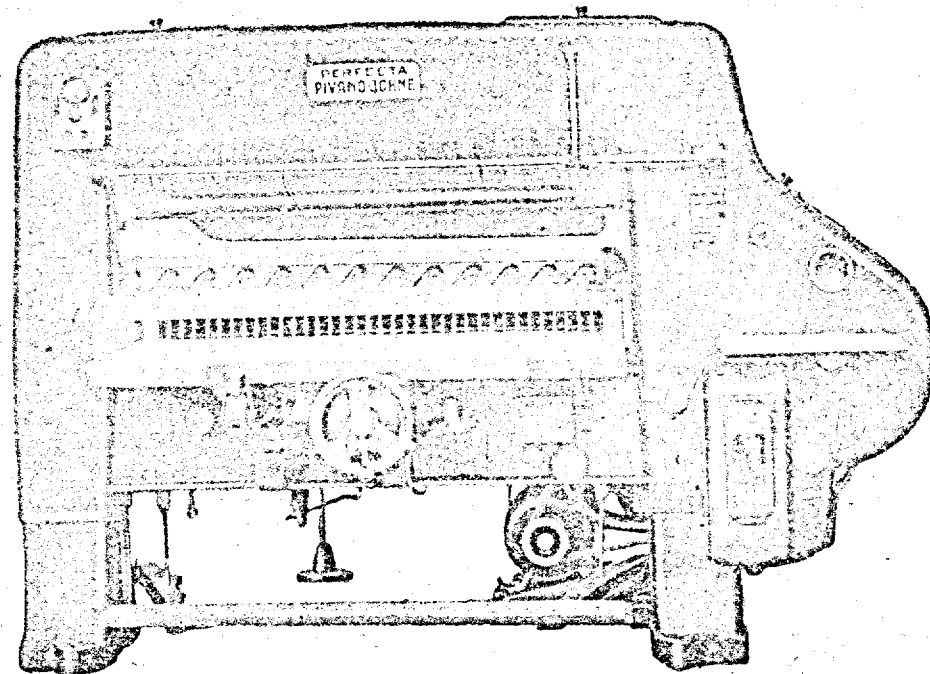
Members of the IFPT were given a special demonstration on the Russian slug casting and composing at their Pavilion.



PRINTECH January 1956

IT'S JUST EASY—

only simple button pressing for accurate clear cuts—



PIUANO PERFECTA CUTTERS DO THIS JOB EASY

Available in sizes of 32½", 42", 44½" and 52" etc.

equipped for Fully Automatic or Semi Automatic drive.

Full details & free catalogues from the selling & service agents in India

THE STANDARD PRINTING MACHINERY CO.

12/81, SEMBUDOSS STREET, G.T., MADRAS-1

Phone: 55096

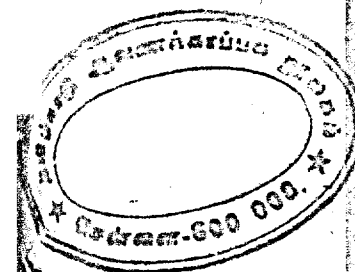
AND

Grams: PRINTMACHO

THE STANDARD TYPE FOUNDRY

"PIONEERS IN SUPPLIES FOR THE GRAPHIC TRADE"

BOMBAY — DELHI — CALCUTTA



TOP: IFPT Members who visited the Delhi Fair are seen here at the Heidelberg Stall in the West German Pavilion.

RIGHT: Mr. D. P. Karmarkar, Minister for Commerce, Government of India, being shown the working of the Heidelberg Platen.



BIRD & CO. LTD., CALCUTTA

This pavilion was divided into six sections, two of them being of interest to printers. To the right of the entrance was the Jute Section and on the left was the Paper Section. The Jute display told the story of the jute from field to factory and dealt with variegated uses to which this natural resources is put. In the Paper Section, the Titaghur Paper Mills Co. Ltd., displayed their products. The main motif here was the gigantic scroll of 'paper' mounted against the very bamboo from which Titaghur paper is made. The

face the facts!

No matter, how well-equipped you are, there are certain to be times when you find a job too difficult for you, or have to undertake more work in less time.

On such occasions, as ever, it will benefit you to consult us. The accumulated knowledge and experience, gathered together by our experts is at your service. We solve your problems while selling our goods.

Sole Agents :

INDO EUROPEAN MACHINERY CO. LTD.

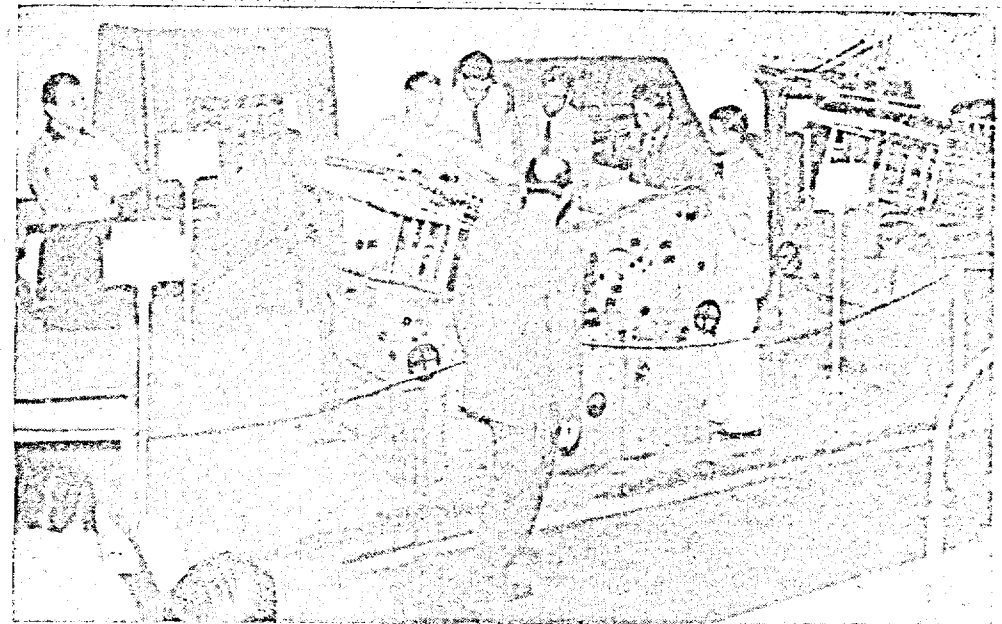
PIONEER SUPPLIERS OF PRINTERS' REQUIREMENTS

CHANDNI CHOWK
G.P.O. Box No. 1499
DELHI-6

SAMBAYA CHAMBERS
Sir P. M. Road
Fort, BOMBAY-1

KHALEELI MANSIONS
35/3, Mount Road
MADRAS-2

JAJODIA MANSIONS
P5, Bentinck Street
CALCUTTA-1



TOP :

Members of IFPT are keenly watching the operation of printing machines at the Polygraph Stall in the East German Government Pavilion.

BOTTOM :

Surveying an offset printing machine at the same Pavilion. In the foreground is seen a book sewing machine.



Ganges Printing Ink Factory Ltd.

MAKERS OF
QUALITY PRINTING INKS
FOR ALL PRINTING PROCESSES

HOWRAH

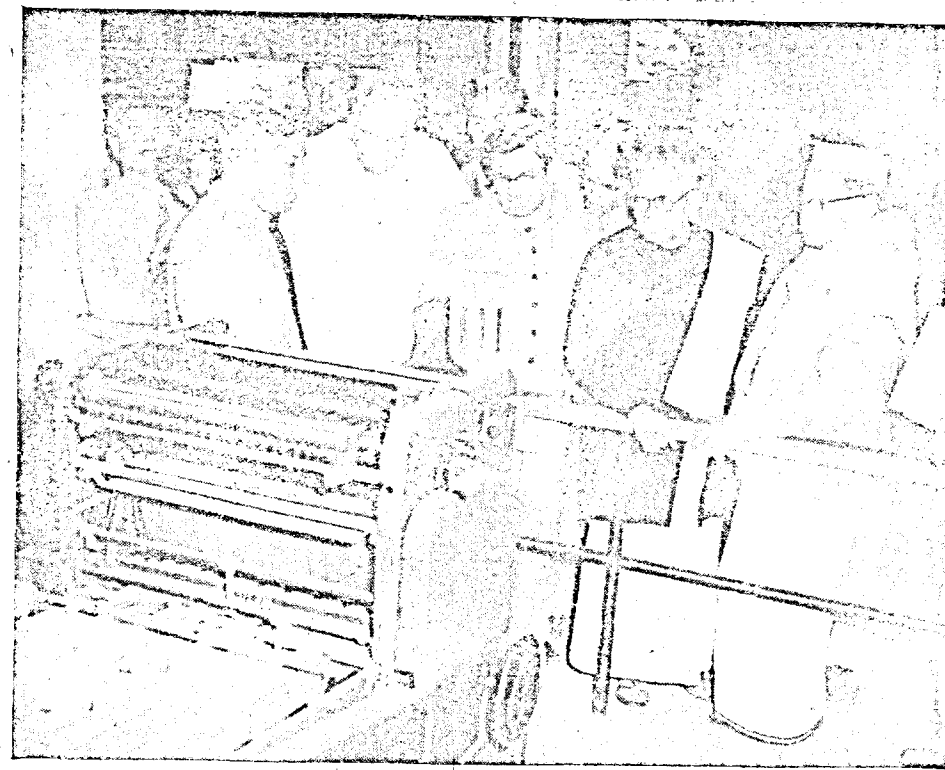
63, COLLEGE GHAT ROAD
P. O. BOTANIC GARDEN

BOMBAY

84, SANKLI STREET
BYCULLA

MADRAS

2, GUINDY ROAD
ADYAR



Titaghur Elephant Emblem was the centre of this display, while on the scroll were displayed photographs of paper production at Titaghur Paper Mills and specimens of different kinds of papers produced by them.

MESSRS. SAHU JAIN LTD., CALCUTTA

This pavilion was divided into three sections, one of which was the Rohtas Boards and Paper Section. The exhibits in this section consisted of operating models of the bamboo pulp and bagasse pulp plants, a paper machine and printed cartons and specimens of multi-colour printing for which Rohtas Boards had been used. The varieties of boards on show were duplex and triplex board, box board, ticket board, art and chromo board, playing-card board, pulp board, file board,

MADRAS MINISTERS AT THE IIF
Madras Chief Minister Mr. K. Kamaraj Nadar, Mr. C. Subramaniam Finance & Education Minister and Mr. M. Bakthavatsalam, Industries Minister are seen looking at the Davidson Dual Machine of the Linotype Company at the American Pavilion of the Indian Industries Fair at Delhi.

vulcanized board and leather board. Other exhibits included M.F. and M.G. papers, M.G. Tea Yellow, M.G. white poster, M.G. Manilla paper, M.G. coloured, sulphite ribbed and plain, M.G. Blue match paper, blue candle paper and light weight papers.

MESSRS. BIRLA INDUSTRIES, CALCUTTA

This pavilion was divided into many sections, each representing an industry like paper, yarn, etc. The Paper Section



THE BEST, FASTEST AND CHEAPEST
MACHINE FOR COMPOSING ENGLISH,
TAMIL, HINDI, MARATHI, URDU,
BENGALI, ASSAMESE, SINHALESE,
BURMESE AND MANY OTHER
LANGUAGES

LINOTYPE AND MACHINERY LTD.
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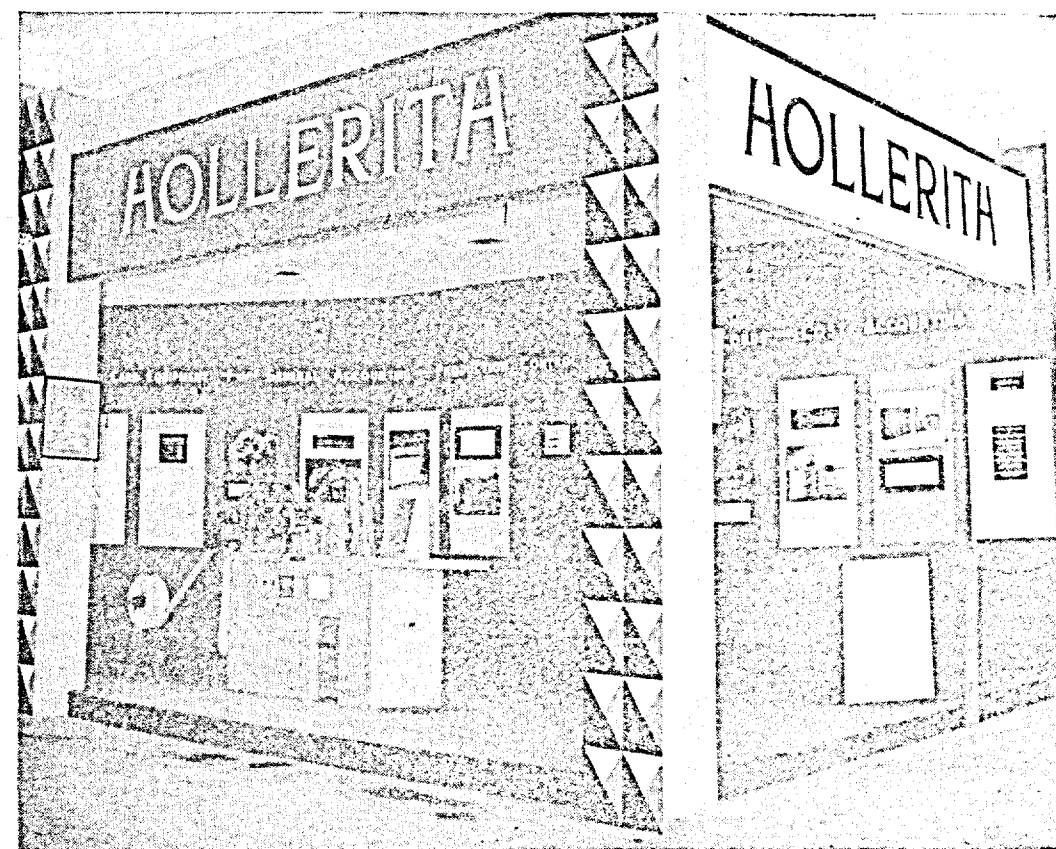
displayed exhibits from the Orient Paper Mills Ltd., Orissa and Sirpur Paper Mills Ltd., Hyderabad. There was also a working model of the paper making machine on show.

HOLLERITH (INDIA) LTD., BOMBAY

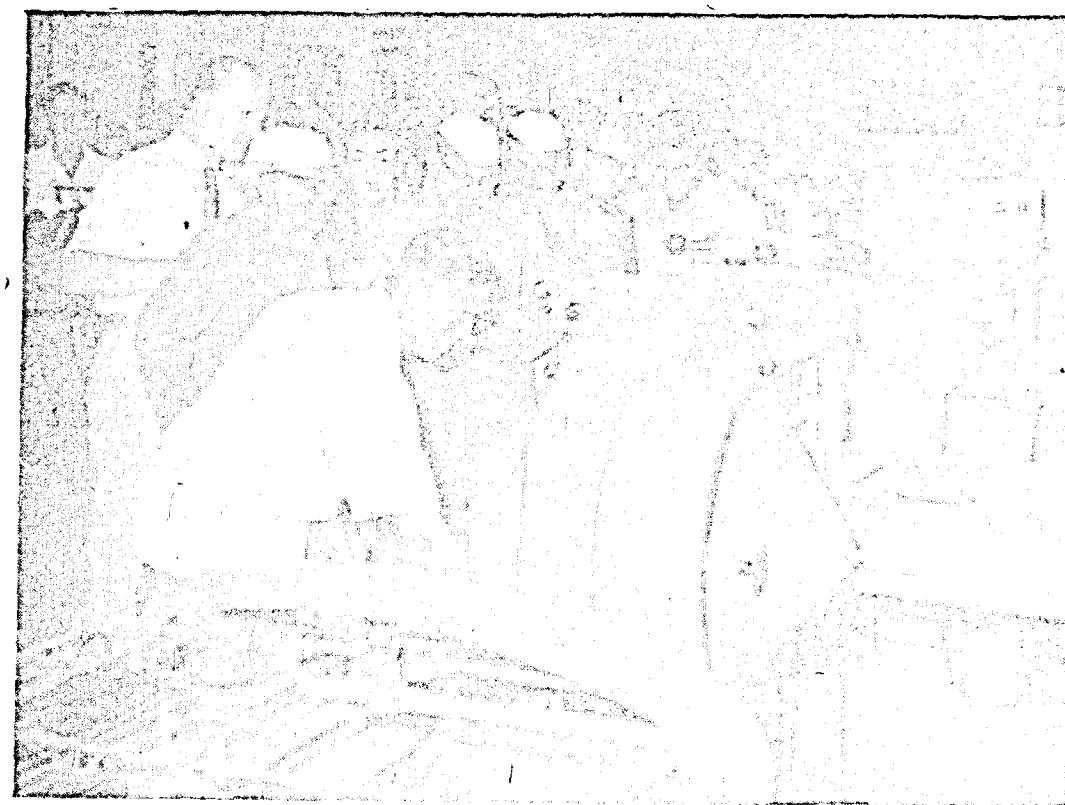
A high-speed printing machine was exhibited in this stall and the technique of printing Hollerith cards was also demonstrated to the visitors. The Hollerith cards from the basic medium of Punched Card Accounting and takes the place of

the book entry in manual accounting. It forms a basic record from which every form of tabulation and analysis can be produced. The information is recorded by a simple pattern of punched holes and when this punched card is passed through high speed machines it is designed to operate, the information recorded is picked out automatically, sorted, analysed, listed or printed in any form desired. The manufacture of the Hollerith card involves a process which demands the exercise of precision methods in the absolute standardization of size, thickness and printing. This precision process was demonstrated to the visitors at this stall.

The Hollerith Stall at the Indian Industries Fair, Delhi



Klein & Peyerl
PHOTOGRAPHERS
BLOCKMAKERS
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 PHONE 84167



Mr. Mahavir Thyagi, Minister for Defence Organisation at the DWV section of the East German pavilion.

OUR LIBRARY

The Honorary Secretary acknowledges with thanks the following donations of books to the Federation's Library.

Illustration & Reproduction by John R. Biggs
 —donated by Messrs. P. Varadachari & Co., Madras.

Printer's Progress 1851-1951 by Charles Rosner—donated by Messrs. The Typewriter & Office Appliances (India) Co., Ltd., Madras.

Phillips' Paper Trade Directory of the World 1956 from the publishers Messrs. S. C. Phillips & Co. Ltd., London E C 4.

FURTHER ADDITIONS BY THE FEDERATION

Layout & Commercial Art by Chas. C. Knights
The Making of Books by Sean Jennett.
The Binding of Books by Perry & Baab.
Bookbinding and the care of Books by Douglas Cockerell.
Paper and its Uses by E. A. Dawe (Volume I)
Lino-cutting and Printing by F. J. Christopher.
How to write Technical Books by John Gloag.

NOTE

All correspondence regarding matter for publication, subscription and advertisements should be addressed to the Hon. Editor, 4, Barathi St., East Tambaram, Chinglepet Dist. Madras State.



This brings accuracy to all accounting!
Hollerith electrical punched card methods and machines mechanise day-to-day accountancy and create statistical records with speed and economy. Seasonal or incidental analyses, or special fact-finding reports can be prepared without disturbing normal routine. Hollerith is used all over the world, in Government Offices and by Local Authorities, Public Utilities, Commerce and Industry.

HOLLERITH (INDIA) LIMITED

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BOMBAY, 1: Fazalbhoy Building, Mahatma Gandhi Road (PO Box 516)
CALCUTTA: 17 Chittaranjan Avenue (PO Box 616) **NEW DELHI:** 83 N Block, Connaught Circus (PO Box 76) **MADRAS:** 38 Mount Road (PO Box 704)

SERVICE BUREAUX: Bombay, New Delhi, Calcutta and Madras

AIFMP Conference & Exhibition

FOURTH SESSION

THE Fourth Session of the All-India Federation of Master Printers' Conference would be inaugurated on Saturday the 25th February 1956 at 10 a.m. by Shri C. V. Gupta, Minister of Industries, Supply, Planning and Health, Government of Uttar Pradesh, at the Kayastha Pathashala, Intermediate College Hall, Mahatma Gandhi Marg, Allahabad.

The welcome address is to be presented by Shri Tushar Kanthi Gosh, Chairman of the Reception Committee.

Shri S. Viswanathan, President of A.I.F.M.P. will preside.

The Exhibition would be declared open at 3 p.m. by Shri C. V. Gupta at the College Grounds.

The following are the other programmes:

The Annual General Body Meeting will be held on the 24th February 1956 commencing at 10 a.m.

The Subjects Committee Meeting will be held at 5-30 p.m. on Saturday, the 25th February 1956.

The Open Sessions of the Conference will be held on Sunday the 26th commencing at 10 a.m. The election of office-bearers of the A.I.F.M.P. will be held at 5 p.m.

On Monday the 27th forenoon a programme of sight seeing is arranged for the delegates.

The prize distribution will take place at 3 p.m. on Monday the 27th February. Shri B. Malik, ex-Chief Justice of the Allahabad High Court, distributes the trophies.

The Exhibition will be open for the public for a fortnight.

We are informed that the following have booked stalls at the time of our copy going to press and hope more firms would have booked stalls, when the Exhibition is opened:

Graphic Machinery & Appliances Ltd., Calcutta.

Manubhai Sons & Co., Bombay.

J. Mahabeer & Co., Delhi.

Standard Type Foundry, Delhi.

Monotype Corporation Ltd., Calcutta.

Rainbow Ink & Varnish Mfg., Bombay.

Printers House Ltd., Delhi.

Inrapex Co., Calcutta.

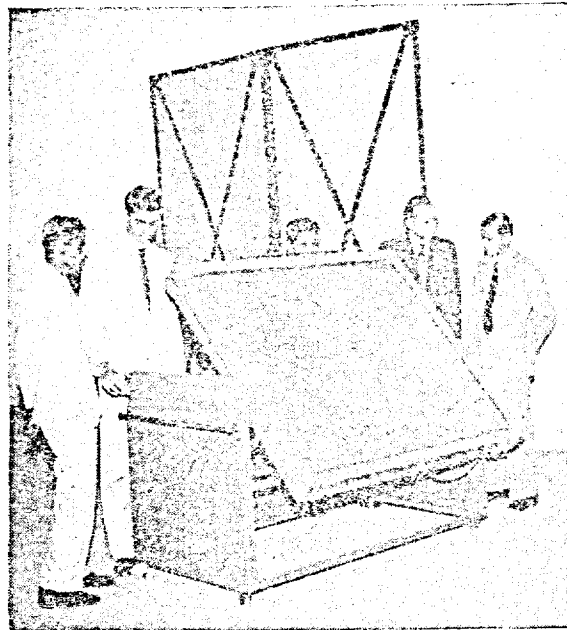
Print Paper Sales, Calcutta.

Allied Agencies, Lucknow.

Indian Press (Publication) Ltd., Allahabad.

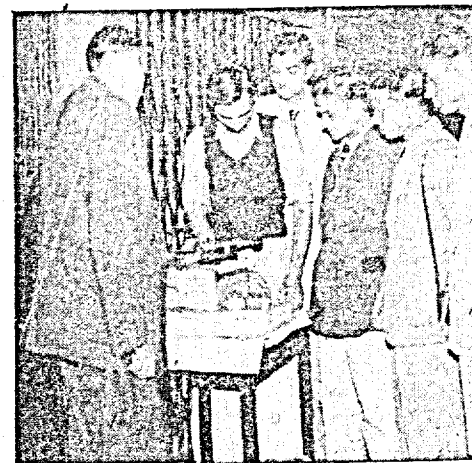
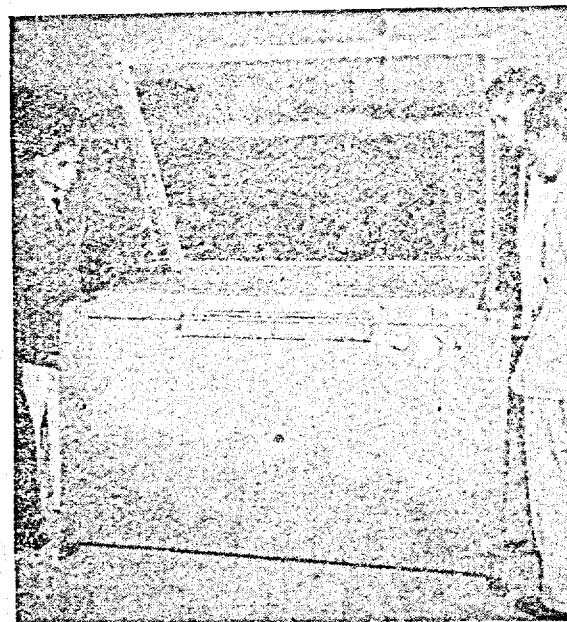
The Indian Federation of Printing Technologists wishes the organisers all success.

INDIAN MADE PRINTING DOWN FRAME



IFPT Members who had been to Delhi to see the Indian Industries Fair were invited to the Factory of Messrs. Mahabeer & Co. to view the manufacture of Printing Down Frames by them. These pictures show the members examining the Frames. Mr. Ragbbeer is seen second from right in the picture at the top left. The members were much impressed by their neat finish and the high standard of mechanical perfection. It can be safely said that the machines are comparable to the foreign-made Frames in their technical details and their performance. The Frames are manufactured in four sizes—D. Crown, D. Demy, Q. Crown and Q. Demy. A number of these Frames are in use both in South and North India.

In the picture at the bottom right members are witnessing a demonstration of the working of Brimulta Sortsmaster for which the above firm are the Sole Agents for India. This small handy machine is used for casting type sorts for which matrices are not available, i.e., by using a type itself. For technical details of this machine please see the September 1955 issue of PRINTECH.



PRINTECH January 1956

NEWS

PRINTECH Diary Page:

News of people, production and events in the Printing, Paper and Publishing World.

Our President's Address to Master Printers' Association on IPEX

Mr. R. Siddique, DIP (Lond), MIPtGM (Eng), President, I.F.P.T., and Superintendent, Government Press, Madras, who had gone on a world tour last year availed that opportunity to visit the Tenth International Printing Machinery and Allied Trades Exhibition (IPEX) held at the Olympia, London, from the 5th to 16th July, 1955.

In December 1955 the Executive Committee Members of the Madras Printers and Lithographers Association invited Mr. Siddique to give them a first-hand account of the same and his impressions on the latest trends in printing machinery and equipment. Mr. Siddique explained at the outset the thorough planning of the IPEX and particularly the help rendered to the overseas visitors. "The organisers," he said, "deserve every credit for the wonderful way the whole exhibition was arranged not ignoring the minutest detail for the convenience of the visitors."

He mentioned the several latest developments in machinery as well as in processes, some of which were revolutionary in their nature, such as electronic engraving and photo-setting. "On the whole," he said, "the exhibition presented the world's largest printing works under the same roof and all the latest developments in perfect working condition throughout the period of the exhibition."

Mr. Siddique also made a brief survey of his visit to the factories manufacturing printing machinery both in the East and Western countries. "When one sees the tremendous strides almost every country has made excepting India," he said, "one cannot help feeling rather depressed at heart that our country is virtually static and content to carry on with the most ancient machinery and ancient methods of reproduction.....I am hoping," Mr. Siddique concluded, "that some time in the near future our country will also wake up and not lag behind other countries in this great art-cum-trade which plays a very important part in the progress of our country."

PRINTECH January 1956

Newsprint for Books: Request to Nehru

The Paper Traders' Association of Bombay has requested Prime Minister Nehru to "personally recommend" to the Union Ministry of Commerce and Industry that the use of newsprint may be permitted for the publication of cheap books and text books.

In a letter to Mr. Nehru, the President of the Association, Mr. Jamshedji M. Batliboi, said that "we are of the opinion that reading can be popularised in our country to a great extent if books are available at cheap prices and we are glad to note that your views also concur with ours."

Nehru's Donation to Publication of M. N. Roy's Works

Prime Minister Nehru has already contributed Rs. 5,000 towards the publication of the hitherto unpublished writings of the late M. N. Roy, which, his followers claim, represent a great contribution to human thought since the days of Karl Marx.

The M. N. Roy Memorial Fund, of which Mr. P. C. Sen, Food Minister of West Bengal, is the chief sponsor, has planned to publish Roy's "Philosophical Consequences of Modern Science" in nine volumes, each consisting of about 600 pages, some of his writings in Russian, Spanish and German, and a book entitled "M. N. Roy—the Man and his Ideas," which will include contributions from Roy's associates in America and Europe.

The fund also proposes to develop the Indian Renaissance Institute at Dehra Dun as the focal point of the philosophy of "New Humanism," which Roy developed in the later phase of his life.

Use Arabic Numerals—Bihar Govt. told;

The Union Government have, it is learnt, requested the Government of Bihar to use international (Arabic) numerals in giving the number and date of their official letters.

Some Departments of the State Government, it is stated, have been using Devanagiri numerals for some time past. The Constitution lays down that for the purpose of Indian Union, the international form of numerals (Arabic) should be used.

Nepa Newsprint Factory

The bamboo-pulp-plant of the National Newsprint Paper Mills, Nepalagar, went into production on Dec. 30 last to produce newsprint with 100 per cent Indian material.

Trial production in the mills had been started sometime back with the help of imported pulp.

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Advertising Club

The Madras Regional Committee of the Advertising Agencies' Association of India, at a luncheon meeting held at Hotel Dasaprakash on Jan. 9, decided to form an Advertising Club at Madras. The Club is to provide the forum for a monthly meeting of representatives of advertising agencies, advertisement managers of newspapers and publicity officers of firms. Mr. G. Venkatachary (Easterns) was elected Secretary of the Club and Mr. T. K. Menon (Grants) and Mr. K. R. S. Varadhan (Shilpi Ltd.) were appointed members of a sub-committee. Mr. A. M. Patel (Everest Advertising Ltd., Bombay) Mr. S. Ramachandran (Efficient Publicities Ltd.), Mr. P. S. Iyer (P. S. Mani & Co.), Mr. C. V. E. Sastry (Sastry's Advertising Service), Mr. N. P. Haran (United India Publicity Service), Mr. Arunachalam (Aruna & Co.), and Mr. K. G. Lakshminarayanan (Criterion Publicity Ltd.) attended the meeting.

Teleprinters for India

The Government of India is considering the setting up of a teleprinter factory in India.

This was disclosed by Mr. Raj Bahadur, Union Deputy Minister for Communications, in a broadcast talk from the Delhi station of All-India Radio on 18th January 1956.

At present India has to import her entire requirements of teleprinter.

Southern Languages Book Trust

Mr. G. V. Krupanidhi, till recently Joint Editor of the *Hindustan Times*, New Delhi, has been appointed General Manager of the Southern Languages Book Trust, Madras, and has taken charge.

The Trust, which was inaugurated by the Prime Minister in October last, has been formed by the Vice-Chancellors of Universities in South India to sponsor the publication and distribution of high-quality low-priced books in large numbers in the South Indian languages.

Manufacture of Newsprint:

Italian Experts to Visit Ooty

A project to eliminate the dependence of India's growing rayon industry on imported wood pulp, its basic raw material, as well as to help the growth of the newsprint industry has been taken in hand by the National Industrial Development Corporation.

Two experts of a firm of Milan, Italy, have arrived in India to study the scope for the manufacture of rayon grade pulp and news-

print from Himalayan firs, eucalyptus, grown in the Nilgiris, and Bagasse. At the end of their study tour which may last about three months, the experts are expected to give a project report.

The scope of the investigation and project report is also expected to include the manufacture of rilsan, a synthetic fibre resembling nylon, from castor oil, abundantly available in India. This industrial fibre is an essential raw material for rubber tyres, brushes etc., at present met from imports.

To complete their study and prepare the project report, the experts are expected to visit HYDERABAD, Ahmednagar, AMBASAMUDRAM, (in Tirunelveli district of Madras) OOTACAMUND, Calcutta, places in Assam, Bihar, Uttar Pradesh, Punjab and Himachal Pradesh.

Earlier, a team of two German experts toured a number of places in the country, at Government's instance, studying the possibility of using bagasse and other suitable raw materials for the manufacture of pulp and newsprint. The experts have returned to Germany and their report is expected shortly.

Paper & Cellulose Industries

Location in Ooty Favoured

Dr. Chiarini and Mr. Leskovic, Italian experts, who at the invitation of the Government of India to study and advise on the possibility of starting paper and cellulose industries in this country, expressed the opinion that the Ooty area was admirably suited for locating them in view of the availability of the necessary raw materials such as wattle, blue gum, etc., and other facilities there.

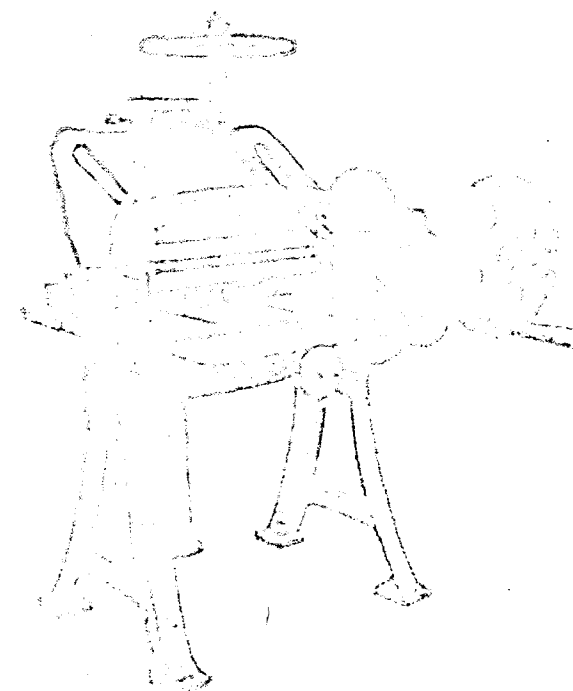
Dr. Chiarani said that the plantations should increase to ensure a greater output and steady flow of wattle, blue gum and the other raw materials.

It is learnt that the Italian experts will be submitting their report to the Government of India shortly. Steps to implement the report would be taken by the Government of India in collaboration with the Madras Government.

Papar Mill for Malabar

Mr. Bhaktavatsalam, Minister for Industries, told Mr. V. R. Krishna Aiyar in the Madras Assembly that Government had issued instructions to the Chief Conservator of Forests and the Director of Industries to investigate the possibility of starting a paper mill in Malabar, as suggested by its District Planning Board.

Machines that Every Printer Needs



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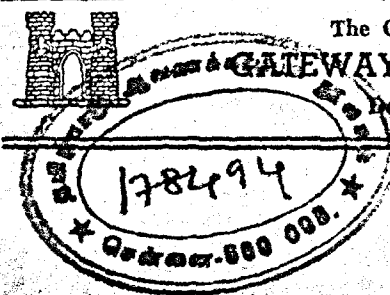
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