

JL
11145 m20,1
N57.47
78502



OFFICIAL JOURNAL OF THE INDIAN FEDERATION OF PRINTING TECHNOLOGISTS

Vol. IV

FEBRUARY 1957

No. 7

for

PRINTING INKS
QUALITY PAPERS
GERMAN LITHO PLATES
GERMAN PROCESS ZINC SHEETS
"BUTTERFLY" GUMMED PAPER
"BUTTERFLY" GUMMED TAPE

Indenting Agents

PRINTING MACHINERY
PAPER
MATCH CHEMICALS
IRON & STEEL
AND
PRINTERS' SUNDRIES

*Individual Consideration
is always given to your own
Particular Requirements*

Contact

K. ORR & COMPANY

40, CHINNATHAMBI STREET, MADRAS.1

3519

Grams: PRESUNDRY

INDUSTRY SEMINAR NUMBER

Cable: "BHUVANA"

Phone: 84469

SWADESI TYPE FOUNDRY

51, Guruvappa Chetty Street,

CHINTADRI PET

MADRAS - 2

Producers of

TYPES IN FOURTEEN LANGUAGES
HALF-TONE & LINE BLOCK MANUFACTURERS

Manufacturers of:

Perforators, Lead Cutters, Mitreing Machines

Dealers in

ALL KINDS OF PRINTING MACHINERIES AND ACCESSORIES

Direct Importers of

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

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

ENQUIRIES SOLICITED

T. A. SUBRAMANIA MUDALIAR
Managing Partner



The Official Monthly of The Indian Federation of Printing Technologists Mad

CONTENTS

- 3 SEMINAR ON BOOK INDUSTRY PROBLEMS
- 18 OPENING OF THE BOOK INDUSTRY COUNCIL OF S. INDIA
- 22 UNIVERSITIES IN INDIA CELEBRATE CENTENARY
- 25 W. BENGAL MASTER PRINTERS' CONFERENCE
- 27 ALL INDIA PRINTERS EXHIBITION AND CONFERENCE
- 29 SILK SCREEN PRINTING (2)
- 31 NEWS

President

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

Hon. Secretary

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

Hon. Editor

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

All correspondence regarding matter for publication, subscription and advertisements should be addressed to the Hon. Editor, PRINTECH, c/o The Jupiter Press Private Ltd., 7, Kondi Chetty Street Madras-1.

Annual Subscription Rs. 5

Just published!

THE GRAPHIC ARTS HANDBOOK 1957

Some of the many technical data and informations are: Printers and Authors proof-reading symbol, simple calculations of estimating, the space required for a manuscript, finding out the weight of type and leads required for a job, imposition schemes, estimating, amount of ink required etc., selection of screens to paper etc. etc. A special art inset explaining the principles of colour printing.

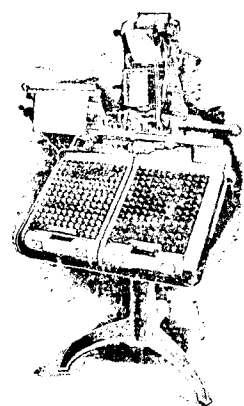
Size of the publication is Demy 8vo, the text matter running to 204 pages.

The Publication is priced at the production cost of Rs. 2/8/- (Rupees two and annas eight only) plus Re. 1/4/- for postage and packing. Order your copy now to avoid disappointment by sending a crossed postal order or cheque only to:

The GRAPHIC ARTS SERVICE

64 PYCROFTS ROAD 1st STREET

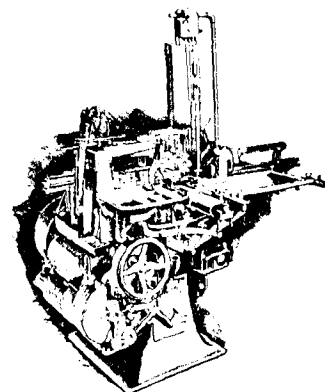
MADRAS 14



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

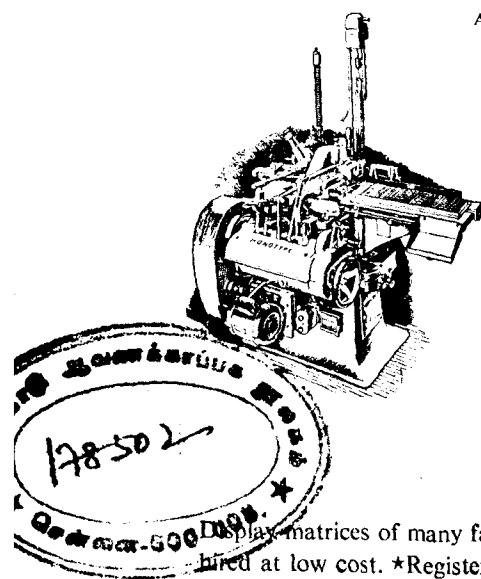
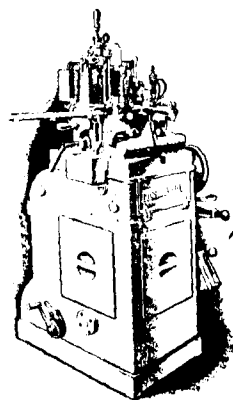
A 'MONOTYPE' KEYBOARD
requires only a simple and rapid change of equipment
for an operator to compose text matter in any Euro-
pean language—or in Sanskrit, Hindi, Marathi, Kash-
miri, Nepalese, Bengali, Assamese, Gujerathi, Tamil,
Telugu and Urdu, with ease and speed.

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



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

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



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

THE MONOTYPE CORPORATION LTD

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

SEMINAR

ON

BOOK INDUSTRY PROBLEMS

THE SEMINAR organized jointly by the Southern Languages Book Trust and the Book Industry Council of South India, was the first of its kind in India and was attended by delegates and speakers from Bombay, Calcutta, Delhi, as well as from Madras and neighbouring States. It was held on February 9th and 10th at the office of the Book Industry Council at 8 Victoria Crescent, Egmore, Madras 8.

Concurrent with the Seminar an Exhibition of books was also arranged. Among the 2,500 volumes put up as exhibits, were many rare volumes as well as examples of modern book productions. More than twelve languages were represented in the exhibition and there was also children's section.

SRI G. V. KRUPANIDHI, General Manager of the Southern Languages Book Trust, welcoming the gathering, said the object of the Seminar was to help the production of good books and make them available to the public at a comparatively low price and in bringing to the publishers, distributors, booksellers and authors connected with the book trade on a common platform to examine and discuss problems they would have to face together.

He said that in connection with the Seminar an exhibition had also been organised where they could find books for the children besides other books published in different languages of the southern region.

Inaugurating the Seminar, Dr. G. P. Ramaswami Aiyer observed as follows:

"It gives me a genuine pleasure to inaugurate this Seminar, initiated under the joint auspices of the Southern Languages Book Trust and the Book Industry Council of South India. But there is no denying the fact, that the success of the great experiments which have been launched in the political and educational spheres by the authorities of this country, that success, will be in direct proportion to this spread of mass education and that to-day means the spread of book knowledge. We are very often apt to forget the significance of the words that we use. We very often talk of books and of the style in which books are written. If we realise what a "book" originally means, we shall perhaps appreciate some of the stages through which book production and

FEBRUARY 1957



Sri G. V. Krupanidhi, General Manager of the Southern Languages Book Trust, delivering the welcome address. Seated from left to right: Sri S. M. Palaniappa Chettiar, President of the Book Industry Council of South India; Dr. C. P. Ramaswamy Aiyer, who inaugurated the Seminar; and Sri V. Subramaniam, one of the Directors of the Book Industry Council.

book industry have proceeded. A "book" originally meant a "peach board" the board of the peach tree, the bark of the peach tree on which books were written. That was then perhaps the more valuable method of producing books than those bricks on which characters were laboriously carved in the old countries of Syria, Greece, Babylon and even in Egypt. It must have been a difficult process to have carved out the characters in bricks and to have written books on tree barks and you can thus realise what the value of the books in those days was. In India the bark used to write books was called the *Bujja Pathra*. This was the instrument of writing, this was the material on which lines were written and books published and these books naturally, having been written in that manner, were precious materials. There is an old saying by one of the political master-minds of old India, Chanakya, by whose name a part of New Delhi is now known. (Here Sanskrit verse quoted) It means that when you hand over your book to another man or hand over your money to another man, neither the book nor the money is available for you when you need it. (laughter) That kind of learning which depends on books is not of much use. That was what Chanakya said about thousand years ago. As a matter of fact it may be more than thousand years ago. Those who have travelled in Europe and visited museums would have seen books, neatly bound, being fastened securely to substantial pillars in

order that those books may not be easily removed or taken away. People who wanted to read those books came there and either copied from those books or made other arrangements for study. That had both an advantage and a disadvantage. In India before the books became popular, the knowledge was conveyed through the ear and not through the eye.

In other words if a person wanted to study, say the *Rigveda*, he got the whole thing by heart and you had then what are called "walking encyclopaedias" in the country who had acquired by their memory all the knowledge enshrined in the ancient scriptures, by the process called *Adhyayana*. They thus acquired the knowledge of the Vedas, the Upanishads, one or other of the *Ithihasas*, grammar, astrology, astronomy and so on. By this the knowledge enshrined in 20 or 25 books was found in the living presence of these "walking encyclopaedias". That was the state of things then. Books were taken to mean as priceless treasures in those days. If you went through the museums of Europe or America, you will find that in it was kept one of the earliest and best book, namely, "Mazarine's Bible" beautifully illuminated and painted. Books were such treasures and all kinds of ornamentation and illumination were put forth with enthusiasm and exultation to make those books attractive. That love and care does not exist now unfortunately.

But the position was, until quite recently, all

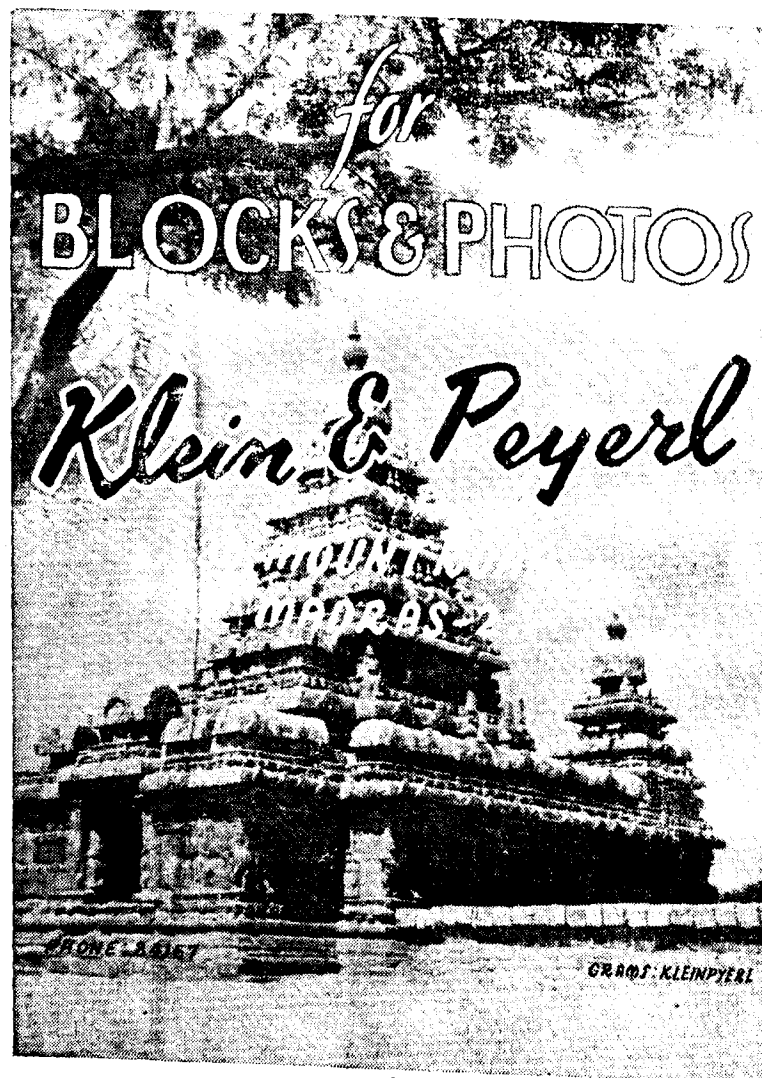
ver the world books were in possession of the fortunate few and not with all people. So much so even in my life-time—I am now 77—have known of the attempts made practically by all countries of Europe and America to popularise books. Carlyle and Mathew Arnold have spoken about the limited popular appreciation of books in their days. It was in response to the call made by very prominent individuals that popularisation of books then took place. In my life-time I knew of the Castles National Library. I have made a list of it from my own library. There were the *Canterbury Tales*, Castles National Library, Henry Morley's Universal Library (brother of the famous John Morley), John's Classics and Nelson's Books. Above all there were the wonderful productions of W. G. Stale, who wanted to break the monopoly of the bookseller and publisher who insisted on publishing three-volume publications, each priced at 2s. 6d. so that the three volumes put together made 22s. 6d. He wanted to break that monopoly. He started publishing pocket books in England of popular works. Of course they were of rather indifferent type, when compared to the beautiful prints of modern days. But the attempt he made then was a laudable one. He published in pocket book editions each priced a penny, all the great classics. By these efforts he made a concerted effort to break the monopoly and the result was a wide deviation of popular attention. Some aspects of it were of course limited. There are always pessimists in the world. His concerted effort did produce results and side by side with it there were attempts made to familiarise the people with the great classics of the world. There was the movement encouraged by Lockney in the Continent of Europe. Practically all old classics of Europe were brought out in book form at a cheap rate. There were the Lowell Publications. So it went on.

But in India the growth of popular book production has been very much delayed. As a matter of fact until quite recently, the need for books has not been fully realised. It does not for the moment deny that there have been cheap

and useful editions of the epics, *Ramayana* and *Mahabharatha*. By cheap editions I mean those ranging from Rs. 5/- to Rs. 10/-. The first dictionaries that were produced in South India, in Tamil and Telugu were printed on paper which crumpled in the first year or two and the print was very illegible and the slightest moisture made the whole thing rather pulpy. It was rather a bad way of promoting the sale of books.

It has to be realised, that if our Constitution has to be worked, if our Five Year Plans have to succeed, if the elections have to be conducted on fairly decent lines, that you have to educate the people. No doubt attempts are being made to educate the public. *Harikathas* and *Kalekshepams* are now becoming popular. Of course I do not want to mention the manifold topics displayed in the cinema and other allied fields of exaggerated industry. I am not referring to that. I am referring mainly to what may be called "real valuable literary effort." There is a great deal of that being done. But the demand is growing momentarily for books and more books.

There is a great deal of talk about Hindi being made the National language or the Tamil being made the language of administration in the State. No one would say that the claims of the regional languages should not be protected or their importance minimised. But let us look at a few things, a few facts in the face. You go to the British Museum or the Library of the Congress in the United States or the Library in France. There you have got four to five million volumes dealing with every aspect of human thought and literature on power as well as the literature of knowledge, vision and speculation. You get these books there in such abundant numbers. Now it is up to the languages of India to come to a position of near equality with these other languages. If there are four or five million books in English there are the same or almost the same number of books available in French, German or Russian and you have to produce books at a tremendous pace before you can say that a language is apt for the expression of all



the thought of world dreams and aspirations, the speculations, of the world. Not only should it be apt for that expression but the expression of ideas and thoughts and dreams is available in an easily accessible form. The first duty therefore in order to perfect our educational system, to make ourselves self-sufficient in that matter in India is to accelerate the production of books so that it might be said that in Tamil or Telugu or Hindi one may get all the knowledge, all the inspiration that one needs or demands or earns for by consulting books in that language. More over it must not be forgotten that to-day it is not only books that are the purveyors or conveyors of knowledge. All that is taking place month by month, year after year is being recorded in journals, magazines and proceedings of the societies and seminars like this and so forth. Now this must be available in a cheap and accessible form in the languages of India because so many people want them.

Now I will give you a story of what happened in the Hyderabad University many years ago. I was asked to deliver the Convocation Address of the Usmania University. At that time the Government there was intent upon making Urdu language not only the language of the State but make it a kind of all India language. Therefore there the Government were going about the business with a tremendous amount of enthusiasm and concerted effort. I went there and expressed my view rather unfashionable view, that for the time being Hyderabad might as well concentrate on English and books written in English and wait until Urdu became really an apt vehicle for thought and ideas. I was very strongly criticised by my friend Sir Akber Hydari the then Pro-Chancellor of the University. He said I was taking a most reactionary and objectionable point of view. Well to have been duly corrected and humbled but unfortunately I was not. I went in the evening to the library of that University and made some enquiries as to what happened with the translations they were making. They said that they were translating books on Dynamics into Urdu. But by the time

the translation was over and the terms were completely collected and collated and arranged it took two to three years to publish it,—a new edition with many changes had come out. There are these difficulties and it is necessary therefore that the publishing trade should be alert and alive and that people who talk of replacing all these modern languages, English, French, German and Russian by our own languages should produce books in our own languages, apt for the purpose of complete education and complete popular education, education both in research and scientific subjects, in the humanities and books of popular outlook and character. That is an immense task but that task is an indispensable and irreplaceable task. Unless we go into that task with all our energy and enthusiasm we shall not be able to satisfy the demand that has risen from all sides.

This brings me to the next point. We in South India have had a great advantage in that the South Indian Languages, namely, Tamil, Telugu, Malayalam and Kanarese have developed in addition to the old literature they possess which in the case of Tamil is one of great antiquity and great power and great inspiration. In addition to this we have become adapted to modern needs in the matter of journalism.

You, Sir, have pointed out and it was my pleasant duty as a Member of the Press Commission that travelled throughout the country to realise that to an extent unprecedented elsewhere journalism has come to its own in South India with the result that the number of children's magazines that the number of children's journals dealing with political social and other subjects, that monthlies and fortnightlylies dealing with lighter and with more serious subjects, these are not only popular but have made a great name and a place for themselves in the daily life of the people. I do not wish to mention names but I believe there is no harm in saying that papers and journals like, *Anandavikatan*, *Kalki* and *Kalaimagal*, have made a name for themselves. I am not referring to dailies because I do not want to

make competitive remarks. There are journals and magazines which are serving a very useful purpose. They are also encouraging and have been a source of great encouragement to budding authors who have something to say or express. Sri Subramania Bharathi, a great Tamil poet was partly at least encouraged by a particular journal in South India, the *Swadesamitran* to which he owed a great deal. But when that is said and the commendation that is due to them has been paid namely, that the journals, monthlies, weeklies and dailies in South India conducted in the local languages have not only proved themselves great political powers but also instruments for social reform and social rehabilitation and for literary appraisal and criticism, nevertheless, a journal or a newspaper can never be a substitute for a book, a book which you can own, treasure, go back to from time to time, refresh yourself with and keep by you in order to be a solace and comfort.

Now all over the world the journal, especially the literary journal has recently suffered a decline. I am not referring to names, but excepting the *Times Literary Supplement* which keeps its pride of place in the world, very few journals of the like calibre and quality have survived in the world. But as I have said there is no point in relying upon the journal and the magazine to supply the needs of the reading public. It is up to the publishers and those who are interested in the spread of knowledge and of every kind of inspirational stimulus to bring into existence as large a number of books in as many departments of life and thought as possible. Not until that is done shall we be able to say that we have solved the problem of popular education.

The Seminar has therefore a great task before it. I see you have dealt with all aspects of the question. I find that you are dealing with 'Selection of Manuscript—the publisher's approach'. It was said that the author has come to stay and is able to dictate his own terms. He has come slightly, very slightly (Laughter) and very gradually to his own. It is true if you say that the cinema stars have

come to their own. Then there would be no two opinions on that subject. (Laughter) The movements of these stars are carefully attended to and looked after. (Laughter) But to say that at present the author is the favoured object of the publisher is to put it a little too high. Now that is one of the things we have to. During the last five or ten years we have known that very important books could not be produced for lack of monetary facilities by authors who are fairly well known and who had not had that kind of claim over the publishers to enforce their claims like some of the authors of to-day. I do know that serial detective novels and love stories are being eagerly devoured by subscribers of journals but I have not seen yet any such big circulation achieved by books as such apart from exceptional cases like C. R's book *Vyasar Virundhu*.

Therefore the publisher has not only to find out the author but has to be 'the right type of patron of the author. Without going into the details I might say that a great responsibility rests upon the publishers not only to get the right kind of author and patronising in the right way but to make it possible for the author to be absolutely independent of influential patronage. One of the difficulties in journalism and authorship is the danger of an organised body, whether we call it Government or Corporation or anything else, being the centre of patronage. For centuries, one of the great difficulties has been, where to draw the line in this matter of Government patronage. If Government patronage means the dictation of the matter, the dictation of attitudes, the dictation of the way of looking at things and outlook, then Government patronage may do great harm. It may do some good especially in the early days of literary growth, when Government may choose somebody. Take the history of the poet laureateship in England. Excepting Wordsworth and Tennyson, the Government there you know succeeded in getting the worst poets made the Poet Laureates. (Laughter) England never made a mistake in that respect, never chose anybody

but the worst poet. (Laughter) In the case of pensions given in France and the United States for literary work it might also be said that political influence, party influence and all these played a part with the result that generally speaking there was a tremendous reaction against what may be called Government patronage of any form of literary effort or endeavour. It can be different in our country. The Sahitya Academy of which I am a Member varies from the other organisations and may make an exception in the history of the world, that is, we may succeed in choosing only the right type of men and reward them to the right extent and not make them mere creatures of Government. We may do it in the right proportion and perspective. It is much better in the long run that the author depends upon his publisher. There is the intermediary, the bookseller, between the author and the publisher. He also counts since he knows the sense of the times and might be willing to encourage the right type of talent. These are very important aspects to be considered. I am not making any criticism. I am not stating any policy. Why I say so, is this. I have some idea of the literature produced in what are called totalitarian countries like China and Russia. In Russia with regard to doctrines of biology if the Russian Academy came to the conclusion that there was only one kind of doctrine that is right, every other must be suppressed and every body who produced the wrong type of book was dealt with rather summarily. Sometimes he lives, sometimes he does not live. (Laughter) I do not blame Governments. After all Governments believe in themselves, and in their policies. Governments can be run only by disbelief in other policies. Reference was made to dynamism. Dynamic policies mean opposition to static policies, or what may be called mischievous policies. The more intent Government are in following great policies against obstacles, the more intent they will be to see that the opposite point of view is not given more importance (Laughter) than in its own assumption it deserves. Therefore there are many difficulties

in relying upon Government patronage and Government regulation of literary effort. The work of the publisher is not only to keep free of these things but to be a kind of contact maker between the people at large and the author. This is an aspect which I trust the Seminar will discuss and keep in view.

Then there is the question of readers' preference. Now we know how readers' preference can be created or corrected. They are to a very large extent dependent upon the right type of advertisement directed in the right way. Take for instance the commercial broadcasts. You are told that if you use the right kind of tooth paste, the proposal put forward for disarmament would be satisfactorily solved. (Laughter) Some such kind of thing can be utilised for pushing certain books, certain authors and so forth. But that kind of tendency can be eradicated or minimised only by a large number of publishers existing in healthy competition with each other and agree to say the exact opposite of what his neighbour says. I am sure publishers although they are great philanthropists and love each other very truly, they must nevertheless preserve the spirit of competition so that the evil aspect may be eradicated.

Then I find you say something about the 'pre-publication publicity'. Pre-publication publicity is very well done in South India. We have seen that recently. The pre-publicity given to *Vyasar Virundhu* was wide in character and intense also and has had its result or had its effect. Therefore I take it that the Seminar has little to learn in regard to pre-publication publicity. (Laughter)

I cannot say much on 'Sales campaign' but that is more or less the same kind of thing. I find that wherever travel, in the railway book-stalls, hotel book-stalls apart from detective stories, crime stories which are universally popular (Laughter) and are similar in nature to the cinema of Hollywood production, there is really not a discerning appraisal of the books that should be pushed forward. There is a great deal that can be done in that direction. The roll of the bookseller consists



WHERE THERE IS PROGRESS

Among the most powerful influences in India today are newspapers, technical journals and school books. But they must be good, plentiful and cheap. They can be!

The LINOTYPE composing machine is the World's most economical and efficient tool for setting printed matter. With equal ease it can set Roman, Hindi, Marathi, Bengali, Assamese, Tamil, Burmese, Sinhalese or Urdu—in fact, over 850 languages and dialects.

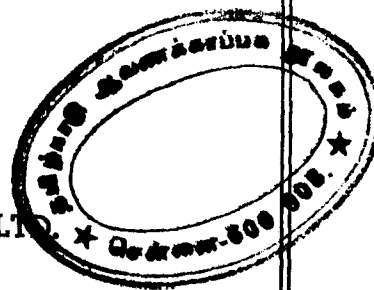
WHERE THERE IS PROGRESS THERE IS A
LINOTYPE

LINOTYPE AND MACHINERY LTD.

14 MADAN STREET, CALCUTTA 13

10/29 MOUNT ROAD
MADRAS-2

11/13 HORNIMAN CIRCLE
BOMBAY-1



in that.

Friends, I have been talking in a rambling kind of way. If I have succeeded in my attempt, if I have brought home to you the immense task that awaits those responsible for the production of books, for the distribution of books and for the right type of encouragement to be given to produce literature that will be appropriate and apt for the manifold purposes which India has to subserve, I will be satisfied. To-day we are passing through a difficult time. To an extent probably undreamt of before it is an age of crisis and of transformation. It is in this stage that it is necessary first of all to cater to the needs of the public taste and educate the public, the readers. Having catered to the taste of the public, it is as much the duty of the publisher and the author to rightly educate the public, the readers. Travelling in America and in other countries as I do, one of the things that impressed itself upon me most was the vogue of the television. The way in which boys and girls give up the habit of playing foot-ball or cricket and want to be at home for the television programme. There is a great deal of perversion of popular taste going on all over the world and there is a great deal of it in India for the first time.

The paucity of books in the past at least preserved us from some of the antics of those who are out to debase and pervert public taste. The tendency to-day on account of the multiplication of books is exaggerated and enhanced and one of the great duties of the author and publisher will be to deal with that tendency and even at the risk of monetary self-effacement to see that it is an instrument for the right education on proper lines of the public taste. Having done that it is necessary to produce books which can be read. There is no use of producing outrageous books on flimsy paper. Of course we are suffering from paucity of paper. That apart we must see to it that our books are a delight to handle and to read. Some people produce books in such a fashion that they are easily destroyed so that another book might be purchased. (Laughter) From

certain points of view it may be a good trade device. But most of us like to have a book which can last for months. This aspect is not always borne in mind by the publishers. I do not know whether I am going outside my jurisdiction in saying that. But it is necessary to enforce that. I might say that quite recently certain very fine cheap editions of the Tamil classics have been produced in the South as also in the Telugu classics. These are departures in the wholesome and right direction. I welcome them.

In inaugurating this Seminar let me wish you god-speed and wish you success in the solution of the problems of choosing the right kind of author, encouraging him or her, choosing the right kind of publisher and making him realise that his contribution is worthwhile in making it possible for the right type of popular books to be produced in large numbers both with regard to what may be called the literature of power and the literature of knowledge, inspiration and speculation. All these aspects deserve consideration and I wish all of you representatives both foreign and Indian on several aspects of the book trade and the publisher trade may work in harmony and produce results commensurate with the worthy objects that you are here to advance. (Applause)

Dr. K. M. George, Asst. Secretary of the Sahitya Academi, Delhi, conveyed the greeting of the Academi and explained the scope and function of the Academi in relation to the growth and development of Indian languages. He thought that one way to tackle the problem facing the book industry was to produce books on a mass scale, and towards this end he wanted a huge printing machinery to be set up in Madras.

Mr. V. Subramaniam, one of the Directors of the Book Industry Council, proposed a vote of thanks.

PANEL I

Discussion on Panel I entitled "birth of books" then commenced with Mrs. Mona Hensman, Principal, Ethiraj College, as

FEBRUARY 1957

moderator. Mr. J. H. Adam, Managing Director of Orient Longmans, read a paper on the selection of manuscripts and the publisher's approach to it. He said the approach to the choice of manuscript was primarily an economic one, and the publisher was greatly influenced by salability, readability and competence and originality of the author.

The preparation of the MS. itself should receive much care from the author. A shabby typescript can make a bad impression in the publisher's office, while a clean, tidy and well-prepared one will immediately make a favourable mark on those who have to read and handle it. Wherever possible, the text should be typed in double spacing on one side only of the paper, which may be quarto or foolscap, but entirely of the same size throughout the TS. The sheets comprising each chapter should be pinned or clipped together at the top left-hand corner only and not bound up in the form of a book. Corrections to the TS. should be made neatly and legibly in ink and where they are heavy, the matter should be typed out afresh. Printers charge more for setting from 'dirty' copy and the resultant proofs will need heavier corrections—a point which will weigh with the

publisher if he is to bear the cost. Where, as in many Indian languages, it is not possible to submit a work in typewritten form, the handwriting should be scrupulously legible and immediately decipherable even to semi-literate compositor. Whether typewritten or holographed, the MS. should be complete in itself, with the preliminary matter, appendices, etc., duly set out in the proper order and the whole serially numbered, page by page, at the top right-hand corner from beginning to end. A fly-leaf at the beginning of the MS. should give the full name and address of the author and a summary of the contents, listing the number of folios of the TS or MS., and any accompanying diagrams or illustrations. Material for illustrations should not be inserted in the text, but should be supplied in a separate envelope, carefully numbered and referenced, so as to make it perfectly clear where they should be located to fit the context. Here again, the form in which the MS. is submitted to the publisher should be a matter of pride in the author; who should aim to be complete in all particulars. An author, particularly a budding one, must not be hurt if he is politely reminded of this obligation on his part. An artist would not exhibit or offer for sale an unfinished painting.



Sri T. V. Kunhi Krishnan, Secretary of the Book Industry Council welcoming the delegates to the Seminar. Seated from left to right: Mr. J. H. Adam, Managing Director of Orient Longmans Ltd., Calcutta, who read the paper on "Selection of Manuscript"; Mrs. Mona Hensman, Principal, Ethiraj College for Women, Moderator, Panel I; and Sri R. Janardanam Naidu, Librarian, University of Madras, who spoke on "Reader's Preferences".



Photo shows Sri J. M. Lobo Prabhu, Secretary, Home Department, Madras, Moderator of Panel II, introducing the speakers. Seated from left to right: Mrs. Santha Rungachary who read paper on "Book Reviews"; Sri Jaman H. Shah, read paper on "Pre-publication Publicity"; Sri G. L. Mirchandani, who read paper on "Sales Campaigns"; and Mr. Gilbert Miller of America spoke on book trade in India.

He also stressed the importance of author-publisher relations.

Mr. R. Janardhanan Naidu, Librarian of the Madras University, spoke on readers' preferences and referred to conditions in Great Britain and other countries.

Sri Mulk Raj Anand in his paper on "some notes on the present relation of authors and publishers in our country" (which was read in his absence by Sri T. V. Kunhi Krishnan, one of the Seminar Secretaries) said that unless the distribution of books was envisaged on a mass scale, it was not possible for a private publisher to take the risks of publishing books of even established authors. He said the present distribution system of books was based on the small-shopkeeper outlook of selling gaudy wares in the bazaar or on the pavement. The serious author, he complained, "was presented in the most sensational manner and the whole dignity of his creative work suffered, making him rementful and inhibited in his approach to the publisher". The present awkward relation between the author and the publisher had to be

changed.

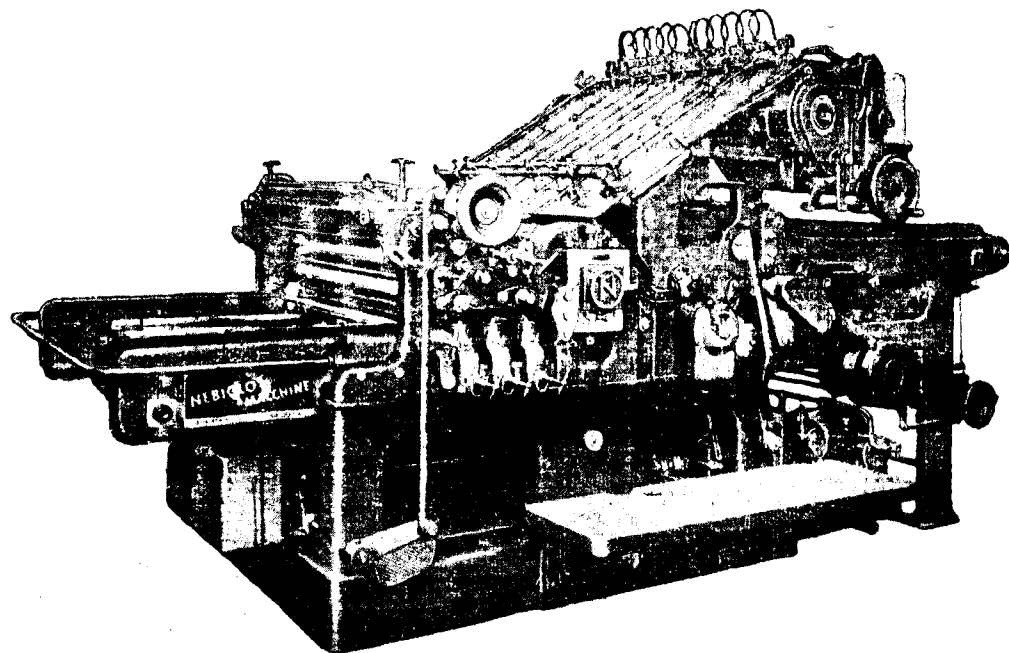
PANEL II

Panel II of the Seminar with Sri J. M. Lobo Prabhu, (Home Secretary, Government of Madras) as a moderator, discussed promotion techniques in relation to selling books. Sri Lobo Prabhu said that one of the problems before the book industry in India was to enlarge the sales. While English books had a market all over the world, books in Indian languages were confined to their own state boundaries. English books which were printed better and frequently more interesting, offered a competition to the books in Indian languages. The Southern Languages Book Trust could interest itself in the more specific problem of popularising proper books and of reducing their prices.

Sri Jaman Shah of Bombay who read a paper on 'pre-publication publicity', said that the purpose of such publicity was to introduce the dealer and the reader with what is to be and arouse their interest and attention and also a desire to buy.

For dependable high speed machines
"NEBIOLO" OWNS OUTRIGHT FAME

AVAILABLE IN
 DOUBLECROWN, DOUBLEDREY AND QUADCROWN SIZES
 EITHER WITH OR WITHOUT AUTOMATIC
 FEEDER AND EXTENDED PILE DELIVERY



(NEBIOLOS RFTD/M)

Contact Sole Agents for immediate Supply:
The Standard Printing Machinery Co.

Phone : 55096

12/81, Sembudoss Street, Madras-1

Grams : "PRINTMACHO"

Also

THE STANDARD TYPE FOUNDRY

Kothari Mansion
 Opp. G.P.O., BOMBAY

Chawri Bazaar
 DELHI-6

14/2, Old China Bazaar St.
 CALCUTTA



Seated from left to right: Sri N. Sankaranarayanan who read a paper on "Role of the Book-seller"; Sri D. S. Sastry, Moderator on Panel III; Sri Rama Rao, read paper on "Channels of Distribution"; and Mr. Martin P. Levin of America spoke on "Economics of Distribution".

Smt. Santha Rungachary in her paper on book reviews said that a book review did advertise a book, using a word "advertise" in its original sense of 'giving notice of'. That was its main function. Discussing the qualifications of a good reviewer, she mentioned personal reservoir of knowledge with smooth and incisive style and above all capacity for clear judgement.

Sri G. L. Mirchandani, Proprietor of India Book House, Bombay, read a paper on aspects of sales campaigns and discussed importance of show-cases book-racks and descriptive literature. They had an unexploited market, and with expert salesmanship, proper display, promotion and publicity, there were tremendous possibilities of tapping the market.

Mr. Gilbert Miller, noted expert on promotion, said that in his opinion the Book industry in India had a bright future with increasing literacy and with awareness among educated classes of the importance of reading.

PANEL III

The third panel of the seminar on book industry problems conducted by the Southern Languages Book Trust and the Book Industry Council of South India met on February 10 at 8 Victoria Crescent, Egmore, Madras 8, with

Mr. D. S. Sastri of the Central Bank of India as moderator.

Mr. Martin P. Levin, Vice-President of Grosset and Dunlap, New York, speaking on the "Economics of Distribution" said that from his experience he knew that sales of books now were ahead of what they were a year ago. This could be attributed to the greater availability of the books as well as to the expanding economy. There was considerable reading material now available in the regional languages in the form of newspapers and weekly magazines. Book should also be made available through distribution channels which are larger than those that are obtained at present. He made particular mention of the literate market, the children market and the family market where large expansion was possible.

Mr. Rama Rao, Manager of Chandamama Publications, speaking on "Channels of Distribution", said that for a long time book distribution was only meant to reach the colleges and schools. Only in the last decade the books had penetrated the library field. Readership was increasing considerably and the time and existing resources of channels of distribution should be subsidised with vigour, speed, courage and confidence. He pointed out the time lag in distribution due to lack of

facilities at various stages, and wanted care to be taken to remove such time lags. While the existing distribution channels were quite reliable, the supply of missing links like the central and regional depots and mobile units would make them more efficient.

Mr. N. Sankaranaryanan, General Manager, Higginbothams Ltd., speaking on "The role of the bookseller", said that the bookseller was the last link in the chain that connected the purchaser to the consumer. He thought that people who served in book shop should be equipped with full knowledge of not only books they were selling but also the several of those that were still in print. He suggested that the Book Industry Council should organise a course for training assistants for selling books. With increasing literacy and all-round advancement in education, the bookseller would have to play a bigger role in the cultural life of the community.

Mr. Sadanand Bhaktal, Secretary of the All India Federation of Publishers and Booksellers, Bombay, speaking on common problems, traced the several difficulties of the publisher before he could produce his best seller. He referred to the problem relating to transport and pointed out that in smaller towns where there was a potential market the problem could be solved by co-operative effort.

The most important aspect of the literary out put was the cultural aspect. The literary critic had an important role in this regard and helped to raise the level of production. He wanted the National Book Trust established recently by the Government of India to work out proposals with the co-operation of the booksellers, librarians and printers and critics for expansion of sales and improvement of the quality of literature.

Dr. R. Crowell, Member of Board of Governors of Yale University Press, gave an optimistic view of the book trade and thought that the cinema, theatre, radio, television could not elbow out the books. The success

of a book depended on the manner in which it was shaped.

PANEL IV

The final session of the seminar was held on the afternoon of February 10 with Mr. S. R. Srinivasan, Director of Orient Longmans Ltd., in the chair. This panel which was called "critic and outlook" enabled delegates to have an overall picture of the discussions and determine the outlook before the industry.

Mr. Srinivasan thought a book salesman should have perfect understanding of men and matters.

Mrs. Mona Hensman explained what the bookseller could do for the ordinary man in enabling him to select good books. She thought that there was need for proper and better use of libraries by students and others. She also recommended the building of a good home library of classical books of which the children would be proud.

Mr. Khasa Subba Rau, who spoke next, referred to plagiarism and said that if there was unconscious expression of another's ideas in one's writing, it did not matter. But if that was done deliberately without any kind of acknowledgement to the original author, it was a serious type of piracy and was immoral and should be protested against. He stated that the best medium of salesmanship was advertising. To make a book sell, he said, a good predisposition and atmosphere for buying it should be created.

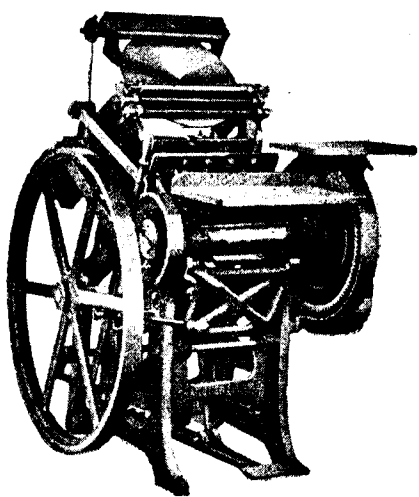
Mr. D. S. Sastri of the Central Bank of India stated that the publisher should have a wary eye to judge the tastes of the public and see that material suited to their taste was produced. He suggested that financial accommodation could be obtained from banks by making certain feasible arrangements by publishers.

During the lively discussion that followed, one of the important points raised was the need for reduction of advertisement rate for book announcements in newspapers.

PRINTECH



" ORIGINAL "
AMERICAN REBUILT
CHANDLER & PRICE
PRESSES



AVAILABLE IN
F'Cap Folio (8" x 12") Crown Folio (10" x 15")
Demy Folio (12" x 18")

NORTON & CO.
SPARTAN TYPE FOUNDRY
CHOO LAI :: MADRAS-7

SET IN 2 PIECES OF 18 Pt. BUTTERFLY BORDER Rs. 3-8-0 per lb.

FEBRUARY 1957

17

OPENING OF THE

Book Industry Council

OF SOUTH INDIA

THE Office of the Book Industry Council of South India was formally opened at 8, Victoria Crescent, Egmore, by Dr. A. Lakshmanaswami Mudaliar, Vice-Chancellor, Madras University, at a function held at the premises of the Council on February 8.



Dr. A. Lakshmanaswami Mudaliar, Vice-Chancellor, Madras University, who opened the Office of the Book Industry Council of South India, seen at the exhibition of books organised in connection with the Seminar.

Mr. S. M. Palaniappa Chettiar, who welcomed the guests on behalf of the Council, said that at present there were 297 members belonging to the book industry from the four language areas, namely, Tamil, Telugu, Canarese and Malayalam.

Addressing the gathering Dr. A. Lakshmanaswami Mudaliar said :

When I was asked to declare open the Council of the Book Industry, I felt very happy indeed that such a function should take place and that I should have the privilege of associating myself with this function. I have

been following the fortunes of this Book Industry Council for some time now. I have had the opportunity of being present and participating in some of the discussions that led to the formation of this Council. I think it is extremely fortunate that we in South India have been able to get the Book Industry Council formed in such a short time. It is a happy augury of the times that spontaneity was the genesis of the Membership of this Council and that so many have joined this Council. I also feel exceedingly happy that this Council represents the four main Dravidian languages of South India. Only this fore-noon and after-noon we were having a discussion with another Committee in the University and I venture to suggest that perhaps no University could have as many languages on its rolls and the care of developing these languages as the University of Madras. We have at present eleven language sections including European language sections, Tamil, Telugu, Malayalam, Canarese, Sanskrit, Persian, Urdu, Hindi, French and German. It is our intention to increase this number by some more languages. Efforts are being made in this direction.

What particularly strikes me as significant is that the four languages of South India should have joined together to form this Council. It is as it should be and ought to be. Not only are these languages so interdependent but there is a common genesis for these languages. I think it may be said without any fear of doubt that throughout South India there are scholars in all these languages in most of the districts. It is therefore well that on the first occasion

that a Book Council of this nature was to be started the representatives who are responsible for this task of spreading the knowledge of these languages should have come together.

My own impression of the Book Industry Council is that it is something far higher, far nobler than any other industry of its sort, than any trade organisation of its sort. You are dealing with the intellectual element. You are dealing with people who are not after fashions or who are after other pleasures of life. You are here to supply intellectual pabulum, for the elite of the society, for I hope we still believe that those who are educated are the elite of society in spite of difficulties that we are now experiencing. (Laughter) You probably are all aware that very shortly elections are going to take place and one of the main features of those who are responsible for the elections is to convert the literates into illiterates. (Laughter) That is the process that we may have to go through. I myself do not know for whom I am going to vote, for some animals, for some birds, for some figures or for something or other. I have to study for the first time, although you may think that I am comparatively not ignorant of some of the languages, in what manner I have to exercise my franchise.

But that apart, I venture to think that the Book Council is an exceedingly valuable institution and has a prestige of its own that cannot be ordinarily given to other trade associations. It is from that point of view that I am happy that for the first time in the Trade, a Council such as this has been formed which will be an example to other trade associations of a like nature.

I have always felt that one of the chief difficulties for the spread of the literature that is available is the lack of opportunity for proper advertisement, I do not mean advertisement of a gross nature such as those we unfortunately find as we walk or ride through the streets of Madras; but I mean real useful advertisement which will know how to get the books taken to the farthest corners of the earth. Perhaps no nation is better fitted for advertisement than the American. I think they have stolen a march

and one of their successful contributions is the dictum which says :

'The man who whispers down the well
About the goods he has to sell

Will never reap the shining dollars

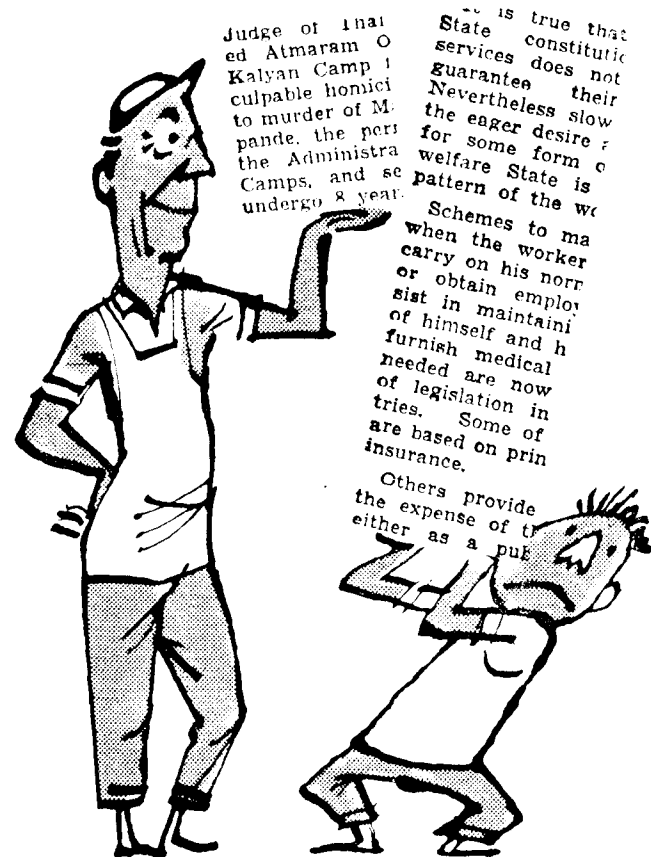
Like the man who climbs the tree and hollers'

(Cheers)

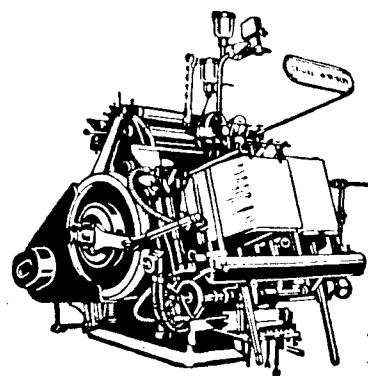
Whatever it may be, it may be the latest method of preparing sandwiches which are to be used, all over the streets the advertisement is so great, is so tremendous, is so persistent that everybody is bound to take notice of it. I do not suggest that the Book Industry here need necessarily go to these advanced methods of advertising adopted for other trades; but I do think that a certain amount of advertisement is very valuable.

Let me tell you my experience as I have been a globe-trotter, as has been very kindly referred to. In all the countries I have gone, everywhere, as you are walking through, you find 'window advertisement'. These 'window advertisements' are not of the nature that we are accustomed to find as we walk through Mount Road or the main streets, of Madras. I am sorry to say that. You go through any of the important streets of Geneva or Paris, You find these 'window advertisements'. All the important books are displayed there in the windows in such a way that you can see them and also read a portion from the books which is invigorating indeed. Everybody who walks through the streets stops to see what it is in the shop-windows of the book-sellers. I do feel that it is a necessity to bring the books to the notice of the reader. You cannot expect the reader to go to the shops and find out what books are available. It is not trade. So long as you confine yourself to your own particular shop, so long as you want everybody to come and glance through those books and find out whether they are saleable or not, you will not be in a position to get the books broadcast in the manner in which they ought to be.

I may tell you another example of how the Book Industry Council can develop. There are very few libraries in this country which are known as circulating libraries. I do not here



the
long
and
short
of it...



Long runs...short runs—they're all the same to the ORIGINAL HEIDELBERG. It's the one printing press that saves time and trouble (and temper!) Why? Because it's the most versatile printing press there is. Today, there are more than 75,000 ORIGINAL HEIDELBERGS in operation around the world—proof enough as to their amazing ability and proof that every printer should have one!

Please consult the
Heidelberg Agents for Northern,
Central and Southern India:

THE EAST ASIATIC CO. (INDIA) PRIVATE LTD.

Printing Machinery Section

BOMBAY - MADRAS - DELHI - BANGALORE - SECUNDERABAD

You cannot do TODAY'S
printing job with
YESTERDAY'S machines
and still be in
business TOMORROW

refer to the Circulating Libraries of Governments. I refer to the Circulating Libraries of the Book Industry. Take some of important publishers in America as well as in England. Messrs. H. K. Louis & Co have got a circulating library of their own, through which books are sent out to the people for stated periods on a token subscription of two guineas per year. You can keep through out the year one or two books sent out to you and use them. These are often text-books or reference books, and books which are exceedingly useful from many points of view. I think it is very necessary for the Book Industry Council from now on to see and study how these books can be brought to the notice of the readers. It is not a question of the readers being attracted to the books but the books being forced on their attention in such a manner that they will take to it with assiduity.

Another question which I doubt now that the Book Industry Council is trying to solve is that individual competition will never further the trade. There is much to be said for a combination. In these days combinations have become so common a feature that no trade organisation can depend upon its own strength. So it is that I welcome the idea of the Book Industry Council, where the Council will be responsible to display and popularise the books of all its Members in such a manner that the average reader may choose what he likes. There is no necessity for any cut-throat competition in the book trade. The books will find their way. If a book is prominently needed by readers than others the Members of this Council should rack their brains and find out why it is so and what they ought to do to improve their method of production. Let me here state one factor without being impertinent to the Book Industry Council or to its Members who have been publishers. We can improve a great deal in the method of presentation of books. If you want the books to sell they must be attractive. If you want to sell a sari you make it attractive. I do not see why a book should not be made equally attractive, pictorial representation, good binding, good printing above all good printing is necessary as

I consider that our poor children lose their sight even before they cross their teens because of bad printing—these are essential requisites for any book industry to foster. I hope and trust that in this direction, the large membership that you have on your Council will be in a position to see that the books that are produced are attractive in matter, in style, in method of presentation, in the binding and in the cover which hides the books. These are not minor points. I hope you are perfectly aware that these points do play a large part in the success of your industry. Any person buying a book must find it a treasure to keep it in his library. It cannot be a treasure if they are flimsy volumes like the 'Notes' that are unfortunately printed for the text-books prescribed by the University. These notes are sold to the unfortunate students much to their detriment both in their examinations and in their study. This sort of endeavour will never encourage the book industry. If the Book Industry Council would only come to a unanimous decision that they will not print notes on text-books that are prescribed by the University I for one will be most happy and will come and attend every meeting of your Council. (Laughter)

Ladies and Gentlemen, I have not come here to preach a sermon. I am just thinking aloud and say what it is in my opinion that you have won. The first and the greatest I believe is the unity that you have promoted in the Book Industry Members. For the book industry that is most important and I am glad that in this endeavour, the Southern Languages Book Trust has played some little part. That part is the initial stages of the battle. I hope that you will continue further the noble efforts and endeavours for the spread of education among the masses and for the furtherance of up-to-date knowledge for everybody and in all languages. I welcome your efforts in this field. I hope the day will not be long when we shall be asked to exercise our franchise to men instead of for animals. (Cheers) Thank you.

Then Dr. Mudaliar formally declared open the Council Office at 8, Victoria Crescent, Egmore, Madras.

FEBRUARY 1957

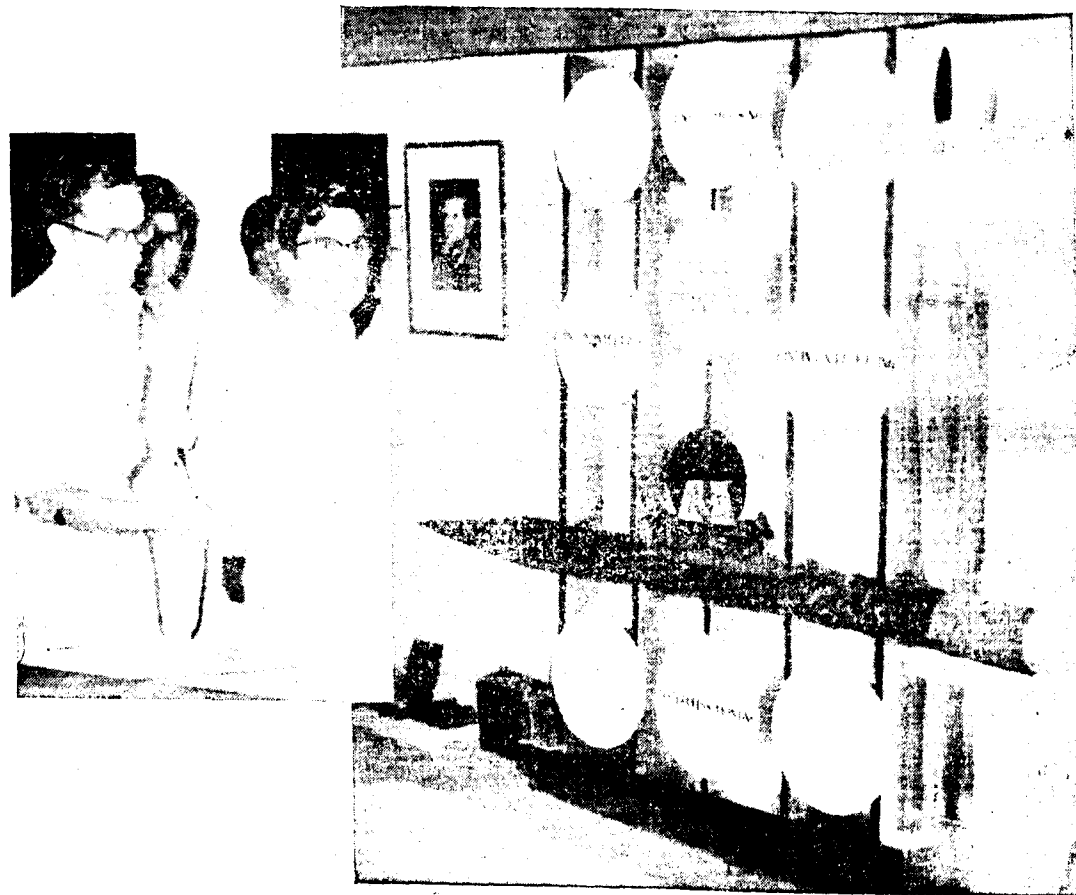
Universities in India Celebrate Centenary

THE current year has seen the Universities of Calcutta, Madras and Bombay celebrate their centenaries. They marked the year of their 100 years yeoman service to the nation by holding special convocations and organising educative exhibitions.

The University of Madras celebrated the occasion in a fitting manner and the exhibition organised was the best ever seen in the city. The University departments traced their developments through the century. The leading publishers and book-sellers of the city under the banner of Book Industries Council of South India participated, displaying well-printed

foreign and home books. Some of the University departments displayed a few early printed books. In the Industries department stall the Southern Regional School of Printing exhibited some of the works turned out by the students. The original Heidelberg Platen was in operation demonstrating to the visitors the stride the trade has taken. The Sort-master was also on display.

We are happy to note that the printers not only participated in the celebrations in Calcutta, Madras and Bombay, but Sri Saraswathi Press, Calcutta donated Rs. 6,000/- and created a endowment.



Sri C. Subramaniam, Minister evinced keen interest in the working of the Heidelberg Machine at the Stall of the Regional School of Printing at Centenary Exhibition, Madras.

Shri S. N. Guha Ray, Director-in-charge, Sree Saraswaty Press, Ltd., handing over a cheque for Rs. 6,000 to Prof. N. K. Sidhanta, Vice-Chancellor, Calcutta University to create Sree Saraswaty Press University Centenary Endowment.



Opposite page :

Sri M. P. Kini, staff of the Regional School of Printing explaining the panel showing the various courses of instruction imparted in the institution to Sri C. Subramaniam, Minister for Education and Finance of the Madras State.

QUALITY in

PRINTING INKS

means many things...

- brilliance
- depth of colour
- covering power
- drying capacity
- workability
- fastness to light etc.

in **G A N G E S** inks

the emphasis is on QUALITY

used and proved for 29 years



Factories at

HOWRAH—BOMBAY—MADRAS

West Bengal Master Printers' Conference

SECOND SESSION, 1957

THE Second Annual Session of the West Bengal Printers Conference was held on Sunday the 13 January 1957 at the Nadia District Board Hall, Krishnagar under the presidentship of Sri S. N. Guha Ray, Honorary Secretary, Calcutta Association of Master Printers amidst great enthusiasm.

The Conference was convened by the District Association of Master Printers, Nadia. Shrimati Ila Pal Chowdhury, M.P. was the chairman of the reception committee. Shri A. K. Sarker, managing director of Sri Gouranga Press Ltd and of the Hindusthan Standard and Ananda Bazar Patrika group of newspapers inaugurated the Conference. Shri D. N. Dhar, president of the Calcutta Association of Master Printers was the chief guest.

The sponsors of the Conference also held a small exhibition of calendars and sales promotion literatures. Shri Tarakdas Banerji, M.L.C. opened the exhibition while Shri N. K. Gossain, vice-president of the Calcutta Association of Master Printers presided over the function. There were over 150 exhibits.

Presiding over the exhibition, Shri Gossain said that they should go ahead keeping a watchful eye on the decency of the produced materials. He also appealed to the printers to produce really beautiful things and try their best for the industry's all-round development.

A large number of delegates from different districts of West Bengal attended the Conference.

Smt. Ila Pal Chowdhury, welcomed the guests and delegates to the Conference and invited Shri Asoke Sarkar to inaugurate the session. In her welcome address she referred to the activities of the All India Federation of Master Printers and the Calcutta Association of Master Printers towards the all-round development of the printing industry in this country. She urged the Government to exempt the printing industry from the purview of the Sales Tax. If it was not possible, she said, the printers should see to it that at least all kinds of books were exempted from the payment of the tax.

She hoped that the men engaged in the industry would be able to put a stop to the prevailing dangerous competition among themselves. But she had no doubt that the growth of the industry would be hampered if the number of official and semi-official printing presses increased. In these days of unemployment the Government should not adopt any policy that might cause further deterioration in the situation.

Smt. Pal Chowdhury asked the printers not to print anything obscene for "on them lies the great responsibility of maintaining the health of the society."

Observing that the contribution of the printing industry to the growth of civilisation and culture was indescribable, Sri Asoke Sarkar in his inaugural address, said that the printers could rightly be proud of their role of popularising the various bran-

ches of knowledge and science among the people. But too many difficulties were standing in the way of their fulfilling the responsibility. In West Bengal alone he said there were over two thousand printing presses investing a capital of about rupees two and a half crores. Over a lakh of people were employed in the industry. But unfortunately the industry was now in a moribund state and most of the presses were maintaining their existence with great hardship. The reasons for this unfortunate state of things were mainly harmful competition within the industry, mounting cost of printing materials, scarcity and for the matter of that high prices of the printing machinery, etc.

Dealing with the problems confronting the industry, Shri Sarkar reiterated his earlier stand that in order to save the industry from this competition the Government should restrict the issue of new declarations for starting of printing presses.

At present almost all the official or semi-official institutions had their own printing presses. Books forms and other things which were printed in these establishments could be done at a much less cost in the non-official presses. He requested the Government to get their printing jobs done as far as possible by these non-official presses. In this way a lot of wastage of public money could be avoided.

Shri Sarker laid particular stress on the necessity of setting up a factory for manufacturing printing machines in West Bengal "as it is in this State that the industry is much developed and a large number of people are therein employed."

Shri Dwarikanath Dhar, chief guest, pleaded for "co-existence" among the printers to avoid the "calamity" ahead of them mainly due to their "suicidal competition". He said that there was a time when the printers in Bengal could meet the demands of the whole of India. But since a few years there had been a deterioration in the productive efficiency largely due to labour troubles. He mentioned the sincere attempts of the Calcutta Association of Master Printers at easing the labour unrest in the industry and referred also to their efforts at removing its various impediments.

Shri Dhar also urged the Government to consider the case of West Bengal before setting up a factory for manufacture of printing machines. He also criticised the import policy of the Union Government restricting the import of superior quality of foreign paper and board which would ultimately tell on the quality of printing.

Shri S. N. Guha Ray in his presidential addresses deprecated the cut-throat competi-

tion among the printers throttling the very industry. This problem he said could be partially solved if the non-profitable and small-earning organisation took to the co-operative system.

"In this modern age the printing industry has a conspicuous place in the industrial world. After Independence our country has advanced much in the spheres of education and industry, but it is a pity that the printing presses of our country—particularly those outside Calcutta—could not take advantage of that. The reason are, doubtless, technical inefficiency and financial inability. We cannot satisfy the demand of the new age by outdated machinery. Every printed matter today must be a piece of art", he said.

Referring to the place of printing industry in the First Five Year Plan, Shri Guha Ray said that the Union Government had decided to establish in all five regional printing schools. Two such institutions—one in Calcutta and the other in Madras—had already been set up. Within ten years the boys coming out of the regional schools would bring about revolution in India's printing industry, he hoped.

The Government of India, he continued,

had decided to set up a Central Institution to carry out researches in this industry. In view of the fact that in the whole of India the largest number of printing presses were in Bengal and every year Calcutta had been topping the list of India Government's printing awards, the proposed institute should be set up near the printing school at Jadavpur, he said.

So far the Industrial Finance Corporation and the State Industrial Finance Corporations had not come forward to aid the printing industry. But that stage was also no more and now like other industries the printing industry, too, could get long-term loan from these organisations, Sri Guha Ray informed.

"But, after all" he said "we have to solve our own problems. Our capital might be small, our knowledge about printing limited, still I believe that by our sincere effort we can overcome all difficulties."

Shri Kali Prasad Basu, Secretary, District Association of Master Printers, Nadia, which had sponsored the Conference, thanked the President and the assembly. He exhorted his fellow printers to improve the condition of the industry through co-operative effort.

All India Printers Conference and Exhibition

FIFTH SESSION, NEW DELHI, APRIL 1957

The Delhi Printers' Association is in charge of all arrangements with Sri Gowardhan Kapur as Exhibition Secretary and Sri Ashwini Kumar as Office Secretary.

Printers from all over the country would be gathering to discuss ways and means of which they could improve their industry for effectual service. They would, *inter alia*, discuss the difficulties arising from the new import policy of the Union Government.

The Exhibition promises to be the biggest and most comprehensive one ever held in India, and it is no exaggeration to say that it is calculated to mark the coming of age of the printing industry in this country. Here in this

great meeting ground, leading manufacturers of printing and allied industry in the United States, Great Britain, France, Japan, Italy, West Germany as well as the Governments of the Soviet Union, The Democratic Republic (East) Germany, and of the other European countries are expected to participate, so that printers attending the conference will have the unique opportunity of seeing the various types of machinery at work manufactured in all these countries. The Government of India have very kindly allowed the import of printing machinery for purposes of display under permit—so the dealers in it can be easy at heart.



Left: Shri S. N. Guha Ray, delivering his presidential address. On his right Smt. Ila Pal Chowdry, M. P.
Right: Sri D. N. Dhar delivering the welcome address. On his left Sri A. K. Sarkar.

A separate section of the Exhibition will keep on show types of printing done by the foremost Indian printers—evidence that our country is second to none in the matter of printing and that despite considerable handicaps our quality of printing is as good as it should be.

As was with the earlier conferences there would be the usual competition in printing in the following:

- (a) *Letterpress*: Books, Magazines, Calendars, Folders, Half-tone colour printing.
- (b) *Lithography*: Calendars, Posters, Folders, and Maps.
- (c) Playing Cards and Book Jackets.

Printers are requested to send in their entries addressed to the Governor, Competition Committee, All India Printers' Conference and Exhibition, Fifth Session, 9/4 Asaf Ali Road, New Delhi, so as to reach him on or before March 10, 1957.

The S.C. Majumdar Trophy contributed by the Calcutta Association of Master Printers will be awarded to the best book printed on indigenous paper.

To mark this special occasion the organisers are bringing out a Brochure containing very informative articles, which undoubtedly, will offer the best medium for advertisers as the hundreds of delegates who would be assembling would be given copies in addition to every Association being equipped with a number of these for their use.

The PATRA one-day conference

The one-day conference on the future of rotary letterpress printing which is being arranged by the Printing, Packaging and Allied Trades Research Association, on April 29 at London.

The conference will start with a general survey and be followed by papers dealing with the various categories of plate-making, machinery, and offset letterpress printing.

ORIGINAL **DIA** GERMAN
(HOLZ UND PAPIER)

STEREO FLONGS

OF BEST QUALITIES
GIVING TROUBLE-FREE
FINE CASTING OF STEREOS

Used by leading Newspapers and Block-makers in India and Abroad

FLEXITYP-II Blue Suitable for Newspapers, Block-makers etc. IDEAL-Blue Suitable for Newspapers, Block-makers etc.	CHROMOTON-N Blue Superior Quality, Suitable for Newspapers Block-makers, etc. for fine work FLEXITYP-O Pink Specially Suitable for Block-makers
---	---

Available in 19" X 25" Size and in thicknesses of .027" and .032" from Ready Stock
Other sizes and thickness can be supplied against Special Order.

Sole Agents for India

INDO-EUROPA TRADING CO.

9, DALAL STREET, FORT, BOMBAY

Also at — Delhi, Calcutta, Madras

SILK SCREEN

PRINTING (2)

THE FRAME

Mesh Material

Before dealing in detail with the printing frame itself, mention must be made of the mesh material which the frame holds and through whose pores the ink is forced on to the object to be printed.

The chief requirements of this material are unusual tensile strength and complete freedom from stretching or shrinkage. It can be of silk, linen, cotton or woven metal, the choice depending on the relative detail and quality of work involved. Silk Bolting Cloth is the most commonly used. This material is in good supply and is used for sifting sugar and flour.

The advantage of silk bolting cloth is that the mesh is woven from silk which has been allowed to retain its natural gum. This preserves its characteristics of strength and durability despite severe wear and tear to which it is subjected under working conditions. It is available in a wide range of strengths and weights and these factors are governed by the number of single threads which are twisted together to form the final thread. A special interlocking twist is imparted to the thread to bind both warp and weft securely together into a series of independent cells. Its resulting strength is therefore not surprising.

Sizes and Grades

Sizes of genuine silk bolting cloth range from 0000 to 25 with the former representing 18 meshes to the linear inch and the latter 200; the meshes in most common use average from No. 4 to No. 16.

Silk bolting cloth is available in four qualities dependent on the number of twisted strands in the final thread. They commence with "Plain Weave" and then rise via single x and double x grade to the heaviest quality, treble x.

Additional Mesh Materials

Organdie is sometimes substituted for silk bolting cloth for short run work. It is very much cheaper and not so strong, the threads being straight and not twisted and interlocking.

Wire gauze with a mesh gauge of from 100 to 250 to the linear inch is particularly suitable for good quality work, especially where the photographic process is used. Although its initial cost is high when compared with other materials available, its strength and resistance to chemicals and abrasives render it almost indestructible and therefore extremely economical in the long run.

The Frame

The screen frame is the counterpart of the letterpress printer's chase. Sizes vary and are largely controlled by standard paper sizes and available widths of mesh materials. The type and size of work also, of course, dictates the dimensions of the frame to be used.

Frames should be constructed of stout, well-seasoned timber which will not bend or twist when the mesh material is stretched across it. Not only must the frame hold the material taut but it should embody some device like a movable bar for adjusting tensions in either direction. The mesh must, of course, be stretched with the warp and weft running parallel to the sides of the frame and not diagonally.

Except for the simpler models, the frame should be easily removable and interchangeable. This is particularly necessary for multi-colour work.

The Squeegee

The squeegee is printer's inking-roller-cum-

impression-cylinder and upon its design and construction depends the even application of the ink film. It usually comprises a wooden holder in which is mounted a flexible rubber blade. The rubber used must be tough to

(Continued on page 32)

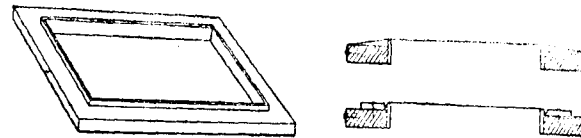


Fig. 6

Method of tightening mesh by introduction of batters.

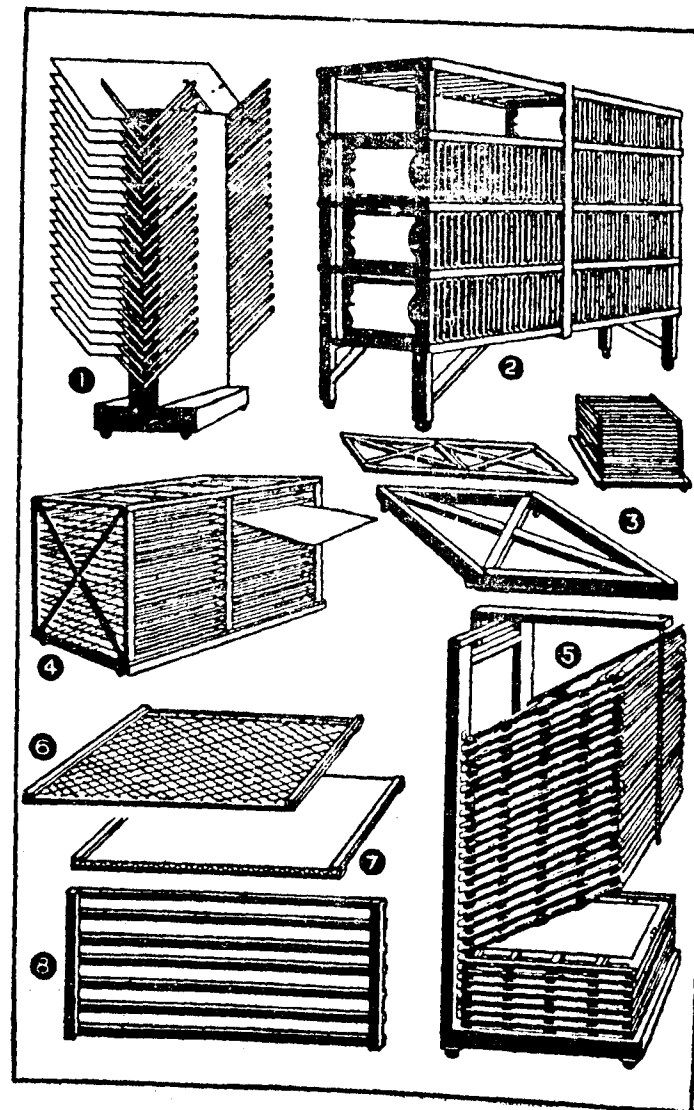


Fig. 7

Trucks and drying racks. In 3 are views of a truck for wood-slat racks; 2 is a truck unit with stationary racks. 1 is a racking truck suitable for small light work, although it can be used for large and heavy signs if the base is enlarged or weighted; 4 is a stationary racking unit for cover paper and similar materials. In rack design 5, the processor can drop a rack by simply releasing a support catch. Sketches 6, 7 and 8 show three styles of rack units.

NEWS

PRINTECH Diary Page:

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

Printers' Role in five Year Plan

Mr. Nair, Director, Advertising and Visual Publicity felicitated. The success of Five Year Plan depends on the co-operation of the countrymen in every walk of life and the role of printers is all the more important since their calling is so very necessary for the spread and advancement of education on a mass scale. So said Mr. L. R. Nair, Director, Advertising and Visual Publicity Government of India at a Tea Party given to him by the Executive Members of the Calcutta Association of Master Printers on 18th January 1957 at the Firpo's. Mr. D. N. Dhar, President of the Association while formally introducing Mr. Nair to the Members referred to the efforts of Mr. Nair and his department at helping the printers in raising their standard of work and thanked him for the help. Mr. Nair in his reply commented as above and expressed his satisfaction that the Indian printing, even in the opinion of the foreign experts, has already made a very rapid stride.



Photo taken on the occasion of return of Shri M. C. Khunnah, Secretary, Press Owners' Association, Kanpur and Managing Director of Job Press (Private) Ltd., in January, after a successful tour of England, West Germany, France, Italy and other parts of the Continent.

Photo taken by Sri S. Jayaraman, L.P.T., one of our members who is employ

Excise duty on waxed paper Exempted

It has since been decided that "Waterproof paper" other than 'waxed paper' is not liable to Central Excise duty. The Government of India have also exempted 'waxed paper' from the excise duty leviable thereon subject to the condition that it is proved to the satisfaction of the proper officer that the indigenous paper used in the manufacture of 'waxed paper' is duty-paid vide Notification No. CER-8 (1)/57 dated the 12th January, 1957."

Postponement of the Exhibition of the International Newspapers and Journals, Madras, S. India

Since many of the Exhibits are still arriving late due to the Suez Canal crisis and as more magazines and journals are expected from all parts of the world, and due to the impending General Elections all over the country, the Executive Committee of the Young Men's Indian Association, which met on 23-12-1956 has decided to hold the Exhibition in the third week of April 1957.

Invitations for the said function fixing the exact date and place will be communicated in due course. Those publishers and editors who have not yet despatched copies of their Newspapers, Journals, Magazines, Photographs, Charts, etc., may kindly post them so as to reach us by 31st March 1957.

Meanwhile, (the committee) offers their heartfelt thanks to all Exhibitors who have sent their letters of appreciation and despatched Newspapers, Journals etc., for display at the Exhibition. This may be treated as their acknowledgment for the same.



Our Cuttack Member Weds

Our congratulations and good wishes goes to Sri P. K. Pradhan, one of our members who is the Manager, Mission Press, Cuttack, whose marriage took place in Berhampur recently.

Dr. RIDDELL will join Reeds

Dr. G. L. Riddell, the director of research of the Printing, Packaging and Allied Trades Research Association, is relinquishing his appointment with that body on March 31 to join Albert E. Reed & Co. Ltd., as head of their expanding packaging research and development division.

Dr. Riddell, who is 48, has held the position of director of research since the Association was founded 26 years ago in 1930.

One of the major landmarks in his career was when PATRA added packaging to its activities in 1943 at the request of package makers and users. This was followed by the opening of the present Leatherhead laboratories in 1948—the culmination of many years' effort in getting PATRA firmly established in a permanent home after the original laboratories were destroyed during the war.

Another important milestone was in 1951 when PATRA initiated an International Conference of Printing Research Institutes, which was held at Leatherhead under Dr. Riddell's Chairmanship. Dr. Riddell led the PATRA delegation to the second conference which took place in Sweden in 1953 and the third in Holland in 1955. The fourth is to be held in Germany in 1957.

A graduate of London University, Dr. Riddell is a Fellow of the Royal Institute of Chemistry and was awarded a Robert Blair Fellowship in 1929. He has been a member of the Council of the Royal Institute of

Chemistry and of the Society of Chemical Industry, of which, in 1945, he was a Jubilee Memorial Lecturer, choosing as his subject 'Science and Packaging.'

He is a Liveryman of the Stationers Company and a governor of the company's school, and has been honorary secretary of the Stationers Livery Committee since 1931.

Along the Milky Way!

A newspaper in U. S. A. is to meet a bill of \$ 27,000 because its photographer's flash light bulb frightened a cow which stampeded. The dairy had contracted for advertising space and the photographer was there to take some snaps. He did not warn the cows what he was going to do.

SILK SCREEN

(Continued from Page 30)

withstand friction without splitting or losing its edge too rapidly.

A squeegee can be bought or made by the operator. In width it should correspond to that of the frame in which it is to be used and its design is immaterial so long as it is constructed to give the maximum ease of working with the minimum of effort.

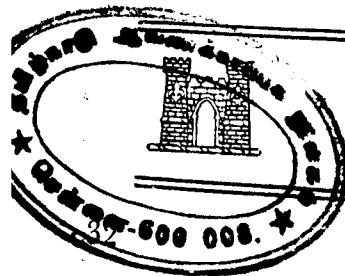
Squeegee edges become worn and rounded after a time. When this happens they can be smoothed out and resharpened by rubbing with sandpaper.

Drying Racks

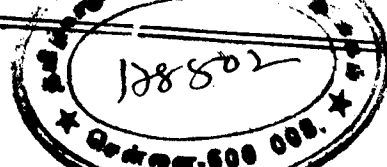
Racks are needed for drying the finished job or a multi-coloured job between workings. They are easily constructed from either wood, wire screen, steel, aluminium, etc. Work may be racked vertically, horizontally or at an angle. Racks can also be mounted on wheels so that the work can be placed on rack at the press and then wheeled away to dry in a convenient drying space or chamber. The illustration on page thirty indicates several alternative rack designs.

(To be Continued)

By kind permission of M/s Coates Brothers
Inks Ltd., London.

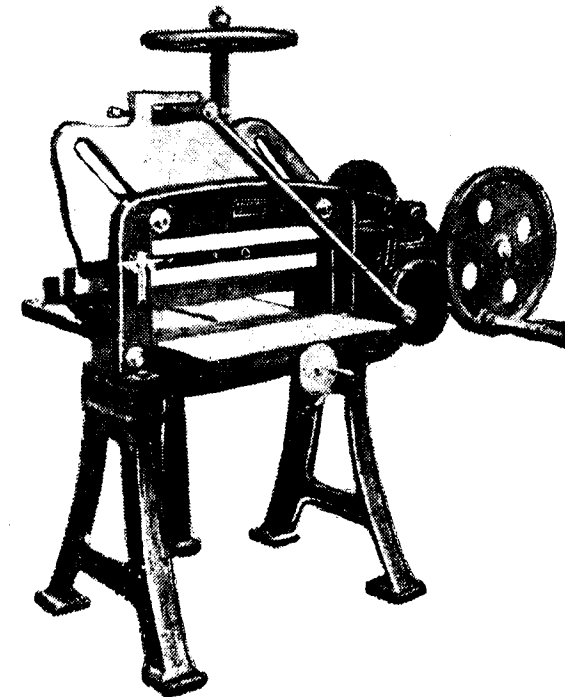


The Cover of this issue is printed on
GATEWAY PAPER, "Proven" White Art
Double Crown, 45 lb, 500 sheets



PRINTECH

Machines that Every Printer Needs



PAPER CUTTING MACHINE

Cutting length 24 inches. Height of clamp 5 inches.

This is a heavy and sturdy machine, constructed on the model of the famous "Karl Krause" Cutter. Wheel and Gear System, Diagonal Cutting movement, Double gearing draw rods, etc., are the important features. **Fitted with Sheffield Knives.**

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

MADE BY

The Madras Type Foundry

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

Phone : 3849

Grams : " PRINTYPE "

NELSON & CO.

(The Fine Art Type Foundry)

TYPE FOUNDERS, PRINTERS' ENGINEERS & SUPPLIERS

ESTABLISHED 1916

Manufacturers of

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

Suppliers of

New & Rebuilt Treadles, Wharfedales, Paper
Cutting, Perforating, Mitreing, Wire Stitching,
Lead and Rule Cutting, etc., Machines,
Brass Rules, Printing Materials, etc.

Office at

SWAMI PILLAI ST., CHOOLAI, MADRAS 7

Post Box 452

Phone: 2722

Grams: NELSONCO

Factory at

AMINJIKARAI, MADRAS 29

Phone 61736

Edited and Published by V. R. Sivaram, L. P. T., for the Indian Federation of Printing Technologists, Madras-1
and Printed by R. Surianarayanan at Gnanodaya Press, 11, Anderson Street, Madras-1



OFFICIAL JOURNAL OF THE INDIAN FEDERATION OF PRINTING TECHNOLOGISTS

Vol. IV

MARCH 1957

No. 8

137
2-57

for

PRINTING INKS

QUALITY PAPERS

GERMAN LITHO PLATES

GERMAN PROCESS ZINC SHEETS

"BUTTERFLY" GUMMED PAPER

"BUTTERFLY" GUMMED TAPE

Indenting Agents

PRINTING MACHINERY

PAPER

MATCH CHEMICALS

IRON & STEEL

AND

PRINTERS' SUNDRIES

Individual Consideration

is always given to your own

Particular Requirements

Contact

K. ORR & COMPANY

40, CHINNATHAMBI STREET, MADRAS-1

Grams: PRESUNDARY

Je

3519

M143m24, N5304

N57-478

178502

Cable: "BHUVANA"

Phone: 84469

SWADESI TYPE FOUNDRY

51, Guruvappa Chetty Street

CHINTADRIPET

MADRAS - 2

Producers of

TYPES IN FOURTEEN LANGUAGES
HALF-TONE & LINE BLOCK MANUFACTURERS

Manufacturers of:

Perforators, Lead Cutters, Mitreing Machines

Dealers in

ALL KINDS OF PRINTING MACHINERIES AND ACCESSORIES

Direct Importers of

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

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

ENQUIRIES SOLICITED

T. A. SUBRAMANIA MUDALIAR

Managing Partner



The Official Monthly of The Indian Federation of Printing Technologists Madras

CONTENTS

- 3 NEWSPAPERS BY OFFSET
- 5 A PLEA FOR WIDER COLUMN MEASURE
- 9 SILK SCREEN PRINTING (3)
- 13 OUR LIBRARY
- 14 (a) PRESENT RELATIONS OF AUTHORS AND PUBLISHERS
- 15 THE PRINTER'S DEVIL
- 20 SLUG COMPOSITION
- 23 SILK SCREEN PRINTING (LECTURE)
- 24 NEWS

President

R. SIDDIQUE, D.I.P. (LOND)
M.I.PTG.M. (LOND)

Hon. Secretary

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

Hon. Editor

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

All correspondence regarding matter for publication, subscription and advertisements should be addressed to the Hon. Editor, PRINTECH, c/o The Jupiter Press Private Ltd., 7, Kondi Chetty Street Madras-1.

Annual Subscription Rs. 5

Members of the
Indian Federation
of
Printing Technologists

Convey
their fraternal greetings to
all delegates, participants
and Organisers of the

All India
Printers Conference and
Exhibition

and

Wish them all success.

[Annual Statement under Rule 6 of the Registration of
Newspapers (Central) Rules 1956]

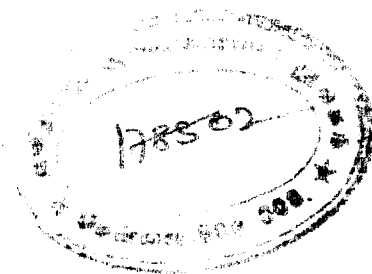
FORM IV

1. Place of Publication ... Madras
2. Periodicity of its Publication ... Monthly
3. Printer's Name ... Sri R. Surianarayanan
- Nationality ... Indian
- Address ... 11, Anderson Street, Madras-1
4. Publisher's Name ... **The Indian Federation of Printing Technologists**
- Nationality ... —
- Address ... 7, Kondi Chetty Street, Madras-1
5. Editor's Name ... Sri V. R. Sivaram, L.P.T.
- Nationality ... Indian
- Address ... 4, Bharatha Matha St., E. Tambaram, Chingleput Dt.
6. Names and address of individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital ... —

I, V. R. SIVARAM, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated 1st March 1957

(Sd.) V. R. SIVARAM
Signature of Publisher



NEWSPAPERS BY OFFSET

Research in United States

RESEARCH on a new process for printing newspapers, which so far has been under test for three years, is being carried out at the American Newspaper Publishers Association laboratory.

Pioneered by Standard Rate and Data Service, Chicago, the process makes use of a new type of offset press, developed in the U.S.

The process used is direct image offset which involves the following steps :

There is no change in composing-room procedures, other than to ascertain that blocks are mounted to uniform height. Pages are made up and closed in the usual manner.

Then an impression is taken on the surface of an inexpensive, disposable offset plate, after the locked page, which has been inked, has been placed on the bed of a standard precision proofpress.

After this the plate is treated with a surface solution to protect both the printing and non-printing areas, and then run through a "debossing" machine for final levelling, which takes only three minutes.

The procedure from start to finish need not take longer than five minutes. The plate is now ready for press. Normal speed in terms of completed papers is upward of 12,000 per hour ; top press speed is more than 15,000.

The press was designed for newspapers having runs upto 30,000.

Important advantages

Composing room methods are simplified in some respects. Electronically engraved plastic plates reproduce perfectly and uniformly in long runs because they are not placed on the

press; and edges of halftones do not wear, thicken or fill up. Finer screens may be used. Plates mounted on wood are satisfactory. These are some of the advantages of the new process.

There is also no detectable wear on type and blocks under the single plate-making impression, which is much lighter than in rolling mats, and hand-set foundry or wood type will be as sharp as new after years of use.

Stereotyping equipment and labour is not required. Rotary speeds are brought within practical reach of the smaller paper without increase in wages.

The weight of press plates is negligible and they can be readily transported to considerable distances.

The process copes with any page width upto 17½ inches. Gutters may be reduced and the accuracy of the machine permits carrying narrow outside margins without danger of running the work off the edge of the web.

It is claimed that the process saves an 8 per cent consumption of newsprint in proportion to the printed area.

The process was shown to visitors at last year's A.N.P.A. convention, and examples were shown run from two kinds of press plates. Half a paper was printed from conventional offset plates, and the remainder by the new direct image method.

The direct image process eliminates the photochemical step required in the conventional process. It allows faster getaway from the time the papers are closed.

(Continued on page 7)

MARCH 1957

PRINTECH

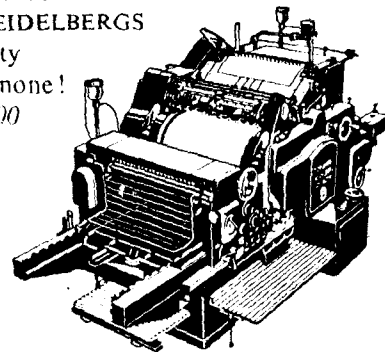


**From
Mexico
City*...
to
Mysore
City***

**You cannot do
TODAY'S printing job
with YESTERDAY'S
machines and still be in
business TOMORROW**

*Among the thousands of
satisfied users of ORIGINAL
HEIDELBERGS are: the
"Canonice Antonio M. Agui-
lar, Frumentum" of MEXICO
CITY and "The Wesley Press
and Publishing House" of
MYSORE CITY.

You will hear the sweet perfection of
ORIGINAL HEIDELBERGS in action
—taking any print assignment in their
stride. Every day—and often far
into the night—more than
75,000 ORIGINAL HEIDELBERGS
are turning out quality
print jobs second to none!
For urgent work 4,000
impressions an hour
are possible!



Original Heidelberg Agents
for Northern, Central and Southern India:

THE EAST ASIATIC CO. (INDIA) PRIVATE LTD.

Printing Machinery Section

BOMBAY - MADRAS - DELHI - BANGALORE - SECUNDERABAD

A PLEA FOR WIDER COLUMN MEASURE

"WHY do most newspapers adopt such absurdly narrow column measures?" asks Arthur Thornley in the current *L & M News*. "The use of measures narrower than about 14 ems is wasteful of both space and time in the setting of ordinary reading matter in sizes above 7 point", he says. He advances the following reasons:

1. Where lines 'come in' conveniently without having to resort to hand-spacing or other adjustment, a good operator can set measures upto 12 ems quicker than they can be cast on a standard model Linotype. Thus speed of setting is often restricted by the casting speed of the machine.

2. On the other hand, the necessity for the insertion by hand of extra spaces between words and for the use of letter-spacing arises much more frequently in narrow measures, thus slowing down the rate of setting.

3. The necessity for word-divisions occurs more often in narrow measures, and this (coupled with the inevitable irregularity of word-spacing) makes the matter more difficult to read. Even in newspapers which pride themselves upon their high standard of typography, one often sees lines spaced out with em quads and spacebands between words.

4. The use of narrow measures creates more wear and tear on the casting mechanism of the Linotype for the setting of a given amount of matter compared with the same setting on wider measures.

5. The use of five or six vertical column rules on a page when three or four would suffice is wasteful of space.

6. The make-up of a page of six or seven columns involves the handling of more slugs, and must take more time than the filling of the same page with fewer columns set on a wider measure.

Allen Hull writes: Mr. Thornley's query about column measure is academic. Determination of newspaper column measure is a purely economic, not a technical matter. It is, in fact, a major policy decision at proprietorial level, based on considerations of advertising space and revenue. Obviously, for a given rate per column inch, the narrower the column the more the paper is making out of the advertiser.

Although Mr. Thornley's arguments are technically sound, I doubt whether they are of great practical significance in the daily production of the average newspaper. In my own experience the drop from the standard pre-war 13½-em column of the nationals to the present 11½-em or 11¼-em has not adversely affected the speed of setting nor seriously worsened spacing (never a strong point on news-papers anyway).

Of course, one can take extreme cases, where the measure is so narrow that setting difficulties do arise. The 9-em column of the tabloids is an obvious example; and the 10½-em column used by the papers which employ a nine-column (sometimes even a ten-column) make-up presents hand-spacing problems that become most marked in sizes above 7 point.

But to dwell on the advantages of, say, a 14-em measure is to ignore the cold hard facts of newspaper economic reality. The technical considerations that do arise are those determined by the narrow column; that is to say, if the paper is to be set 11½-ems what body size and what typeface will give maximum legibility with maximum letter-count-and minimum hand-spacing?

Difference in typefaces

The argument will then turn on the difference, for instance, between the wide-set Ionic

MARCH 1957



WHERE THERE IS PROGRESS

Among the most powerful influences in India today are newspapers, technical journals and school books. But they must be good, plentiful and cheap. They can be!

The LINOTYPE composing machine is the World's most economical and efficient tool for setting printed matter. With equal ease it can set Roman, Hindi, Marathi, Bengali, Assamese, Tamil, Burmese, Sinhalese or Urdu—in fact, over 850 languages and dialects.

WHERE THERE IS PROGRESS THERE IS A
LINOTYPE

LINOTYPE AND MACHINERY LTD.

14 MADAN STREET, CALCUTTA 13

10/29 MOUNT ROAD
MADRAS-2

11/13 HORNIMAN CIRCLE
BOMBAY-1

and the narrow-set Times Roman or Jubilee. While, let us say, 8 point Excelsior works well in 14-ems, a drop to 11½-ems will compel consideration of 8 point Jubilee, as big on its body as Excelsior but appreciably more economical in set-width.

There is also the general point of relation of body size to measure. The wider the measure the larger the body, and *vice versa*. Since with small papers and the urge to pack in as much news as possible the reduction of body size becomes essential, a narrower column measure is necessary to maintain ease of reading. A simple illustration can again be taken from the popular nationals. Pre-war they normally ran 8 point for the body of the paper in the 13½-em column (in which measure the usual 7 point looks too small); to-day, in their 11½-ems (or less) they run 7 point. ★

Courtesy: Printing World

(Continued from page 3)

With the addition of drying equipment most grades of book and coated papers can be run and folded, so the press itself is not restricted to newsprint.

Conventional or direct image plates can be handled in the same run.

A variety of colour combinations can be run on either or both sides of the web. As many as four colours can be printed. The press is particularly suited to supplement work where colour is required, or for comic sections.

A simplified unit for striking in one colour on page one is available.

The machine is of unit construction. Each unit produces four full-size or eight tabloid pages; and the same press may be run either way, with only a few moments break needed for the change over. ★

Courtesy: Printing News

3 questions... 1



Litholine Ortho

PLATE-FILM-STRIPPING FILM

Is it possible for a screen negative, without reduction or intensification, to give an image on metal which, without "scumming", will produce an excellent reproduction?

2 Fine white lines on a dark background; fine black lines on a light ground; sharp angles of intersection—can a subject like this be satisfactorily copied, when even an excellent wet-collodion plate will hardly give any result?

3 Is it possible, by using a single kind of film or plate, to make all kinds of screen negatives for offset work?

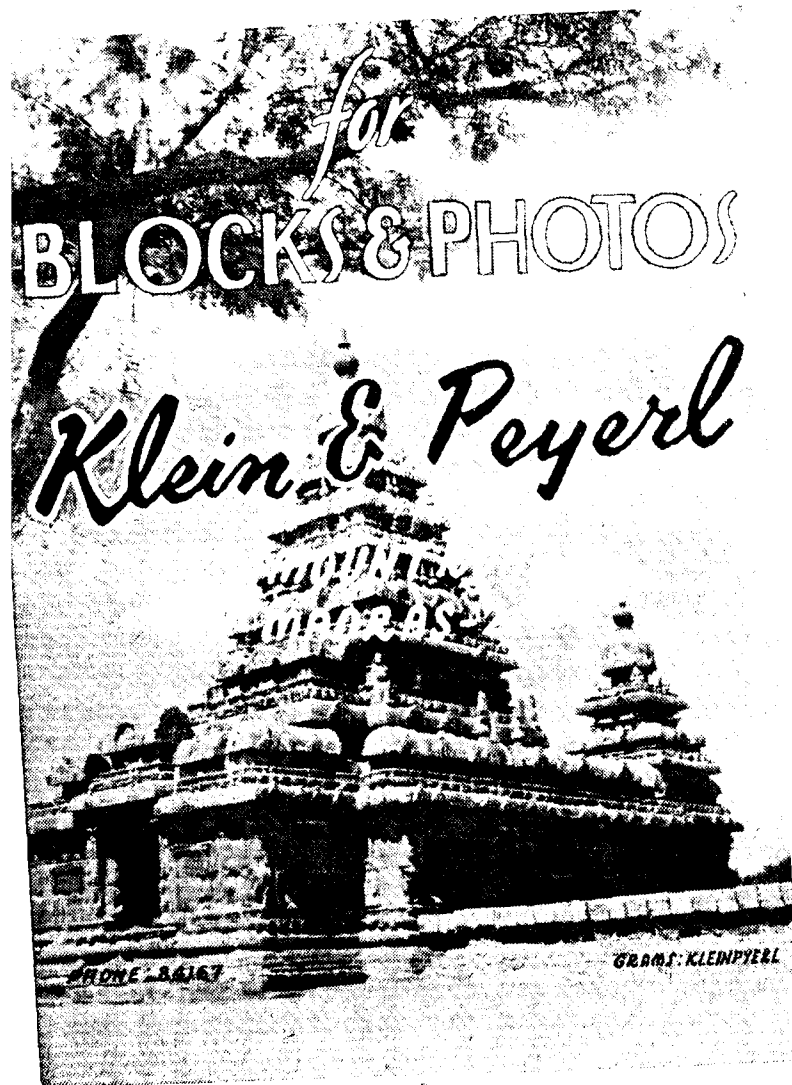
.....1 answer

Yes—with "Litholine Ortho"! For line work as well as screen negatives "Litholine Ortho" films and plates will give better quality, increased production and lower costs. To find out how "Litholine Ortho" can give better results yet requires less work—write to:

ALLIED PHOTOGRAPHICS PRIVATE LIMITED

(Mailing Department), Kasturi Building, Jamshedji Tata Road, Bombay 1.
Branch Offices: BOMBAY - CALCUTTA - MADRAS - NEW DELHI.

MARCH 1957



SILK SCREEN PRINTING 3

THE STENCILS

STENCILS at your disposal: The choice of stencil is governed by the character of the work in hand and is dictated in larger scale work by the factor of economy and speed of handling. In fine reproductions on the other hand the stencil medium is chosen on the grounds of suitability in the technical sense and very exacting demands are made on it.

It is in the production of stencils that the operative must exercise the greatest skill. Making handcut stencils in any medium, particularly in lettering subjects, calls for lengthy practice, a steady hand and some artistic sense.

The available types of stencil can be divided into five main categories:

(1) *Cut paper stencils* used for the heavier types of work, e.g., cinema posters.

(2) *Block out stencils*: The glue-tusche stencil is an example, also the early process of popping out successive colours of a design with nitrocellulose lacquer. These processes are mainly suitable for fine art work in which it is an advantage to draw or trace the design directly on to the silk.

(3) *Cut film stencil*, of which the most popular is "Profilm." This is very widely used for work of average fineness and is noted as a means of producing copies exceedingly sharp and crisp in character.

(4) *Direct photographs* on to the screen: A method used for reproduction of fine detail but nowadays giving place to (5). The principle

is similar to that used in photo litho printing down.

(5) *Indirect carbon tissue* method: A refinement of the direct process capable of producing more exact work. The method depends on the use of a proprietary carbon tissue and sensitising, exposure and development is carried out away from the screen. Two methods are practised. The wet method using Autotype 1045 Photo Stencil paper, is the more easily carried out by the printer. The dry method using Autotype 104 Fast Photo Stencil paper, calls for a more elaborate technique, but is claimed to yield the finest possible reproduction. For textile work demanding the use of dyestuff pastes with an aqueous medium, the carbon tissue stencil generally needs reinforcement with varnish and cellulose to prolong its life.

The main methods are described and illustrated in the following pages.

Simple Cut-out Stencil (Fig. 8)

1. The stencil paper is fixed in position over the original design.
2. The outline of the design is traced out with a sharp stencil knife.
3. The cut stencil is placed in position on the base-board and the screen carefully brought down to cover it.
4. Very small dabs of gum are placed on the silk and allowed to dry, thus anchoring the stencil to the silk. Islands are carefully gummed in position.

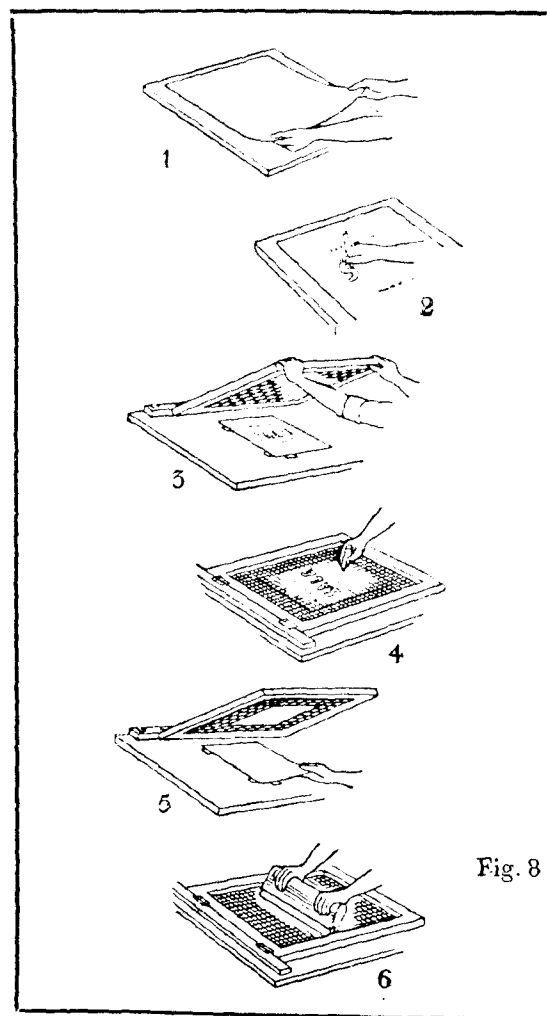


Fig. 8

5. Surrounding areas are filled with paper or gummed tape.
6. The sheet on which the printing is to be done is placed in position and the screen brought down to it.
7. The first copy is screened, the ink at the same time adhering all portions of the stencil firmly to the silk.

Film Cut or Profilm Stencil (Fig. 9)

1. The stencil comprises a sheet of fairly stout transparent backing paper to which is lightly stuck a fine stencil paper. The outer side of the latter is shellac coated.
2. The sheet is firmly fixed over the original with the shellac side uppermost and the outline of the design traced with the point of a stencil knife. Only the stencil paper

- is cut through, leaving the backing sheet intact.
3. The cut out portions of the stencil corresponding to the printing area are pulled away.
4. The cut film is placed in position on the base-board, shellac side uppermost, the screen brought down and the stencil attached to the silk by the use of a hot iron.
5. The backing paper is stripped off, leaving a clear cut stencil firmly fixed in position.
6. Profilm is removable from the screen after use by soaking with methylated spirit or Profilm remover for 15 minutes, stripping away the stencil paper and cleaning thoroughly with a pad moistened with fresh spirit.

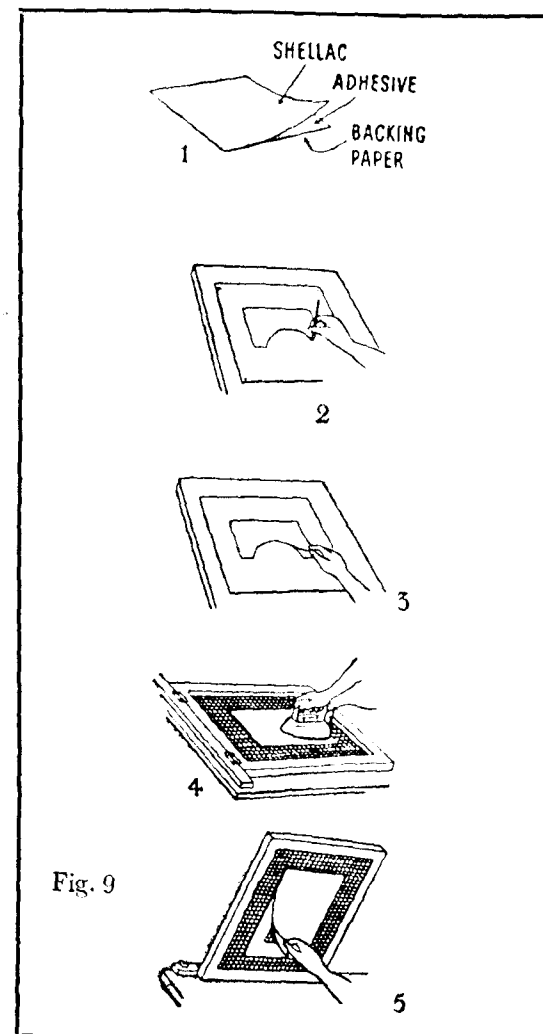
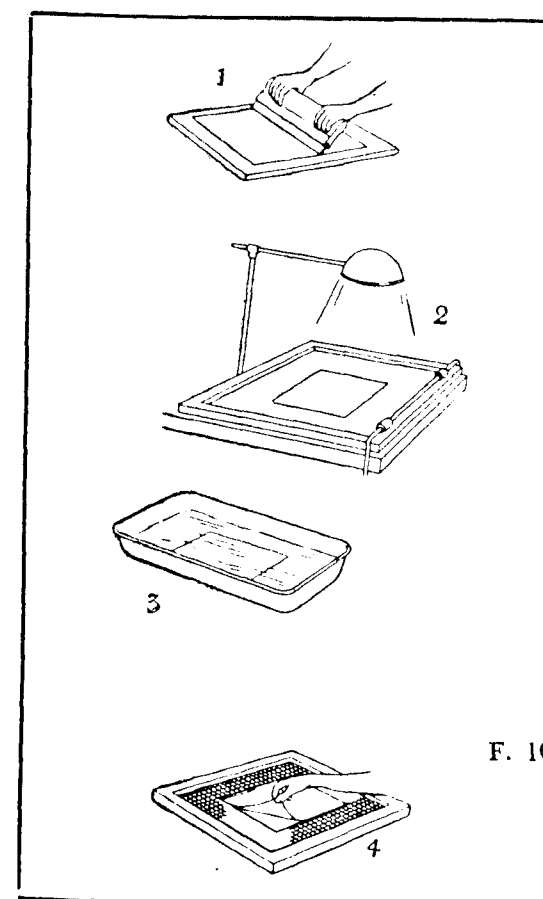


Fig. 9



F. 10

Indirect Carbon Tissue Stencil (Wet) (Fig. 10)

1. The carbon tissue is a gelatine-coated paper, and is sensitised by immersion in bichromate solution of specified strength. A sheet of thin celluloid is lightly waxed and the wet tissue is squeegeed face down to it.
2. Transparent positive, celluloid and wet tissue are sandwiched together and exposed to arc or flood lamp.
3. The celluloid with the exposed tissue adhering is developed in warm water until the paper backing falls away, and the printing areas are cleared of soluble gelatine.
4. The insolubilised gelatine stencil adhering to the celluloid temporary support is placed in position on the previously wetted silk screen.

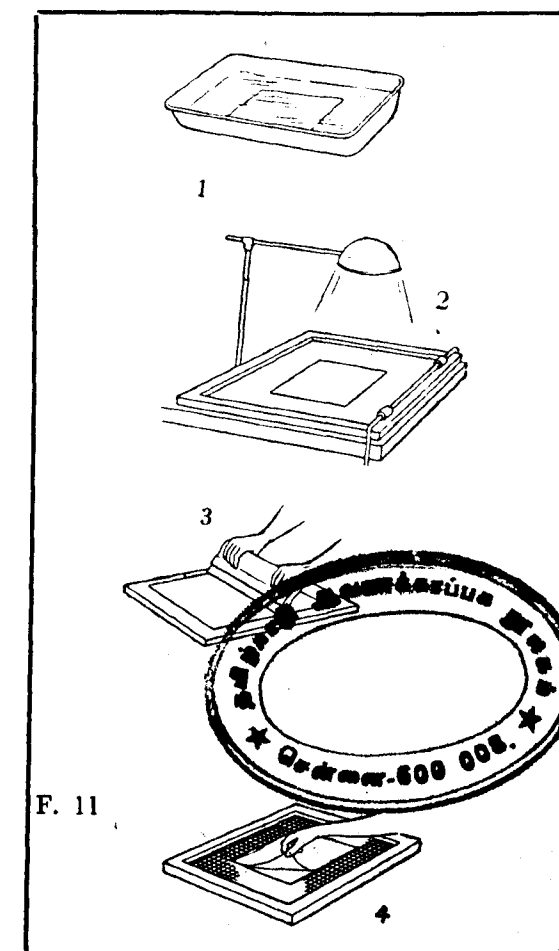
Screen and gelatine are allowed to dry at room temperature, and the celluloid peeled away.

5. This process is a development of the M/s Autotype Company Ltd., of Autotype Works, West Ealing, W. 13, from whom can be obtained full technical details relating to sensitising, exposure and development of the tissue.

Indirect Carbon Tissue Stencil (Dry) (Fig. 11)

1. The carbon tissue is a gelatine-coated paper. It is sensitised by immersing in potassium bichromate solution of appropriate given strength, for a specified length of time.
2. The tissue is dried and brought into contact with a transparent positive and exposed to light as in the wet process.
3. The exposed tissue is squeegeed to a temporary support, e.g., a sheet of thin celluloid, gelatine side down and developed in warm water.

The backing paper is stripped off.



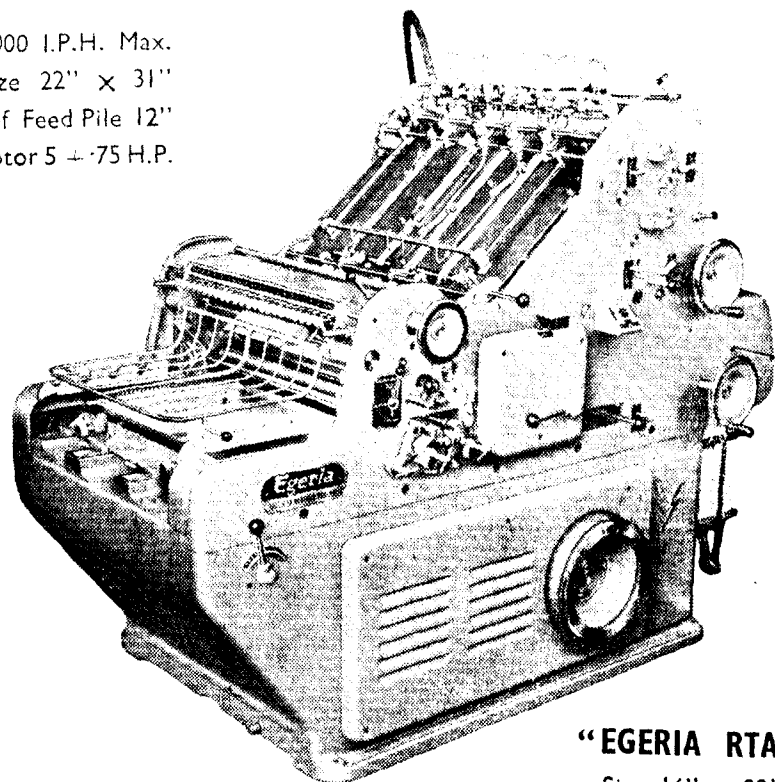
F. 11

INTRODUCING

The New High Speed "ATENA RTE"

A positive independent cylinder drive for first class register

Speed 4000 I.P.H. Max.
Paper Size 22" x 31"
Height of Feed Pile 12"
Drive Motor 5 + .75 H.P.



"EGERIA RTA"
Size 16" x 22"

For full details and a free demonstration contact:

The Standard Printing Machinery Co.

12/81, SEMBUDOSS STREET, MADRAS-1

Phone: 55096

Grams: "PRINTMACHO"

Also

THE STANDARD TYPE FOUNDRY

Kothari Mansion
Opp. G. P. O. BOMBAY

Chawri Bazaar
DELHI-6

14/2, Old China Bazaar St.
CALCUTTA

PRINTE

4. The screen is lowered down on to the gelatine carried on the temporary support and the gelatine transferred to it by squeegeeing. The stencil is then allowed to harden overnight, and the temporary support peeled away.
5. Again full technical information is available from M/s Autotype Ltd. In view of the greater attention to detail necessary to work the dry process many silk screen printers contemplating the use of this tissue will no doubt prefer to have their stencils produced by M/s Auto-type Ltd.

COLOUR PRINTING

As the majority of inks used in silk screen printing are opaque, it is usual for the main working, or colour comprising the greatest area, to be printed first. On this are then printed the succeeding colours step by step, either obliterating the colour beneath or allowing this to remain exposed according to the design.

Any number of colours can be used, the only limiting factors being time and expense. With the use of opaque colours each working contributes an additional flat colour—no blendings are possible with the colours beneath (this can only be done with transparent inks) so that the effect is reminiscent of a subject attractively executed in bright poster colours.

At the commencement of this article, we mentioned that one of the chief attributes of the silk screen operator was ingenuity. And when one considers the design and erection of the printing unit and its accessories out of any odd lengths of timber that come to hand, we feel sure that this claim is amply justified. Yet he must be something else besides—an artist. For even if he does not create his own designs and decide the colour schemes, he must be prepared to make his own stencils and, as occasion arises, blend his own colours so that the design is portrayed in all its original beauty.

It is a craft of which the rudiments are quickly picked up, but like other worthwhile

CUR LIBRARY

The formation of our technical library for the benefit of our members and master printers our City is in progress. The Hon. Secretary invites contributions to build up the library. All donations should be in the form of crossed cheques or postal orders drawn in favour of the Indian Federation of Printing Technologists, which will be gratefully acknowledged.

The Hon. Secretary acknowledges with thanks the following publications:

1. "GATEWAY HOUSE", published by The Wiggins Teape Group. [Presented by M/s Charles Morgan Co. Ltd. Madras]
2. "PHILLIPS' PAPER TRADE DIRECTORY OF THE WORLD", published by S. C. Phillips & Co. Ltd., Graham House, 3, Tudor Street, London, E. C. 4 (Price £1 19s. 6d. Post free). [Presented by Publishers].
3. "THE GRAPHIC ARTS HANDBOOK 1957", published by The Graphic Arts Service, Madras. [Presented by Publishers]

Please note our
Telegraphic Address
"PRINTECH"

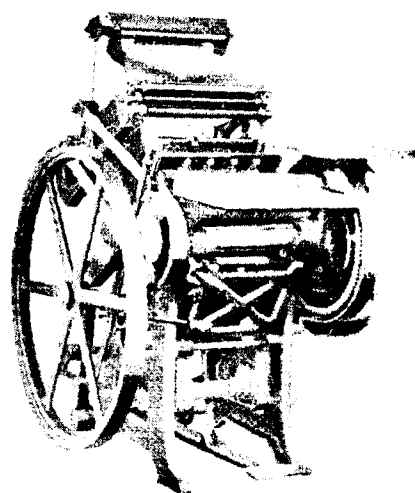
craft, it is one to which every day's experience adds further knowledge and where ultimate perfection is always that one elusive step ahead.

(To be continued)
By kind permission of M/s Coates Brothers Inks Ltd., London

MARCH 1957



" ORIGINAL "
AMERICAN REBUILT
CHANDLER & PRICE
PRESSES



AVAILABLE IN
Folio (8" x 12") Crown Folio (10" x 15")
Demy Folio (12" x 18")

NORTON & CO.

SPARTAN TYPE FOUNDRY

CHOO LAI

::

MADRAS-7

SET IN 2 PIECES OF 18 Pt. BUTTERFLY BORDER Rs. 3-8-0 per lb.

THE PRESENT RELATIONS OF AUTHORS & PUBLISHERS IN OUR COUNTRY

By **MULK RAJ ANAND**

Secretary, Asian Writers' Conference, New Delhi

THE value of the book has been recognised in our ancient land since earliest times. We were perhaps the first writers of books in the world. But due to the exigencies of our political and social history, learning and book knowledge remained mainly mnemonic in our land, the tradition of thought being transmitted from father to son, and son to son.

During the Modern British period our languages were neglected and the emphasis moved on to books in the English language. These were naturally published in Great Britain, and publishing in languages could not make much headway.

Since the transfer of power from British to Indian hands, the languages of India have been recognised as important media for instruction and for communication of thought as well as for the purposes of the creative imagination.

Naturally, this has given some impetus to the publication of books in all the languages of India. The founding of the Sahitya Akademi, as well as the Publication Division of the Government of India, has led to new initiatives in publishing.

Also, there are many more private publishers for all the languages than were accessible before 1947.

The technique of publishing and the relations between the author and the publisher still have much to be desired:

This is inevitable in a technically backward society, but we must take immediate steps to regulate the basic organisational aspects of book publishing. Only the utmost attention to the mechanics of culture can lead to the creation of a genuine new culture in our country.

There are many aspects of this problem to be attended to, but I shall confine myself here to the relations between author and publisher:

At the moment, these relations are in a most unsatisfactory state in almost all languages.

There are only a very few authors in any language who can earn a living by creative writing. This is not due to any basic fault on the part of the publishers, because there are very few publishers who can make a profit by publishing creative books, most publishers having to rely mainly on publishing text books for schools and colleges.

In such a situation either an institution like the National Book Trust (or the Southern Languages Book Trust), or a giant private publishing concern, can resolve the crisis.

Unless the distribution of books is envisaged on a mass scale, it is not possible for a private publisher to take the risks of putting out the books of even established authors.

Once however, the mass circulation (which is bound up with growing literacy and the need for basic books on all parts of human

ARCH 1957

PRINTECH

JOHN DICKINSON & CO. LTD.

(INCORPORATED IN ENGLAND: LIABILITY OF MEMBERS LIMITED)

PAPER MAKERS, MANUFACTURING STATIONERS AND PRINTING MATERIAL MERCHANTS

ALL INDIA PRINTERS EXHIBITION TO BE HELD IN NEW DELHI

FROM 2nd APRIL TILL 22nd APRIL, 1957

We are pleased to advise that on our Stand at this Exhibition we shall for the first time in India, be demonstrating the revolutionary intertype Fotosetter direct keyboard Line Composing machine.

This machine is equipped to produce both English and Devanagiri and we would welcome a visit from you so that we can demonstrate its amazing flexibility.

WE ARE ALSO EXHIBITING

- ★ A standard Hot Metal Intertype Line Composing Machine to produce English and Devanagiri.
- ★ A Dawson, Payne & Elliott Automatic Jobber.
- ★ A British Vertical Miehle.
- ★ A Waite & Saville Automatic Die Stamping Press.
- ★ A Carlaw Continuous Feed Envelope Making Machine.
- ★ A John Shaw Merlin Perforator.

We look forward to meeting you on our Stand where our resident Engineers and Specialists from the United Kingdom will be at your service.

BOMBAY — CALCUTTA,



DELHI — MADRAS

knowledge as well as for creative books) has been achieved, by cheaply priced books, subsidised by the Book Trust, or a private publisher of vision, the publishers can hope to earn enough money, over and above the costs of production, to pay the author adequately and stimulate him to write more actively.

Apart from this simple economic fact which the poor publishers and the poorer authors have to recognise, there is the need for some awareness about the regulation of the relations between publishers and authors on the basis of ordinary morality. At present the publishers seldom resort to contracts as between themselves and the authors, and it is alleged that, in some languages, they resort to malpractices when they do sign a contract. Some authors respond to this kind of an irregular behaviour by dishonest conduct on their part such as the supplying of badly written books, or translations from foreign books passed on as originals, or taking of advances of money without writing the books.

Again, the publisher is constrained to be a bookseller (and the bookseller becomes a publisher) because the distribution system is based on the small shopkeeper outlook of selling gaudy wares in the Bazaar or on the

[A Paper read at the recent Book Seminar held at Madras]

pavement. The serious author is therefore, presented in the most sensational manner and the whole dignity of his creative work suffers; making him resentful and inhibited in his approach to the publisher.

All these, and other factors make the present relationship between the author and the publisher extremely awkward.

Both the publisher and the author have heard of the remarkably advanced state of publishing, and writing, in the countries of Europe and America. They have in fact seen some of the best products of technically advanced nations.

Therefore, they attempt, by fits and starts, to emulate the example of foreign countries, even when our internal conditions are vastly different.

In my opinion, the mechanics of publishing have to be perfected with the help of highly trained expert printers, binders, design and layout personnel, aware of our internal needs and deficiencies.

This emphasis on the economies and technical aspects of the book trade may give dignity to both publisher and author and lead to mutual aid among them.

IFPT NOTES

ANNUAL GENERAL BODY MEETING

NOTICE TO MEMBERS

NOTICE is hereby given that the Annual General Body Meeting of the Indian Federation of Printing Technologists, will be held at WOODLANDS HOTEL, Edward Elliotts Road, Madras-4 on Sunday the 14th April 1957 at 10 a.m. for transacting the following business.

1. Presentation and adoption of the Annual Report and Accounts.
2. Election of Office-bearers for 1957-58
3. Election of Hony. Auditor
4. Resolutions if any.

7, Kondi Chetty St.,
Madras-1. 27-3-57

(Sd.) C. N. CHITTARANJAN,

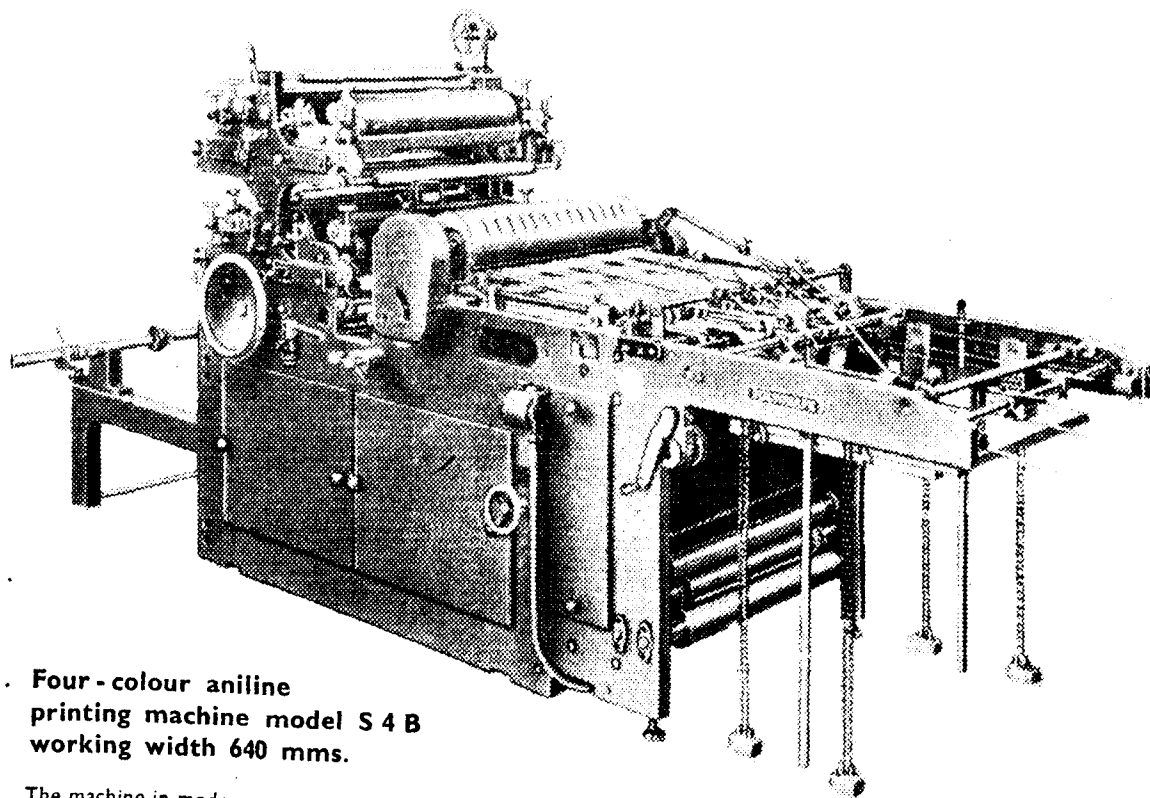
Hony. Secretary

- NOTE: 1. Names for election of office-bearers should be duly proposed and seconded and nomination papers duly endorsed by the proposed candidates should reach the Hony. Secretary on or before 8th April 1957.
2. Members desirous of moving resolutions, must send the same in writing to the Hony. Secretary on or before 10th April 1957.

POLYGRAPH



High-capacity machines manufactured in the German Democratic Republic
stand for first-class quality and efficiency



**Four-colour aniline
printing machine model S 4 B
working width 640 mms.**

The machine in modern construction with technical improvements being already known and approved by experts. The printing- and inking-units are coated, the machine is provided with screen-rollers, longitudinal- and cross cutters and lengthened drying channel.

Manufacturers: **VEB DRUCKEREIMASCHINENWERK UNIVERSAL**, Leipzig,
German Democratic Republic.

This machine as well as many other particularly interesting machines for paper and print will be shown at the
5th All India Printers' Conference & Exhibition, New Delhi, to be held in April 1957
Please, pay a visit to our exhibition stand.

Sales Organisation:

POLYGRAPH - EXPORT

Gesellschaft fuer den Export von Buero and
polygraphischen Maschinen m b H.
Berlin W 8, Friedrichstr. 61/62.
Cables: POLYTYPE Berlin

German Democratic Republic

DW - 124

THE PRINTER'S DEVIL

By S. B. WINCOTE

The Press-man sometimes has a Week-boy to take Sheets, as they are Printed off the Tympan: These Boys do in a Printing House commonly black and dawb themselves, whence the Workmen jocosely call them Devils.—MECHANICK EXERCISES, JOSEPH MOXON, 1683

WHETHER you like the name or not, the fact remains that most of us started our careers in the industry as "printer's devils". The dictionary definition is quite precise, for a printer's devil is given as being "the youngest apprentice in a printing office; a printer's errand boys". Traditionally, however, the title is given to those boys who "do in a printing house commonly black and dawb themselves, whence the workmen do jocosely call them Devils," and as such the term is applied to all young apprentices whose capacity for getting into hot water is in the metaphorical rather than the literal sense.

The institution of Caxton's press in the precincts of Westminster Abbey and the part played in the production of the printed word are perhaps reasons enough for the nickname to be considered an ancient one, for the appearance of ink-blackened hands and faces in a religious environment must have seemed incongruous. However, *The Grub-street Journal** of 26th October, 1732 approaches the subject differently, in describing, at some length, an imaginary meeting of printer's devils at that time—"As I was going the other day into Lincoln's-inn, under the great gate-way, I met several lads and boys of different sizes, loaded most of them with great bundles of news-

* Grub Street (now Milton Street): a centre of poets, writers and publishers.

papers, led by a lusty fellow, who turned round and stopped them in the passage. They were all exceedingly dirty! and made so very odd a figure that I could not but stop myself to gaze on them. Some that lagged behind and brought up the rear, I saw come out of the Stamp-office; from whence I rightly inferred that they were Printer's Devils, carrying from thence the returns of unsold news-papers, after the stamps had been cut off." The "lusty fellow" a sort of apprentices' F.O.C.!—addressed the assembly as "Devils, Gentlemen and Bretheren..." (the expression "Gentlemen" itself being a form of address peculiar to printers to this day in Tradè Union parlance; "Gentlemen of the Press", etc.), are proceeded to explain that the company had "no occasion to be ashamed on account of the vulgar opinion concerning the origin of our name" for, he said, it was derived from the family of Devill, or De Ville, a member of which came over with the Conqueror. A descendant of this "Monsieur De Ville" was "taken by the famous William Caxton in 1471 as an errand boy; was afterwards his apprentice, and in time an eminent printer, from whom our order took their name." For those who cast doubt on this theory, he provided an alternative—"But suppose they took it from infernal devils, it was not because they were messengers frequently

MARCH 1957

15

For Excellence in Printing and Designing

IN THE SECOND COMPETITION for Printing & Designing sponsored by the Government of India, Sree Saraswati Press Ltd of Calcutta, had the honour of receiving from the hands of the Vice-President, Dr Sarvepalli Radhakrishnan:

- a) 5 FIRST PRIZES—
an unequalled record for such competitions in this country,
b) 1 SECOND PRIZE, and
c) 2 CERTIFICATES OF MERIT.

With a grand total of 8 State Awards, Sree Saraswati Press Ltd goes forward with greater confidence in the service of good printing. Only by such standards a country's traditions are impressed abroad.

**Sree Saraswati
Press Ltd**

Letterpress & Offset Printers
Process Engravers
Typefounders

32 UPPER CIRCULAR ROAD
CALCUTTA 9



Details of Awards

Category I: Books for Children below 10
First Prize: Nijey Paro
PUBLISHER Sishu Sahitya Samsad, Cal
Certificate of Merit: Chenga Benga
PUBLISHER Sishu Sahitya Samsad, Cal

Category II: Books for Children above 10
Certificate of Merit: Amra Bangali
PUBLISHER Sishu Sahitya Samsad, Cal

Category IV: Art Books
First Prize: Folk Toys of India
PUBLISHER Oxford Book & Stationery Co., New Delhi

Category VI: Books on Indian Made Paper
First Prize: Etem Naton Deshay
PUBLISHER The Signet Press, Cal
Second Prize: Dr Radhakrishnan's Occasional Speeches & Writings
PUBLISHER Publication Division Ministry of Information and Broadcasting, New Delhi

Category VIII: Art Magazines
First Prize: Art in Industry
PUBLISHER Indian Institute of Art in Industry, Cal

Category IX: House Journal
First Prize: The Roundel (I.C.I. India)
PUBLISHER The Press Syndicate, Cal



Good Printing
tells
a better story



... Past

sent out in darkness, and appeared very black; but upon a reputed account, viz.,—John Fust or Faustus, of Mentz in Germany, was the inventor of printing, for which he was called a conjurer, and his art the black art. As he kept a constant succession of boys to run on errands, who were always very black, these were called devils; some of whom being raised to apprentices, he was said to have raised many a devil".

Imaginary?—maybe—but if so, it is fair to assume from these anecdotes of 200 years ago, that the origin of our subject was already lost in the mists of antiquity, and was a master for conjecture.

How many successive generations have said that "Apprentices nowadays have a much easier time than when we were boys"? Always it seems it was the man who was a poor devil, and his apprentice who is pampered and spoilt. Yet that is not the half of it if we delve back before our time. From *The Leisure Hour* (ironically enough) we learn that in 1818 a fourteen year old apprentice in a printing establishment in the Midlands rose at six in the morning, and was constantly employed until past eleven at night. His more fortunate senior—the "outdoor apprentice" started work at 7 a. m. "He has a right to leave at



... and Present

8 p.m. if he chooses, but is too good a fellow to leave me at it single-handed, and generously pegs away till the task is finished." Delve back to 1763, and we find that the poor printer's devil faced an apprenticeship of fourteen years or more, and was not out of his time until he was twenty-four! During all which time.

"the said apprentice his said master well and faithfully shall serve, his secrets keep, his lawful commands everywhere willingly do. He shall do no hurt or damage to his said master, nor consent to its being done by others, but shall forthwith give notice thereof: He shall not waste the goods of his said master; nor lend them to any person without his consent. He shall not frequent taverns nor ale-houses during the said term (except it be in his master's business) and he shall not play at cards, dice, or other unlawful games. He shall not either by day or night, absent himself from his said masters service, but in all things as a good and faithful servant shall demean himself towards his said master, and all his. And the said master, his said apprentice, shall, during the said term, educate and bring up, or cause to be educated and brought up, in his trade of

What the Indian Printer wants

is a **GOOD INK**

at a **REASONABLE PRICE**

That's why he buys

G A N G E S

PROVED AND ACCEPTED FOR 29 YEARS



FACTORIES AT

HOWRAH BOMBAY MADRAS

a printer in the best manner that he can, and find and allow unto him during the said term, sufficient wholesome and competent meat, drink, lodging, washing, apparel, and all other necessities meet for such an apprentice. In witness, and etc." Sometimes an additional clause stipulated that the master should provide "at the end of the term two suits of apparel, one for Sundays and the other for working days." Occasionally it was required that "ale-houses shall not frequent, fornication or matrimony shall not commit," such types of indenture having been in regular use since 1601. It was not until the end of the eighteenth century that the upward age limit for male apprentices was amended from twenty-four to twenty-one, apprenticeship at the later age having been found to "disturb the peace of domestic life, wreck marriage, and discourage industry." Nowadays we send the new boy—the printer's devil—for a "long weight," a rubber hammer or on other such wagsical missions. Go back to 1668 and we find that the

devil of those days suffered likewise, and was penalized by the chapel for so doing, in addition! He was fined if he asked a compositor for news of "such and such a galley at sea" or if he called "mettle lead in founding house." Similarly, if he was "come to the King's printing house, and ask for a ballad, a solace." What subtlety lies behind "For any to bring a wisp of hay directed to a pressman, a solace"? (The solace was a fine of anything from a penny to 1s. 6d.)

But the boys of this time were not lacking in spirit. The apprentices of the City of London got so far as to go in bodies to the Bar of the House of Commons to present petitions and remonstrances. A satire of 1675 says:

*"They'r mounted high, contemn the humble play
Of trap or football on a public holiday
In Jinesbury-fields. No, 'tis their brave intent
Wisely t'advise the King and parliament."*

In 1621, King James had ordered three apprentices (who had insulted the Spanish

(Continued on page 28)

ORIGINAL **DIA** GERMAN
(HOLZ UND PAPIER)

S T E R E O F L O N G S

OF BEST QUALITIES
GIVING TROUBLE-FREE
FINE CASTING OF STEREOS

Used by leading Newspapers and Block-makers in India and Abroad

FLEXITYP-II Blue

Suitable for Newspapers, Block-makers etc.

IDEAL-Blue

Suitable for Newspapers, Block-makers etc.

CHROMOTON-N Blue

Superior Quality, Suitable for Newspapers
Block-makers, etc. for fine work

FLEXITYP-O Pink

Specially Suitable for Block-makers

Available in 19" × 25" Size and in thicknesses of .027" and .032" from Ready Stock
Other sizes and thickness can be supplied against Special Order.

Sole Agents for India

INDO-EUROPA TRADING CO.

9, DALAL STREET, FORT, BOMBAY

Also at — Delhi, Calcutta, Madras

Mr. C. L. Boileau of Intertype Ltd., England (extreme left) delivering a lecture on Mechanical Composition. Mr. V. K. Sriramulu, Section Head, presiding. Mr. M. W. Haines, Branch Manager, John Dickinson, Madras on the extreme right.



A TALK ON SLUG COMPOSITION BY Mr. BOILEAU

THE MEMBERS of the staff and students of the Regional School of Printing, Madras, attended an interesting lecture on Tuesday the 12th March 1957, on Mechanical Composition by Mr. C. L. Boileau, Export Manager of Intertype Limited, England, who is on a visit to India. It is learnt that the Intertype Fotosetter will be on display at the ensuing All India Printers' Exhibition at New Delhi from 2nd April 1957 at the stall of Messrs. John Dickinson & Co., Ltd.

"SINCE Mergenthaler invented the first successful line-composing machine in the U.S.A. over 80 years ago, development towards more versatile slug-setting machines have been steadily progressing" said Mr. Boileau, "so that to-day there is practically no job or class of work that cannot be more speedily, more economically produced by all-slug composition methods."

Mr. Boileau explained how Intertype since its inception over 30 years ago has specialised in the manufacture of direct-keyboard composing machinery. Their world-famous slug machines, with one operator producing direct on to the galley in one operation, at will, the widest range of type from the smallest text sizes upto 60 point caps have developed the art

of mechanical composition to the highest plane. Aware of the needs of jobbing printers to have a flexible and simple system of mechanical composition, so that any job no matter how small or large can be effectively tackled. Intertype started off with certain clearly established fundamental principles:

- (a) Simple mechanism, with positive and direct action, accessible for the operator to make essential changes and for the mechanic and engineer to maintain.
- (b) Standardised design so that new features and additional items of equipment could be added to existing machines.
- (c) Interchangeability so that standard and essential items of equipment can be freely used on various machines and



Group photo taken on the occasion of Mr. C. L. Boileau's visit to Regional School of Printing, Madras. Left to Right: Mr. V. S. Krishnamurthi, Mr. V. V. Ramamoorthy, Mr. K. Thirumalachary, Mr. C. L. Boileau, Mr. V. K. Sriramulu, Mr. M. W. Haines, Mr. C. Gopalan, Mr. B. Vembuli, Mr. S. Ranganathan and Mr. S. K. Thamba (Sitting).

models in the same battery. Magazines and the keyboard and matrix release mechanism are typical examples of this.

- (d) A progressive outlook, "Intertype has made its way by the way it's made."
- (e) The development of new equipment, type faces and devices to keep pace with changing and progressive trends in the printing industry.

Mr. Boileau talked practically, and with specimens of work, typical of a jobbing office, he explained how each job could be set. This work included tickets, billheads, greeting cards, business forms, leaflet, brochures, posters and a whole run of bread-and-butter work. He also described in detail certain features of the Intertype, such as the Stick Attachment, Automatic Metal Feeder, Mould Cooler, and numerous mechanical components and safety features.

"The whole field of print production is changing" said Mr. Boileau, "You must keep abreast of modern tendencies." He then diagrammatically explained how Teletypesetting is playing an increasing part in the production

of text matters for newspapers, periodicals and books. With a High-Speed Intertype, one can secure speeds of over 20,000 lines per hour, the machine being automatically operated by a perforated paper tape produced on the Teletypesetter keyboard. One can utilise Teletypesetting in the same building, or by means of transmission type can be simultaneously composed remotely in branch offices in other cities.

Intertype has many Teletypesetter installations throughout the world, having installed the first such plant in Great Britain as far back as 1934; and introducing the first high-speed line composing machine in England at the British Industries Fair in 1952.

"However" said Mr. Boileau, "perhaps the most wonderful invention in the typesetting field, ever since Gutenberg, is that of photo-composition for which the Graphic Arts has been eagerly waiting for many years as a result of the growth of offset and gravure."

He explained how the Intertype Fotosetter produces film direct from the keyboard. It is the only photo-composing machine in the world

MARCH 1957

You will profit...

by the Adaptability, Versatility and speed
of the MONOTYPE*

BOSTON STITCHER

you can change from flat to saddle
in a matter of seconds and
from two sheets to a thick
catalogue at the turn of a wheel.

THE MONOTYPE CORPORATION LIMITED

8 MISSION ROW EXTENSION
CALCUTTA 1

*Registered Trade Mark

Service Depots : BOMBAY MADRAS DELHI BANGALORE

Picture shows Mr. D. M. Dhadwal
(centre) and Mr. Pramanath of the
Kodak, Madras (right) and Mr.
V. K. Srinamulu, Head of the
R.S.P. (left).



LECTURE ON SILK SCREEN PRINTING BY Mr. DHADWAL

A lecture on "Silk Screen Printing" was given on 13th March, 1957, at the Regional School of Printing, Madras, by Mr. D. M. Dhadwal, Head of the Graphic Arts Department of M/s Kodak Ltd. He explained in detail the versatility of the Ektagraph film in the preparation of stencil both for line and halftone in Silk Screen Printing. He illustrated his talk with film strips. After the lecture a film on "Photo Screen Printing" was shown, after which there was a demonstration.

(Continued from page 21)

which has successfully utilised the well proven merits and advantages of the circulating matrix, and Fotosetters are in bulk production. Over 200 such machines are in use, some printers having four or five machines.

The mechanical advantages of a Photographic image are :

- (a) Perfect images from 4 point to 36 point direct off the machine, without enlargement.
- (b) Perfect enlargements upto any size.
- (c) Non-smear proofs of constant fidelity.
- (d) Ease of make-up and handling film for display work.
- (e) Speed from 'copy' to film. No metal, chases or furniture, and no touching-up. Photographing reproduction fully.
- (f) It costs money to set white space ; with photography, white space is free.

At the end of his lecture Mr. Boileau was warmly applauded by those present.

Mr. M. W. Haines, Manager of Messrs. John Dickinson Company, Madras who are the sole agents for the Intertype Machines, was also present.

Filmsetting used in German Trade Paper

For the first time in the European trade press special pages have been filmset and printed in offset. A special section of the December issue of *Der Druckspiegel* (Printing Mirror), published in Stuttgart, was composed on the Intertype Fotosetter, and printed in offset by Druckhaus Tempelhof der Ullstein Aktiengesellschaft, Berlin - Tempelhof.

Text face was 8-point Fotosetter-Garamond, one-point leaded, with crossheads in 10-point Fotosetter-Garamond italics.

A detailed article, well illustrated, described the function and possibilities of the Intertype Fotosetter.

Der Druckspiegel is one of the premier monthly printing trade journals in the world, and is always full of valuable material. The December issue, running to more the 200 pages, is a particularly brilliant issue.

—Printing News

NEWS

PRINTECH Diary Page:

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

New Aluminium Alloy for Matrices

Stephen Austin & Sons Ltd., of Hertford, Oriental and general printers and matrix manufacturers and typefounders, announce that they will shortly be making available matrices made of a new material, which they believe has never been used before for this purpose.

The material—an aluminium alloy—has been chosen as a result of intensive test.

It has been found that the matrices made from copper alloy, when used on single type casting machines with high pump pressures and metal containing high proportions of tin and antimony, have tended to become burnt and eroded and sometimes completely filled in due to type metal 'soldering' in the matrix. This can be overcome by electro-plating, but Stephen Austin state that by using a material such as aluminium the problem does not arise.

This material is said to find a particularly useful application in making matrices of complicated crests, logotypes and colophons where it is necessary to use high pump pressures and metal temperatures to bring out the fine-line detail.

The alloy has the same hardness as the brass the company has hitherto been using and will therefore give the same wearing qualities.

In one test made 5,700 sorts 3 ems x 3 ems were cast from a matrix containing intricate detail and made of this new alloy at a speed of 10 per minute continuously using 12/24 metal at a temperature of 750° F with no ill effects whatever.

Stephen Austin & Sons have been type-setting and printing in Continental and Oriental languages for nearly 200 years and have, during the past 15 years, developed a method of engraving by which type-casting matrices can be produced accurately and economically in comparatively small quantities. Not being associated with any one type-casting machine manufacturer, they are free to make matrices for any type-casting machine.

'Mag-Mat' Cleaner

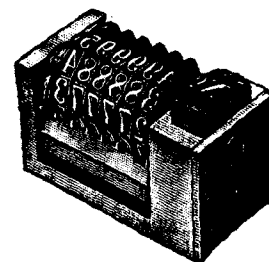
Automatically cleaning matrices and magazines in something like 20 minutes is the established claim of the Harrild 'Mag-Mat' cleaner, say the manufacturers, announcing its re-introduction. It is available for the first time since before the war.

In operation the complete magazine is loaded into an aluminium chamber. This is filled with a cleaning solution, non-inflammable trichlorethylene, and actuated in a sees-saw movement from a motor fitted underneath. Subsequently, the magazine can be dried in a second, electrically-heated chamber, which is in unit with the machine.

The 'Mag-Mat' cleaner is mounted on castors and may be wheeled from machine to machine in turn and plugged in to the nearest point.

Advantages of the machine are said to be that, as the cleansing solution washes backwards and forwards, it reaches corners and crevices where the bristles of a brush cannot reach. It is said to be some five or six times quicker.

It is applicable to Linotype and Intertype magazines and matrices only. Manufacturers are Harrild & Sons Ltd., Norwich Street, London E.C.3.



Improved Type High Numbering Machine

Messrs. Paul Leibinger, the well-known manufacturer of Leibinger type high numbering machines, have brought out certain improved models to meet requirements for the increased use of high speed printing press.

Model N 31 BR (with built-in lockwheels device):

The salient feature of this model is that the digit wheels are firmly locked in every position and cannot be moved except by plunger action, or by hand when the plunger is depressed. In consequence, the digit wheels cannot "overrun" their position even at the highest printing speeds, cannot be accidentally turned by the rotary action of the inking rollers.

Model N 31 A (with a special plunger 1 mm height):

This model is fitted with a plunger only 1 mm (about 1/25") above type-height (while the usual standard models have a plunger stroke of 1.6 to 2.2 mm). This



Representatives of the East Asiatic Co. Ltd. from many countries underwent training at the Heidelberg Factory, Germany. Picture above shows representative from Austria, India, Greece, Mexico, Yugoslavia, Vienna and Ceylon. Messrs. Vincent D'Silva of Bombay (third from left), C. S. Pillai of Madras (sixth from left), and Vijayawardene of Ceylon (extreme right) could be seen in the picture.

LEFT: Mr. C. S. Pillai, D.P. Tech. (London) of the East Asiatic Co. (India) Private Ltd., Madras being introduced to Mr. H. A. Sternberg, managing director Heidelberg Factory, West Germany, while Mr. Vincent D'Silva (middle) looks on.

Allan Delafons is named Editor of Penrose Annual

Percy Lund, Humphries & Co. Ltd., printers and publishers of *The Penrose Annual*, announce that Allan Delafons has accepted their invitation to edit the 52nd (1958) and subsequent volumes. He will be only the third editor of the *Penrose* since its establishment.

Associated with printing technical journalism for more than 30 years, Mr. Delafons is now managing editor of *Coal*, the National Coal Board magazine, and was previously editor of the *The Caxton Magazine*, and of *The Modern Lithographer and Offset Printer*.

Mr. Delafons began his career on *Newspaper World*, and also served on *World's Press News*. During his career he has carried out a considerable amount of printing consultancy work, and was press officer to the Printing, Packaging and Allied Trades Research Association for several years.

Preparations for the forthcoming 51st volume due for publication in the Spring—were well under way when R. B. Fishenden, O.B.E., M.Sc. (Tech), C.G.I.A., Hon. F.R.P.S., Hon. F.S.I.A., editor of *Penrose* for the past 20 years, died suddenly.

As earlier announced the editorial work on that volume has been taken over by a small group of friends and associates of the late editor, and the publishers.

is of great advantage in machines of the Heidelberg type which have an impression stroke of only about 1.3 mm. Moreover, the inking rollers are less exposed to indentations, and therefore not so easily damaged as it sometimes happens with the regular type of numbering machine. Although normal machines can be used for printing speeds upto 4000 i.p.h. it would be advisable to use the lockwheel models for high printing speeds, fitted with a special plunger 1 mm high, i.e., Model N 31 ABR.

Leibingers are represented in India by Messrs. MANUBHAI SONS & CO.

Close-down of two American Magazines

Two of America's leading magazines are to close down. They are *Collier's* and *Woman's Home Companion*.

They were published by the Crowell-Collier Publishing Co. A third publication of the group, the *American Magazine*, has already suspended publication. The title of *Collier's* is being acquired by *Look Magazine*, it is reported.

Collier's and *Woman's Home Companion*, although they had a combined circulation of nearly 8,500,000, have been losing money for several years. The company's losses totalled £1,785,000 in the first ten months of last year. The losses were attributed to insufficient advertising revenue.

MARCH 1957

ADVERTISERS

You pay a big price for space—but the space by itself isn't worth a dime—it's what you put in the space that counts

—says an expert.

Maybe, but where that space is also counts.

—we add.

You don't pay a big price to advertise in

PRINTECH

And you are assured of the best readership available in India for a printing journal

Printech is sent free to all our members spread out all over India in several printing establishments of varying sizes. It is also being read by several master printers.



RATES OF ADVERTISEMENT

CASUAL:	Full Page	...	Rs. 50	per insertion
	Half Page	...	Rs. 25	"
	For each additional colour 50% extra			
CONTRACT:	Full Page	...	Rs. 480	per 12 consecutive issues
	Half Page	...	Rs. 240	" " "
	For each additional colour 50% extra.			
SPECIAL NUMBERS:	Full Page	...	Rs. 100	per insertion
	Half Page	...	Rs. 50	"
	For each additional colours 50% extra			

N.B.—Cover pages not available; no special position; Advertising materials should reach by the 7th of each month. All charges are to be paid by cheque made payable to the Indian Federation of Printing Technologists.

The members of that group—H. M. Cartwright, Mrs. Beatrice Warde, R. S. Hutchings, have generously consented to continue to co-operate with the publishers and the editor through the planning of the 52nd volume.

Volume I of the *Penrose Annual* was published in 1895 under the editorship of the late William Gamble of A. W. Penrose & Co. Ltd. Fifty out of the 51 volumes published since then two world wars interrupted annual publication) have been printed by Lund Humphries. R. B. Fishenden succeeded Mr. Gamble as *Penrose* editor in 1935.

The 1956 volume celebrated its golden jubilee, and R.B.F.'s twenty-first year as editor. Unhappily the 'golden jubilee' volume was to be his last; but the 51st will be in the nature of a memorial volume to him.

Longer Alphabet for English

George Bernard Shaw's bequest in his will that most of his large estate should be used to set up a new 40-letter English alphabet, was held to be invalid by the London High Court.

The famous dramatist who died in 1950, aged 94, left an estate now worth £76,000.

He provided that the income of his residuary estate should be used to finance inquiries into the use of the present 26-letter alphabet and the time, labour and money that could be saved by substituting the longer alphabet. The Public Trustee, executor and trustee of the will, had asked the court for guidance concerning the bequest regarding the alteration of the alphabet.

C & G Introduce full technological print certificate

A new full technological certificate in printing is being introduced which will replace the existing full technological certificates in the separate printing crafts, announce the City and Guilds of London Institute.

The object of the new advanced Scheme (which is open to those who hold a final certificate in a craft subject) is to give general view of the industry and its methods of production.

It also includes a more detailed knowledge of one main division of the industry, such as letterpress or lithography, a knowledge of the scientific principles underlying the various processes and of recent laboratory and operational research, and an appreciation of the importance of design.

The foregoing comprises stage A of the new scheme. To follow it a stage B has been planned which will cover costing, estimating and administration.

The scheme has been designed primarily with the needs of ambitious journeymen in mind. It will also be open to office workers, though the detailed regulations governing their entry to the scheme have not yet been finally determined.

INTRODUCING Mr. S. L. FOGTH

The New Manager of Madras Branch of Ganges Printing Ink Factory Private Ltd., Howrah, which is the biggest printing ink factory in India.



Born in Norway in 1931, Mr. Fogth, after finishing his theoretical education in Chemistry and Commerce, started his practical training in printing ink manufacturing. As the paper and ink are interdependent, Mr. Fogth has worked for about a year and a half in a paper mill and also one year in different printing-houses, all in Europe. He came to India in the beginning of this year.

50th Birthday of the Munich Printing College West Germany

The Munich printing college in the Franckh-strasse celebrated its 50th birthday recently. The school, whose students number 1,600, is staffed with 25 full-time and several part-time teachers and instructors. The equipment includes modern machinery and appliances. The college was opened on April 23, 1906.

'Oscar' for Dutch Printing The Netherlands

A Dutch printing journal suggests that an 'Oscar' for Dutch printing should be created. It hopes that such an award for printing—to be allocated to every section of the printing industry—would be named after Laurens Janszoon Coster, 'father' of the Dutch printing industry. The journal appeals to the country's printing association, expressing the hope that this prize will be awarded for the first time in 1957. Such an award would stimulate Dutch printers to strive for high standards and be an effective antidote against stagnation.

**OBITUARY. Death of W. A. Dwiggins—
Celebrated Type Designer**

The designer of a number of Linotype faces in use all over the world, William Addison Dwiggins, died on Christmas morning at his home in Hingham, Massachusetts. His death occurred less than three months after that of Chauncey H. Griffith, who first brought him into the field and who worked closely with him for a quarter of a century.

Dwiggins designed the 'Metro' series, the first type cut specifically for newspaper headline use; 'Electra' and 'Caledonia', one of the most popular book faces in current use. In the United States his 'Eldorado' type was recently introduced, and, at the time of his last illness, he was busy on several other new faces.

Dwiggins was born in Martinsville, Ohio, in 1880. As a youth he studied at Frank Holme's School of Illustration in Chicago. Among his tutors were John B. McCutcheon and Frederic W. Goudy. The latter invited the young man to work at his Village Press in Hingham, Massachusetts, which he did—and settled down there.

As a typographer and designer, Dwiggins concentrated on advertising work throughout the 'twenties, contributing "Layout in Advertising" to the text-books on the subject.

He soon made a reputation as one of the world's most imaginative book designers and for two decades some 20 books a year bore the WAD signature.

C. H. Griffith, then in charge of typographic development for Linotype, engaged him to design the 'Metro' face in 1929 and for twenty-five years Dwiggins maintained his close relationship with Griffith and Linotype company. The correspondence between the two men, now in the library of the University of Kentucky, makes a rich source of material on type designing.

Dwiggins was one of the most articulate of men in his field and he wrote countless essays, articles, and monographs. Many of them were illustrated with his inimitable sketches and others were examples of his fine calligraphy. He was awarded the Gold Medal of the American Institute of Graphic Arts in 1929, and was an honorary member of the Double Crown Club in London, and of the Society of Printers in Boston.

Despite failing eyesight, his recent letter designs, drawn 70 times final size, were crisp and assured. At the time of his death he was engrossed in an alphabet with Greek-Egyptian flavour which he tentatively called "Alexandria".

THE PRINTER'S DEVIL

(Continued from page 19)

Ambassador) to be whipped from Aldgate to Temple Bar. On arrival in Fleet Street, the local apprentices rescued them, and turned the tables on the marshal-men by whipping them the rest of the way. It is not to be doubted that these Fleet Street apprentices contained Printer's Devils in their number.

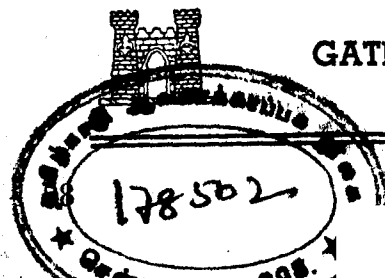
Whereas great men have monuments erected to their memory, and churches are dedicated to Saints, it would be considered not inappropriate by some that the Printer's Devil should be perpetuated by a public house of that name! Messrs. Whitbread, of course, would not have had that aspect of appropriateness in mind, for their premises in Fetter Lane are but a stone-throw from Fleet Street—"the Street of Ink"—a district that has been steeped in printing tradition for nearly 500 years. How well the brewers have captured the atmosphere of our industry in the furnishing of their premises must be seen to be believed. There is much to amuse and entertain, quite apart from an excellent display of printing specimens: of historical, technical and artistic interest. Naturally enough, the pub is the haunt of members of the printing fraternity, the older of whom will remember the days when they were sent out as devils to the local with a long stick on which hung the journeymen's beer cans. When beer drinking began to be forbidden in printing houses, some boys were expected to smuggle in an occasional can of beer under their coats. The story is told of the lad, who when asked by his employer what the lump was under his coat, astutely replied, "This lump Sir? Why it's a can, Sir."

So remembering their forebears, it is to be hoped that visitors will raise their glasses to "The Printer's Devil."

—Courtesy: *Process Journal* ★

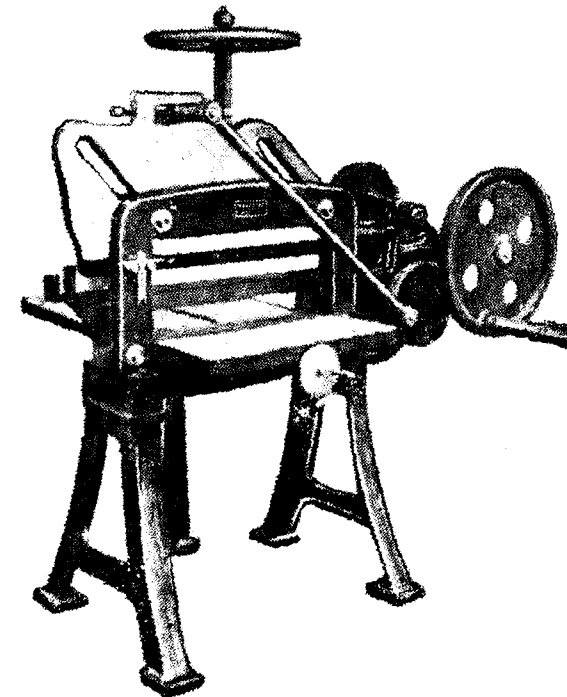
The Cover of this issue is printed on
GATEWAY PAPER, "Proven" White Art

Double Crown, 45 lb., 500 sheets



PRINTECH

Machines that Every Printer Needs



PAPER CUTTING MACHINE

Cutting length 24 inches. Height of clamp 5 inches.

This is a heavy and sturdy machine, constructed on the model of the famous "Karl Krause" Cutter. Wheel and Gear System. Diagonal Cutting movement, Double gearing draw rods, etc., are the important features. **Fitted with Sheffield Knives.**

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

MADE BY

The Madras Type Foundry

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

Phone : 3849

Grams : "PRINTYPE"

NELSON & CO.

(The Fine Art Type Foundry)

TYPE FOUNDERS, PRINTERS' ENGINEERS & SUPPLIERS

ESTABLISHED 1916

Manufacturers of

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

Suppliers of

New & Rebuilt Treadles, Wharfedales, Paper
Cutting, Perforating, Mitreing, Wire Stitching,
Lead and Rule Cutting, etc., Machines,
Brass Rules, Printing Materials, etc.

Office at

SWAMI PILLAI ST., CHOOLAI, MADRAS 7

Post Box 452

Phone: 2722

Grams: NELSONCO

Factory at

AMINJIKARAI, MADRAS 29

Phone 61736