

BULLETIN

OF THE ALL INDIA FEDERATION OF MASTER PRINTERS

Vol. I No. 12

Editor-in-Chief—S. RAMU

July 1956

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NOT TO BE A MERE ADDITION

THE Government of India have sanctioned the establishment of four Regional Schools of Printing in the country. The Printing Section of the Central Polytechnic, Madras, where the Diploma Course in Licentiate in Printing has been running so far has been converted into a Regional School which will cater to the Madras, Andhra, Mysore, Hyderabad and Travancore-Cochin States. Plans are afoot to move this School to a separate building and for the purchase of adequate modern machinery.

The co-operation of the printing industry and the West Bengal Government have been responsible for the establishment of the Regional School at Calcutta. The Bombay Government are consulting the Bombay Master Printers' Association for starting a school for the Western region. The fourth school, it is understood, will be established at Allahabad before long.

Meantime, the Central Government are taking steps to organise a Central School of Printing and have appointed an expert committee for preparing a detailed scheme for its establishment. It is yet to be known where this Central School of Printing will be located, and how this would be different from the four Regional Schools.

The industry, certainly, is grateful to the Central Government for the establishment of the regional schools which is bound to result in turning enough technical personnel for the printing industry—something which is very badly needed at present. We do feel that the function

of the Central School which is to be established hereafter should be different from that of the Regional Schools since there will be no purpose in starting an additional institution to do what other institutions are doing already. We feel strongly that the Central School should be devoted for post-graduate study and research work. It is well-known that other countries have forged ahead in all departments of printing because of the research undertaken by both Governments and the Industry and passing the results of such research on to the industry. The Patra is a well-known case devoted entirely to research. Experienced printers read papers at annual gatherings and discussions on these papers follow in which master printers take very vital interest. These papers together with the discussions are published and are subsequently made available to the industry in the form of books. It should be the function of the Central School to do what the Patra has been doing.

It is common knowledge that printing condition differs from place to place in India on account of its geographical vastness. The economic plight of the Indian printer does not allow him to condition the atmosphere of his press. Summer or winter, he has to go on his job depending on his machine for his quality. Roller composition is a problem that has always been defying him. He has to change this to suit the climate and the poor quality of the printing is in no small measure due to the compositions. Research will surely help at the standardisa-

tion of these compositions and the printer could be told what kind of composition he should use and for what climate.

Very few people know that there are inks that dry slowly, that dry instantly, inks for hard surface, inks for soft surface, ink that will bleach, inks that are fast to light, etc. Quite frequently, the printer finds it impossible to obtain ink that will meet certain specifications. Before selecting the ink, one has to consider the nature of the press on which the job is to be printed, the kind of paper on which the job is to be run, and the sequence in which the colours are to be printed. The majority of printers in the country use the same ink year in and year out because of ignorance. It is high time that he is taught the use of proper ink which is among the first that the Central School of Printing has got to do.

The Government of India are now seriously considering the manufacture of printing machinery indigenously. The research department directed to this aspect would be a great help to those who might venture to start such factories.

The Regional Schools are at present awarding certificates after two years of training and national diplomas after a further period of two years. The post-graduate course of the Central School of Printing for a further period would indeed be a great asset. Training should be given not merely in the various aspects of printing, but in the management of such establishments. Let us hope that the expert committee which is to meet shortly would consider these points and make suitable recommendations to the Central Government.

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PRINTING MANAGEMENT IN INDIA

Speech delivered to the Bombay
Management Association

by
S. RAMU

BEFORE taking up the subject of Printing Management, I would briefly sketch the state of the Industry in our country.

This Industry, which is so important in the industrial, political and social life of the country, is so backward that it can hardly merit the status of an industry. Yet, in the very near future, it will have to develop to a tremendous extent, if it is to cope up with the demand. A rough idea of the demand can be obtained from the consumption of paper. The current consumption of paper is in the region of 155,000 tons per annum. The opinion of an F.A.O. expert, who came out for the specific purpose of estimating the future consumption of paper in India, was that by 1961 the consumption would be about 481,000 tons per annum. The *per capita* consumption of paper in India is 1.6 lbs. as against 154 lbs. in the U.K. and 400 lbs. in the U.S.A. With the accelerated drive for increased literacy and industrialization, one is almost overcome by the extent to which this Industry must develop before being able to cope up with the demand. The proximity of such a demand can be seen in the tremendous rise in circulation figures of vernacular magazines—I know of at least four Tamil weeklies with circulations between 75,000 and 100,000. The value of primary text books in a certain State rose to Rupees 15 lakhs in a year. Besides all this, new companies and projects, private and Government, are being set up daily, more goods are manufactured, and, every one of them needs PRINT in large quantities.

To cater for this vast business, imminent and potential, we have about 20,000 printing presses in the country. But unfortunately, only less than 5% of these employ over 100 employees. Moreover, the number of printing presses that are equipped to handle large orders and good quality work, is pitifully small. The majority of the presses are old,

ill-equipped relics of bygone days, trying desperately to stay in the field.

Having established the importance and need for developing this industry urgently, I submit the case before you, gentlemen, in order that you, as the pioneers of Scientific Management in the country, have to and must help this Industry to be of help to you—yes, definitely. A now too-well realized aspect of better management is that of Printing as an important tool for Management. Before speaking about this aspect of Printing as it affects you, I would like to touch on certain peculiar features of this industry and with special reference to India, which, I am sure, would interest you and try to show the amount of work that must be done in a very short time before Printing can take its rightful place as a *major industry in India*.

Basically, the Printing Industry is a *service* industry, where each job differs from the other and is produced to individual specifications. Another important difficulty, here, is that the vast majority of print buyers do not assess their requirements correctly. They are not sure of the quality they want—and sometimes the quantity. They usually have a light budget and are usually more worried about the cost than what the printed piece is expected to achieve. In many cases, the print buyers are content to leave the choice of paper, process, etc., to the discretion of the printer. Occasionally, of course, that arty liaison, the advertising agent, steps into the picture, usually to complicate rather than help out the printer.

Another important point that I would like to make is that today an organized approach to Management of Printing does not exist in the country and the poor state of the Industry is directly attributable to it. Printing presses in India are generally owned and run or managed by old artisans or speculators—neither of whom appreciate, nor have any

time for organized management. Moreover, there is a tremendous shortage of trained personnel at every level and, until recently, hardly any recognized source existed from which the Industry could draw trained personnel. There is no compulsory apprenticeship system in the Industry. It is only recently that the All-India Master Printers' Federation, after repeated appeals, have been able to persuade the Central Government to open four Trade Schools in four States.

The general wage level is very low and many times unbalanced, as there are many kinds of operations in a printshop, ranging from unskilled machine-operating to highly skilled hand-work. Attempts have been made to establish certain ratios, but much remains to be accomplished.

I will now proceed to point out certain of the management essentials which before their application to the Printing Industry, especially in India, require special analysis and study. This is particularly important as the available information on organized management in Printing from Western countries is scanty and often specialized and inapplicable to our country.

Estimating : An organized system of estimating is immediately necessary, as it forms the backbone of the Industry. Estimating is done at present on an all-too-arbitrary basis. Average performances in terms of time must be calculated and tables made available after grouping and classification of jobs, processes and operations on basis of time. To illustrate, I am sure that many of the gentlemen here must have called for estimates from various printers only to find them widely differing from one another. A difference of 40 to 50 per cent in the quotations is not uncommon.

Designing : Probably more important than in most other industries, this aspect is so often ignored and left to the tender mercies of the harassed workers. The aesthetic and psychological appeal to be created by the printed message is handled by amateurs or untrained personnel, resulting in a dissatisfied client and a shoddy job that does nobody any credit. Unfortunately such jobs are more the rule than the exception in our country. A greater

awakening to this important aspect is most essential.

Planning, Scheduling and Routing : In printing the number of operations, both machine and hand, required for executing a job, are many and complex. On the choice of such operations in every department depends how well, how cheaply and how soon a job will be despatched. As I mentioned earlier, the kinds of jobs being highly varied and the types of equipment available restricted, very careful thought has to be given to planning on how it is to be processed. Nobody ever goes to a tailor to make a suit of clothes, and take delivery of it after a month. It is always required urgently. A Printing Press is no different. Irrespective of the complexity of the job, *urgency* is the note of *most* jobs printed. The problems created in scheduling are, therefore, multiplied. Planning and scheduling in the printing press tend to get rather complicated and have their effect on routine as well. But complicated as they are, these procedures must all the more be studied and applied—in the immediate future, in order to produce good printed matter in bulk at economical prices. A greater division within the Industry must be brought about as in foreign countries. Standardization and specialization will be the keys to progress. There is a colossal economic waste in *all* printers trying to compete for *all* kinds of jobs. The various classifications may be, label printers, general commercial printers, book printers, calendar printers, map printers, etc. Each group should be properly geared up to do a particular type of work economically and to high standards of quality.

Personnel : All the problems of personnel management as they exist in other industries exist in this Industry as well, but with the following additional difficulties :

- (1) Lower rates of wages,
- (2) problems created by shortage of highly skilled craftsmen and machine operators,
- (3) semi-skilled and unskilled personnel having to work together for the final satisfactory completion of the job, and
- (4) generally, the poor stand-

ard of the type of worker who enters this field.

Supervision : As in most industries in our country, supervision is the weakest and the most poorly developed. The technically trained supervisor, who can help the operative in genuine difficulties and bring about improvements to enhance the quality and output, is almost impossible to get ready-made and the possibility of getting him in the near future is also remote. Since printing has never been considered as a decent career, it has never attracted the right type of young men. With the opening of the new Regional Printing Technical Schools, more of our young men, I hope, would take up printing as their career, where they will learn the Technology of Printing. Besides technical knowledge, certain important habits have to be acquired, which will be possible only by working in important printing houses.

Quality Control : Printing Industry is fundamentally different from others and naturally there exists a difficulty in establishing the yardsticks of measurement of quality. Whereas in industries like Engineering, gauges of tolerance can be made to measure the quality of products, in printing, quality can only be gauged by judgment, mainly visual, acquired by experience and applied by exercising discrimination. That does not mean that no standards can be established. In every operation and department, there are constants which can be standardized, maintained and the various types of jobs worked according to these standards and calibrations.

Output : All the factors worked out by modern management principles to enhance productivity can be applied to this Industry, and this is necessary. Work, motion and time study, standardization, planning, material handling, availability and mechanization of its movement, safety engineering, training-within-industry, pleasant working conditions by lighting and hygiene—all of these find room for application here.

Incentives : In the application of monetary incentives, there are complications brought about by the complex nature of the operations in this Industry. The basis of remuneration cannot always be only in terms of time taken or units

produced. But there is scope for carefully worked out incentive plans.

Costing : Costing in Printing is very complicated, as we have job-costs, departmental-costs and hour-costs to be equitably distributed and recovered on an hourly rate basis. Moreover, uniformity of costing procedure within the Industry must be established to make any systematization of the Industry possible. The idea is that all printers should take certain common factors into account before arriving at a fair rate equitable to the trade as a whole. All over the world, the system of costing evolved by the British Federation of Master Printers is in use, with slight modifications in ratios and percentages prescribed. The Indian Federation is doing its utmost to bring about such a system, but progress is very slow.

Though this certainly does not cover all aspects of management, I have tried to show certain peculiar aspects and the background of the Printing Industry, if for nothing, at least to show the future scope for organized Printing Management in India.

This outpouring of the troubles of the Printing Industry into your polite patience is not entirely selfish. It is a definite fact that for practically every phase of business and industry, printing is essential. Printing, carefully planned and utilized, is an important tool of management.

As a tool of management, printing covers the whole field from visiting cards through business forms, ledgers, annual reports, sales literature, advertising pieces, and house organs, fulfilling two purposes—functionally doing its work and psychologically creating and transmitting impressions and ideas in multiple numbers with accuracy. Whatever the job to be printed, to be effective as a tool of management, it must fulfil the above purposes.

If I may be forgiven my impertinence, I would like to point out that the majority of printed material does not fulfil the above requirements fully, because so little thought is given to their design. Rough requirements of matter, size, quality and budget are given to the printer and he is left to his discretion for most other decisions.

To be specific, let us take the field of printed internal forms. The cost

of these forms is not only the price paid to the printer, but the amount of labour that is put in by those engaged in filling them up. The ratio, if ever worked out, would show the tremendous amount of saving—in time and effort—that can be effected in spending a little more thought to its design before getting it printed.

It is not unusual to find forms that have too little space for writing, columns not having enough width, no proper margins for filing and so on. Use of a wrong kind of paper resulting in smudging when writing with ink, or too thick a paper making it difficult to get clear carbon copies, are common complaints. Unwieldy forms have to be written laboriously when probably a thick mark would suffice, if proper provision is made. The need for a proper study in this matter is really of great importance, as in the future of management, the printed form needs must reveal more concise data with the minimum of physical filling in, especially as the charm of the white-collared job is giving way to the technical, and clerical labour is bound to become increasingly expensive.

There are basically five factors that any printed form must satisfy before it can be an effective tool of management :

- (1) It must create a favourable mental attitude on the part of the user towards the job or message printed ;
- (2) It must afford the easiest possible method of entering the data on the form ;
- (3) It must afford the easiest possible method of using the data after they are entered on it ;
- (4) It must help reduce the tendency to error in entering or using the data ; and
- (5) It must make for economy in paper and printing within the limitations of efficient clerical use.

A careful study will reveal the necessity of using standard sizes, proper paper and correct types for forms.

The same remarks apply to forms and literature prepared for Sales

Departments and other internal checks.

For direct Mail Publicity, the design, colour and text have to be very carefully analysed and checked. Once they are decided, the quality of paper, weight, the process most suited and most economical, the right kind of envelope, and a host of other details have to be gone into very carefully, so that the amount of money spent on the Mailing brings a real, good return.

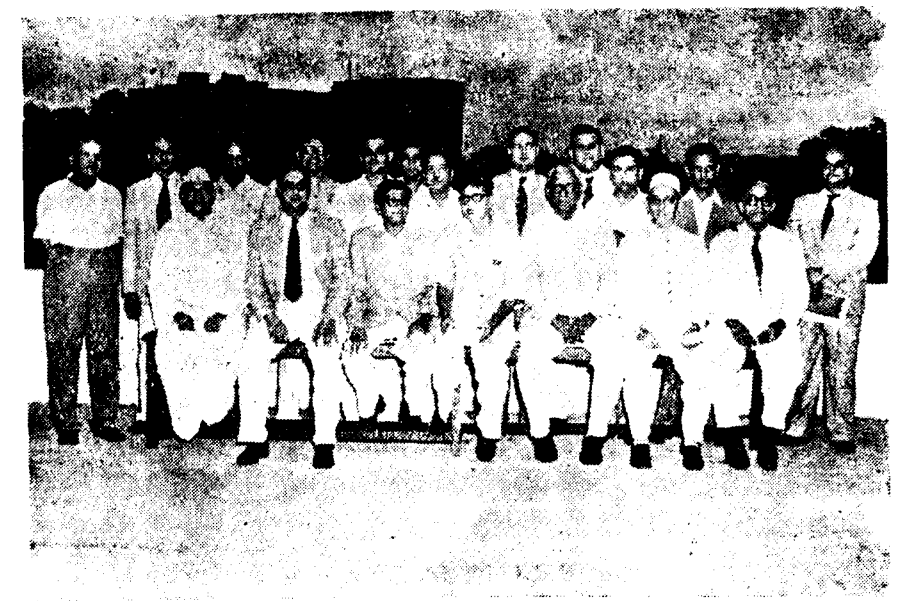
Annual Reports are often printed in a very prosaic way. If the shareholders have to be informed correctly of the various aspects of the business, it will be better to have charts and graphs, and nice illustrations of the activities, new products and the like. Staff and Workers' Annual Reports are coming into vogue, which of course have

to be presented in a totally different manner from the shareholders' report.

The importance of House Organs, both external for customers and internal for the staff, is being realized by most of the progressive houses.

I hope, these illustrate the importance of Printing as a very important management tool. But to use it in an economic ways to make it function effectively, to attract attention and create confidence, to influence in various ways the customer or staff, it is up to you, Gentlemen, to plan your PRINT and make the printer plan his progress, so that an organized, well-managed Printing Industry will be there, ready to serve you whose life is dedicated to the advancement of business and commerce in the country.

Photo taken on the occasion of the Annual General Meeting of the Bombay Master Printers' Association held on 22nd June 1956.



Sitting (L. to R.) : Mr. Nathalal Parekh (N. M. Parekh & Co.) Mr. N. J. Ardeshir (Bolton Fine Art Litho Works) Secretary & Treasurer. Mr. N. L. Contractor (Popular Fine Art Litho Works) Vice-President. Mr. V. H. Thaker (Max Design Process Works Private Ltd.) President. Mr. S. Ramu (Commercial Printing Press Private Ltd.) Vice-President. Mr. Amir F. Varawala (Mohamadi Fine Art Litho Works) Mr. N. E. Chinwala (British India Press).

Standing (L. to R.) : Mr. C. N. Parameswer (Colour Craft). Mr. J. M. Patel (Vijaya Art Printing Press Private Ltd.). Mr. P. H. Raman (Associated Advertisers & Printers Ltd.). Mr. P. M. Doshi (States People Ltd.). Mr. R. Daruvala (Navroz Litho Works). Mr. M. M. Shah (Sharda Paper Box Mfg. Co.). Rao Saheb D. K. Parker (New Jack Printing Works Private Ltd.). Mr. K. C. Raman (The Times of India Press). Mr. R. M. Cama (Bombay Chronicle Co. Ltd.). Mr. G. U. Mehta (Vakil & Sons Private Ltd.). Mr. S. G. Deokule (Rational Art Service). Mr. V. K. Joshi (Colour Cartons Private Ltd.).

MARK THESE, PLEASE!

by

S. BOSE, B.L.

Superintendent, Calcutta Association of Master Printers

Piece-rate and Contract system

In India there is a growing tendency to abolish the piece-rate and contract system of works. The argument advanced by the advocates of this policy is that the workmen under these systems do not enjoy any security of service or any of the privileges, such as leave, overtime allowances, retiring benefit etc., as enjoyed by regular workmen of a firm. Besides, in piece-rate system, the rate of remuneration of wages being fixed for a fixed piece of work, the workmen in order to supplement their income overwork themselves, because the more they work, the more they earn. This extraneous labour tells heavily upon the health of workmen and ultimately instead of doing good it brings about their utter ruin. Similarly in the case of contract system, the contractor being a small employer, cannot afford to give all the facilities that the big industry can offer. So the demand is persistent for their abolition.

But is the picture really so dark? If so, then why is it that in U.S.A. and U.S.S.R. this system of piece-rate or payment by results is so much encouraged? This is because the advantages of payment by results

have been found to be manifold. In piece-rate system.

- (i) The efficient workman is not wedded to the inefficient to earn identical income as in the case of time-rate system.
- (ii) There is much incentive to production and improvement.
- (iii) There is automatic increment in wages with increase in efficiency.
- (iv) The income of industry is regulated by results.

Thus we see that this system has its bright side as well and this system of incentive payment has been introduced in such advanced countries like U.S.A. and U.S.S.R. with very good results. But at the same time the view-points of the opposite school cannot be altogether overlooked.

The controversy has been the cause of numerous industrial disputes all over the country calling for adjudication by Industrial Tribunals. So it will be helpful for one to know how the different Tribunals have dealt with this problem. But before I discuss it,

I like to point out the difference between the two systems of piece-rate and contract-rate, so that one may have a clear conception about one's own right and obligation under the two systems.

The employer, in the case of piece-rate, directly employs a workman and enters into a contract with him about his rate of wages per piece of work to be done by him. The piece-rater is, in other words, a direct employee and his employer is under obligation to pay him his wages as per fixed rate on completion of the job allotted to him according to the specification. In this case, there is an element of direct supervision over the worker during his time of work and in respect of his outturn and workmanship. But in the case of contract system the employer engages a contractor who in turn employs workmen to do the work and fixes their remuneration. Here the workmen are not direct but indirect employees and the main person responsible for payment of wages to such workmen is the contractor. The employer need only see if the contractor fulfils his contract of doing the job according to specification and within the given time. So we see that the rights and obligations of the employers and the employees under these two systems are also different. There should therefore be definite terms and conditions regarding these rights and obligations mentioned in the deed of agreement entered into with the piece-rated workmen and the contractor in respect of the workmen employed by him. In the absence of any clear mention of these rights and obligations, any party may raise various controversies in respect of the service conditions and thereby jeopardise industrial peace which is essential for smooth running of an industry. The agreement, of course, must be drawn up strictly in conformity with law. Any illegal term, though embodied in the deed of agreement and agreed on between the parties shall have no legal force and will be declared as ultra vires by competent authorities.

(To be continued)

ODDS & ENDS

Wrong Shoes

Mr. Jack of all trades has stepped out of the Book of Proverbs and is busy in developing an amphibious science. Call it Medico-astrology or Astro-medicology as you please. The results of the experiment are proving most harmful to the industries of the country.

Panelled doctors under Employees' State Insurance Act are getting into the habit of foretelling date for the recovery of their patients. The patient gets leave from his employer on the strength of this certificate. The employer engages a substitute in his place till the date prefixed by the doctor for the recovery of the worker on leave.

The trouble starts when the worker comes to report earlier than the fixed recovery date. Can't these doctors keep strictly to their own profession?

Every shoe fits not every foot.

Louder, please

Last year, the trumpet yielded but a feeble sound and it did not reach every ear. As a result, the competitors for the State Awards in Printing and Book Designing were not many in number.

It is learnt that the competition will be again held in November next. Binding was not in the picture last time but it will be included in the list of subjects for competition from this year.

This is all good news but we have not yet received any official communication. November is near at hand and the competitors have scarcely any time to get ready.

Better be wise before the event than after.

Bitter Sweet

Sri K. B. Rao, Chief Controller of Printing and Stationery at a reception given to him by the Calcutta Association of Master Printers in Calcutta in May last had assured the printers of a quick payment of their outstanding printing bills.

Sri Rao has put his finger on a sore spot. In some cases printers have been waiting for their bills even for the last seven years. Six or seven years of waiting is long enough to cure anybody of his optimism. But we hope Sri Rao really means business. So, cheer up.

'Patience is bitter, its fruits are sweet,' they say.

(Continued on page 10)

3 questions...

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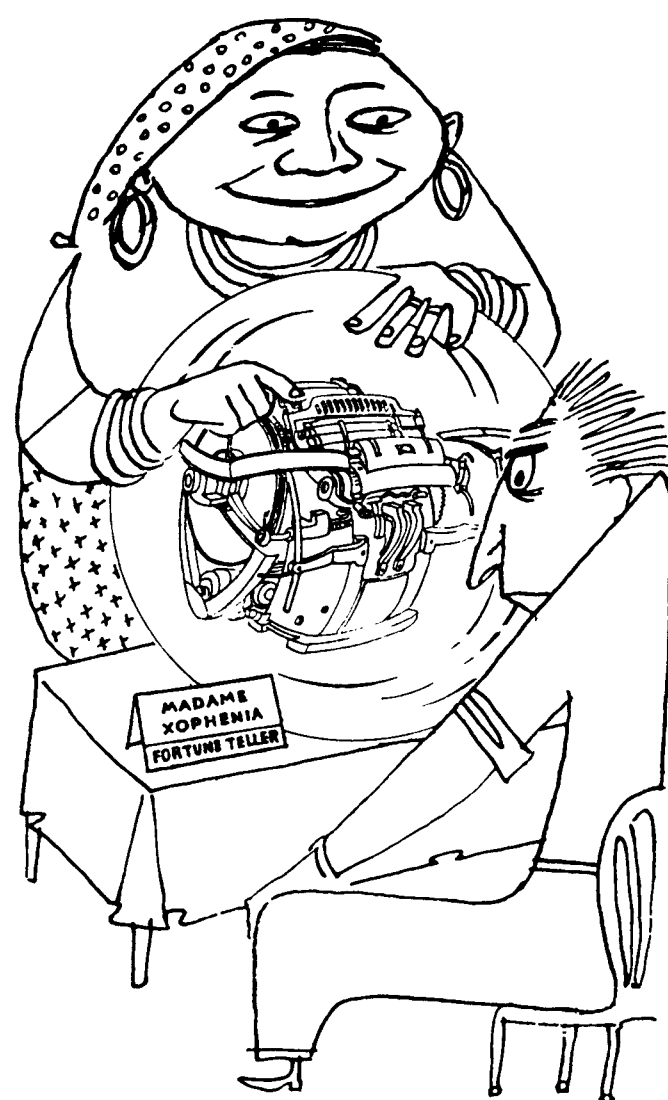
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EIGHT

THE LONDON PRINTING DISPUTE

From 15th February 1956 to 27th March work in the general printing industry in London was stopped as the result of a wages dispute. Two trade unions representing compositors, readers and machine minders made a claim for a new minimum rate of £12 a week—an increase of £12 12s. 0d. on the existing rate; the employers offered an increase of 18s. 6d.

In January negotiations had broken down and the unions imposed certain restrictions on production in an attempt to enforce acceptance of their claims by their employers. These restrictions were unheard-of and arbitrary; one of the instructions to compositors was that "no new job is to be undertaken till job in hand is completed," and to machine minders was "a complete new cylinder dressing to be put up for every job." As these restrictions were breaches of the individual contracts of employment of the men concerned, the employers dismissed the workers summarily. 7,200 workers were dismissed in this manner not to mention a large number of employees in other departments who were discharged as there was no work any longer to do.

In February the Ministry of Labour appointed a Court of Inquiry which published on 15th March a report suggesting a new minimum rate of £10 15s. 6d.—an increase of 27s. 6d. over the existing rate. On the measures adopted by the workmen the report stated that such methods had no bearing whatsoever to any rules of long standing on which the industry was based, nor could they discover that such rules had ever been anywhere set out.

The employers announced that they were prepared to negotiate with the unions on the basis of the Court's suggestions as soon as normal working was resumed. The Unions, however, said that they would not resume normal work unless they were given an undertaking that the 18s. 6d. increase already offered by the employers would be paid retrospectively from the 1st Jan. The employers refused to give any such undertaking.

On 23rd March, the unions announced that they would return to work without any conditions in regard to retrospective pay and on 27th March normal working was resumed on the same wages and conditions as were in operation before the men were dismissed. On the same day negotiations between the employers and the unions were resumed.

It is estimated that the union had spent over £250,000 in paying the men when they were out of work at 6d. a week per head.

—An extract from *International Bulletin for the Printing and Allied Trade*, June, 1956.

NEWS AND NOTES

Publication of Patra Conference Papers

The papers presented to the Patra Letterpress Methods Conference in October last year are, we understand, now available for sale in one of two forms: as a bound volume of the complete proceedings or as four individual sections—composing-room practice, blocks and duplicates and pre-make ready, machine problems, and paper and ink. The sections include verbatim reports of the discussions, together with the appropriate recommendations, while the bound volume contains the Chairman's introductory talk and summing-up and the papers on "Research in Letterpress Printing" by Dr. G. L. Riddell, research director of Patra, "Scientific Control in Printing" by Dr. W. H. Banks, and

"Current Practice in other Countries" by R. Walder.

Young Printers' Conference at Oxford

A Conference for young printers is to be held at Queen's College, Oxford, under the auspices of the Joint Industrial Council. These annual conferences have proved so successful that this Printers' Conference will be lengthened by a day and will be held from the 14th to 18th September. An attractive and varied programme has been arranged and provision has been made for group discussions to follow formal lectures on such subjects as printing research, technical problems, factory layout, etc. Arrangements have also been made for outings.

Lighting for Printing

The Electric Lamp Manufacturers' Association of Great Britain Ltd. has published a most interesting booklet on "Lighting for Printing." It is profusely illustrated and gives some sound advice on the best and most efficient methods of lighting in various departments of printing establishments. Copies may be obtained from the E.L.M.A. Lighting Service Bureau, 2 Savoy Hill, London W.C.2.

Re-styling Exhibition

The Monotype Corporation Ltd., 1, Hayes Road, Bangalore, write to say that they propose to hold a Re-styling Exhibition sometime in November as they feel that such an exhibition would provide the progressive printer with an opportunity to exhibit his work and demonstrate the typographical ingenuity of his layout department.

Printers desirous of participating in the exhibition are requested to send examples of jobs together with the original to the Monotype Corporation Ltd., indicating the type faces used.

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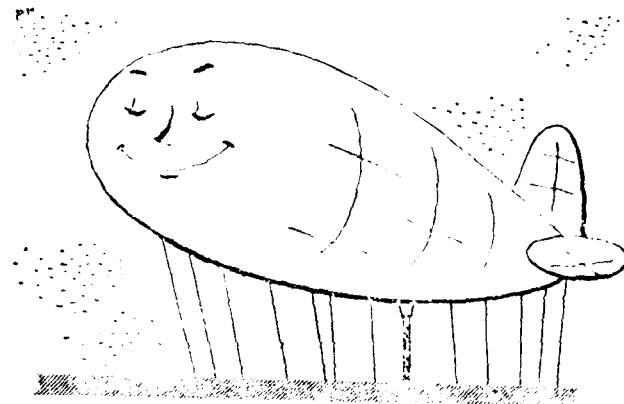
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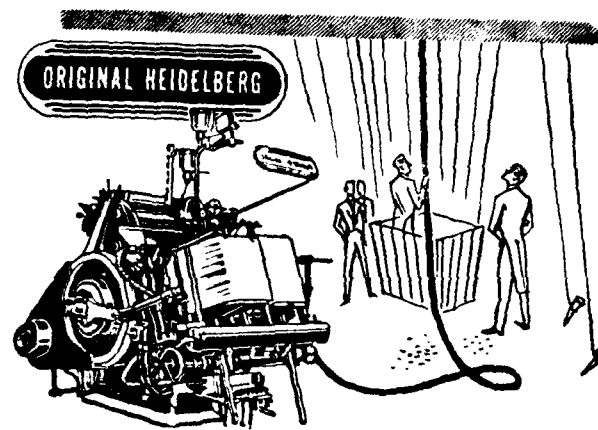
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"Graphic 57"

The General Manager, International Exhibition of Printing Industries and Allied Trades, Lausanne writes, "In June, 1957, the exhibition 'GRAPHIC 57', a vast panorama of more than 400,000 sq. feet showing all the activities of the printing industries and allied trades, will be held at Lausanne.

At the same time the 9th International Congress of Master Printers will also be held.

GRAPHIC 57 is organised under the auspices of the International Bureau of the Federation of Master Printers, London, the International Graphical Federation, the International Federation of Newspaper Editors and, of course, all Swiss Associations of the printing industries and allied trades.

The Swiss General Post Office will be issuing a special postage stamp in January 1957 dedicated to GRAPHIC 57.

It is understood that quite a number of European and American manufacturers are participating in this exhibition at Lausanne."

Drupa 1958 International Fair Printing and Paper

It was already announced in these columns that the Drupa fair and exhibition will be held in Dusseldorf, West Germany.

ODDS & ENDS

(Continued from page 7)

Home Truths

Here is a five year plan for the print lovers of the world. International Exhibitions of Graphic Arts and Industries have been planned in advance for the next five years including 1956 as below:

- 1956 at Paris Salon (held in June)
- 1957 at Lausanne (Switzerland)
- 1958 Drupa at Dusseldorf (Germany)
- 1959 at Milan (Italy)
- 1960 at Paris Salon again (Paris)

Our thanks to the International Bulletin for the information.

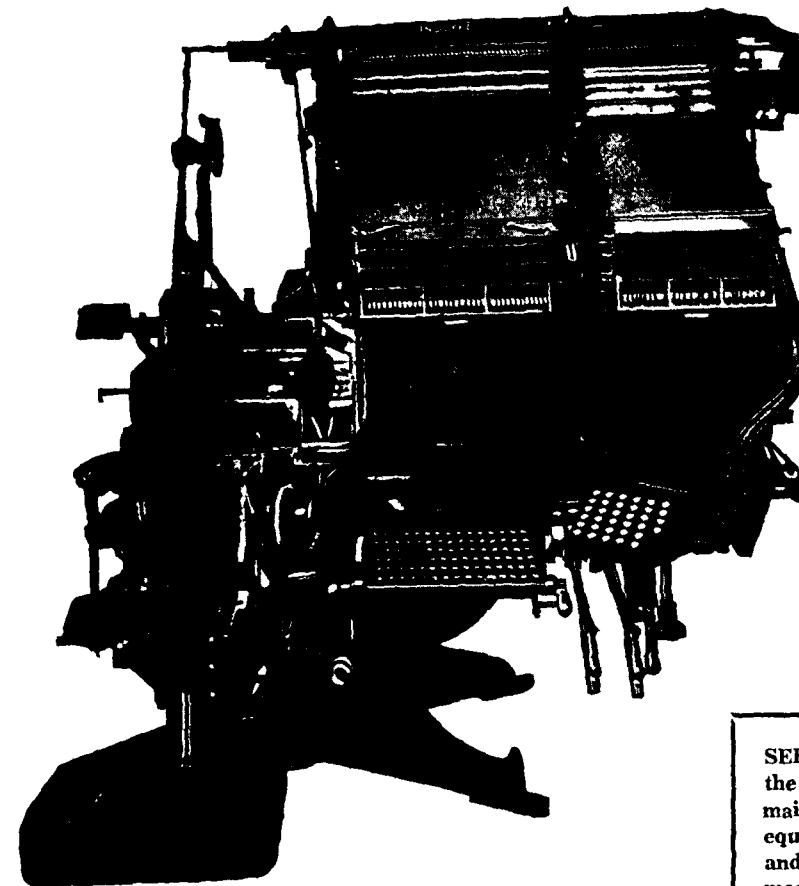
Needless to say, the list of exhibitors in all these fairs is expected to contain more or less the identical names everytime.

Sombody at sometime had doubted the wisdom of the frequency of the exhibitions sponsored by this Federation and some talk about toleration of the exhibitors was heard though in undertones. The above information will surely lull all doubts to rest. The Western countries are already well advanced in their graphic art industry and yet they regard these annual exhibitions as a necessity. Is not it more true in our case?

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MANUFACTURE OF PRINTING MACHINES IN INDIA

If India has shown a rapid progress in the First Five Year Plan, the Commerce and Industry Ministry, of all the Ministries, must be commended for its various activities which have resulted in tremendous progress in its field. The much-neglected Printing Industry has not escaped their attention. The development wing of the above said Ministry is keen on helping the Printing Industry by formulating plans for the manufacture of printing machines in the country. Shri S. C. Nandy of the Development Wing conducted a survey of the various types of machines used in the Printing Industry in some of the major States to find out the most popular types of Printing machines, the most useful sizes, the age group of various sizes and types in use and other very useful data.

With this background, the Ministry of Commerce and Industry convened a meeting in Delhi and invited members from different parts of the country. It was a representative body with members from the Master Printers' Federation, members drawn from firms manufacturing Printing machines at present, and principal dealers who are supplying printing machines all over the country and other experts connected with printing. The meeting was held on July, 31 1956, under the chairmanship of Shri Jha. The broad principles were discussed at this meeting and on the following day there was a further meeting

under the chairmanship of Shri S. C. Nandy. After a thorough discussion, it was decided to encourage the manufacture of a Platen machine of the size of 250 x 450 mm. of a type which will be useful for ordinary printing, printing of blocks and for cutting and creasing, the idea being that even in remote villages where there would be a one-man shop, the machine could be put to multifarious uses. The size was selected so that not only the present paper sizes could be accommodated, but the new international standards proposed to be adopted in the country could be economically used later. The type decided on was the Victoria type of Platen with Cylindrical inking.

For the cylinder machine, the majority of members preferred a Stop-Cylinder type without automatic feeder. The size most of the members preferred was a size corresponding to Double Demy i.e., 500 x 700 cm. There were one or two who still felt that there should be a size intermediate between these two. The reasons were that a Stop Cylinder type in a big size Press is more an exception than a rule in modern times, and that a smaller Cylinder can be made available at a lesser price.

But a very important argument was adduced in favour of the proposal. That is, though the Government, with the advice of the Committee, adopt the two sizes as a general rule for standardization in

the initial stages of manufacture, it will not preclude any other manufacturer from bringing out intermediary sizes for which there is demand.

Shri Nandy further explained that Government are contemplating putting up a very big and modern foundry which will supply castings and forgings not only to the plant manufacturing printing machines, but to plants manufacturing sugar mills, etc. This will certainly ensure a good quality product at an economical rate.

When the discussion regarding the manufacture of Rotary Printing machines came up, the Committee unanimously felt that it was not necessary to consider the matter at all now. Anyway, the new workshops set up could very well take up the work of renovating any old ones brought there.

Finally, a special sub-committee was formed to discuss what type of proof presses should be manufactured in the country and in what sizes.

Every member of the Committee felt happy at this move of the Development Wing of the Ministry of Commerce and Industry, and every member of the Printing fraternity ought to be proud of the fact that Government have taken up the question of supply of printing machines to every remote corner of India at a rate which the poor printer can buy and a quality which will be equal to any produced in the advanced countries of the world.

The Committee will impress on the Ministry the necessity for the manufacturing of other components for a small printer for producing first class work.

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PRINTED WORD—ROLE OF THE COMMERCIAL ARTIST

A talk on the All India Radio on July 10, 1956

BY

S. RAMU

WITH the goal set for the urgent progress of the country in practically every phase, industrial, agricultural, small scale industries, education, cultural renaissance, the PRINTED WORD is more important today than at any time in the history of India. The PRINTED WORD, whether it is in a newspaper or book, notice or brochure, catalogue or chronicle, must be read. To be read, it must be inviting. When you read, it must be easy on the eyes. When these two conditions are fulfilled, the picture presented by the PRINTED WORD must remain in the conscious and sub-conscious mind, and then it must induce one to act.

From the purely mechanical aspect, to the aesthetic and psychological influence, the presentation of the PRINTED WORD is most important. The presentation of the PRINTED WORD—in other words, the message—if it is to have proper effect on those for whom it is intended, whether executives or agriculturists, children or scientists, has to be analysed, planned and presented, in order that the full impact of the PRINTED WORD is felt.

The science and art of this presentation is left to the Commercial Artist. Usually and wrongly too, the term Commercial Art is referred to a drawing or illustration that is made and sold to be reproduced as against pure art, which is drawn or printed for one's own satisfaction or for someone else, generally not reproduced. Beyond a drawing or illustration, the designing even of a few words like a letterhead or the designing of a well arranged page even without any illustration, falls within the work of a Commercial Artist.

The Commercial Artist has had his name changed to various other terms, such as Advertising Artist, Typographer, Graphic Artist, Applied Artist, and so on. But, fundamentally, his job remains the same. He has to first analyse and visualise to whom his work is intended, what he has to present and how it has to be presented, and lastly, how it is to be reproduced in the most effective but economical way.

The Commercial Artist has, therefore, to have a general knowledge of the susceptibilities of various groups of people whom he has to influence—for instance, how children's eyes beam when they see a simple picture in strong colours; how women appreciate form and subtle shades; how executives like cold logic and set patterns; and so on. This involves a study of various instincts and habits of different groups of people.

Then in the actual execution of his job, the Commercial Artist has to bring in his knowledge of line, tone, colour, form and harmony. The basic principles of art are applicable from a single type to a printed page or to an elaborate book with a number of coloured illustrations.

Talking about types, it is one of the most important adjuncts to the Commercial Artist. A study of the evolution of the alphabet will show that each letter form is an abstraction of a specific object or idea like house, man, water, sun, etc., evolved on clay, stone, wood, papyrus, sheepskin, etc. The simplifying process took centuries where the letters have lost their object resemblance. From the evolution of these letter forms came the hand-written books of the early periods. It was for Gutenberg in the 14th century to produce movable types, which revolutionized the imparting and spreading of knowledge. The Gothic types used in his 42-line Bible represent the art history of his period. Then when about 1470, William Caxton introduced the art of printing in England, his types represented the beautiful court hand of the French of that period. Then came Nicolas Jenson, a Frenchman, about 1475, who cut the first true Roman face, which has never been excelled for its beauty. The next significant change was the invention of the Italics by Aldus Manutius, who had the finest press in Venice in the early 15th century. It was for Geoffrey

Tory (1529) to replace the Gothic letter form in France by Roman letters and his pupil, Claude Garamond, improved on his form. In the 17th century, Caslon introduced his design of the Roman form in England, which retains a well deserved popularity to this day. The next significant change in type design was that of Giambettista Bodoni in the 18th century with its contrast of thin and thick strokes and precision serifs. After this came the significant production, in 1935, of Bruce Rogers of the Centaur based on Nicolas Jenson's Roman. It may be said that for sheer beauty, no better Roman letter has been cut. Of more recent times, the contribution of the prolific Goudy retaining the traditional Roman form, Dwiggins' daring get-away from conventional letter design, Eric Gill's extreme simplification, are other landmarks in the changing moods of the periods. These were followed by square serif types signifying the age of steel, and the recent scripts of pen and brush strokes signifying the speed and unconventionality of modern times.

If types is viewed as the mechanical device for communication of intellectual information, type may have functional limitations, but regarded as valid forms, their integration in the architectural structure of the printed page is a creative challenge.

Type is not a grey rectangular mass, but has pattern, colour and texture imparted by the structure of its lines, its serifs, the white space within and around, the space between lines and the white margins. Consider a page of Gill Sans and a page of Bodoni. The solemn simplicity of the one and the accurate precision of the other reflect totally different moods.

True choice of type flavours the layout and creates a desired atmosphere in conjunction with the illustration.

The illustration has to match type and must be appropriate for the message presented. Whether it should be a delicate scratch board line or a wash drawing, whether

it should be a carefully taken photograph, whether it should belong to a particular period like the Moghul, Rajput or Kangra, whether it should be a matter-of-fact presentation, or an abstract study, has to be thought out by the Commercial Artist. He also should decide whether the illustration should depict a product, or the use of an equipment, whether it should extol the effects of a certain preparation or the joy of living.

Again whether colour has to be used and how it should be used, taking into consideration all the subtle reactions of the particular group sought to be influenced, have to be thought out. The effect of colour can be deduced from common remarks, as "purple with rage", "feeling blue", "green with envy", "seeing red", "rosy chances", etc. The characteristics of each colour like the luminous activity of yellow, the determination and defiance of red, the tranquility of the blue, the sad meditateness of the violet have to be utilised or modified with combinations of others to produce different effects by the experienced Commercial Artist.

All the factors of attention-getting have to be introduced, all the laws affecting the aesthetic sense of the reader have to be taken into account and finally all the tricks of inducing the reader to take action have to be subtly introduced.

We have many brilliant Commercial Artists in the country, but education for Commercial Art is rather poor. The usual lettering, design, sketch from life etc., is being taught. In lettering modern trends and developments in other parts of the world, and those that could be applied to the Indian language should be imparted. In design and technique also, modern trends in other countries have undergone tremendous metamorphosis. It is common knowledge that graphic design has been influenced by trends in painting right through the time when graphic design has had special attention. In the history of modern design or Art, from the early twenties the impact of De Stijl on the work of Piet Zwart of Holland, Moholy & Nagy in Germany and Jan Tschicold in Switzerland have been landmarks. The out-

standing poster artists, Kauffer and Cassandre, have admittedly been influenced by modern trends in painting. Miss Kula, Ed Bauds all admit the influence of modern trends in fine art on their work. In fact in the world-famous Institute of Design in Chicago, the students are discouraged from using cut and dried cliches.

Even in the use of photographs in Commercial art modern designers do not depend on the heavily retouched artificial photographs. The preference is towards realism capturing the instantaneous mood of the moment. This trend in advertising photography is again the influence of modern photographic technique. The current trend in advertising design is not always associated with strength and forceful presentation. Most often humorous designs in lighter vein are being used increasingly. Abstract expression has not influenced European Commercial design very much. These trends are not explained, demonstrated and applied in the schools here. Each student must be helped to cultivate a style of his own by studying contemporary painting. The creative qualities and originality of presentation of a Commercial Art student must be developed from the beginning, so that when he comes out of the school, he will have the habit of boldly thinking out original themes and present them in a style of his own.

Another important phase of training the Commercial Art student misses is Product analysis and Market analysis. Basically, whatever product is designed, the designer must know to what class of people

the product is to be sold, children or adults, men or women, the rich, middle class or the poor, executives or farmers, Then regarding the design of the product itself, the Commercial Art student has to be taught to find out what are the important selling points of the product and how the product is to be sold, so that he can get into the habit of making a proper analysis before even preparing the visuals for his art work.

Lastly, the most important element in the role of Commercial Art in PRINT is the customer—the man who places the order with the Commercial Artist. Usually without a knowledge of the fundamentals of design, publicity and selling, the customer imposes his own ideas on the Commercial Artist. I want such-and-such a type, I want my picture to appear thus, this heading must be very much bolder, this should be printed in offset, and such other unwanted interference in the work of the Commercial Artist, is common knowledge.

While everyone understands the importance of an architect before putting up a fine building, the importance of a designing engineer before a machine is built, sufficient importance is not given to the Commercial Artist before a printed product is produced. When educationists, business houses, Government departments and others realise the importance of layout and design by qualified Commercial Artists before anything put in print, the PRINTED WORD will carry the message of progress and activity in India with revitalised force.

By Courtesy of A I R, Bombay.

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by

S. BOSE, B.L.

Superintendent, Calcutta Association of Master Printers

Piece-rate and Contract system

(Continued)

WE have seen that the rights and obligations of the employer and the employee are different under the two systems. Now, a very interesting point has been decided in respect of workers under the contract system by the Madras High Court in Annamalai Mudaliar & Bros. vs. The Regional Provident Fund Commissioner. It will not be out of place to mention the significant points of the case here. The facts of the case in short are that the Company having engaged more than 50 employees was considered to be a factory by the Regional Provident Fund Commissioner for the purposes of the Employees' Provident Funds Act. The contention of the company was that though more than 50 workmen worked in its premises, it was not a factory inasmuch as those working in the premises were not their employees and what was payable to them for the work done by them was not wages. They were engaged on contract basis no doubt, but there was no fixed time for them to turn up or leave. They were only casual workers who came and went at such times and days as were convenient to them and paid according to the piece work turned out by them under contract.

Here the Hon'ble High Court drew out a very fine distinction between *Contract of service* and *Contract for service*. The Court held that in the former case there is relationship of Master and Servant between the parties, while in the latter case there is no such relationship. In the former case the contracted workman is a servant or in other words an employee and in the latter case he is independent. The test is the existence of a right of control over the agent in respect of the manner in which his work is to be done. The distinction between a 'Contract for service' and 'Contract of service' may be sum-

marised in this way. In the one case the master can order or require what is to be done, while in the other case he can not only order or require what is to be done but also how it shall be done. Other implications of a 'Contract of service' are (i) the master's power of selection of his servant, (ii) the payment of wages or other remuneration, (iii) the right of supervision over the time and work of the servant, and (iv) the master's right of suspension or dismissal. As all these elements were absent in the case of the Company's workmen, the High Court gave its decision in favour of the Company and held that it was not a factory inasmuch as its workmen worked as independent contractors under 'Contract for service'. So the readers should also bear in mind the above distinction, while entering into contract with any workman.

Now let us see how the Industrial Tribunals have dealt with these cases. In spite of persistent demands for the abolition of piece-system, nowhere the Tribunals have awarded such abolition. But at the same time they have not turned deaf ear to the arguments advanced for such abolition. They have laid down the principle of fixing piece rates and have provided for safeguards of piece-rated workers. It becomes an instrument of exploitation of labour only when the rates are not scientifically fixed. The fixation of the rates should be preceded by a time and motion study and the degree of fatigue involved. Allowance for diminishing return should also be made. In other words, the rate should be so fixed that an average workman can earn his daily standard income. Piece-rate, once fixed in a scientific way, should not be easily disturbed. In one case the Tribunal observed that alteration in the piece-rate should not be allowed, unless it is proved that there was overstrain which affected the health of the workers, espe-

cially when this was scientifically based.

As regards safeguards for a piece-rater the Tribunals in the case of Cawnpore Textile Ltd. and several other cases have observed that *there is an obligation on the part of the employer to provide a piece-rater with work so that he may earn the standard income*. But it may be that sometime supply may fail. This failure may be due to different causes. If the failure be due to the workman's own inefficiency, then in that case the workman has none else to blame but himself. The failure may again be due to causes beyond the control of the workman. This may fall under two classes viz. (a) causes beyond the control of the management, such as temporary breakdown of machinery, stoppage of power supply etc. and (b) causes for which the management is responsible. In the former case the Tribunals have held that *there should be a minimum guaranteed income* as in lay-off and, in the latter case, the Tribunals have found no reason why the worker should not be paid the standard minimum on the basis of which piece-rates had been fixed.

From the above findings of the Tribunals we find that they are in favour of safeguarding the interests of a piece-rater whether there be work or no work. But the employers may in some way avoid the rigidity of these findings by making special provision in the agreement entered into with a piece-rated workman to the effect that his service would be on 'no work, no pay' basis. But in any case the employer should see that there is no exploitation of labour in his case.

In the case of work under contract system, the Tribunals have been reluctant to interfere it being purely a management function. But here also the employer must see that the contract workers are regularly paid their wages. He should remember that though these workers are not his direct employees, under the provisions of the Payment of Wages Act, he is jointly liable with the contractor for the wages of contract workers.

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THE HISTORY OF TYPE DESIGN

A talk on the All India Radio, Bombay on July 24th 1956

by K. C. RAMAN

Production Manager, Times of India Press, Bombay.

Up to the middle of 15th Century all books and other documents were written by hand. There was a great demand for literature and this inspired the inventors of those times to discover a new process in order to duplicate books in larger numbers.

It is said that the movable types were invented by Gutenberg in the year 1454 and the movable types were set up by hand in the same way as the foundry types are set today. The complete pages were printed on a hand press and though the appearance of these pages were definitely inferior to the beautifully written manuscript, the great advantage was that many books could be produced in an incredibly time whereas with a written book a man might spend his whole life in producing only one book. Gutenberg produced and offered books for sale so quickly that many thought in those days that he was in league with the devil.

Since movable types were invented in Germany, naturally the design was Gothic in trend and it soon spread to France, Italy, Spain and England. However, the use of Gothic design in Italy was checked by Nicolas Jenson, a Frenchman of Tours.

Italy at this period was the scene of that remarkable movement known as Renaissance. The many classical monuments and Statues with the beautiful inscriptions and decorative ornaments unearthed by the excavations inspired the artists and sculptors and gave a new conception of the ideals of beauty. The beautiful Carolin script found in the classical Roman texts inspired Nicolas Jenson in cutting his lovely roman letter.

However, I must say that Jenson was not credited to be the first printer to use roman type and that, however, goes to John Da Spira who is said to have set up a press in Venice round about 1469. The College of Venice was so pleased with the work of John da Spira that it gave him the exclusive honour of printing Letters of Cicero

which he printed in his beautiful roman.

With the passing of John da Spira in 1470, Jenson commenced printing in Venice and endeavoured to make types to resemble the earlier scribes. His roman letter though similar to John da Spira's 'was so nice that he is said to be the perfecter of the true classical roman and his type is known as white letter to distinguish it from the black letter.

As Jenson was an expert engraver and master of the Royal Mint at Tours, he was sent as emissary to Germany by King Charles VII of France to learn the new and secret art of printing for the benefit of France. In the preparation of his types, Jenson made only one size of his roman and his idea was to make the letters as open as possible so that the paper could shine through and give the pages a greyer tone.

This master engraver and printer died in 1480 after achieving great honour and wealth.

The next important figure was Aldus Pius Manutius who invented the italic type and it is said that his type was founded on the handwriting of the poet Petrarch. Apart from inventing the italic type, Aldus produced his beautiful roman type in the year 1495 after quite a good deal of experiment and he was helped in this great task by another skilled cutter Francesco Griffo.

Now let us turn our attention to England. It is well-known that the first English printer was William Caxton and he set up his press in the year 1476. Prior to this Caxton came in contact with the printers of Cologne and Mainz and acquired from them the secrets of the Black Art. The art of printing in those days was said to be a Black Art and its devotees were believed to be in league with Satan. Some authorities say that Colard Mansion, a former manuscript writer, imitated Caxton in printing and Caxton produced Recuyell of the Historys of Troye, the first book printed in English. Then in 1477 the Dictes and Sayings of the Philosopher, the first

book unmistakably printed on English soil appeared from his press at Westminster. William Caxton, the great English printer, died in 1491 and was succeeded by his foreman Wynkyn de Worde, the first printer to work in Fleet Street.

We have to look to France for the development of type design in the sixteenth century. In the year 1540 Claude Garamond cut his beautiful roman types based on Altus. His types were lighter and more open compared to the types produced by his immediate predecessors. The nice italics of Garamond are believed to have been cut by Robert Granjon, one of Garamond's pupils. By the middle of 16th Century Garamond became in vogue throughout Europe and succeeded in ousting the venetian design.

Claude Garamond died in 1561 and the supremacy in type design passed to Holland. Christopher Van Dyck at the middle of the seventeenth century improved upon the designs of Garamond and Granjon and his types were used exclusively by the Elzevirs, the famous publishers and printers of Leyden.

Now coming to the eighteenth century, Fournier in France was the famous typesetter and his fame chiefly rests on his great work in the design of music types, scripts and decorative letters. Fournier passed away in 1768 and due to wars between France and England, French types could not be imported in England and the printers in England had to solely rely on the Dutch type foundries. But William Caslon who in 1722 sent forth his first roman not only made him famous but has remained with us to the present day put a stop to this and England took the supreme position in type design.

The work of Caslon did not make much impression abroad as his type was based on the Dutch tradition and offered no new feature. However, John Baskerville made a great departure from previous type designs and his beautiful round roman was modelled on his own penmanship and his type design had a profound influence on Bodoni in Italy.

It Italy Bodoni changed the standards of typography entirely and as his design was more popular than Baskerville's, the old familiar

ALL INDIA PRINTERS' CONFERENCE AND EXHIBITION

Vth SESSION

Will be held in New Delhi during February 1957

- The special feature of the Conference will be that a number of papers will be read on the different aspects of printing followed by discussion by Delegates.
- The exhibition will be the biggest ever held in the country. Almost all the nations manufacturing printing machines are taking part.

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THE BULLETIN

ADVERTISEMENT TARIFF

With effect from June 1956, the advertisement rates in "The Bulletin" have been revised as follows:

Full page	Rs. 125
Half page	75
Quarter page	40
Per column inch	4

Rebate for contract for one year 10% for six insertions—7½%

Mechanical Data: 3 columns (13-ems each), 9" a column.

NEWS AND NOTES

State Awards for Printing

Annual Competition in November

The Ministry of Information and Broadcasting have issued the following notification to the Press:

The annual competition for the State awards for excellence in printing and designing will be held this year in November.

Sponsored by the Ministry of Information and Broadcasting, the awards were instituted in 1955 to encourage higher standards in printing and designing of books and display of publications.

The 1956 awards, says a Press Note, will be given for the best-produced material in the following categories:

1. Books for children below 10 years.
2. Books for children over 10 years.
3. Illustrated books.
4. Art Books.
5. Books in Indian-made paper.
6. Books on English
7. Books in any Indian language.
8. Daily newspapers in English.
9. Daily newspapers in any Indian language.
10. Art magazines.
11. Home journals
12. Periodicals
13. Posters
14. Folders
 - (a) Offset or photogravure.
 - (b) Letterpress
15. Calendars
 - (a) Offset or photogravure
 - (b) Letterpress
16. Diaries
17. Devanagari Type Faces
18. Publicity Pamphlets
19. Labels
20. Best bound book

Awards and Merit Certificates

There will be two awards in each category; one for the publisher or the designer and the other for

the printer. In addition to the State awards, there will be certificates of merit for each category.

This year's competition is limited to items produced in India after August 15, 1955.

A board of judges consisting of eminent artists, scholars and representatives of trade will be constituted for selecting the winners.

Entries have been invited from publishers, printers, business houses, advertisers, advertising agencies and commercial art studios.

It is also proposed to have an exhibition of the entries at New Delhi during the second and third week of November concurrently with the U.N.E.S.C.O. session in India, the Press Note states.

Industry Defined

It was pointed out in these columns that all State Governments in our country had refused to consider applications from printing organisations for financial aid on the plea that printing is not, according to the Industrial Finance Corporation Act, 1948, an industry. We are glad to announce that the definition of 'Industry' is sought to be revised under Bill No. 43 of 1956 which would be going before the Lok Sabha in a month or two wherein the expression "processing of goods" is defined as "any art or process for processing, preparing or making an article by subjecting any material to a manual, mechanical, chemical, electrical or any other like operation." It is obvious from this definition that printing would be considered an industry.

Aid to Printing in T.C. State.

The State Aid Industries Board have decided to recommend to the Government of T. C. State the payment of Rs. 1,65,300 as loan to 23 persons engaged in various industries which includes printing as well.

The All India Printers' Conference and Exhibition. Fifth Session

As announced in these columns earlier the fifth session is to be held, in Delhi during February next year. The Delhi Printers' Association and the All India Federation officials have been making the preliminary arrangements. An application to hold the conference and exhibition at the same site where the Industrial Exhibition was held last year has been made to the India Government and favourable orders are expected to be issued shortly.

The 'Five Year Plan' building, if granted, will be an ideal place for the purpose. It is large enough to accommodate the increasing number of Foreign manufacturers who are anxious to partake in the exhibition and is equipped with electricity of 220 and 440 volts, 3 phase. The flooring is good and water and other amenities are also available.

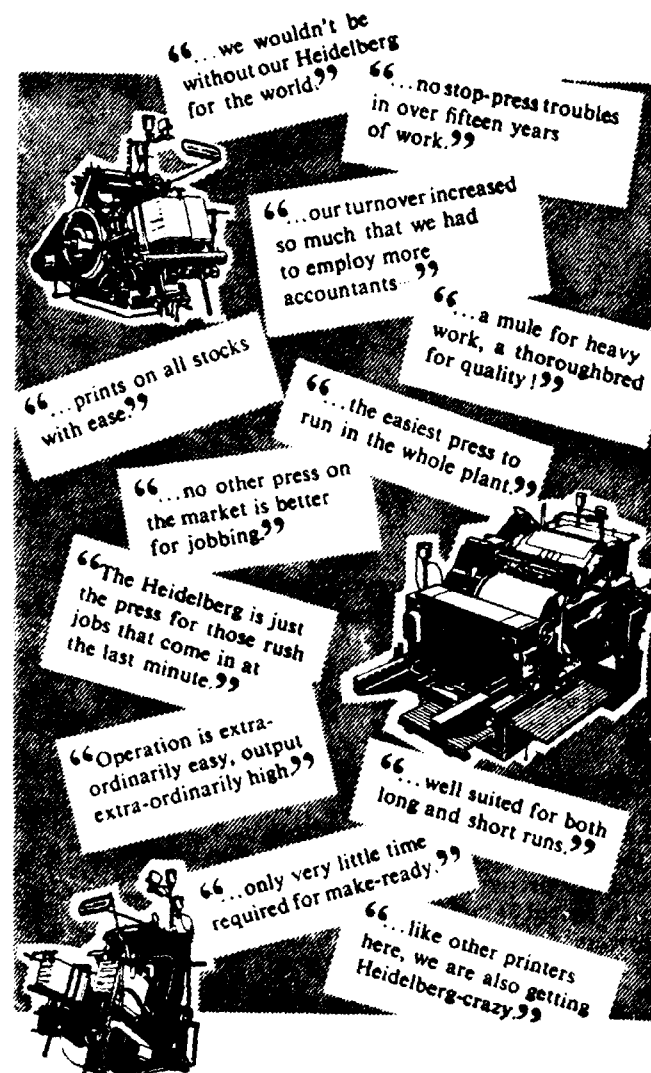
With the cooperation of the Central Government, the Delhi session is sure to be a great festival for printers of the country, especially as a number of papers are expected to be read on the various aspects of the industry to be followed by discussions.

Import of Machines for the Exhibition at Delhi

Foreign manufacturers will be able to import their machines free of duty, for exhibiting them at Delhi, on the following conditions:

1. Permit for import of exhibits will be granted by the Central Government.
2. Import of exhibits will be restricted to items relating to patented machines, devices and products.
3. The application for the licence may be made in the form of a letter to the Joint Chief Controller of Imports, 4, Esplanade East, Calcutta-1, setting down a list of exhibits to be imported, their C.I.F. value itemwise, the country of origin and shipment and the name and address of the party importing. The application should be sent through the Officer in-Charge, 214, Lower Circular Road, Calcutta-17.
4. Initially foreign exhibits will be permitted to be imported into India

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only for the purpose of display at the exhibition. The question of the grant of disposal permits in the case of such exhibits will be judged on the merits of each case and in the light of the Government of India's import policy prevailing at the time when the question of disposal arises.

5. Exhibits will be allowed to be imported duty-free provided :—

- that the importer furnishes a bond with suitable surety undertaking to re-export the goods from India within six months from the date of import and within such extended period as the Collector of Customs concerned may allow, failing which duty or penalty will be leviable, and
- that any other detailed procedure which the Collector of Customs lays down for the proper listing and identification of goods is observed.

6. Freight concession is admissible on transport of exhibits as prescribed in the Indian Railway Conference Association Coaching and Goods tariff. Relevant extracts of the rules are given below:

(1) The rates of goods for exhibition by the Civil authorities or the Central Government are as follow :

- On the forward journey, full tariff rates subject in all cases to ordinary tariff conditions.
- On the return journey, free provided the following conditions are fulfilled :—
 - Goods are unsold.
 - Goods are consigned to stations of origin and at same rate.
 - Carried at owner's risk.
 - Forms of certificate are obtained from Railway authorities.
 - Concession available from 30 days before the opening of the exhibition and for 15 days after the exhibition.

(2) The exhibitions and shows to which these concessions apply will be notified from time to time by the Railways in their rates circulars.

Paper material for Publicity

Sri R. H. Bhanot, Production Manager, Directorate of Advertising and Visual Publicity, New Delhi, writes :—

"A proposal was made some time back by some printers to the effect that

they should be informed in advance with regard to the type of paper that this Directorate is likely to require for its printed publicity material. The proposal was examined and it is proposed to obtain tenders, in the next few months, on the basis of the following kinds of paper :

- 30 × 40—76-80 lbs. White Cartridge paper (suitable for multi-colour posters and broadsheets). The paper may be of Indian manufacture with high rag content.
- 25 × 40—65 lbs. imported Cartridge paper of good quality for printing Tourists posters.
- 20 × 30—60 lbs. imported real art paper of good quality (e.g. Proven, Ambassador, Lily or Glacier)
- 23 × 36—80 lbs. imported art paper similar to paper specified in the preceding para.
- For printing certain good quality folders by offset, we will also require imported white Cartridge paper of smooth surface and good quality, 23 × 36—80 lbs.

It will be appreciated if these particulars are communicated to the members of your federation."

We are informed that tenders for using paper other than mentioned above will not be considered.

—PUBLISHER

Production of Paper

India's paper production is to be stepped up by 75.5 per cent during the Second Five-Year Plan, according to official sources.

The present production, estimated at 200,000 tons annually, meets a substantial part of the demand, though a limited quantity of special types of paper and pulp are imported. By 1961, it is expected, the production will be increased by 150,000 tons and employment will be doubled.

Increase in literacy, expansion of industrial production and improvement in the standard of living of the masses are three major factors which contribute to the increase in the consumption of paper every year. By the end of the Second Plan period, the consumption is expected to be about 350,000 tons.

The Second Plan provides for the expansion of the paper industry in the private sector by replacement and modernisation of existing plants

where necessary, and the establishment of new units. Provision for Rs. 44 crores has been made under this programme for fixed capital investment.

In addition, the Second Plan aims at increasing the production of hand-made paper to 4,400 tons by 1960-61. This is to be achieved by setting up eight factory units, 400 cottage units and 400 school units.

Bombay University to Educate Labour

Dr. John Matthai, Vice-Chancellor of the Bombay University, said that his University has a proposal to take education to slums and factories in the city. Selected teachers would go to slums and factories and spread education through simple words and ideas. Factory workers would first be taught the technicalities of what they produced and the problems of marketing their produce so as to create in them an interest in their work. Stage by stage, the history of their factory and country would be taught to the workers so that a creative attitude towards life and its problems could be developed in the worker.

It would indeed be happy if other State Governments and Universities in the country would also copy the Bombay University as educating labour would remove the labour unrest in the country.

Printing Press of India Govt. in the South.

We had mentioned in these columns that the Government of India have a proposal to establish a huge printing press in South India, under the Second Five Year Plan. The project, it is understood, will cost about Rs. 1½ crores and provide employment to about 1000 persons.

The press which will be equipped with modern machinery, will lay stress, besides undertaking printing work of a general nature, on 'quality' printing. The climate of the place selected for the press should be moderate and equable. A high-power Committee consisting of Sri M.R. Sachdev, and Sri C.A. Subramaniam, both of the Ministry of Works, Housing and Supply, accompanied by Sri L.G. Selvam, Superintending Engineer, P.W.D., Madras, and Sri K.B. Menon,

Executive Engineer, Central P.W.D., Madras, visited Coimbatore and Korrati (near Trichur) where they inspected two sites said to be available for the purposes.

The result of the inspection is expected to be known soon and work therefor would be started before the end of this year.

Technical Services offered

The services of a person of the following qualifications are available. Friends desirous of communicating with him would kindly write to the Publisher :

- (1) A graduate in Science of the University of Agra.
- (2) Has passed the two-year comprehensive course for Master Printers in the first division from the College of Technology, Manchester.
- (3) Holds the City and Guilds Full Technological certificate.
- (4) Has passed the four year evening course in Photo engraving and Photo lithography.
- (5) Has been associated with the printing industry for the last five years.
- (6) Has worked as a letter-press machine-minder for approximately eighteen months at the firm of M/s. Jesse Broad & Co., Ltd., Manchester.

In addition to the above, a number of candidates who have also taken the diploma training course in the Printing Technology in the Central Polytechnic, Madras, are also available for service.

REVIEW

"Print Sales and Wants", Vol. I, No. 1, August, 1956 Price As. 4. "Print Sales and Wants", 4485, New Bhoiguda, Secunderabad—Dn.

The energetic Secretary of the Hyderabad State Printers' Association, Sri Puli Mallikarjun has brought out a Bulletin entitled *Print Sales and Wants*, the August number of which is in our hands. This Bulletin contains information relating to machines for sale with various printers as well as machines wanted by members of the industry. This is sure to help the buyer and the seller to come together without having to go through the broker who always takes advantage of such situation.

Delhi Printing Presses asked to vacate Connaught Place

The Delhi Printers' Association became aware of a move on the part of the Delhi Municipality to remove all Printing Presses from the Connaught place area. They brought this to the notice of the All India Federation of Master Printers. The Honorary General Secretary of the Federation wrote to the Minister for Industries, Delhi State, drawing his attention to how this would affect the Printing Industry of this area and to what loss the Printing Presses, which have already established themselves in the area, would be put to, not to mention the inconvenience caused to the labour employed by these Presses. The Secretary also pointed out what other Governments have done in such matters. The Federation was informed by the Ministry that the matter has been referred to the Delhi State Industry Advisory Board, and that an opportunity would be given to the Federation to present their views.

Accordingly the Federation was notified that the Industrial Advisory Board of the State would hear the representations from the Federation on 10th August 1956. Shri Vedavrate, General Secretary of the Delhi Printers Association, Shri M.L. Saharwal of Roxy Press and Shri Laxminarain of Coronation Press, appeared before the Board as members of the Federation on the Delhi Association. We are glad that the Board took a very sympathetic attitude in the matter, and we understand that it has decided to advise the State Government that if Printing Presses are abiding by the health and other rules and the by-laws of the Municipality, they should not be disturbed till an over-all plan is formulated and enforced concerning all the Industries and workshops in such areas.

The Delhi Printers' Association placed a Memorandum before the Advisory Board in the course of which they said "... some years back also this question was raised but as there were some practical and legal difficulties in its way it was not pursued ... in the opinion of this Association such questions should not be allowed to be raised

every now and then as it affects the sense of stability and security in the trade and people employed in it ..."

"... The Connaught Place and the Connaught Circus are primarily a commercial locality and not a residential one. Every commercial centre requires a few Printing Presses to fulfil its printing needs. The servicing nature of the Printing Industry demands that it cannot be concentrated or removed to far away places. Printing Presses are situated in the centre of Commercial areas even in modern cities as London, New York, Berlin, Calcutta, Bombay and etc.

"Printing Presses are never dangerous to public health and sanitation as they do not produce smoke or fumes. So far as we know, the Public Health Department has never considered this industry as dangerous in any manner and has not objected to its existence on this account. They have been issuing licenses after satisfying themselves of the sanitary conditions. It is only recently that this Department has withheld renewing licenses at the instance of the Land and Development office, though they have clearly stated that they have no objection to issue licenses.

"Printing Presses have been located in the Connaught Place for several years; they have been granted licences by the New Delhi Municipal Committee with due recommendations from the Land and Development office who always noted that the Chief Commissioner had no objection under the lease terms. The legal branch of the Municipality has also gone into the matter in certain cases referred to it and has given favourable opinion.

"The printing industry is one of the leading industries employing thousands of workers with an investment of several lakhs. Thousands of customers belonging to public and private sectors are served by it. After suffering initial losses, the printing industry of New Delhi is just getting on its feet again. It vacate their permanent places of business and seek new abodes, this will end in serious loss to them, not to mention the resultant unemployment of thousands of workmen.

This is the time when the industry

is expanding on account of increased Governmental and other work and feels cramped in its present conditions. Very few presses can afford to build their own premises because of practical and pecuniary difficulties. Our suggestion is that the Government should provide room for expansion to the presses near the area they are serving and should give site and credit facilities for suitable construction.

This Association hopes that it being a matter of policy and wide interest would receive serious and sympathetic consideration at the hands of this committee and the authorities concerned, and that presses would not be forced to vacate their present premises or thrown on the road without first making some suitable and satisfactory alternative arrangement.

The Central School of Printing

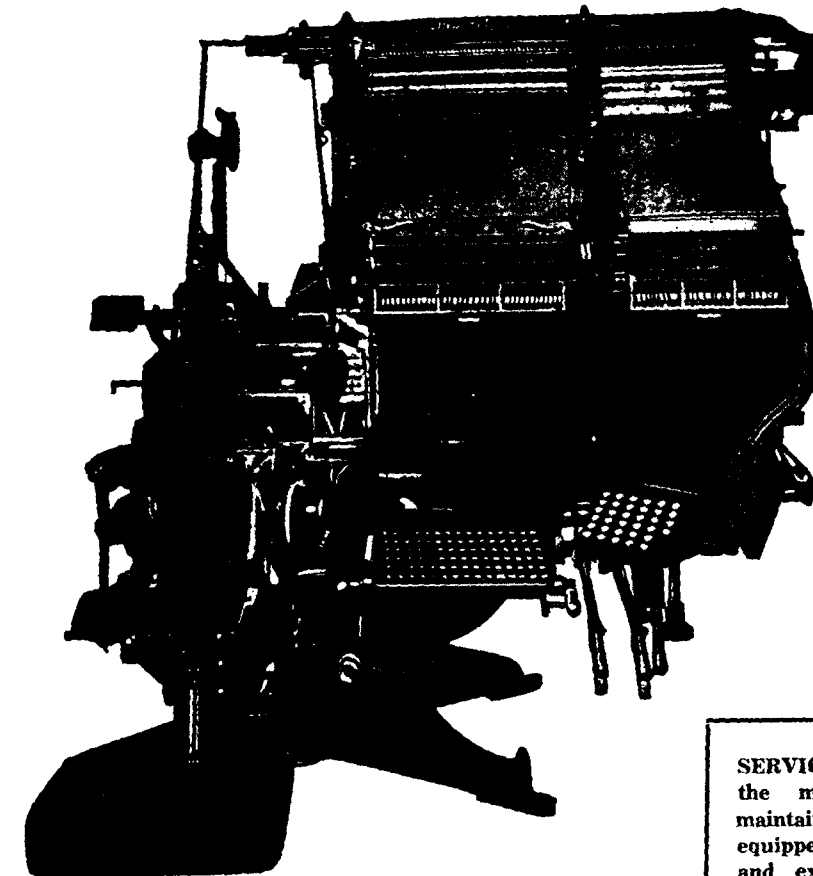
The Committee appointed by the Ministry of Education for drawing up a scheme for the establishment of a Central School of printing met at New Delhi on 4th August 1956. At the outset, Mr Chandrakant, in welcoming the members, informed them that the Prime Minister was greatly interested in seeing that the general level of printing in the country is improved and that the Government would do all that was wanted towards this end. The starting of the Regional Schools was mainly to produce the requisite technical personnel and now the proposal to start a Central School is to help the industry more and more.

The Committee coopted Sri S. Viswanathan, Honv. General Secretary, All-India Federation of Master Printers and Sri H. K. Dasa of The Layle Lithographing Press, Calcutta, as members.

It was decided that the Central School should have post-graduate course in printing in addition to having a research section. A committee was formed to draw the syllabus etc. of the courses to be offered. Since this School would have to be started only after three years as students joining it should have taken up the Certificate Courses offered by the Regional Schools which have just commenced functioning, the location of the Central School was not decided for the time being.

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Vol. 2 No. 2

Editor-In-Chief S. RAMU

September 1956

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HAVE A PRICE POLICY OR PERISH!

IN our country, the vast majority of presses are small units. The bigger units, say, having hundred or more employees, are few. Majority of these bigger units have also developed from small units. If they have been successful in building up their show, it is not mainly due to their price policy. Some because of their outstanding quality, some because of their exceptionally good service, a few because of concentrating on one particular type of work, and similar features, have built up their presses.

The smaller presses fail mainly because of cut-throat competition and struggle for existence. While quoting, they do not know their exact costs. Their quotations are a guess and gamble. They hope, somehow, there will be a margin. No business can ever thrive unless it makes a reasonable profit over cost. How can you ever know you are making a profit unless you know what your cost is?

Do not be scared away by high-sounding words like cost accounting, financial accounting, budget control, etc. Reduced to simple common-sense

language, you know how much you have invested in the business: you must get a fair rate of interest on that. You know your rent. You must realize that your machines wear out. You must allow a certain amount for wear and tear every year. Your electric bills and telephone charges are other items of expense. Thus adding up all these and allowing a reasonable amount for the work you put in, you come to know how much you expend every month. You have to recover this amount plus profit. You do this by making out your bills properly. But, for drawing the bills for each customer, you must know how much materials you have consumed on each job like paper, ink, thread, wire, glue, etc., and how many hours of labour you have put in. For finding out the time consumed on each job, you must keep a record of each man's time, noting down how many hours and fractions of hours he has spent on the various kinds of work he has done. This is the most essential thing. You should ask either the workman himself to record the time of each operation on each job or ask

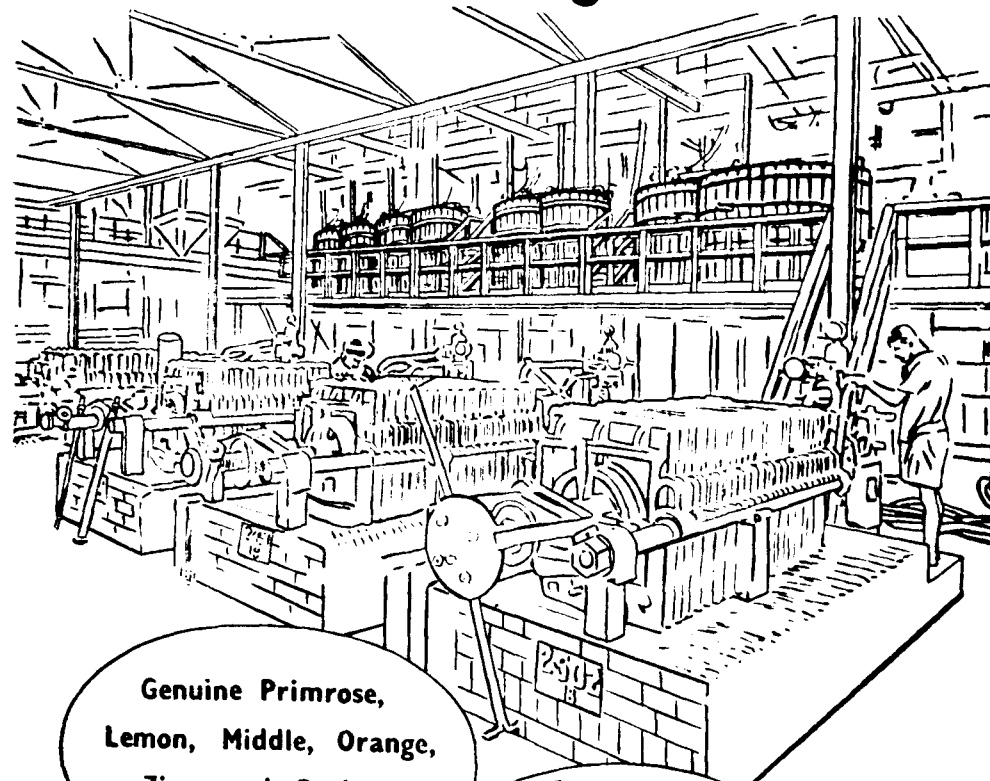
the foreman to do or do it yourself. Once this is done all the other things are easy.

When the small press-owner finds out his cost as mentioned above and makes it a religious policy of not charging less, he is on the right road. Then, to attract customers, he must stick to a standard quality. If he adopts the principle of "anything is good enough" he will sooner or later find himself in the insolvency court.

Next comes service. You run a business for giving service. Make it a point of giving the best service possible. Always think of some new idea to give your customer. Work out the implications and let him know how much it will cost and how much benefit or profit he will derive out of your suggestion. You would have made him your friend.

India is going through a great change. There is to be a great demand for printing. Small printers should put their houses in order. Keep the basic principles of price, quality, service and originality constant before your eyes. You will realise the reward. For all the suffering you have undergone for years, there will be a glorious return.

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by

S. BOSE, B.L.

Superintendent, Calcutta Association of Master Printers

Bonus

The issue of bonus has been the cause of innumerable industrial disputes and various tribunals have discussed the issue from various angles and views and given their award accordingly. So it is in the interest of everybody that he should have a clear conception of what is bonus, when it is payable and when not, what should be the mode of computation of the amount of bonus and other aspects of the subject.

Now, what is bonus? In Bombay Mill Owners' case, the Appellate Tribunal held that bonus was meant to fill up the gap between the actual wage and the living wage. After the goal of living wage was reached, bonus was an incentive to production and it could be paid only from the surplus profits of the year in question. The Supreme Court in the case of Muir Mill case held that if there be no profit in the year, no bonus can be allowed. Thus we see that Bonus is nothing but a share of surplus profit.

How to compute the amount of bonus? In the Bombay Mill Owners' case mentioned above, the Appellate Tribunal has set out rules for ascertaining the surplus profit for distribution as bonus. The first item to be excluded from out of the gross profits of the year is the expenses for the employees and production and thereafter, provision should be made for rehabilitation, replacement and modernisation of machinery in addition to what is allowed by the income-tax authorities as depreciation. Reserves for rehabilitation and modernisation of machinery are however liable to scrutiny. Thereafter there should be a fair return on the capital invested and the Tribunal considered that 6% was the normal return for the capital invested. The tribunal also considered that the reserves used as capital should also have a fair return and held the same to be 2% as fair and equitable in the Mill Owners' case. In Burmah-Shell Oil

Storage & Distributing Co. of India Ltd. and several other cases the Tribunal held that the wage scale and other advantages enjoyed should be taken into account in determining the amount of bonus which must not be so large as to create fresh troubles in other industries. In another case the Tribunal held that the rent of the building of the employer should also be taken into account in arriving at profits when the building is used as a workshop.

From the above findings one can adopt one's own mode of calculation of the amount of surplus profit for distribution as bonus. But it should be clearly understood that the calculation must be thoroughly scientific and it should be on the basis of properly audited balance sheet, which however is liable to scrutiny and if proved to be incorrect all calculations made on its basis will be rejected.

Then there is another aspect of the question of bonus. Supposing a company has several branches throughout the country, how is the amount of bonus to be computed? In Indian Press Ltd. case and many other cases the Tribunals have held that in cases of companies having different branches in different parts of the country, if there be separate accounts showing profit and loss of each different unit and further if the different units be treated as separate, then bonus could be granted on the profit of the individual branches, otherwise, bonus should be calculated on the profits of all branches taken together. It is very often found that a printing concern has also its publishing business, or a stationery firm has a printing establishment as its side business. In such cases also the question of bonus is to be settled on the formula laid down above. In other words if the two units are treated as separate having separate accounts of profit and loss the bonus also will be calculated on the basis of its individual units.

Is bonus then dependable on profit share alone?

Besides profit sharing bonus, there are other kinds of bonus as well, such as (a) Customary bonus like Puja bonus, Dewali bonus etc. (b) Production bonus, (c) Attendance bonus etc. Where Customary bonus is prevalent, the employer shall have to give this irrespective of loss or profit. It is a condition of service. In Mahalaxmi Cotton Mills and several other cases it has been held that to raise an inference of its being a condition of service, the payment must have been made for a long period and continuously and also in spite of losses. Production or Attendance bonus, these are also not bonus properly, but wages like the Customary bonus. While bonus proper depends on available surplus, these bonuses depend on increase of production or regularity of attendance. These are in the nature of incentive payment and should be encouraged wherever possible to ensure increase of production or regularity of attendance of workmen on which depends also the increase of production.

Who are entitled to Bonus? From the various nature of bonus discussed above it is clear that the management has the right to exercise discretion in selecting the personnel for offering attendance bonus or production bonus. But in the cases of customary bonus and profit-sharing bonus, this right of the management is curbed. Generally all workmen have a right to participate in customary or profit bonus. The employer cannot make any discrimination in such cases.

In cases of profit sharing bonus workers who have been in service during the period for which bonus is declared are entitled to it, though it may be that they are not in employment at the time the bonus is declared. Of course a workman would be entitled to the full share of the bonus, if only he had worked the full time of the declared period, otherwise he will get it in proportion to the number of days he worked. In other words workmen will get bonus according to their respective contribution to the earning of profit in a firm.

(Continued on page 26)

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Sri Gowardhan Kapur, Hony. Exhibition Secretary of the All India Printers' Conference and Exhibition, writes under dated 28th Aug. 1956 as follows :—

"The All India Federation of Master Printers recently announced the forthcoming FIFTH SESSION of the All India Printers' Conference & Exhibition, which is to be held in New Delhi early in 1957.

We are now happy to inform you that the organisational work has begun and we are pleased to give here provisional details which will enable exhibitors and others to make their own plans for participation.

We are particularly anxious to emphasize to all those interested, that in recent years New Delhi has become well known for the series of unprecedented technical and commercial exhibitions held here, and we have every reason to expect that the forthcoming Printers' Exhibition will attract buyers and other interested parties not only from all over this vast country, but also from several other countries of South-East Asia.

Further, under India's recently published Second Five Year Plan, the Government of India and State's Governments are to make large investments in printing and allied machinery. The coming Exhibition will provide an ideal opportunity for manufacturers to meet the various Government Representatives in the Union capital and demonstrate the latest machinery on the spot.

We must point out that the original circular announcing this Exhibition in India's capital has already brought in a considerable number of enquiries and we therefore strongly advise all those who are considering participating to make a provisional booking for exhibition space as soon as possible, in order to avoid possible disappointment later."

Provisional Details

Date : 1 to 12 March, 1957.

Place : Permanent Exhibition

Ground, Muthra Road, New Delhi. (This was the site of the last three major exhibitions held in New Delhi, including the Indian Industries Fair held during the last two months of 1955).

Government Cooperation : The Government of India Ministries of Information & Broadcasting and of Works, Housing & Supply, have promised their full support and active participation.

Accommodation : The Exhibition will be housed in permanent exhibition pavilions with cement concrete floors. A.C. Electric power will be available at Government rates. Water will be available in some sections of the exhibition area. The boundary walls or partitions of individual exhibition spaces within the main pavilions are to be provided by the exhibitors.

Charge for Exhibition space : The charge for space for Commercial Exhibitors will be Rs. 4* per square foot. (Rs.1 is equivalent to 1/6d sterling).

Special position space will be charged at higher rates. Details of such space will be given on the Exhibition Plan.

Full details, including Rules & Regulations, Exhibition Plan and firm booking forms will be sent in due course to all those making provisional bookings.

Souvenir Brochure : An official Souvenir Brochure and Guide to the Exhibition will be published by the Exhibition Secretariat, and space for commercial advertisements will be available. Details and charges will be announced shortly.

Outdoor Publicity : Details of facilities for Hoardings, Neon Signs and other outdoor publicity in the Exhibition Grounds, will be announced shortly.

Highlights of the Exhibition

Exhibition by commercial firms and organisations from all over the

* This rate is subject to revision.

world of the latest types of printing and allied machinery and equipment of all kinds.

Exhibition and Competition of all classes of printed material, open to all printers in the Union of India. Handsome prizes will be awarded in the various sections.

Exhibitions of Printing Techniques covering all the latest and better known processes of printing, engraving, binding and allied work,... organised with the co-operation of the Ministry of Education, Government of India, the State Educational Departments and the Central Bureau of Vocational Guidance.

The Fifth Annual Conference of the All India Federation of Master Printers will be held during the Exhibition period. Delegates and representatives of the various associations of printers from all over the country will be attending this Conference.

*

The history of the All India Printers' Conferences and Exhibitions, from their inception in 1953, is a story of success after success, especially from the point of view of the printer's and allied machinery trade.

The coming Fifth Exhibition is already assured of being the largest and most comprehensive yet held, which is fitting in view of the unprecedented and rapid advance now taking place in the Indian printing industry all over the country.

Further, the rapid strides that must certainly be made in all spheres and sectors of industry during India's ambitious Second Five Year Plan is bound to result in an even greater and faster growing demand for the highest quality printing than ever before. The Central and State Governments are themselves making large investments in printing and allied machinery during the Second Five Year Plan period.

CORRECTION

In the last issue, on page 1, under the heading Manufacture of Printing Machines in India, in column 2, the sizes mentioned are wrong owing to a typographical error. The size of the proposed Platen Machine is 300 mm x 450 mm, and the Double Demi Machine is 600 x 900 mm.

The error is regretted.

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STANDARDISATION OF PAPER

The Indian Standards Institution has sent us the following circular giving particulars of the recommendations made by the Sub-committee appointed for standardisation of paper. As stated therein, they invite comments from the public so as to reach them on or before 27th October 1956; in case no comments are received by the date, it will be assumed that their proposals are approved by the public. Their recommendations based on the following proposals would then be forwarded to the Government of India for adoption.

The draft Indian Standard Specification for Paper Sizes prepared by the Paper Sectional Committee through its Paper Sizes Sub-committee (CDC 15:1), is being issued for general circulation in accordance with the ISI procedure for securing a critical review and suggestions for improvement.

In the light of the comments received from various interests to whom this draft is being circulated and the comments and directives received, the draft will be finalized by the Sectional Committee and submitted to the Chairman of the Chemical Division Council for adoption as Indian Standard, on behalf of the CDC.

Foreword

There is a large variety of paper sizes current in India and several of the distinct sizes vary from each other only by about half an inch or even less. Even after excluding odd sizes there appears to be about 14 different sizes which are in common use. The purpose of this standard on paper sizes is to rationalise and reduce the number of sizes which would take into account the needs of co-ordinating the sizes for business letters, card index records, filing records and office furniture. The aim is to enable uniformity being achieved in the sizes of papers to be used for correspondence, production of books, pamphlets and other allied matters, to facilitate the manufacture and sale of paper and finally as a result of rationalization and reduction in the number of sizes to be manufactured, to cheapen the product.

Taking into consideration the views of consumers, technologists and the manufacturers, the Sectional Committee responsible for the preparation of this standard felt that while the trade practices followed in the country in this field should be kept in view, due weightage should be given to the need for international co-ordination between standards prevailing in different countries of the world. These considerations led the Sectional Committee to base this standard on the recommendations of the International Federation of the National Standardizing Association (ISA) published in their ISA Bulletin 7, 1934.

The system of paper sizes recommended for general adoption by the ISA is based on the following principles:

- The surface area of the basic format is equal to one square meter, and
- the width and length bear a ratio of 1: $\sqrt{2}$. In consequence, at each doubling or halving, lengthwise of any paper size in the series, the aspect ratio of 1: $\sqrt{2}$ is maintained.

From among the ISA sizes, the A-Series have been adopted.

In the case of one or two current popular sizes in the country, equivalent sizes (See Table IV) from B and C-Series of the ISA have been recommended by the Sectional Committee, with a view to helping the industry in the intervening period before adopting completely A-Series of ISA sizes.

The ISA sizes are already in use in many countries, such as Austria, Belgium, Czechoslovakia, Finland, Germany, Hungary, Japan, Netherlands, Norway, Poland, Romania, Sweden, Switzerland and Union of Socialist Soviet Republic and others are gradually adopting these sizes. Particular mention may be made of the United Kingdom which is considering adoption of ISA sizes, suitably rounded off to the convenient inch sizes.

The metric system of measurements has been adopted for designating the dimensions of the ISA paper

sizes. The Government of India have decided to introduce throughout the country uniform weights and measures based on the metric system. Keeping this decision in view, measurements and weights have been given in the metric system, and equivalents in round figures, in the foot-pound system.

It would be advisable for the manufacturers of paper and consumers like publishers and printers to follow the metric system of measurements from the start so that when the complete changeover comes into effect, they may not feel handicapped. The Sectional Committee strongly feels that producers of paper should take a lead in manufacturing paper to the metric sizes prescribed in this standard. As the metric sizes of paper becomes freely available in the market, the printing and publishing trade could easily adopt the new sizes to suit their requirements. The Government of India have decided that all the industries in India should change over to the metric system within a period of 10 years and also that all new equipment purchased should be only on the metric system.

In pursuance of this decision the Committee urges that all new equipments for the paper trade should be capable of taking metric system of paper sizes.

In consideration of the views of paper manufacturers, printers, publishers and those of allied trade practices in the country, the Sectional Committee had decided to recommend that this standard shall be implemented, both by the producer and consumer within a period of five years from the date of publication. It is hoped that the existing machineries will be progressively modified to suit the new sizes and the new machineries installed would suit the new metric sizes.

For the purpose of deciding whether a particular requirement of this standard is complied with, the final value, observed or calculated, expressing the result of a test or analysis, shall be rounded off in accordance with IS:2-1949 Rules for Rounding off Numerical Values; the number of place retained in the rounded off value should be the same as those of the specified value in the standard.

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Equivalent measurements in inches of the new sizes rounded off to half an inch are indicated in column 5 of Table I for the convenience of the trade. The rounding off has been done to the nearest or farthest half inch, keeping in view the capacity of the printing machines and other particulars and the rounded off value in inch is indicated to help the manufacturers and the consumers to acquaint them with equivalents of the metric sizes. But the trade is strongly recommended to adopt the metric system of measurements in the beginning itself for a smooth final changeover.

The exact sizes of the A-Series suitable for various commercial formats are suggested in Table V for the general information of the trade. No attempt has been made to make the list complete.

Scope

This standard prescribes the requirements of printing, writing, wrapping and casing paper sizes, machinemade and handmade, normally held in stock by the trade. No attempt has been made to deal with the many special requirements.

Wherever any special size is required, it is recommended that the nearest equivalent in the A-series be adopted.

Since Foolscap and Crown sizes of the existing system of paper sizes in the country are not covered by the sizes in A-Series, additional sizes, viz. B 1, B 2, B 3 and C 1, C 2, C 3,

sizes of the B and C-Series have been permitted to help the industry.

Basic Principles

Halving—Two successive formats of a series of sizes are obtained by halving or doubling along the length. The surfaces of the two sizes are in the ratio 1:2 (Fig. 1).

Similarity—The forms are similar to one another, and hence the question $x:y=1:\sqrt{2}$ is obtained for the two sides x and y of a format (Fig. 2.)

Consequently the ratio between both sides is the same as that of the side of a square of a diagonal (Fig. 3).

System of Measurement : The area of the surface of the basic format is equal to one square meter (i.e., $x \times y = 1 \text{ sq.m.}$).

Basic Size : According to the three principles described under 2.1, 2.2 and 2.3, the two equations, $x:y = 1:\sqrt{2}$ and $x \times y = 1$ apply to the basic size with the sides x and y . The basic, rectangle having a surface of 1 sq.m. therefore has the sides $x = 0.841 \text{ m}$ and $y = 1.189 \text{ m}$.

A-Series : As described under 2.1 the A-Series is obtained by continually halving the sizes obtained from the basic size (A0).

Additional Series : The geometrical intermediate sizes between the formats of the A-Series form the B-Series, and the geometrical intermediate sizes between the formats of the A and B-Series form the C-Series.

Sizes

A-Series : In Table I the sizes of paper of principal A-Series are given.

Additional Special Sizes : In Table II special sizes of paper from B and C-series corresponding to some of the existing sizes of paper are given :—

The size for business letter paper, periodicals and patent specifications shall correspond to A 4 as given in Table I.

The size for books and catalogues shall, in general, correspond to A-Series as given in Table I or the sizes in Table II.

The size for post card shall correspond to A 6 as given in Table I.

The sizes of writing and printing paper including offset cartridges shall be of the A-Series.

Additional sizes B 1 (corresponding to Quad Crown), B 2 (Double Crown), B 3 (Crown) and C 1 (Quad Foolscap), C 2 (Double Foolscap), and C 3 (Foolscap) are also permitted till such time as the A-Series are adopted exclusively. (See Table IV)

Size of Cover Paper : The sizes of cover paper shall exceed those of the corresponding printing paper by 50 mm (or 2 in) in either dimension and their designation shall be derived from those of the corresponding sizes of printing paper e.g. Cover A 0, Cover B 1, etc.

Sizes of Strips : The sizes for strips shall be obtained by cutting the main sizes lengthwise into halves, quarters, eighths, etc., for envelopes, inscription cards, tickets, coupons, drawings, etc., as illustrated in Table III.

Tolerance

The variation in width of reels of paper shall be not more than 0.5

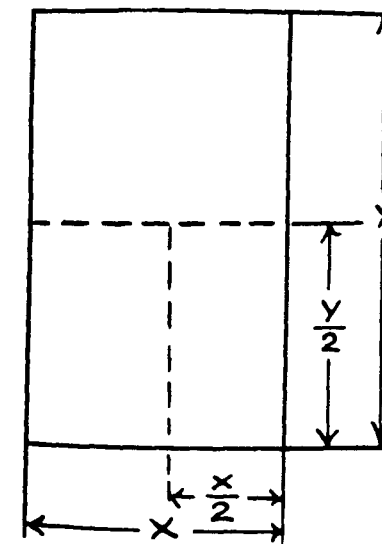
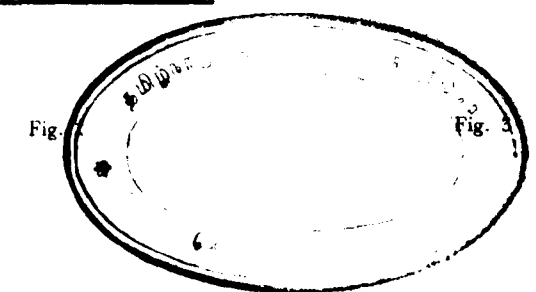
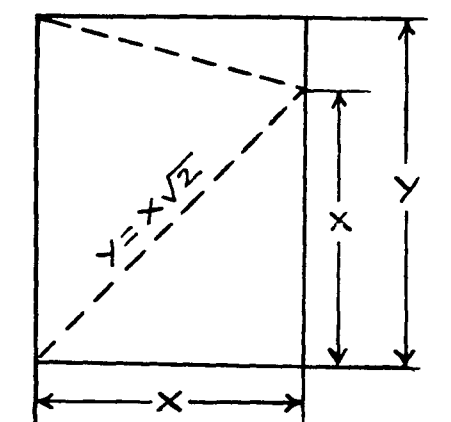
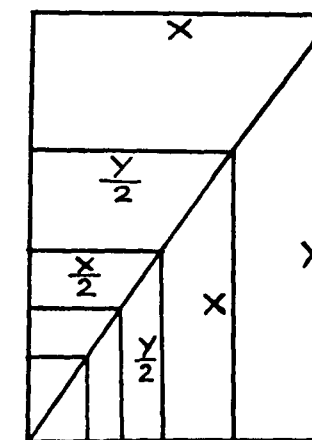


Fig. 1



percent with a maximum permissible variation of 6.25 mm. (or 0.25 in.).

The variation in measurement of paper in sheets shall be not more than 0.5 percent either way above or below the ordered measurement, provided always that where 0.5 percent is greater than 6.25 mm. (or 0.25 in.) the permissible variation shall be 6.25 mm. (or 0.25 in.) and that where 0.5 percent is less than 3.175 mm. (or 0.125 in.) the permissible variation shall be 3.175 mm. (or 0.125 in.).

The sizes in this standard shall be considered as trimmed sizes for all independent papers as business letter paper, headings of factory sheets, drawings, advertising material, periodicals, books, etc., but shall be within 1.5 mm. (or 1/16 in.) of the prescribed size.

In general, the sizes of untrimmed paper shall be such that after trimming, the sizes will correspond to the standard sizes.

Packing and Labelling

A ream of 500 sheets shall be the measure of quantity for writing, printing and cover paper and offset cartridges. Packages shall contain 500 or 250 sheets according to the size and weight of the paper and packed as agreed between the purchaser and the vendor.

Each package shall be labelled as follows :

- Description and variety of paper
- Contents of parcel (number of sheets)
- Weights in kilogram (or pound) per ream of 500 sheets including wrapping paper, but excluding string
- Substance in grams per square meter
- Size in millimetres and inches, and
- Lot number.

Machine Direction : The machine direction of paper shall be indicated on the wrapper of each packet of coated, cover and cartridge paper.

MARK THESE, PLEASE!

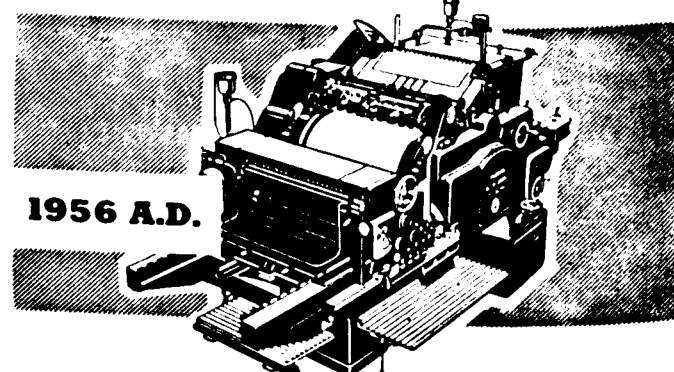
(Continued from page 19)

In case of customary bonus, workmen, only whose names are in the roll of the firm at the time the bonus is paid should be entitled to receive it.

A question may arise whether workmen who have been dismissed on grounds of misconduct will be entitled to bonus. Different Tribunals have given different findings on this issue. It is very difficult to suggest any definite pointer in this matter. The problem should however be tackled according to the merit and demerit of each individual case, according to the gravity or otherwise of the offence committed by the dismissed workman.



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TABLE I—PRINCIPAL A-SERIES SIZES

Serial No.	Designation	Size in mm.	Exact size in inches	Rounded size in inches
(1)	(2)	(3)	(4)	(5)
(i)	4 A 0	1682 × 2378	66.22 × 93.62	66 × 93½
(ii)	2 A 0	1189 × 1682	46.81 × 66.22	47 × 66
(iii)	A 0	841 × 1189	33.11 × 46.81	33 × 47
(iv)	A 1	594 × 841	23.39 × 33.11	23½ × 33
(v)	A 2	420 × 594	16.54 × 23.39	16½ × 23½
(vi)	A 3	297 × 420	11.69 × 16.54	11½ × 16½
(vii)	A 4	210 × 297	8.27 × 11.69	8½ × 11½
(viii)	A 5	148 × 210	5.83 × 8.27	6 × 8½
(ix)	A 6	105 × 148	4.13 × 5.85	4 × 6
(x)	A 7	74 × 105	2.91 × 4.13	3 × 4
(xi)	A 8	52 × 74	2.05 × 2.91	2 × 3
(xii)	A 9	37 × 52	1.46 × 2.05	1½ × 2
(xiii)	A 10	26 × 37	1.02 × 1.46	1 × 1½

TABLE II—ADDITIONAL SPECIAL SIZES FROM B AND C-SERIES

Serial No.	Designation	Size in mm.	Exact size in inches	Rounded size in inches
(1)	(2)	(3)	(4)	(5)
(i)	B 1	707 × 100	27.83 × 39.37	28 × 39½
(ii)	B 2	500 × 707	19.68 × 27.83	20 × 28
(iii)	B 3	353 × 500	13.90 × 19.68	14 × 20
(iv)	C 1	648 × 917	25.51 × 36.10	25½ × 36
(v)	C 2	458 × 648	18.03 × 25.51	18 × 25½
(vi)	C 3	324 × 458	12.76 × 18.03	13 × 18

TABLE III—SIZES OF STRIPS

Serial No.	Format size	Designation	Size in mm.
(1)	(2)	(3)	(4)
(i)	Longitudinal half of A 4	½ A 4	105 × 297
(ii)	Longitudinal quarter of A 4	¼ A 4	52 × 297
(iii)	Longitudinal eighth of A 7	1/8 A 7	9 × 105
(iv)	Longitudinal half of C 3	½ C 3	162 × 458

TABLE IV—PERMISSIBLE SIZES OF WRITING, PRINTING AND CARTRIDGE PAPERS IN ADDITION TO THE SIZES OF A-SERIES*

Serial No.	Series	Designation Existing	Size of series in mm.	Rounded size in inches	Existing size in inches	Existing size in mm.
(1)	(2)	(3)	(4)	(5)	(6)	(7)
(i)	B 1	Crown Quad	707 × 1000	28 × 39½	30 × 40	762 × 1016
(ii)	B 2	Crown Double	500 × 707	20 × 28	20 × 30	508 × 762
(iii)	B 3	Crown	353 × 500	14 × 20	15 × 20	381 × 508
(iv)	C 1	Foolscap Quad	648 × 917	25½ × 36	27 × 34	686 × 864
(v)	C 2	Foolscap Double	458 × 648	18 × 25½	17 × 27	432 × 686
(vi)	C 3	Foolscap	324 × 458	13 × 18	13½ × 17	343 × 432

* Please note that these sizes are permitted only till such time as the A-Series are adopted exclusively within a period of five years as stated earlier—Editor.

TABLE V. SUGGESTED SIZES OF A-SERIES FOR COMMERCIAL FORMATS

	A 0	A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A 10	A 11	A 12
(1) Tear-of calendar Block			A 2		A 4	A 5	A 6	A 7	A 8				
(2) " " " Base			A 2	A 3	A 4	A 5	A 6	A 7					
(3) Directories (General)					A 4	A 5							
(4) Official Gazette					A 4								
(5) Share Scrips				A 3	A 4	A 5							
(6) Advertisement Poster	A 0	A 1	A 2	A 3									
(7) Certificates					A 4	A 5	A 6						
(8) Order Form					A 4	A 5	A 6						
(9) Printing Proof				A 3	A 4	A 5	A 6	A 7					
(10) Letters (General)					A 4								
(11) Half Letter Size (General)						A 5							
(12) Book					A 4	A 5	A 6	A 7					
(13) Carbon Paper					A 4	A 5							
(14) Railway Time Table	A 0	A 1	A 2	A 3	A 4	A 5	A 9						
(15) Telephone Directory					A 4	A 5							
(16) Scribbling pad or note paper			A 2		A 4	A 5	A 6	A 7					
(17) Trade Books			A 2	A 3	A 4	A 5							
(18) Commercial Letter Paper				A 3	A 4	A 5	A 6	A 7					
(19) Card Index					A 4	A 5	A 6	A 7					
(20) Catalogues					A 4	A 5	A 6	A 7					
(21) Advertising Pamphlets	A 0	A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9			
(22) Handbills							A 6	A 7	A 8	A 9			
(23) Periodicals, Magazines				A 3	A 4	A 5							
(24) Costing & Posting Sheets					A 4	A 5							
(25) Maps	A 0	A 1	A 2	A 3	A 4	A 5	A 6						
(26) Patent & Standard Drawing paper				A 3	A 4								
(27) Posters (Big)	A 0	A 1	A 2	A 3									
(28) Drawing	A 0	A 1	A 2	A 3	A 4	A 5	A 6						
(29) Post Cards							A 6						
(30) News Paper			A 2	A 3	A 4								
(31) Price Lists					A 4	A 5	A 6	A 7					
(32) Receipts						A 5	A 6						
(33) Instrument Record Sheets (Round)					A 4	A 5							
(34) Sign Boards	A 0	A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A 10	A 11	A 12
(35) Pocket Note Book						A 5	A 6	A 7					
(36) Sand Paper					A 4	A 5	A 6						
(37) Instruction & Rule Sheet				A 3	A 4	A 5	A 6						

State Awards for Excellence in Printing and Designing of Books and other Publications.

The last date for submission of entries for the competition has been extended from 15th September to 1st October 1956. Entries may be sent addressed to Sri R.H. Bhanot, Production Manager, Directorate of Advertising & Visual Publicity, Shahjahan Road, New Delhi, so as to reach him before the closing date.

This year's competition is limited to items produced in India between 15-8-1956 and 14-8-1956.

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ODDS & ENDS

Lip Deep

Penguins are a familiar sight in India and yet they are no Indian birds. It is a sort of miracle how they flap their wings, soar so high and migrate so far away from their own home. Of course, they are no real birds, they are only publications bearing the name, I am speaking of.

The Penguin story published by the Penguin Books Ltd. throws a floodlight on these publications. In 1955 alone, they sold one crore of copies. Each title costs you only 2½s. these days and the average cost of production is only 10d. Only 24.17% of the sale price goes to the printing and binding while 12.5% to paper. No wonder, they are so cheap.

Where mass education is the crying need, the likes of Penguins prove the swiftest and surest carrier. Our Prime Minister appreciated the point and emphasised on cheap publications like the Penguins. But his colleagues in the relevant Ministry refused the food for the bird—the News Print they feed on.

Printers and publishers are eager to kiss the cause, the Premier waits with expectation, but where is the lower lip?

There must be two to the kiss, you know?

Better Late than Never

After long-drawn representations, reams of correspondence and series of interviews, the printing industry is at last about to be accommodated with the scope of the Acts for Financial Aid to the industries. Once the Bill is laid before the Lok Sabha, it will be hatched soon and the printers may safely count their chickens from now on.

The Education Ministry has acknowledged the demands of the Federation and there are Regional Schools of Printing; the Ministry of Information and Broadcasting has appreciated the importance of the Graphic Arts and the State Ministry are instituted: the Labour Ministry

has brought the industry not only under E.S.I. Act but also the P.F. Act; the Commerce and Industry Ministry has recognised the Federation's demands for manufacture of printing machinery in India and devising ways and means thereto. But the Railway Ministry still refuses its hands of co-operation.

The Federation has been moving the Railway Ministry for a concessional fare to the delegates attending the sessions of All India Printers' Conference and Exhibition. But they appear to be immovable.

Move with the times, please.

THE BULLETIN

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Hamam House, Hamam Street, Fort, Bombay.

Old head on young shoulders

It is now scarcely four years old and yet the association looms high amongst its sister organisations of the different States. The Hyderabad State Printers' Association is keenly alive to the contemporary happening and loses not the slightest opportunity to make the necessary adjustments as the changing times demand. They are now exploring the possibilities of consolidating the associations of Andhra and Hyderabad in the context of the reorganisation of States. The cue may be considered by others similarly placed.

A word is enough for the wise.

Calcutta Marches on

The Calcutta Association of Master Printers has completed its 20th year in 1955. Barring the Poona and Delhi Associations, this is the oldest Association of the Master Printers.

This year they will celebrate their 20th Anniversary. A most interesting attraction will be the Souvenir that will be published on this occasion. We expect the Souvenir to afford us an interesting account of the introduction and development of the industry in Calcutta and the Association's contributions to the cause.

Our congratulations to the Association. Long live the Association!

NEWS AND NOTES

Shri K. B. Rao, Chief Controller of Printing and Stationery, Felicitated*

Our attention has been drawn to a misunderstanding in the news item published in the Bulletin of May, 1956, in respect of the statement made by Shri K. B. Rao, Chief Controller of Printing and Stationery at the Tea Party given to him by the Calcutta Association of Master Printers on the 30th May, 1956. It was reported that Shri Rao assured the assembled printers that henceforth it would be the Government policy to frame panels of printers for allocating Government jobs from only members of the Master Printers' Associations. What Shri Rao actually said was the Government and other organisations in many countries consult, when necessary, the Trade Associations in matters of purchase, etc., and that it seems to him to be quite a sound policy and wherever necessary and possible, he would not hesitate in seeking the advice of the Master Printers' Association.

[* The original version as well as this correction have been sent to us by Shri S. N. Guha Ray, General Secretary, The Calcutta Association of Master Printers.]

More Printers' Associations

In the July-August issue of 'Chhapai Kala' mention is made that it is the responsibility of the All India Federation of Master Printers to see that this industry gets wide representation on the Governing Council. We fully agree with the view expressed by the 'Chhapai Kala.' We feel it is high time that Printers' Associations are formed in all the districts in the country and get themselves affiliated to the Federation. At present the officers of the Federation are going round organising Associations in as many places as they could. This is a slow process; if printers would wake up in every place and form Associations themselves, nothing would be more welcome.

Delhi Printers' Conference

The Delhi State Printers' Conference was held in the Darbar Hall of the Delhi Municipal Committee under the auspices of the Delhi Printers' Association. Messages of greetings and good wishes received from about 16 Printers' Associations of the country were read by the General Secretary of the Association.

Extending a hearty reception to Yudhvir Singh, Minister for Labour and Industry, Shri Brij Lal Baluja, President of the Association revealed the close association of Dr. Yudhvir Singh with the printing and publishing trade.

Shri Vedavrata, General Secretary of the Association, reading his Report to the Conference, threw light on various problems of the Delhi Printers. He emphasised the labour problem and ugly shape it is taking and appealed to the Government to simplify and codify the labour and other social laws, so far as they affect the small-scale industries like printing presses. He

asked printers to unite and raise the standard of printing in Delhi and announced that the next session of the All India Printers' Conference and Exhibition would be held in Delhi.

Dr. Yudhvir Singh, inaugurating the Conference, advised printers to make Delhi a centre of beautiful printing and treat their labour as partners in the business. He deplored indiscipline and rowdism on the part of labour but asked employers to treat it as a psychological problem after achieving independence. He assured printers that their grievances regarding removal from their present places, telephone connections, weekly holiday, loans on easy terms, difficult laws and returns and overtime etc., would receive full consideration at the hands of the Government. He assured them of full assistance in holding the next session of the All India Printers' Conference and Exhibition in Delhi.

The Conference concluded after passing about half a dozen resolutions concerning the printing trade in Delhi.

Affiliation of Printers' Associations in Delhi

Shri B. L. Baluja, President of the Delhi Printers' Association was good



Front view of the gathering of Delhi Printers assembled in the Delhi State Printers' Conference.

enough to visit Ludhiana, Jullunder and Amritsar exhorting the Printers' Associations in those places to affiliate themselves with the All India Federation of Master Printers.

Speech delivered by Sri Brij Lal Baluja, President, Delhi Printers' Association on 5-6-56 in honour of Dr. Yudhvir Singh, Minister for Labour and Industries, Delhi State.

"This is an auspicious day because the Printers of Delhi have assembled in one place to discuss the problems of their trade.

I understand that all our friends assembled here are acquainted with the name of Dr. Yudhvir Singh who has obliged us by acceding to our request to open this conference. Still I consider it my duty to say a few words about him."

Doctor Saheb has been practising Homoeopathy in Delhi these 30 or 35 years. Although fully taken up with his work, he has been supervising 6 or 7 charitable dispensaries which are running well in different places.

Doctor Saheb has all along been

closely connected with the Printing industry. In 1923 he started the Amritpan Printing Press which was closed after a time for certain reasons. In 1926 he started the Sanjivan Press along with a well-known Hindi writer. Then he became the Director of J. B. Press, but the foreign Government did not allow it to work for long due to political reasons. For sometime he was bringing out the Urdu edition of Mahatma Gandhi's *Navjivan* but the then Government stopped it also. Since some years Doctor Saheb has been the editor and publisher of the monthly *Homoeopathic Sandesh*.

Doctor Saheb holds a prominent place in the public life of Delhi. In the fight for freedom he was always in the front rank and has suffered much. He has always been taking a good part in societies and conferences. For 10 or 11 years he was a member of the Delhi Municipal Committee. After the achievement of freedom he was elected as its President. Now he is the Minister for health, labour and industries of Delhi State.

Doctor Saheb is a quiet worker of

simple tastes and habits. Service to the people is his life mission. He takes interest in every measure calculated for the welfare of the populace. That explains why he consented to perform the opening ceremony of our conference, and we are all duly grateful to him."

Merger of Printers' Association in Hyderabad

The General Body Meeting of the Hyderabad State Printers' Association was held on 26th August 1956 at 9 A.M., Sri K. Shankariah presiding. A sub-committee consisting of Messrs. Puli Mallikarjun, A. P. Nagan and G. S. Rao was appointed to negotiate with the organised body of printers in the Andhra State for merger with the Hyderabad State Printers' Association and to enrol members from that State so that the Association might become the representative body of printers of the reorganised State.

The General Body established a Personnel Bureau, with Sri Puli Mallikarjun as its Director.

The Hyderabad State Printers' Association

We have received a copy of the following Circular for the information of all the Members of the All India Federation of Master Printers, Madras.

"In continuation to our previous C.L.No.339-SPA-56 dated 4th Sept. '56, we are very glad to inform you that the Hyderabad State Financial Corporation, vide its letter No. HFC-Gen-15-187-56-8389 dated 5-9-56 has intimated this office that the Corporation is ready to consider the applications of Printing Concerns for financial aid and loans on their individual merits. So, members, who are in need of such loans etc., are hereby requested to contact the Hyderabad State Financial Corporation, P.B.No. 165, Chapel Road, Gunfoundry, Hyderabad, and apply for the same either directly or through the Association."

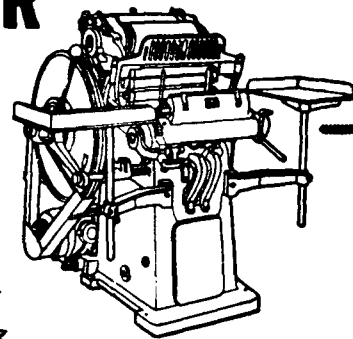
Nellore Printers' Association

It was indeed an unexpected pleasure for the Hony. General Secretary of the All India Federation of Master Printers to have found at Nellore an Association of Printers



Dr. Yudhvir Singh, Minister for Labour and Industries, Delhi State, inaugurating the Delhi State Printers' Conference. On his left is Shri Brij Lal Baluja, President, Delhi Printers' Association. On his right is Shri Vedavrata, Hony. General Secretary of the Delhi Printers' Association.

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that has been functioning for the last one and a half years with Sri Sankar as its President. The Hony. General Secretary visited Nellore without notice on 15th September. All the same, the energetic President sent out a call to all the members of the Association who assembled within a few hours to hear the General Secretary speak to them of the activities of the Federation. The Governing Council will have the opportunity of welcoming this Association before long as they have decided to affiliate themselves to the Federation immediately.

Though only a year and a half old, this Association has been doing very commendable work. With a strength of only 20, they have been taking contracts from District Boards, Taluk Boards, etc. to an extent of nearly three lakhs of rupees per year. A Five-Man Committee distribute such work without fear or favour in accordance with the capabilities of the presses in the place and it was very happy to note that work has been going on smoothly and to the satisfaction of the presses and those who had placed orders with them alike, the Association taking only 2½% of the turnover to meet their expenses.

The members who assembled to hear the Hony. General Secretary showed keen interest in the activities of the Federation.

Ernakulam Press-Owners' Association

We are glad to know from Sri Thomas Cheriyan, President of the Ernakulam Press-owners' Association, that he has been able to solve the problem of bonus, increment, etc., to labour in all the printing presses in Ernakulam. Labour demanded three months' bonus among other things and Sri Thomas Cheriyan after negotiating with the Labour Unions came to an agreement with them to the effect that generally one month's bonus should be given except in presses where they have the provident fund scheme in which case, the bonus will be three weeks. He also recommended a general increase of Rs. 3 for people who were drawing less than Rs. 40 and Rs. 2 for those in the category of Rs. 60 and less. The Labour Union agreed to these terms and printers in Ernakulam are free from any labour trouble, thanks to the efforts of the Officers of the Association.

We learn that the Association has tendered to the Local Bodies department for certain forms and books and are likely to take over the work and divide it among its members.

Efforts are also made to reach an agreement with the labour for determining the bonus and increment to be given for the next five years so that there will be no

trouble from labour during this period.

The Madras Printers' And Lithographers' Association

A meeting of the Association was held on Thursday the 13th Sept. '56 at the premises of the Association, 'Acton Lodge', 11 McNichol Road, Chetput, Madras, when Prof. M. Vaidyanathan who was the Adviser on Labour Problems to the Government of Bombay, addressed the members present on labour problems which they were facing from day to day. In the course of his talk, Prof. Vaidyanathan referred to the two important Acts that govern the industry, viz., the Factories Act and the Industrial Disputes Act. According to the latter, if there is a dispute between the management and the labour, the labour instead of dealing with the management directly, can represent its grievances through the Trade Union to which it is attached, whereas there is no such obligation on the part of the employer. Since there is provision in the Industrial Disputes Act enabling the Trade Unions to negotiate on behalf of the workmen, there should be a similar provision in the Act with regard to the employer as well. The Industrial Disputes Act prohibits engaging of lawyers except with the permission of the opposite party and Trade Unions have been circumventing this by having a lawyer on their committee. Employers' Associations also must have a lawyer who would represent their cases before the Tribunal.

PLEASE NOTE

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With regard to the demand for salaries, dearness allowance and bonus and disputes arising out of dismissal of workers, he advised factories to frame Standing Orders which would eliminate quite a lot of trouble as they would define the rights and obligations of the worker in a factory. He said that even factories with less than 50 workers can frame Standing Orders provided they are made by Associations and with the approval of the Commissioner of Labour. He advised printing presses irrespective of their strength to formulate such Standing Orders immediately.

Membership of the Governing Council of the All India Federation of Master Printers

Since publishing in the June issue of the Bulletin the names of the members of the Governing Council of the All India Federation of Master Printers, the following associations have sent in the names of their members to serve on the Governing Council.

The Poona Press-owners' Association: Sri D.D. Gangal, Loksangraha Works, Poona—2; Sri K. G. Sharangapani, Aryabhusan Press, Poona—4.

The Tiruchirapalli District Press-owners' Association: Sri B.S. Kalpurawami Chettiar, Chain Printers, Tiruchirapalli; Sri Tiruloka Sitaram, Editor, "Shivaji," Tiruchirapalli.

Associations who have not yet given the names of their representatives to this Council are requested to do so immediately.

Free Contributions to Printers' Associations from the East Asiatic Co. (India) Private Ltd.

We are very happy that the East Asiatic Co. (India) Private Ltd., agents of the **Original Heidelberg** printing presses, for the major part of our country, have decided to contribute Rs. 100/- in the case of a platen machine and Rs. 200 - in the case of a cylinder machine to the Printers' Associations to which the purchaser belongs as a donation. It is indeed very generous of the East Asiatic Co. (India) Private Ltd. to have decided in this manner.

Printing presses who purchase the

Original Heidelberg would also be happy that indirectly they are responsible for donations being made to their Associations.

The Late Sri Hariji Govil

We deeply regret to learn from the July-August issue of 'Chhapai Kala' of the passing away of Sri Hariji Govil, who has done very great service to the printing industry. Sri Govil was Types Adviser to three big firms in America, viz., Intertype Corporation, International Business Machines and Ralph C. Cox Head Co.

In 1953 he made the Gujarathi and Bengali Lino and also manufactured an electrically worked Nagari typewriter through Messrs. International Business Machines, and had the satisfaction of seeing them used widely in our country. Recently he helped the Intertype manufacturers to adapt their photo-setter keyboard for Hindi and other Indian languages.

He was born in Bikaner and was educated at the Banares University. In 1920 he went to U.S.A. for engineering studies, was at Columbia University and started the cultural journal *Orient*, as a liaison between the East and the West. It was then that his attention was drawn to printing. In 1926 he founded the India Society of America, a non-political but cultural society, who were exhibiting Indian films in their country.

In the passing away of Sri Govil, our country has lost an illustrious son and the printing industry, a great pioneer.

A REQUEST!

Since August 1956 the **BULLETIN** has entered the second year of publication. Subscribers are requested to send their subscriptions either by Money Order or crossed Indian Postal Order to the Hony. General Secretary, All India Federation of Master Printers, 11 McNichol Road, Chetput, Madras 31.

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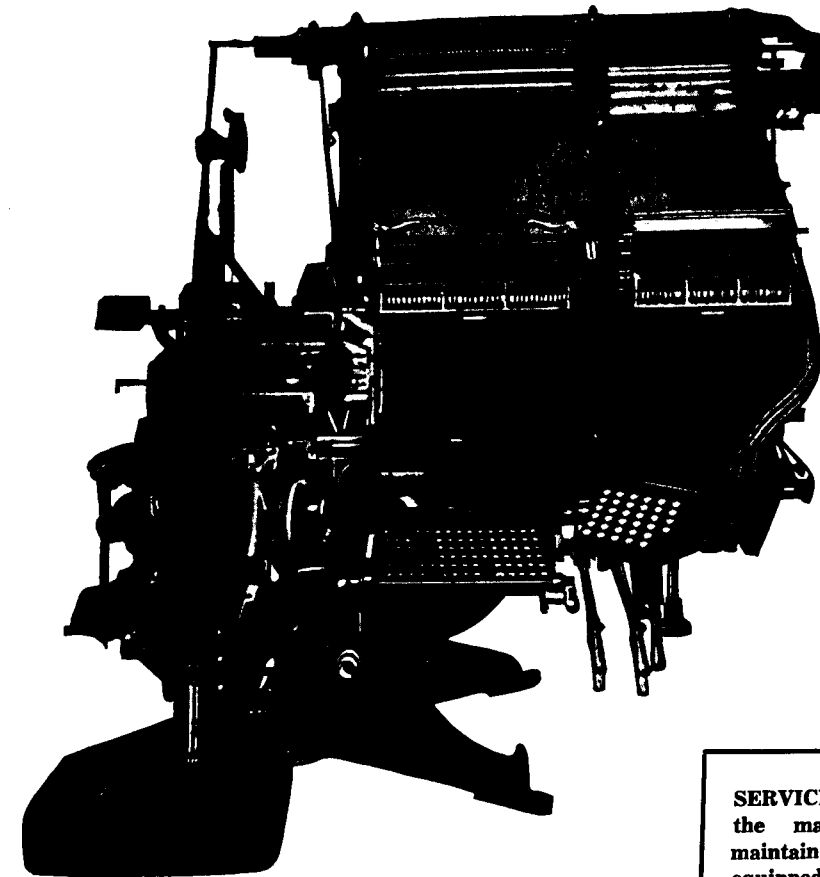
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BULLETIN

OF THE ALL INDIA FEDERATION OF MASTER PRINTERS

Vol. 2 No. 4

Editor-in-Chief—S. RAMU

October 1956

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UNITY IS STRENGTH

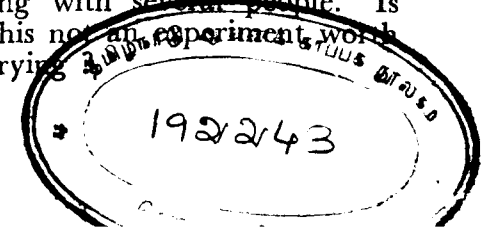
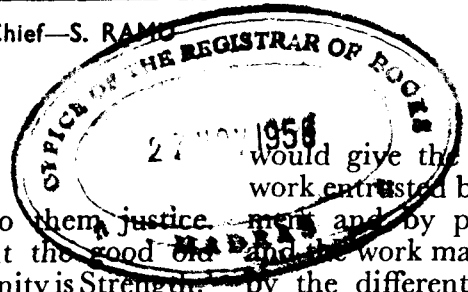
We had an agreeable surprise indeed at Nellore which we visited recently. Ninety miles to the north of Madras, this city with a limited population has only about twenty printing presses, and all of them had formed an Association more than a year ago with the main object of eliminating competition. For every Government or Local Body work, a committee drafts the quotation and sends it in the name of the Association. Their quotation is accepted, as in most cases that is the only quotation received and the work is entrusted to the Association. A committee of five then allots the work to the various presses in this city, such allotment being made in accordance with the equipment and capacity of the presses. It was found that they had done more than three lakhs rupees worth of work within a few months and every printer in the city felt happy. Nay, they are proud of their Association. Sri Sankar, the President, has a very good team to work with and should be congratulated on the fine work they have been turning out, in a spirit of co-operation. They feel that every press is given enough and that the Association

would do them justice. This bears out the good old saying that 'Unity is Strength'. Nellore is not the only place where such good work is being done. The Hyderabad State Printers' Association has been doing this for two or three years and the Mysore Printers' Association had done this even earlier and in all these cases it has been found that the printer gained but never lost. May be, in a case or two, a printer might get a bit less than what he should. But this is more than compensated for by the steady flow of work and the reasonable rate he gets for his job.

There are nearly 20,000 printing presses in the country of which more than ninety per cent are small units. Wherever we had gone, printers had one common question to ask as to what the Federation had done to put down this unhealthy competition and cutting down of rates. Nellore and Hyderabad give the answer. Small units instead of competing with one another would do well to form an Association and place all their cards on the table without nothing in reserve. A committee could then be appointed which

would give the quotation for work entrusted by the Government and by private parties and the work may be taken up by the different units of the Association in turn. This may perhaps sound impractical. But actually, it is not so. What is required is only mutual trust and a bond of unity. With this the printer can certainly fight any battle.

There would be difficulties to overcome in the earlier stages. It may be that all presses do not join the Association and in their anxiety to get more work, they might cut the prices of the Association. But before long, they are sure to realise that it is not in their interests to fight an Association and they are sure eventually to fall in line with them. Even in cases where there is such competition with the Association, the Association can impress upon the customer the advantages of his dealing with an Association rather than with individuals. The customer will have the confidence that if one unit of the Association fails to do his job, the other units would join and do it in time for him. Also they will not have to worry of dealing with several people. Is this not an experiment worth trying?



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STANDARDISATION OF PAPER

by
S. VISWANATHAN

IN the September issue of the *Bulletin*, details have been given of the draft standardisation of paper sizes prepared by the Paper Sectional Committee set up by the Indian Standards Institution with a view to securing a critical review and suggestions for improvement from the public. It was stated that in the light of the comments received, the draft could be finalised and submitted to the Chairman of the Chemical Division Council for adoption as the Indian Standard.

Why Standardisation ?

The Indian Standards Institution has given also the reasons why they were trying to standardise the size of paper, the object being to rationalise and reduce the number of sizes which would take into account the need for co-ordinating the sizes for various purposes, making for uniformity and to facilitate the manufacture and sale of paper in this country, the ultimate aim being to cheapen the product.

What are the points to be considered while choosing this standard ?

As stated already, there are different sizes of paper used at present and printing presses in the country are therefore equipped with machinery for all these sizes. Those more commonly in use are the foolscap, the crown and the demy or multiples thereof. One would therefore have to consider to what purposes these sizes are used, whether they can be changed to any other size, what are the sizes of machinery existing at present and whether a change to any particular size would affect these machines.

It is common knowledge that all schoolbooks are printed in crown size. It is only at a higher stage that the size is changed to demy. If an analysis is made one would find that more than 70% of the books conform to the crown size. The same is the case with books published in other countries as well, in England, America, France, etc.

Having regard to the printing machinery the Government of India

have helped us by taking a census of it at present in use in Madras, Bombay, West Bengal, Delhi and the U. P. States. The figures given would represent roughly about 60% of the machinery, restricted to these five States.

Platen Machines :

Total number of platens	... 9992
Crown 20" x 15"	... 303
Crown folio 10" x 15"	... 3929
Demy folio 11 1/4" x 17 1/4"	... 1810
Foolscap folio 8 3/4" x 13 1/4"	... 3192
Imperial folio 14" x 22"	... 335
Odd sizes	... 423

Flat-bed Machines : (Stop cylinder type)

Total number	... 3020
Crown size 20" x 15"	... 351
Demy 22 1/4" x 17 1/4"	... 323
Medium 18" x 23"	... 196
Double crown 20" x 30"	... 875
Double demy 35" x 22 1/4"	... 433
Double medium 23" x 36"	... 132
Super royal 20 1/4" x 27"	... 192
Quad Crown 30" x 40"	... 166
D.S. Royal 27" x 41"	... 147
Odd sizes	... 205

It is doubtful whether these figures were made available to the Sub-committee which considered standardisation of paper ; for, if only these were before them, there is no doubt whatsoever as to what size they would have chosen.

In choosing a standard, one has got to consider the following main factors :

1. that it is in uniformity with the standards existing in other countries;
2. that it does not affect adversely the existing conditions in the country.

Applying this formula, one would find that 42.3% of the platen machines and 34.4% of the flat-bed machines are of the crown or multiples of crown size, and the major percentage of the books published in the country are also of this size.

Other factors :

The census taken by the Government also discloses that 89% of platen and 81% of the Flat-bed

machines are over five years old. This means we have imported only 11% of the former and 19% of the latter during the past five years.

The fact remains that our country is one of the poorest in the world, the income of the individual being perhaps the least and the standard of living necessarily low. This is reflected in every sphere of life. The Indian printer is no exception to the rule. He is any day poorer than his brethren in other countries. That is why he plods on with machinery more than 10 years old. In England or America, a printer hardly uses a machine for more than 10 years. After this period he sells them to India. This only shows the inability of our printer to renew his machines within 10 years because of the economic conditions existing in the country.

There are nearly about 20,000 presses in the Indian Union. Of these hardly about 10% make reasonable profits and are able to claim rebate by way of depreciation. The other 90% are having a very hard time indeed.

Taking all these factors into consideration, one would expect the Sub-committee to recommend only one size, viz., crown and if they are to recommend two sizes, the crown and the demy.

One heard a whisper that the Sub-Committee made this recommendation in order to bring pressure on the Printer to change his dilapidated machinery. This is a very good suggestion indeed provided one could afford it. Any man would like to have a new house, new clothes, new machinery etc., for his plant. But how many in our country can afford it ? It is not correct to adopt a particular size which is going to affect the printing industry so vitally as to force the industry to change the old machinery within five years, for the Indian Standards Institution has stated that for the interim period of five years, the foolscap, the crown and the demy folio sizes would be in use ; which would mean that at the end of this period, the size recommended by them viz., 23.39" x 33.11" would be the only size of paper that would be available in the market.

The reasons given for recommending this special size is that it is international and that several countries are using it. Mention also is made that the U.K. is considering adoption of the ISA sizes. This is no reason why India should follow suit. In the matter of currency, India is having her own standard, viz., the rupee. In the matter of language, the country has adopted Hindi since more than 45% of the people already speak this language. On the same basis, if more than 45% of the machines are of crown size, why not adopt it?

Another reason given is that the present sizes are there because of the British market. Britain was ruling India for several centuries and forced her to purchase her products. This is true, no doubt. But we have to take things as they are. Why this sudden dislike to everything British? People first hated English and said we should discard English. In calmer mood they have now realised the importance of this language. Ergo, it is no argument to say that we do not want a particular size of paper because the British are using it.

Effect of accepting the recommended size :

It would be interesting to examine what would happen if the recommendations made by the Sub-Committee of the Indian Standards Institution is accepted viz., if the paper is standardised to size 23.39" x 33.11". This is an odd size so far as paper sizes at present in use and in demand in our country are concerned and there is no machine conforming to this size. The machines referred to above, the crown and the demy which form the major percentage would have to take these sizes in halves. This means the normal size paper shall have to be cut in two and fed by these machines. For one thing, this doubles the work. Secondly, by subjecting these machines to a particular small size continually, the adjustments of the cylinders on both sides would be affected, not to mention the damage done to the bed. The result would be that even in the course of one or two years, all the machines which are so subjected would become easily damaged and would have to be replaced. Is this possible? How

many of the 20,000 printers in our country can afford it?

I am happy that the Indian Standards Institution had sent us this recommendation only to obtain public opinion and criticism. In view of the grave difficulties mentioned above, let me hope that the Sub-committee would revise its recommendations and adopt the two sizes as standard, crown and demy, so that the maximum number of machines at present in use could continue to be useful alike to the poor Indian printer and to his satisfied customer.

[Note: The Governing Council of the All India Federation of Master Printers would be considering this subject at its next meeting. The views expressed in this article are my own as well as that of a few Printers' Associations.]

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LEAD IS NO GREAT HAZARD

BY

DR. W. SCHWEISHEIMER

The co-operative association of the printing trade in Germany granted compensation for lead poisoning to only six of 250,000 workers employed in 10,000 printing shops during a six-year period. That means that there was only one case of lead poisoning in a whole year.

These statistical data warrant the conclusion that one cannot speak in general of a lead hazard in the printing trade and that the occurrence of an occupational disease caused by lead may be possible only under very unfavourable hygienic conditions in the shop.

No Great risk

According to Dr. H. Lange, a German physician, it is an error that printers are running a particular risk with respect to lead poisoning in their occupational work. Appreciable volatilisation of lead occurs only at temperatures of 550°C. The temperature of the metal bath in printing shops is in general about 250°C to 300°C which is sufficient for the liquefaction of lead for letters, lines or plates. Lead vapours cannot be formed during the founding of lead types, since vapours may develop only at temperatures of 550°C and more, and since the melting point of the alloys is below the volatilisation point.

The work of the compositors at the type-setting machines and of the stereotypers is, therefore, not dangerous, except where particular circumstances prevail. Absorption of lead occurs essentially by inhalation of lead-containing vapours, dust and smoke.

Compositors at the case, Dr. Lange pointed out, are not in the position to loosen particles of lead by handling lead types, because the latter are completely smooth and greasy, and they do not have any ridges like the lines and types moulded with the type-setting machine.

Compositors at the case do not mould the lead. Melted lead is liquid and does not deposit dust. Refuse in the type case does not consist of volatile lead, but of paint residues.

The 'lead' dust of the type case does not present any hazard to the apprentices who occasionally may have to clean the type cases.

In Italy, Dr. G. Prosperi has studied some 900 medical record cards filled in the course of the medical examination which Italian law requires to be carried out every other month for compositors and others employed in the printing industry. Here are some of his conclusions:

1. The risk of lead poisoning in the printing trade has steadily diminished, and is now slight, thanks to the control measures which have been enforced, more especially by law;

2. These control measures must be carefully continued, and the smaller printing businesses should not be overlooked in enforcing the law. The risk is sure to reappear if control is in any way relaxed;

3. There is evidence that workmen in the printing industry show some increased liability to ordinary diseases, but the relation of this to the lead hazard, if any, has not been adequately investigated.

Drs. W.B.G. Gerrits and H. Heine-mann have made studies on 60 employees of a Dutch printing shop in which the offset process had been introduced recently. In this process a powder with a high lead content is used.

The authors stress that it is necessary to differentiate between the symptoms of increased lead absorption and those of lead poisoning.

One should speak of lead poisoning or lead intoxication only if the worker has, besides the symptoms of increased lead absorption, the characteristic complaints of lead intoxication. They made thorough studies of 47 of the 60 workers and found that 44 of the 47 showed signs of increased lead absorption. But only 21 of them had, in addition, typical symptoms showing lead-poisoning.

In their tests, Gerrits and Heine-mann made use of the method which other investigators had employed in the examination of workers in a storage battery plant. The patient's history is taken, and in the physical examination particular attention is given to a lead colour skin and mucous membranes, a lead line, weakness of some muscles and the blood pressure.

—"Printing World," Aug. 8, '56

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MARK THESE, PLEASE!

by

S. BOSE, B.L.

Superintendent, Calcutta Association of Master Printers

Industrial Disputes Act (Amended)

Now that the Industrial Disputes Act has been amended, I shall have to review some of the points I have discussed so far. I shall point out and discuss the main changes brought about by the amendment.

Workman—The meaning of the term 'workman' has been much widened in scope under the amended Act including more employees under it than in the previous Act. Previously 'workman' meant any person employed (including an apprentice) in any industry to do any skilled or unskilled manual or clerical work for hire or reward and included, for the purposes of any proceedings under the Industrial Disputes Act in relation to an industrial dispute, a workman discharged during that dispute, but did not include any person employed in the naval, military or air service of the Government. The amended Act defines the term 'workman' as 'any person employed (including an apprentice) in any industry to do any skilled or unskilled manual, supervisory, technical or clerical work for hire or reward, whether the terms of employment be expressed or implied and includes, for the purposes of any proceedings under this Act in relation to an industrial dispute, a workman dismissed, discharged or retrenched in connection with or as a consequence of that dispute or whose dismissal, discharge or retrenchment has led to that dispute, but does not include any such person—

- (i) who is subject to the Army Act, 1950 or the Air Force Act, 1950 or the Navy (Discipline) Act, 1934; or
- (ii) who is employed in the police service or as an officer or other employee of a prison; or
- (iii) who is employed mainly in a managerial or administrative capacity; or
- (iv) who, being employed in a supervisory capacity, draws wages exceeding five hundred

rupees per mensem or exercises, either by the nature of the duties attached to the office or by reason of the powers vested in him, functions mainly of a managerial nature.

Now let us note the italics and discuss the changes one by one. First, previously it was only the employees doing manual or clerical jobs who were considered 'workmen' under the Act; but now not only manual or clerical employees but also supervisory and technical employees are included in the category of workmen. The word 'Supervisory' must be distinguished from the word 'managerial' in the definition. To supervise means only to look after the execution of thing while 'management' carries the meaning of not only supervision but also of administration and also powers of direction and control. A supervisor may have power of direction and control over the execution of a particular thing but he has no administrative capacity. But all supervisors are not workmen. Supervisors drawing wages more than five hundred rupees are excluded from the definition of workmen.

Persons engaged in managerial and administrative work are also excluded. But a question may be raised whether any person exercising managerial functions, such as a departmental manager shall be considered not to be a workman. As I have already pointed out, the word 'management' connotes administrative work and also power of direction and control. So any person though exercising managerial function if not saddled with administrative power should not be excluded from the category of a workman. The main criterion is one's administrative power.

In the case of technical hands no wage limit has been prescribed in the definition as in the case of supervisors. So it may seem that high ranking technical employees also

are to be considered as workmen. In my opinion, however it will be too much to give the definition such a wide interpretation in this case. As this is a special legislation for providing protection to such of workmen who are mainly engaged in practical art on handicraft only. I think it will be more reasonable to interpret this term in this restricted sense.

Secondly, it has been so long held in many cases by Industrial Tribunals that where there is no condition expressly mentioned in respect of the terms of service of an employee giving him the status of a workman, such status cannot be attributed to him by implication. But the Amended Act clarifies this position and according to it whether the terms of employment are express or not a workman is a workman as defined in the Act.

Thirdly, the term 'discharge' used to be given a very wide meaning previously. But the term has a distinctive meaning in connection with the termination of service of a workman. General ignorance about the special meaning of the term has been the cause of many industrial disputes. In 1956 February issue of the Bulletin I have discussed about the various forms of termination of service and have pointed out the distinctive meaning of the terms 'Retrenchment', 'discharge' and 'dismissal'.

In the previous Act the definition included only those workmen who were discharged during the dispute. But the amendment has been widened to include not only discharged workmen but also retrenched or dismissed workmen during the dispute or whose discharge, retrenchment or dismissal leads to the dispute.

I have in short pointed out the changes that have been effected in the definition of a workman by the amended Act. Now that in view of the widening of the scope of the section, 'workman' absorbs more employees under it including high salaried supervisors and technicians, I would like to draw the attention of my readers to another very important factor connected with workmen.

(Continued on the next page)

ODDS & ENDS

The Bihar Bungle

About twenty lakhs of Primary and Secondary students in Bihar are suffering acutely from the shortage of their school Text Books. This had led to a stormy debate in the Bihar Assembly when the State's Education Minister had to face a fusillade of sharp criticism both from the Congress and the Opposition benches. It transpired from the Debate that the Government had distributed the printing of text books to a number of printing presses which lacked in necessary equipment or capacity to cope with the work. In a particular case, order for eighty thousand copies on thirty six different subjects was placed with a firm without first settling the terms and conditions. The work was executed in a slipshod manner. Misprints are always bad but they are abominable in text books. Instance was cited where a single book contained as many as a hundred and five misprints. The Education Minister admitted the criticism but said that only thirty to forty books out of two hundred and fifty were out of market. That does not lessen the trouble, does it?

If the printing industry of the country is denied the necessary incentive to stand on its own legs, education of the country must suffer as a corollary. Where the printing industry is not sufficiently organised such chaos seems inevitable. In the matter of distributing printing jobs it appears that the Department concerned was guided more by considerations of low rates. This is not of course peculiar to Bihar alone. Had it been otherwise, a careful study of the tenders would have revealed to one in the know of things if the tenderer meant a clean deal or his business was run on sound principles. Excepting Chotaragpur Printers' Association there is no Printers' Association in Bihar to our knowledge. Printers' organisations in the other States have proved to be

dependable guarantors both to the Government and to the printers themselves for timely and efficient execution of jobs and reasonable rates. It is high time that printers of Bihar should try this recipe now.

A stitch in time saves nine.

Mesalliance

The Ministry of Information and Broadcasting have bracketed photogravure with Lithography for the purpose of the coming State Awards competition in Delhi. May be the scarcity of Photogravure printers in India has prompted this peculiar mixture. Even so we fail to understand why Photogravure should not form a category by itself and particularly when processes employed are a determining factor in the competition. It was rightly objected that where the Exhibition is mainly about the Graphic Arts, a mixing of two or more processes of reproduction should not be allowed. But the Ministry says that it would consider the question a year hence. What hinders them from doing it now? Is the obsession so deep? If reason takes a holiday, Delhi may witness a strange wedding after all.

Standard Paper!

The Indian Standards Institution Sub-Committee for standardisation

of paper says, "It is hoped that the existing machineries will be progressively modified to suit the new sizes and the new machineries installed would suit the new metric sizes." Vide our last issue, p. 23, col. 3. This is a very fond hope if not a tall order! Sizes of paper must suit the existing machines in the first place. When we manufacture our own Printing Machinery, we might suit its size to the size of the standard paper if this be properly and satisfactorily fixed up by that time. And to hurry through the process somehow would be like putting the cart before the horse.

MARK THESE, PLEASE!

(Continued from page 6)

You may well remember that a retrenched workman is entitled to retrenchment relief (vide 1956 February Bulletin) over and above one month's notice or one month's wages in lieu of notice under sec. 25 F of the Industrial Disputes Act. As there was no such provision beforehand the employers have been rather taken unawares by this new provision of retrenchment relief inasmuch as they have no special fund kept apart out of which such relief may be paid. So to avoid future trouble employers are advised to create henceforth a separate fund for the purpose. I am glad to note that the Hyderabad State Printers' Association has already been conscious of this difficulty and have issued instructions to their members in this direction.

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PRINTED WORD — ART OF PRODUCTION

A talk on the All India Radio on August 7, 1956

BY
P. K. ROY

Books appeared in this world long before the art and technique of printing were developed. But it would need an archaeologist to identify the clay tablets of Babylonia and Assyria as books of the period. Papyrus rolls with hieratic writing were the books in Egypt two thousand five hundred years before Christ. The writings on palm leaves and barks were the books of those days when printing and paper were unknown.

The Chinese were the first printers. Engravings were made on wood and prints taken on hand-made paper. Printing from movable types which later revolutionised the world of print in Europe was also done in China a thousand years ago. The large number of Chinese characters stood in the way of development of this process and civilisation had to wait another five hundred years until Gutenberg in Germany invented the movable types independently. The first of the books which had a fair resemblance with the books of today were those that were printed from movable types. Gutenberg's invention in the middle of the fifteenth century laid the primary principles of technique which in spite of many modifications at the hands of research workers and scientists still remain practically unaltered.

Printing no longer depended on the personal efficiency of the scribe. The scribe, whom we may call the first printer, lost his value. The delicate, ornamental handwriting which produced a work of art for the few, gave way to the prints from movable types which by multiplied impression could reach the hands of many.

Where the scribes left the typographers took over. Type faces changed in the hands of the typographers who have ceaselessly produced new and varied type faces. Printers today have an incredibly large variety of type faces to choose from.

The movable types introduced by

Gutenberg can still be seen in small printing presses where compositors set manuscripts by hand picking the types from what the printers call cases. A line is thus composed and lines made up into pages. A certain number of pages makes a forme and depending on the size of paper and the size of the printing press a number of pages are printed together in one impression.

Hand composition from movable types developed into mechanical composition. The first composing machine looked more like a piano. Keys were to be pressed by a compositor and the types released from their cages collected in sequence on what the printers call a stick. Then came the machine which on pressing the keys released the moulds of the types instead of the types themselves, which stood ready for casting from molten metal. Designs differed—some machines cast the types letter by letter, while some produced the whole line. But they brought one vital thing in the printing trade—speed. Gone were the days of laborious slow process of collecting the types from their individual cages and again after printing to distribute each type back into its cage. The moulds came to their places at the touch of the respective keys, cast the required types or line of types and went back to their cages automatically.

The setting of types or what we technically term as 'composing' is but one of the many operations that are to be put together in the production of books or magazines.

Multiplication of the graphic message at enormous speeds which plays the most important part in the art of book production was possible with the invention and development of fast printing machines. Imagine a small handpress constructed of wood, the types on the forme are placed on the bed of the machine, the printer

inks the types with a roller, puts a paper in position and the whole process is repeated. One does not have to dip into very old history to imagine this kind of press. It was not until 1800 that the first press, constructed entirely of iron was developed. The power-driven machine came into being only in 1811. A modern press driven electrically is a magnificent though complicated structure of iron. 16, 32 or 64 composed pages are placed on its bed, a stack of paper is fed in one end, the machine picks up the sheets one after another, prints and delivers the sheets at another end, neatly stacked at 5000 prints an hour.

The printer was not yet to be satisfied. He wanted more and more of speed to keep pace with this fast moving world. The reading public had widened considerably—its character was changing. New readers came with new tastes and printers had to cater for them. The spread of literacy gradually induced new sections of the population to adopt the habit of reading.

Machines were developed which printed both sides of the paper in one operation at high speeds.

The printed sheets pass on from the printer to the binder. The large sheets are folded into page size. The various sections of the books are collected, stitched together and a cover is put on.

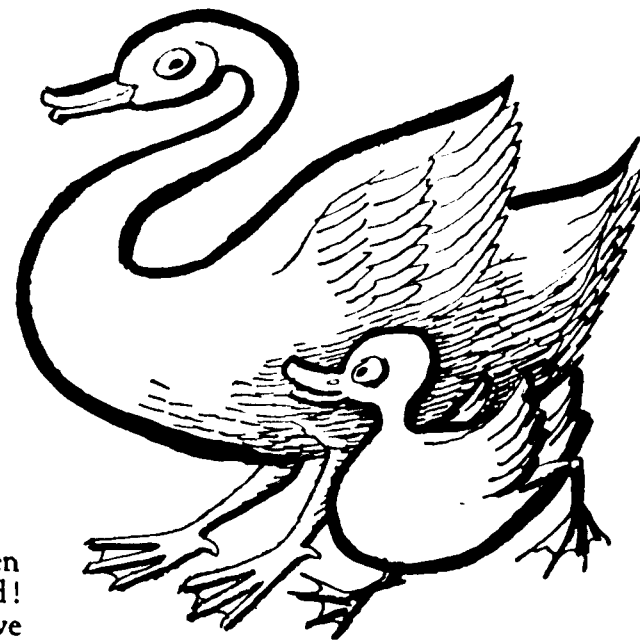
It is interesting to note here that the numbering of pages which today seems to be an obvious aid to the reader was introduced primarily to help the binder in arranging the pages.

Machines appeared in the bindery also, and manual work has largely been replaced by mechanical operations.

The Printers' progress did not stop here. Newspapers and magazines had come into being by now. More

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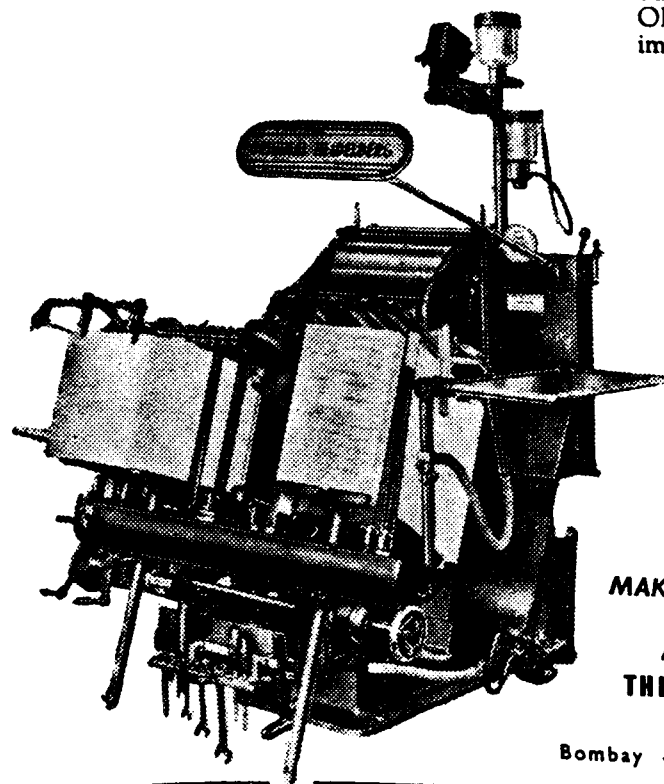
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and more people began to take interest about others whom they had never seen but whom books brought closer to them. There is a political event which could affect the interest of people in the other part of the world. There is a human interest story which will appeal to large sections of people. The news, the story could no longer wait for being printed at a speed of 5,000 copies an hour on flat bed machines, or suffer the delay at the bindery. The story may lose its significance, the political event may catch unwary people. Faster rotary presses were developed. The progress in applied sciences came to the aid of the printer. Giant machines were designed which printed from paper rolls fed at one end, and delivered a complete cut-to-size and folded newspaper at the other end at 50,000 copies an hour. To imagine that only a hundred and fifty years ago the London Times was printed on a press with steam power achieving then the amazing speed of 1100 impressions an hour—4 times the output of hand-press.

The printer was helped by the paper maker who developed different types and qualities of paper to suit a particular type of work. The methods of printing were modified, changed until two other distinct processes emerged—the offset litho and gravure—competitors or rather collaborators to the age old process of letter-press. In the field of printing no process competes with the other. Every process, every method, every single achievement only helps the spread of printing. Each process has its particular advantages, its inherent drawbacks. The off-set and gravure processes of printing freed the printer from the limitations in the selection of paper for particular types of work. Colour illustrations which by the letter-press method could only be printed on art papers, were now easy to be reproduced on practically any kind of paper by the litho or gravure process. New horizons were opened to the printer.

To-day the printer stands on the threshold of yet another revolution with far-reaching effects. Machines have been designed which can compose photographically from photomats instead of moulds and metal types. Some are already in use in the

United States. Devanagri matrices have also been developed for these machines. The movable metal types which ushered a new era in printing may soon be relegated to the background.

It is not possible today to imagine a world without books. The printed word has not only played a part of vital importance in our life, but has become a part of it. What originally began as the art and adventure of one man—a scribe or an engraver—who combined in himself the role of the typographer, the printer, the publisher and more often than not the author, what began only as a craft developed into an industry and eventually into many separate industries. To-day the typographer, the paper manufacturer, the ink maker, the printer, the publisher, have each to specialise in his field and it is no longer possible for any individual to take charge of all the operations.

The production of books is a romance because everyone of them is a new creation—a creation in which so many different technicians have to coordinate. The paper-maker offers a large variety of paper. The publisher selects the paper depending on the type of the book and the class and type of readers for whom the book is made. The types are chosen from the vast variety which the typographer has placed at our disposal. Will the book contain illustrations, are they in colour, how many copies are to be printed—these and other factors determine by which process the book is to be printed—letter-press, offset or gravure. Over all, there is the question

of economy. The type of binding has to be decided—is it to have an ordinary paper cover like conventional French books, the glossy American cover or is it to be bound in Morocco leather and gold embossed? Perhaps none of this appeals, a staff cover is decided upon—an artist gives the design for a dust-cover or the jacket.

Every stage in the production of the book is pre-planned. Each book emerges with a character, a character which all these technicians have lent to it—ready to adorn the showcase of the bookseller and to wait patiently till you pick it up for your book-shelf.

In India we employ all the three basic printing processes for production of books and magazines. Most of the Indian languages can be composed on machines. With the spread of literacy the demand for books and magazines will grow faster. The Indian printer is aware of the tremendous scope in the field of production of books and magazines. He is aware of his responsibilities too. Printers have faithfully recorded the events of the past. With similar faithfulness they will record our future achievements.

The Indian printer will proudly shoulder his share in the spread of knowledge and information. He has a large area—a sub-continent to cover. His is an adventure to cover the world and to conquer it for those who care to read.

By Courtesy of A.I.R. Bombay.

THE ALL INDIA FEDERATION OF MASTER PRINTERS

GOVERNING COUNCIL MEETING

There will be a meeting of the Governing Council of the Federation at 11 a.m. on Wednesday the 7th Nov. 1956 and on the 8th, if necessary, in the Committee Room of the All India Manufacturers' Organisation, 30, Ferozeshah Road, New Delhi.

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NEWS AND NOTES

Maharashtra Mudran Parishad Executive Body Meeting

The Executive Body of the Maharashtra Mudran Parishad had its quarterly meeting at Nagar on 1st and 2nd September 1956.

Messrs V. P. Bhagwat, the President, V. G. Deokule, Gen. Secretary, S. C. Oak, Joint Secretary, and 28 other members from 12 districts attended the meeting which lasted for two days.

Mr. V. G. Deokule, while narrating the work of three months said :

The Parishad received a letter from the Development Department of Bombay State which negated the demands of the Parishad on the following points :

1. The demand of the Parishad about giving the Government work to private presses on rates fixed by a committee of the local association, Government nominee and a representative of the Parishad, was not acceptable to the Government and Government insisted on calling for tenders.
2. It has been the practice to influence the local boards, Municipalities and Grampanchayats, to get their printed forms from Local Self Government Institute Press ; the Parishad had demanded that the work should be given to respective district presses and bodies under reference should have full powers in buying the forms. The Government made it clear in this letter that Local Self Government Institute Press is not a Government Press and that the rates of the said press are 'generally the lowest'.

The affiliation fees and the names of All India General Body Members have been sent to the Federation Office, together with relative fees. The office of the Parishad informed all affiliated bodies, the Government orders as regards Minimum Wages

Act which is applied to printing industry from 1st July 1956.

A refresher course "Press Accounting and Costing" has been arranged to take place on the 15th, 16th and 17th September 1956.

The Executive Body further resolved to accept the report of the fifth session and the accounts thereof from the secretary of the session.

A committee was appointed to enquire about the possibilities of getting the printing work of Insurance Corporation, S.S.C. Board and S.T. Corporation to the district organization and the Committee should submit its report to the executive body.

The following resolutions were passed :

"Resolved that a sum of Rs. 501 be sent to Pandharpur flood-struck printing labour on behalf of the Parishad. The President suggested that all district organizations should contribute to the sum.

Resolved that information regarding the competition for the State Awards for excellence in Printing and Designing be sent direct to all members of the Parishad.

Resolved that an approved Apprentice Scheme for Printing Presses be got sanctioned by the proper authority and that the Chairman and the General Secretary are authorised to take necessary steps.

Resolved that the names of the members on behalf of the Parishad to Governing Council of A.I.F. of Master Printers should be informed by the office.

Resolved that Mr. V. A. Patwardhan should conduct the refresher course with the help of the General Secretary and others.

Resolved that the next meeting of the executive body be held at Belgaum in November 1956."

At the request of the President, Mr. Joshi the secretary, Poona Press Owners' Association Ltd. narrated the efforts of the Association

as regards fixing of the rates for printing work on the basis of the Minimum Wages Act that has come into operation.

Mr. Joshi traced the line of efforts made and said that four different committees (1) Book-work, (2) Job-work, (3) Litho-work and (4) Block-making were set up to consider basically the cost incurred in the various departments and thus fixed the new rates for work.

The Secretary of Mudran Sahitya Bhandar, Mr. Gadre (Stores conducted by Poona Press Owners' Association) disclosed a scheme to supply printing paper to presses in southern Maharashtra. The scheme seemed to be beneficial if worked out properly.

Suggestions as regards President-elect of the sixth session to be held at Sangli were made for the guidance of the Reception Committee of the Conference.

Calcutta Printing Press-owners Association

The Annual General Meeting of the Calcutta Association of Master Printers (formerly Calcutta Printing Press-owners Association) was held under the Presidentship of Shri D. N. Dhar on Saturday the 8th September 1956 at the premises of Messrs Raghunath Dutta & Sons. The Executive Committee for the current year was formed as follows :

President :

Shri D. N. Dhar, Imperial Art Cottage.

Vice Presidents :

Shri A. P. Bhargava, Calcutta Phototype Co.

Shri H. K. Dass, Eagle Lithographing Co. Private Ltd.

Shri A. K. Sen Gupta, Bengal Autotype Co.

Shri N. K. Gossain, Gossain & Co. (Printers) Private Ltd.

Hony. Secretary :

Shri S. N. Guha Ray, Sree Saraswati Press Ltd.

Asst. Secretaries :

Shri D. P. Chatterji, Dipti Printing & Binding Works.

Shri N. Lahiri, Loyal Art Press Private Ltd.

Hony. Treasurer :

Shri A. K. Roy, Art Union Printing Works, Private Ltd.

Ex. Members :

Shri S. C. Ghose, Calcutta Press Private Ltd.
Shri G. C. Ray, Navana Printing Works Private Ltd.
Shri N. B. Dutta, N. B. Dutta & Co.
Shri K. Pal, Nabajiban Press
Shri K. D. Munshi, Pooran Press
Shri S. N. Mukherji, Clive Press
Shri S. K. Banerji, Glasgow Printing Works Private Ltd.
Shri K. C. Chatterji, Eton Press Private Ltd.
Shri Monoranjan Chakrabarty, Kalika Type Foundry
Shri Sambhunath Dutta, Paramount Press
Shri J. N. Sharma, Janabani Printers & Publishers Private Ltd.
Shri P. C. Mitra, Venus Printing Works.
Shri S. N. Banerji, Lotus Press
Shri P. L. Dey, Kidderpore Press
Shri B. D. Sen, Nabamudran Private Ltd.

At the outset, the Secretary placed the Annual Report before the meeting. In his report the Secretary said that barring the Association of Poona and Delhi, the Calcutta

Association is the oldest Master Printers Association in India. Its services for the past twenty years have been well appreciated at home and abroad. The efforts of the Association for a School of Printing have materialised and the Calcutta School of Printing Technology, the first of the four Regional Schools of Printing under the First Five Year Plan has already started its session. The Association has also been able to impress upon the Union Finance Ministry the necessity of extending State financial aid to the Printing Industry and amending the relevant Acts accordingly. The Printing Industry is not considered eligible for the purpose at present. The Ministry have appreciated the Association's views and before the Lok Sabha a Bill has been placed which would enable the Printing Industry to get the much needed aid. The Association has been trying to solve the problems of the printers in every sphere. The printers who had been so long doing the printing work for the Insurance Companies were apprehending loss of business due to the nationalisation of the Insurance Com-

pany. The Association took up the matter with the authorities and the Government have assured them of their sympathetic consideration. The Employees' State Insurance Scheme was implemented in Calcutta and Howrah since 1955. The Scheme would confer a real boon on the workers and the industry if the Regional Corporation was truly representative in its composition. The Association has been co-operating with the Government in their attempt at manufacturing printing machines in India. At the request of the Government it had prepared a detailed questionnaire on the subject and the Development Wing has now completed collecting statistical data. At a recent meeting of the importers, manufacturers, printing and other interests convened by the Ministry, the preliminary arrangements for the purpose were discussed. The Association is represented on the Paper Sizes Committee of the Indian Standards Institution. This Committee has recently suggested to revise the present Indian sizes of paper following the International Standard. The revised sizes would not necessitate discarding the existing machines while they would enable import of machines from other parts of the world besides U.K. The Secretary then referred to the excellent craftsmanship of the local printers and hoped they would do better still in the ensuing State Awards for excellence in Printing and designing and All India Printers' Conference and Exhibition.

The Secretary also recalled the services of the Association towards the formation of the All India Federation of Master Printers and the smooth running of the Federation Office while at Calcutta for the last two years. The Association had convened the first West Bengal Printers' Conference in Calcutta in 1955 when the printers all over the State met together and acknowledged the services of the Association as for the best interest of the Printing Industry of the State. Soon after, the Association had helped the formation of the District Association of Master Printers, Nadia in 1955. The second West Bengal Printers' Conference has been invited by the

District Association of Master Printers, Nadia this year at Krishnagar. The Association has decided to celebrate its twentieth anniversary this year. A souvenir brochure will be published on this occasion. The brochure will contain among other things an up-to-date history of the member presses as also of the oldest printing presses in Calcutta. The Secretary drew the attention of the members to the pressing needs of the Association having its own building. He said that a Building Committee has already been set up for the preliminary work and hoped the members would help the project to their utmost. He appealed to the printers to strengthen the Association in every possible way.

At the request of the President, the meeting then observed a one-minute silence as a mark of respect to the memory of Dr. H. C. Mookerjee, Governor of West Bengal and of the departed members. A number of resolutions regarding the reformation of Bengali Alphabet, the representation of the Association on the Regional Board of the Employees' State Insurance Corporation, Standardisation of Type metal etc. were adopted. The President in his address thanked the members for their cooperation with the Association and appealed for their continued support.

Graphic 57

Situated at the crossroads of Europe, the beautiful city of Lausanne will play the host to GRAPHIC 57, the World's Fair of printing and allied trades from 1st to 16th, June 1957. The photograph shows the famous city with the Lake Lemman and the Swiss and French Alps behind. Lausanne is linked by direct train to such European capitals as London, Paris and Rome while an hour's journey takes one to the Geneva International airport. When representatives of the printing industry and allied trades converge in Switzerland next year from all parts of the world, they can look forward to the ideal business-and-pleasure trip, thanks to the choice of Lausanne as the site for GRAPHIC 57.

Protests Against Standardisation of Paper

Madras

A meeting of the Madras Printers' & Lithographers' Association was held at 5-30 p.m. on Wednesday the 3rd October 1956, at the White Memorial Hall, Egmore, Madras, when the recommendations made by a sub-committee of the Indian Standards Institution for standardisation of paper to a size equivalent to 23.39" x 33.11" was considered. It was pointed out that the adoption of this size would materially affect the machinery at present in use in the country as the census collected by the Government of India itself recently shows that more than 50 per cent of the machinery are of crown size. These machines would be subject to double work and also to greater wear and tear on account of a particular smaller size being printed on them continually. Further, the economic condition of the Indian printer is proverbially so weak, his business and resources so slender that, even after five years, it

would be absolutely unthinkable for him to discard his existing machinery which has sustained him for so long and to switch over to something else whatever the efficacy therein. It was therefore, after much discussion, decided to draw the attention of the Indian Standards Institution to these facts and to request them to adopt two standard sizes instead of one, viz. the crown and the demy sizes, and not to accept the size recommended by the sub-committee.

Tiruchirapalli

At a meeting held on 10th October 1956, the Tiruchirapalli Printers' Association considered the recommendation made by the Indian Standards Institution regarding standardisation of paper and passed a resolution that adoption of this size will no doubt seriously affect the printing industry as a whole. They decided to request the Institution to adopt the crown and demy sizes as the standard as they are largely used in the country.



Shri D. N. Dhar giving his presidential address (L—R) Shris S. N. K. Gossain, D. N. Dhar, S. N. Guha Ray, N. Dutta, A. Chakrabarty



"Up-town" Lausanne, at 2130 feet, is only part of the city that slopes down to the water below.

In the foreground, the new Olympic stadium. The old cathedral can be seen near the center of the picture. In the background the mountains of Savoy, on the French side of Lake Lemman.

—Photograph by Lausanne Airport

Nagar Press Workers' Conference and District Exhibition

About 80 workers in the printing presses of Nagar District met in conference on 1-9-56 at Nagar with Mr. V. P. Bhagwat in the chair. There was a free discussion by both employers and employees. The general paucity of work for the press and the low printing rates were adverted to and Government patronage in the shape of feeding the press with work was solicited. On their part, the workers pledged themselves to turn out an honest day's work. Government were also particularly requested to consult printing organisations before embarking on any legislation pertaining to minimum wages and the like. The Parishad was only too willing to cooperate with Government. The Conference ended with an exhibition of printing art in which the public were offered an opportunity to discern printing excellence.

New Monotype School opened

Cursitor Street in the city of London was the centre of great jubilation, the occasion having been the opening of quite a capacious and luxurious building for the habitation of this school with Mr. P.H.C. Humby at its head. The school offers scientific instruction paying individual attention to the students from all over the globe seeking training as well as refresher courses.

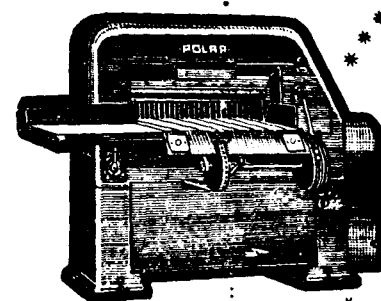
The ground floor of the building is reserved for the Caster Section and the first floor for 15 Standard Keyboards and a Duplex Keyboard. The first floor again has a room for instruction and demonstration on the 'Rotomaton'. Adjoining this is the "Common Room" and Library for the exclusive use of the students. For well-nigh five decades now, the School has been uniformly maintaining a high level of its traditional "tutorial" instruction. The student may choose a time concurrent to his employer firm. The special requirements of individual printing offices are carefully attended to in addition to the general grounding of the student in the technique. This method has the unique advantage of neither unduly forcing up the progress of the backward student on the one hand nor retarding that of the precocious on the other. Top of all, even the half-hour interval between the day session and the evening session is utilised for an occasional lecture by eminent technicians. The aforesaid Common Room will be used by the students for planning instructional excursions to interesting plants, museums and galleries.



Take Paper Puppets for instance, where cutting is quite a complicated affair. For many Printing Presses it is similarly a complicated affair to do paper cutting because they lack a modern electrically operated Paper Cutter.

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LINOFILM

About to undergo 'Field-Testing' in U.S.A.

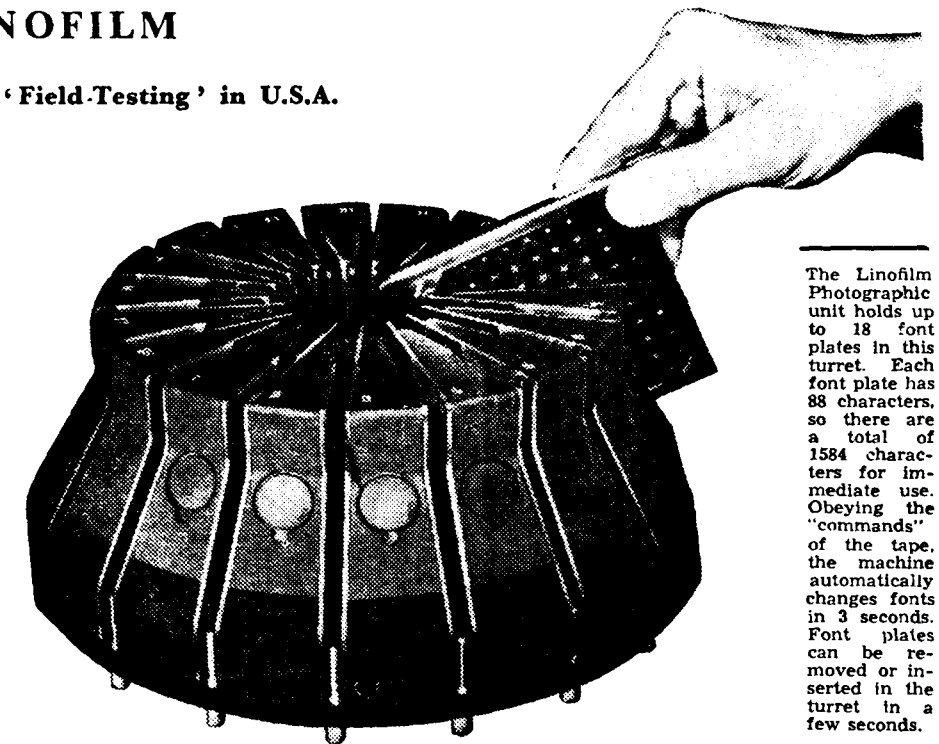
In our October 1955 issue, a Calcutta visitor to London's great International Printing Machinery Exhibition (IPEX) described his impressions of the photocomposing machines and devices which he saw there.

During the months which have since elapsed, Linofilm, the revolutionary system evolved by the Linotype organisation (briefly described last year) has made truly remarkable progress and now represents the world's first complete photographic system, covering all processes from setting copy to the preparation of an "original" for platemaking. Several equipments are about to be tested in the U.S.A. under regular production conditions.

Recent improvements provide for a fully comprehensive range of type faces. There is apparently no inherent limit to the speed of the film-producing unit, which, when recently tested, maintained a sustained speed of 15 newspaper column lines per minute—a hitherto unprecedented performance by any system. One film-producing unit will comfortably handle the output of several keyboard units. No less than 1,584 type characters are now carried in the 18 grids included in current equipment, compared with 440 shown with the pre-production model at IPEX.

In the course of a report just released by the Linotype organisation for publication, the following will be of particular interest to Indian printers who are familiar with "hot metal" Linotypes, over 1,000 of which are now rendering outstanding service in this territory, setting English, Hindi, Marathi, Bengali, Assamese, Tamil, Urdu, Burmese and Sinhalese.

"In designing the Linofilm system, great care was taken to ensure trouble-free operation and easiest possible maintenance. Complete systems of automatic interlocks and safeties prevent errors, while the use of plug-in parts enables



The Linofilm Photographic unit holds up to 18 font plates in this turret. Each font plate has 88 characters, so there are a total of 1584 characters for immediate use. Obeying the "commands" of the tape, the machine automatically changes fonts in 3 seconds. Font plates can be removed or inserted in the turret in a few seconds.

quick replacement of any mechanism.

For example, the Keyboard unit cannot be operated until a type face, type size and leading have been selected. Also, if an error is made, the operator need only press an 'erase' button and the entire line containing the error will be instantly discarded.

In the Photographic unit transmission of a character image from font to film depends on a light bulb which, although long-lived, will eventually burn out. When this occurs the machine immediately

stops and a signal light indicates that the bulb must be replaced before photography can be continued. A new bulb is inserted and the unit is back on the job in a matter of seconds.

In all, the Linofilm system is designed to set a new high standard for efficient, economical production."

Linofilm's introduction into India—possibly two or three years hence—will be eagerly awaited by all progressive printers.

(2 more descriptive pictures on the next page)

THE BULLETIN

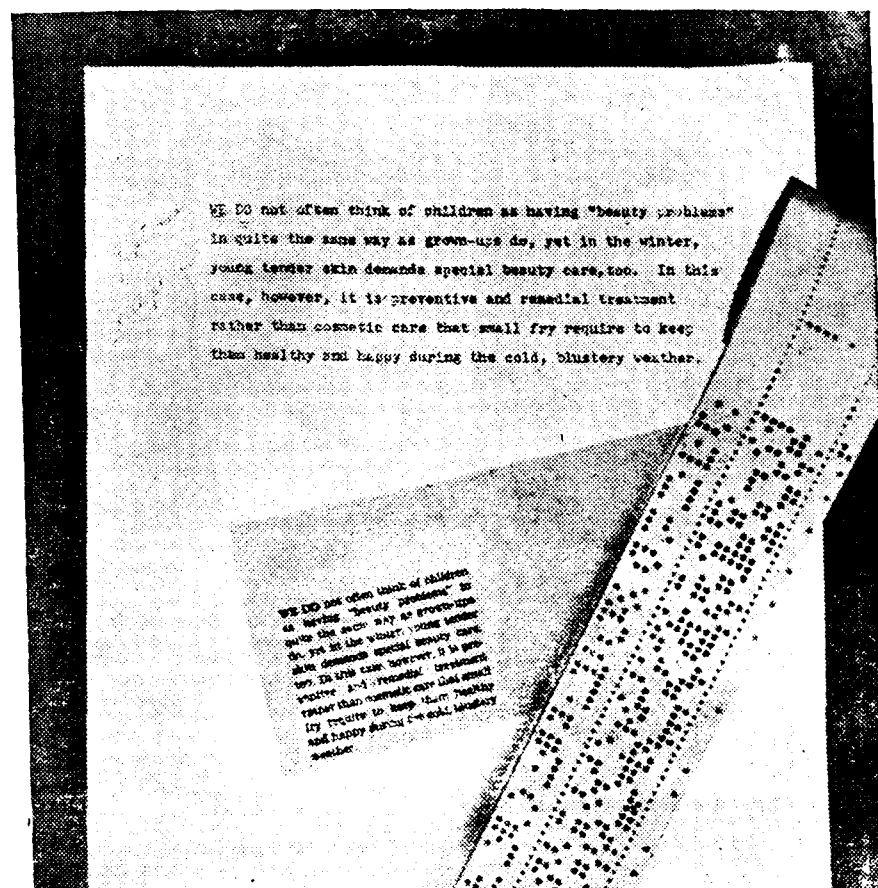
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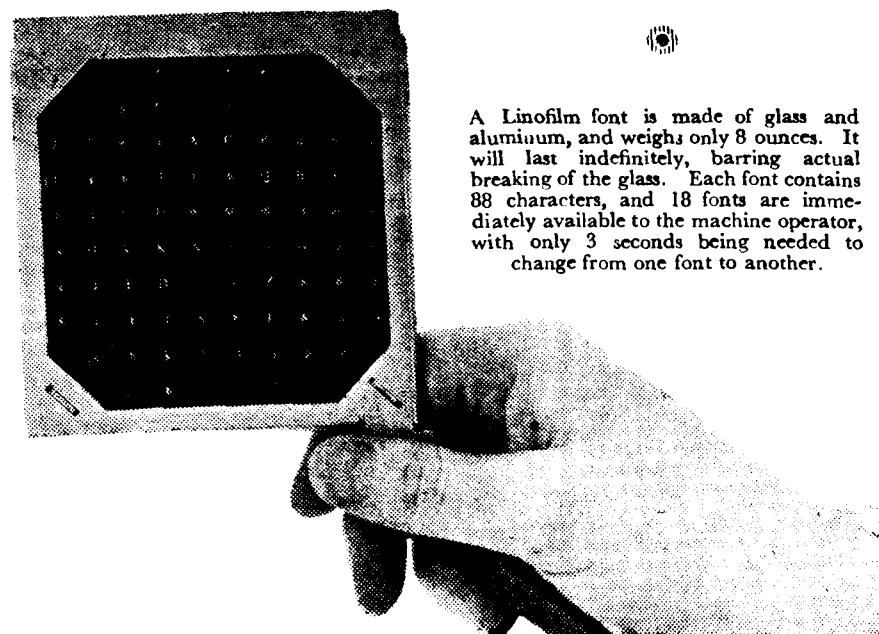
Rebate for contract for one year 10%, for six insertions 7½%.

Mechanical Data: 3 columns (13-ems each), 9" a column.

A new Publication that will be of interest to Printers is the reprint of of Coates' Price List of their Standard Products. Some months ago it was remarked in an Editorial in the *Bulletin* that Printers were often unaware of the correct application technique for the different types of Ink they use. Coates of India's reaction to this was prompt. They have included a Technical Supplement which contains, in a condensed form, a good deal of essential information about the use of different kinds of ink.



At the Linofilm Keyboard unit, original copy is "translated" into perforated tape, along with type specifications and justification information. The tape is inserted into the Linofilm Photographic unit which automatically produces the required type on film. Shown here is the original copy, the tape perforated to produce the type, and the film bearing the type.



A Linofilm font is made of glass and aluminium, and weighs only 8 ounces. It will last indefinitely, barring actual breaking of the glass. Each font contains 88 characters, and 18 fonts are immediately available to the machine operator, with only 3 seconds being needed to change from one font to another.

All India Printers Exhibition, Delhi, Import of machinery duty-free

In reply to a letter from the All India Federation of Master Printers addressed to the Chief Controller of Imports and Exports, Government of India, New Delhi, Sri C. T. A. Pillai, Under Secretary to the Government of India, had written to say that "There is a provision in the 'International Convention to facilitate the importation of Commercial Samples and Advertising Material' for temporary duty-free admission of samples." When requested to elucidate the term "samples," the Under Secretary to the Government of India has been pleased to reply that "the term 'Samples' used in this context covers Industrial and Agricultural Machinery and Equipment which is imported into the country for demonstration purposes only and re-export."

It will now be clear from this that the exhibitors can export their machinery duty-free if they want after obtaining a permit from the Chief Controller of Imports & Exports.

Death of the President of the Monotype Corporation

It is with deep regret that we announce the death of Sir Robert, Geoffrey Ellis Bart, who died at his home near Royston, at the age of 81. He was the President of the Monotype Corporation Ltd. since March 1951.

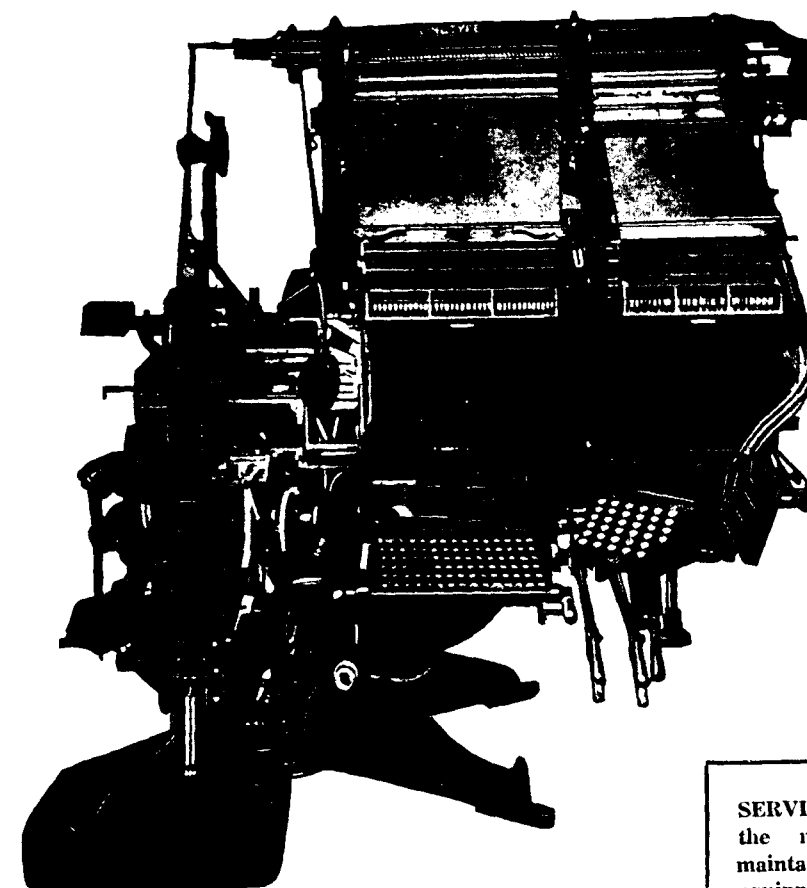
Sir Geoffrey was a distinguished lawyer and banker and a Member of Parliament at various times and retired in 1945.

Stanley Morison says that since Sir Geoffrey's entry on to the Board of the Monotype Corporation, he consistently supported the effort to enlarge the type resources of the Corporation and to improve their designs. In his death the Corporation loses a President and ex-Chairman endowed with a wide knowledge of industry and the advantage of legal training.

—(Printing Press & Publishing News : 2nd Aug. '56)

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Editor-in-Chief—S. RAMU

November 1956

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FUTURE OF SMALL PRINTERS SAFE IN THE HANDS OF THE FEDERATION

It was a very distinguished gathering which met at New Delhi—our best writers, printers, publishers and designers—to receive due recognition of their merit from their National Government for excellence in their respective fields. The function of distribution of State Awards by the revered Vice-President of India was well attended. Dr. Radhakrishnan gave away the prizes to printers as well as to the publishers and designers under 18 categories. This is the second time that our Government is making such awards. That this act of the Ministry of Information and Broadcasting is well appreciated is seen from the fact that there have been more than 5,000 entries this year and almost everyone who had won an Award was present to receive the prize in person. The display of the exhibits showed clearly what rapid strides the printing industry has made in producing quality work within the past year and what it is capable of doing, should it be given the encouragement it deserves both by the Government and the public. The one fact that is obvious is that the Indian printer is capable of producing as good a quality work as his brethren in other countries, should he be given the opportunity. If still the general printing in the country is not what it should be, there is only one reason for it—the public are not prepared to pay for quality work.

The Governing Council of the All India Federation of Master Printers which met at Delhi the next day discussed the all-important

topic—standardisation of paper. Members hailing from different parts of the country were unanimous that the size recommended by the Paper Sizes Sub-Committee of the Indian Standards Institution would not suit the present machinery in the country rendering it useless and thereby vitally affecting the already poor economic condition of the printer. They decided that there should be two sizes 23" x 36" and the B Series recommended by the Sub-Committee so that the present machinery could take in these sizes easily. The Federation by arriving at this correct decision has thus proved that it is there to protect the interests of the small printers.

Another important subject that was discussed by the Governing Council was the effect of the Government of India's policy in removing printing machinery from open general Licence. The Union Government seem to have found itself in a delicate position with regard to its Sterling balances and in its anxiety to get over the difficulty has taken all steps necessary to cut down imports. The printing machines have naturally come under the axe. But the Government should consider this industry as a special case; for the execution of the Second Five Year Plan, for spreading adult education, and for implementation of the various other schemes embodied in the Plan, printing has no mean part to play. Demands on the printing industry have been growing of late and they are sure to increase enormously in the future. A review of the

imports of printing machinery during the past five years would indicate that printers in the country have been purchasing more and more of new machinery to cope up with increasing demand. To remove these machines from Open General Licence would therefore vitally affect this industry. It is hoped that the Government of India would understand the sad plight of this industry and issue Users' Licence so that progress made by this industry might not be affected.

The forthcoming Conference and Exhibition at Delhi is sure to be a great success. The bookings for stalls in the Exhibition by different nationalities show what keen interest other nations are evincing in the activities of our Federation. Printers in the country would have the opportunity of seeing for themselves the latest machines at work and give them a chance of choosing machines which would be of real help to them. An attempt will also be made to get papers on different aspects of printing read and discussed at the ensuing Conference. A visit to Delhi by every printer to attend the Conference and Exhibition will be a great advantage to him.

OUR DELHI OFFICE

Our Federation is now having an office at Delhi at the following address, and Shri Aswini Kumar is in charge of it. Printers wanting anything to be done at Delhi can now address this office with a copy to the Madras office.

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PUNCTUATION IN COPY PREPARATION

By

H. D. AKERMAN

To appreciate the problem of correct punctuation, consider whether you can answer this question: Do you punctuate because it is the custom to do so—because you are following what other people do—or do you use it with a meaning attached to each point and as a help to the reader?

The mark in most frequent use, and that which causes the greatest difficulty, is the comma, which indicates the briefest pause made in speaking. The reasons for the pause are various, depending on grammar and meaning, but if it is remembered at all times that the comma should correspond with a short break in the flow of spoken words this will be of great help and will increase speed when punctuating a text.

Here is an example: *The soldier who was carrying the regimental colours fainted in the middle of the parade ground.* The meaning is clear without commas. There were many soldiers and the phrase *who was carrying the regimental colours* tells us which soldier is referred to. It is a defining clause. Commas can be inserted before and after this clause: *The soldier, who was carrying the regimental colours, fainted in the middle of the parade ground*; but this puts a different emphasis on the sentence, for we are now thinking of only one soldier and we add the information that he was carrying the regimental colours.

But if the first comma of the pair is omitted, leaving only the second, we have: *The soldier who was carrying the regimental colours, fainted in the middle of the parade ground.* This is an impossible piece of punctuation, since the comma does nothing but separate the subject of the sentence from its verb, but it is a very common error.

Here is another example: *He did not speak to me and I therefore walked away.* This would be spoken in a continuous breath and could not be misunderstood. A comma could be put after *me* but would have no effect except to slow up the style. Such a sentence is, however, some-

times punctuated like this: *He did not speak to me and I, therefore, walked away.* No one speaks in that way and if anyone did his meaning might not be immediately clear.

Then there is the dictum that a comma cannot appear before the word *and*. This is correct for single words (*bread and butter*) but not always when the conjunction joins phrases and sentences:

Famous books which their writers after a lifetime's toil believed were final are now recognized as already obsolete, and new conclusions are drawn not so much from new stand-points as from new discoveries.

There is a further example of this practice in the enumeration of a series: *A B C D.* If we allow that a comma represents a pause we should print: *A, B, C, and D.* That is we should suggest the same pause after *C* as we do after *A* and *B* and link up the word *and* with the item to which it belongs, *D*. This also helps to distinguish the cases in which *C* and *D* are a single item: *red, blue, and black and white.*

When a sentence starts with an introductory word such as *Therefore..* or a phrase such as *When I was in Paris...* it is not necessary to cut this off with a comma before going ahead with the main sentence. But *however* as a conjunction should be followed by a comma to distinguish it from the same word used as an adverb: *However, though things are bad the situation is not hopeless. However bad things are you must go on trying.*

You may be told that some words in English are 'parenthetical'. It does not mean that the word must be put in parenthesis, but that it must always be preceded and followed by a comma. Examples usually given are: *however, therefore, perhaps, of course,* and so on. There are cases where commas are desirable here, but to put them in without discrimination may lead to misunderstanding and tiresome punctuation in a long sentence.

At the opposite end of the scale to the comma is the full point (popular-

ly 'full stop' which will not cause you any difficulty. It marks the end of a complete sentence and a longer pause before starting on the next. In the old days it was put after any displayed group of words such as a headline or title, or even a single displayed word, but this has now been abandoned. It is considered the best practice today for the space after a full point to be not more than the normal word space of the line in which it occurs, to avoid unsightly gaps.

Colon and Semicolon

Intermediate between the comma and the full point is the colon, which has a clear meaning: it instructs the reader to attend immediately to what follows, the sentence that he has just read being incomplete without the wording which follows the colon. It is sometimes followed by an *em* rule, especially when the following matter starts a new line, but this is unnecessary, and it is merely saying the same thing twice.

A longer pause than the comma, but not so complete as the full point, is marked by a semicolon, which is an ingenious compound of both. It is put at the end of a grammatical sentence when the next is so closely related that the writer does not want the distinct separation of the full point. Conjunctions and connecting words are usually omitted after a semicolon. It may also be used to separate the items of a series, especially when commas appear within the items: *The following were present: A. Jones, the President; B. Smith, the Secretary;.....*

Hyphen

The hyphen may be thought of as a little hook which joins words or parts of words: *Have you two ten-shilling notes? An up-to-date statement.* Nowadays, the hyphen is generally omitted in every case where the meaning is clear without it, the word concerned being either printed separately or as a compound word without a hyphen: *a cast iron wheel; a beauty spot; a steamship.* It is not now used in *today* or *tomorrow*, and the style *Fleet Street*, or *Westminster Bridge Road*, only occurs in the columns of certain London newspapers.

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A word made up of a prefix and a stem normally has no hyphen, but it may be inserted where the prefix ends in a vowel and the stem begins with the same vowel, as in *re-enter*—although *readjust* and hosts of others are so spelt. If the prefix can be used as a separate word it still does not take a hyphen : *overrun*. A hyphen can however be inserted if the compound word seems rare or is a new formation and it is also used to distinguish different meanings : *recover*, *re-cover*.

Dash

A mark somewhat similar in appearance but opposite in meaning is the dash—the compositor's metal 'rule' or 'em rule'. It can be used to make a break in the continuity of the text, but should not be used to mask awkwardly constructed sentences. A pair of dashes may enclose a parenthetical clause, as an alternative to parentheses or commas. In British typography they sometimes have the peculiarity of running so close up to adjacent letters as to appear almost continuous with them, especially in larger bodies. To avoid this effect specify a shorter rule with a hair or thin space before and after the rule, otherwise it will be set solid.

Using the Apostrophe

The apostrophe is used when a letter or letters are omitted : *haven't*, *it's* (for *it is*). It also marks the possessive case, derived from the *-es* of Old English, which was pronounced as a separate syllable. (But remember that the possessive is *its*, not *it's*.) Sign-writers and others have failed to grasp the way this mark should be used and leave it out in most cases, so that we see over shops MENS WEAR and so on. This is not tolerated in printing and you need to know the following two rules, if not already familiar with them :

RULE I : Write the word in its subjective form (as if it were the subject of a sentence), singular or plural as the case may be. Then add 's : *Man*, *man's* ; *men*, *men's* ; *boy*, *boy's*.

RULE II : But if the subjective form ends in the *s* of the plural, omit the *s* of the possessive, leaving only the apostrophe at the end of the word

boys' hats ; *ladies' dresses* (dresses for ladies) ; *a two-days' march* ; if your word ends in an *s* which is not a sign of the plural, follow Rule I and add 's : *Jones's hat* (not Jones' hat) : *St. James's Park* ; *the princess's car*.

Quotation Marks

Quotation marks ('quotes' as we say), as their name implies, enclose words as used by someone else and for which the author disclaims responsibility : *He said, 'Shut up'.* *I found that his 'house' was nothing but a shed.* Where a passage in single quotes contains a word or phrase which is itself quoted, double quotes should be used : *George said, 'I told him I wanted some money and he replied "Well, you won't get any".'*

Abbreviation points

The regular full point marking the end of a sentence is mentioned above. There is a second kind of full point, quite separate in meaning though identical in form. It is placed after an abbreviation or contraction to tell us that this is in fact an abbreviation.

There is a movement towards the suppression of this full point. To take one or two examples out of hundreds we can ask for 10 *pt.* *Times Roman*, or specify 10°C as the temperature, or *six per cent per annum*. The only reason for retaining the full points is to remind the reader that he must read *point*, *Centigrade*, and that *cent* stands for Latin *centum*. Then there are all the initial abbreviations of the present age : *BBC*, *A-bomb*, and so on. Full points here can be actually harmful as they may be confused, at least momentarily, with the point at the end of a sentence, and it is for this reason, together with certain typographical considerations, that they are being omitted nowadays.

Another punctuation mark can follow the abbreviation point : *I will write to my M. P., who is...* but at the end of a sentence one must do duty for both kinds of full point.

Parentheses

Parentheses (popularly known as 'brackets' and by printers as 'paras') enclose a word or phrase which is not essential to the meaning and flow of a sentence but which the author

chooses to add by way of explanation or additional information. If a punctuation mark is required it must follow the closing parenthesis, even when it relates to the matter preceding the parentheses.

Then there are brackets (popularly 'square brackets') enclosing a word or words which are so little a part of the sentence that the author himself did not write them at all. They enclose something which the editor adds by way of elucidation : *The size of the (Soviet) army with which we are concerned...* When parentheses occur within parentheses it is customary to make one pair brackets.

The oblique stroke in mathematics means division, as x/y , which is x divided by y , or the relation of x to y . So 17/32 inches will be understood, though a printer is usually happier when he can locate a suitable fraction sort. We can put *lb. sq. in.* to mean pounds per square inch. The stroke is also used to separate shillings and pence 10/6 as on price tickets and in advertisements and so is often called the shilling stroke ; but in good bookwork 10s. 6d. is preferred.

Question Mark

The question mark follows a direct (but not indirect) question and takes the place of any other mark : *'Are you going home ?'* *He asked me if I was going home.*

Exclamation

Last, and least, is the exclamation mark : *Hi !* It may follow a sentence which is genuinely exclamatory but otherwise is better omitted except when the author asks for it.

Current Practice

To summarize, it has been seen that the number of commas has been reduced in modern printing ; hyphens are omitted except when of definite use in understanding a passage or in dividing words at the end of a line ; full points are omitted with headings and display lines and there is a movement to do without them after abbreviations ; double quotes are being replaced with single. All these add up to the same thing,

(Continued on page 11)

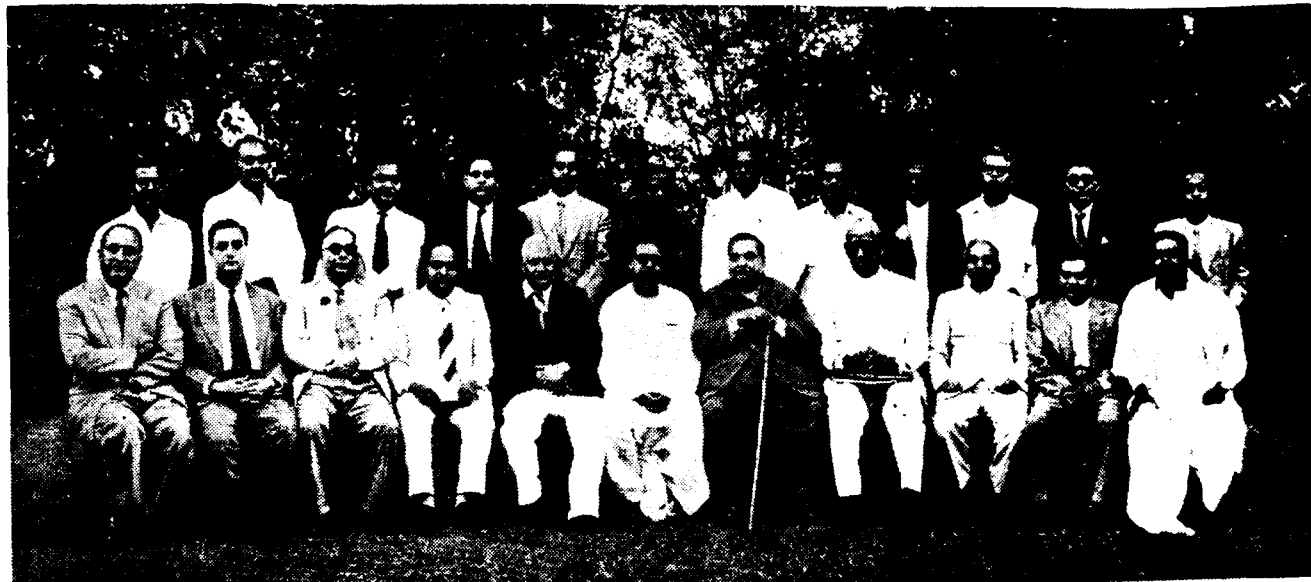


Photo taken on the occasion of the Governing Council Meeting at New Delhi on 7th November 1956.

GOVERNING COUNCIL MEETING

The Governing Council of the All India Federation of Master Printers met at 11 a.m. on 7th November 1956 at the premises of the All India Manufacturers' Organisation, 30 Ferozeshah Road, New Delhi.

Twentyone members from all over the country were present.

Sri H. Ghosh, President of the Federation, presided.

Welcoming the members, the President, Sri H. Ghosh, said that he was happy to announce a donation of Rs. 2,100/- being 50% of the profits made by the U. P. Publishers' Association in their organising the Fourth Session of the All India Printers' Conference and Exhibition at Allahabad. He warned the house of accepting the draft proposals of the Standard Sizes of paper, and drew the attention of the members to the recent development arising out of the revision in the import policy of the Government. He also referred to the Copyright Bill and said that there were many in the country who were bringing out spurious editions of prescribed books and stated that the Federation should approach the Government to make such publishing a cognisable offence. Lastly, he asked the Governing Council to take up the cause for opening the Regional School of Printing at

Allahabad and said that U.P. Publishers' Association had gone a long way in the fulfilment of this objective.

The Hony. General Secretary, Sri S. Viswanathan, then read the report extracted below :

DONATION

"The U. P. Publishers' Association who had organised the 4th Session of the All India Printers' Conference and Exhibition at Allahabad this year have been kind enough to donate Rs.2100 to the Federation. Our thanks are particularly due to Sri H. Ghosh, our President.

MANUFACTURE OF PRINTING MACHINERY

As a result of the efforts made by the Federation, Government have appointed a Committee to go into this question and have nominated thereto Sri S. Ramu (Bombay) and Sri S. Viswanathan (Madras). They constituted a sub-committee which recommended to Government that arrangements should be made for the manufacture of platen machines of the Victoria type and Stop-cylinder press of the Dawson, Payne and Elliott type with a printing area of 23½" × 35". Government are willing to consider proposals therewith should the

private sector not take it up.

CENTRAL SCHOOL OF PRINTING

Sri H. Ghosh, Sri S. N. Guha Ray, Sri S. Viswanathan and Sri H. K. Dass have been elected members of the committee appointed by Government for establishing the School. It was decided that the school should start a post-graduate course and a research section.

STATE AID TO PRINTING PRESSES

The Indian Government have now brought forward a Bill No. 56/1956 wherein 'processing of goods' is defined to include 'any art of process for producing, preparing or making an article by subjecting any material to a manual, mechanical, chemical, electrical or any other like operation' so that it will be seen that this definition would include printing also which hitherto it did not. It is hoped that printers would now be enabled to get financial aid from Government.

DELHI CONFERENCE AND EXHIBITION

The Hony. General Secretary also met the Minister and the officers concerned and obtained details for the import of machinery duty-free for Exhibition purposes. The Hon'ble the Minister for Housing was also met for securing the Five-Year Plan building for holding the Exhibition and the

Hon'ble Minister had promised his co-operation. He felt that the ensuing Conference and Exhibition will be a complete success.

T.-C. STATE ASSOCIATION

Finding that the printing of text books which till now had been done by private presses had been taken over by Government, the Federation addressed the Rajpramukh of T.-C. State pointing out how private industry would suffer obliging them to quote unworkable rates. It was suggested that the private press may at least be given the printing of forms, chalans, etc.

THE INDIAN STANDARDS INSTITUTION

The Federation has enrolled itself as a member of this Institution. It sent out three letters, requesting the Federation (1) to send representatives to the Printing Ink Sub-committee, (2) to consider whether the Federation should be represented on the committee dealing with Inks other than printing ink and (3) to consider whether there would be any change in representation on Documentation now represented by Sri S.N. Guha Ray and Sri S. Ramu.

STANDARDISATION OF PAPER

Regarding the Standard size of 23.39" × 33.11" recommended by the Sub-committee of the Institution, the Hony. General Secretary referred to the protests he had received from various Associations. He felt that it would not be in the interest of printing industry to adopt the above size as standard, especially as this size is larger than what the majority of the printing machines in the country at present could accommodate and would therefore result in doubling their work unnecessarily.

FEDERATION OFFICE AT DELHI

The Secretary would request the Governing Council to consider the feasibility of having a skeleton office of the Federation in Delhi. Printers doing work for the Government could use this office to their advantage in their everyday work on payment of a fee which would render the office self-supporting.

IMPORT POLICY OF GOVERNMENT

On 1st October 1956 Government

removed 'printing Machinery' from the Open General Licence. The Federation immediately apprised the Hon'ble the Minister for Commerce and Industry drawing his attention to the effect that it will have on the printing industry.

On 9-5-'56, a deputation consisting of Messrs. S. N. Guha Ray, N. L. Contractor and V. H. Thacker met the Chief Controller of Imports and Exports in Delhi and presented to him a memorandum detailing the difficulties experienced by our industry and suggesting ways of redressing them.

IMPORT ADVISORY COUNCIL

At the instance of the Federation the Hon'ble the Minister for Commerce and Consumer Industries and the Chief Controller of Imports & Exports promised to consider the Federation's representation on this Council when it would be reconstituted after 16th November 1956.

THE BULLETIN

It is published regularly on the 25th of every month. The Hon. General Secretary would be grateful for suggestions from members to make it even more useful.

FINANCE

There is a balance of Rs. 17816-4-0 in the accounts. There is also an amount of Rs. 2957-4-0 due on advertisements.

The Secretary visited a number of places, viz. Vellore, Nellore, Madurai and Trivandrum to form associations where they do not exist and, where they exist, to get them affiliated to the Federation.

Sri J. R. Bardapurkar (Hyderabad) supported the motion of Sri N. K. Gossain (Calcutta) that the following be elected to Committee to consider the Quality Standards for Paper (CDC 15:3) and Documentation (EC 2) of the Indian Standards Institution :

Sri S. N. Guha Ray (Calcutta) as Principal Member and Sri S. Ramu (Bombay) as Alternate Member.

This was passed unanimously.

The Council further decided to move the Indian Standards Institution for representation of the Federation on the Paper Sizes Sub-Committee (CDC 15:1).

The Council amended the resolution regarding members of the Governing Council accepting representation on any committee :

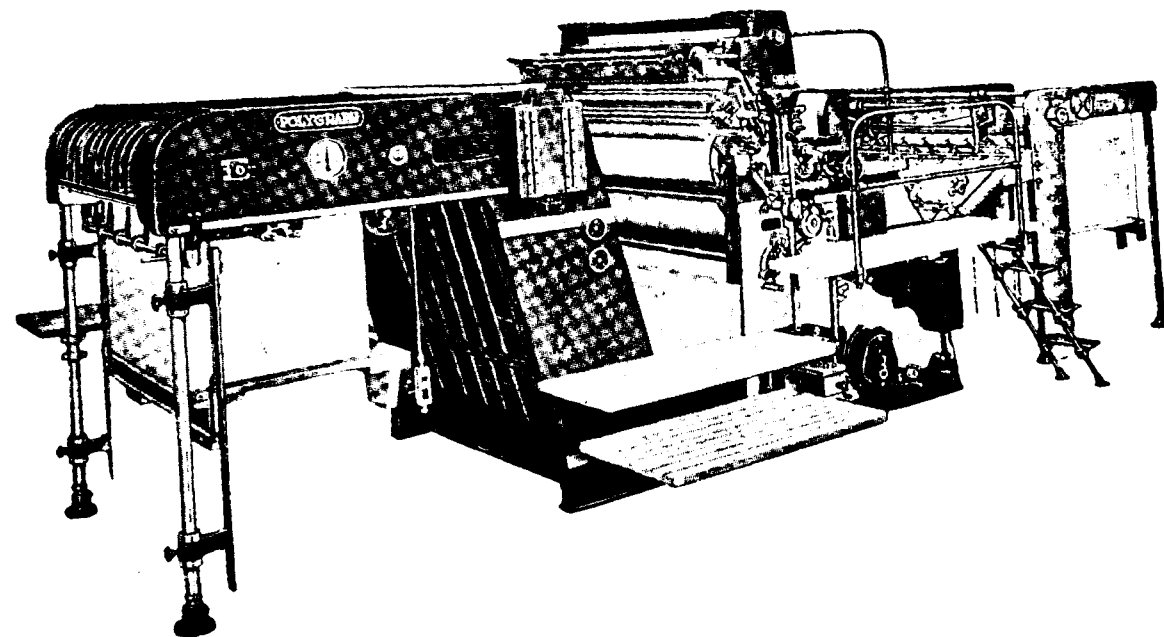


Delhi Printers' Association met the members of the Governing Council at Lunch on 7th November 1956.

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CALCUTTA

"Resolved that no office-bearer or any member of the Governing Council of the All India Federation of Master Printers shall accept any representation on any body or committee of All India importance or appointed by the Government concerning Graphic art industries, in his personal or any other capacity, except with the permission of the Governing Council, provided however that such matters involving State questions shall be decided by that State Association."

Sri G. U. Mehta (Bombay) seconded it and this was passed unanimously.

The Minutes of the Governing Council meeting held at Calcutta on 26th May 1956 was adopted.

Dealing with the affiliation of the Maharashtra Mudran Parishad, the house decided to draw the attention of the Parishad to the fact that they had membership even from Bombay and Poona where Associations affiliated to the Federation existed. It was further decided to inform them that affiliation would be granted to their Association only if such members from Poona, Bombay and other places where Associations were already functioning were deleted.

The Nellore Printers' Association and the Trivandrum Printers' Association who had applied for affiliation to the Federation, have been granted affiliation.

The Association of West Bengal Printers had applied to the Federation for affiliation. Since in the list of members furnished by them, they had not stated the station, the Secretary was requested to obtain full list of members of the Association and other details before the next Governing Council meeting.

The Council decided not to send any representative to the Committee dealing with Inks other than printing Inks of the Indian Standards Institution.

The recommendations of the Paper Sizes Sub-committee of the Indian Standards Institution was discussed at length and the following resolution was passed unanimously.

"Resolved that the draft proposals of the Paper sizes sub-committee (CDC 15:1) of the

Indian Standards Institution were considered at this meeting of the Governing Council of the All India Federation of Master Printers held at Delhi on 7th November 1956. It was felt that the A-series as suggested by the Indian Standards Institution Paper Sizes sub-committee would put out of use a large majority of printing machines existing in India at the moment and would therefore affect the industry vitally. Instead, therefore, this Council suggests that size 23 ins. × 36 ins. and its multiples and the B-series be standardised since, in the opinion of this council, these sizes are nearer to the International standards and would also be more workable in so far as the machinery existing in the country will not be unsuitable to any of these sizes."

A few verbal changes that were necessary to get the Federation registered under the Companies' Act 1956, were accepted.

Sri P.M. Antony's (Madras) resolution to postpone the annual Conference and Exhibition to be held at Delhi in 1957, sometime after October was discussed and since the representatives of the Delhi Printers' Association said that they had made already enough arrangements that would be dislocated if a postponement was accepted, Sri Antony withdrew his resolution.

Sri N. J. Ardeshir (Bombay) said that representations should be made to see that the revision of import policy did not affect the import of spare parts.

At the instance of the President, Sri H. Ghosh, the Council passed the following resolution:

"It is with great alarm that this Governing Council learns that during recent times the number of spurious publications of copyright text-books have been on the increase and that the Government of India therefore should make such publishing of spurious publications a cognisable offence."

Sri G. U. Mehta (Bombay) moved the following resolution :

"This Federation views with grave concern the growing tendency of the large print-buyers, especially amongst those under foreign management to import and set up their own printing machines in their factories, resulting in the consequent loss of a considerable volume of work to the existing printers who have been supplying them their print requirements.

It is hereby resolved that the Government should be requested to reconsider their policy and to stop further expansion of the existing printing units of the print-buyers and to refuse licence to them for setting up of new machinery."

This was passed unanimously.

Sri Brij Lal Baluja (Delhi) referred to the demise of Sri Badri Nath Seth of Navin Press, Delhi, on 1st November 1956, at Delhi. The President moved the following resolution :

"It is with deep regret that we learn of the demise of

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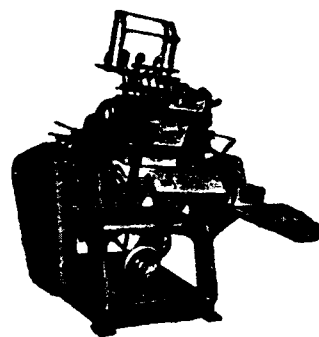
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---	---

Sri Badri Nath Seth of Navin Press, a member of the Delhi Printers' Association, and we convey to the bereaved family the condolences of members gathered here."

The resolution was passed unanimously, all members standing and observing silence for one minute.

The Council decided to have a skeleton office of the Federation at Delhi on the understanding that the expenses should be equally divided between the Federation and the Delhi Printers' Association.

Sri G. U. Mehta (Bombay) referred to the resolution passed at the Allahabad Conference requesting the Government of India to ban import of printed advertisement literature which after being conceded by the Government was made futile by the foreign firms who were now getting such literature printed in foreign countries and posting them to India. He requested the General Secretary to take up the matter with the Government and the General Secretary agreed to do so.

Sri H. Ghosh, President, thanked the Delhi Association for enabling the Federation to hold the Governing Council meeting. The Secretary then proposed the vote of thanks to the President and the meeting terminated.

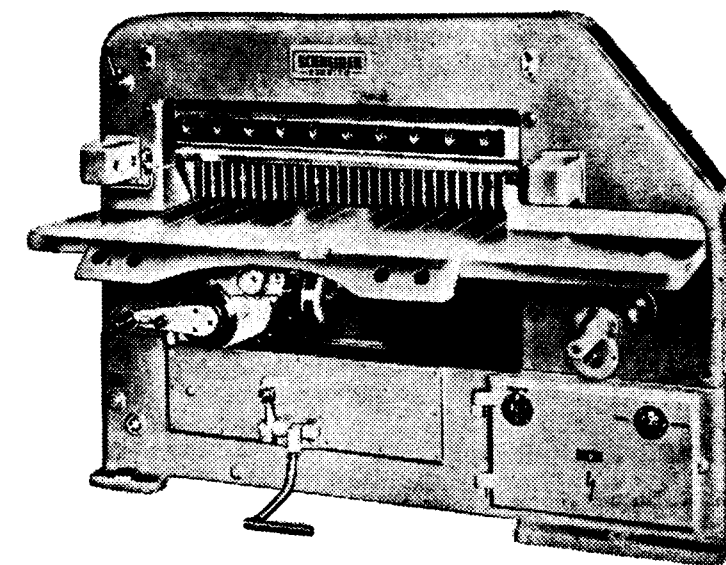
(Continued from page 5)

which is to improve the general appearance, colour, and legibility of the printed page.

The advice here given is intended to provide a guide to lines of thought on the subject and to indicate changes which are taking place. It is not supposed that a single article can include all that should be known on punctuation, and students are recommended to study books and other articles, of which the following may be mentioned : *Printed English* by Henry Jacob ; *Rules for Compositors and Readers at the University Press, Oxford* ; *Authors' and Printers' Dictionary*, published by Oxford University Press. And if you can borrow the 'BP' volumes for 1954 and 1955 you will see articles on House Style that will add to your store of knowledge.

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Sri Babu Rao Dhanvate, Nagpur receiving the prize



Sri S. N. Guha Ray receiving the prize



Sri N. K. Gossain receiving the prize

AWARDS ON PRINTING AND DESIGNING

Authors, Printers and Publishers from all over the country attended a very pleasant function when Dr. S. Radhakrishnan distributed the State Awards for Excellence in Printing and Designing instituted by the Union Ministry of Information and Broadcasting and to the writers instituted by the Sahitya Academy. It was indeed a very pleasant sight to see persons from the different regions of the country assembling to receive recognition of their merits by the National Government and to receive their prize from the hands of their Vice-President.

The competition had attracted about 5000 entries and a panel of five judges consisting of (1) Sri A. A. A. Fyze, (2) Sri K. R. Kripalani, (3) Sri Datta Gupta, (4) Sri V. N. Adarkar and (5) Sri V. M. Philip adjudged the entries and awarded prizes under 18 categories.

Sri P. M. Lad, Secretary in the Ministry of Information and Broadcasting, in requesting the Vice-President to distribute the prizes, said that the State Awards have now become an annual affair and were sure to improve the quality of printing in the country to a very great extent as was seen from the entries received this year. Dr. S. Radhakrishnan then distributed the prizes to the writers, printers, publishers and designers. Congratulating the prize-winners, Dr. S. Radhakrishnan said that while printing, publishing and authorship were all closely linked, the writer as an expositor of ideas owed a special responsibility to the community. He urged men of letters to concentrate their efforts on helping to inculcate a sense of oneness among the people.

He said disruptive forces, such as caste and untouchability, had brought about the downfall of the country in the past. It was the duty of writers now to strengthen the constructive and coalescing forces so that the hard-won freedom was maintained.

Regionalism and linguism were barriers to the feeling of oneness, he said and recalled that in the past India's voice was respected abroad

because its great leaders spoke for the nation and not for isolated groups.

It should be the mission of the writers to point to a new vision of life and to a higher moral standard. In the countries he had recently visited, both in the East and the West, he saw a glow on the faces of youth and a new light in their eyes. The same should be the case in this country where the nation-building task should be undertaken with a sense of dedication.

Sri P. M. Lad, then thanked the judges in the printing and designing competition on behalf of his Ministry and said that the judges felt that there was much scope for improvement in the standard of children's books and books in Indian languages. The exhibition of Indian books has been organised by the Sahitya Akademi.

The following are the prize-winners: (1) Indicates First Prize; (2) indicates Second Prize and (C) indicates Certificate of Merit.

Books for children below 10 years

- Sree Saraswaty Press Ltd., Calcutta. (Printers) (1)
Shishu Sahitya Samsad, Calcutta. (Publisher) (1)
Navana Printing Works (Private) Ltd., Calcutta. (Printers) (2)
Bama Pustakalaya, Calcutta. (Publishers) (2)
Sree Saraswaty Press Ltd., Calcutta. (Printers) (C)
Shishu Sahitya Samsad, Calcutta. (Publishers) (C)
Sadhana Printery, Hyderabad. (Printers) (C)

Books for children above 10 years

- Navana Printing Works, Calcutta. (Printers) (1)
Smt. Mary Sur Shishu Rangmahal, Calcutta. (Publishers) (1)
Sri Gouranga Press, Calcutta. (Printers) (2)
Signet Press, Calcutta. (Publishers) (C)
Sree Saraswaty Press, Calcutta. (Printers) (2)
Shishu Sahitya Samsad, Calcutta. (Publishers) (C)

Illustrated Books

- Commercial Printing Press Ltd., Bombay. (Printers) (1)

- All India Handicrafts Board, Ministry of Production, Govt. of India, New Delhi. (Publishers) (1)
National Printing Works, Delhi. (Printers) (2)
Public Relations Department, Punjab Government, Chandigarh. (Publishers) (2)
Photo Litho Press, Government of India, New Delhi. (Printers) (C)
Ministry of Works, Housing and Supply, New Delhi. (Publishers) (C)

Art Books

- Sree Saraswaty Press Ltd., Calcutta. (Printers) (1)
Oxford Book & Stationery Co., New Delhi. (Publishers) (1)
Vakil & Sons, Bombay.
Times of India Press, Bombay. (Printers) (2)
Lalit Kala Akademi, New Delhi. (Publishers) (2)
The Bengal Autotype Co., Calcutta. (Printers) (C)
Sri A. Goswami, Calcutta. (Publishers) (C)
Associated Printers (Madras) Private Ltd., Madras. (Printers) (C)
Rachana, Madras. (Publishers) (C)

Books Production (English)

- First Prize not awarded.
Associated Printers (Madras) Private Ltd., Madras. (Printers) (2)
The Indian Press Publications, Madras. (Publishers) (2)

Book Production (Indian Language)

- Sri Gouranga Press, Calcutta. (Printers) (1)
Signet Press, Calcutta. (Publishers) (1)
Sri Gouranga Press, Calcutta. (Printers) (2)
Signet Press, Calcutta. (Publishers) (2)
Associated Advertisers and Printers Ltd., Bombay. (Printers) (C)
Asia Publishing House, Bombay. (Publishers) (C)
Navana Printing Works, Calcutta. (Printers) (C)
Navana Printing Works, Calcutta. (Publishers) (C)
South India Saiva Siddhanta Works Publishing Society, Tinnevelly Ltd., Madras. (Printers) (C)
South India Saiva Siddhanta Works Publishing Society, Tinnevelly Ltd., Madras. (Publishers) (C)

Books on Indian Made Paper

- Sree Saraswaty Press Ltd., Calcutta. (Printers) (1)

- Signet Press, Calcutta. (Publishers) (1)
Sree Saraswaty Press Ltd., Calcutta. (Printers) (2)
Publication Division, Ministry of Information & Broadcasting New Delhi. (Publishers) (2)
Hindi Prachar Press, Madras. (Printers) (C)
Telugu Bhasha Samithi, Madras. (Publishers) (C)

Daily Newspapers (English)

- The Statesman Ltd., Calcutta. (Printers) (1)
The Hindu, Madras. (Printers) (2)
The Times of India, Bombay. (Printers) (2)

Daily Newspapers (Indian Languages)

- Times of India Press, Delhi. (Printers) (1)
Hindustan, New Delhi. (Printers) (2)
Loksakta, Bombay. (Printers) (C)
Prajavani, Bangalore. (Printers) (C)

Art Magazines

- Sree Saraswaty Press, Ltd., Calcutta. (Printers) (1)
Indian Institute of Art in Industry, Calcutta. (Publishers) (1)
The Commercial Printing Press Ltd., Bombay. (Printers) (2)
Marg Publications, Bombay. (Publishers) (2)
Times of India Press, Bombay. (Printers) (C)
Vakil & Sons Ltd., Bombay. (Printers) (C)
Eve's Weekly, Bombay. (Publishers) (C)

House Journals

- Sree Saraswaty Press Ltd., Calcutta. (Printers) (1)
The Press Syndicate Ltd., Calcutta. (Publishers) (1)
Gossain & Co., Calcutta. (Printers) (2)
Clarion Advertising Service Ltd., Calcutta. (Publishers) (2)
Times of India Press, Bombay. (Publishers) (C)
Everest Advertising Ltd., Bombay. (Publishers) (C)
Commercial Printing Press, Bombay. (Printers) (C)
Tata Sons Private Ltd., Bombay. (Publishers) (C)

Periodicals

- A. Mac Rae & Co. Private Ltd., Fort, Bombay. (Publishers) (1)
Sri Gouranga Press, Calcutta. (Printers) (2)
Vishwabharati (Publishing Dept.), Calcutta. (Publishers) (2)



Sri S. Ramu receiving the prize



Sri S. K. Dass receiving the prize

- Sanj Vartaman Press, Fort, Bombay. (Printers) (C)
Allure, Bombay. (Publishers) (C)
United Press, Delhi. (Printers) (C)
Director, Publications Division, Delhi. (Publishers) (C)
Janatha Printing & Publishing Co. Private Ltd., Madras. (Publishers) (C)

Posters

- Bombay Fine Art & Litho Works, Bombay. (Printers) (1)
Mr. Hussain, New Delhi. (Designer) (1)
India Offset Press, Delhi. (Printers) (2)
Directorate of Advertising & Visual Publicity, New Delhi. (Publishers) (2)
Bombay Fine Art Offset & Litho Works Bombay. (Printers) (C)

Times of India Press,
Bombay. (Printers) (C)
Directorate of Advertising & Visual
Publicity, New Delhi. (Publishers) (C)

Folders (Letter-Press)

J. Walter Thompson Co., (Eastern)
Private Ltd., Calcutta. (Designers) (1)
Commercial Printing Press Private Ltd.,
Bombay. (Printers) (2)
Associated Printers, Madras, Private Ltd.,
Madras. (Printers) (C)
Directorate of Advertising and Visual
Publicity, New Delhi. (Publishers) (C)
Rational Art and Press Private Ltd.,
Bombay. (Printers) (C)
Franco Indian United Laboratories,
Bombay. (Publishers) (C)

Folders (Offset)

Eagle Lithographing Co., Ltd.,
Calcutta. (Printers) (1)
Directorate of Advertising & Visual
Publicity, New Delhi. (Publishers) (1)
Ganges Printing Co., Ltd.,
Sibpur, Howrah. (Printers) (2)
Martin & Harris Private Ltd.,
New Delhi. (Publishers) (2)

Calendars (Photogravure)

Times of India Press,
Bombay. (Printers) (1)
Voltas Ltd., (Publicity Dept.),
Bombay. (Publishers) (1)

Calendars (Offset)

Shivraj Fine Offset Press,
Nagpur. (Printers) (1)
Air India International,
Bombay. (Publishers) (1)
Eagle Lithographing Co., Ltd.,
Calcutta. (Printers) (2)
Burmah Shell Oil Storage and Distri-
bution Co., Ltd., (Publishers) (2)
Indian Press (Private) Ltd.,
Allahabad. (Printers) (C)
Bengal Chemical & Pharmaceutical Co.,
Ltd., Calcutta. (Publishers) (C)

Calendars (Letter-Press)

Gossain & Co., Calcutta. (Printers) (1)
J. Walter Thompson (Eastern) Private
Ltd., Calcutta. (Publishers) (1)
Glasgow Printing Co., Ltd.,
Calcutta. (Printers) (2)
Directorate of Advertising & Visual
Publicity, New Delhi. (Publishers) (2)
Gossain & Co., Calcutta (Printers) (C)
D. J. Keymer & Co., Ltd.,
Calcutta. (Publishers) (C)
Gossain & Co., Calcutta. (Printers) (C)
Directorate of Advertising & Visual
Publicity, New Delhi. (Publishers) (C)

Diaries

The Commercial Printing Press Ltd.,
Bombay. (Printers) (1)

Announcing

the publication of a
Printers Diary for 1957

"The Graphic Arts
Handbook & Diary
for 1957"

It contains about eighty pages of
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references besides a eight page art
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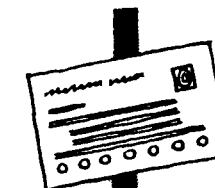
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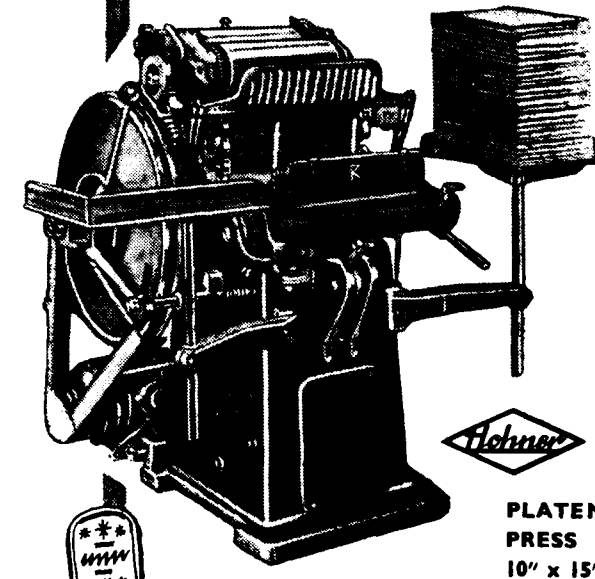


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NEWS AND NOTES

State Award Prize-winners Entertained

The Ministry of Information and Broadcasting of the Union Government entertained the Prize-winners of the State Awards for Excellence in Printing and Designing at a very largely attended and nice Tea Party at the Hyderabad House, New Delhi, specially illumined for the occasion.

Delhi Association entertains the Governing Council

The members of the Delhi Printers' Association entertained the visiting Governing Council members to a sumptuous lunch on 7-11-1956. After the lunch, Sri Brij Lal Baluja, President of the Delhi Association, thanked the members of the Governing Council for accepting the invitation. Sri H. Ghosh, President of the All India Federation of Master Printers, thanked the hosts for the sumptuous lunch and said that such meetings and parties were bringing the Federation and member Associations closer and closer together.

Party to the Governing Council

Sri S. N. Guha Ray gave a Tea party to the Members of the Governing Council of the All India Federation of Master Printers and a number of his other friends at Delhi on 8-11-1956. The Party was largely attended and Sri Guha Ray thanked the guests for accepting his invitation at such a short notice. The President of the Federation, Sri H. Ghosh, and a number of others thanked Sri Guha Ray for the party given to them.

The Maharashtra Mudran Parishad

A refresher course on Press Accounting and Costing organised by this Parishad took place on 15th September 1956. Nearly 30 students attended it. Sri V. A. Patwardhan delivered five lectures on 'Account-

ing' and Sri Y.G. Joshi spoke on 'Costing'. The course came to an end with the distribution of Certificates to successful students by Sri V. K. Choudhari, Deputy Director of Education, Bombay State.

Meeting of the Master Printers, Vijayawada

The Master Printers of Vijayawada assembled at Sri Kanyakaparameswari Choultry at 2-30 p.m. on 21-10-56, and Sri V.S. R. Krishna presided.

Printers from various places like Masulipatam, Ellore, and Guntur attended the meeting.

Delegates of the Hyderabad State Printers' Association exhorted the audience to form a Printers' Associa-

tion at every place for the convenience of the printing industry.

The printers of Vijayawada also brought to the notice of the meeting the unhealthy competition prevailing among the printers themselves and private canvassers of printing work in particular and pleaded for putting an end to such tactics.

After tea in honour of the delegation of the Hyderabad State Printers' Association, the Vijayawada Master Printers' Association was formed and Office-bearers were elected with Sri V.S. Krishna, Sree Vishnu & Co., as the President.

In the end, the delegates of the Hyderabad State Printers' Association donated a sum of Rs. 51 to the Vijayawada Master Printers' Association.

It was resolved that every Member of the Vijayawada Master Printers' Association shall pay an Admission fee of Rs. 5 and a subscription of Rs. 6 per half-year.

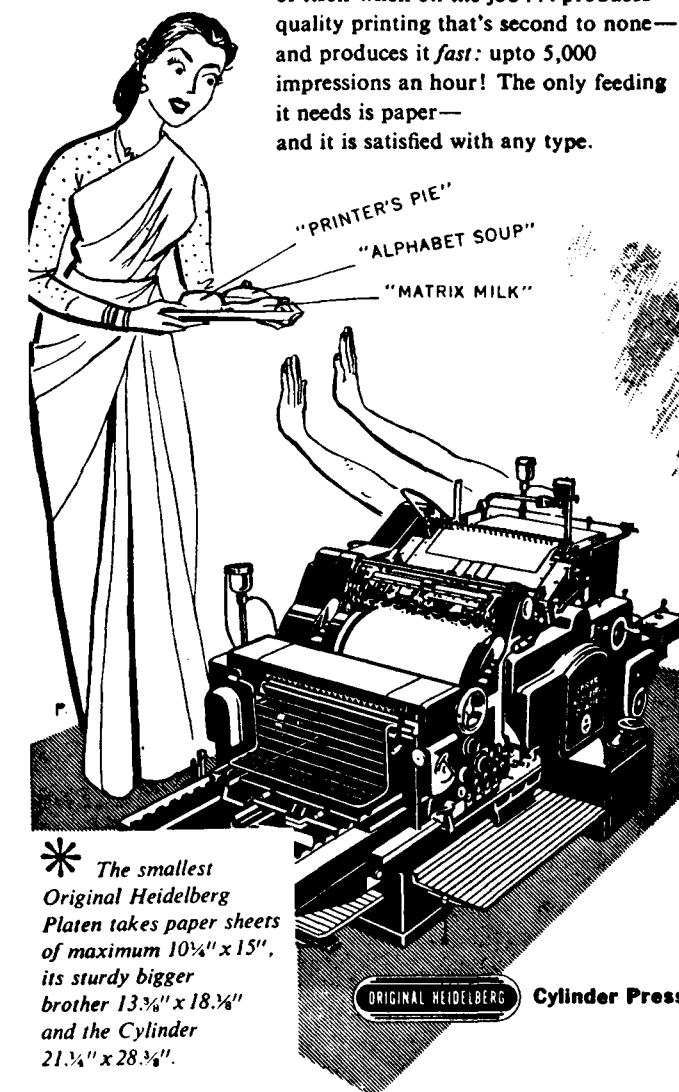
With a vote of thanks by the Secretary the meeting terminated.



Vijayawada Master Printers' Association at Tea to the Delegation of the Hyderabad State Printers' Association.

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regulating mechanism more accessible and improving the impressional rigidity of the flat-bed press. "These questions, along with suggestions that an ammeter should be an integral part of the press; mechanism should be devised to ensure the accurate slitting

of sheets ; when a mis-feed on an automatic feeder occurs the impression should be stopped and not the press ; and that gauges should be incorporated to indicate the forces being applied by the impression mechanism are all subjects which will receive the close attention of the committee." —*Printing News*

Action on Recommendations Made at Patra Letterpress Conference

Action being taken on some of the 50 recommendations for improving efficiency and quality made at the PATRA Letterpress Methods Conference is detailed in the first issue of *Letterpress Conference News*, published by PATRA.

Printers and suppliers are to be represented on two committees—one for composing and the other for machine design—which are in the process of formation following a number of conference recommendations on these subjects.

Galley Proofing Press

The composing committee will consider the recommendations that automatic leading on Monotype should be used as opposed to bastard founts and that machine manufacturers should produce a galley proofing press with adjustable bed and precision reading dial indicator.

Other findings to be dealt with by this committee include suggestion that : (a) a dummy run might prove economical in dealing with authors' corrections ; (b) automatic metal feeders should be provided on typesetting machines ; (c) there should be a choice of space bands for line-casting machines to suit the size of type and column measure ; and (d) that the reading of the gauge for checking Monotype alignment might be improved by the use of an optical comparator.

One of the principal recommendations to be considered by the machine design committee is that the entire inking system of the orthodox flat-bed machine calls for re-design. The conference urged that particular attention be paid to the avoidance of repeats, the elimination of the ink table and the improved accessibility of the duct.

The conference proposed that a

set of block standards, similar to those produced by the Printing Industry of America, should be issued in this country, and it has been submitted to the joint sub-committee of the British Federation of Master Printers and the Federation of Master Process Engravers.

Among the conclusions reached by the conference's machine design and maintenance group was that work should be instigated to improve the design of inking systems. PATRA is already doing some experiments which may have an important bearing on this problem.

Naming Ink Colours

Acting on a recommendation regarding the standardisation of the names given to colours by ink manufacturers, PATRA has approached the Society of British Printing Ink Manufacturers to see if greater uniformity can be achieved.

Delegates showed lively interest in a suggestion that the black and white matrix contrast service, operated in pre-war days by Funditor Ltd., should be reintroduced. Funditor was immediately approached by PATRA but the firm replied that the proposition was not practicable at present because of staff and other difficulties. Linotype & Machinery Ltd. and Intertype Ltd. also said

that they were unable to help and it is felt that there would be no point in pursuing the project further.

Following a recommendation that the use of string for tying up pages should be avoided if possible, the first of a new series of PATRA publications under the heading *Letterpress Conference Manual* will deal with methods of tying up pages. Another manual will deal with the various types of flux available today. Guidance on the sampling of metal for assay will be included.

Liaison

A recommendation that liaison be maintained between PATRA and the Technical Committee of the BFMP and the Newspaper Society, has resulted in the appointment of R. T. Crabtree of the *Walsall Observer* to represent the NS on PATRA'S research committee. This liaison already exists between the BFMP and PATRA.

When writing to PATRA printers are urged to state exactly what information they require, another recommendation states. This would eliminate further correspondence and help to speed up the answer.

Future issues of *Letterpress Conference News* will contain reports of action taken on other recommendations made at the conference.

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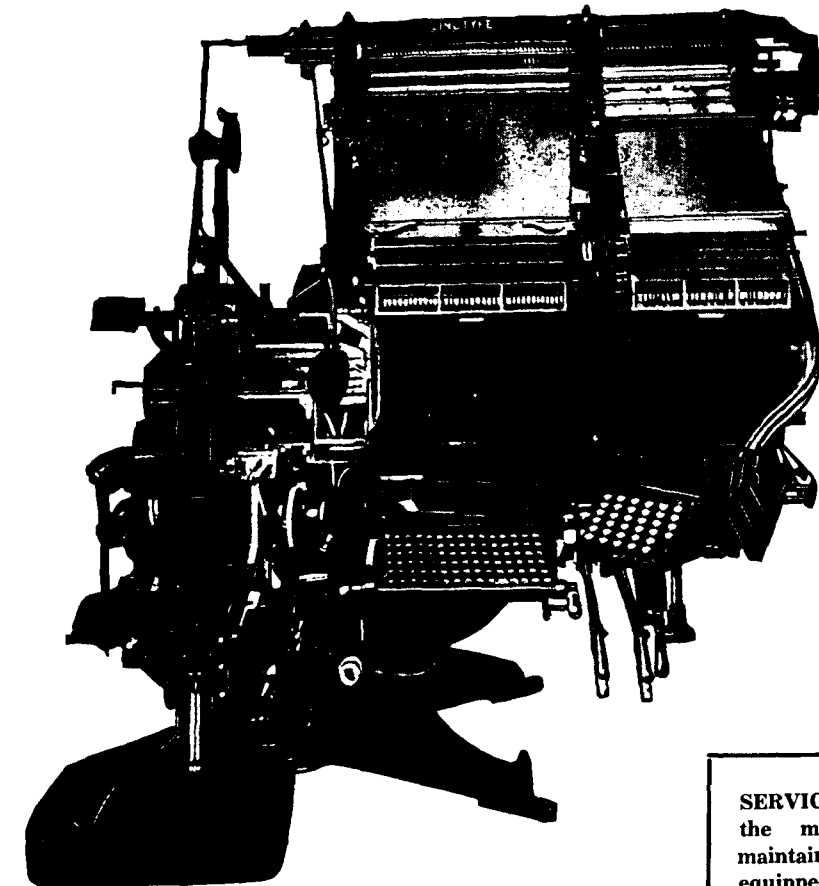
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Vol. 2 No. 5

Editor-in-Chief—S. RAMU

December

STANDARDIZATION IN THE PRINTING INDUSTRY

Standard is an established measure of quality. In the printing industry there are many standards which can be measured empirically but there are quite a few things which have to rely on visual judgement alone. For instance our accepted type height is 9/8". When we shift to the metric standard generally, we may have to shift to the Didot system which is so common in the Continent. One can just imagine the confusion if each foundry had its own type height and different measurement for their point instead of the accepted dimension of a point as '01383' in the English speaking countries. Extending this idea further, the Indian Standards Institution is trying to evolve standard sizes of paper in conjunction with the people who use paper most. The average printer has got so used to using standard points for types and standard size of paper like 20, 30, 23, 36, etc., that he does not bother to think whether he should go further into this idea of Standardization.

Even in big installations,

where several machines are installed, different makes and sizes are indiscriminately bought and erected, having different types of chases, or different sizes of plates, which again require different sets of furniture and for plates different printing down equipment etc. If before installing machines, a thorough analysis is made as to the requirement of particular size of machines and particular variety of machines, then it will be greatly beneficial to obtain the same type with all the attendant advantages.

Similarly, the sizes for various categories of jobs could be standard, so that furniture required can be standardized. The usual practice is to hunt for furniture, from old drawers and bundles, and indiscriminately cut them just to suit a particular form. The height of the mounts required for line-blocks and half-tone blocks could be easily standardized. Chases could be marked off in ems and position of the type matter in the chase could be standardized.

The type of inks used for

various jobs could be standardized, i.e., a particular ink for all forms, letterheads, etc., a particular half-tone block for art paper, a standardized tri-colour or four-colour ink for colour-work. The cylinder packing on machines could be standardized and cut to size, ready for use whenever required.

We know of a particular firm where they have standardized their letterheads and note heads to $8\frac{1}{2} \times 11"$ and $8\frac{1}{2} \times 7\frac{1}{4}"$ to suit a standard $9 \times 4"$ envelope to go in three folds and two folds. All the annual reports are of $8\frac{1}{2} \times 11"$, major portion of the forms for administration are also of the same size; report of projects, salesmen's reports are all of the same size. They have appointed a special committee to standardize the hundreds of forms used by their various associate companies.

In fine printing, for judging the quantity of ink, colour, spacing etc., one has to rely on visual judgement. But if the basic principle of standardization is made a sort of habit with every one concerned with printing, apart from an improvement in quality, quite a bit of time and money will be saved.

In the Vanguard

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PLANNING FOR TEXTBOOK PRODUCTION

A talk on the All India Radio on November, 1956

BY
K. C. KRISHNAN

Textbook is a social product—a fruit of the combined efforts of the people engaged in different stages of textbook production, such as the Authors, Publishers, Editors, Printers, Typographers, Illustrators and Binders. Therefore an ideal Textbook grows out of an attempt at a perfect synthesis of the labours of these functionaries each of whom has his own specific problems and contributions to make.

Perhaps the school books can be rightly styled as one of the most potent tools to influence modern society. No longer therefore can we afford to neglect the school book.

These new books, if they are to become effective instruments of individual development and social good, have to be written and produced for the child, rather than to meet the requirements of formal examination.

The writing and production of Textbooks is a highly specialised field. Within the limitations set by local or regional factors, such as cost, production facilities, availability of suitable materials Textbooks must conform to certain standards which should positively satisfy needs which are universal.

The first appeal of a book is the physical appeal about which I shall speak in this talk. A carelessly produced book holds out problems to the potent reader, particularly if he be a young reader. All the specialists, book publishing organizations and agencies by careful planning and preparation can contribute greatly towards the improvement of our Textbooks.

The responsibility of effecting the synthesis rests squarely on the shoulders of the publishers, who are invariably the designers of the bridge that links the readers and the author. It is their job to see that all related parts are moulded to make a perfect tool. Production Planning, however, as practised in book industry in other countries, is still virtually unknown here. Very often this

begins even before a book is written, when Authors, Publishers, Illustrators and Designers get together to plan a new Textbook. Authors, especially if they are beginners, seldom know much about the technicalities, intricacies and cost involved in producing a book. It is the quality, arrangement and clarity of the manuscript which determines the biggest single item of labour cost—the setting of type. Proper planning, efficient production method, wide distribution and sales, reasonable profits on larger number of books rather than high profits on small sales and especially healthy competition between publishers are found to cut Textbook prices everywhere in the world. A typical example of the distribution of costs of the U.S. Textbook Production shows that the Production Cost is 33.7 per cent; Plant cost, maintenance, and manufacture editorial covers is 8.7 per cent; Author's royalty comes to 8.7 per cent; bringing the total manufacturing cost to 51.1 per cent. Total sales, advertising, examination and copy expense amount to 13.5 per cent; all other expense such as ware of housing deposition etc. comes to 23.5 per cent and Federal Income-tax amounts to 7.3 per cent. After meeting all these expenditures, this amount is found to yield a Net Profit of 5.2 per cent.

It has been often argued by many that India cannot afford well prepared and better produced Textbooks now. This argument, quite often heard in defence of the badly prepared and printed Textbooks, appears to me erroneous.

The important factors which constitute the quality of good production are harmonious Typographic arrangement, attractive illustrations, pleasing layout and display, suitable production methods and selection of the right type of paper.

Planning begins right from the time of preparing the manuscript by the author. Authors should be

receptive to suggestions on the preparation of manuscript. Properly prepared, carefully edited, neatly typed and specified (marked with the press instructions for type setter) manuscripts are easier for the type setter to handle as it would be for proof reading and correction. This will also result in better looking books.

The best physical form of manuscript which will aid these in the preparation of a copy is

the use of original sheets of typewritten copy with good margin allround. One inch on either side is very ideal. Carbon copies are often difficult to read and their submission for printing should be avoided;

all typed copies should be invariably doublespaced;

use only one side of paper to avoid confusion to the Printer;

all the pages should be serially numbered and the typed original copy should be free from errors of spelling, punctuations etc.;

only one style of punctuations, spelling etc. should be adopted;

the copy should be scrutinised for proper typography, sentence structure, grammar, spelling etc.;

the copy should be laid out and marked for the press;

all press instructions about layout and display should be explicit and complete. The instructions should contain the kind of type, name-manufacturer, size, leading between lines;

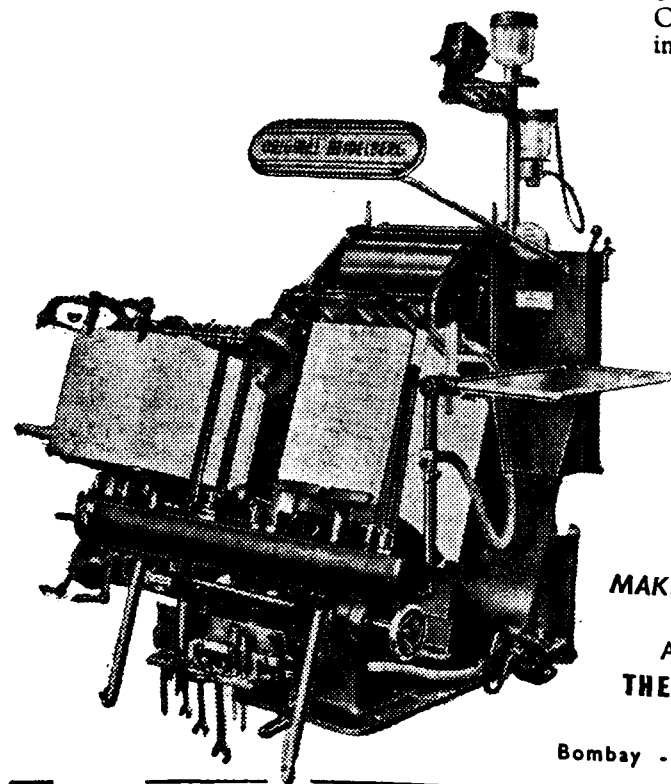
all illustrations should be numbered and the relevant places in their text should be indicated on the left margin by their appropriate number and lastly on the last page of the manuscript copy mark "End" at least one inch away below the last line to enable the printer to know that he has lost no page.

Poor copy preparation is an expensive luxury and even a single correction at the proof stage may cost.

Press instructions for all good productions should contain the size of the book; the width of the type area in PICAS and never in inches; the name and the size of type-faces; number of illustrations, their reduction and their proper place; paragraph indentations in

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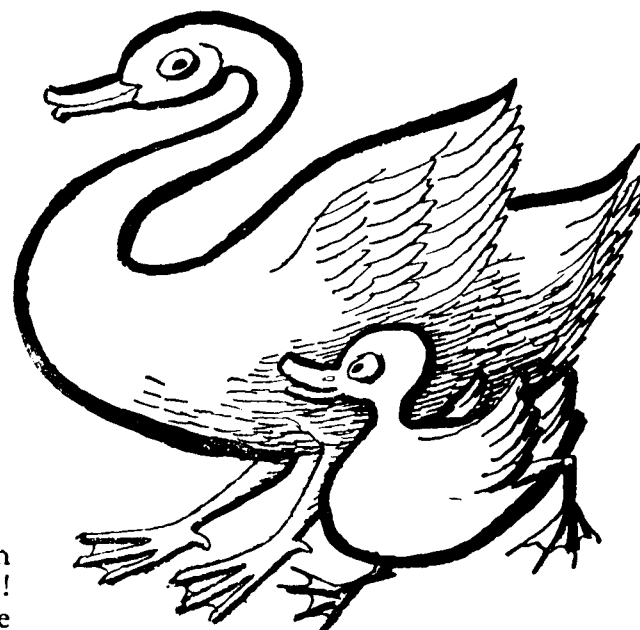
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Ems and Ens ; margins desired for side, top, back and tail ; display arrangements of types and illustrations i.e., flush, centre style, page size etc. ; selection of the process of production ; quality of paper with poundage for text and cover and the method of binding such as thick cover, board binding, limp cloth, etc.

Illustrating the content is to add to the effectiveness of the Textbook. The success of this detail depends widely on the discriminating selection of a suitable artist.

The task of preparing visual illustrations suitable for Textbooks is a highly specialised job. It is not wise to say that any Drawing Master or Artist can do justice in suitably illustrating a book. Especially, when it is question of illustrating a Textbook of elementary grade level, the artist should be chosen after careful consideration and great deliberation. A Cartoonist may not or need not necessarily be suitable for straight drawings and *vice versa*. Some are good at general drawings or letterings. Some can do very good human figure drawings of

animals or birds. A good designer may not necessarily be a talented artist for drawing faces and figures. The safest procedures for picking up a competent artist for a particular type of work would be to choose one who is demonstrably skilled, regardless of his professed ability to do any kind of work. Again, the Artist should be asked to use only those techniques in which he has specialised.

Primary School children like activity. The illustrations should enlarge the children's experience, stimulate interest and draw out a variety of healthy emotional reactions. They should suggest life, action and movements. The artists should frame the elements of depiction in such a manner that it should be fresh, purposefully appealing, instinctively attractive, logically sound and visually pleasing. The tender mind of the young readers craves for simple yet understandable straight drawings. In the lower grades, special care has to be taken to see that drawings have lively colours which will combine with clear and pointed details of dress, games, transport,

society and other home surroundings to spontaneously convey a clear impression of the period and place described in the context. For instance, a child in any of the North Indian villages or towns may not easily understand even the simplest depiction of a village scene in South India. Their ways of dressing customs and domestic atmosphere are totally different from each other. The authors and Artists should, therefore, take considerable pains and labour to acquaint themselves thoroughly, before attempting to prepare illustrations for their books. To ensure the Artist's grasp of every detail of what is actually wanted in the Textbook illustration, the authors should hold repeated discussions with the Artists and inspect the art work from the initial rough drawings to the finished representation of art work. The artist should be provided with good number of photographs, sketches or drawings already reproduced from which he can pick up such details as are needed for the purpose of preparing a consolidated piece of drawing to serve the purpose of specific Textbook illustration.

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The artist should always be given ample time to mature the idea before he actually commences working on the drawing. It is always desirable to prepare any drawing slightly enlarged so that the size could be reduced while preparing the plate. Such a reduction is to ensure sharpness and clarity.

The size of the illustration is also a major factor in suitably illustrating a Textbook. In lower grades large drawings, at least halfpage, would be most appropriate. Of course, in higher grades their sizes may be reduced but it should never be so small as to fail to give clear ideas.

Particular care should be taken to carefully scrutinize whether the drawing has the specified dimensions ; whether the idea of shape and size of figures are clear ; whether the depiction is accurate, true to the description given in the text and scientifically based ; whether the anatomical details are in conformity with the age groups to which they are intended, whether the illustration details have balance, proportion, contrast and lastly whether the colours are well combined and create an idea of natural appearance with true colours. In Primary Grades Textbooks washdrawings are among the best of illustrations. It should be borne in mind that the illustration should be artistic but not too elaborate.

The type style used must show consistency. Using several type faces destroys unity and the material looks choppy and destroys legibility. At most two different styles type faces can be used on any one page or any cover, which should also be so chosen that they blend well.

Economic planning necessitates wise selection of paper besides other considerations. The salient considerations which should be borne in mind while selecting paper are the surface, proposed use, finish, quality, weight, size, and grain and colour.

The paper should be of good quality and manufacture. In selecting paper for school books of a fairly permanent nature, special attention should be paid that the paper is white, matt, durable and thick enough to prevent print from one side showing through the other.

A heavy paper which is not less than 40 lbs. is ideal for school books and in lower grades it is to be raised to about 50 lbs.

Conventional bindings are among the best for books of a more permanent nature. These are the Saddle Wire Stitching, Side Wire Stitching, Sewn Soft Cover and Sewn Case Bound.

Generally, for all primary grade school books, Saddle Wire Binding is the simplest and the cheapest in form and can be used for small thicknesses usually from 8 to 32 pages. Saddle Wired Booklet allows them to lie flat and open with ease in reading. The inside margin could be very little and blended illustrations can be used.

Side Wire Bound books are also simple and cheap in form but this binding is not quite suitable in Textbook of lower grades since it has the disadvantage that the book will not lie open for ease in reading but has to be held open by hand. Due to frequent use and handling by children, books which have this kind of binding will get damaged easily.

Sewn Case Bound is the best when permanence is needed and, therefore, is the most expensive. This kind of binding is suited to books of any size with any number of

pages, if they are to endure much handling. Most of the school books in U.S.A. feature this style of binding. The case of the book is usually in touch binders board covered with cloth. The nature of binding which is best suited for a particular work has to be determined with special reference to the purpose for which the book is intended.

To endure frequent handling by children all textbooks for primary grade levels can be bound by Saddle Wire Stitching with a thick cover, which is flexible, so that the folding end does not tear or crack. Saddle Wire Stitching is simple, most economical and cheap in all respects. To strengthen the stitching joint, it would be better if a strip of cloth linson of about one inch width is pasted on the outer side on the stitching fold over which the stitching could be made. This further keeps the book withstand the frequent strain of often being opened by young children.

Thus, a planned Production of a Textbook should contain scientifically prepared attractive illustrations, well balanced typographic display, good quality of durable paper for text and cover and sturdy binding so that they may hold out an intellectual fare of stimulation to our children. —By Courtesy AIR, Delhi.

MARK THESE, PLEASE !

by

S. BOSE, B.L.

Superintendent, Calcutta Association of Master Printers

In this issue I like to discuss in detail about the provisions of Sec. 33 of the Industrial Disputes Act, because some very important changes have been effected in its provisions by the latest amendment of the Act, of 1956. Section 22 of the Appellate Act was the counterpart of Section 33. But now that the Appellate Act is no longer in operation, we have nothing to do with Section 22 of the Industrial Disputes (Appellate Tribunal) Act.

The object of Section 33 is to maintain status quo during the investigation and settlement of industrial disputes. Previous rigour of the Section in this respect has been removed to some extent by the amendment. The reading of the amended Sec. 33 is as follows :

‘ Sec. 33 (1). During the pendency of any conciliation proceeding before a conciliation officer or a Board or of any proceeding before a Labour Court or Tribunal or National Tribunal in respect of any industrial dispute, no employer shall, (a) in regard to any matter connected with the dispute, alter to the prejudice of the workmen concerned in such dispute, the condition of service applicable to them immediately before commencement of such proceeding : or (b) for any misconduct connected with the dispute discharge or punish, whether by dismissal or otherwise, any workmen concerned in such dispute.

Previously in no case the employer was competent to change the status quo of a workman during the pendency of any industrial dispute before a conciliation officer or a Tribunal without their express permission. This guaranteed protection had its evil effect inasmuch as it mongered a tendency of defiance and breach of discipline amongst the workmen in general and it was felt necessary to modify the law in this respect

extending some independent right to the Management.

Now, by the amendment of the Section no permission at all will be necessary (a) in regard to change or modification of any matter of the conditions of service of workmen or (b) in regard to the dealing of any punishment by way of discharge or dismissal of workmen, *provided however such matters or such acts of misconduct are not the subject matter of the industrial dispute pending for adjudication in which the workmen are concerned.* In other words, in matters connected with the dispute and for any misconduct connected with the dispute only, previous sanction of the adjudicating officer will be necessary for changing the status quo of the workmen concerned in the dispute. The question of permission relates only to matters connected with the dispute.

But, even though the employer has been extended the right of dealing somewhat independently in such matters or acts of misconduct as are not connected with the dispute, yet he shall have to observe certain formalities while changing the status quo of any workman connected with the dispute during any time while such dispute is pending for adjudication. Sub-Section 2 of Sec. 33 should be mentioned in full in this connection which reads as :

‘ During the pendency of any such proceeding in respect of an industrial dispute, the employer may in accordance with the standing orders applicable to a workman concerned in such dispute (a) alter, in regard to any matter not connected with the dispute, the conditions of service applicable to that workman immediately before the commencement of such proceeding or (b) for any misconduct not connected with the disputes discharge or punish, whether by dismissal or otherwise, that workman.

Provided that no such workman shall be discharged or dismissed, unless he has been paid wages for one month and an application has been made by the employer to the authority before which the proceeding is pending for approval of the action taken by the employer.

This proviso is very important. From a reading of this sub-section together with its proviso, it will appear that the only material change brought about by the amendment has been that the application to be submitted by the employer is not for permission of the authority before which the proceeding is pending but for his approval of the action taken by the employer. The application has to be submitted in any way, if not for permission but for approval.

Another thing is to be noted very carefully in this connection. The conditions for bringing cases under sub-sec. 2 of Sec. 33 have been clearly specified and the condition is that this must be done *in accordance with the standing orders.* But there may be many firms and concerns who have no standing orders of their own. What then should be the procedure to be adopted by the management of such firms and concerns ? The employers in such cases should proceed very cautiously and judiciously and should act reasonably and follow a reasonable procedure after obtaining expert opinion. The readers may well remember that in a previous issue I laid much stress on the desirability of having standing orders for every firm or concern.

Sub-section 3 of Section 33 of the amended Act again provides for protection of a particular group of workmen who have been mentioned in the section as ‘ Protected Workmen.’ The sub-section reads as :—

‘ Notwithstanding anything contained in sub-section 2, no employer shall during the pendency of any such proceeding in respect of an industrial dispute, take any action against any protected workmen concerned in such dispute (a) by altering to the prejudice of such protected workman, the conditions

(Continued on page 18)

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We give below an extract from the September issue of *The British Printer*.

Mr. Ellic Howe is interviewing Mr. Rowley Atterbury, who formed the Westerham Press in 1951 and who in the space of five years achieved with it a remarkable degree of success.

HOWE : 'In the early days, when you began to work for customers and had to do the machining yourself, did you find it difficult to ensure good presswork? I seem to remember that you had to wrestle with the suction feed on your Vicobold when you were a "Sunday afternoon" printer.'

ATTERBURY : 'The answer to that question is "yes and no". Once I began to grasp the first principles of presswork it was all fairly plain sailing. Anyway, in those days, I wasn't tackling anything very complicated—no halftone colour work like we do today for instance. I must stress that I've always made it a rule to use really good inks. Good ink costs money, but in the long run it's an economy !'

The truth of this message holds for all countries and all Printers, and the fundamental principle upon which a good Inkmaker will formulate his products is that it is more important that an Ink should be inexpensive than only *appear* so.

COATES INKS FOR GOOD PRINTING

ODDS & ENDS

Nehru Fancied in New Role

To save the morals of the people and particularly of the young people, a Bill has recently been passed by the Lok Sabha banning the publications of horror comics. Under the purview of the Young People's (Harmful Publication) Bill will fall stories portraying, either wholly or mainly, "the commission of offences or incidents of a repulsive or horrible nature in such a way that the publication as a whole would tend to corrupt a young person into whose hands it might fall whether by inciting or encouraging him to commit offences or acts of violence or cruelty or in any other manner whatsoever."

Deny them by all means the unwholesome diet but provide them with what is wholesome instead. Perhaps this was the idea behind Dr. Rama Rao's suggestion at the Lok Sabha that 'Chacha Nehru' should reduce his official engagements and write children's books for 'his millions and millions of nephews and nieces.'

That was certainly a brain wave and a nice compliment to the versatile genius of the man Nehru.

Chacha Nehru Zindabad !

Pennywise

The Central Board of Revenue has ruled that under the Central Excise Tariff relating to paper (a) Ocean Kraft Paper and other varieties of paper *e.g.*, waxed paper, (b) sand paper, (c) Carbon paper and (d) stencil paper are excisable by themselves and also that excise duty at Re. 0-1-3 per lb. on finished weight was leviable.

But the justness of this ruling has been rightly questioned by the circles concerned. The Calcutta Association of Master Printers, Calcutta Paper Traders Association and the Bombay Paper Converter's Association have already pointed out to the relevant authorities the anomaly in

the ruling and the repercussions on the Paper Converting Industry.

Wrapping Papers are waxed into waterproof paper. This is only converting and not manufacturing paper as such. But the Act relates to the *manufacture* of paper and not to *conversion*. So waxed or waterproof paper should fall outside the scope of the Act.

The base paper having already paid excise duty, it should not be taxed again when waxed as that would surely go against the accepted principle of avoiding double taxation. Paper Converting is a very small industry and carried on the lines of a cottage industry. If this is now forced to bear the burden of excise duty and undergo the necessary formalities, that would be a death-knell to them. The Excise Department on its part, will have to incur heavy expense in the shape of salaries to the inspectors and sepoy for the Converting Units and the expenses in all likelihood may be much more than the additional revenue expected.

Spread not the plaster with a hammer.

Audit Your Management

Financial audit is something very different from management audit. The point was lucidly explained by

Sir Jehangir Gandhi at the 7th annual general meeting of the Bengal National Chamber of Commerce, Calcutta, on November last. Management audit presupposes a fixed standard of efficiency with reference to which the progress of an industry is to be assessed. That again means statistical data about the industry concerned. The importance of management audit cannot be gainsaid, but the question is if the printing industry of India is yet in a position to introduce the system. Statistics regarding this industry are sadly wanting.

If you want to consolidate and improve the printing industry, proper attention is to be paid to the collection of relevant statistics.

Before you marry,
Be sure of a house
Wherein to tarry.

Interesting

A very interesting suggestion was offered to Mr. Charles Crabtree of Messrs. R. Hoe & Crabtree Ltd. by Sri D.N. Dhar at a Steamer Party given in reception to Mr. Crabtree by Messrs. Indo Swiss Trading Corporation in Calcutta on 8th December.

While thanking Mr. Crabtree for the help his firm has rendered in the development of the printing industry in India, Sri Dhar hoped the firm would consider reduction of the rate of interest they are now charging for their machinery on instalment.

Reduce the rates, increase the interest.

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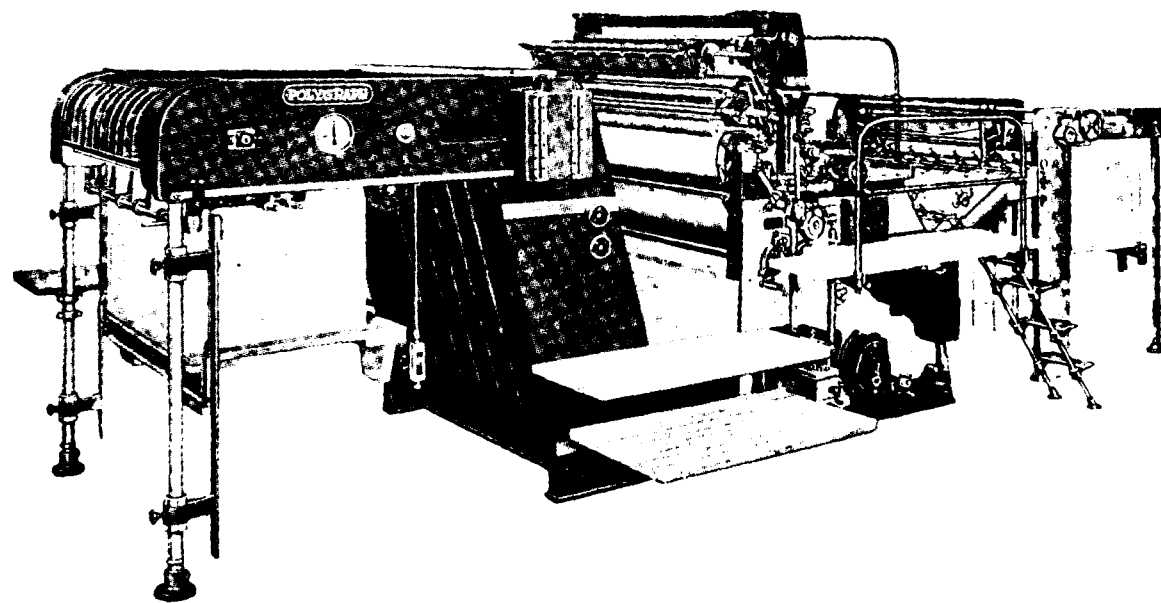
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SAFETY IN PRINT TRADE

JIC DELEGATES TOLD MANAGEMENT MUST LEAD

'The lead in organising safety must be given by top management and effective support must come from the unions.' This was because safety was everyone's business and the responsibility for it rested with everyone from managing director to new boy, said Michael Carey, research and development department Mardon, Son & Hall Ltd, at Harrogate recently.

Mr. Carey was giving an address on 'Safety in the Printing Industry' at the annual convention of the Joint Industrial Council of the Printing and Allied Trades.

In the one word 'co-operation' we had the underlying theme of accident prevention, said Mr Carey, who added that a small authoritative and experienced body with clearly defined terms of reference dealing in the main with the exchange of detailed technical information, could save the printing industry much money, lost time and human suffering.

Developing his constructive suggestions for the promotion and maintenance of safety, Mr. Carey declared that safety and production could not be divorced. This meant that the safety officer must concern himself with production. He should in fact, hold a position closely concerned with works production, whilst an efficient manager or an able work man must be genuinely committed to the consideration of safety.

'Every firm, whatever size,' said Mr. Carey 'can have a safety organisation provided there is one man who is prepared to work at it, but technical help should be available to him from outside.'

Accident losses which were not always apparent, and some of which might be several times as great as the direct compensation payment, included lost time—by the injured employee, his workmates, and in rearranging production: production losses—through damage to machines, overhead losses, production disturbances, etc., and employee payments—in wages during convalescence, ex-gratia grants, or family grants.

Investigation

Dealing with accident investigation and analysis, Mr. Carey said that accuracy was essential in building up a store of knowledge on accidents in the safety officer's own works. The investigation must be carried out immediately by an independent person who could elucidate truth by tactful cross-examination. The results of such investigations, covering a period of at least five years, could then be analysed in age groups, for both slight and reportable accidents, whether general or sustained in the use of machinery.

'If the analysis is made with care' continued Mr. Carey 'it will not only disclose the hazards, but will place them in order of importance, and provide a background for preventive measures.'

His own firm's experience had been that the greatest single hazard arose when two or more people were working on a machine at the same time. 'One man presses the button and another is caught,' he commented.

The speaker had some definite views on the guarding of machinery which, he said, was often looked upon as a nuisance instead of being regarded as a friend.

'It is good to know that machinery makers are fast coming to realise that the engineering difficulties of guard design must not be underrated, that a guard must not interfere with production, and that it must give as high a degree of protection as possible.'

Guards should cover the backs of gears as well as the front and sides; they should not impede machine adjustment; they should be easily removable; and the inside of the guard should be painted safety orange as a warning sign.

Guarding

Guarding was a problem to be faced with both new and old machines, and we had to recognise the probability of severe accidents if new machinery was not properly

guarded at the time of its installation.

'Once we printers stop buying trouble, then our guarding difficulties will cease to accumulate and we shall be able to concentrate more on the guarding of the older machines.'

Machinery manufacturers had responsibilities under the Factories Act 1937 to guard new machinery. If they failed to do so the printer would take over their responsibilities. Co-operation was essential between those responsible for the safe and profitable use of machines on the one hand, and the designers, makers and agents on the other.

Referring to the guarding of old machines, Mr. Carey described the methods used in his own firm, involving experiment, consultation and analysis, and the production of a safety booklet. The booklet was written primarily by the machine men, but with co-operation from managers, foremen and engineers.

Equally important was the exchange of 'know-how' between printers and Mr. Carey suggested the setting up of a common pool available to the whole trade, for the free exchange of information and experience.

Of general accidents—those in which people fall or come into collision with objects—Mr. Carey said that little fundamental work had yet been done and he felt the time had come for a planned attack on such accidents. Some preventive measures were obvious: suitable clothing, shoes with low heels, stout soles and 'steel toe-caps rather than peep-holes.'

For a sound foundation of facts as a first stage in the collection of background information, the speaker's firm used separate analysis forms for machinery accidents and general accidents. The first of these had columns dealing with the basic cause e.g., disobedience, error of judgement, lack of guard, etc., whilst the basic causes of general accident were analysed under such headings as falls, collisions, and objects falling on people.

'I feel that a timid apprentice, unsuited to his work, unhappy and ragged by his workmates, is more

(Continued on page 18)

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NEWS AND NOTES

Hyderabad State Printers' Association

I had occasion to visit the Office of the Hyderabad State Printers' Association and was greatly impressed by the useful services this Association is doing to our printing brethren of that State. This is a standing instance where it is proved that united action will help every member of the industry.

This Association has been taking work from Government to the extent of several lakhs. A committee distributes the work and the office maintains a register of members showing their full equipment so that the committee will be able to know the amount of work that each member would be able to do, and the work is distributed accordingly. Another register is maintained giving the details of work so distributed. Every member does his work promptly and passes it on to the Association who in their turn send them to the Government together with their bill. If part-payment is made against such bills, members are given proportionate payments. Vouchers are kept for all expenses, however small it might be. Office-bearers spend hours every day to see that the work is carried on smoothly. It is indeed a pleasure to see an Association working so efficiently and to the advantage of all the members. There was an instance where a member had tried to contravene the rules. Disciplinary action was taken and the member was expelled.

It would indeed be good if all Associations in the country work with such unity. If there is any example indeed to prove that unity is strength, one need not go far from Hyderabad.

Hony. General Secretary

Standardisation of paper

We are glad to announce that the attempts of the All India Federation

of Master Printers have resulted in convincing the Paper Sizes Sub-committee of the Indian Standards Institution that the adoption of the size recommended by them after five years was detrimental to the industry, with the result that the Sub-committee have now decided to continue all the sizes *viz.*, A, B and C (virtually the existing sizes) for a period of 15 years.

The Indian Standards Institution have requested the Federation to send its representative to the Paper Sizes Sub-committee of the Institution.

All-Asia Printers' Conference

The Executive Headquarters of the Japanese Association of Graphic Arts, Tokyo, Japan, inform us that they are planning to have an All-

Asia Printers' Conference in Japan when printers from all the countries of Asia would assemble in October 1957. It is hoped that this Conference will promote friendship and cultural development among the Asian Nations.

They have requested the All India Federation of Master Printers to send representatives to this function, and they say that mid-October is the best season in Japan. Further information of the proposed Conference is expected to be received soon, and would be given due publicity in *the Bulletin*.

Among the nations of Asia, Japan has made rapid strides not only in the matter of printing, but also in the manufacture of printing machinery. Some of the machines produced in Japan compare very well with those produced in the west. A visit to Japan in connection with this Conference is sure to enable the Indian printer to see for himself the latest development made in graphic arts in that country and is therefore sure to be an education in itself.

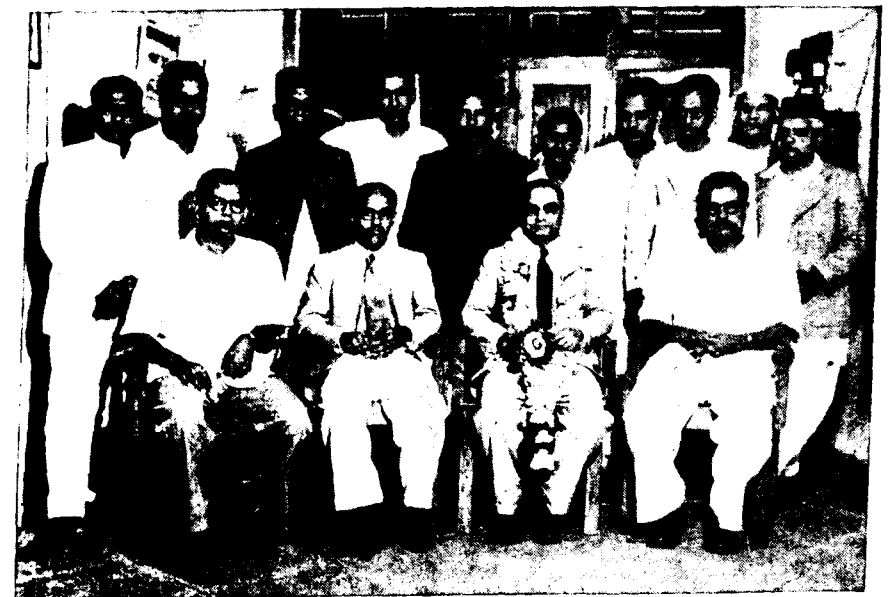


Photo taken on the occasion of Sri. S. Viswanathan's visit to Hyderabad

Sitting L. to R.—Sarvasree J. R. Bardapurkar, Subramaniam, S. Viswanathan and A. P. Nagan.

Standing L. to R.—Sarvasree Puli-Mallikarjun, S. Ganda Reddy, K. Shankeriah, R. Anna Rao, P. Narayanswamy, S. Baday Sahib, G. S. Rao, G. Narayan Rao, Balakrishna Lahoti and V. S. Tonge.

Commonwealth Standards Conference, 1957

We understand that arrangements for holding the Third Commonwealth Standards Conference in New Delhi from 21st January to 3rd February 1957 are being made and the Conference is mainly to consider the possibility of aligning the printing standards and standardisation policies of the Commonwealth countries so as to facilitate exchange of goods and services amongst them, as also to secure agreement on common objectives and principles of operation in the interests of inter-Commonwealth relations and trade.

—*ISI Bulletin*, Nov. 1956

Second West Bengal Printers' Conference.

The 2nd West Bengal Printers' Conference will be held under the auspices of the District Association of Master Printers, Nadia at Krishnagar on 12-1-57.

Sri. Ashoke Kumar Sarkar, Managing Director of Hindusthan Standard group of papers will inaugurate the session. The conference will be presided over by Sri. S. N. Guha Ray, Vice-President of the All-India Federation of Master Printers and Sri. D. N. Dhar, President of the Calcutta Association of Master Printers will be present as Chief Guest. At the special invitation of the sponsors, Sri Arun Chandra Guha, Minister for Revenue & Defence Expenditure, Government of India has kindly

consented to address the conference. With Sri Sourish Chandra Ray Maharajkumar of Nadia as President and Sris Ramani Bhusan Banerjee and Sachindra Singha Ray as Joint Secretaries, a strong reception committee has been formed consisting of all the executive members of the sponsoring association.

GRAPHIC 57

'Graphic 57' is proposed to be held at Lausanne in Switzerland between the 1st and 16th June next year.

This exhibition is divided into three broad groups:

(1) *Machines & Materials*, comprising letterpresses, offset, lithography, rotogravure, flexographic printing, silk-screen, copper-plate printing, embossing, photo-engraving, book-binding, paper and cardboard making and converting.

(2) *Papers and Inks*, comprising the latest manufacturing processes used by producers of paper, inks and plastic materials for the printing industry.

(3) *Finished Products*, comprising a display of really outstanding products from the fields of advertising, posters, art books, colour calendars, etc., a highly instructive, valuable presentation of the printing industry's contributions to the global marketplace.

In addition, Graphic 57 would also comprise a selection of special displays organised under the auspices of the various international associations. This selection has been made by an expert body.

The first display relates to a model Swiss advertising scheme. The second relates to prevailing trends in designing through a wealth of examples and this selection draws artists from Belgium, Denmark, France, Germany, Great Britain, Italy, Japan, the Netherlands, Sweden, Switzerland and the United States. The Lausanne display would also comprise artistic advertising by a number of European, United States and Japanese manufacturers. And there are numerous other displays.

Though essentially indicating the progress of the printing industry and allied trades, Graphic 57 does not ignore the research aspect of Printing as the need for such laboratory research cannot be over-estimated. There will be demonstrations with the help of organisations like the Association for the Encouragement of Scientific Research. Such research would result in technical development and increased productivity consistent with economy. In the research pavilion, the visitor can realise how control techniques are used in the laboratory. Through such demonstrations the Association for the Encouragement of Scientific Research intends to impress on the visitor to Graphic 57 the imperative need for exchanging scientific information on an international basis.

Such an international trade fair of printers of all the countries should be hailed as a rare opportunity for machine manufacturers to exhibit their wares in an essentially competitive field. By holding such exhi-

bitions annually and in a different country each year, competition and progress naturally become accentuated. New machines and processes are developed. Their significance should be grasped both by the management and by the workers. At such annual gatherings one learns in a few hours what one otherwise would have taken days and months. Incidentally, the visitor's outlook widens by foreign travel.

Happily the Ninth International Congress of Printing industries coincides with Graphic 57 and the Congress is expected to draw to Lausanne, a thousand participants from all over the globe including India.

London Firm Comes Second In World Print Contest

A three-and-a-half-year-old firm of small offset users in London have won second prize in a world-wide competition organised by AB Printing Equipment, Swedish manufacturers of the ATF Chief 24 offset press. They are Swift Publicity Ltd., of Mount Street, London W1, and their entry—printed on the ATF Chief—was a poster for London Transport's Underground Escalators.

A cheque for 2,000 Swedish crowns (about £130) was recently presented to Swift Publicity's director, Seymour Strange, by Frank Pershke, governing director of Price, Service & Co., Ltd., who sell the ATF Chief in Britain.

More than 440 competition entries from all over the world were assembled in an exhibition in Stockholm. Jobs submitted were on a large variety of stock, including onion-skin, heavy board and silk and included posters, leaflets, book covers, labels, wrappers and maps. Competitors had to submit full details of how each job was printed, including the speeds.

The jury of Swedish printing experts judged each job first from the point of view of technical quality and then by a consideration of its difficulty.

First prize in the competition was awarded for a poster submitted by Aircraft Printing Co. Pty Ltd., of Sydney, Australia. The third prize went to Frisch Bock-en Steendrukkerij, of Amsterdam, for a label job.

—*Printing World*

British Printers to visit Russia

A four-man team representing the British printing industry will be visiting Russia on an exchange arrangement made with the British Council, the Soviet Embassy and the British Federation of Master Printers. This will be the first British Federation of Master Printers' organised visit to Russia.

This interchange of representatives of the graphic arts industries is in response to an invitation from the Soviet Union. Four Russian printing experts are expected to make reciprocal visits to the United Kingdom early in 1957.

It will indeed be welcome if the Government of India also could plan such visits to other countries possible.

The First Automatic Reading Machine

As the result of extensive laboratory research, the Solartron Electronic Group have now designed a machine for reading printed characters and transferring the information to an electronic computer or utilising it for sorting out printed documents. This model which was recently demonstrated reads digits 0 to 9 in a variety of fonts and sizes at the rate of 120 digits a second. Each figure is read at less than a hundredth of a second and each line of type is scanned by a 'flying spot' television tube. It is proposed later to enable letters also to be read like these digits at even greater speed.

THE ALL INDIA PRINTERS' CONFERENCE & EXHIBITION DELHI

FIFTH SESSION, 1957

It has been decided to hold the All India Printers' Conference & Exhibition, Fifth Session from 2nd April 1957 to 22nd April, 1957.

Those who have booked their stalls or who intend doing so may please note the dates.

S. VISWANATHAN
Hony. General Secretary

Business houses and Banks might find this contrivance extremely handy and useful in their daily figure work. The machine may also be used in checking the correct working of serial-numbering machines as used in bank note printing as well as in the taking of reprints.

All-British Intertype

From the Damascus International Fair, which will start on September 1, we learn that an all-British Inter-type Composing Machine has arrived. The Model is a single distributor with side magazines equipped with Arabic matrices in 9 point, 12 point and 16 point, as well as matrices for setting in English.

The Intertype carries a double keyboard, on which the characters in Arabic and English are clearly shown, an electric metal pot with Funditrol heater, an automatic metal feeder and the mould cooling device. The installation has been designed to meet requirements of the Syrian market economically after the most extensive enquiries throughout that country in the light of all aspects of the full industrialisation programme contemplated immediately and in the future.

The machine will be exhibited on the stand of M. Nazih Tarabeine, the Intertype distributor for Syria, by whom the specification for the machine applicable to the country's requirements has been drawn up. The most recent information received at the offices of Intertype at Slough indicates that the machine, with full equipment as specified, has already been sold for delivery immediately after the termination of the Damascus Fair. Already many of the major newspapers in the Arab countries use extensively machines similar to the CSM exhibited, and a number of repeat orders are being dealt with at Slough.

It is fully expected that the exhibit, together with Intertype printed matter set in Arabic, will create considerable interest not only among newspapers and printers, but with industrialists who recognise how their print requirements can be speedily obtained on the spot.

—*Printing News*.

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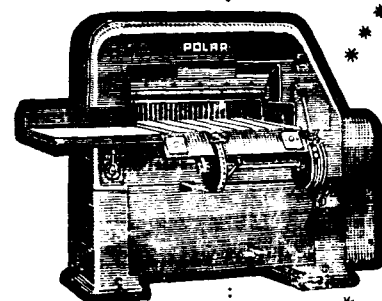




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'Lithotex' Unit will suit small Offset Printer

Pictorial Machinery Ltd., subsidiary of the Monotype Corporation Ltd., announce the production of the 'Lithotex' Repro-Unit, the latest addition to their wide range of photo-mechanical equipment.

The "Lithotex" Repro-Unit has been specifically designed for the production of lithographic plates for the small-offset type of machine, and it is said to fulfil a need which has for a long time existed in the printing trade.

The equipment is in easily transportable form, and is claimed to be all the equipment the small offset printer needs to make himself completely independent of outside platemaking suppliers. Camera, retouching desk, whirler and printing down frame are all included in the unit, delivered (with chemicals if required) in a specially constructed packing case which serves as a bench and sundries storage cabinet after installation.

The "Lithotex" Repro-Unit functions as follows: (1) *Camera*: The camera is capable of making first class line negatives and by using a modern "screen included" film, half-tone negatives can also be produced. A-13 in. Wray lens is fitted; the range of enlargement and reduction is obtainable by fixed positions to certain scales between 1:2 and 2:1. The ground glass focussing screen is part of the dark slide, which enables sizing to be extremely accurate if intermediate scales are required. Copy lighting is by six 100-watt lamps of standard pattern.

(2) *Retouching Desk*: By removing the black backboard from the copy-holder and swinging down two supporting arms, a retouching desk is available for negative spotting and touching up. Illumination is provided by the copy lamps, only one being required on each side.

(3) *Whirler*: Pushing the camera carriage to its foremost position reveals the simple hand-operated whirling tray. The plates, up to 14½ in. 17½ ins. are held on to the rotating base plate by simple moisture adhesion. Coating is carried out in the normal way; prying is by means of a hand air drier which is provided.

(4) *Printing Down*: Two pieces of ¼ in. plate glass are used to obtain required contact and, although the weight and the surface of the glass give remarkably vacuum-life properties, two pressure clips are provided to ensure adequate contact during exposure. A tungsten ballasted, mercury vapour lamp is used for exposing. This modern light source is economical to run, completely clean in working, less trouble than carbon arcs, and has an intensity comparable with that of an enclosed arc lamp. —*Printing News*.

Evening Courses at London School of Printing

The London School of Printing and Graphic Arts will be holding next session a one-year course, involving attendance on one evening a week, in Business Administration for Ink Technologists. The course is intended primarily for students taking Stage 4 of the City and Guilds Certificate, but it will also be of value to others who hold, or are training for, executive positions in the industry.

The London School of Printing conducts evening courses leading to the Common Intermediate Certificate and National Diploma in Management Studies which are awarded jointly by the British Institute of Management and the Ministry of Education.

The courses have been carefully planned to give students an introduction to the various facets of business administration, knowledge which is essential to anyone aspiring to a post of responsibility in the industry.

The new session begins on September 24. Enrolments, for the courses—continuing students September 12 and 13, 6 to 8 p.m.; new students, September 17, 18 and 19, 6 to 8 p.m.—at Back Hill, London E.C.1.

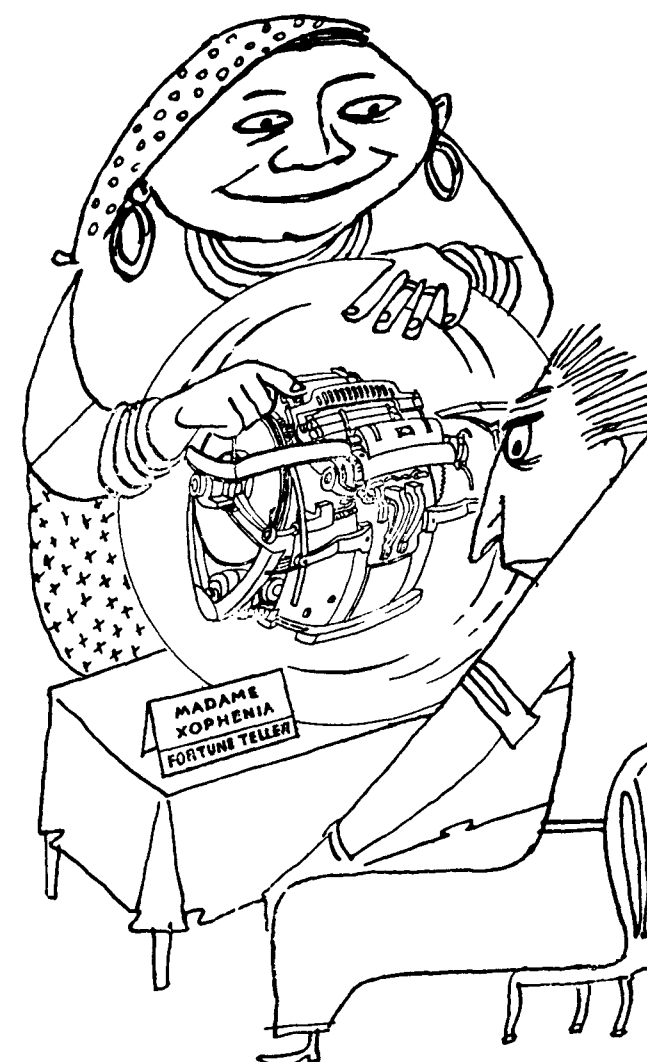
—*Printing World*.

A New Dutch Machine

REPETEX is a new Dutch-made step-and-repeat machine which is now offered in one size, taking a maximum plate of 71" x 77". Instead of using the customary method to achieve gap-free contact between positive and plate, the "Repetex" employs an automatic vacuum system. The change is not only at achieving a superior contact but also at eliminating complexities and weight associated with the mechanical method. The system consists of air pump which extracts the air free from between the plate and the positive, which are therefore sealed together by rubber beading, and associated control mechanism. The manufacturers claim that this is the least expensive of the available machines.

Editorial committee for "Penrose."

Owing to the sudden demise of R. B. Fishenden, Messrs. Lund Humphries & Co., Ltd., publishers of "Penrose" have formed a small editorial committee with the immediate object of completing the present volume. On this Committee are Mrs. Beatrice Warde, H. M. Cartwright, Charles Hasler, R. S. Hutchings and Anthony W. Bell.



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(Continued from page 7)

of service applicable to him immediately before the commencement of such proceeding or (b) by discharging or punishing, whether by dismissal or otherwise, such protected workman, save with the express permission in writing of the authorities before which the proceeding is pending.

It is therefore evident that whether the matter relates to the dispute or not, previous permission is always compulsory in the case of a protected workman. Now, who is a protected workman? Explanation to the sub-sec. reads 'For the purpose of this sub-section a 'protected workman' in relation to an establishment means a workman who, being an officer of a registered trade union connected with the establishment, is recognised as such with rules made in this behalf.'

(to be continued)

SAFETY IN PRINT TRADE

(Continued from page 11)

likely to have an accident than a cheerful, robust young man who is at home in the factory. But what scientific evidence is there to support or reject this conjecture?

Training

Finally, Mr. Carey turned to the need for adequate training which, he said, played a major part in accident prevention. The Factories Act, 1937, provided that young persons working at machines covered by the Act must be instructed in the possible dangers inherent in the machine, and the precautions to be observed. He must be trained in the use of the machine and have adequate supervision when working at it.

Mr. Carey then described the training programme applied in his own firm, the success or failure of which hinged largely on the attitude towards safety adopted by the trainee's fellow workers.

In such training work, the foreman occupied the key position. Each foreman had been trained in instruction and accident prevention and, in subsequent refresher courses, he was free 'to point out to the accident prevention officer the error of his ways.'

'It is in this type of hammer and anvil work,' said Mr. Carey 'that much progress is made. There is a real need for union-management co-operation in this training of young persons.'

Obituary

We regret to report the demise on 22-11-56 of Shri Kesho Datt of Chiman Electric Press, Karolbagh, New Delhi, a member of the Delhi Printers' Association. May his soul rest in peace.

3 questions...

GEVAERT

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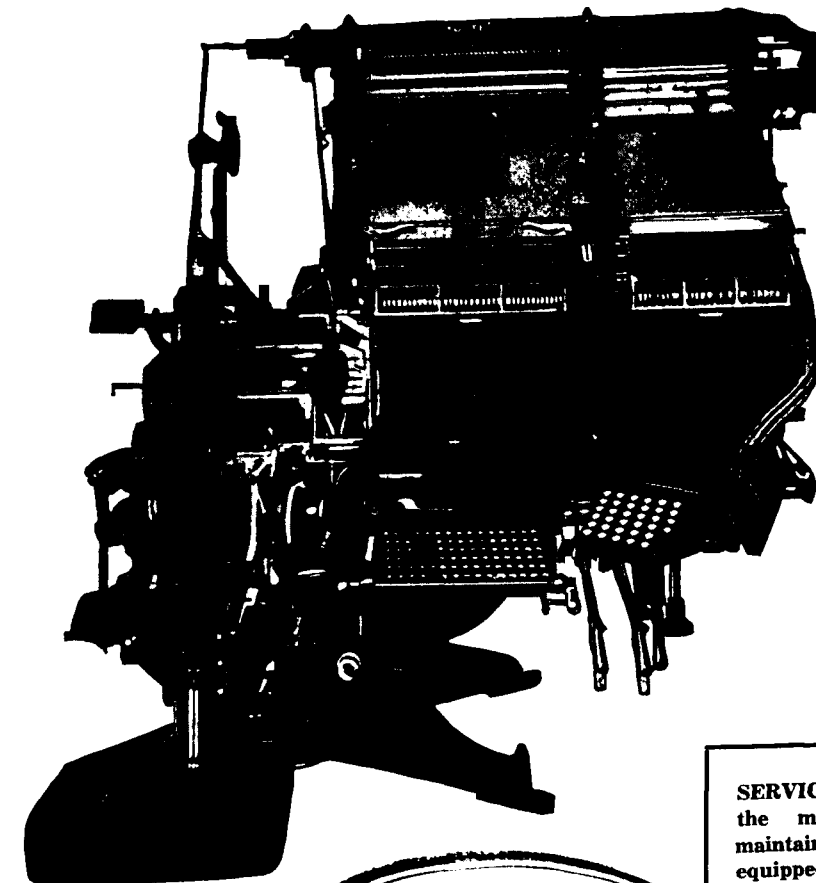
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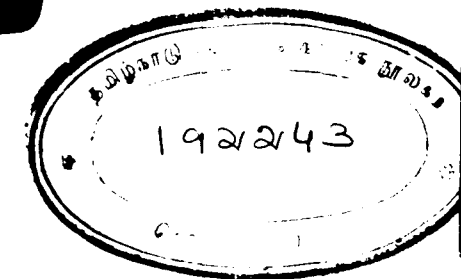


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