

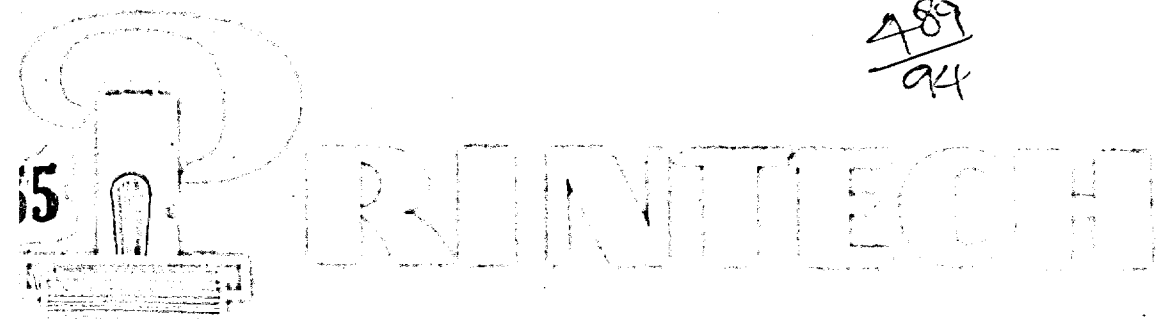
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ICIAL JOURNAL OF THE INDIAN FEDERATION OF PRINTING TECHNOLOGISTS

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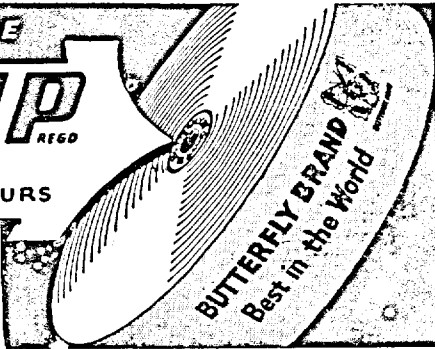
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(1/3) No 7

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Vol. III

February 1956

No. 7

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President

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Hon. Secretary

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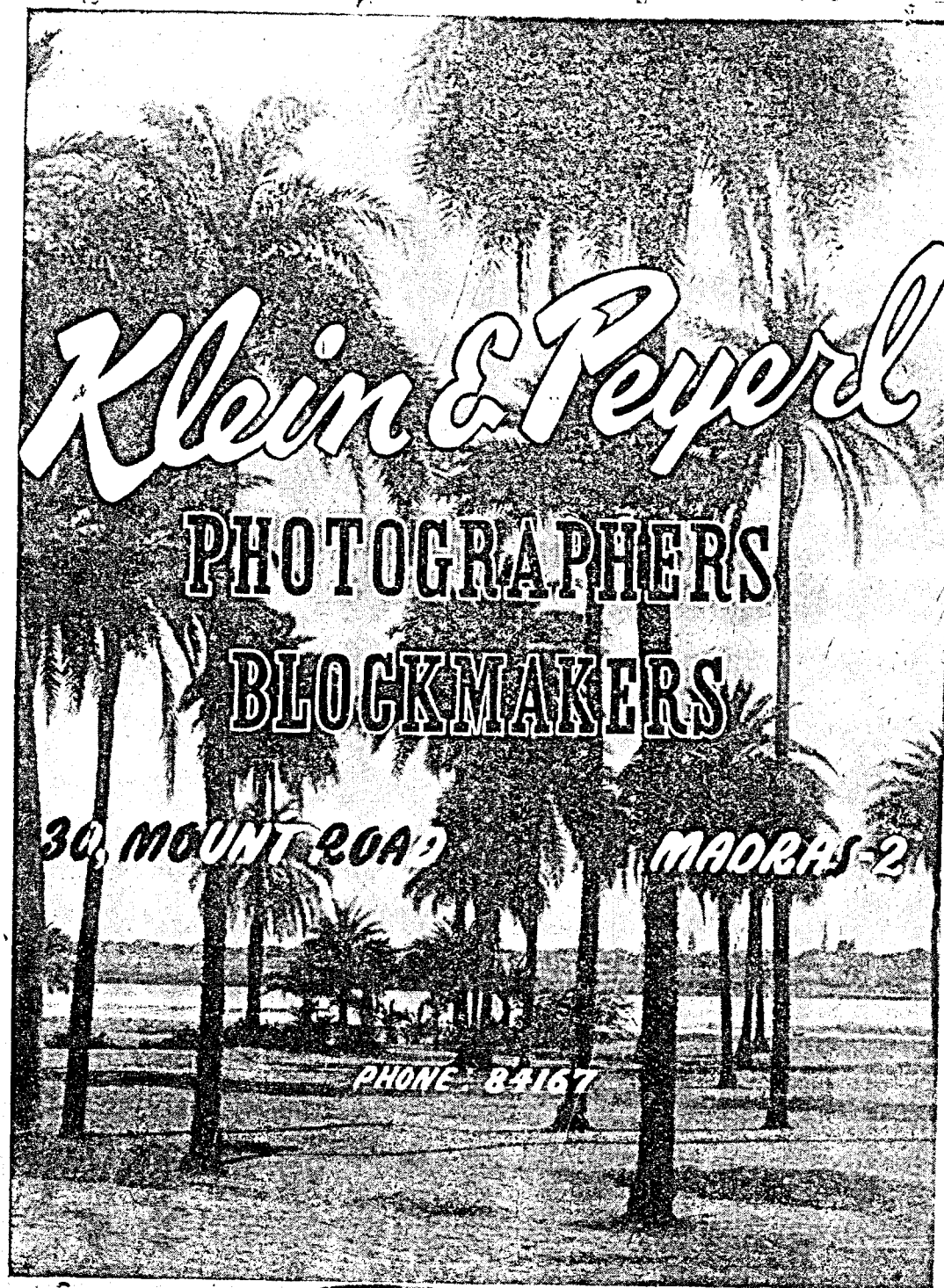
V. R. SIVARAM, L.P.T.

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

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

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PRINTECH February 1956

BOOK EXHIBITIONS IN THE CITY

FRENCH BOOK EXHIBITION

AN exhibition of French paintings and books was opened on the evening of January 12, at the premises of L'Alliance Francaise of Madras. The exhibition which was open to the public from January 13 to 25, between 2 and 8 p.m. had on view over 300 books and paintings. The collections were the representative works of all the big French publishing houses and covered a variety of subjects from fine art to fiction.

Sri R. Janardhanam Naidu, Librarian of the Madras University, opened the exhibition.

Mrs. Marcella Hardy welcomed the gathering on behalf of L'Alliance Francaise of Madras and explained the purpose of the exhibition. She said she had great pleasure in having Sri Janardhanam Naidu to open the exhibition. "I have known him for 14 years," she said. "He has been to the Continent as well as to America to study the science and is an authority on books. We are glad to have him open our exhibition."

Sri Janardhanam Naidu, declaring the exhibition open said:

"I am beholden to your association for having invited me this evening. Searching myself I find I have been in contact with books for over 30 years. I was an educational official and was so keen on books that the Government sent me abroad and I studied the methods followed in supplying books to people in different countries. I have seen not only the best libraries in Europe but also the 'Bibliotheque Nationale'.

"I went there nearly six times and as a reward for my pilgrimage to this library of libraries, just as pilgrims to Mecca are rewarded by the presentation of Haj, I have been asked to come over this evening."

After narrating his experience at 'Bibliotheque Nationale' and in London, Sri Janardhanam continued:

"When I think of France, many personalities come to my mind—Voltaire, Rousseau, De Lesseps and so many others. What a glorious country to have produced so many great men and women!

"We cannot be sufficiently beholden to the French people who have done so much for us. We do not enjoy things which we are used to having. I did not realise the true worth of the Connemara Library till your President came 14 years ago and explored and exclaimed over it. I remember I went to Edinburgh and on returning from a walk I told my landlady that I had seen Edinburgh Folly. She wanted to know what it was. I told her that the Romans had started building but had to leave it half completed and was hence known as Edinburgh Folly. In the same way Mme. Hardy brought home to us how providence had blessed us with her gifts. I acknowledge it openly now.

"Excellent books are now arranged in this exhibition. There are books of every kind, books on art, books for children, books on literature, fine books, printed on good paper and within the pockets of even the poor plebian purchasers.

PRINTECH February 1956



Top :

Photo taken at the French Books Exhibition, Madras. (LEFT) : Mrs. Marcella Hardy is seen showing a French book to Mr. Janardhanam Naidu, Madras University Librarian, on the opening day of the Exhibition. (RIGHT) : Mr. Janardhanam Naidu at another section of the Exhibition.



RIGHT :

Photo taken at the Children's Books Exhibition at Madras when Mr. C. Rajagopalachari opened it. Mr. A. Valliappa, President of Children's Books Writers' Association is seen to his right.

"France can make any place, any desert into an oasis. They have very nobly given Pondichery its freedom assuring its people of their continued help to retain their culture and make it flourish. I pray to God that France shall ever go from wisdom to wisdom.

"The French are a people who have produced great literature. Pandit Nehru and C. P. Ramaswami Iyer to mention only two, have drunk deep at this fountain of

inspiration. Nehru goes into raptures over it. C. P. Ramaswami Iyer compared it to nectar which thrills but never satiates. They are people who have learnt many languages. But Nehru will perhaps give the highest place to French which is the mother of almost all European languages. When at Pondicherry he repeatedly assured the people that French Culture would be perpetuated and that we should draw inspiration for them."

CHILDREN'S BOOKS EXHIBITION

AN Exhibition of Children's Books was arranged at Madras for three days, from January 13 to January 15 by the Children's Writers' Association, in which a large collection of children's books in Tamil as well as in other languages was on show. Mr. C. Rajagopalachari opened the Exhibition and Mr. M. P. Sivagnana Gramani, former President of Tamil Writers' Association presided over the opening function.

Welcoming the gathering, Mr. A. L. Valliappa, President of Children's Writers' Association, said similar exhibitions were being organised annually by the Association in different parts of the city for the past six years. In spite of the encouragement given by the Government it was not found possible to bring out cheap books, he said and added that a trust for the purpose could be created. He also pleaded for the early publication of at least two volumes of children's encyclopaedia.

Declaring open the Exhibition, Mr. Rajagopalachari commended the services of Mr. Valliappa for children. He said that there were some really good books in the exhibition. A good book should combine in itself many things. The theme

of the book had to be appropriately selected, it had to be printed properly and at the same time the price of the book should not be too costly. There was scope for further improvement in all these things in our books. Children's books, he said, should be written exclusively for children and should not be undertaken with any motive for profit.

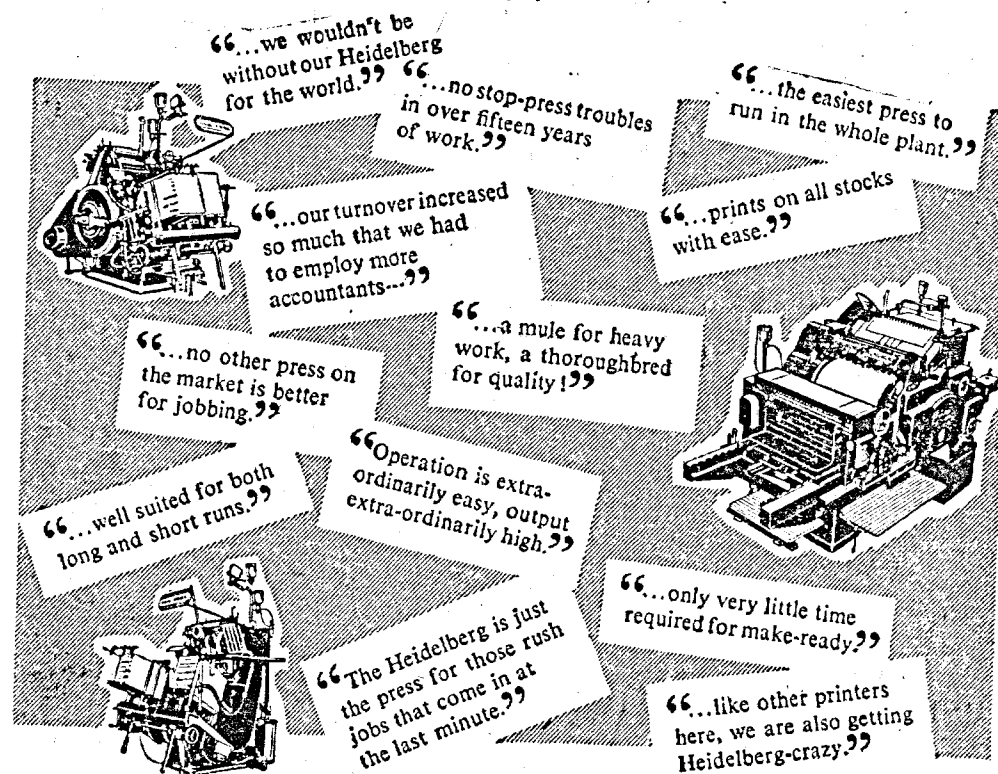
Normally people expected children's books to be very cheap. In fact children's books were really costly because of the work involved in designing it with special pictures and bold letters. But many people in our country could not afford to buy such costly books for their children. If no buyers were forthcoming, it would then be difficult for the publishers to bring out such books.

Mr. Rajagopalachari said that a book trust could be created for the publication of good books for children. The Government could assist the trust by giving subsidies and also arrange the publication of children's books. Wishing the Children's Writers' Association all success, he suggested that similar exhibitions would be held twice every year.

Unsolicited Testimonials that tell the tale of the marked superiority of

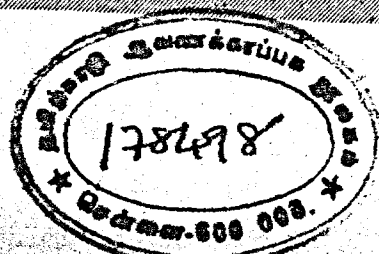
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PRINTECH February 1956

AN UNUSUAL CHILDREN'S BOOK

Introduction

Printed on five presses, employing 17 inks, and containing in its 528 pages some 550 illustrations for 250 famous tales and poems for children, *The Illustrated Treasury of Children's Literature*, published recently in America by Grosset and Dunlop, is an unusual work of design and production, reports *Publishers' Weekly*.

Editor is Margaret E. Martignoni, formerly superintendent of work with children at the Brooklyn Public Library. Ernst Reichl, independent designer, devised the preliminary typography and layout for the big (7½" × 10") pages, and the final typography and picture layout were made by P. Edward Ernest, Vice-President of Grosset, who directed the project. Irving B. Simon followed the work through as production manager of Grosset.

All three of the major printing processes are represented in the book—letterpress in the main body of the material, offset lithography in the endsheets and gravure in the cover of the edition that will be selling in the stores for \$4.95.

Editorial Work

Preparation of the book involved two to three years of editorial work. This was followed by the making of four preliminary dummies before final press dummy. Meanwhile, there were months of painstaking work to obtain and reproduce in line, two colours and four colours, hundreds of illustrations, nearly all taken from early editions of well-known children's literature.

The page size was determined from the first by several factors: the infinite variety of sizes and shapes of pictures that were to be reproduced; a size suitable for the amount of material and for an impressive merchandise package; and the efficient use of Miehle 52" × 76" presses.

At an early stage Mr. Reichl thought of using a variety of display faces, but it was finally decided that this would be hard to handle. The typefaces, therefore, are, for display, 24-pt. Bulmer, upper and lower case, with 11-pt. Linotype Caledonia small caps, with source notes in a small Franklin Gothic; for the text of the front part of the book, containing material for little children, 14-on-16-pt. Linotype Caledonia; for the second part of the book, for older children, the same face in 11-on-12-pt. Two different paper stocks are used in the book; Warren's Magazine Plate, 70 lb. for the four-colour forms and Antique Wove R 60 lb. from Perkins & Squier for the others.

Problem of Illustrations

Aside from neatly fitting enormously varied material for the layouts, the basic problem was to reproduce the illustrations in a way that would preserve their original spirit. Except for the small number of brand-new illustrations, the work had to be done entirely from the early editions, the original art work from which they were printed not being available.

The old printed pictures had to be cleaned up for reproduction, faded colours and indifferent printing had to be accounted for, faults detected in the original engraving, press-work and paper. In the new plates the effort was to do a better job for rendering the colour than had been done in some of the original editions. Copper Engraving, Knoxville, Tennessee, made all the plates, in close liaison with the Kingsport Press.

The four-colour pictures provide one set of examples. For some plates from Arthur Rackham illustrations for 'The Pied Piper,' colours were strengthened slightly to improve what had been by present standards a rather dull job of colour printing; the margins, wider in the big Grosset book than in the original, were filled with a light yellow tint block which served to 'light up' the pictures. For another four-colour picture, the jacket of *The Velveteen Rabbit*, which had been printed on a muddy cream stock, was printed with the paper tint filtered out, so that it looks clean and sharp on Grosset's white paper.

Tracing Line Portions

In a number of cases—to take another set of examples—the original full-colour plates had to be reduced to line and one colour. One of the six artists who worked directly on the book traced the line portions of these pictures and then an overlay on acetate was produced, from which a line plate was made to print the single colour. This was done, for example, with C. Lovat Fraser's picture for the 'Doctor Foster' verse, and with J. L. Brooke's big 'Golden Goose' illustration, where the line was captured, the colours dropped and a second colour substituted, an orange yellow. John A. Hartell's stone litho for 'Oven in the Meadow' were reproduced by preserving but re-drawing some portions in black line, and replacing a pebbly back-ground with a brand-new line block in light blue. The tracing for the line work was done in Indian ink on the matt surface of strong tracing acetate.

One interesting technique was to add a second colour where there had been none before. This was done, with very restrained

PRINTECH February 1956

and sparing use of colour, for some Technical drawings for the 'Alice' stories and verses and some E. H. Shepard drawings with A. A. Milne verses.

Throughout the engraving and printing, colour proofs were repeatedly checked. All the work was co-ordinated at Kingsport by one man assigned to see the job through all departments.

This included the various bindings, of which the principal one, manufactured for the one-volume edition, was a specially dyed Holliston Paco natural finish dark blue for the spine, with imitation gold stamping; and, for the sides, a random design of line drawings, on rolls printed on gravure cylinders, and then pebbled, on paper-base casein-coated stock, at the Narragansett Coated Paper Co.

The two-volume trade edition has the same spine, but with light blue Rex linen sides.

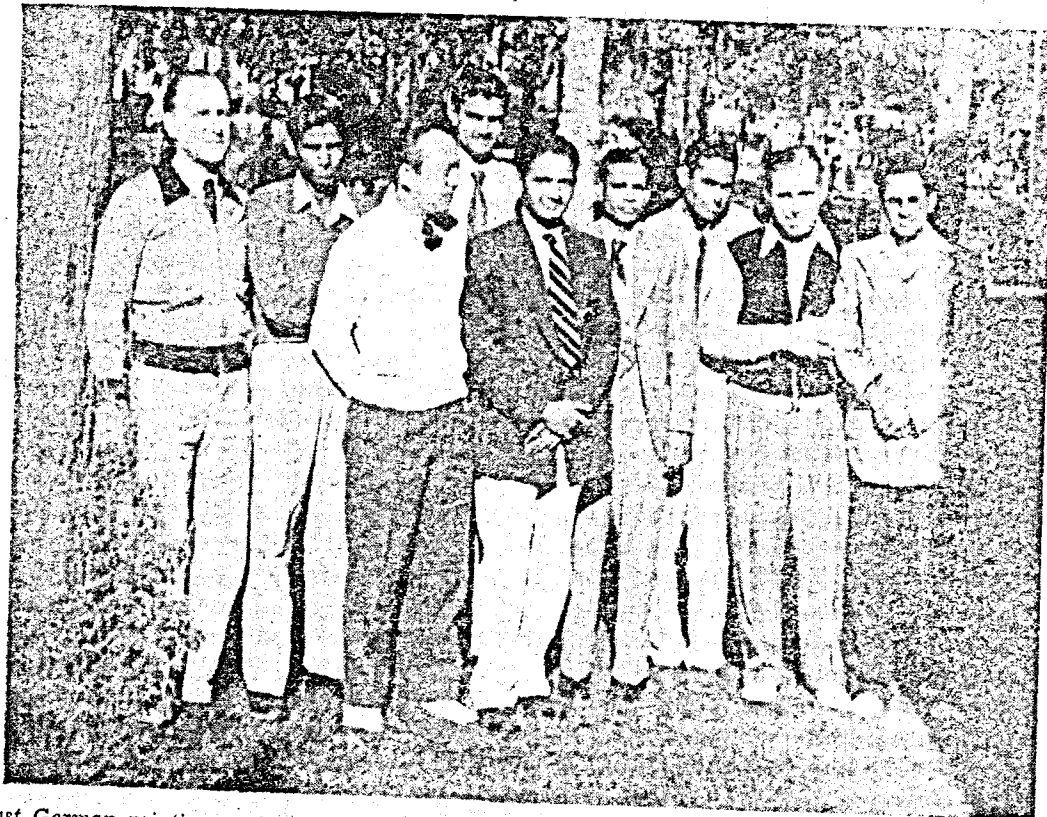
Five-colour Jacket

The jacket is in five colours, varnished in high gloss, designed by Mr. Ernest, and printed like the book, at Kingsport. The endpapers were printed in four colours by lithography and were also designed by Mr. Ernest.

The printing of the books was done on curved plates, on five sheet-fed Miehle rotary presses, 52" x 76" in size: two four-colour presses, two two-colour presses, with fountain divides which made possible the variety of second colours; and one single-colour press.

A final note on the colours there were the black for text and line, the three basic process colours other than black for the four-colour forms, and the 13 tint blocks—16 colours in all, plus black.

—By Courtesy, "Printing World."



East German printing engineers of the Polygraph stall at the Indian Industries Fair, Delhi gave the visiting members of IFPT a party and spent a very useful hour of technical discussion.

PAPER AND INK

From the Printer's Point of View

By

R. D. WILKINSON
SUN PRINTERS LTD.

THESE two commodities are the printer's life blood. What a great pity the manufacturers of these two great arteries cannot get together before the printer receives either a different paper or a new type of ink! It has been my experience to find that the paper maker puts on the market a paper and it is up to the printer by trial, error, misfortune, or luck to get an ink which is suitable, not to mention etch of plate or screen size.

I will, based upon my experience at Sun Printers' letterpress department, comment on the merits and shortcomings of the types of papers used by us before and after ink is applied.

Chromo art is the finest paper to print on, but as this paper is so expensive it is generally used only on very high-class work. Trouble is experienced on this paper by curl as soon as the air comes in contact with each sheet. The processes of maturing and gently rolling (not breaking), in most cases, get over this hurdle. As this paper is so absorbent, most good linseed oil-based inks will take, but watch must be kept on powdering due to the vehicle of ink being absorbed too quickly. If this is so, one of the liquid driers will help on colour work and special varnish on monotone.

Next we have the two-sided arts, being esparto or wood-bodied. Esparto art is less sensitive to humidity changes (even in the best of modern factories these changes occur) and consequently less trouble is experienced with stretch or shrinkage on colour work. The wood-bodied arts should be kept in full stacks (at least 5,000) and tops well covered by

waste, otherwise stretch will occur. Registration of colour work can be very exacting on the wood-filled art if sheets are allowed to hang about on the board of the machine, especially during make-ready. These papers take kindly to most linseed-based inks. On monotone black, the jelly type of ink has been used with great success.

We now come to the machine-coated papers which, due to their rapid production since the war, have largely superseded the arts. Those papers have brought to the printer more headaches and new techniques than any of the pure arts ever did. These papers, as the arts, are both esparto and wood-bodied, esparto being the more consistent.

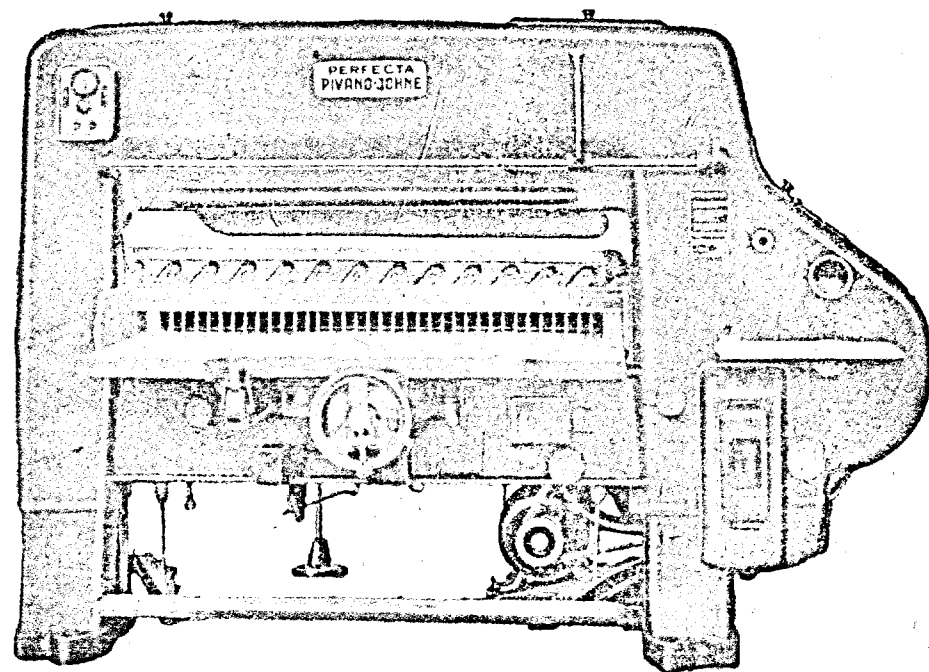
Such papers are very temperamental. The surface varies considerably: more static is experienced, set-off troubles are greater, and attention must be paid to stacking to ensure reasonable level stacks of white paper to machine. More impression generally is needed to get good quality printing. Plates should be kept deep, and anything more than 120 screen shunned.

These papers, given the surface they are meant to have, give a good finished result and are a very good runner-up to good arts. But they have to be watched constantly for type of inks to be used, as an extra heavy calendering can affect the drying and taking. Mottling and greasy look is a common factor on monotone work. Ink which may dry surface hard on one batch of paper, will rub on

(Continued on Page 24)

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NEWS

PRINTECH Diary Page:

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

Rotary Club Meeting about Printing

Mr. R. Siddique, Superintendent, Madras Government Press, and President of our Federation who is also a Rotarian, addressed the members of the Madras Rotary Club recently on "Printing in India", giving his impressions of his world tour.

Comparing the standard of print and conditions in the Printing industry existing in other countries he visited with those in India he said while he found revolutionary changes and the art was being perfected in those countries, in India we seemed to be static. One of the main reasons for the low standard of print here, he thought, was the "very low wages paid to the printing craftsmen in India which has resulted in their getting a frustrated feeling in life." While a printing craftsman in India earned at the most 12 annas per hour, his counterpart in United States earned about Rs. 13-12-0 per hour as basic wages alone and the British craftsman earned about Rs. 4-6-0 per hour. The Indian worker was not only paid low wages but had to work longer hours per week.

He also pointed out how there was a craze for cheapness in everything in our country as a result of which the paper-maker in India produced a poor quality paper, the ink-maker produced a poor quality ink and the printer had necessarily to produce a poor print. The slogan seemed to be "Quantity today and quality tomorrow."

The Indian printer never hesitated to use the most obsolete machinery, said Mr. Siddique, whereas the printer in the Western countries used modern and efficient machinery and periodically replaced them with new ones. There was also need for a wider use of other processes than letterpress, such as lithography, gravure and silk-screen in which the western countries have made tremendous strides. The Indian printer should also use fast automatic presses, he said. Modern, faster and automatic equipment would pay itself in due course, bound to build up bigger profits, raise the

standards of living and usher in greater prosperity to the nation.

After seeing the three vanquished countries Germany, Italy and Japan manufacture all their requisite machineries for printing with the indigenous materials and labour available in their own countries, he was of opinion that if the right people took up this question of manufacturing printing machinery in India, our country could soon become self-sufficient.

Honour to Indian Newspapermen

The award of Padma Bhushan to Mr. Kasturi Srinivasan, Editor of *The Hindu*, by the President was an honour done to Indian newspapermen, said Mr. Nirmal Chandra Ghosh, President of the Indian and Eastern Newspaper Society.

Mr. Ghosh, in a statement, said: "I consider it as Government of India's recognition of the services of Indian newspaper industry and journalism."

Only three copies need be sent to Registrar of Books

The Hony. Secretary, The Publishers' Association of South India and the Madras Printers' & Lithographers' Association, states:

"In response to representations made to the Government of Madras regarding the Press and Registration of Books Act, under which every printer has to send 7 copies of every book printed in his press to the Registrar of Books, and the Delivery of Books (Public Libraries) Act under which every publisher has to send 4 copies to certain libraries mentioned by the Government of India, the Government of Madras have been pleased to reduce the number of copies to be sent under Press and Registration of Books Act to 3 from 7. It would therefore be enough if every printer hereafter sends only 3 copies to the Registrar of Books instead of 7 he was sending so far."

Deduction in Commercial Tax on Printing Services

The Hony. Secretary, the Madras Printers' and Lithographers' Association also states:

"The Government of Madras have also informed us that instructions have been issued to the Commercial Taxes officials to the effect that a deduction of 30% of the turn-over should be allowed even in cases where the press supplies its own stationery and materials."

truth behind the tags

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Regional School of Printing, Madras

The Government of Madras has appointed an Advisory Committee for the Southern Regional School of Printing Technology, Madras. The Committee consists of the following members :

1. Joint Director of Industries & Commerce, Madras, *Chairman*.
2. Superintendent, Government Press, *Member (Official)*.
3. Asstt. Educational Adviser (Technical), Southern Regional Officer, C/O Ministry of Education, New Delhi, *Member (Official)*.
4. Superintendent Engineer, Central Public Works Department, Madras Circle, *Member (Official)*.
5. Sri S. Viswanathan (Central Art Press), President, All India Federation of Master Printers, *Member (Non-official)*.
6. Sri V. M. Philips (Diocesan Press), President, Madras Printers' and Lithographers' Association, *Member (Non-official)*.
7. Principal, Central Polytechnic, Madras, *Secretary*.

The Advisory Committee met last month with Mr. Krishnaswamy, Joint Director of Industries, in the chair. Among others, the meeting was attended by the Assistant Educational Adviser, Technical Education, Government of India, the President of the All India Federation of Master Printers, and the Superintendent, Government Press, Madras. The Committee decided to remove the Regional School to a separate building to be put up just opposite the Central Polytechnic, Madras. A list of machinery to be purchased was drawn up and approved. It was also decided to have a section for Photogravure printing and Binding to be started for 1956-57, and qualifications of the staff was also discussed.

Mr. Vavilla Venkateswara Sastrulu Dead

We regret to report the death of Mr. Vavilla Venkateswara Sastrulu, eminent Sanskrit and Telugu scholar and publisher. He was aged 72.

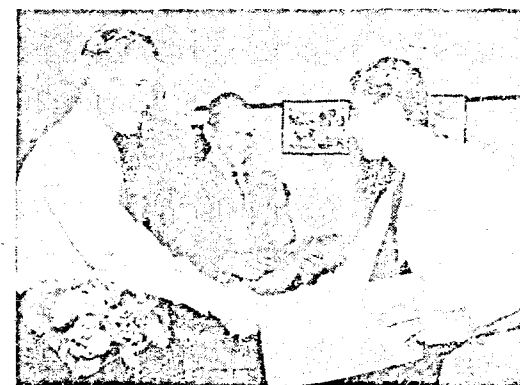
Mr. Venkateswara Sastrulu was born in Allur in Nellore District on April 1, 1884. He was educated in Madras and was the proprietor of Messrs. V. Ramaswami Sastrulu & Sons, an institution about a century old, which was printing and publishing valuable Sanskrit and Telugu books. He was also the Editor of *Federated India*, a monthly journal, and *Trilinga*, a Telugu weekly. The title of *Kala Prapoorna* was conferred on him by the Andhra University in December last year. He had been a member of the A.-I.N.E.C. since its inception.

The name of Vavilla Venkateswara Sastrulu is almost a household word in South India. He was a great servant and philanthropist and helped many poor children in their education. He was also associated with various social and cultural institutions. He unearthed and printed and published several valuable Sanskrit and Telugu manuscripts, and also compiled Ayurvedic medical books in Telugu.

In politics, Mr. Venkateswara Sastrulu belonged to the Tilak school of thought. He was a Councillor of the Corporation of Madras for some time. He was associated with the Board of Trustees of the Pachaiyappa's Charities for a long time as a member and was also a member of the Madras Port Trust for some time. He presided over the first All-India Printers' Conference held in Poona about two decades ago.

New Year Diplomas

A happy crowd of trainees in the art of printing and maintaining Printing Machinery, received their Diplomas after completing their training courses in the Printing School of the East Asiatic Company at 'India House' in Bombay :



One of the trainees receiving his New Year Diploma

Over and above the usual final examination which took place some weeks ago, the trainees were given their diplomas only after each of them had replied satisfactorily to two tricky technical questions. After the handing over ceremony, they enjoyed the "get-together" with the executives of the firm, who have established these training courses also in Madras and Delhi.

Several trainees are sent abroad for further specialised training.

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Mr. Baldevji



Mr. Sohanlall.

on a business tour of the U.K. and Continent on the 22nd February 1956. This Firm holds agencies for Nebiolo Machines, Pivano John Cutters, Polygraph Machines, etc. They are attending the Leipzig Fair at Germany and British Industries Fair at England in addition to visiting the factories of their various Principals.

Installation of new Machinery at Madras Govt. Press

Two Original Heidelberg Cylinder Machines of size 21½" x 28½" have been installed during this month at Govt. Press, Madras.

Suppliers : M/s. East Asiatic Co. (India) Ltd., Madras.

Exhibition of Book Jackets

An international exhibition of book jackets, organised by the Akhil Bharatiya Hindi Pakashak Sangh, is being held at Allahabad in March next.

About 25 countries, including Australia, Argentina, China, Canada, Czechoslovakia, Egypt, France, Hungary, Japan, Sweden, U.S.A., U.S.S.R., United Kingdom, Yugoslavia and Poland have assured the organisers of their co-operation by getting best specimens of book-covers from their respective countries.

Publishers' associations, in various Indian languages are also being approached to select best specimens of book jackets from their areas.

A Committee, consisting of five reputed authors, publishers and artists, is being constituted to judge the best Indian entries and award gold and silver medals and certificates of merit to the publishers of winning jackets.

Ahmedabad Dailies increase price

The managements of three of the four daily newspapers in Ahmedabad announced a price increase bringing the price of their newspapers to two annas a copy, effective from Republic Day.

During the last two years, the prices of newspapers had been reduced from two annas to one anna due to competition. The announcement did not give any reason for the increase of half-anna in price from the present one-and-half annas but the explanation advanced was that the higher price had been necessitated by the increase in the price of newsprint.

Another four-page daily priced three pice, however, did not announce any increase.

Agency Appointment

The Standard Printing Machinery Co., 12/81, Sembudoss Street, Madras, has been appointed as their Sole Agents for sale and service of their various machines which include the Popular Victoria Front, Victoria Art Platens, Planeta Single and Multicolour Offset Presses, Hohlux Camera Equipments, Sheet fed and Reel fed Rotary Printing Machines, etc.



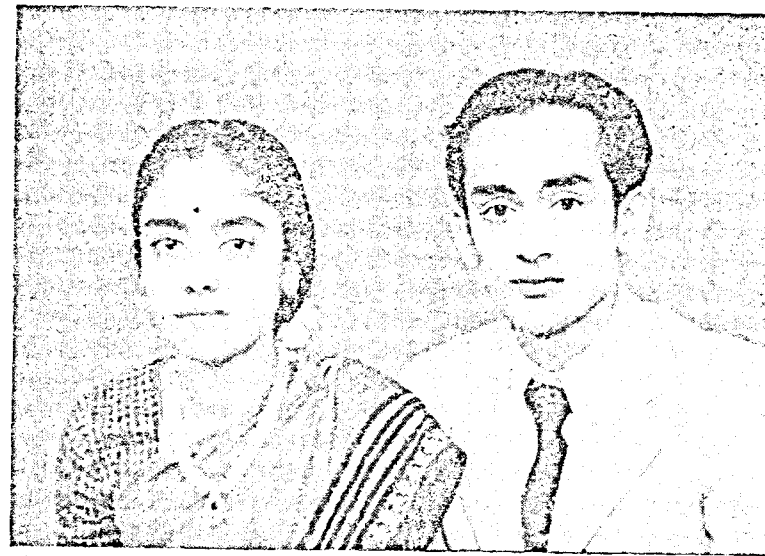
THE BEST, FASTEST AND CHEAPEST
MACHINE FOR COMPOSING ENGLISH,
TAMIL, HINDI, MARATHI, URDU,
BENGALI, ASSAMESE, SINHALESE,
BURMESE AND MANY OTHER
LANGUAGES

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14 MADAN STREET, CALCUTTA 13

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BOMBAY

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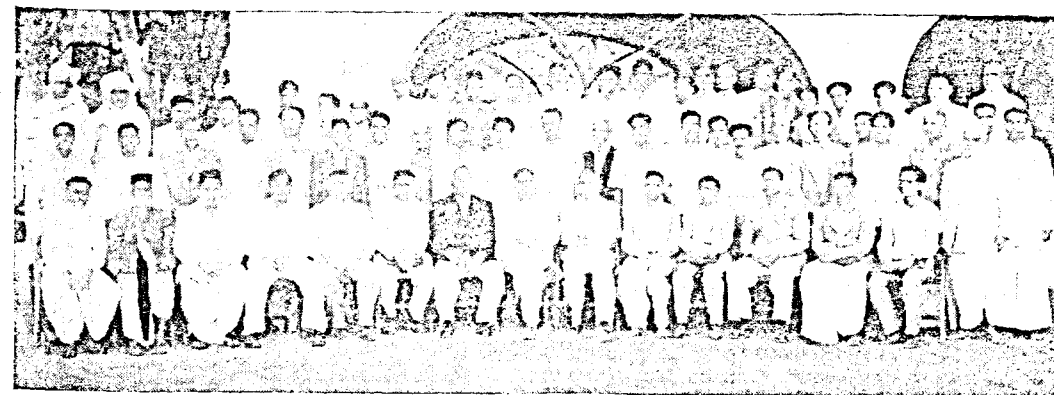
Mr. R. Narayanan, L.P.T., Cert. Full Tech. C. & G. (Lond.), an active member of IFPT, and his bride Shanta Devi, L.I.M., Woman Medical Officer, Maternity & Child Welfare Centre, Srirangam, whose wedding took place at Erode, early this month. Mr. Narayanan is a Printing Demonstrator at the Central Polytechnic, Madras. Members would recall the interesting charts on the Development of Printing Machines displayed at the IFPT Exhibition

which were appreciated by one and all. These charts were prepared by Mr. Narayanan who takes a special interest in printing machines.

Mr. Narayanan is the son of Sri V. Rangachari, Retd. Dy. Collector and Dr. Shanta Devi is the daughter of Sri S. Ramakrishna Iyengar, B.A., B.L., Advocate, Erode.

We wish the couple a happy and prosperous married life.

The Hyderabad State Printers' Association

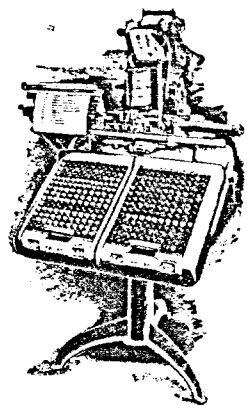


Managing Committee for the Year 1956

The following members were elected at the Annual General Body Meeting held on 31st January 1956, at 4 p.m., at Neo Vasant Vihar Hotel, Abid Road, Hyderabad.

President: Sri J. K. Pranesacharya (Sadhana Printery); **Vice-President:** Sri A. P. Nagan (Osmania Printing Works); **Gen. Secretary:** Sri J. R. Bardapurkar (Jai Hind Press); **Jt. Secretaries:** Sri Puli Mallikarjun (Mulki Press) and Sri Munindraji (Commercial Press);

Treasurer: Sri G. Narayan Rao (Laxmi Art Press); **Members:** Sri S. Baday Sahib (Shivaji Press); Sri K. Shankariah (Premier Press); Sri G. S. Rao (Moses & Co.); Sri S. Ganda Reddy (Bharat Printing Press); Sri V. S. Tonge (Manik Prabhu Press); Sri N. Appa Rao (Vani Press); Sri P. Narayanaswami (Ajanta Art Press); Sri R. Anna Rao (Shyam Printing Press); and Sri Balakrishna Lahoti (Marwadi Press Ltd.).



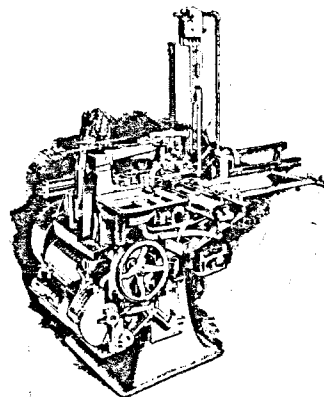
MONOTYPE

COMPOSING AND CASTING MACHINES

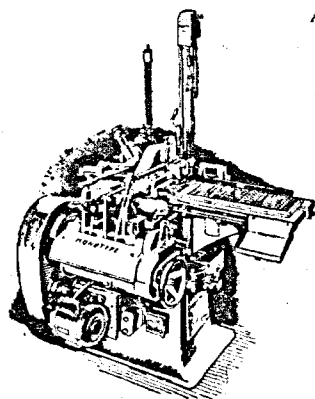
can provide all the solid setting, display type, spacing material, etc., that your composing room needs—AT MINIMUM COST.

A 'MONOTYPE' KEYBOARD 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.

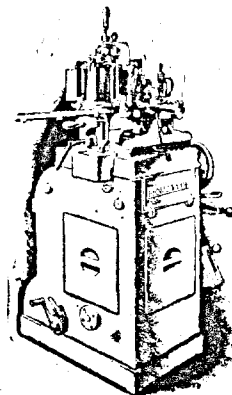
A 'MONOTYPE' COMPOSITION CASTER will automatically cast and deliver perfectly-spaced lines of new, solid single type to measures as wide as 60 cms pica. It can be fitted, if required, with attachments for casting Display Type to 36 pt.; also leads and rules to 12 pt.



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.



Display matrices of many famous Roman faces can be hired at low cost. *Registered Trade Mark MONOTYPE

THE MONOTYPE CORPORATION LTD

Salfords, Redhill, Surrey, England. *Registered Office:* 55-56
Lincolns Inn Fields, London, W.C.2. ENQUIRIES CAN BE MADE TO:
THE MONOTYPE CORPORATION LTD., 8 Mission Row Extension, Calcutta 1, India

Indian Books Exhibition

An exhibition of books in Indian languages is being organised by the Sahitya Akademi and will be held in October-November this year, it is learnt.

The Executive Board of the Akademi met at New Delhi recently under the chairmanship of Mr. Nehru and reviewed the progress of the implementation of the Akademi's programme, which is mainly directed to the co-ordination and furthering of literary activities in the various Indian languages.

As part of the programme, prizes for the best book published in each major Indian language during the last three years will be awarded during the current year.

Grants for Publications

The Akademi has sanctioned the following grants to encourage useful publications:

Rs. 10,000 for the publication of the remaining two volumes in Marathi of *Prachin Maharashtra* by the late Dr. S. V. Ketkar, the famous encyclopaedist; Rs. 1,000 to the Children's Book Trust in Mysore for an illustrated low-priced edition of *Moddannanna Thamma*, a popular play for children; Rs. 1,000 for publication of a biographical dictionary of Kannada authors.

Twenty-five foreign classics have also been selected by the Akademi from different languages of the world for translation into all the major Indian languages.

Some of the other important items in the Sahitya Akademi's programme include:

A bibliography of Indian literature in 15 Indian languages. This has been nearly completed.

An annual anthology of select poems published during the year in each of the major Indian languages. The first volume, entitled "Bharatiya Kavita—1953" is in Press and is expected to be out soon.

Production of a critical edition of Kalidasa's work. The first volume, "Meghaduta", edited by Mr. S. K. Dey of Calcutta is ready and is in the Press.

Preparation of a comprehensive bibliography of Rabindranath Tagore's writings in co-operation with Visva Bharati University.

Preparation of an anthology of Sanskrit literature in four volumes.

"Adigranth" in English

Preparation of an English translation of select passages from the "Adigranth" to be published by UNESCO. Half of the translation has already been sent to UNESCO.

Translation of some modern classics from Indian languages other than Hindi. These are in the press.

Translation of two modern classics from Hindi into some other Indian languages.

Preparation of an anthology of poetry as well as histories of literature in the major Indian languages. These are nearing completion.

The Akademi's programme in each language is framed and implemented with the advice and co-operation of an Advisory Board for that language consisting of well known writers and scholars in that language.

Agreement on operation of the 'Sortsmaster'

Agreement has been reached between the London Typographical Society and the Monotype Casters' and Typefounders' Trade Society about who should operate a new typesetting machine called the 'Sortsmaster', which was placed in 'quarantine' by the L.T.S. It allows members of both Societies to man the machine.

The agreement's main points are: (1) that members of the Monotype Casters' Society shall reproduce or duplicate all characters and spaces in the form in which they were originally produced by typesetting machines normally operated by them, and (2) that L.T.S. members shall reproduce or duplicate all work which has been produced by operations which are the right of the compositors.

Where it is necessary for members of both Societies to operate the machine within the terms of the agreement, the "Sortsmaster" shall be positioned where easy access is available to both parties.

—Printing News

AUSTRALIA

There are 3,000 printing works employing a staff of 53,219 persons in Australia. Demand for printed matter is on the increase and consequently most printers wish to expand their works. In view of the import restrictions imposed by the Australian Government, progress in this respect is not as fast as the industry would wish. While, before the war, most of the Australian printing machinery was imported from the U.S., now the main importing countries are Great Britain and West Germany.

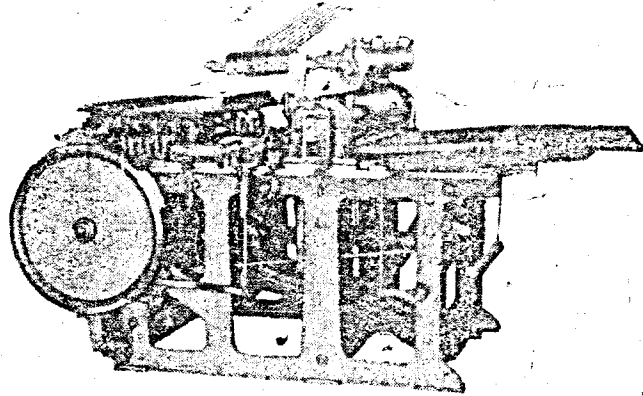
Monotype Corporation and Pictorial Machinery Link-up

As the result of negotiations recently concluded between the Monotype Corporation Ltd., and Pictorial Machinery Ltd., these two companies will now work in close association in the development and marketing of high precision photo-mechanical equipment, a field in which Pictorial Machinery Ltd., has been active since 1919.

"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.

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Double Cog wheels
Fast & Loose Pulley
Roller Mould
Roller Runners
Chases, Oil Can
Spanners.

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The arrangement ensures that the two organisations, while maintaining their separate entities, will be able to benefit from each other's technical resources and marketing experience.

Head of the Monotype Corporation's School Retires

Mr. J. Worth has retired as Head of the Monotype Corporation's School, after 33 years' service with the Corporation.

His apprenticeship to a small country printing shop gave him the opportunity, often denied to lads today, of learning "something of everything", including binding and bill-collecting. In 1908 he learnt to operate the old C Keyboard at the then primitive Monotype School. His first job included the setting of programmes for pier-band concerts in Blackpool. In another job, he first encountered the new D Keyboard—one installed the day before by a Corporation Inspector named R. C. Elliott, who is today the doyen of the officials at the Monotype Works at Salfords.

In 1923, Mr. Worth became an instructor at the Monotype School under Mr. William Wigg and succeeded as Head upon the latter's retirement in 1939. The bombs that destroyed the Fetter Lane School building put the School out of operation for only the three days that it took to move to the Rosebery Avenue Warehouse, and seven months later accommodation had been found at 54 Fetter Lane.

Mr. P. Humby, who succeeds to the appointment, has been an instructor at the school since 1945, and joined the Corporation in June 1926.

Edition of Coverdale's Bible found in Yorkshire

A Bible owned by Mrs. Cole, of Staithes, North Yorkshire, which was sent to Sotheby's for expert examination, has been declared a genuine rare edition of the first edition of Coverdale's Bible, dated 1537, the first English Bible printed by Royal licence.

The first Coverdale Bible, a translation from the Latin, was published in 1535, but had been printed at Antwerp. The second edition was printed at Southwark in 1537, and it is one of that edition that has now been discovered.

A large folio and revised edition of the Coverdale Bible, a splendid example of typography, which became known as Cromwell's Bible, was printed in Paris by Regnault in 1539.

Introducing the new Editor of "Printing World"

Frank Nunnay-Elam, aged 27, has been appointed editor of *Printing World*. A journalist for seven years, he was, until recently, with

Thos. Cook & Son Ltd., as assistant press officer and press officer for Dean & Dawson Ltd.

Having a wide experience of newspaper lay-out, make-up and news gathering in London and the provinces, he was for two years assistant editor with R. Ackrill Ltd., the Harrogate newspaper proprietors.

Mr. Nunnay-Elam spent two years with the *Kemsley Daily Sketch* in London—prior to National Service with the Royal Air Force—as a sub-editor on the Manchester edition of the *Daily Sketch*.

In 1952 he spent six months in Spain before returning to England and more journalistic work with the *Reading Standard*.

—*Printing World*.

Eleven-unit Roto press can print 40 Million pages daily

A 112-foot long, 11-units press, believed to be the only one of its kind in Canada, recently simultaneously turned out five-colour catalogues at one end and six-colour catalogues at the other.

It was a good example, reports the *Financial Post*, Toronto, of the remarkable capabilities of the adaptable, multi-job, \$1,218,000 printing mammoth which is the central installation of the rotogravure printing division now established at Etobicoke, Toronto by Photo Engravers & Electrotypers Ltd.

Other feats which this Hoe press can achieve include the ability to: print daily more than 40,000,000 8½" x 11" pages; run off four colours on both sides of the paper at one time, using the whole press; print simultaneously three publications, two in monotone and one in colour, or three in monotone, using the press as three separate machines.

Gordon B. Gillies, general manager of the rotogravure division, states the new press is running 24 hours a day, five days a week. Through it will pass all the firm's big printing jobs like catalogues, school text-books and magazines.

—*Printing World*.

12th Congress of the International Federation of the Periodical Press

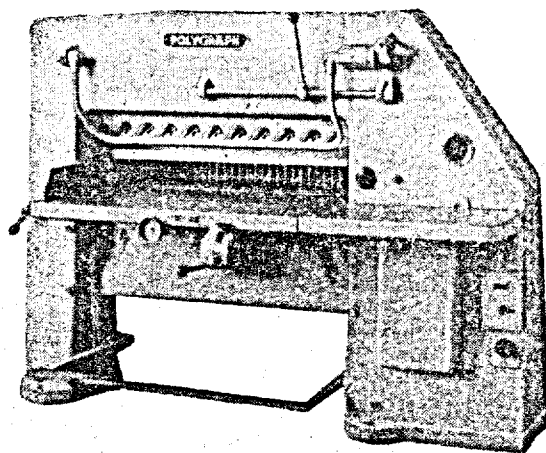
The twelfth congress of the International Federation of the Periodical Press will meet in Copenhagen from May 7—11, 1956. The Congress will discuss the situation and the function of periodicals, relations with other international organisations and questions of distribution and circulation. The official languages at the Congress will be English and French. [Detailed information is available from the Secretariat General de la Presse Periodique, 117 Boulevard Saint-Germain, Paris VI.]

—*Printing World*.

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 I, 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")

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EAST GERMANY

Leipzig's Spring Fair, always a printing event of importance, will be held from February 26 to March 8, 1956. Among the novelties shown, there will be a new Polyvinyl block, the Decilith block, developed by the Institute for Graphic Technology in Leipzig. So far, it has been possible to produce 40,000 to 50,000 prints from these blocks.

—Printing World.

FRANCE

New All-purpose Offset Press

France has evolved a new all-purpose offset press, the Parisolith, with a paper format of 35 to 58 centimetres. It is reported that this new press is equally suitable for airmail paper and thick cardboard. It prints from 2,000 to 4,500 copies per hour.

The Salon of Printing Industries

This year Paris will be the scene of Europe's most important printing exhibition. What IPEX-1955 was to London, the Salon of Printing Industries, held from June 22 to 30, 1956, will be to Paris. In view of the intention of the French printing industry to renew its equipment in the next five years, the exhibition will be of more than ordinary importance to printing machinery producers and the comparatively short distance from Britain should induce British printing machinery and accessories producers to participate in strength. The Salon will be held in the exhibition park at the Port de Versailles at a time of year when Paris is at its best. A list of exhibits, published in the French printing journal *Caractère* reveals, however, one disturbing fact: the list of West German exhibitors who have so far announced their intention to attend, is twice as long as that of the British exhibitors which, in turn, is not much longer than that of Italy, Czechoslovakia or Switzerland.

—Printing World.

HOLLAND

New Colourless Liquid to prevent Static Electricity

A Dutch firm, Loreti, of Tilburg, now produces a colourless liquid which prevents the creation of static electricity. If this liquid is rubbed into silk or nylon screens or on transmission belts, no static electricity is originated, says the firm. The firm adds that the liquid may also be used for letter and offset presses.

Exhibition in Small Vessel

The Lettergieterij Amsterdam, a Dutch type-casting house, has acquired a small motor sloop, named *Laurens Coster* after the first Dutch typecaster. This small vessel has an exhibition lounge and a conference lounge for 25 visitors.

PRINTECH February 1956

It is now sailing along the many Dutch canals and shops at towns with printing works where it will acquaint printers with the achievements of Lettergieterij Amsterdam.

Competition to Promote Printing

In order to promote printing, the Amsterdam Municipality has opened a competition. One prize of 500 guilders will be awarded for the book with the best typography and an equal amount for the best luxury edition of any book which has been published between October 1, 1954 and October 1, 1955.

—Printing World.

Chair for History and Aesthetic Principles in Printing

Printing quarters in Holland are suggesting to Amsterdam University the endowment of a chair for the history and the aesthetic principles of printing. Printing techniques would be included in the curriculum.

ITALY

A National Association for instruction and vocational training in printing has been set up in Italy with effect from September 7, last. This association, will work under official guidance and co-ordinate vocational training schemes, hitherto promoted by trade unions and employers' organisations. It will issue recognised diplomas to those who have successfully completed any of the courses of training sponsored by the association and, in addition, it will aim at a uniform syllabus.

Printing School at Milan

The Printing School of the Instituto Rizzoli, in Milan, was inaugurated recently in the presence of representatives of the Government. The school, which is officially recognised by the authorities, is well endowed with lecture halls, laboratories and workshops. Its teaching staff has been carefully selected. The main subjects taught will be printing and typography, lithography and reproduction techniques. There will be two curricula—one for students under 17 years of age and another for older students.

New Bookbinding Material

Salpa leather is a new bookbinding material, produced by Pirelli Sapsa at Sesto San Giovanni in Italy. Leather fibres, taken from waste leather, are manufactured into a new material which possesses all the qualities of genuine leather. The manufacturing process is patented. No vegetable fibres or cellulose are added. The new material is dyed and then resembles, according to dyes added, pig leather, calf leather, etc. It is marketed in rolls upto a length of 100 metres.

WEST GERMANY

Speaking at a reproducers' conference at Freudenstadt, West Germany, Dr. Hell, inventor of the Klischograph, said that in twelve to eighteen months he would market a modified and improved version of this apparatus which would be able to magnify or reduce in size reproductions.

—Printing World.

Research Scientist who kept Kodak at fore-front retires

Dr. C. E. Kenneth Mees, world-renowned Kodak scientist, has retired from his position as vice-president in charge of research after 43 years' service with the Eastmann Kodak Company.

—Printing World.

Unique world project in Bible Typography

A unique international project in honour of the 500th anniversary of the printing of the Gutenberg Bible in 1455 is to be undertaken by more than 40 of the world's most prominent book designers.

Each will suggest a typographical treatment of the Bible, using the opening of the Old Testament. The various designs will be assembled in special cases. Each design will consist of an eight-page folder, of optional size, some being printed in two colours. The designers will be free to use whatever version or translation of the Bible they wish.

The project is known as "Liber Librorum", and is a non-profit venture sponsored by Bror Zachrisson (Sweden); Paul A. Bennett (United States); Sir Francis Meynell (Great Britain); C. Volmer Nordlunde (Denmark); Raul M. Rosarivo (Argentina); Maximilien Vox (France) and Hermann Zapf (Germany).

In a broadsheet publicising the scheme, it is stated: "This project is a spontaneous offering by book designers to a problem of permanent appeal, thereby demonstrating the most direct form of international contact—that between individuals already united by their craft in a common interest and a common understanding."

—Printing News.

First Spanish-produced Linotype

Jimenez-Calvo Hermanos, of Madrid, are marketing the first Spanish-produced Linotype machine. The machine is named Ibertipo and is fitted with thermostatic controls and an automatic feeding system. The six first machines were sold before their completion.

—Printing World.

PAPER AND INK

(Continued from Page 9)

another. On colour work, if the ink vehicle is absorbed too quickly, the backing-up of the sheet will be seriously affected; the only place that will dry on the second side is that which has no print on the first side. The 100 per cent ink has not, to my knowledge, been found for these papers. Progress has been made with the set type of ink and with inks that have a fairly high tack range, but these have to be watched for plucking.

IMITATION ARTS

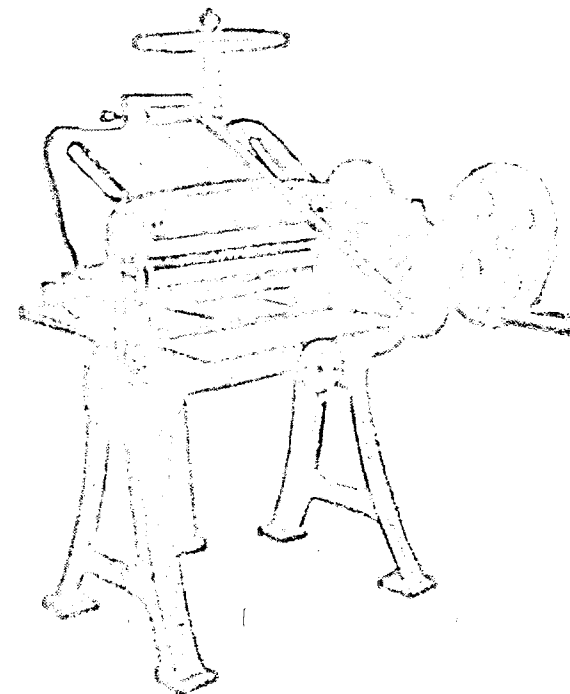
Next we have the imitation arts—super calendered and cartridge papers. The imitation and super calendered, due to absence of coating, are subject to ink show through and a coarse screen plate must be used on illustrations. Inks to be used on these papers should be of a low tack range but be stiff enough to lie on the surface and dry mainly by oxidation. The cartridge papers, mainly used on book work, take kindly to a stiff ink with a fairly high tack range.

I will now go over the storing and issuing of flat paper, i.e., before printing. About 75 per cent of our paper comes in unwrapped on pallets. This saves the double work of wrapping and unwrapping, stacks can go as high as the fork-lift truck will allow (thus saving valuable floor space) and providing the paper be allowed to mature in our paper store at the factory for at least five weeks, less trouble has been noted with regard to sheet stretch or shrinkage than when it was received wrapped.

—By Courtesy of "World's Paper Trade Review."

NOTE: We would like to point out that the cover of the PRINTCH is printed on Proven Art which is not Machine coated but a genuine Brush coated quality paper.

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

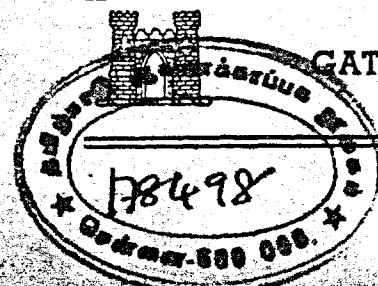
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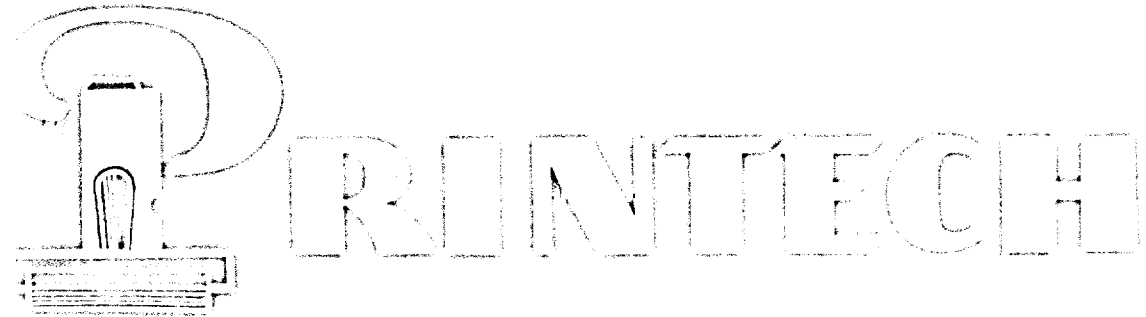
Factory at

AMINJIKARAI, MADRAS 29

Phone 61736

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750 Copies 29-2-'56



ICIAL JOURNAL OF THE INDIAN FEDERATION OF PRINTING TECHNOLOGISTS

Vol. III

MARCH 1956

No. 8

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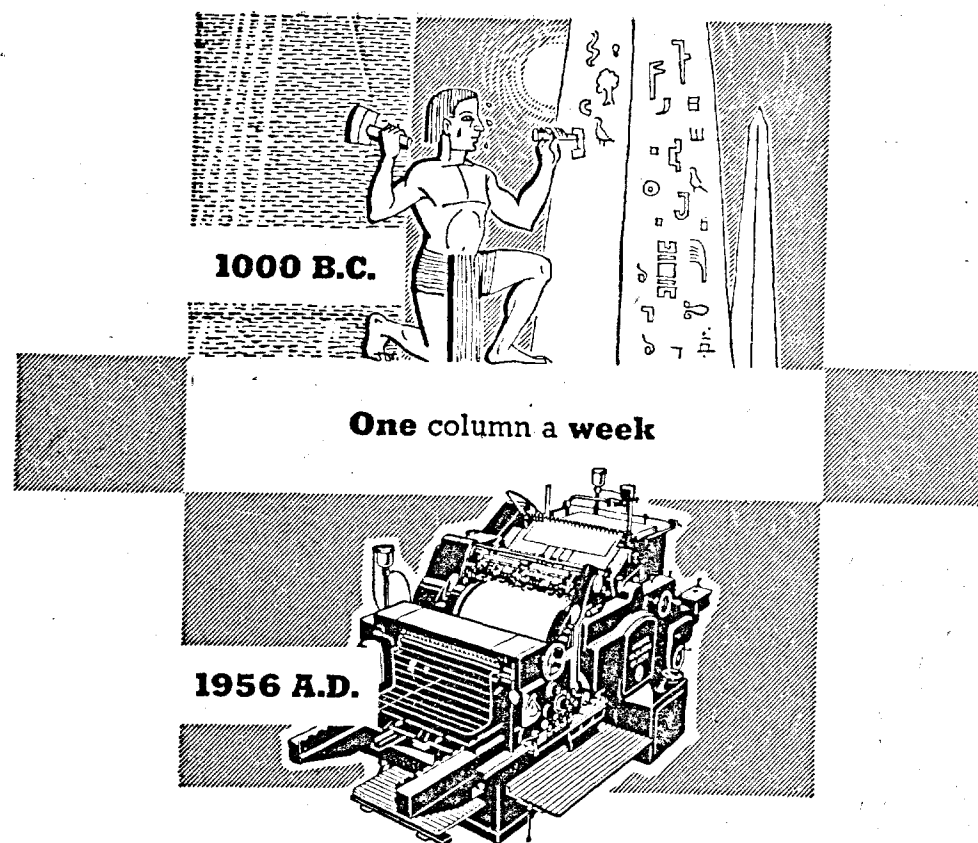
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PRINTERS AND PRINTING EDUCATION

THE Master Printers of India met again in Conference for the fourth consecutive year at Allahabad since the formation of their present all-India organisation. They had their previous annual conferences at Bombay, Calcutta and Madras. By holding their fourth conference this year at Allahabad they have covered the four corners of this vast country. The All-India Federation of Master Printers has not only come to stay but has also attained power and prestige within a short time.

The exhibitions that have been held along with these conferences have also proved highly valuable to the printing industry. They have not only helped printers to modernise their plants but have induced them to improve the quality of work. But for these exhibitions many printers would have never seen some of the latest machines and processes. Almost all the machines exhibited in the stalls had been sold away every year. Any amount of salesmanship—either directly or through literature—would not have achieved such results. These new machines have helped to improve the general standard of print in some measure and they have induced other printers to go in for new machines.

The annual contests for the best printed works and the exhibition of the printed products collected from various parts of the country have been a definite aid in creating that quality-consciousness in printers which is so necessary in our country now.

In short, these annual conferences, exhibitions and contests have given a fillip to the whole printing industry and have clearly showed that there is an awakening among the Indian printers and that they are progressive-minded.

We would like to point one thing regarding the contests and awarding of prizes for best printed product. The Federation should frame certain basic rules for the guidance of printers as well as judges to enable the proper selection of exhibits for the awards. It was surprising to find some comparatively higher quality prints were not awarded any prizes. A specific code of rules made known to all the exhibitors and judges will avoid such mistakes.

One of the progressive steps that has been recently taken by the Central and State Governments with the active assistance of the All-India Federation of Master Printers is the establishment of Regional Schools of Printing in the four regions. While the School at Madras has already started functioning from last August, the School at Calcutta is to start from June this year with a new building of its own. The details regarding the other two schools—at Bombay and Allahabad—are yet to be finalised. With regard to the schools at Calcutta and Madras we find a uniform policy is not followed either in the selection of students or the staff. While the minimum educational qualifications required at Calcutta for the diploma course and certificate course

are Inter and S.S.L.C. respectively, in Madras they are S.S.L.C. and eighth standard. For certificate courses at Madras even this qualification has been waived in the case of journeymen. There is also much divergence in the grades of staff, their qualifications, experience and pay in these two schools.

If there are differences in these important aspects, the products turned out by these schools will also differ in their qualities. We feel particularly the difference in the educational qualifications for the students will affect the future of many trainees. For instance, when these trained craftsmen apply for some appointments at a future date, those with a higher educational qualification will be at a more advantageous position than the others with less educational qualification, even though both the candidates might have attained the same technical qualification. Even now in many cases we have found

that people with degrees have been preferred to others with S.S.L.C. qualification irrespective of their technical qualifications and technical experience. While we do not question the necessity for a certain basic educational qualification for craftsmen we only plead for a uniform policy to be followed in all these schools. By our present action we would only be sowing seeds of discord among our own craftsmen.

At least in the present formative stage of printing education in our country we feel that a uniform policy in these things is quite essential for the proper growth of our industry. After these four Regional Schools have been well established, there will be room for diverse kinds of institutions, either privately managed or Government managed. We hope the All-India Federation of Master Printers and the Government will pay full consideration to this question.

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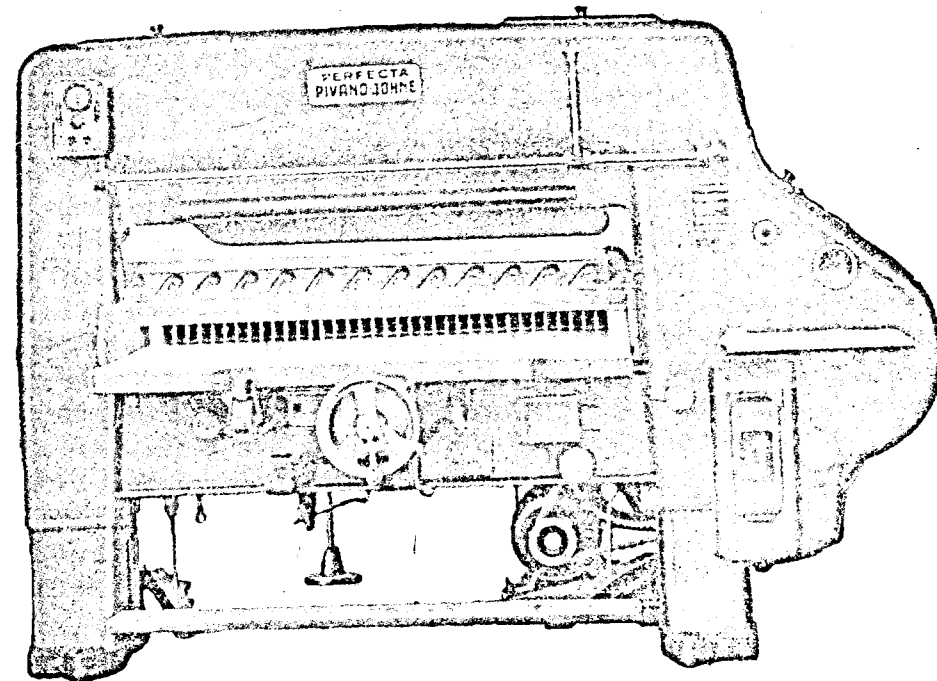
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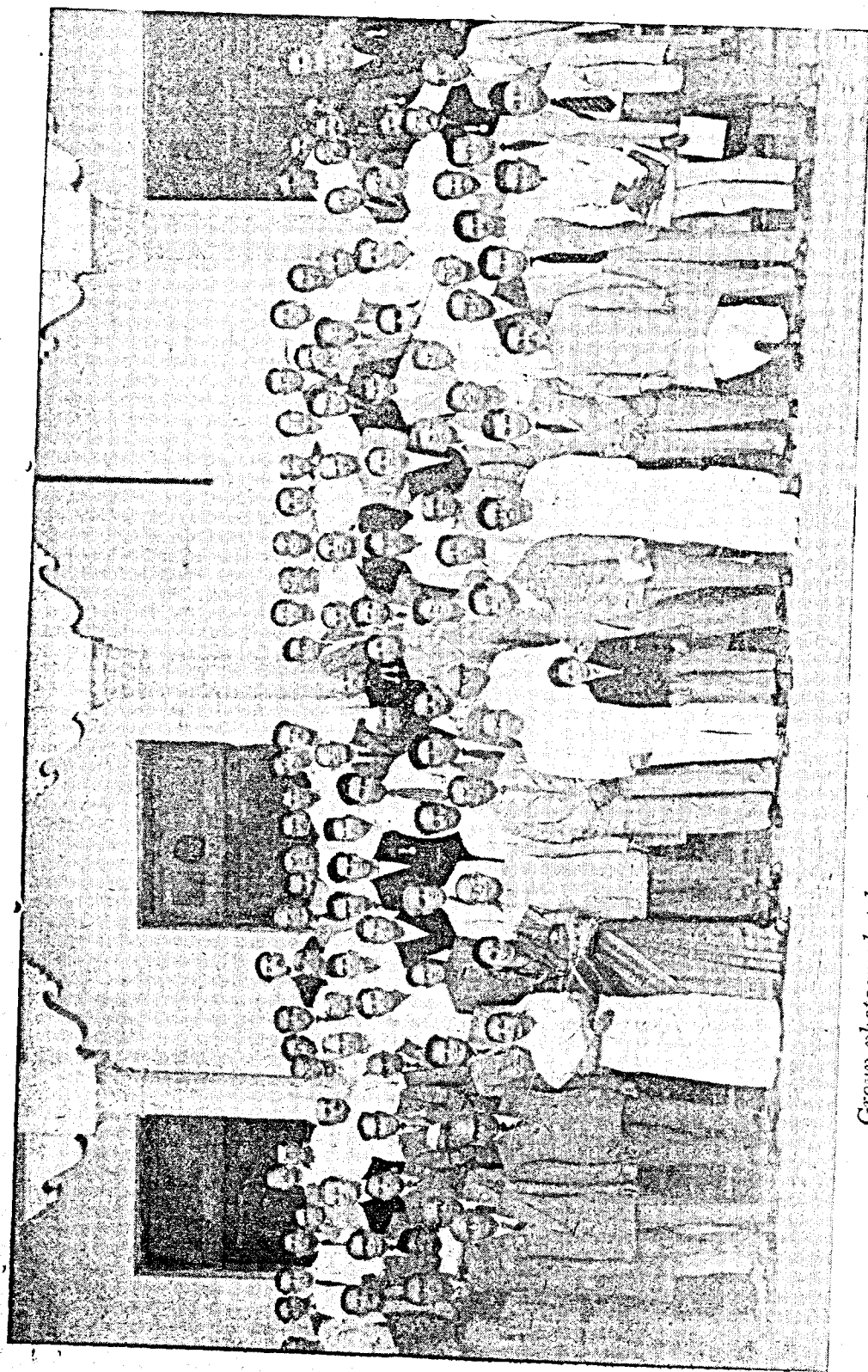
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Group photograph taken on the occasion of the inauguration of the Fourth Session of the All-India Master Printers' Conference at Allahabad.

REPORT OF THE FOURTH SESSION OF ALL-INDIA PRINTERS' CONFERENCE

THE Fourth Session of the All-India Printers' Conference met at the K. P. College Hall, Mahatma Gandhi Marg, Allahabad, on 25th February 1956, when Sri C. B. Gupta, Minister for Industries, Planning, Health and Supplies, Government of Uttar Pradesh, inaugurated it. The Conference which was organised under the auspices of the All-India Federation of Master Printers and arranged at Allahabad by the U. P. Publishers' Association, was attended by over 100 delegates from outside Allahabad, besides a large gathering of visitors. The address was read by Sri L. M. Bhatia, Joint Secretary, Industries Department, Government of Uttar Pradesh in the unavoidable absence of Sri C. B. Gupta,

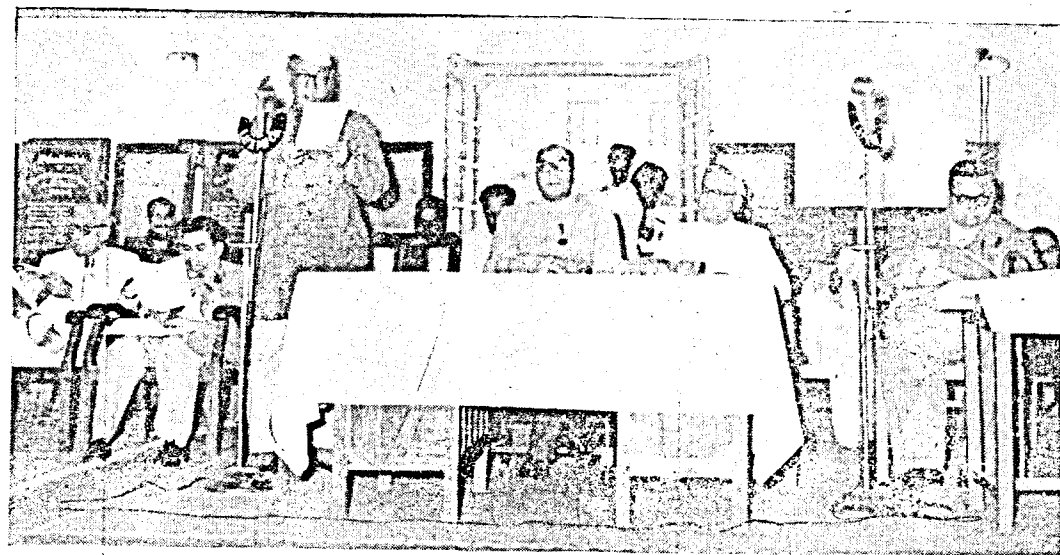
who could not come to Allahabad due to the budget session of the Assembly. The Conference was presided over by Sri S. Viswanathan, President of the All-India Federation of Master Printers. Sri T. K. Ghosh, Editor, *Amrita Bazaar Patrika*, who was Chairman of the Reception Committee, could not attend the Conference due to unavoidable reasons. In his absence Sri R. N. Basu, Advocate, Sri H. Ghosh, Organising Secretary, and Sri R. S. Gupta, General Secretary of the U. P. Publishers' Association, received Sri Bhatia, Sri Viswanathan and other delegates. Messages wishing success to the Conference from our leaders and prominent printers were read out by Sri H. Ghosh of the Indian Press.

Appeal for Recognising Printing Industry

SRI T. K. GHOSH'S WELCOME ADDRESS

It is a great pleasure for me to welcome you in this historic city on behalf of the Reception Committee of the Fourth Session of the All-India Printers' Conference and Exhibition. The importance of Prayag has been well-known since time immemorial and I hope many of you will feel inspired in the environments of this holy city. I need not recall the past glories of this city, but even today it is recognised as one of the foremost cultural centres of Northern India. Although the seat of the Government has been transferred to Lucknow, the High Court of the biggest State of the Union is situated here along with one of the biggest Universities in the country. It should also be noted that two of the oldest news-

papers of the country are published from this city. Many other factors have contributed to make Allahabad a big centre of the printing industry in this city. I am very much happy to say that the All-India Printers' Conference has now taken a definite shape and although young in age, it is full of vitality. Its annual session serve as a common platform or meeting ground for those concerned in the printing industry and facilitate mutual discussion or the difficulties, technical and otherwise, facing the industry and exchange of views on various other matters pertaining to the industry. The Conference has already been recognised by the Government of India and also the State Governments. Several of



Sri T. Basu, presenting the Welcome Address of the Chairman of the Reception Committee. Seated to his left is Sri L. M. Bhatia, Joint Secretary, Industries Department, U. P. Government.

our resolutions have already been accepted by the authorities and I should particularly mention the establishment of printing schools in this country. In Madras the School of Printing Technology was inaugurated on the 8th August, 1955, and the school building in Calcutta has already been completed. According to our previous representation the suggestion for opening of a school at Allahabad and other places has already been accepted by the Government of India. It is hoped that the proposed institution at Allahabad will be able to supply the needs of the northern region of India. Arrangements have also been made to start one more school at Bombay.

NEED FOR PRINTING MECHANICS

With regard to our representation for the manufacture of printing machinery in this country, the Government of India have recently announced the principle of manufacturing heavy and light machineries in this country with or without foreign technical aids. We have been given to understand that the item of printing machinery has also been included in the programme. In view of this programme, announced by the

Government, I feel, there is a crying need for creating technicians who would be able to deal with the manufacture, repair and other works connected with the machinery required in the printing industry. I would, therefore, draw your attention to this particular aspect of the matter.

You must be aware that under the auspices of our Conference we have been holding exhibitions of printing and allied industrial machineries and equipment from year to year. It has given the Indian printers the opportunity of obtaining first-hand information about the progress and development of the printing industry in other advanced countries. It has, no doubt, inspired the Ministry of Information and Broadcasting to make the State Awards in printing and designing. We also feel encouraged by this sort of sympathetic gestures by the Government of India, and it is hoped it will help to develop the industry on right lines.

HUGE EXPANSION

The printing industry in India has got a great future. The spread of education under the various schemes inaugurated by the Central and State Governments

will require huge expansion of the industry. Further, the expansion should be with modernised machineries, with a view to reducing the cost and improving the standard of printing. It will require huge capital expenditure, but I always feel perplexed when I think about the future of this very important and most neglected industry. It has been built up on private initiative and with moderate resources. The running expense of printing press is comparatively heavy, since the raw materials, viz., paper and ink, have got to be purchased for cash. Expenditures of management and labour have also to be met from cash resources. As against these regular expenses the manufactured goods, viz., the printed materials have got to be sold on credit, since there is a keen competition and the margin of profit is slender; whereas, the period of realization of the bills is most uncertain. It is not possible to obtain financial accommodation from the banks either for the purchase of machineries or against the bills realizable from the customers. It is really a wonder how the printing industry in India has been able to exist under the pressure of such adverse circumstances. It is a lamentable fact that there is no financial organization in India, whether it be insurance company or the State Financial Corporations who are authorised to advance money on the security of printing machines. I am not, therefore, surprised that the promoters of printing presses often suffer from heavy losses and change of ownership of such concerns has become a normal feature in this country.

GRANT LONG-TERM CREDITS

I, therefore, appeal to the Government of India to give recognition to the printing industry and frame such rules as may allow the Industrial Finance Corporation and State Finance Corporations to grant long term credits to the printing industry. If the printing industry is not allowed to develop along with other industries we may be faced with great difficulties. It is reported that owing to the dearth of printing facilities the authorities of Pakistan were compelled to print text-books in the United States at a comparatively high

cost. I sincerely hope that our Government will rise to the occasion and grant us such facilities as may enable us to expand properly.

ALLOW MORE NEWSPRINT

It has been brought to my notice by many of the printers that non-availability of newsprints has made it difficult for them to print and publish cheaper text-books. The Government of India, it may be noted, have prohibited the sale of newsprints to those who are not actual publishers of newspapers, in order to protect the Indian paper industry. During the period of the World War II when the availability of newsprints has been very scarce, the Indian newspaper publishers always recommended to the Government of India the allocation of a small portion of newsprints to the printing industry for the publication of cheaper text-books and almanacs. I personally attended many meetings of the Newsprint Advisory Council and advised the Government so that the printing industry may obtain a fair share of the newsprint imports for cheaper publications. I will, therefore, request the Government of India to reconsider the matter and allocate a portion of the newsprint imports to the printing industry in general.

On behalf of the Reception Committee I take the opportunity of thanking Sri Chandra Bhanu Gupta, Minister of Commerce and Industries, for having kindly consented to inaugurate the Conference and formally open the exhibition. I also express my grateful thanks to Sri B. Malik, former Chief Justice of the Allahabad High Court, for kindly accepting our invitation to distribute the prizes and other awards to the exhibitors. I thank, again, all the manufacturers and their representatives in India, who have participated in the exhibition with many interesting and useful productions.

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SRI C. B. GUPTA'S INAUGURAL ADDRESS

AFTER the welcome address, Sri Bhatia thanked the Organisers of the Conference for inviting the Industries Minister to inaugurate the Conference. He regretted that due to very unavoidable circumstances, the Industries Minister could not attend the Conference and he declared the Conference open on behalf of Minister Sri C. B. Gupta.

Sri Gupta in his address said :

I am thankful to you for inviting me here today and giving me an opportunity to discuss with you some of the pressing problems of your industry. Printing is not merely a business proposition, but is also a creative art and above all is an essential appurtenant to our modern civilization. The printed newspapers, books, pamphlets and posters are the greatest vehicles of thought and information. The development of printing press presents a remarkable history of achievement. The man has understood better and taken more active interest in the world around him, as the printing technology has advanced and the publication of literature has grown cheap.

The printing industry is also very important from the employment angle. I understand, there are at present nearly 20,000 private presses in India of varying size, each employing from 9 to 1,000 men. The majority of them are, however, small printing houses. Taking an average of 20 hands in each of them, there are about four lakh skilled and semi-skilled workers in this industry, providing food to about sixteen lakh lives. The allied industries like the manufacture of paper, ink and type and other printing equipment sustain an equal number of persons. So the printers are in no way a minority community. In fact, the printing industry comes within the top ranking half a dozen trades and industries in India, so far as the employment potential is concerned. Moreover, the printing concerns are scattered all over the country, while the scope of other industries is

circumscribed by geographical and economic factors.

THE GREATEST NEED

The future holds out vast prospects for your industry. In terms of paper consumption, which is an index to your working capacity, we are yet on the lowest rung of the ladder among the progressive countries. With the fastly increasing literacy and the taste in the people to read books, the printing presses will be required to produce more literature. Many improvements and adjustments are, however, necessary to fulfil the new task. The greatest need in the sphere of printing today is of efficiency and economy.

It is now for over 150 years that your industry has been flourishing in India, but the general run of printing work, produced by our presses is of just ordinary or even poor quality. The printing houses, capable of turning out attractive and good specimens are only a few and concentrated at selected centres. Printers alone are not to be blamed for this malady. In fact, printing is a tedious and delicate task, depending upon several variable and uncertain factors, ranging from paper to weather.

INDIAN PAPER MILLS

The two-third of the country's annual requirement of three lakh tons of paper is met by our own mills. It is, however, regrettable that the Indian mills have not been able to ensure regular supply of good quality paper at economic rates. The Government have been giving them ample assistance and protection. The U. P. Government have stopped the consumption of foreign manufactured paper for their publications in order to provide further incentive to indigenous mills. We are also supplying scrap paper to U. P. mills at cheap rates and doing our best to promote the traditional industry of hand-made paper in the State.



Sri L. M. Bhatia, presenting the Inaugural Address of Sri C. B. Gupta, Minister for Industries, Planning, Health and Supplies, U. P. Government.

I hope, the Indian paper mills are also alive to this problem and the quality of their products will steadily improve.

IMPORTANCE OF TRAINED WORKERS

Another problem of equal importance is of trained workers in the presses. Most of the concerns have been carrying on with illiterate craftsmen with hardly any proper training. This works as a great handicap in producing good type of printing. The Government are conscious of this difficulty and are opening regional schools of printing technology. Such institutions are already working at Madras and Calcutta. As you are aware, another two are being opened at Bombay and Allahabad. The U. P. Government have drawn up a scheme, costing Rs. 10.5 lakhs, for the institute to be established at Allahabad, which, with more than 500 printing houses, is one of the biggest centres of the industry in Northern India.

COURSES FOR WORKMEN

I am glad that your organization has been showing keen interest in the establishment of these institutes. Active co-operation of the individual printers is also essential for the success of the scheme. They must understand that it is the printers themselves, who benefit most, if the quality of their technical personnel improves. So they should en-

courage their workmen to undertake courses at the new Regional Schools of Printing Technology. Moreover, big establishments can run night classes for imparting theoretical instructions to the employees to supplement practical work, in which they are engaged during the day. Correspondence courses and small booklets in Hindi and regional languages about the different types of technical and managerial hands, employed in the presses, would also prove very useful.

SERVICING DIFFICULTIES

The supply of machinery and accessories presents many hazards before the printers. They have always been complaining that the service, provided by the manufacturers and suppliers is unsatisfactory. Moreover, the prices of the machines and spare parts, manufactured by big firms even in India are very high. I am glad that the Central Government are exploring avenues for the production of printing machinery and spare parts in the country, which have so far to be imported from outside. I would suggest that your Federation should try to provide facilities for expert servicing and inspection of machinery in collaboration with the manufacturers and suppliers. Such help is, perhaps, needed most by the printers in outlying places.

To achieve improvement in the quality of printing, the type foundry industry

should also expand and improve. Good display type is a rarity in Indian languages and even in Hindi. So is the case with the printing ink. The stuff generally used by the presses is hardly satisfactory. I am sure, your organization is well aware of all these shortcomings. What is now needed is concerted action. Your Federation has to fight on many fronts. It should, therefore, be very broad based and representative. You have particularly to draw in your ambit the bulk of small printers, who form the backbone of the entire industry.

In this age of specialization and improving techniques the small printing houses cannot live by themselves. They cannot face the various hazards individually. So your organization should try to foster a co-operative spirit among them and encourage them to specialize in different functions and types of work, connected with printing, instead of each one trying to perform all or most of them at the same time. For solving the difficulties of the press people in different fields, I would suggest that the representatives of important trades and industries connected with printing, like manufacture and supply of paper, ink, type and machinery should come closer, if necessary, by forming an inter-industry association, to advance their common cause of producing better and cheaper printed literature.

CREATE GOOD TASTE

One of the main reasons, given by our printers for the usually poor quality of work, is that the people at large are not appreciative of good printing, which requires more care and cost. It might be true to some extent, but this is not the entire truth. Good quality of printing is not available at most of the places and it is quite tedious and expensive to get work done at good printing houses, so the people have no other alternative than to be contented with whatever is available locally. The printers themselves will have to take a lead in improving their quality of work and thereby creating a taste in the general public for it. I am

glad that the exhibition, organized by your Federation along with its annual session induces the printers to improve their performance. The competition, introduced recently, will also go a long way in this sphere. You would not only be serving your own cause, but also of the entire society, if you endeavour to produce cheap, but attractive books, like the sixpence Penguin series, in regional languages. Similar is the case with children's literature. There is a great dearth of good and educative books for our children. They present a lucrative and vast field for the printing industry. I hope, you would give your particular attention to this aspect as well.

GOVT. WORK TO PRIVATE PRESSES

Last, but not the least is the question of Government printing work given to the private presses. You have often been raising your voice against the expansion of Government presses, as it reduces the scope of work for the private ones. I am afraid, you are unduly apprehensive in this regard. With the march of democracy the Central and State Governments need increasingly large volume of printed literature to feed the people and transact their own business. They cannot depend on the private presses for the publication of all their documents. So the Government presses have got to be expanded and improved. The private printers, would, however, also have their due share. For example, the volume of work given to private presses by the U. P. Government at present is the same, as it was in 1946. There was some increase during a few intervening years, which has now been off-set by the expansion in our Government press. So I would assure that the private printers need not be afraid that Government work will be totally snatched away from their hands by the State presses. No national Government can afford to unduly injure the interests of an important industry like yours.

I once again thank you for the honour you have done me today and declare this Conference open.



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SRI S. VISWANATHAN'S, PRESIDENTIAL ADDRESS

I am deeply indebted to the Uttar Pradesh Publishers' Association for the great honour they have done me in inviting me to preside over this Conference. This honour is in a sense unique since I happen to be the retiring President, and hence I do appreciate the invitation all the more. For the same reason, indeed, I should not conceal from you some diffidence I felt at first on being invited to preside under these circumstances. But then as a printer, anxious about the progress and welfare of my brother-printers, I thought it my duty to accept this kind invitation as it gives me an opportunity of sharing with you some thoughts which seem to me to bear on certain basic problems facing the printing industry in our country.

Ladies and Gentlemen, this as you know is the fourth session of the All-India Printers' Conference. Looking over the work accomplished during the last three years, it is a matter of joy to all of us to know how the All-India Federation of Master Printers has been growing from strength to strength; it has been recognised by the Government of India as

the only organization that can deliver the goods on behalf of the printing industry in the country, and on the part of the printers, they know full well that the Federation is there to safeguard their interest and to take all steps necessary for the improvement of the industry.

REGIONAL SCHOOLS OF PRINTING

One of the subjects discussed by this Conference at its first session was the training of technical personnel. I take this opportunity to thank the Government of India on behalf of our Federation for having acceded to our request. The Government have sanctioned the starting of Regional Schools in four places: Madras, Calcutta, Allahabad and Bombay. The Government of Madras has enlarged the printing department of their Central Polytechnic into a Regional School which has begun functioning since the beginning of this academic year. An advisory committee consisting of Government officials and private printers has just been appointed to advise the Government on the successful working of this institution. I am glad to say that at the meeting of this advisory committee which met recently, the site and plan of the new building were approved, a list of equipment drawn up and other details regarding the courses offered, etc., were discussed. I am sure that if the Government of Madras would go by the advice of this committee, this institution is bound to train enough technical personnel for the southern region of our sub-continent.

The Government of West Bengal and the enthusiasm of our friends in the printing industry in Calcutta have been responsible for the coming up of a huge building for the Regional School in that place which has already acquired a number of useful machinery. This school will start functioning before long. Its management has been vested in a Committee



Sri S. Viswanathan, President of the A.I.F.M.P. delivering the Presidential Address.

consisting of officials and representatives of the printing industry.

The Government of Bombay have been consulting representatives of the Printers' Association in that city regarding the location and other details of the school to be started there. The fourth school will, I hope, be established in this holy and historic city of Allahabad before long. But here I have to utter a word of warning to the Governments concerned that they should not consider these Regional Schools as additional Government Presses where they can get their printing work done.

MODERNISE YOUR MACHINES

I should also add that great care should be bestowed in the selection of the teaching personnel in these Regional Schools and that the members of the staff are given ample opportunity to acquaint themselves with the latest advances made in other countries. It is well known that within the past five or six years, the method of printing has undergone a revolutionary change. The IPEX has revealed that printing can now be done without types. Other machineries displayed at this exhibition would enable the modern printer to increase his output to a very great extent at much less expense. The offset and photo-gravure methods are replacing letterpress printing in other countries.

Only in our country do we still cling on to the age-old method of hand-setting and printing on machines which are infirm and out-moded. Unless these machines are modernised, it will not be possible for the printer, however clever he might be, to do quality work. But his poverty stands in the way of rehabilitating and renewing his machinery. I would earnestly request the Government of India to come to his aid by advancing loans for purchase of new machinery as well as for replacement.

It has often been said that the quality of printing in our country is not what it should be. The reason for this is not far to seek. Our former Government gave no opportunity whatsoever for us to produce quality printing. Commerce being in

their hands, they had imported all their sales material from other countries so that our presses had no opportunity of getting a good customer in the country. It is a sad fact that the public in our country are not prepared to pay for quality printing, but wherever there has been demand for this, the printer has always risen to the occasion and proved that if there is a market, he is always prepared to improve the standard, as has been seen from the exhibits during the last three Conferences and at Delhi very recently where competitions have been held and prizes awarded for quality work. Those who have seen these exhibits would never level this accusation against our printers but would know that we are not incapable of producing quality work.

STANDARDISE THE RATES

In this respect, I am sorry to say that the various State Governments and the Central Government are also responsible for not creating that atmosphere which would induce the printers to do good work. Their policy of accepting only the lowest tender has been responsible for a keen competition especially among small printers. Smaller establishments in their anxiety to get some work going in their presses, have been lowering their rates to such an extent that, recently, I found in the State of Madras that Government have been trying to get the electoral roll work done at an absurdly low rate of about Rs. 3/2 for a foolscap page, setting, machining and binding inclusive. It is evident that those printers who do this work would not get anything out of it, nay I would not be surprised if a great many of them lose on this job. No Government should take advantage of the economic conditions of a printer. It is high time that the State as well as the Central Governments appoint committees consisting of Superintendents of Government presses and private printers to standardise the rates and get their work done only at these rates. Unless this is done, I am afraid the printer will have no future in this country, nor can he have any aptitude or even inclination for doing quality work.

Another factor which has contributed to the low standard of printing in our country is the poor quality of indigenous material. Every printer would have found that during the past five years there has been a sharp climb-down in the quality of paper produced by our mills. In the same ream of paper, are found sheets of varying thickness which makes it impossible for any printer to have uniform inking and very often one side of the paper is rough while the other is smooth and yet the manufacturers have called them fine printing paper! It is so with ink as well. It is high time that the Government insist on these mills to standardise their production and not take advantage of the protection given by the Government by their import policy and produce material of indifferent quality knowing full well that the printers cannot but buy them.

IMPORT DIFFICULTIES

Speaking of the import policy, I am sorry that, in spite of repeated demands and requests, the Central Government have not changed their policy in this respect. Printers and printing machinery importers still experience great difficulty in importing their requisites like spare parts, etc. One notable event that has affected the printing industry and publishing trade at all levels during the past year has been removal of newsprint from the Open General Licence and restricting its use by the newspapers only. This has taken away from the printer the only cheap paper on which he has been doing quite a lot of work and disabled the publisher from producing books, which would be cheap enough for the masses. This does not at all agree with the ostensible policy of the Central Government to make education cheap as aimed at in their Second Five-Year Plan. It is a matter of surprise that all efforts on the part of our Federation, Publishers' Associations, Paper Merchants' Associations and the public have had no effect whatsoever on our National Government. Perhaps this is the only instance where public opinion has been utterly disregarded.

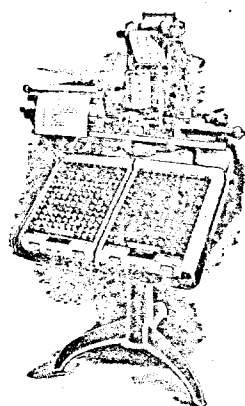
I am informed that all efforts of the

Federation to get special facilities for the delegates to attend the annual conferences of printers at railway concessional rates have been futile. I am surprised at it since these annual conferences are attended by printers from all over the country as can be seen in this hall. Hence the Government, I dare say, will not be giving us too great a concession in this regard. The exhibition and discussion in these conferences are indeed a necessary education in themselves and I would request the Government to give railway concessions to the delegates even as they have been doing so in every other deserving case.

It would be a great help indeed if our Government and other foreign Governments would provide facilities to Indian printers for short tours to other countries, as this will enable them to see leading printing presses and printing machine factories in those countries. This I am sure will educate them a great deal. This is absolutely necessary, since, as stated earlier, revolutionary changes are taking place in the method of printing. I trust that some such arrangement would be feasible under the Colombo and other technical assistance plans.

MANUFACTURE OF PRINTING MACHINERY

It is high time that the Central Government should make provision for manufacture of printing machinery in our country. With the increase of adult education, the demand for books is bound to go up and whatever be the position of printers in this country today, they are bound to be in greater demand in times to come. At present, the printer has to depend on other countries for his machinery and pay a good deal more than the price he would have to pay had the machinery been produced in our country. When we can produce aircraft and locomotives, who can say that we cannot produce printing machinery? Germany and Japan have, in spite of their recent defeat, recouped their strength so effectively that today they are the leading manufacturers of printing machinery in the world. While this is so, it should be much easier for our Government to make arrangements for the availability of



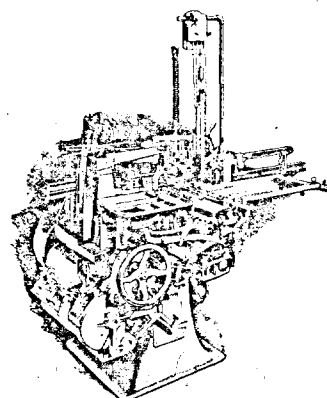
MONOTYPE

COMPOSING AND CASTING MACHINES

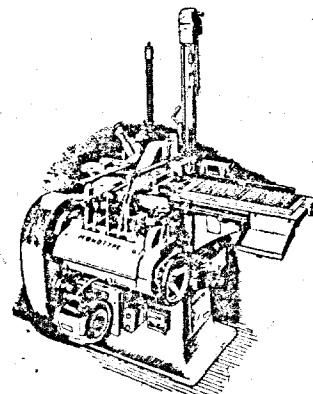
can provide all the solid setting, display type, spacing material, etc., that your composing room needs—AT MINIMUM COST.

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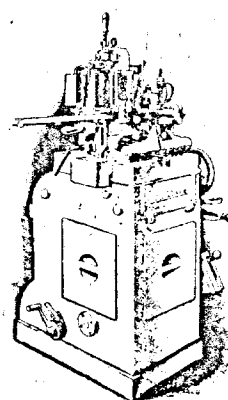
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Sri S. N. Guha Ray, General Secretary of A.I.F.M.P. proposing the Vote of Thanks.

necessary steel and other raw material to enable us to manufacture such machinery for which there is the greatest demand in our country. I am glad to find that in this respect the Central Government has been taking a census of machinery mostly used by our printers in order to know what machines they can start producing first. Let me hope that the production of such machines will be commenced before long.

Reverting to the import policy, I should thank our National Government for the complete ban they have imposed on the import of printed literature like advertising material, etc. There was a slackening of this restriction sometime back but I am glad to say that the representations made by our Federation have had an immediate response from the Government.

WELFARE OF LABOUR

I would like to refer briefly to the relationship that exists between labour and management in the printing industry. Whenever we had discussions on this subject I am glad to have noticed that members have always been anxious to see to the welfare of labour under them. Excepting in isolated instances, printers have seen that labour is properly paid and well treated. If in spite of this, there have been troubles, it has always been found that such troubles have been

started by those who do not belong to the profession whose interest they profess to champion. It would be a good day indeed if all labour unions would choose their office-bearers from their own rank and file.

I would also refer to certain sections in the Factories Act which present great difficulties in our day-to-day work. Governments do not realise this since Government Presses are always exempt from such rules. It is indeed a pity that in a democratic set-up like ours, there should be one rule for the Government and another for the people. If only Government Presses and Factories are brought under this Act, I have no hesitation whatsoever that before long, there would be a complete amendment of very many of the sections of this Act.

It has been brought to my notice that since employees' State Insurance Scheme has come into operation, the attendance in the factories in these areas have been greatly affected. I am afraid that unless something is done to educate the labour in these areas, it is bound to tell on the turn-over to a very great extent.

Before I finish my speech, I cannot but refer to another important achievement of our Federation in having started the publication of the *Bulletin*. The few numbers that have come out will convince every printer in the country of the laudable aims and objects of the *Bulletin*. Even within such a short time, a number of useful articles have appeared in the Journal. I am sure that every printer in the country would take advantage of this publication. Let me add that the *Bulletin* is also the medium through which the Federation can get at the printer even at the remotest corner of our land and vice versa.

WHY TAX ON KNOWLEDGE?

I hope I will not be trying your patience by referring to the excise duty on paper. The paper manufacturers have now passed on to the consumer the 10% duty imposed on them. That is the way of trade everywhere, but not I believe in certain western countries. If the Government cannot make necessary adjustments so that the consumer does not suffer

thereby, indeed who can do so? If the Government be poor or feeble, who can be rich or strong? Any way let us see as far as possible that a tax on knowledge is not imposed in this land of Bharata Varsha, or if imposed that it is at least minimised.

It is said that there are about ten thousand printing presses in our country, but there are not Printers' Associations in all our cities. Only if such associations are organised would we be able to impress on our Governments the importance of our industry, not to mention, help ourselves in ever so many ways. I would appeal to every printer to take immediate steps for the formation of local associations and get them affiliated to the Federation before long.

I would take this opportunity of thanking my brethren at Madras for having elected me as the President of the Federation last year. I do not know how far I have fulfilled their expectations of me. But there are limitations to what anybody can do under the circumstances in which I found myself. Let me hope that I have not disappointed them.

Lastly, Ladies and Gentlemen, I thank you for the patience with which you have been hearing me all his time. I am sure Allahabad, the home town of our Prime Minister, containing as it does, the embodiment of sacrifice of many of our countrymen in their freedom fight, hallowed by the union of the sacred rivers of Ganga, Saraswati and Yamuna, would inspire us and take us to the lofty heights that are so necessary to elevate ourselves in the interest of our beloved country both in our discussions as well as in our decisions during this Conference.

Messages

THE messages received from many prominent leaders of our country were read out by Sri H. Ghosh, Organising Secretary, the chief among them being from our Prime Minister and the Vice-President.



Sri H. Ghosh reading the messages

Prime Minister Pandit Nehru :

'I am glad to know that the the fourth session of the All-India Printers' Conference and Exhibition' is going to be held in Allahabad under the auspices of the All-India Federation of Master Printers.

'Printing and book binding have made considerable progress in India. The time has come, however, when we should advance much more. I imagine that the printing and publishing of books will rapidly increase in India. This would anyhow take place because of the widening of education and the increase of the reading public. Apart from this, there is the necessity for encouraging our Indian languages. The Five-Year Plan means a great increase in industry and in technological subjects. All this requires books on such subjects. Indeed, there can be little progress in the country if it is not backed up by large-scale production of suitable books.

'I am glad that Allahabad will soon have a school of printing technology which the Government of India are setting up there. Because of all this, this Conference of All-India Printers is of particular importance and I send it my good wishes.'

Vice-President Dr. S. Radhakrishnan :

I hope your conference will help to improve the standards of your printing.

PRINTECH March 1956

Resolutions Passed in Printers' Conference

THE All-India Federation of Master Printers, which held its Fourth Session under the Presidentship of Sri S. Viswanathan of Madras, passed many resolutions concerning many questions of vital importance to the printing industry of our country.

Following are the resolutions adopted at the session held at Allahabad on 25th and 26th February 1956 :

At the outset the Conference passed condolence resolutions to mourn the deaths of many prominent leaders, printers and publishers.

THANKS TO MANUFACTURERS

This Conference conveys its thanks to all the manufacturers of printing and allied industrial machineries and equipments and their representatives for rendering their whole-hearted co-operation in making the exhibitions convened under the auspices of the various sessions of the All-India Printers' Conference and Exhibition a great success, which has been responsible for introduction into the remotest parts of India modern printing equipments and methods.

STATE AWARDS

Resolved that this Conference of the Master Printers of India appreciates the move by the Government of India in the institution of State Awards in Printing, Display and Designs as this will greatly help in the development of printing in the country.

GOVT. PRESSES EXPANSION

This Conference views with concern the persistence of the Central and State Governments in their present policy of expanding their existing printing presses and establishing new ones in spite of repeated representations against such policy by the All-India Federation of Master Printers as it has proved everywhere in the world uneconomical and conducive to inefficiency.

This Conference urges that the Govern-

ments will not further pursue their present policy of expansion.

A.I.F.M.P. REPRESENTATION

It is noted with great satisfaction that the Government of India has been increasingly taking more interest in the printing industry. This Conference urges the Government to give due and proper representation to the All-India Federation of Master Printers on the committees appointed by them for various activities connected with the graphic arts.

IMPORT POLICY

In view of the importance of the printing industry in our country and in view of the fact that it is in the fitness of things that such an important industry must be given due and full opportunity in the framing of import policy, this Conference urges upon the Government of India to give the All-India Federation of Master Printers representation on the Import Advisory Council.

ENQUIRY INTO PRICE STRUCTURE

This Conference of Master Printers of India urges upon the Government of India to institute an enquiry under the Tariff Act into the present price structure of paper and board.

IMPORT OF SALES LITERATURE

This Conference of Master Printers of India expresses its gratification at the Government of India's policy restricting the import of sales promotion literatures.

STANDARDISING TYPE ALLOY

This Conference requests the type founders of India to standardise the specification of the metal alloy used in the manufacture of foundry types and other composing materials with the help of the Indian Standards Institution.

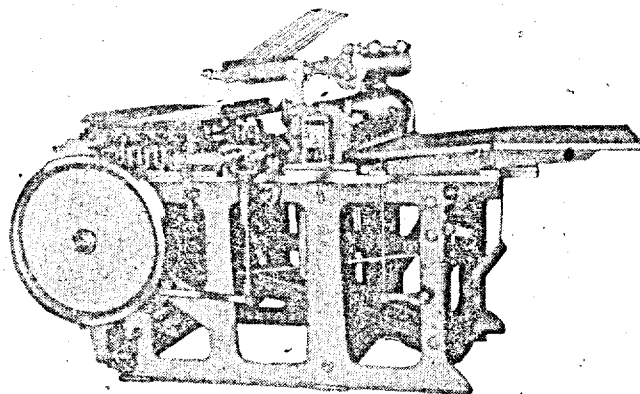
FINANCIAL AID TO PRINTERS

This Conference of Master Printers of India requests the Union and State Governments to extend financial aids in the form of loans for the purchase and

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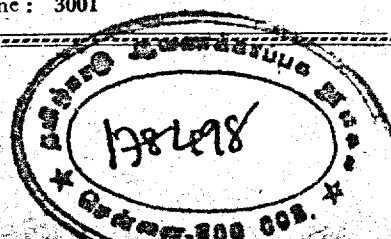
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Sri G. U. Mehta, Vice-President of A.I.F.M.P. discussing one of the resolutions

supply of machinery and equipment on easy terms to the printers for the development of the industry.

REGIONAL SCHOOLS OF PRINTING

This Conference of Master Printers of India expresses its gratefulness to the Union Ministry of Education and the Governments of West Bengal, Uttar Pradesh, Madras and Bombay for the establishment of Regional Schools of Printing Technology in the different States. It requests the Government of U. P. and Bombay to form autonomous governing bodies with the representatives of the local printers' associations, the All-India Federation of Master Printers and other officials and non-officials interested to run the schools efficiently.

SUPPORT TO SCHOOLS

This Conference of Master Printers of India requests the printing industry to extend its full-hearted support to the Governing Councils of Regional Printing Schools in the shape of contributions and giving facilities to its employees in attending the various courses of the schools.

EXPORT OF INDIAN PRINT

This Conference thanks the Government of India for the formation of the Export Promotion Councils to promote export of Indian products. This Confer-

ence is of the opinion that there is a good export potentiality of Indian printed books and materials and this Conference requests the Government of India to include printed books and materials in the schedule of Export Promotion Scheme to enable the exporters to claim draw back of duty paid on imported materials used in such exported products.

GOVT. MONOPOLY OF TEXT-BOOKS

This Conference of Master Printers of India views with grave concern the policy of introducing Government monopoly of text-books in several States, thereby shutting our competition and depriving printers and publishers of their only means of livelihood while it is their declared and oft-repeated policy to find employment for all.

This Conference, therefore urges the Government at the Centre and the States to stop this policy of introducing monopoly of text books not only to allow the printers of their fundamental rights of existence but also to stop possible deterioration in the quality of books as also probable indoctrination which is against the fundamentals of a welfare democracy.

STANDARD RATE FOR GOVT. JOBS

This Conference of Master Printers of India urges upon the Central and State Governments to set up committees with

representatives from the All-India Federation of Master Printers and different State associations and Superintendents of various Government Presses to fix up a standard rate of printing of Government jobs and request the Governments not to encourage competition amongst the printers by placing orders for Government jobs at the lowest uneconomical rates leading the printers to ruin.

RESPECT PRINTERS' ASSOCIATIONS

This fourth session of All-India Printers requests the Government departments to respect the local and district organizations of printers in the execution of their work for them.

RAILWAY CONCESSION TO DELEGATES

This Conference of Master Printers of India views with great regret the apathy of the Railway authorities to concede to the repeated requests of the All-India Federation of Master Printers to grant concessional rates for railway journey to attend the annual conferences and exhibitions of the printers, though as a matter of fact such concessional rates are allowed in similar circumstances. This Conference, therefore, urges upon the Ministry of Railways, Government of India to reconsider the matter and allow Concessional rates of travelling to the delegates attending the annual conferences and exhibitions.

NEWSPRINT RESTRICTION

This Conference requests the Government of India to withdraw the existing ban on the use of newsprint by other than newspapers and further requests the restoration of the item under Open General Licence.

IMPORT OF BOARDS

Due to a very considerable increase in consumption of boards for the use of packaging consumer goods, such as duplex board and coated board the production of Indian mills is not sufficient to cope with their needs at present. There are instances where orders placed as much as five to six months in advance with Indian mills have not been executed. This Conference therefore requests the Chief Controller of Imports to grant the

import license for the full quota recommended by the Director of Industries.

FEDERATION 'BULLETIN'

This Conference expresses its thank to the Board of Editors and the Editor-in-Chief of the *Bulletin* of the All-India Federation of Master Printers for the good work done in the coverage of useful subjects. This Conference also requests all the printer brothers of our country to subscribe to the *Bulletin* in order to enable the Federation to make it still more useful to the printing industry. It also requests the suppliers of machineries, manufacturers of printing inks, block-makers and suppliers of other printing materials to extend their wholehearted support to the *Bulletin*.

FREIGHT CONCESSION

This Conference requests the Government of India to give concessional rate in freight to the machineries and equipments brought to industrial exhibition and allow them priority in their railway movement.

Please Note

Manufacturers of Printing
Machinery & their Agents

The next Session of A I F M P
Conference & Exhibition

will be held at

NEW DELHI

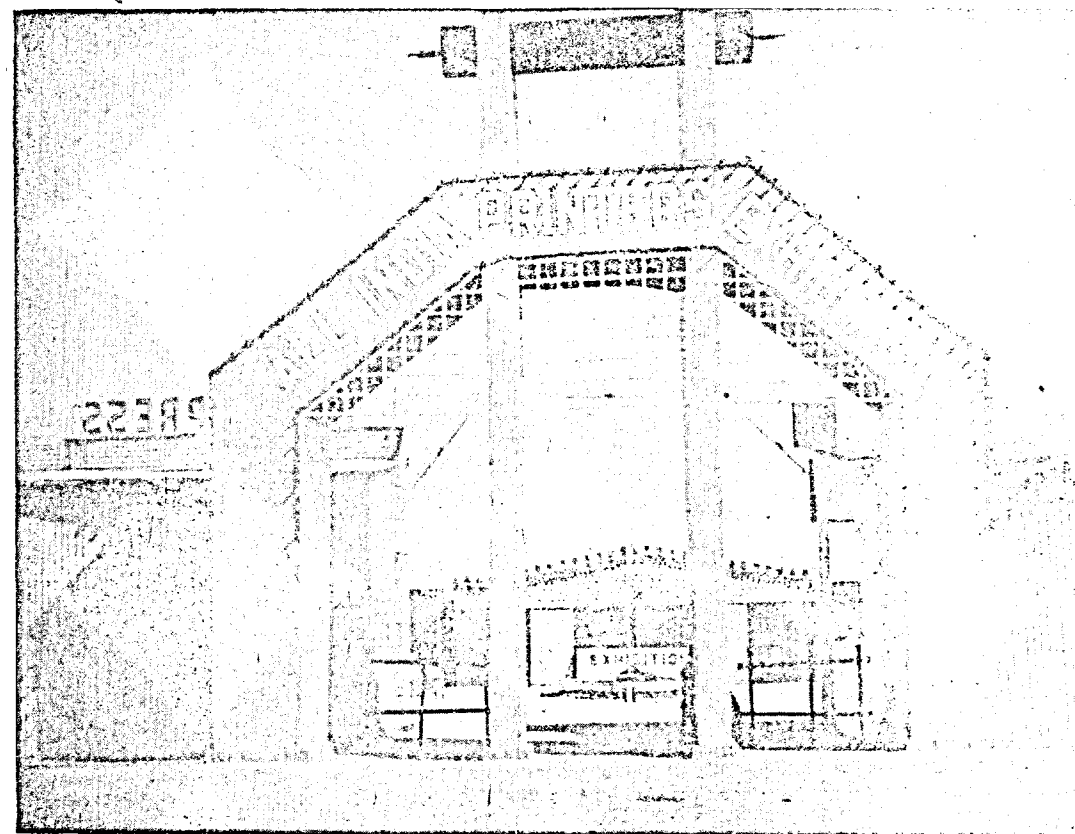
February 1957

For full particulars write to:

SECRETARY,

All-India Federation of Master Printers

11, McNichol Road,
Chetput, Madras-31.



THE All-India Printers' Exhibition organised in connection with the fourth session of the All-India Printers' Conference was opened on 25th February 1956, afternoon at the Kayastha Pathshala Inter College Grounds, Allahabad by Chief Justice B. D. Mukerji of the Allahabad High Court, in the unavoidable absence of Sri C. B. Gupta, Minister for Industries, Planning, Health and Supplies, Uttar Pradesh.

A select gathering of citizens, among whom were members of the Parliament and the State Legislature, Congressmen, Businessmen, Printers, Publishers, Journalists and Educationalists, numbering over 600 attended the opening function.

Sri H. Ghosh of the Indian Press welcomed the distinguished guest and requested him to open the exhibition. Sri Ghosh said, "It was a great day for Allahabad when the All-India Master

Printers' Federation decided Allahabad to be the venue of the fourth session of the All-India Printers' Conference and Exhibition. The Conference was inaugurated today in the morning. We are meeting now for the opening ceremony of the Exhibition. This meeting of the Master Printers at Allahabad, coming from distant parts of India has given us the greatest pleasure and opportunity to exchange our views and experiences and we are obliged to all who have come here and joined us in the ceremony. Justice Mukerji is a very busy person and despite his multifarious work and engagements, he was good enough to accept our invitation to open the exhibition."

Justice Mukerji, all the office-bearers of the Federation of Master Printers and delegates to the Conference and others were later conducted to the exhibition where they were shown the

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Justice B. D. Mukerji opening the All-India Printers' Exhibition.

large number of printing machines and printing materials as well as a large variety of printed articles.

The exhibition which was the first of its kind in Northern India attracted visitors not only from Allahabad but also from a number of neighbouring districts. Although the admission was restricted on the opening day, the number of customers was so great that within a couple of hours after opening, practically all the exhibits, one or two of which also cost nearly a lakh of rupees, were sold out thereby establishing the claim of Allahabad as the largest printing centre of Northern India. The exhibitors gave demonstrations of the various processes of printing, binding, cutting, etc., which attracted the visitors.

The centre of attraction was the hall which was decorated with lovely specimens in printing, numbering about several hundreds. They included books, magazines, calendars, cartoons and pack-

ings, posters, labels, letterheads, show-cards, binding in cloth and leather, die-embossing, process blocks and books on Indian hand-made paper and materials.

The exhibition was kept open till March 10.

DETAILS OF STALLS

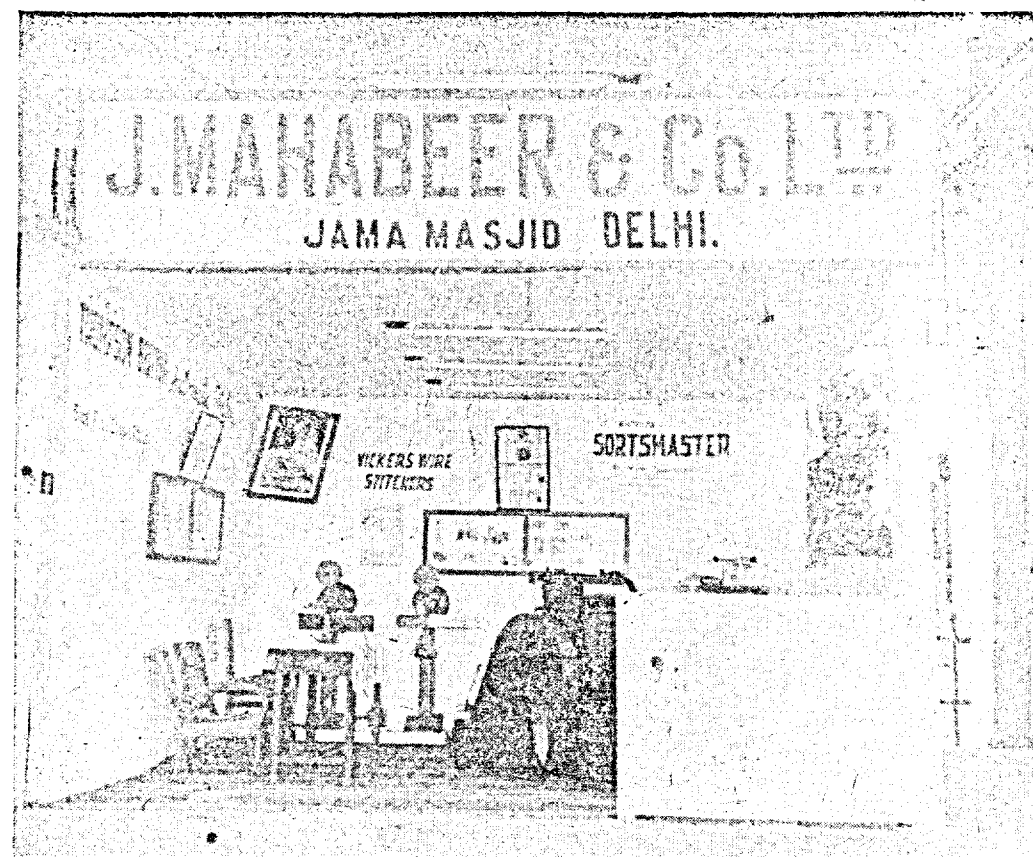
The stalls were arranged on all the four sides of a large square enclosure with a tastefully decorated entrance with a huge printers' roller symbolising the occasion. As soon as one entered, the imposing structure of the Monotype Corporation Ltd. stall, occupying the right hand centre of the enclosure, attracted the attention. To balance the layout of the Exhibition, the Graphic Machinery and Appliances Ltd. stall occupied centre of the left side of the enclosure. The other stalls were arranged in the following order from the right hand side :

J. MAHABEER & CO. LTD., DELHI

This firm displayed the British Thompson Automatic Platen (10" $\times$ 15") and Brimulta Sortsmaster for which they are the sole agents; two Vickers power operated saddle and flat stitchers. All these were being demonstrated throughout by their Engineer Sri Roshanlal Narula. Justice Mukerji who visited this stall remarked that he was no stranger to the name 'British Thompson' and he also enquired whether the Vickers Stitchers were manufactured by the same firm who are manufacturing the aeroplanes for which Sri Raghbir Pershad, Managing Director, suitably replied. Good business was transacted by this firm through their Manager Sri S. S. Sethi.

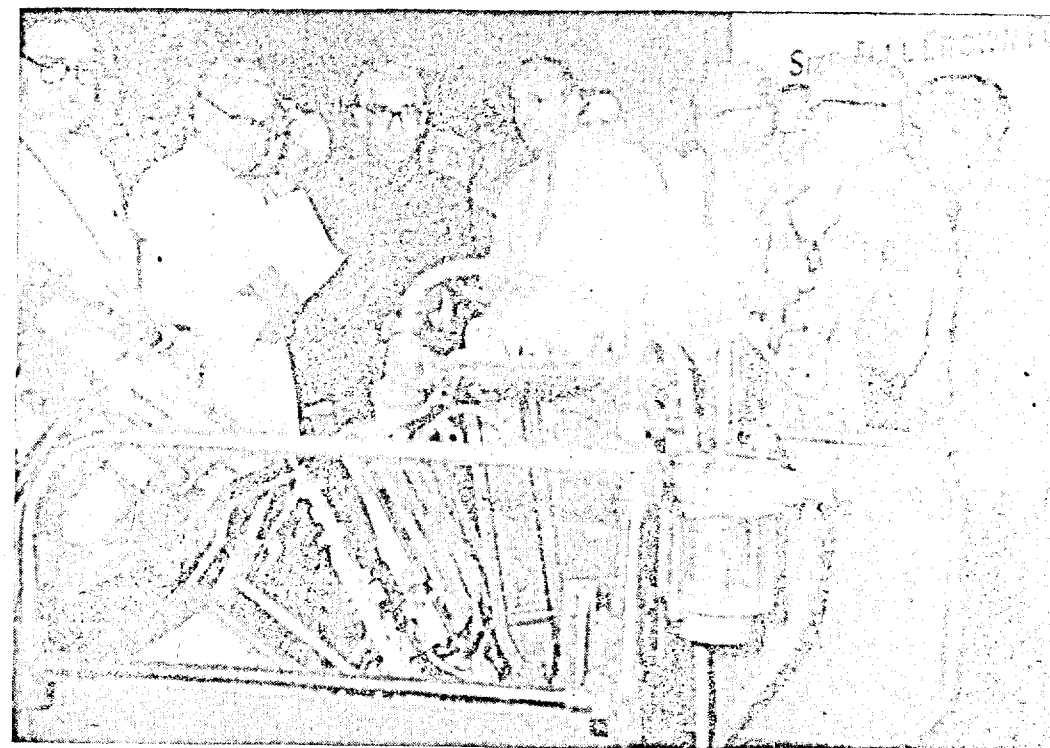
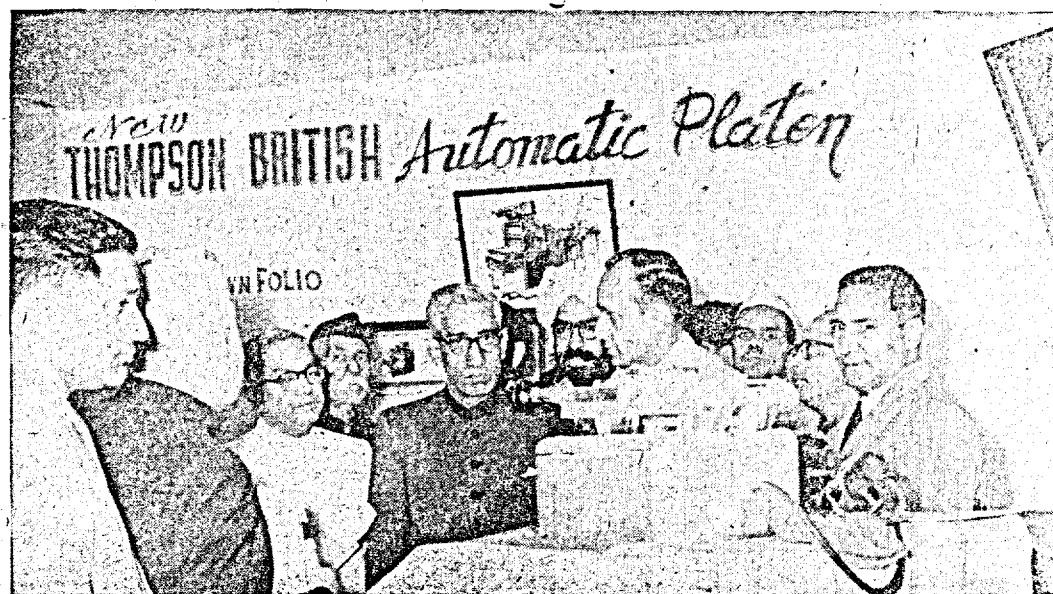
MANUBHAI SONS & CO., BOMBAY

The stall of this firm was the biggest and displayed the largest range of machinery in the whole exhibition. They displayed the 'Grafcopress' Czechoslovakian Automatic platen (10" $\times$ 15")—one latest model and another old model; 'Maxima' Czechoslovakian hydraulic paper-cutting machine (30"); 'Zetanit' Czechoslovakian thread stitching machine for book-



ABOVE—General view of J. Mahabeer & Co. Ltd., stall.

BELOW—Sri Raghbir Pershad, Managing Director, explaining the working of Brimulta Sortsmaster to Justice Mukerji and other delegates.

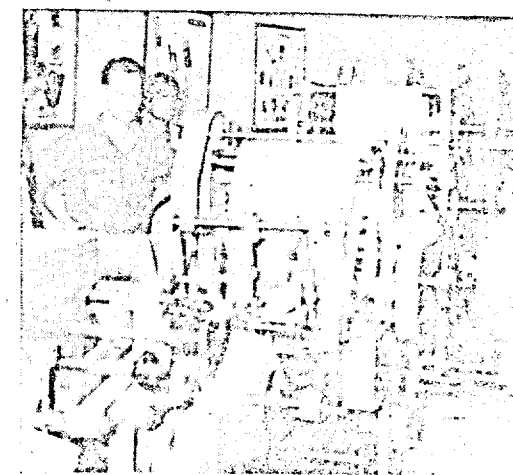


Justice Mukerji is at the British Thompson Automatic Platen at the stall of J. Mahabeer & Co. Ltd.

binding; 'Exact' T-4 cylindrical inking art platen, hand-fed, German-make (12" x 8"); 'O.P.I.' Double Crown flat-bed stop cylinder press, Japan-make; 'Perfection' 12 German wire stitching machine; 'Gebler' German wire stitching machine; 'Holweg' P-1.16 two-colour aniline printing press using Moss-type plates, reel-fed, maximum reel width 7½", French-make; 'Holweg's' reel-fed automatic paper bag making and aniline printing machine, reel width 23", three-colour unit, French-make; 'Agra-fix' treadle operated wire stitcher, power operated wire stitcher and treadle operated box stitcher.

In this stall Mr. Joseph Ulman, Engineer from Czechoslovakia and Mr. Bernard Sheer from France, Sri M. Natarajan, Manager of Bombay office and Sri V. B. G. Nath of Madras office were busy demonstrating the various machines to the delegates and visitors.

They also displayed beautiful printed specimens.



Picture shows 'Holweg's' reel-fed automatic paper bag making and aniline printing machine at Manubhai Sons & Co. with Bernard Sheer, Engineer from France, standing near the machine.

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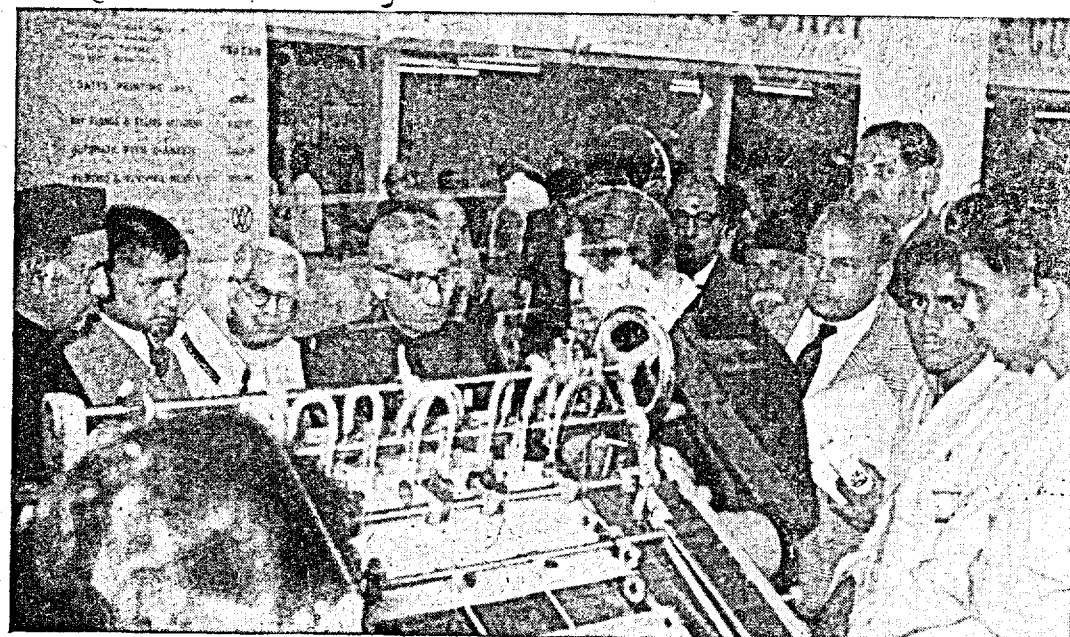
NEW DELHI : c/o JAI DAYAL KAPUR & SONS LTD.
CHAWRI BAZAAR



ABOVE—The stall of the Manubhai Sons & Co., which was the biggest and displayed the largest range of machinery in the whole exhibition.

BELOW—Busily engaged in demonstration of 'Grafopress' Automatic Platen is Sri V. B. G. Nath of Madras Office of Manubhai Sons & Co. is seen in the foreground of the picture and Mr. Joseph Ulman, Engineer from Czechoslovakia, is in the extreme right.





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

This was the only stall from the ink manufacturing concerns of our country that represented in the exhibition. This stall was well decorated and the walls were filled with fine specimens of multi-colour printing printed with their inks, collected from many parts of India. The firm distributed a number of pamphlets, booklets, charts, etc., of technical interest which would be found very useful by the printer. Their house journal *Printink* printed in English and Hindi was also distributed. On the opening day they distributed a lovely souvenir box of playing cards. Sri N. L. Contractor, Managing Director and Sri C. J. Coelho were present.

ORIENT ENGINEERING & COMMERCIAL CO. LTD., CALCUTTA

In this stall an 'Albert-Frankenthal' Automat cylinder machine (15" x 20") was being demonstrated by Mr. H. Schneyer, executing four-colour job which was very well appreciated by the visitors.

The second prize for the best stall in the exhibition was awarded to this stall.

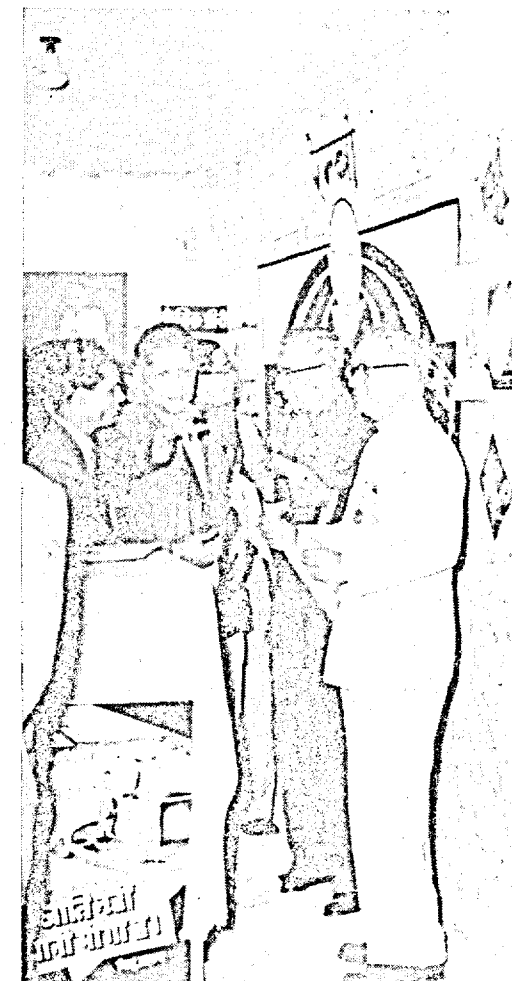
ALLIED AGENCIES, LUCKNOW

Displayed a steel galley rack four-tier to hold hundred galleys of 9" x 13" size, made in our country which was compact and convenient. A very useful equipment for composing room of many of our local presses. Mr. J. Schemmen was explaining this to the visitors.

THE PRINTERS HOUSE LTD. NEW DELHI

They displayed Dutch Mercedes automatic cylinder printing machine of 15" x 20" which was on demonstration. 'Martini' thread stitching and knotting machine; 'Varityper' and photo copying machines. Sri Kohli, Managing Director was present.

Opposite Page: Top picture shows the general view of the Rainbow Ink & Varnish Mfg. Co. Ltd. stall. The bottom picture shows Mr. H. Schneyer of Orient Engg. & Commercial Co. Ltd. explaining the working of the Albert automat machine to Justice Mukerji.



Justice Mukerji in Rainbow Ink & Varnish Mfg. Co., Ltd. Sri C. J. Coelho, Sales Manager is seen to his right.

BURMAH-SHELL

For the first time in printers' exhibition this firm participated and displayed well printed and unique sales promotion literatures, showcards, and advertising brochures of high order. These pieces of printed specimens were a feast to the onlookers and gave much thought in layout and design. They also displayed samples of important lubricating oils used for the printing machines, and various grades of oil used in the printing ink manufacture.

PHONE : -24254

GRAMS : SUNFLOWER

J. MAHABEER & CO. LTD.

JAMA MASJID, DELHI

Suppliers of complete ranges of Machinery for the
GRAPHIC ARTS & ALLIED INDUSTRIES

Sole Agents :

THOMPSON-BRITISH AUTO-PLATEN
CHAS.-BUDD PHOTOGRAPHIC EQUIPMENTS
EDINA ROLLER COMPOSITION—ENGLISH MAKE
BRIMULTA SORTSMASER

Largest Stockists of :

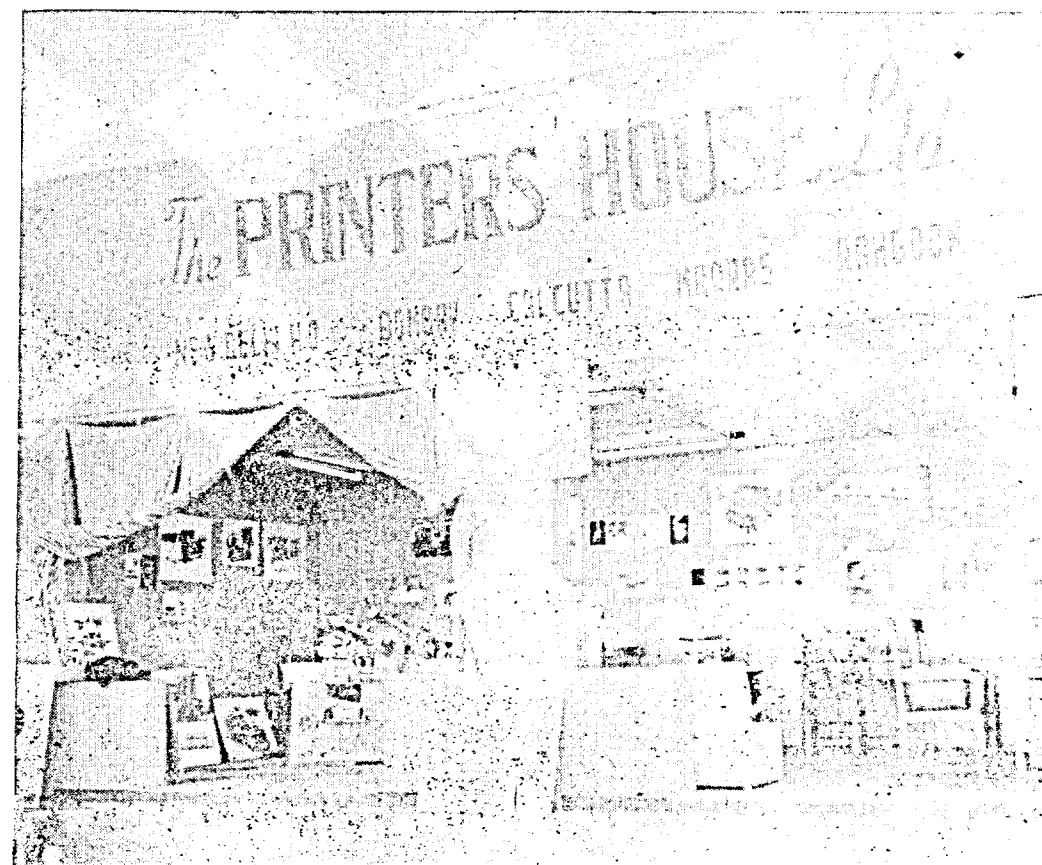
REBUILT PRINTING MACHINERY
(Offset & Letterpress)

of high grade quality and all kinds
of

PRINTING MATERIAL

ALL SALES BACKED BY OUR EXPERIENCED ENGINEERS
THROUGHOUT INDIA

OUR MOTTO IS
QUALITY & SERVICE
TO THE TRADE



Stall of the Printers House Ltd.

U. P. GOVERNMENT PRESS ALLAHABAD

The theme of this stall was "Printing
Hundred Years Before." They displayed
and demonstrated how printing was done
in the earlier days.

BHARAT ENGINEERING WORKS ALLAHABAD

They displayed many designs of Hindi
types and dies. The most interesting as-
pect in this stall was the practical
demonstration given by Mr. Mohd. Nairu
an eighty-year-old engraver who showed
a marvellous skill in fine engravings.

RHOTAS INDUSTRIES LTD. CALCUTTA

Displayed varieties of M. G. Pressings,
boards and other wrapping papers. There

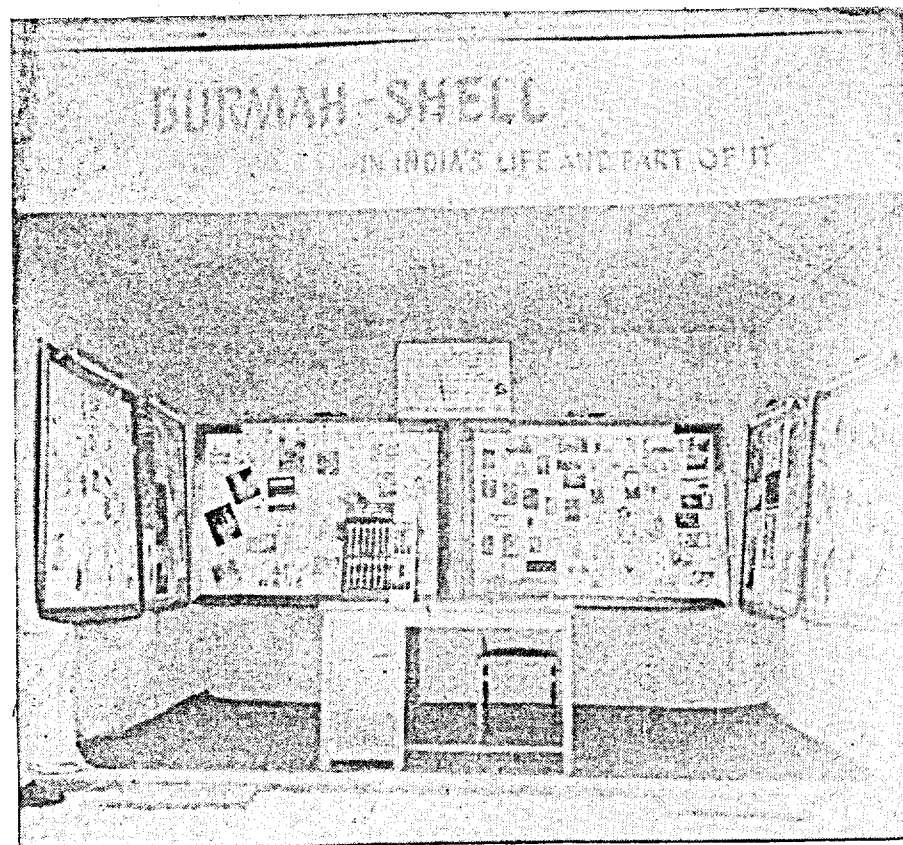
was also a model of the 'Fourdrinier'
paper making machine.

INDIAN PRESS (Publications) LTD. ALLAHABAD

Displayed the specimens of wide variety
of publications of an high order and
specimens of type faces manufactured by
Hind Type Foundry.

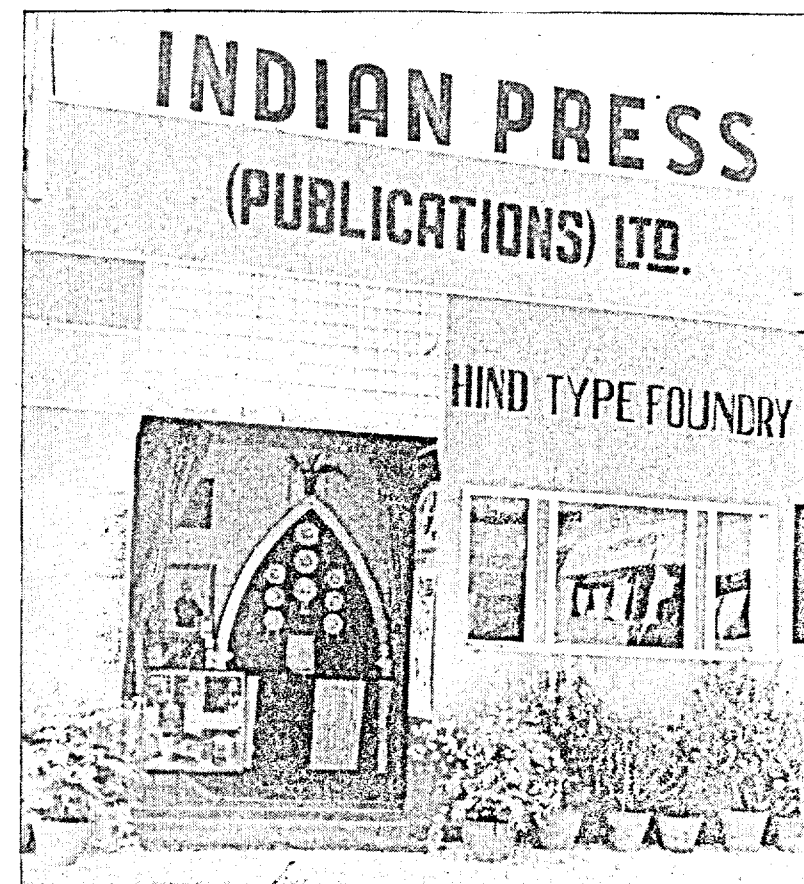
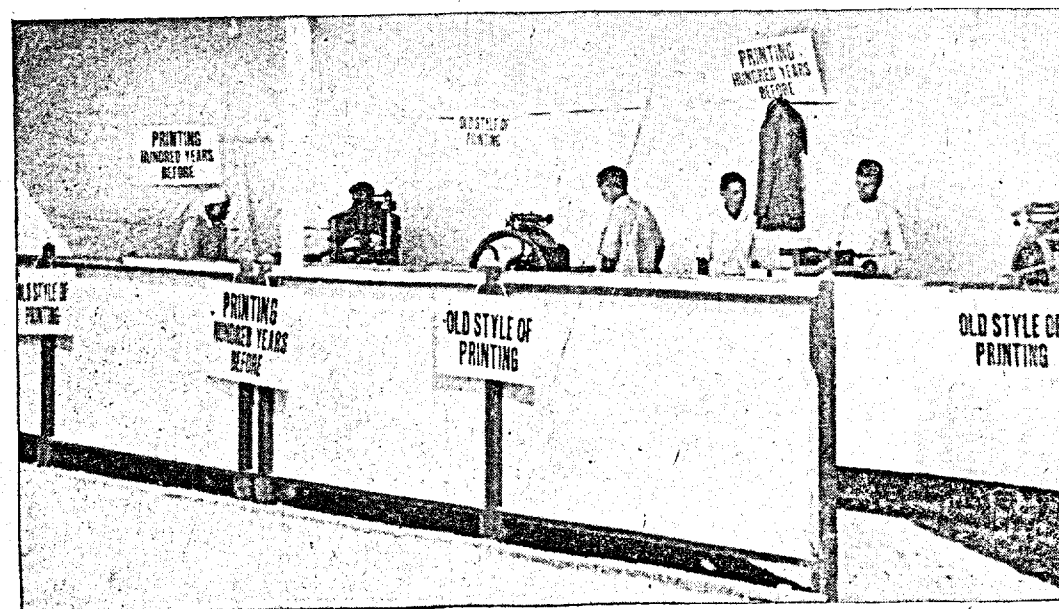
GRAPHIC MACHINERY & APPLI- ANCES LTD., CALCUTTA

This stall was tastefully decorated in
Bengali fashion using matting materials.
They displayed Original Heidelberg pla-
tens, 10" x 15" and 12" x 18", and
'Schneider' the built-in hydraulic cutter.
Sri N. Banerjea, Managing Director, was
present.



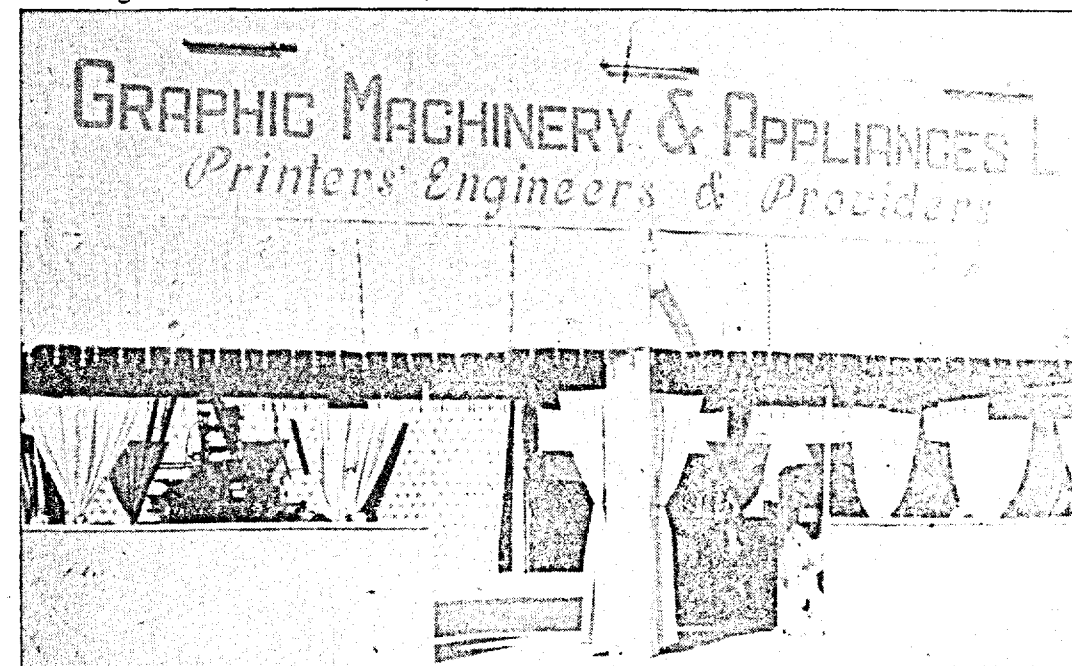
TOP : *Burmah-Shell Stall*

BOTTOM : *U. P. Government Press Stall*



Left :
Indian Press (Publications) Ltd. stall.

Bottom :
Graphic Machinery & Appliances Ltd. stall.



Standing out in
performance
and backed by
service

SCHNEIDER
SENATOR

THE BUILT - IN
HYDRAULIC CUTTER

ORIGINAL WEIDENBERG

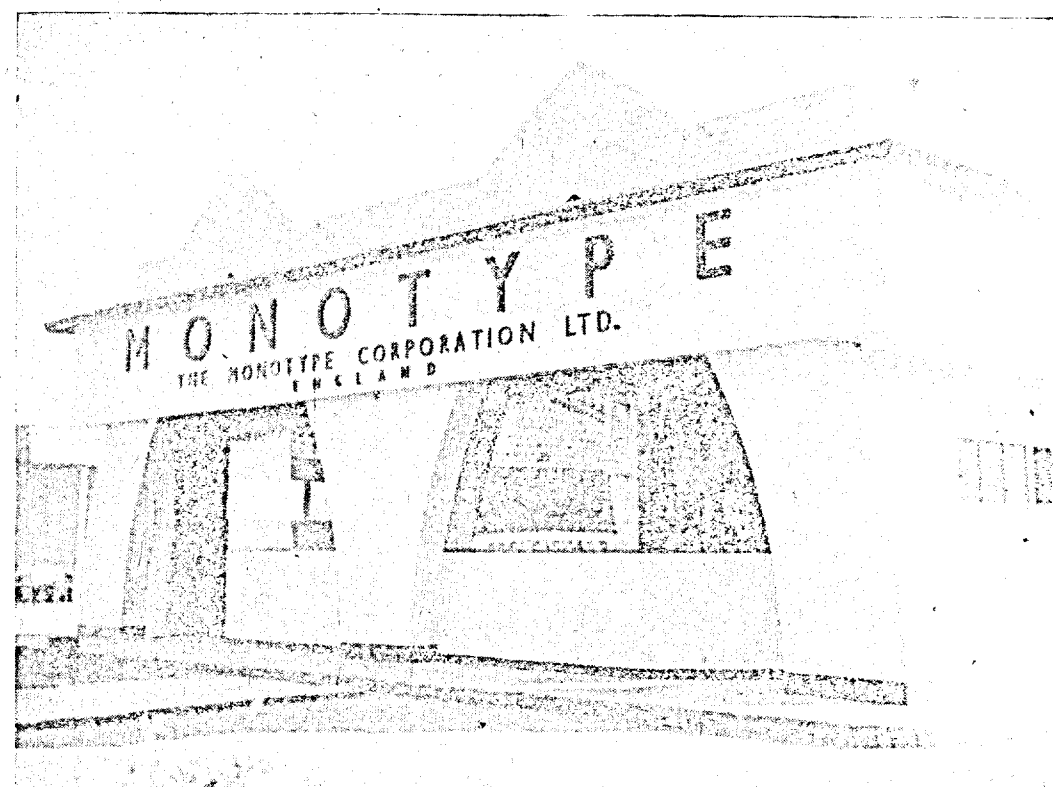
THE MOST POPULAR
AUTOMATICS IN
THE WORLD

STAHL
Folding Machines
HIGH - SPEED
PRECISION FOLDERS

Sole Agents
for India

Sole Agents
for Eastern India

Graphic Machinery & Appliances Ltd.,
3, Chittaranjan Avenue, Calcutta - 13



Prize winner for the best stall

THE MONOTYPE CORPN. LTD. CALCUTTA

This stall was a massive imposing structure with symbolic 'M' forming the frontage. The first prize for the best stall in the exhibition was awarded to this stall. They displayed the Monotype composing unit and the caster, the Thompson type caster.

'Boston' wire stitcher power operated, 'Rotamaton,' and samples of products of M/s Samuel Jones Co. Ltd., England was on display for which they have the agency.

Mr. G. W. Ironside Radmore, Manager, Eastern Area, Sri Muzumder, Manager of Calcutta office, Sri Masilamant of Madras office were in attendance.

OTHER STALLS

Owing to the unexpected delay in transit the following firms who booked stalls in

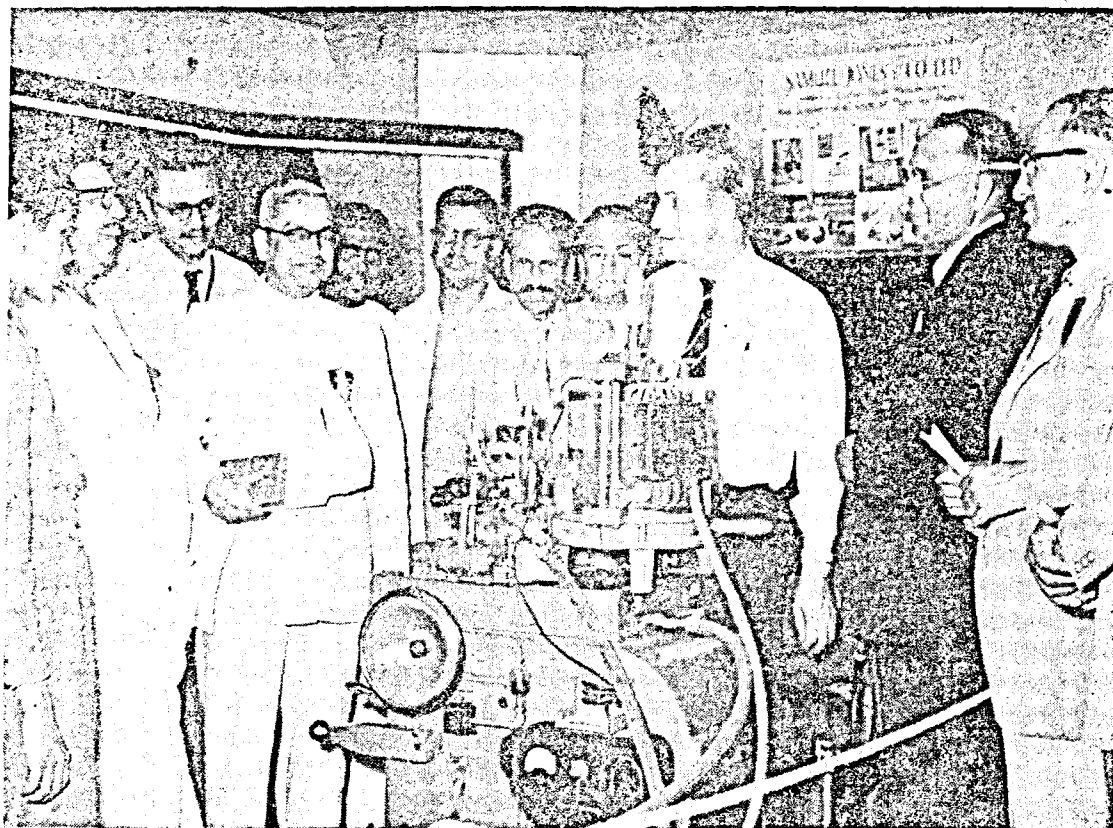
the Exhibition could not display their machineries; however, they exhibited the specimens done on their machines and the pertaining literatures of their machineries in their stalls. They are as follows:

Indo-Swiss Trading Co. Ltd., Calcutta; The Inrupexco, Calcutta; The Print & Paper (Sales) Ltd., Calcutta; and The Standard Type Foundry, Delhi.

COMPETITION EXHIBITS

The main 'stall', that of the All-India Federation of Master Printers, was very different from all the other stalls and was unique in its own way. It did not contain any machines used for printing but the printed products themselves. All that was good in Indian printing was on display there and it was really an art gallery in a way.

The printed materials received from presses all over India for the competition conducted by the Master Printers'



Delegates at the stall of the Monotype Corporation Ltd., seen standing from left to right are : Sri S. N. Guha Ray, Sri S. Viswanathan, Sri Masilamani of Madras office, Mr. G. W. Ironside Radmore, Manager, Eastern Area and Sri Muzumder, Manager of Calcutta office.

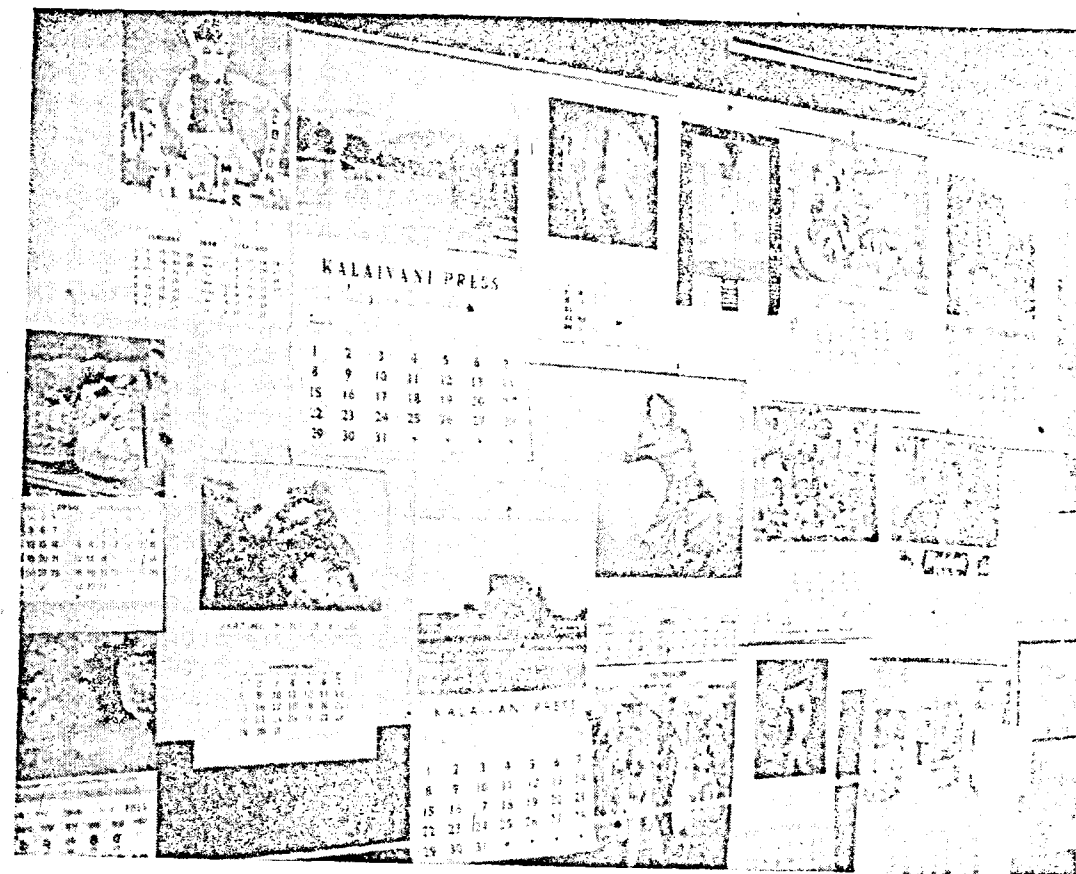
Federation, were grouped according to different categories like calendars, posters, pictures, etc., and also into their subdivisions—letterpress and lithography.

Though the organisers deserve all-praise for their efforts in arranging these exhibits, the arrangement showed some signs of hastiness in grouping the exhibits and some of them were so crowded together that the onlookers were not able to appreciate.

It was a surprise to see that many of the specimens—press layouts and process block prints—were displayed in the wrong way (see picture on page No. 45). One wonders how the organisers expected the visitors to view these specimens.

It is also a wonder how the judges managed to view them when judging the exhibits. If a little more thought and time had been given, we are sure they could have been more properly arranged—at least such a blunder could have been avoided.

There were some really outstanding specimens of fine printing that could compare well with foreign standards. There are unmistakable signs to show that our printers have awakened to the need for improving their quality. Such exhibitions will undoubtedly help to introduce a healthy competition among our printers, and we are sure that the next year's exhibition will show still finer and better printed specimens.



The Calendar Section of the competition Exhibition stall.

WHAT'S NEW...

NEW SAFETY DEVICE

A NEW safety control for electrical machinery, which is creating interest in the United States, has been reported by Harris-Seybold Co., printing equipment manufacturers. Especially designed for printing equipment, the new device may have widespread application to other types of machinery that must be intermittently started and stopped.

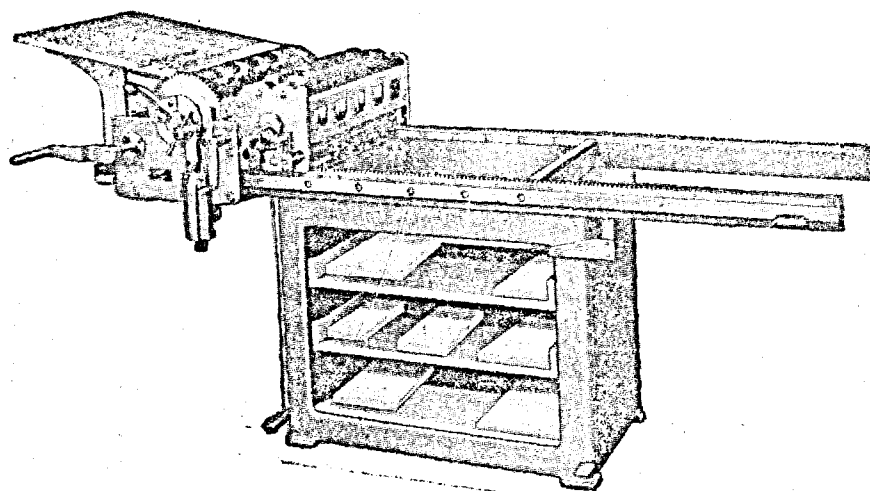
The invention was a joint effort by the Harris-Seybold Co. and Cutler-Hammer Inc. James J. Cochran, of the Seybold (Dayton, Ohio) Division of Harris-Seybold, and John R. Adriansen, of Cutler-

Hammer, were the development engineers on the new safety device.

The new control was developed from an idea so simple that it had been overlooked previously. It requires the operator to push two buttons simultaneously with two fingers of the same hand, in order to begin continuous operation of the machine. When either of the buttons is pushed singly, the machine will operate only as long as the button is depressed. The operator may therefore 'inch' or rapidly start and stop the equipment, when making adjustments, without danger of its starting and continuing to run.

—*Electrotypers & Stereotypers Journal*

(Continued on page 45)



ASBERN Precision Pre-make-ready PROOF PRESS

As supplied to

Tata's Commercial Printing Press (Bombay) ; Sree Saraswati Press Ltd., Gossain & Co., Newman & Co. (Calcutta), etc. Many in use throughout India by prominent quality printers and Process Engravers.

An indispensable unit for Quality Printers and Process Engravers for pulling perfectly registered proofs quickly.

An essential item in any Pre-make-ready Scheme.

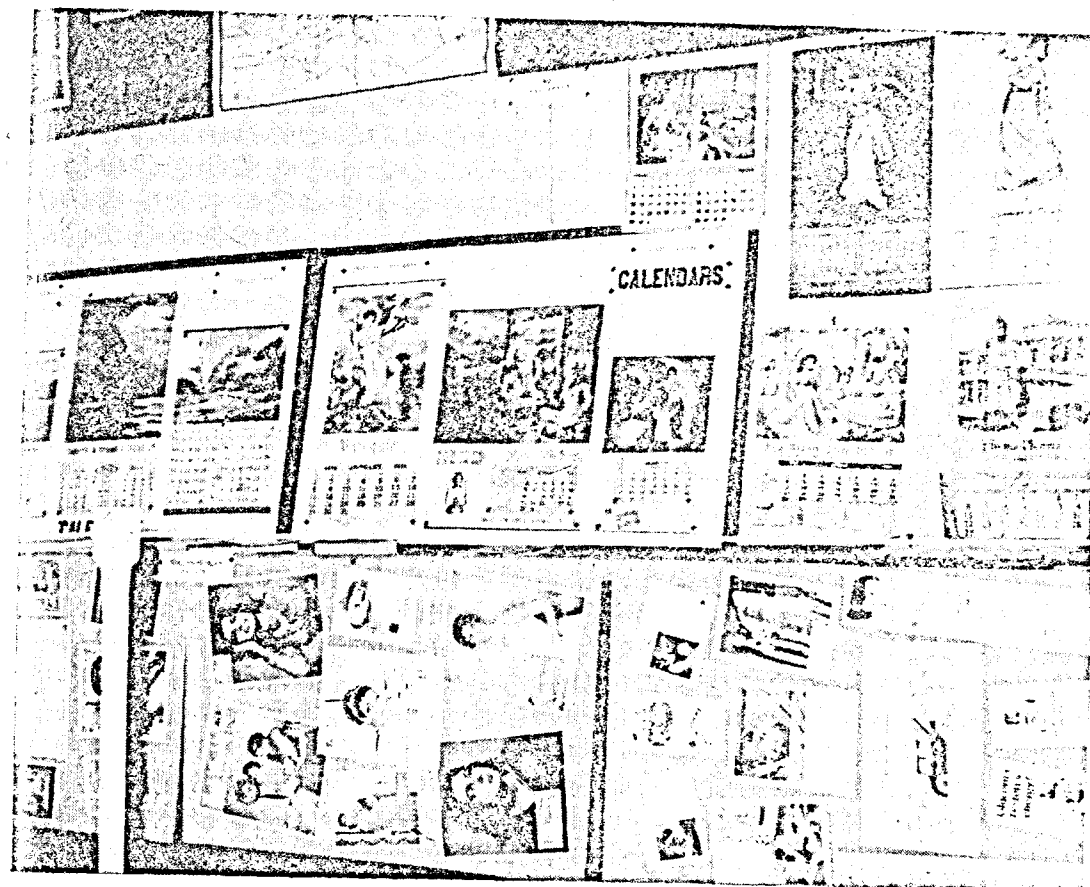
Write for particulars to

K. N. SEAL & CO.

PRINTERS PROVIDERS

63, GANESH CHANDRA AVENUE, CALCUTTA 13

Tel. 24-1793



Another section of printed exhibits. Note the specimens at the bottom which are displayed in a wrong manner.

WHAT'S NEW—continued from page 43

HALFTONE NEGATIVES ON SHEET FILM

KODALITH autoscreen ortho film, which enables printers to make halftone negatives with an ordinary sheet-film camera, has recently been introduced by Kodak Ltd.

The film has the dot formation incorporated in the emulsion and this means that the printer need possess neither a process camera nor the conventional halftone screen equipment in order to make halftone negatives for lithography or screen printing.

Where a process camera is used to make exposure, autoscreen film allows

increased definition to be obtained as a consequence of the elimination of the screen (either ruled or contact). In addition, it removes the limitation usually imposed on definition by the necessity of working to a system based on the ratio between camera extension and lens apertures. The lens can be opened to any aperture—preferably, of course, to that which gives the best definition.

Only two exposures are required—a detail exposure to the original and a flash exposure for contrast control. Exposure times are shorter than those required with conventional screens, and control of the exposure is greatly simplified.

(Continued on page 46)

Our Member Presented to Queen Elizabeth



Copyright : P. A. Reuter Photos Ltd., London.

[By special exclusive permission]

QUEEN Elizabeth and the Duke of Edinburgh visited the British Council in London on the occasion of its 21st Birthday, and during this visit Mr. M. R. Srinivasan, L.P.T., Deputy Superintendent of the Government Press, Madras, was presented to them. Mr. Srinivasan is a Colombo Plan Trainee, who is in the United Kingdom studying printing and production methods. He is the first L.P.T. to have this unique privilege.

Mr. M. R. Srinivasan is standing at the extreme right in the above picture. The others are from left to right: Miss R. K. Kyee, Burma; Dr. (Mrs.) C. Pujol de Labrada, Cuba; Mr. V. Vidovic, Yugoslavia; Mrs. Y. Ohtsuka, Japan; Mr. M. S. Khan, Pakistan.

WHAT'S NEW—continued from page 45

The very high resolution obtainable with this film makes it possible for type matter and line drawings to be exposed at the same time as continuous-tone originals without losing legibility. This makes it particularly useful in the small offset field, where it can conveniently be used in conjunction with pre-sensitised metal litho plates to produce line and halftone plates ready for printing. It is also possible with this new film to make screen positives from continuous-tone negatives, either by contact or by projection.

Autoscreen film should be developed in 'Kodalith' developer using the controlled agitation technique. 'Kodalith' autoscreen ortho film is at present available in 133 line screen ruling only.

Prize Winners at the Fourth Printers' Exhibition

THE prize distribution function took place on the 27th February 1956 at 5 p.m. in the K. P. College Hall when Justice B. D. Mukerji gave away the prizes.

The stall of the M/s. Monotype Corporation Ltd., Calcutta was judged as the best decorated stall in the Exhibition. The second best decorated stall was that of M/s. Orient Engineering and Commercial Co. Ltd., Calcutta.

The following were the judges (for the letterpress and litho section :

(1) Mr. W. S. Robertson, Manager, Printing, Imperial Tobacco Co., of India Ltd. (2) Mr. W. E. Thomas, Mission Press, Jubbulpur. (3) Fr. A. Ferrero, St. Pauls Press, Training School, Allahabad. (4) Mr. M. G. Shome, Superintendent, Printing & Stationery, U.P., Allahabad. (5) Mr. K. L. Dev, Manager, Survey of India Press, Dehra Dun, Calcutta. (6) Mr. J. W. Halge, Deputy Superintendent, Printing & Stationery, U.P., Allahabad. (7) Mr. S. N. Chaturvedi, Reid, Director of Education, Madhya Bharat, Lucknow.



Mr. T. C. Woodley, M/s. Monotype Corporation Ltd., receiving the trophy awarded to them for the best stall at the exhibition.

The following were the judges for Type Section :

(1) Mr. K. P. Dar, Technical Adviser, Indian Press Ltd., Allahabad. (2) Mr. D. P. Ghosh, Director, Indian Press Ltd., Allahabad. (3) Mr. J. W. Halge, Deputy Superintendent, Printing & Stationery, U.P., Allahabad.

The following is the list of prize-winners, showing the first and the second prize winners and certificate of merits at the All-India Master Printers' Conference and Exhibition.



Mr. H. Schneyer of M/s. Orient Engineering and Commercial Co. Ltd., receiving the Second Prize for the second best stall.

LETTERPRESS PRINTING

Books—Hindi or other regional languages

- I Sree Saraswathi Press, Calcutta
- II Mouj Printing Bureau, Bombay

Certificate of Merit

Navana Printing Works, Calcutta

Books—English

- I Gossain & Co., Calcutta
- II Calcutta Press, Calcutta

Books—English (Art)

- I Commercial Printing Press, Bombay
- II Vakil & Sons, Bombay

Magazines

- I Sree Saraswathi Press, Calcutta
- II Commercial Printing Press, Bombay

Direct Mail Publicity

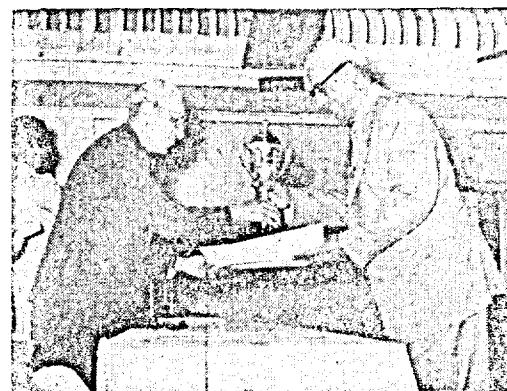
- I Gossain & Co., Calcutta
- II Gossain & Co., Calcutta



Mr. G. Paul, M/s. Great Bengal Card Board Co., Calcutta receiving the trophy.



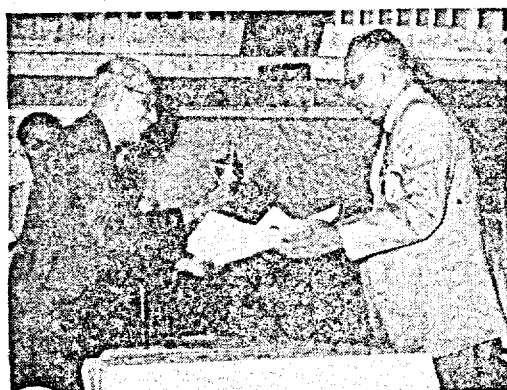
Sri S. N. Guha Ray of Sree Saraswathi Press Ltd., Calcutta receiving the trophy.



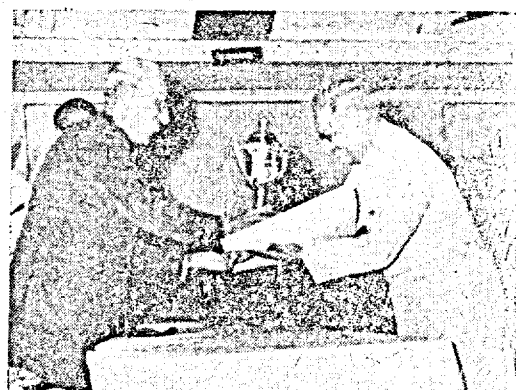
Sri S. Ramu of Commercial Printing Press, Bombay, receiving the trophy.



Sri F. R. Poonawala of Commercial Art Engravers Ltd., Bombay receiving the trophy.



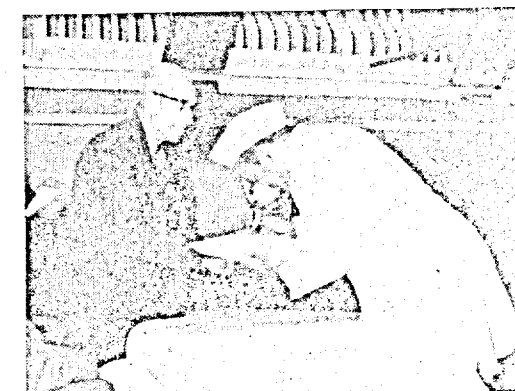
Sri S. C. Gosh of Calcutta Press, receiving the trophy.



Sri S. Viswanathan, Secretary of Madras Printers' and Lithographers' Association receiving the trophy on behalf of M/s. Hoe & Co., Madras.



Mr. H. B. Gosh of Indian Press Publications of Allahabad receiving the trophy for Binding.



Mr. Mudi of Gujarati Type Foundry, Bombay, receiving the trophy for the First Prize for the best type manufactured in India.



Sri G. U. Mehta of Vakil & Sons, Bombay receiving the trophy.

Calendars (Wall)

- I Gossain & Co., Calcutta
- II Express Block & Engraving Studio, Madras

Cartons & Packagings

- I Max Designs & Process Works, Bombay
- II Max Designs & Process Works, Bombay

Labels

- I Gossain & Co., Calcutta
- II Gossain & Co., Calcutta

Show Cards

- I Gossain & Co., Calcutta
- II The Great Bengal Cardboard Box Mfg. Co., Calcutta

LITHOGRAPHY

Direct Mail Publicity

- I Eagle Litho, Calcutta
- II Eagle Litho, Calcutta

Calendars (Wall)

- I Eagle Litho, Calcutta
- II Shiv Raj Fine Art Litho Works, Nagpur

Certificate of Merit

- Indian Press Ltd., Calcutta
- Sree Saraswati Press, Calcutta
- Imperial Art Cottage, Calcutta
- Hoe & Co., Madras

Posters

- I Siddh Litho Works, Bombay
- II Imperial Art Cottage, Calcutta



Sri L. C. Ray of Gossain & Co., Calcutta receiving the trophy for Calendars.

Klein & Peyerl
PHOTOGRAPHERS
BLOCKMAKERS

30, MOUNT ROAD MADRAS-2

PHONE: 84167

Labels

- I Eagle Litho, Calcutta
- II Karnodaya Litho Works, Bombay

Cartons & Packagings

- I Eagle Litho, Calcutta
- II Eagle Litho, Calcutta

Letterheads

Nil.

Show Cards

- I Indian Press Ltd., Calcutta
- II Bolton Fine Art Litho Works, Bombay

BINDING

Binding in Cloth

- I Indian Press Ltd., Allahabad
- II Bengal Binding Works, Calcutta

Binding in Leather

- I Indian Press Ltd., Allahabad
- II South India Saiva Sidhanta Works, Madras

Binding other than Books

- Certificate of Merit
- Indian Press Ltd., Allahabad

DIE EMBOSsing

Die Embossing

- I Hoe & Co., Madras
- II Hoe & Co., Madras

Certificate of Merit

Govt. Press, U.P., Allahabad

Process Blocks

- I Indian Press Ltd., Allahabad
- II Commercial Art Engravers, Bombay

Books on Indian Handmade paper and bound in Indian Handmade material

Certificate of Merit

Indian Press Ltd., Allahabad

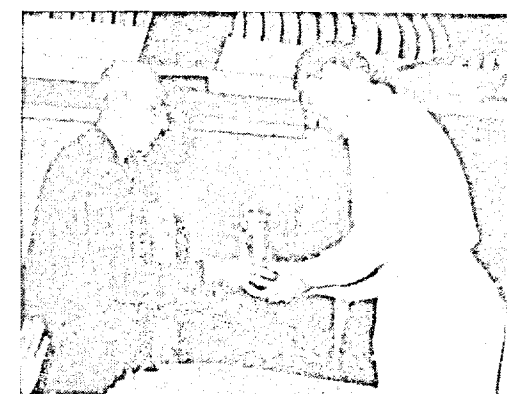
Types of Indian Make

- I Gujrati Type Foundry, Bombay
- II Sree Type Foundry, Calcutta

S. C. Mazumdar Challenge Shield

Winner: Sree Saraswati Press, Calcutta

PRINTECH March 1956



OUR LIBRARY

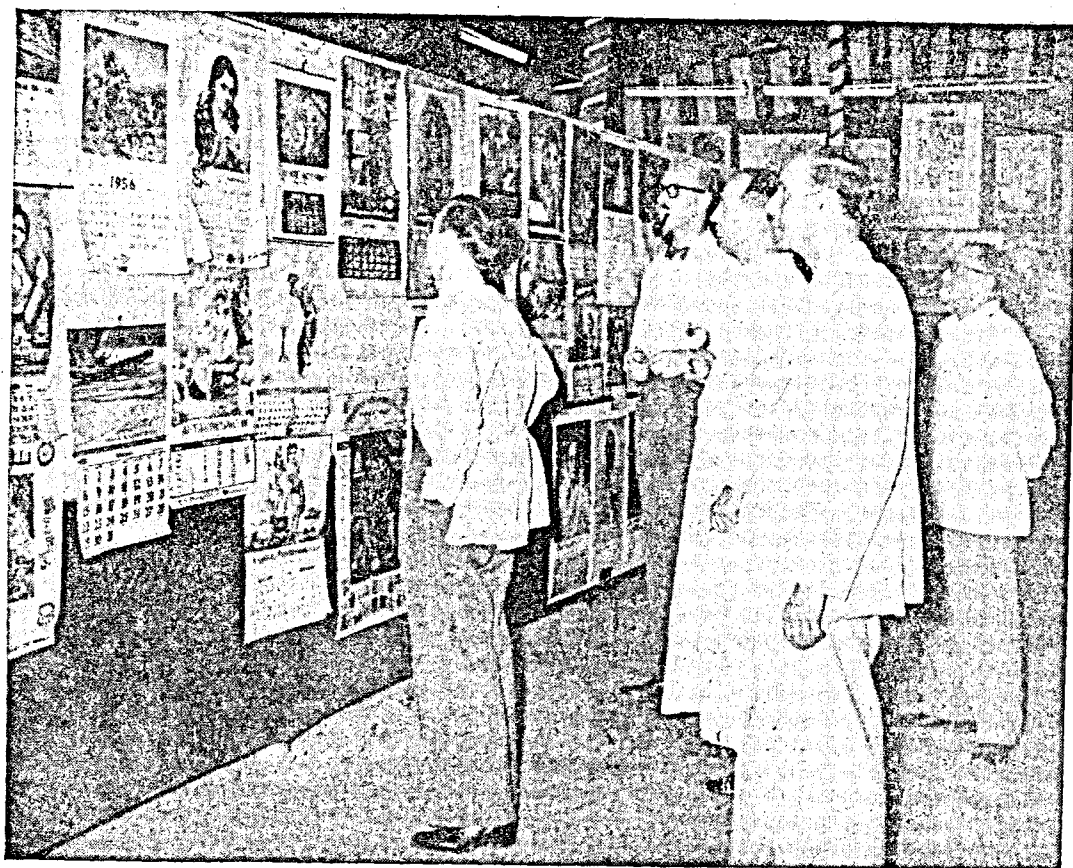
THE Master Printers of India can help the Indian Federation of Printing Technologists by donating liberally to the Library Fund. The Library is to be equipped with technical publications in all the fields of Graphic Arts, and will be useful to every member of the Industry. Books can also be donated. Donation may kindly be sent in the form of Crossed Cheques or Postal Orders only made payable to the Indian Federation of Printing Technologists. Money Order may kindly be avoided.

THE Honorary Secretary acknowledges with thanks the following publications for our library from Mr. S. H. Khan, M.A., Supt., Orissa Govt. Press, Cuttack who is the author of the following books:

Lithographic Printing from Stone.

Lithographic Printing from Zinc & Aluminium Plates.

Hand Composition.



Above :
The Judges at
their work at the
calendar section

Below :
Judges closely
inspecting the
book entries
seated from left
to right :
Messrs.
Fr. A. Ferrero
J. W. Halge
M. G. Shome
W. S. Robertson
W. E. Thomas

“How’s Business?”

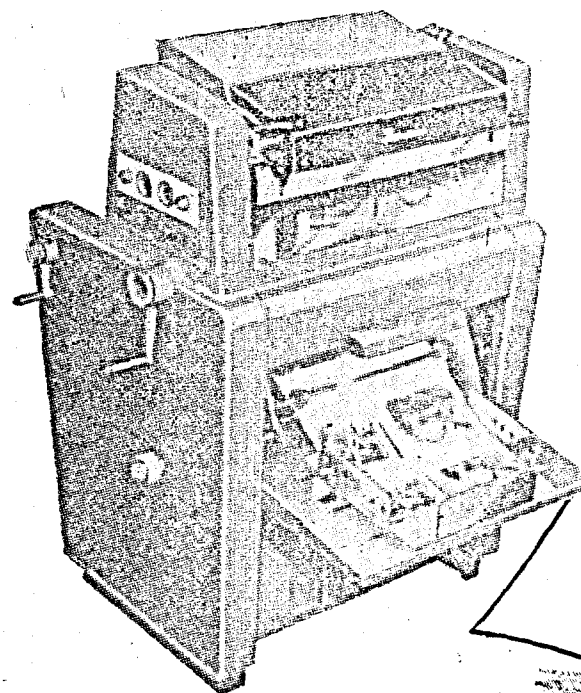
You should be getting your share. Never was there greater need for print. We are back to competitive times. No matter how small, how large, whether office or heavy industry, print is in demand. It is the life blood of business.

The manufactured article must be given publicity, colourful leaflets, booklets, window bills, show-cards, and circular letters. This is the unending and everlasting stream of print that comes within the scope of the Rotaprint Model R.30/90. Can you offer such a comprehensive range of print all on the one machine?

Rotaprint is a machine which opens up a vast new field of potential business.

Rotaprint allows a good profit margin because it has low overheads, reduces make-ready to negligible proportions, is speedy, and can be switched from one job to another in a matter of minutes — yet fine quality work is one of its great features. Check this with any one of those many printers who started with one machine, now have a row of them and still keep adding. But to start the ball rolling fill in the Enquiry Form below for full particulars and some specimen Rotaprint reproductions. No obligation at all.

A Technical Representative will call only at your invitation.



Rotaprint

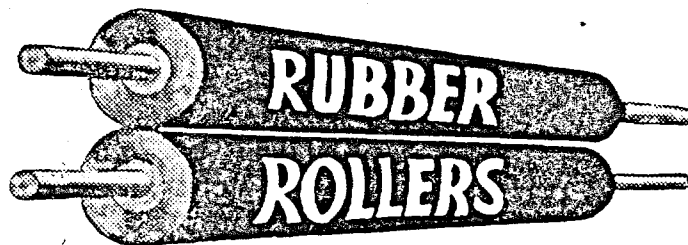
ROTAPRINT ENQUIRY FORM
Please send, without obligation, printed specimens and full details of Rotaprint.

NAME _____
DEPARTMENT _____
Pin this Enquiry Form to your letterheading and post to

The Typewriter & Office Appliances
(India) Co., Ltd.
17 Armenian Street, Madras 1
P. B. No. 277

THE TYPEWRITER & OFFICE APPLIANCES (India) CO. LTD.
17, ARMENIAN STREET, MADRAS-1 P. B. No. 277

PROGRESSIVE PRINTERS
THROUGHOUT INDIA ARE CHANGING OVER TO



FOR
ALL PRINTING MACHINES

- * THEY ARE UNAFFECTED BY HEAT, COLD, HUMIDITY, DRYNESS AND SPEED.
- * THEIR DIAMETERS REMAIN CONSTANT UNDER ALL CONDITIONS.
- * IN SUITABLE GRADES AVAILABLE FOR EVERY TYPE OF PRINTING MACHINES.

We can also RE-RUBBERISE your OLD ROLLER SHAFTS at a cheaper cost. As our Factory is situated in MADRAS, you can be sure of having your orders executed in the shortest time.

MADRAS RUBBER FACTORY

Office :
2, Errabalu Chetty Street, Madras-1
Phone : 4357

Factory : Thiruvottiyur
Phone : 55229

Great Demand for Qualified Printers

ADDRESSING the members of the Allahabad Press Club on 26th February 1956, Sri S. N. Guha Ray, General Secretary of the All-India Master Printers' Federation said that every qualified student from the various regional schools of printing technology in India could be immediately absorbed, so great was their demand in printing industry in the country.

Sri Guha Ray said that two courses would be provided in the proposed school of printing technology, namely, the national certificate course of two years and the diploma course of two to three years' duration. The syllabus of these schools, he said, would be more or less the same everywhere, but it could be changed according to the conditions prevailing in a particular region.

Sri G. U. Mehta, Vice-President of the Federation, said that there was good export potentiality for Indian printed

books and materials abroad. He urged the Government of India to include printed books and materials in the schedule of the export promotion scheme to enable the exporters to claim drawback of duty paid on imported materials used in such export products.

The meeting accepted with thanks the offer of Sri Sucharu Kanti Ghosh to lead a non-official technical delegation to England and other continental countries for a study tour that would be helpful, in evolving and acceptable key-board in Hindi, which could be conveniently used in typewriters, teleprinters, mono and lino machines and urged those interested in the subject to contact him.

The meeting which was presided over by Sri Panna Lal Srivastava was followed by a dinner party given by Messrs. Ram Narain Lal to the delegates of the fourth session of the All-India Federation

The Secretary of the Allahabad Press Club addressing the delegates.



of Master Printers and other prominent citizens.

Earlier Sri N. D. Agarwal expressed his grateful thanks to the members of the Federation for their efforts to open the printing school at Allahabad.

In conclusion, Sri Vidya Bhaskar and Sri Beni Prasad Agarwal thanked the delegates for attending the function.

STATE AID

Sri Guha Ray said that the main industry of Allahabad was printing and publishing and as such this was the most suitable place for the government to open the school of printing technology. It was for this reason too that the Federation selected Allahabad for this purpose.

Sri Guha Ray said that the opening of the four regional schools of printing was adumbrated in the First Five-Year Plan and accordingly the schools had been opened or were being opened at Calcutta, Bombay, Madras and Allahabad. For this purpose both the Central and State Governments had sanctioned grants for

the construction of building and purchase of machinery.

Giving an account of the progress made by the various schools of printing technology, Sri Guha Ray said that at Calcutta, the school had now got a building of its own. The local printing trade in Calcutta had also contributed a sum of Rs. 2,38,000 for the purchase of machinery and the school was going to function from June next.

Sri Guha Ray said that there would be two courses in the school of printing technology. The first one, i.e., the national certificate course would be of two years' duration, one of which would be devoted to training in some commercial concern. Each student would be trained in crafts, e.g., mono, lino, offset, etc. The minimum academic qualification for this course would be high school. In the case of the second course, i.e., the diploma course the minimum academic qualification would be intermediate. In this course also there would be one year's practical training.

PATRA'S TIP TO KEEP THE ROLLER IN CONDITION

LITHOGRAPHERS who experience trouble in keeping their damping rollers in correct printing condition will be interested in a trade tip put out by PATRA. The method is to take the rollers out of the machine at night and store them in polythene tubes. The tubes keep the rollers at the correct condition.

Patra News says that the rollers should not be stored in this way longer than three days at the most, as continued enclosure in the tubes may lead to mould growth.

Patra News also gives advice on preventing mottle. The problem is dealt with in three sections—ink, paper and machine.

Ink: 'Where the ink is thin and of low pigment content, there is greater chance of mottle than where the pigment content is high. Inks which are "short" are less prone to mottle than the "long" stringy ones.'

Paper: 'The paper should have an even look-through, and any pronounced mottle that shows in the coating will almost always be reproduced in tint colours. There should be no excess pinholing or froth-marking in the coating, and it should have a high pick resistance.'

Machine: 'Hard cylinder packings are more likely to bring on mottling than soft ones, and a rubber blanket is advised. Rubber inking rollers on the other hand, are more liable to cause mottle than gelatine ones.'

CHANGE OF OUR ADDRESS

THE INDIAN FEDERATION OF PRINTING
TECHNOLOGISTS

care of Jupiter Press Ltd.
7 Kondi Chetty Street Madras-1

PRINTECH March 1956

TYPE IS ON OUR SIDE

By VINCENT STEER

Author, "Printing Design and Layout"
Founder-President, Society of Typographic Designers
Type Director, Graham & Gillies Ltd.

THERE is a slogan I would like to see hung up in every printing office in the country. It is "Type is on our side." For, if only one will study type, learn its likes and dislikes, humour it when it wants humouring, and let it spread itself when it asks for the limelight, it will always work for us and not against us. In short, it will be on our side.

Listen to this quotation from the "Mirror of Printing": "Types, to they that be of the craft, are as things that be alive. He is an ill-worker who handleth them not gently and with reverence." This was written some time in the 15th century. The printers of earlier times understood their types far better than most of us today, and we can always profit by a study of their work.

In using type, the hardest lesson we have to learn is the lesson of simplicity. Most jobs look best when they are done in a simple and straightforward way.

This does not mean that we should set type as old way, without giving serious thought to design and layout and without paying proper attention to the precepts of length of line, spacing and leading. It does not mean that because the stick happens to be set to 30 ems measure, that 30 ems is as good as 29 ems or 31 ems. It does not mean that because 12 point Plantin happens to be on the machine it will do just as well as 12 point Baskerville for which the operator will have to change the keybars. It does mean giving thought to the job and trying to express the message of the author or business man in the most logical and effective way.

THE RIGHT WAY AND THE WRONG WAY

Often it will take a long time to arrive at the best means of doing a job, for there are always several right ways and several wrong ways of carrying out a piece of work. But when we have finally

arrived at the correct solution of any particular problem we often find that the finished job looks so simple that we wonder why it took so long to think it out.

Beginner in typography always make the mistake of striving for effect, seeking to stamp the job they are doing with the hall-mark of their own cleverness.

There are many who worship the cult of the modernist. "Let's do something modern," they say, forgetting that in being modern they are, after all, only following the crowd.

There is always a vogue for something or other. Just now there is a passion for using wide face types, the expanded latins and sans serifs our grandfathers threw into the melting pot. Sometimes there is a fad for certain geometrical shapes, sometimes there is a craze for pretty-pretty borders—always, when the form of a job is dictated by some consideration outside and apart from its purpose the finished result will be unsatisfactory for you cannot put the cart before the horse if you want to get somewhere. Form should always follow function—that means that the shape of a job should be determined by the work the printed piece is expected to do.

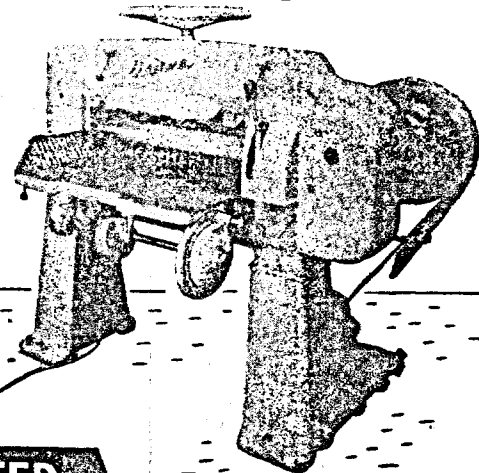
We in the printing and advertising game are fortunate in having five centuries of tradition behind us. Just like the great coutouriers who can range up and down the centuries of fashions in seeking new ways of creating women's clothes, so we can seek inspiration from the typography of former times.

There are always two ways of keeping one jump ahead of the crowd. The first is to turn back the pages of typographical history and revive some of the styles of the past. The second is to try out something that, as far as we know, has never

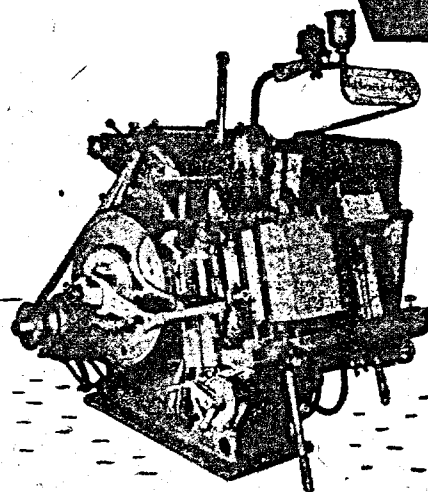
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B-1/320, Gun Foundry,
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BHAVNAGAR
Nanavaty Bazar,

PHONE
32328

been done before. It is obvious that if we choose the second way we shall be treading on dangerous ground. Experiments of this nature are best carried out in the printing school or private press.

LESSONS FROM THE PAST

There are plenty of examples of the work of the printers of the past, reproduced in the many books you can get through your local library. You will find that most librarians have a great interest in typography and they will search the country to find the books you need. Some councils will buy them specially for you. But one need not go back for centuries to find inspiration—there is a splendid field for research in the work done during the last fifty years.

First, there is William Morris, whom the Americans have aptly named "Regenerator of the Printing Craft." He is regarded as the pioneer of the great revivalist movement which began with the turn of the century. His work at the Kelmscott Press at the end of the 19th century was the inspiration of the many who followed him.

One of Morris's followers was Edward Johnston, whose book "Writing, Lettering and Illumination" should be in the hands of every student of typography. The first printers had no need to formulate a set of good rules for typography, they simply followed the precepts of the manuscript writers and these precepts have remained for all time as the canons of good taste in printed work. That is why Johnston's work, which deals primarily with calligraphy, is so invaluable.

Other names which come to my mind are those of Cobden Sanderson, Emery Walker and Charles Whittingham the Younger of the Chiswick Press, all Victorians who understood the art of type arrangement.

Turning to more recent times there is Bruce Rogers, one of the pioneers in America. In 1929 he came to England to produce the famous Oxford Lectern Bible which was published in 1930. At 84, he is still designing books.

Another great American typographer is Daniel Berkeley Updike, now deceased,

whose work at the Merrymount Press won the admiration of all. His famous book, "Printing Types, their History, Form and Use," is the most authoritative work of its kind.

The work of Will Bradley of the Wayside Press was always distinctly novel. He revived what is known as the Chap Book style, based on the old broadsheets of the 18th century and also experimented in the problems of "Off-centre balance."

MAKING TYPE WORK

Benjamin Sherbow was the author of a little book called "Making Type Work," and he was known as the "Apostle of the Lower-case," for he was always emphasizing that fact that lower-case was easier to read than capitals. He believed in simplicity, good spacing and the use of plain rules.

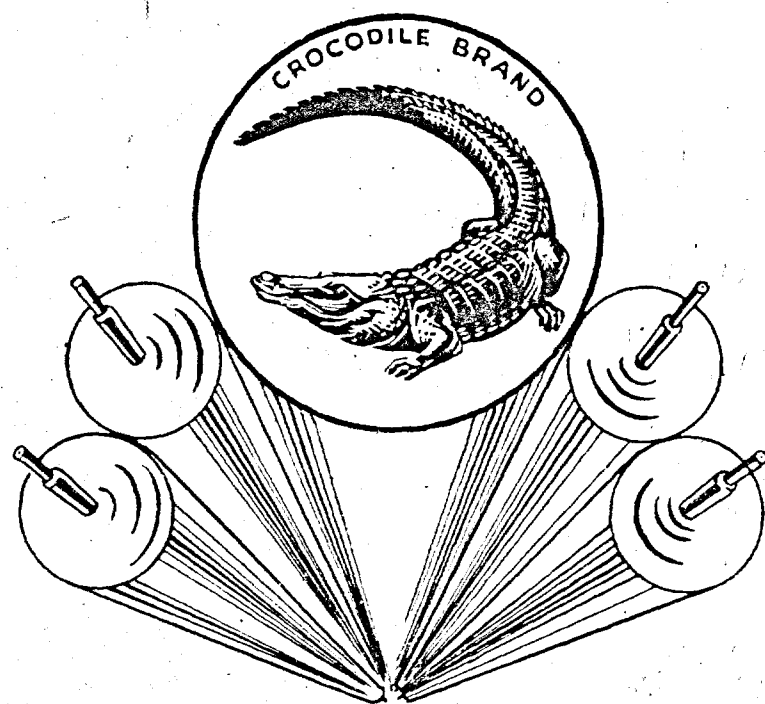
Frederick William Goudy will go down in history as the world's greatest and most prolific type designer. A bookseller up to the age of forty, he first took an interest in type in 1895, when he sold his first typeface, Camelot, for ten dollars. In 1903 he founded the Village Press, for which he designed his own Village type. His press being destroyed by fire, he came to England where he visited churches and took rubbings of the old memorial brasses, which later formed the basis of new type designs. His Kennerley Old Style, Goudy Old Style and Goudy Modern are among his outstanding successes.

Other famous names are Will Ransom, the brothers Axel and Emil Sahlin of the Roycroft Press, founded by the great Elbet Hubbard, William Kitteridge of the Lakeside Press, Oswald Cooper, designer of the famous Cooper family, all famous Americans who have made notable contributions to typographical history.

In England, there is Stanley Morison and Sir Francis Meynell, whose work for the Pelican Press when they revived the old printer's flowers of the 18th century created so much interest. In the seven numbers of the "Fleurion" you will find much to interest you.

(Continued on page 61)

Printers' ROLLER COMPOSITION



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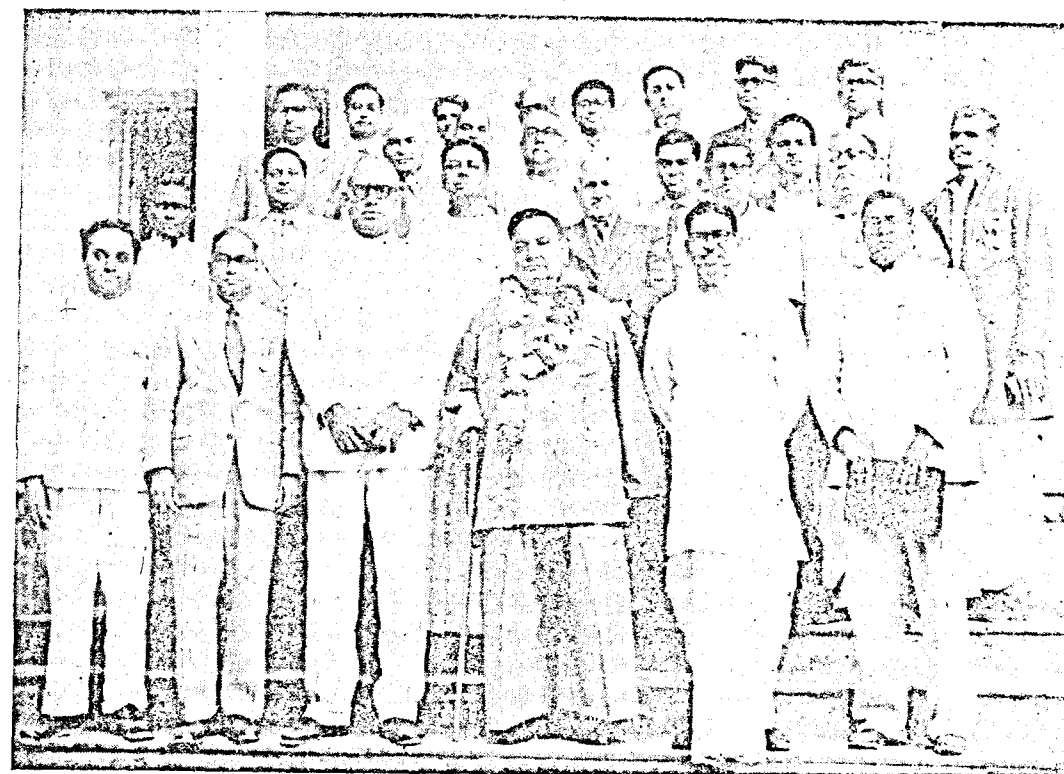


Photo shows the newly elected Office-bearers and Governing Council Members. Standing from left to right (first row): Mr. P. M. Antony, Hony. Jt. Secretary; Sri S. Viswanathan, Hony. Gen. Secretary; Sri S. Ramu, Vice-President; Sri H. Ghosh, President; Sri S. N. Guha Ray, Vice-President; Sri R. Venkateswaran, Hony. Jt. Secretary.

(Continued from page 59)

Though type is on our side, time is often against us and we cannot take as long as we would like doing the work we love best. This is where simplicity pays off—by eliminating intricate rule work we can often do a really good job in less time. But no matter how long you take to do a job, always put down the exact time on your docket. You will thus make sure that the customer pays in full for value received. And if he quibbles at the cost, tell him that: "The Quality will be remembered long after the Price is forgotten."

NO CARBON REQUIRED

'NCR' paper, indicating 'no carbon required' is a development which promises to reduce the amount of routine copying in offices.

Patentees of this paper are the National Cash Register Company and about thousand tons a month are being used in the United States.

The NCR group in the U.S.A. took ten years to perfect the process and will supply the chemical required to the Wiggins Teape mills. Up to a dozen sheets can be put into a typewriter and out will come as many copies.

The principle of the paper is that it is coated on top and the bottom with a white coating which does not appear to alter the characteristics of the paper, and when pressure is put upon the paper a chemical reaction gives duplicate marks on the underneath sheets of the set that resemble the blue of a carbon copy.

NEWS

PRINTECH Diary Page :

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

SIVAKASI PRINTERS' PARTY TO MADRAS PRINTING TECHNOLOGISTS

The Members of the Graphic Arts Society, the organisation of the Master Printers of Sivakasi, were at home to three Staff Members of the Regional School of Printing, Madras, who visited the town on Saturday the 17th March 1956. Sri Arunagiri Nadar, President of the Society presided. Sri V. K. Sriramulu, Head of Printing Section spoke about the latest developments in the Lithographic field and advised the Sivakasi printers to equip their presses with up-to-date machinery and equipment. Sri K. Tirumalachari, Lecturer in Regional School of Printing, speaking in Tamil, gave his impressions about the recent All-India Printers' Conference held at Allahabad and said that the absence of the Sivakasi Printers at the Conference was very conspicuous and hoped that they would take more interest in the All-India organisation. He advised them to improve the standard of their work and reduce unhealthy competition and price-cutting.

Sri C. Gopalan, Lecturer in Regional School of Printing speaking next said he was glad that Sivakasi Printers were progressive. He knew some of the youngsters who had studied in Central Polytechnic. He urged them to send more youngsters to the Regional School of Printing at Madras where there are special courses in Lithographic subjects. He congratulated them on having a fine building of their own and thanked them for their hospitality.

Sri Arunagiri Nadar, the President, in his address traced the origin and growth of the Lithographic industry in Sivakasi. He narrated the many difficulties they faced in those early days when there was only one press for printing the match labels. Today Lithographic Printing has grown to a major industry in the district next to the match industry. The industry has a well-conducted organisation with its own building. He spoke of the practical difficulties in the way of buying up-to-date costly equipment and said the keen competition for cheap price also stood in the way. However he would remember the advice given by the previous speakers and hoped that they would be able to modernise their plants early and improve their standard of printing. He thanked all those present for making the function a success. [From our Correspondent.]

"LIFCO" MOBILE BOOK SERVICE

Sri C. R. Sreenivasan, Editor of the Swadesamitran, the Tamil daily of Madras, inaugurated



the Second Mobile Book Service of the Little Flower Company, Publishers, on the evening of the 19th March, 1956 at a pleasant function got up by the Company at Woodland's Hotel, Mylapore, Madras.

Sri V. S. Krishnaswamy, Editor of LIFCO Publications, in welcoming the guests, pointed out how the LIFCO Mobile Book Service was doing a real service to the people in the villages by taking books to their doors in these days of heavy railway freight and high postal charges and by the publication of abridgments of the Tamil classics at the low price of four annas a book. He added that the introduction of the Second Mobile Book Service shows the real need in the villages for such a service.

After switching on the mobile van, Sri C. R. Sreenivasan said that the total revenue the Government would derive from postage on books was so negligible against the background of the huge amount of money they proposed to spend in mobilising public support and co-operation for the Second Five-Year Plan, that any intelligent appreciation of essential values should lead them not merely to discard the impost that was being added to, but substantially reduce the impost book packets were already carrying. The LIFCO played a dynamic part in the spread of rural education and he could not see why an enterprise of this character should not be encouraged by proper subsidies being made available to them so that they could enlarge this service.

Sri Khasa Subba Rau, Editor of Swatantra, English weekly, said that the mobile service undertaken by the Little Flower Company was of great public and social value. He criticised the imposition of heavy postage on books.

Sri T. N. C. Varadan proposed a vote of thanks.



Mr. Royden Cabral, Instructor, Printing School of the East Asiatic Co. (India) Ltd., Bombay, seen garlanded before his departure for Germany for specialised training in Original Heidelberg Machines.

NEPA NEWSPRINT FACTORY

The seven-crore National Newsprint and Paper Mills at Nepa Nagar, Nagpur, is now ready for full production and will be able to produce about 100 tons of newsprint per day made of entirely Indian material.

The Government of India have exempted the production of this mill from excise duty.

PRESENTATION OF RARE BOOKS

The Shah of Iran was presented with certain rare books by Mr. Gulab Chand Jain, Public Relations Officer of the Delhi Library Association on February 18, during the Indian tour of the Shah.

The publications were: 'Moghal Colour Decoration (1901)', an illustrated copy of 'The Holy Abu,' an illustrated copy of 'Navkar Mantra' (dealing with Holy Jain Sutras) and a copy of 'On to Delhi.'

The presentation was made at the Rashtrapati Bhavan.

BUDGET PRINTED OUTSIDE STATE

For the first time, the Travancore-Cochin State Government's budget was printed outside the State.

Finance Minister Mr. John, who presented the budget told the House this was because the workers of the Government Press at Trivandrum refused to do overtime work unless some of their demands were granted by the Government. The Government resented this attempt to force concessions. Since there was hardly a week to get the budget printed, they made arrangements to get it done at the Government Press, Madras.

Though the wages at the Madras Press were cheaper, some extra expenditure might have been incurred by way of travelling expenses for officers deputed for the work.

CURRENCY NOTES

In a written reply to a question by Mr. Ibrahim, the Minister for Revenue and Defence Expenditure, Mr. Arun Chandra Guha, said in the Lok Sabha that currency and bank notes of various denominations of the face value of Rs. 833,48,29,240 were printed at the Currency Note Press, Nasik Road, during the year 1955. The Minister added that the total face value of the currency notes printed for foreign countries during the year 1955 were Rs. 4 crores only.

ANDHRA PAPER MILLS TO BE EXPANDED

A scheme for the expansion of the Andhra Paper Mills at Rajahmundry, estimated to cost Rs. 1.75 crores has been sanctioned by the Planning Commission. It is learnt. The scheme is to be spread over the Second Plan period.

This expansion is primarily intended to make the unit economically self-sufficient and, towards that purpose, several improvements are proposed to be effected by the addition of more plant and machinery.

Under the expansion scheme, it is proposed to instal a chlorine plant for the proper bleaching of the paper and pulp and other additional machinery to enable the concern to double its production capacity.

This concern is a State-owned industry and at present is manufacturing only low grades of paper, particularly brown paper, most of which is utilised to meet the State Government's requirements. The proposed additional plant is intended to make the mill produce other kinds of costly paper, cream-laid and bonds and other varieties which would fetch higher prices.

AUSTRIA

Austria's printing industry suffers from a shortage of apprentices. Master printers believe that this is due, as in other Continental countries, to the length of apprenticeship, but printing unions are taking a firm stand against any shortening, fearing, what they call, a dilution of their craft. Although far from enough apprentices are forthcoming, even those who join the industry are sometimes not thoroughly instructed owing to the progressive depletion, through retirement and other causes, of the trained staff.

THE LONDON "TIMES"

The Times newspaper intends to use exclusively 'a type of paper other than newsprint,' Mr. Peter Thorneycroft, President of the Board of Trade, said in a written Parliamentary answer.

His statement on this move by the 171-year-old independent newspaper confirmed rumours which have been circulating in Fleet Street for many months.

A newspaper production authority told 'Reuter,' that The Times planned to use mechanical printing paper (heavier quality magazine type paper).

"Mechanical printing paper cost roughly 50 per cent more than newsprint but there would

be no rationing problems as this type has been freed from control for some time. Magazines in Britain can obtain as much of it as they are able," he said.

FORMER INTERTYPE MG. DIRECTOR DIES
Mr. Cachemaille died at the London Clinic, on January 12, in his seventy-eighth year. From 1928 until the end of 1951 he was managing director of Intertype Ltd., Slough, Bucks.

BELGIUM

A printing press on wheels is the original sales idea of the Belgian firm Bonte. In order to popularise the Frontex A press, the firm has installed it in a truck and instead of asking prospective customers to visit the firm's show-rooms, the press is shown at work on the customer's doorstep. The press is driven by the truck's engine and works at any required speed.

CHINA

An automatic postage stamp printing works—the first of this nature—is to be constructed in China this year. The machinery will be supplied by Czechoslovakia.

EAST GERMANY

A small office offset printing machine, the BD A 4, is being marketed by VEB Graphische Maschinen, Winsdorferstrasse 62-63 Berlin. The new offset press is fully automatic and suitable for A. C. or D.C., 220 volts. It reproduces typed copy, print and blocks. The print area is 205:220 millimetres. An aluminium foil is being used as the matrix while printing is possible on paper and light-weight cardboard. The output of the press averages 3,600 copies an hour.

FRANCE

Printing and reproduction, applied by the postal services throughout the world, was the subject of an exhibition organised by the French postal and telecommunication administration. From greetings telegrams to stamps, from forms to posters, exhibits gathered throughout the world acquainted the visitors with the imagination and taste of the heads of postal services. It was interesting to note that some postal administration print calendars for the benefit of the public. Among these, Japanese calendars, of which a great variety is being published, were outstanding. All types of printing—letterpress, offset and photogravure as well as silk screen processes for posters—were represented at this remarkable show held in Paris.

PAPER & BOARD MACHINERY ON SHOW IN PARIS

A nine-day exhibition of machinery, equipment, accessories and supplies used for the printing,

processing, finishing and manufacturing of paper and board in all industries connected with the graphic arts is to be held in Paris from June 22nd to 30th this year.

Four hundred manufacturers from thirteen countries, will be exhibiting the latest improvements in this field.

INDONESIA

In conjunction with the firm Enschede and Zonen, of Haarlem, the Indonesian Government has now taken in commission the first banknote printing press. Apart from notes, the equipment, which is equipped for all printing processes, will produce stamps, bonds and securities.

ITALY

The Italian printing journal *Graphicus* has opened a contest for printers and typographers. The subject of the contest is the printing and typographical preparation of Francesco Petrarca's poem "Ai Signori d'Italia" (To the Noblemen of Italy)—a plea for peace—written centuries ago. The prize, provided by the Societa Nebiolo of Turin, is a letter G with 48-pt. body, made of solid gold.

NETHERLANDS

Netherlands bookbinders are concerned about the shortage of apprentices. Compared with the pre-war period, they say, the number of apprentices has been cut by half. Should this trend continue, they fear that there would not be a sufficient number of bookbinders in years to come. The western provinces of the Netherlands are more affected by this shortage than the north and east. It should, however, be borne in mind that the west includes Rotterdam, Amsterdam and The Hague.

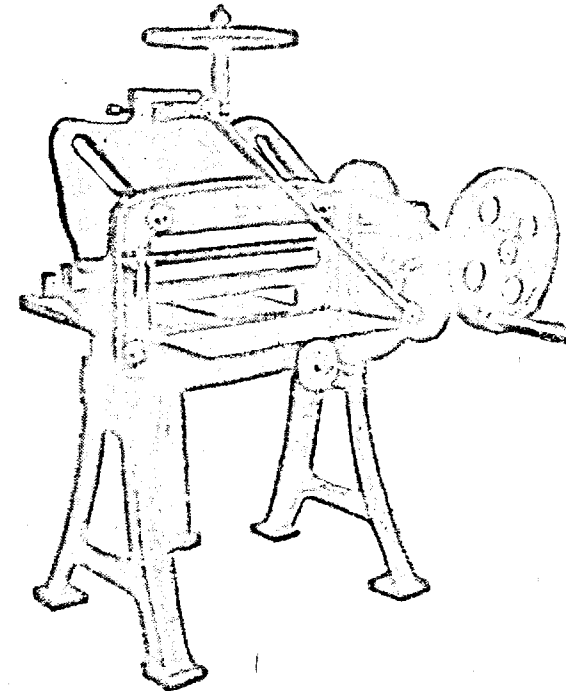
SPAIN

On the occasion of the Valencia trade fair the Spanish School of Printing, sponsored by the Ministry of Education, exhibited the work of its students. The school published a volume of religious poetry under the title "San Juan de la Cruz" in an edition for bibliophiles.

WEST GERMANY

The onward march of offset is illustrated by the success story of the firm Faber & Schleicher AG, of Offenbach. Between 1911 and 1949 this firm constructed 2,000 of their Roland offset presses, while at the end of 1955 the 4,000th press left the works. It appears, at least in West Germany, that offset has become the only printing method applied to paper and cardboard packings while, in addition, most of the posters are printed by the same process. Printing on plastics, metal oil and Cellophane is mostly carried out by process engraving or aniline printing methods.

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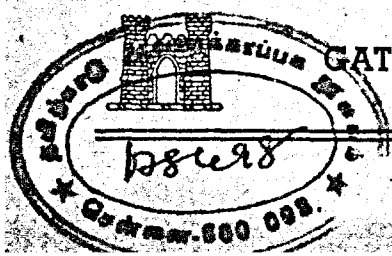
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III

APRIL 1956

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Vol. III

APRIL 1956

No. 9

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on Printing and Allied Trades
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from Master Printers, Techno-
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with the industry.

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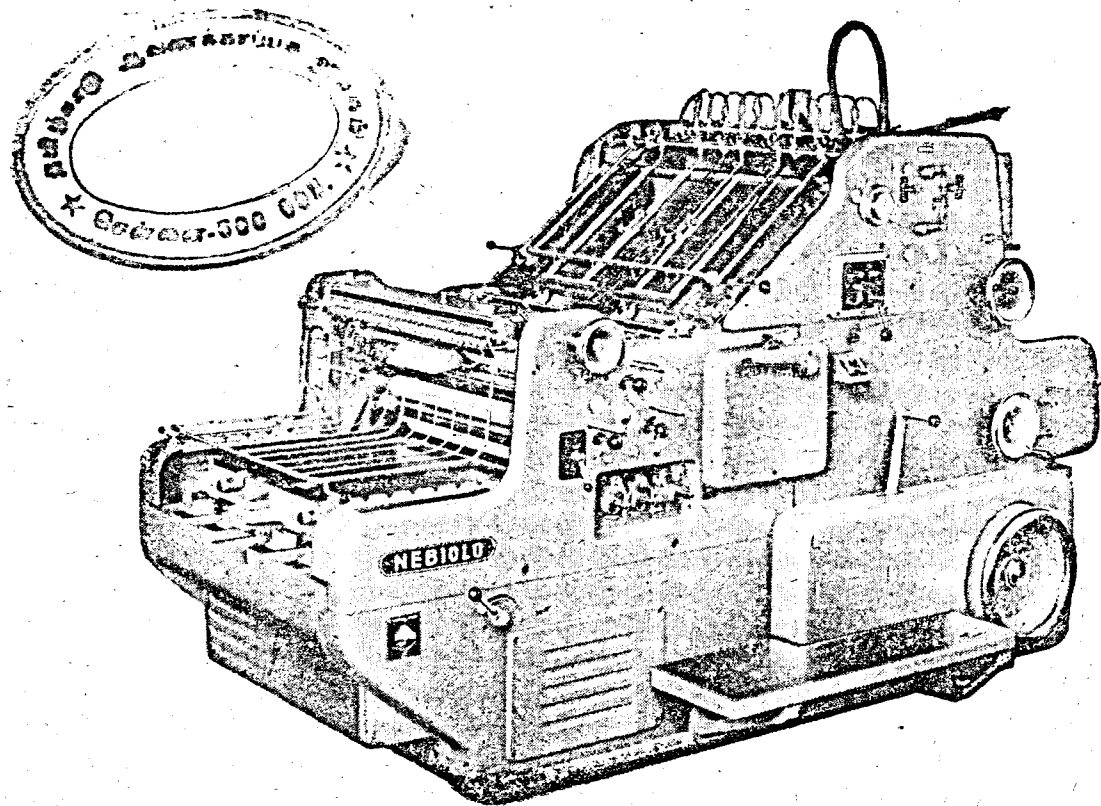
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"PIONEERS IN SUPPLIES FOR THE GRAPHIC TRADE"

BOMBAY — DELHI — CALCUTTA

RESIDUAL ODOUR IN PRINTED MATTER

MANY PRINTERS are engaged in the production of wrappings for foodstuffs and the problem of the residual odour in the printed work has been serious for years because foodstuffs quickly absorb any odour that is left in the printed work, contaminating the material wrapped. The following is an abbreviated article reproduced by kind courtesy of Coates Bros. Inks Ltd. from *Inklings*. The problem is clearly stated and a number of modern

THE PROBLEM OUTLINED

AN ever-increasing proportion of printed matter is used for wrapping packaging foodstuffs of every description. This wide-spread development has presented the graphic arts industry with many problems, one of the greatest of which is the production of printed packs which will not in any way contaminate the edible contents or even impart any uncharacteristic odour.

Packing materials themselves sometimes give rise to mild odours, but the printing ink presents by far the greater part of the problem. Until recently all printing inks were expected to have a characteristic oily smell, and indeed the mechanism by which they were kept liquid on the printing press but became 'dry' after printing necessitated the formation of oxidation products which had a decidedly pungent smell. Such oxidation products were readily absorbed by foodstuffs. To avoid the problem entirely was not considered possible, and it was often approached with the idea of re-odorising, and substances such as pep-

methods of avoiding or masking residual odour are stated.

It is recognised that the most convenient processes for avoiding ink odour are photogravure and aniline. In letterpress printing the easiest way out is the use of moisture set inks such as 'Drifast.' The article deals only briefly with offset and it might be added that the printer adding to inks wax preparations which have a very persistent odour is well advised to avoid this practice.

It is probably true that some modern offset inks based on synthetic resins rather than litho varnish may minimise the trouble. In any case the suggestion that printed work for wrapping foodstuffs should be exposed to the air for as long a time as possible continues to hold good.

permint, vanilla, chocolate essence, oil of lemon and so on were added with the object of masking the odour of printing ink. Such methods had their limitations and even disadvantages as can be imagined if, say, some breakfast cereal packages were printed accidentally with ink intended for chocolate creme-de-menthe.

Until recent times three out of the four main printing processes used for printing packages—letterpress, lithography and photogravure—had to contend with this difficulty of odour after drying. Only aniline printing, using inks made from alcohol, enjoyed a relative freedom from mal-odorous print.

RECOMMENDATIONS FOR SOLVING THE PROBLEM

Since it is not possible to print every variety of printed matter by any one printing process, the following recommendations are made under the headings of the four main printing processes used for packaging and wrappers—letterpress, offset, photogravure and aniline.

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LETTERPRESS

There are available for printing cartons and wrappers by this process two entirely different types of printing ink—the normal, based upon drying oil which oxidises during the drying process, and a new type of moisture-setting ink, based upon glycol which dries by resin precipitation when the glycol is admixed with moisture from the paper or board being printed or from the atmosphere. The type of ink yields results which are remarkably free from odour. Moisture-set inks—such as Drifast—must be used in conjunction with rubber rollers. Drifast inks can be supplied in a semi-gloss finish if the surface being printed is suitable, but full-gloss printed results are not possible.

If for any reason Drifast moisture-set inks cannot be used, precautions must be taken to minimise the odour produced from drying oil inks. A spare film provides the greatest safe-guard against odour when printing with drying-oil type inks because the odours are produced during the actual drying process. In addition to printing with a spare film, precautions should be taken wherever possible to provide air circulation during the actual process of drying. Gloss results with drying-oil inks are not generally reconcilable with odourless print. Full-gloss printing by letterpress can only be achieved in conjunction with freedom from odour by varnishing afterwards with an alcohol or cellulose varnish.

OFFSET

As moisture-set inks cannot be used for offset, the same considerations for minimising odour as have been mentioned in connection with drying-oil inks for letterpress apply equally to offset inks since these also are based to a greater or lesser extent on drying oil.

The thin film of ink applied by the offset process is a helpful factor in the production of odourless print. The same precautions, however, of submitting the printed matter to as much aeration as possible during the drying process is necessary in order that such oxidation products as are formed shall be dispelled.

PHOTOGRAVURE

Unlike letterpress and offset inks, photogravure inks dry by evaporation of solvent, and the odour of printed matter produced by this process depends both upon how pronounced the odour of such solvents is and to what extent the last traces of solvent can be removed from the printed film. Photogravure inks, based upon alcohol which is virtually odourless, yield odour-free prints much more easily than inks based upon hydrocarbon solvents, such as xylene and toluene. Wherever possible, it is recommended that photogravure printing required to be odourless should be executed with alcohol gravure inks. In cases where this is not practicable, inks should be requested containing special refined grades of hydrocarbon solvent.

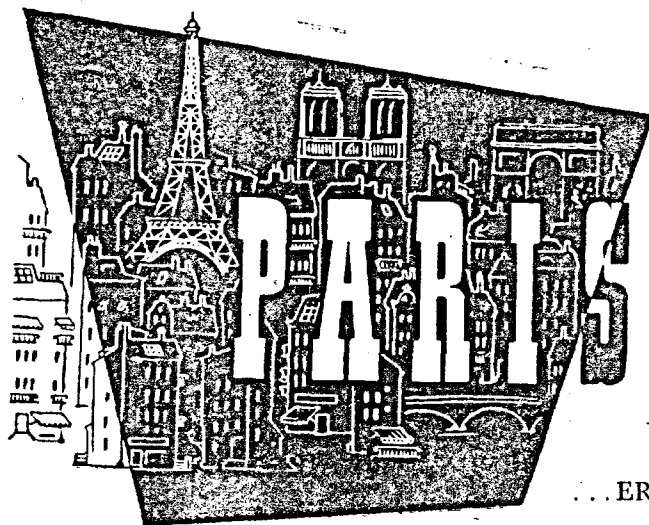
ANILINE

This is one of the easier processes by which to produce odourless print. Like photogravure inks, aniline inks dry by evaporation of solvent but, unlike photogravure, the most frequently used solvent is alcohol. On account of this it is only necessary to ensure thorough drying of the ink in order to produce print which is satisfactorily free from odour.

New Type of Metallic Ink

THE Curtis Publishing Company announces the development of a new type of metallic ink which will 'add glamour to magazine pages by its high degree of reflecting power.' The new ink was first used in printing the January 21 issue of the *Saturday Evening Post*. Curtis states that the ink is suitable for use with high-speed presses and has far less tendency to tarnish than other metallic inks. The ink is produced from metallic powders and is available in red, yellow, blue, gold and silver.

PARIS is waiting for you



...ERWARTET SIE III

from the 22nd to the 30th June 1956 in V^e Salon International de Techniques, Papeteries & Graphiques, Porte de Versailles.

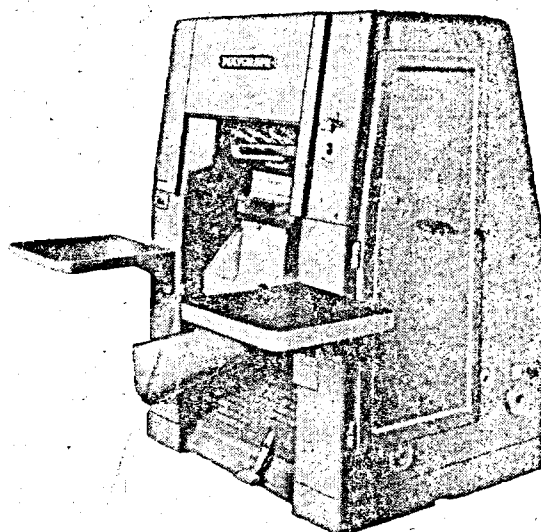
Original PERFECTA Rapid Three-Knife-Trimmer Model ADN Manufacturers:

VEB Papierverarbeitungsmaschinenwerk PERFECTA, Bantzen

Max. Size 300 x 420 mm. (11 7/8" x 16 1/2")

Min. Size 52 x 74 mm. (2" x 2 7/8")

It is this machine and many other high capacity machines manufactured by the POLYGRAPH enterprises of the German Democratic Republic with reputation of world-wide renown, e.g., PLANETA, VICTORIA, Falz-und Heftmaschinenwerk (formerly Gebr. Brehmer) Leipzig, that will be exhibited in Paris. We shall demonstrate appealing new constructions and improved models for paper and print.



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Polygraph Stand at Leipzig Spring Fair

ONE FIRM which was strongly represented at the International Leipzig Spring Fair, is DWV Polygraph-Export, 61-62 Friedrichstrasse, Berlin W8. The Fair was held from February 26th to March 8th.

They exhibited the Victoria sheet-fed rotary letterpress machine for front and back printing, model BR II SW, of a paper size 36" x 50", 6,000 sheets per hour printed on both sides.

An ingenious complement to this press is the makeready machine, ZM II, on which the second set of cylinders are made ready for press while the first job is being run undisturbed on the BR II SW. On this makeready machine the following operations may be performed: the clamping of the plates; makeready of the plates; clipping of the underlays; printing of the master sheet; and checking of the plates.

Changing the plate cylinder, without the use of any lifting tackle, is effected in 15 minutes by means of a two-storey truck supplied with the press. Downtime is a costly affair and by the use of the makeready machine it is claimed that these standing times are reduced by as much as 80 per cent.

A new high-speed guillotine was also on show. This, the model A 112 Htn, has

been developed by the VEB Buchbindereimaschinenwerk, Leipzig. With the exception of the knife beam and the clamp beam for holding the pile tight, there are no moving parts to be seen during the operation.

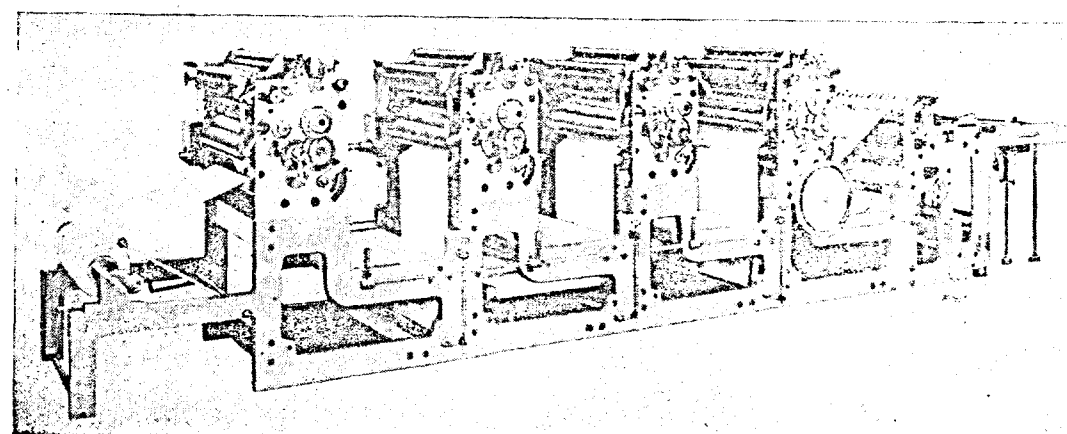
Another guillotine exhibited was the high-speed automatic spacer guillotine, Original Perfecta, of the VEB Papierverarbeitungsmaschinenwerk Perfecta Bantzen.

Also on the stand was a new automatic heavy-duty buckle folding machine, model 570, designed by VEB Falz-und Heftmaschinenwerk, Leipzig. With stream-sheet feeding, and working on the buckle folding principle, this machine, it is claimed, will meet particularly exacting requirements in the folding of sheets both for ordinary edition work and for the manifold requirements of advertising material.

The widely known and well reputed Pony roll-feed offset press RZO I of the VEB Druckereimaschinenwerk Universal, Leipzig was also exhibited.

Nothing fundamental has been changed in the working principle of this press, except for the three outstanding new characteristics.

(Continued on page 21)



Improved model of the Pony Roll-Feed Offset Press RZO I

PRINTTECH April 1956

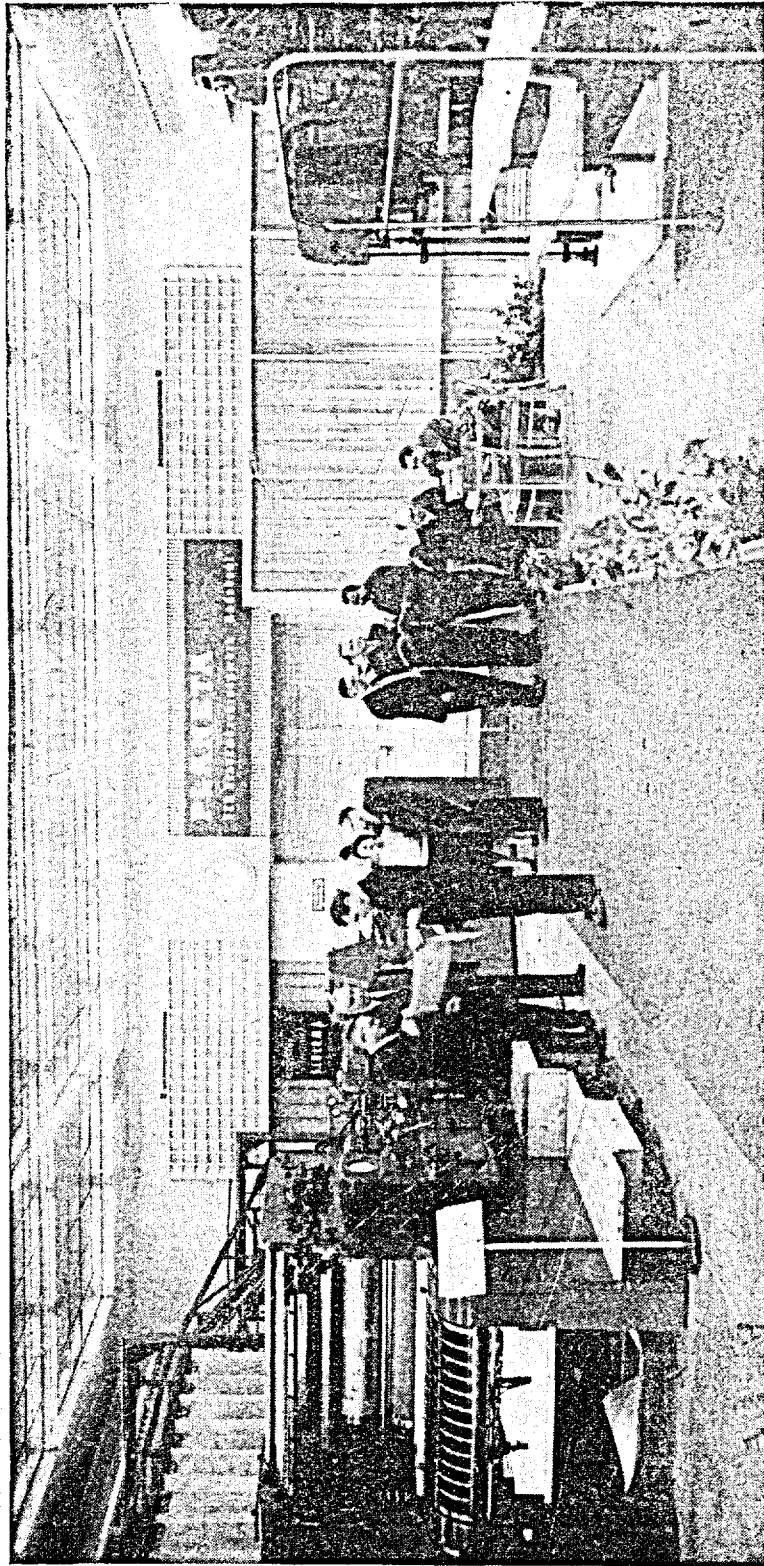


Photo shows a portion of the Planeta Stall of VEB Druckereimaschinenwerk Universal (Polygraph Group), taken on the occasion of the International Leipzig Spring Fair. In the picture is seen Rtn. Mr. Baldevji, Director of Standard Printing Machinery Co., Madras, and Mr. Sohanlall, Managing Director of the Standard Type Foundry of Delhi and Calcutta (all standing at the extreme right). In the foreground is the new single colour offset press PEO 4.



THE BEST, FASTEST AND CHEAPEST
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BURMESE AND MANY OTHER
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BOMBAY

THE BOY was sixteen, and wanted his freedom. Four years as an apprentice had been enough to teach him the printer's trade. But the contract with his half-brother called for five additional years of drudgery in Boston. How could he break away?

Benjamin Franklin found the answer in his pen. "Suspecting that my brother would object to printing anything of mine in his paper if he knew it to be mine," he wrote in his Autobiography, "I con-

trived to disguise my hand, and, writing an anonymous letter, I put it at night under the door of the printing-house."

What he put under the door were letters signed "Mrs. Silence Dogood." They were satires, in imitation of the Spectator papers then the rage in London, but the young author's sure instincts as a journalist focused his wit on Boston affairs. Mrs. Dogood became the first in a long line of writers to lampoon the idle rich at Harvard.

THE 250th ANNIVERSARY OF THE BIRTH OF BENJAMIN FRANKLIN

That great printer, editor, statesman, diplomat, economist, scientist, inventor and author Benjamin Franklin was born 250 years ago—

January 6, 1706, but although he achieved such distinction in all that he undertook he preferred to the very last to be known as a printer—as his epitaph, dictated by himself, proves.

He was a great old-time printer-editor. His editorials told because as editor he put every word into a sentence with the same skill as he as a printer put it into the stick.

The incredibly versatile Ben Franklin never forgot the value of laughter, nor the power of a pointed jest.

Mr. Arnold Nicholson writes on the versatility of this great man with a stress on his capacity for wit under the title

"Wit was His Weapon" in the Saturday Evening Post.

We are giving below excerpts from this article with the courtesy of the Saturday Evening Post.

Boston, and James Franklin's literary friends, welcomed Mrs. Dogood, and young Ben eventually "discovered himself" to them. The praise he received, as he had foreseen, irked James, who "thought, probably with reason, that it tended to make me too vain." The brothers quarrelled.

"A fresh difference arising between my brother and me, I took upon me to assert my freedom." Thus Ben departed for Philadelphia a free man, and only seventeen.

The scratch of his pen, amplified and broadcast by the printing press, had shaped a new world for the boy, and it forecast a career for the man. "Prose writing has been of great use to me in my life," he testified, "and was a principal means of my advancement." This was the estimate of a thoughtful elder compiling his only book—the Autobiography—which Franklin began as a personal history for his son.

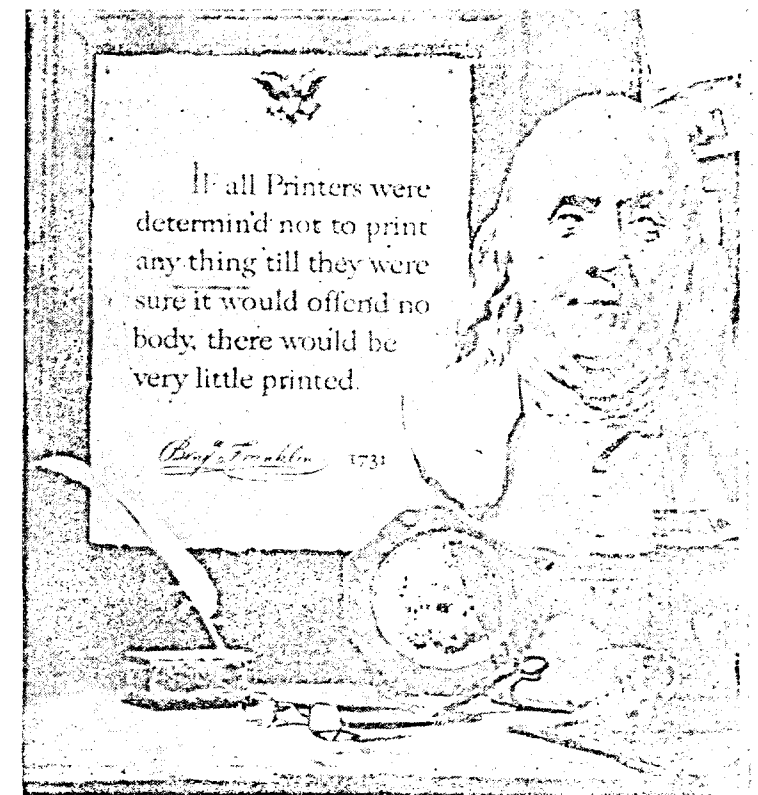
And he was prophetic: "If you would not be forgotten as soon as you are dead and rotten, write things worth reading or do things worth the writing."

No one, in the 250 years since his birth has equalled him as a writer and doer combined. And the full story of Franklin

' IF ALL PRINTERS WERE
DETERMIN'D NOT TO PRINT
ANYTHING TILL THEY WERE SURE
IT WOULD OFFEND NOBODY,
THERE WOULD BE VERY
LITTLE PRINTED.'

*The above pithy comment was
written by Benjamin Franklin.*

*It appears as part of the cover of
the January 21st issue of the Satur-
day Evening Post in which special
tribute is paid to this American
printer, statesman, inventor
and writer. The Post is a
descendant of the
Pennsylvania Gazette which
Franklin owned and edited when
less than 25 years old.*



the journalist, who publicized and furthered the aims of Franklin, the tradesman, the scientist, the leader in public affairs at home and first voice of America abroad, has yet to be told. He sketched early chapters in his Autobiography, revealed much more in letters and conversations exchanged with friends, but left the balance for posterity to piece together from his surviving papers and anonymous articles in the press of his day.

Franklin had no illusions about elegance. "That is best wrote," he said, "which is best adapted for obtaining the end of the writer." And for this purpose, he told his friends, "The words used should be the most expressive that the language affords, provided they are most generally understood . . . smooth, clear, and short, for the contrary qualities are displeasing."

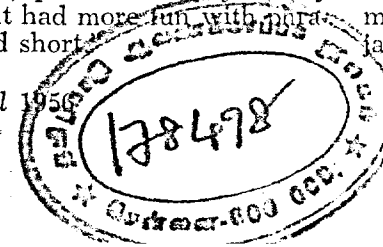
This was a tall order for eighteenth-century scribblers, devoted to allegory and involved, rhetorical prose. Franklin could, and did, pen fashionably wordy paragraphs, but had more fun with phrases "clear, and short."

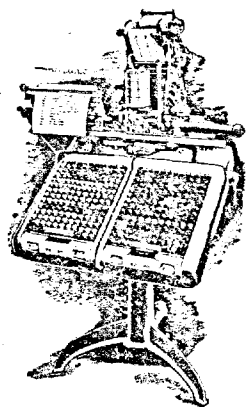
His sayings scratched and bit their way into the language for all time. "Little strokes fell big oaks." "Lost time is never found again." "Fish and visitors smell in three days." "Early to bed and early to rise, makes a man healthy, wealthy and wise."

Some of Franklin's phrases were original, others were rewrites, invariably sharpened by his wit. A joke was his delight.

The mischievous sixteen-year-old who jibed at the Temple of Learning—and who later published and pushed through a plan for Pennsylvania's first college—was setting the pattern for a lifetime of literary spoofs and hoaxes, usually at the expense of the high and mighty. Franklin, himself, was careful to stay in the camp of the common man, cultivating "the habit of expressing myself in terms of modest diffidence." If you would "Write with the learned, pronounce with the vulgar."

The world-renowned statesman and man of science began his will: "I, Benjamin Franklin, of Philadelphia, Printer,"





MONOTYPE

COMPOSING AND CASTING MACHINES

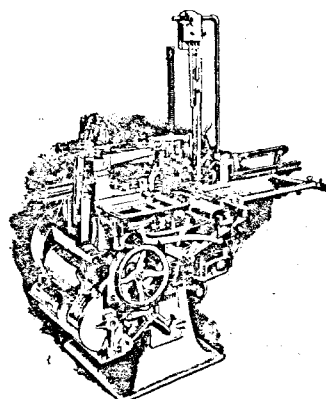
can provide all the solid setting, display type, spacing material, etc., that your composing room needs—AT MINIMUM COST.

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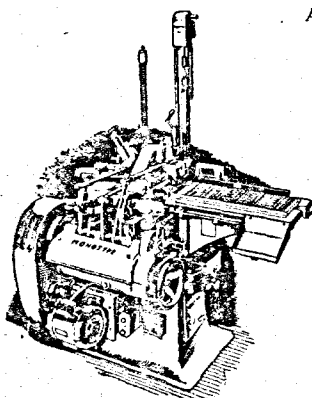
requires only a simple and rapid change of equipment for an operator to compose text matter in any European language—or in Sanskrit, Hindi, Marathi, Kashmiri, Nepalese, Bengali, Assamese, Gujarathi, Tamil, Telugu and Urdu, with ease and speed.

A 'MONOTYPE' COMPOSITION CASTER

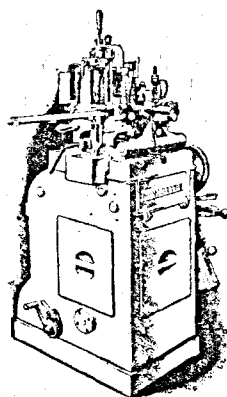
will automatically cast and deliver perfectly-spaced lines of new, solid single type to measures as wide as 60 ems pica. It can be fitted, if required, with attachments for casting Display Type to 36 pt.; also leads and rules to 12 pt.



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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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maintaining to the last his identity with those who labour and trade. It echoed the epitaph he wrote nearly sixty years earlier:

The Body of

B Franklin Printer

(Like the Cover of an old Book

Its Contents torn out

And stript of its Lettering & Gilding)

Lies Here, Food for Worms.

But the Work shall not be lost:

For it will, (as he believ'd) appear once more.

In a new and more elegant Edition

Revised and corrected

By the Author

The epitaph was never inscribed on Franklin's grave, though he circulated it widely and several copies in his own handwriting still exist. It's a fair guess that the clever young man wasn't thinking of posterity, but only of amusing and impressing his immediate audience.

Franklin's world, at twenty-three, was Philadelphia. He had found a partner and the money to set up a press, and planned to establish a newspaper. He was bucking two printers already in business. One of them, named Bradford, had a newspaper, "a paltry thing, wretchedly manag'd, no way entertaining." The other printer, Keimer, was Franklin's former employer. A young friend asked Ben for work, but:

"We could not then employ him; but I foolishly let him know as a secret that I soon intended to begin a newspaper, and might then have work for him." The friend talked to Keimer, who immediately announced that he would publish a paper too. Franklin "resented this; and, to counteract them, as I could not yet begin our paper, I wrote several pieces of entertainment for Bradford's paper under the title of Busy-Body . . . By this means the attention of the public was fixed on that paper." Keimer found the competition too rough, and in less than a year sold out to young Ben.

This was The Pennsylvania Gazette, from which The Saturday Evening Post descends. Poor Richard had learned "Three may keep a secret, if two of them

are dead," and that "God helps them that help themselves."

Franklin's ambition—and need for business—led him to take a hand in public affairs even before he got the newspaper. Now the journalist reached out to influence all of Pennsylvania. He "had form'd most of my ingenious acquaintance into a club of mutual improvement, which we called the Junto," and one of the topics they discussed, deeply troubling the colony of Pennsylvania, was the dwindling supply of ready money.

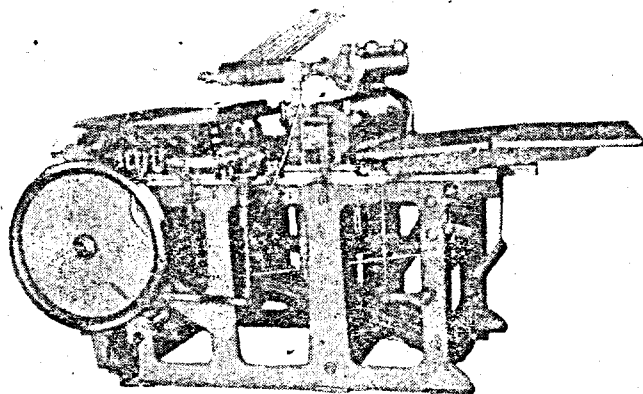
"I wrote and printed an anonymous pamphlet on it, entitled The Nature and Necessity of a Paper Currency. It was well receiv'd by the common people in general; but the rich men dislik'd it." Pennsylvania's politicians, however, passed a paper-money bill, and Franklin's friends among them, "who conceiv'd I had been of some service, thought fit to reward me by employing me in printing the money; a very profitable job and a great help to me. This was another advantage gain'd by my being able to write." Once the printing business was on its feet, the young tradesman became the civic leader, launching his projects "by writing on the subject in the newspapers, which was my usual custom in such cases."

Franklin, by 1747, was both busy and successful: public printer for three colonies, deputy postmaster at Philadelphia, clerk to the Pennsylvania Assembly, and surrounded by influential friends in the outgrowth of his Junto, the American Philosophical Society. The journalist was ready to test his skill in politics. England was at war with France and Spain, and raiders from both nations came plundering up the Delaware, nearly to Philadelphia. The editor of the Gazette and his friends decided that the time had come to stir the peace-loving Quakers and their business-as-usual friends to armed defense. "I determined to try what might be done by a voluntary association of the people," he recalled. "To promote this I first wrote and published a pamphlet entitled Plain Truth, in which I stated our defenceless situation in strong lights."

"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" × 18½"
Floor Space	50" × 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.

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Fast & Loose Pulley
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This was Franklin's trial run of the newspaper and pamphlet technique he later used in England, shaping the course of world events as the quarrel between the American colonies and Britain grew into war. Once the journalist reached London where he lived from 1757 to 1762, and from 1764 to 1775, he had the whole world for his audience, and made the most of it.

Union in America was part of the larger vision of a great transatlantic empire that Franklin, the unofficial press agent and propagandist for the colonies in London, tried hard to sell.

He turned also to the public welfare, persuading an outstanding physician to write a pamphlet on "do-it-yourself" smallpox inoculation. Franklin sent 1,500 copies to America for free distribution. Smallpox had robbed Franklin of his son, Francis, who had not been inoculated.

He had said in defending freedom of the press, that "Printers are educated in the belief that when men differ in opinion both sides ought equally to have the advantage of being heard by the public." He told a friend:

"The ancient Roman and Greek orators could only speak to the number of citizens capable of being assembled within the reach of their voice. Their writings had little effect, because the bulk of the people could not read. Now by the press we can speak to nations, and good books and well-written pamphlets have great and general influence . . . We now find that it is not only right to strike while the iron is hot, but that it may be very practicable to heat it by continually striking."

His most famous hoax was hugely enjoyed by Doctor Franklin himself, who happened to be with friends when they first read it. He watched indignation turn to laughter, and finally found himself "discovered" as the author. It purported to be an Edict from the King of Prussia, who claimed: "That the first German settlements made in the island of Britain were by colonies of our people, subject to our renowned ducal ancestors, and drawn from their dominions."

There was little time for journalism in Philadelphia during the early months of the Revolution. Franklin became postmaster for America, president of the Committee of Safety to defend Pennsylvania, and a member of the first Continental Congress. He helped with the drafting of the Declaration of Independence, and then, in his seventieth year, sailed for France to continue, as commissioner for Congress, his work for America.

Doctor Franklin's most ambitious—and gruesomely effective—hoax issued from the press he installed at his home in Passy, on the outskirts of Paris. He concocted A Supplement to the Boston Independent Chronicle, complete even to advertisements, all of it embroidery for the story of a mythical Captain Gerish, of the New England militia.

Franklin returned to Philadelphia in 1785. He was nearly eighty, crippled with gout and a kidney stone, but served for three years as President (governor) of Pennsylvania and participated in the framing of the Constitution.

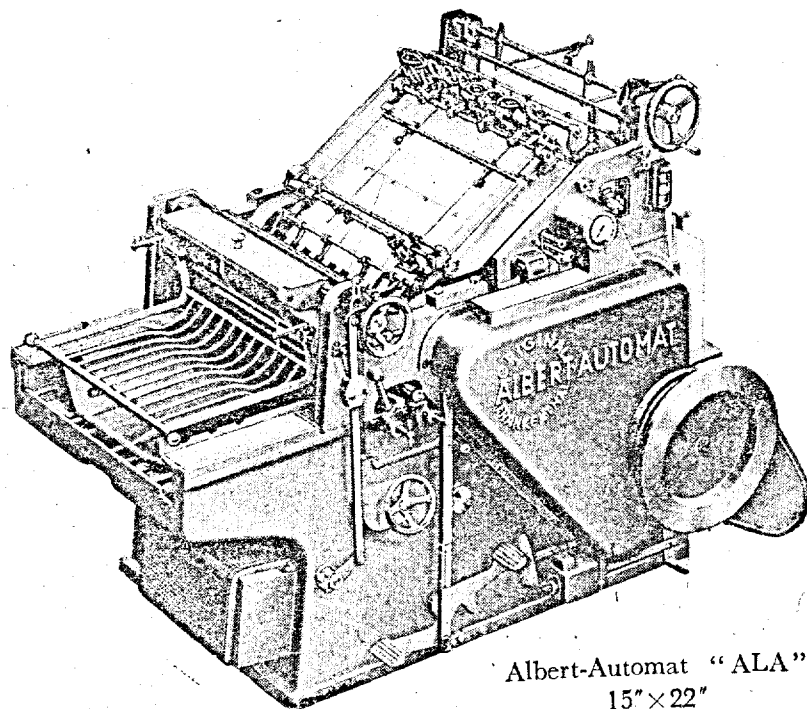
He had found time at Passy to write for his own pleasure and that of his friends, producing the famous Bagatelles, addressed to the women who loved him because he, in turn, so obviously adored their little vanities and feminine charm.

The elder statesman at home, who knew "in this world nothing can be said to be certain except death and taxes," was too busy with the little time left to him, and often too uncomfortable, for more than occasional writing. But the journalist couldn't resist one last newspaper hoax the month that he died, in his eighty-fifth year.

Franklin's last hoax was as timely and unerringly aimed at his readers—both the marks of good journalism—as all that preceded it. He ended his writing as he had begun, poking fun.

Poor Richard, who liked to quip, "There's more old drunkards than old doctors," or "He that lieth down with dogs, shall rise up with fleas," knew the value of laughter, whether he was selling almanacs, describing an invention or shaping world affairs.

ALBERT-FRANKENTHAL



Albert-Automat "ALA"
15"×22"

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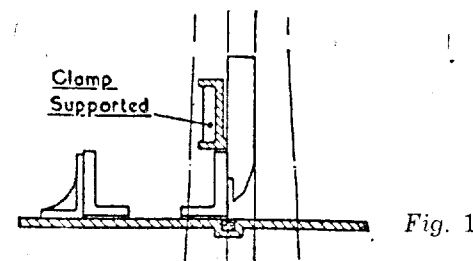
NEW DELHI
THAPAR HOUSE
124, QUEENSWAY

BETTER CUTTING

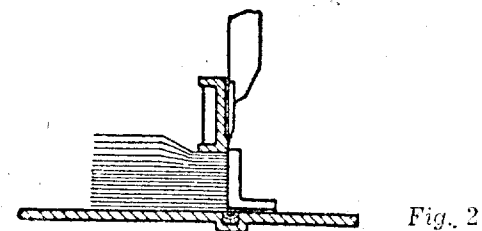
FOR PAPER, CARDBOARD
AND SIMILAR STOCKS

PART 1

CUTTING FAULTS may be caused through a badly fitting knife, unsuitable knife grinding, unevenness of the paper, or some fault in the machine itself. Much experience and careful investigation are required to determine the exact cause of trouble, and the steps needed to rectify it.



For example, it may be found that differences occur between the sizes of the top and bottom sheets. In this case, the position of the backgauge in relation to

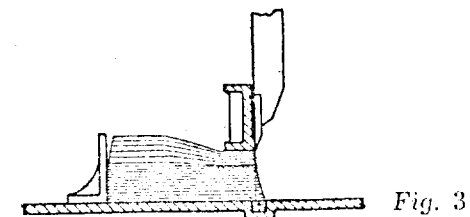


This series is designed to assist Printing Technologists in the better use and understanding of the cutting machine. It will enable him, when cutting faults occur, to trace and remedy these faults quickly and effectively, and thus secure the high output for which the machine is designed. The articles are reproduced from the booklet "Handbook of Cutting" with the special permission of the Victory-Kidder Printing Machine Co. Ltd., London.

the table, and the position of the table in relation to the main frames or knife carrier should first be carefully checked for squareness (Fig. 1). Then the clamped face of the cut stock should be similarly checked (Fig. 2). If these tests reveal no irregularity, and there is no appreciable deviation of the cut from the vertical, the fault does not lie with the machine or cut, and must be sought elsewhere. The usual tolerance allowed with normal papers and boards of medium substance is $\pm .008$ ".

OVERCUT

Overcut (Fig. 3) is the term used when, after cutting, the bottom sheets are longer than the top sheets.



The popular practice of placing the top and bottom sheets of a pile together for comparison is not sufficient for discovering the cause of cutting faults and can,

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CUTTING FAULTS

Faulty cuts fall into five main classes, as follows:

1. Overcut or Undercut
2. Bow or Hollow Cut
3. Out-of-Square Cut
4. Top Sheets Pulled Forward
5. Miscellaneous other Cutting Faults

sometimes, be very misleading. Differences in lengths may be found, for example, with wavy papers, because the top sheets lie in waves while the bottom sheets are pressed flat by the weight of the pile (Fig. 4).

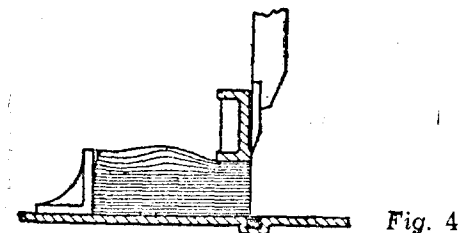


Fig. 4

Swarf between backgauge and pile, errors in squaring up the paper and vibration of machine, with consequent paper wander are further causes of faulty cutting which have nothing to do with the actual cutting operation.

When cutting large piles into strips, attention must be paid to the fact that through clamping, the pile itself becomes distorted, the top sheets being pressed and bent down on the cutting line, and consequently pulled away from the backgauge (Fig. 5). After the clamp has been released, the pile does not always make a complete return, but remains clear of the backgauge, the amount of displacement depending on the type of stock being cut.

Although the displacement on a single cut may be negligible, the cumulative effect over a large sheet is sometimes considerable, and it is necessary to square up

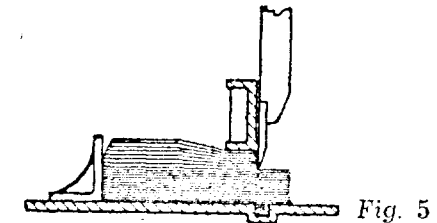


Fig. 5

the pile by hand from time to time, possibly even after every cut. If this precaution is not taken, the last cut may be as shown in figure 6.

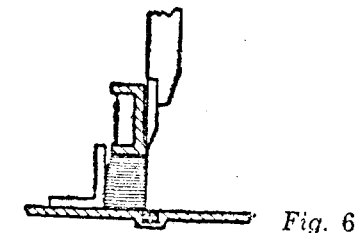


Fig. 6

Causes and Remedies

(1) Overcut frequently occurs when the knife has a slightly rounded back (Fig. 7), or when it has a bevel on the

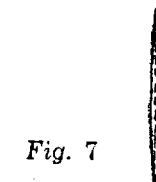


Fig. 7

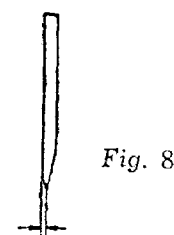


Fig. 8

back (Fig. 8). The back bevel, which may be scarcely noticeable with the naked eye, is due either to faulty hand honing of the knife, or to wear on the knife edge.

This fault can be remedied by grinding the back, or by regrinding the knife until the back bevel disappears.

(2) Overcut is sometimes caused through the knife standing obliquely in

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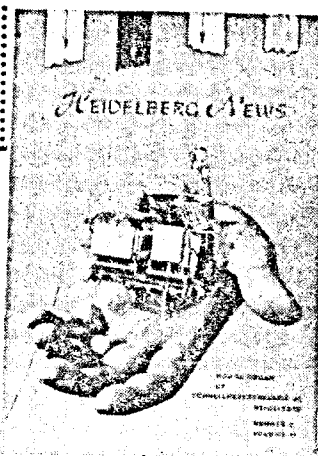
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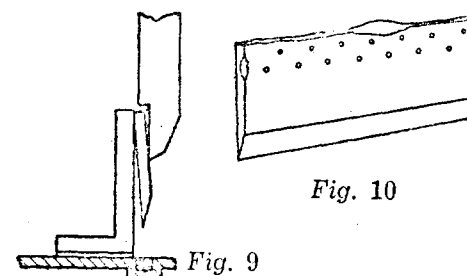
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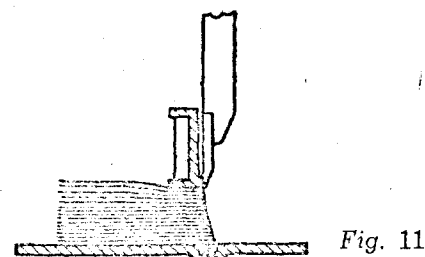


the knife-carrier (Fig. 9). This is usually
due to burrs on the top or sides of the
knife resulting from the use of a ham-



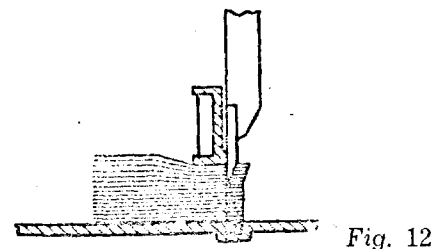
mer when setting it on a grinding ma-
chine, or when fitting it into the guillo-
tine (Fig. 10). These burrs should be
removed with a file. If no burrs are
found, the trouble is due to some other
inaccuracy of the knife, which should be
subjected to a complete overhaul.

(3) If the knife is blunt, or if the
bevel is considerably more than 22° ,
overcut may result, because the sheets
on the cutting line will be bent down-
wards and torn off rather than cut. This
will cause the knife to leave the verticle



(Fig. 11). This fault can be remedied by
regrinding the knife.

(4) Too fine a bevel will cause overcut,
the fine bevel tending to bend (Fig. 12).



An excessively fine bevel can be cor-
rected by regrinding the knife, the

instructions for which will be given in a
future article.

Attention to the above points will en-
sure that the cut is always vertical. The
verticle adjustment of the backgauge to
the table should only be used to correct
deviations of cut when working on ex-
ceptionally hard stock.

Hard stock should not be cut with the
pressure strip as the increase of clamping
on the cutting line would lead to too
much pressure and might damage the
knife.

(To be continued)

POLYGRAPH STAND AT LEIPZIG SPRING FAIR

(Continued from page 7)

For the true registration of the offset
plates, when plating the machine, there
was no helpful arrangement on the old
machine, whereas now, the hitherto rigid
guard in front of the inlet point between
the plate and the blanket cylinders has
been given the shape of a rule. This
facility will be welcomed by machine
minders, and besides does away with a
good deal of down-time. A loop provided
for at the unwinding stand maintains
uniform tension of the paper web during
the passage through the inking units. By
this device, a substantial increase was
achieved in the uniformity of register.

More important yet, however, is the
introduction of an overlapping delivery.
While so far the delivery was the decisive
factor in respect of the limitation of the
top speed, it is now the requirements re-
garding the quality of the printing which
represent the speed barrier. The press has
grown faster. As against a former output
of 6,000 sheets an hour, it now stands at
approximately 8,000 sheets per hour.

The improved roll-feed offset press
RZO I and other machines will also be
exhibited on the stall of DWV Polygraph-
Export, at the Vc Salon International
des Techniques Papetieres et Graphi-
ques, Porte de Versailles, in Paris from
22nd up to 30th June, 1956.

NEWS

PRINTECH Diary Page :

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

RAINBOW INK AWARDS

The Rainbow Ink & Varnish Manufacturing Co., Bombay, awarded a Gold Medal to Sri S. Parthasarathy for first rank in Final Examination in Printing Technology and Rs. 101 to Sri Niranjan Mahapatra who stood first in Printing II Year Full Time Class. These were awarded on the Annual Day of The Central Polytechnic, Madras.

Mr. C. J. FINDALIN'S ADVICE TO COIMBATORE AND NILGIRI MASTER PRINTERS

The President and Members of the Coimbatore and Nilgiri Master Printers' Association got up a Tea Party to meet Mr. Findalin of the East Asiatic Co. (India) Private Ltd., Madras, on Friday the 17th February 1956 at Gita Hall, Coimbatore.

Mr. Findalin said that there is good prospect for printing trade in the Second Five-Year Plan. He also explained the necessity of adopting labour saving methods such as replacing old and slow running machines by automatics thus effecting a saving in time. Further he emphasised the need for those who are in charge of printing presses to have training in foreign countries such as Germany and other places for the improvement in quality of the work in general.

Mr. S. Ramaswamy, (Full Member of I F P T), Secretary while proposing a vote of thanks suggested that machine manufacturers should think of instituting a covetable prize for the good maintenance of their machines by the printers in their presses and well brought out results out of the same.

NEWSPRINT FOR PAKISTAN

A newsprint industry is to be set up in East Pakistan to facilitate the growth of the Press in the country, said Pakistan Prime Minister Mohamed Ali recently. He told the Council of Pakistan Editors the industry was on the "high priority list" and would meet all requirements of the country.

TIBET: The oldest technique of printing

The oldest technique of printing is still applied at the Tibetan Government Printing Shop, the Potala Press. Every page of the publication is carved into wooden boards by hand and, equally, the paper is pressed by hand on the boards and thus printed. The ink is made or concocted at the printing shop.

AFRICA : Afrikaans Dictionary

The second volume of the standard Afrikaans dictionary, containing words under the initials D E and F, has recently been published under the auspices of the Department of Education, Arts and Sciences of the Union of South Africa. This dictionary was authorised by the Union Parliament more than thirty years ago, when it was thought that only three years would be needed for its compilation. The first two volumes comprise more than 1,450 pages, page size 11" x 8".

BULGARIA

The largest and most up-to-date printing works in Bulgaria is a new graphic combine situated in the capital, Sofia. It produces nearly 50 percent of the country's printed matter. Built in the form of a square occupying 3,700 square metres, the combine produces books, posters, multi-colour art work, 11 newspapers and periodicals. 700,000 copies of papers are printed every day, and 500,000 pages are set and printed per month. The works, whose production process is almost fully automatic was designed and planned in the Soviet Union.

MONOTYPE SUBSIDIARY CHANGES TRADE NAME

The Monotype Corporation Ltd. announce that as from January 30 their subsidiary company, Printers Machinery Accessories (London) Ltd. began to trade under the name of the parent company, The Monotype Corporation Ltd. All future correspondence should be addressed to the Monotype Corporation.

"TIMES" ON MECHANICAL

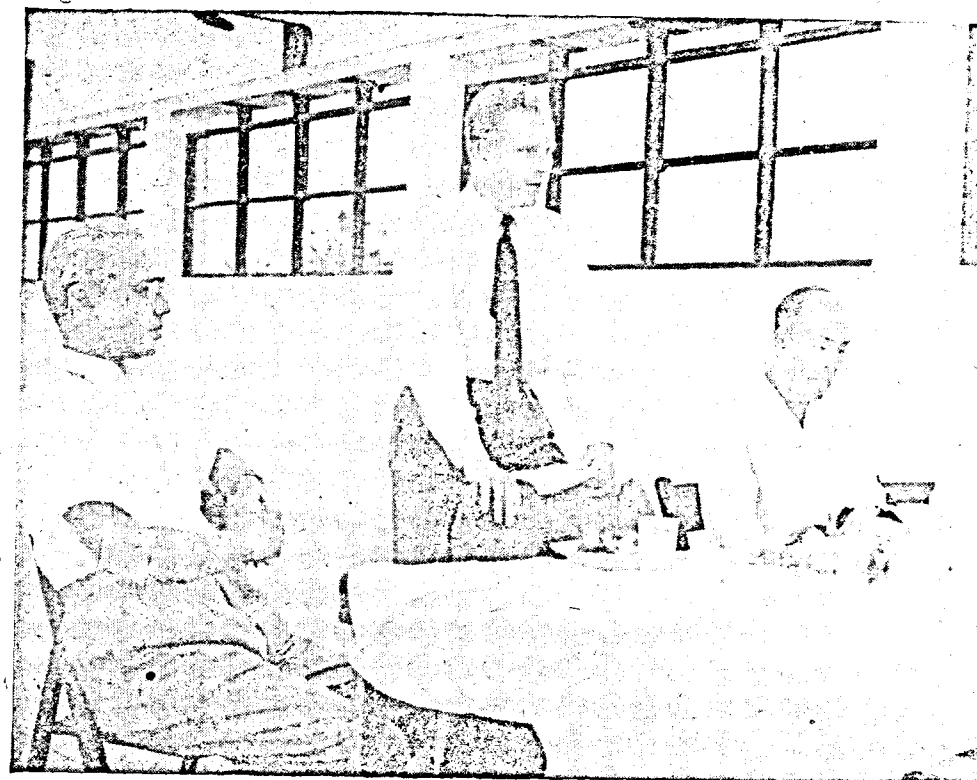
The Times has started using mechanical printing paper instead of newsprint from Monday 5th March 1956 issue. This changeover has enabled an increased number of pages.

Printing inks of a higher-grade were used for the production of The Times.

It was not contemplated to switch any of The Times weekly publications to the new paper.

OPPOSITE PAGE: Top picture shows from left to right Mr. S. Ramaswamy, Secretary of Coimbatore and Nilgiris Master Printers' Association, Mr. C. J. Findalin of the East Asiatic Co. (India) Private Ltd., Madras and Mr. P. R. Ramakrishnan, President of the Association.

The bottom picture shows Mr. William Elfner (extreme left) with Messrs. C. S. Pillai and C. J. Findalin of the East Asiatic Co. (India) Private Ltd., Madras. Mr. Elfner is Instructor and Engineer of the well-known Heidelberg Factory in Western Germany and arrived in Madras on Saturday 7th, April 1956 by an Indian Airlines Plane. He visited several leading printing concerns in the City.



"YOURS" FINALLY APPEARS: REDUCED PRINT ORDER

The first issue of "YOURS," a new national give-away controlled circulation family magazine, appeared last week of February 1956—a month later than the publishers, Perry Press Productions Ltd., originally planned. The delay was brought about by difficulties in the printing trade and increased costs generally.

The publishers also had to reduce the page size from 11" by 8" to 10½" by 8" because of the increased printed paper postage rate which came into force on January.

Circulation was affected too. Instead of the planned initial print order of one million copies, for sending to one in every two private telephone subscribers in the United Kingdom, only 100,000 could be produced. The first full-sized issue, with one million circulation, will be published in April.

"YOURS" is printed photogravure by L.T.A. Robinson Ltd., London.

LARGEST IN THE WORLD

Described as the largest single rotogravure printing machine in the world, a new 18-unit multi-colour press manufactured by the Goss Printing Press Co. Ltd., is now being installed in the works of Sun Printers Ltd. at Watford (U.K.).

Installation of the press is expected to take nearly six months. The press is the first of two which are being specially manufactured for Sun Printers by the Goss Company.

With two single ribbon-type folders of the 5/4 ratio, the new press is 140 ft. long, 27 ft. 6 in. high and weighs nearly 350 tons. It has been designed to print, fold and deliver products to half-page newspaper size at a running speed of 17,000 cylinder revolutions an hour.

CHINA'S FIRST TELETYPEWRITER

China's first teletypewriter has been made in Shanghai, according to the New China News Agency. It transmits 400 letters a minute and will be put into small-scale production later this year when final tests are completed.

FRANCE: Rallygravure

An annual event that deserves imitation is the so-called Rallygravure in France, an excursion organised by all sections of the French printing industry. This year's gathering, where the best coloured reproduction will be awarded a prize,

will be held on May 6. But the social side of this gathering, which brings all sections of the industry together, is perhaps more important than the award. It includes an informal lunch, a dinner and an after-dinner dance.

SWEDISH OFFSET PRESS MAKERS TO RUN PRINT CONTEST

Swedish Manufacturers of the ATF Chief 24 Offset Press, A B Printing Equipment, have announced a new competition open to printers throughout Europe. More than £350 in cash prizes are being offered for the best work printed on ATF Chief 24's.

First prize will be 3,000 Swedish crowns (Rs. 3110), second prize 2,000 crowns (Rs. 1550), and the third prize 1,000 crowns (Rs. 770). There will also be extra prizes for other meritorious entries.

Jobs submitted will be judged by a jury including the Head of Stockholm's Graphic Institute, the technical manager of a Swedish publishing house and the managing director of A B Printing Equipment. The organisers require between five and ten pulls of each job submitted together with full production details.

Preparations for "Graphic 57," the international exhibition in Lausanne, are gathering momentum. At a recent meeting in Algiers the Bureau of the International Federation of Newspaper Publishers decided to accept the patronage over this important rally of printing and ancillary industries. Consequently, newspaper printing equipment of the latest type such as typesetting machines and electronic engravers will be a feature of the exhibition.

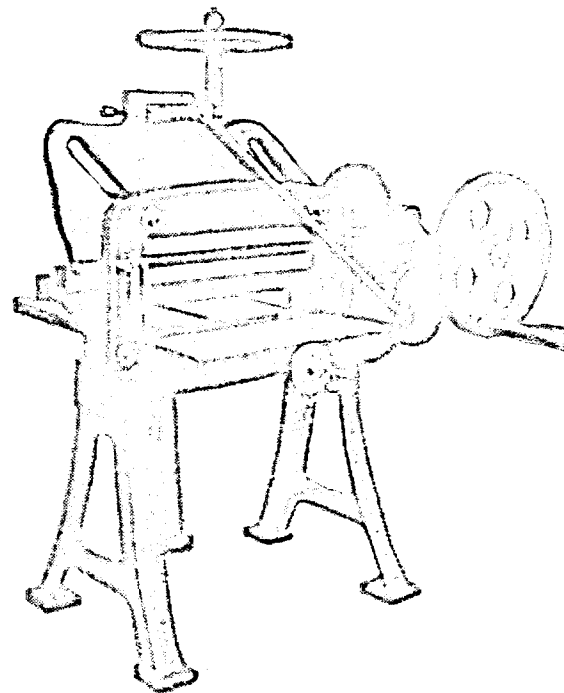
PERFUMED INK

On this New Year's Eve the Swiss daily, *Feuille d'Aris de Neuchatel*, published a copy, printed with scented ink. The perfume used was jessamine. Thus Switzerland follows some German and American examples.

BETWEEN OCTOBER, 1559 & APRIL 1560

Switzerland has been a centre of printing since 1470, twenty-two years before Christopher Columbus discovered America. A Basle ledger of those days informs of the assets and liabilities of printers and this sixteenth-century chronicle gives some idea of their work. The printers, Froben and Episcopius, it writes, used 71 bales of paper, altogether 350,000 sheets, between October 1559 and April 1560.

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