

Prin India

V. 9.
V. 10.

No. 3-5

No. 1



02.
m' + m 2, N54
7.58.9 410
12.10.10

803
1-50-1

Printindia

A MONTHLY SURVEY OF THE GRAPHIC ARTS INDUSTRIES, PUBLISHING, ETC.



1958

A KUBERA PUBLICATION

PRICE RE. 1

A SALUTE TO COMPETITION!

"My competitors do more for me than my friends do; my friends are too polite to point out my weaknesses but my competitors go to great expense to advertise them.

"My competitors are efficient, diligent, and attentive; they make me search for ways to improve my products and my services.

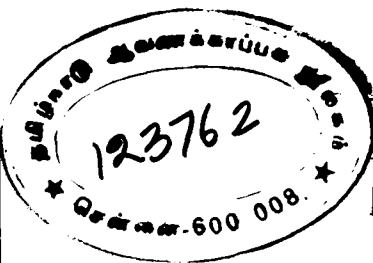
"My competitors would take my business away from me if they could; this keeps me alert to hold what I have.

"If I had no competitors I would be lazy; incompetent, inattentive; I need the discipline they force upon me. I salute my competitors; they have been good to me.

Handwritten: "God bless them all".

Handwritten: M14m2, N54

So says a brother Manufacturer
with which we heartily agree



TELEPHONE:
Office: 42471
Factory: 88101

★
**RAINBOW INK & VARNISH
MFG. CO. (Private) LTD.,
BOMBAY-7**

TELEGRAMS:
**RAINBOWINK
BOMBAY**

MAKERS OF QUALITY PRINTING INKS

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

Managing Editor
TEMPORAU

Business Manager
V. S. N. Murthi

ANNUAL SUBSCRIPTION RATES

INDIA	Rs. 10/-
PAKISTAN	Rs. 10/-
Ceylon	Rs. 10/-
BURMA	Rs. 12/-
U. K.	£ 1
U. S. A.	\$ 3

Editorial & Publication Office:
PRINTINDIA

Proprietors
KUBERA ENTERPRISES (Private) Ltd.,
"KUBERA BUILDINGS"
21, Sunkurama Chetty St., Madras-1
INDIA
Grams: VASUNIDHI Phone: 3006

**PRINTINDIA is Published
on the 10th of every month**

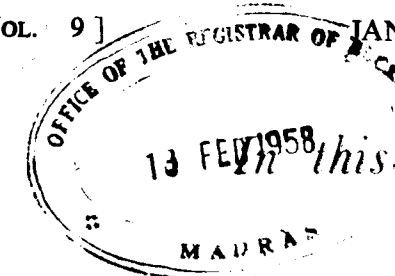
Estd. 1953

Printindia

A Monthly Survey of The Graphic Arts Industries, Publishing, etc.

VOL. 9] JANUARY 1958

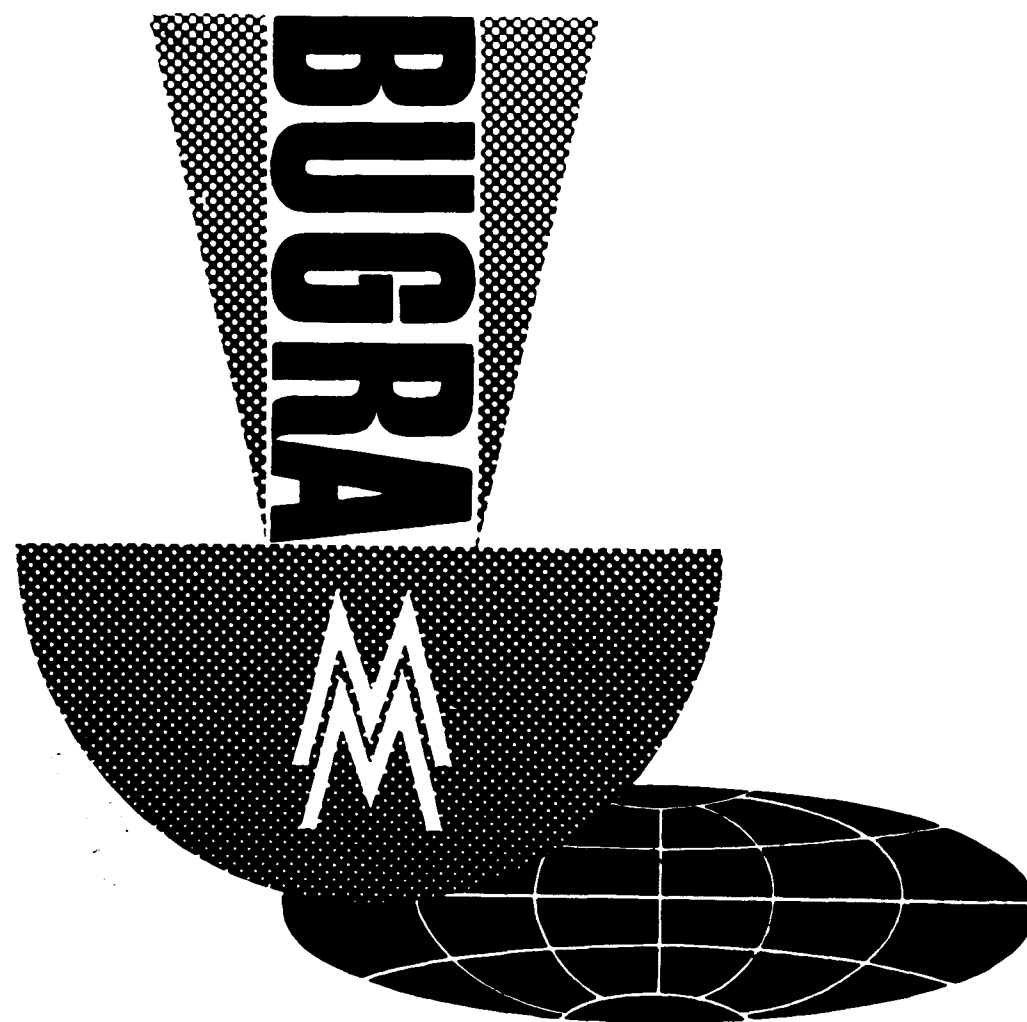
[No. 3



- ★ The Private Plant Bug
- ★ Layouts and Lettering
- ★ Teletypesetter
- ★ Rotary Presses
- ★ Poets on Printing
- ★ Presenting the Process Camera
- ★ From the Editor's Pocket-book
- ★ Regular Features

Pressroom Problems Solved
News & Views etc. etc. etc.

Printindia magazine sells throughout India and in many foreign countries. As a medium of publicity, its pull in the printing, publishing and allied trades is enormous. World famous manufacturers and advertising agencies have already been utilizing this magazine for high-potential trade publicity campaigns



BUGRA - the international exhibition of machines and accessories for the polygraphic industries in the BUGRA Messehaus expects your visit on the occasion of the Leipzig Spring Fair from 2nd to 11th March 1958.

Our engineering works will show much more than 100 different models including numerous new designs and improved types.

Please write for our catalogue of exhibits:

POLYGRAPH EXPORT

Gesellschaft für den Export von Büro- und polygraphischen Maschinen m. b. H.

Berlin W 8, Friedrichstr. 61, Telegram: POLYTYPE Berlin

GERMAN DEMOCRATIC REPUBLIC



EDITORIAL

The Private Plant Bug

In spite of DDT, Bugs have been thriving well. Insecticide dealers are capitalizing on this. Many bugs have bitten us since the dawn of independence. The socialist bug, the nationalisation bug, the cottage industry bug, etc., are a few. The private plant bug is the worst of the lot. Every big corporation, syndicate and manufacturer now think of starting their own printing establishment.

The Neiveli Lignite Corporation suddenly thought of starting a press to print their own works. Before printers recovered from this initial shock, quickly came other similar announcements. The Bhilai Steel Plant is to have a press too. Already many mills in the south have their own presses. A Calcutta Shoe manufacturing firm started its printing plant some years ago. A story will illustrate the present tendency of big manufacturers embarking upon this frightful adventure of starting private printing plants.

There was a successful printer. He had a hobby of preparing printing inks in his own laboratories. The experiments were successful. These helped him in preventing many defects, losses and delays during production. He could match proper ink for proper paper. He could condition ink to suit various printing surfaces such as line and halftone blocks, stereos, electros, line-cuts, flexographic printing surfaces, magnesium blocks, copper block, steel engravings and the like.

This successful printer heard one day the news that the local ink manufacturer is starting a printing plant. Hereafter, the ink-maker's 20,000 rupees worth of printing orders a year will not go to him. This piece of bad news puzzled the printer. The ink-maker was not only his best customer. He was the cause for other customers too. Other leading manufacturers of cloth, pens, cycles, etc. may follow the ink-maker's lead. The printer thought thus and came to a quick decision.

In the local club, the ink-maker and the printer met the next day. The ink-maker was discussing business. He asked how many lbs. more of ink the printer may need for the current year. The printer saw his opportunity. He replied: "But,

I may not require any more inks from you!" The ink-maker was taken aback. "Look here, I am going to start my own ink-making plant," the printer continued. "I am sure I can save a considerable amount when I make my own inks. As you know, my press has been purchasing your inks not in lbs. but in tons."

The startled ink-maker burst out, "Why, you should be mad to start your own ink plant. Ink-making has a specialised technique of its own. I have been experimenting for 20 years now and perfecting my technique. I have built up a very large clientele and volume of business. For the money the customers give, I am able to give more, due to my size and experience. Even for a small ink mill it will cost you more than 50,000 rupees. Then the cost of production in a small plant will be double that of mine. It is downright folly to venture into ink-manufacture," he ended.

"I don't agree," the printer replied. "Am I not saving on your profits? I don't know about the economics of ink-making. But I think ink-making is simple enough and I am going to do it."

"It may look simple from outside. But it is very complicated. Years of training, patient experimenting, trial and error, all these require ten times the investment you are contemplating. Remember, *every industrialist can do one thing better than the rest and more economically than others.* My job is ink-making. No man in this town can do it better and more economically, all on a sudden. This is especially so, in the case of one who has a main line of his own. For, this is only a side line..."

"There was a time when I thought like that," the printer said. "But, now, all sorts of people think they too can start a press. They think that they can print cheaper than an established printer....."

The ink-maker had common sense. He saw the point. Then and there he announced the abandonment of his private plant idea. The ink-maker's printing account is still the largest with the printer. The printer's business in buying ink still remains the highest with the ink-maker. The

printer never bothers about the quality of the ink. He is sure the ink-maker is doing his job nicely. The ink-maker never worries with his printing jobs. No more headaches for him, for the printer plans, designs and executes every type of printed material from a small letterhead to a large illustrated catalogue in the best manner with the utmost economy.

We could end with this. But we cannot. In India, stories never end sensibly. They always take an ugly turn. So, there is need to expose the fallacy and false economy of this private plant idea. Several stories of, say Airlines Corporation venturing into the printing field may be told convincingly. But everybody has heard of it.

There are big automobile corporations, tyre-making concerns, steel-making concerns, beauty and perfumery product concerns. Chemical corporations. These do a crore or more of printing every year. None of these has ever thought of starting a press. This in spite of the fact, that these are endowed with excellent business experience. They know how to cut costs and when too. Their business machine is perfect. But, the automobile manufacturer never thinks of making his own tyres. The motor car buyer never thinks of making or mining his own petrol. The housewife can never think of weaving her own saree or even mixing her beauty potion. The railways, big as they are, cannot think of making their own steel. The printer never thinks of making his own paper or ink, much less his machines.

Printing is a highly specialised business. It requires more than theoretical knowledge to conduct it successfully. Those whose business is to mine lignite should stick to mining. Those who make steel should confine themselves to making high grade steel. There is much scope for improvement in quality and quantity of lignite and steel without butting into printing. They are strangers to printing. Let them leave it to established printers.

No automobile manufacturer has resorted to

manufacturing all the components such as spark plugs, magnetos, batteries, chasses, all by himself. So far so good. He leaves it to specialists in each line. This way he gets top quality, wider choice, more economy.

Private printing plants, starting their own presses have led to enormous waste. They do not know how much they are spending and how little, if any, they are earning. When their machines are idle, they go out and canvass at cut-throat rates. The result is more waste. A time comes when accounts are reckoned. The auditor says the firm is much in the red.

Firms which start private printing plants overlook many things: They have a wide variety of printing to do. The small job press they start will not and cannot handle posters, letterheads, catalogues, equally efficiently. For this requires a very large press for which investment on a vast scale is called for. When they give work to a printer they have the choice of switching from one printer to another. They can get it within the time they require, in the way they want. They can complain against bad quality, ask for lower rates, threaten to go to another, get things done. Once they begin to print their own things, there is no one to go to. They have to be satisfied with what quality they get. The overhead and investment are prohibitive for any manufacturer to venture into printing business.

We always complain when Govt takes over any industry or business. But we hardly realise the mistake when we encroach on the domain of another industry. Just as the industrialist wants to protect his interests from Govt. monopoly, the printer wants to protect his industry from the onslaught of steel kings, shoe-lords, film-magnates, industrial bosses. All the evils of nationalization can be found in the private plant. Waste, delay, poor quality, lethargy, indifference and what not are all there.

Finally, it is worth remembering that the private printing plant has no one to complain to, except to itself!

Printindia

WISHES ALL READERS

a Happy New Year

Layouts AND Lettering

By

SRI RAMAKRISHNA NARAYANAN

Every kind of production requires planning. Printing is no exception. A well-printed work is only a well-planned print. In this monthly feature, outstanding pieces of publicity matter will be reviewed. The healthy criticism offered in these columns is only with a view to improve the quality of typographical arrangement as well as the choice of type faces

Christmas has come. Peace on earth and goodwill towards fellow-men remain the guiding tenet for the Christmas period. But, alas! both qualities are conspicuous by their absence in this our land of Panch Shila!

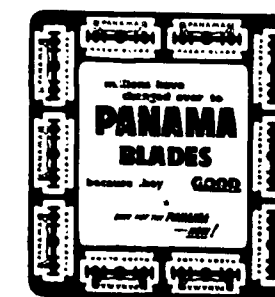
For one thing, as far as the newspaper industry is concerned, the Supreme Court hearing continues on the Wage Board award for working journalists. For another, hate hawkers are merchandising articles of hate mainly through the newspapers. This is a sad state of affairs for any country indeed!

There is all the more reason, therefore, for all of us to welcome the New Year and hope that it may bring with it the chances for settlement of the issues affecting the newspaper and printing industry. A relaxation of import ban on printing machinery, printing materials, printing equipment and spares should be included in all our prayers. The Graphic Arts industry

will otherwise be shunted back, by about half a century and our clock will have to be put back, while all the world around us is marching ahead.

No decision, as yet, on price-page schedule. So far so good.

The product-wise advertisement review continues. Two products, namely blades and woollens are taken for this month's columns. Thanks to the import ban, blades are topical news, if not the talk of the town. This season is one requiring the protection of warm woollens. So there they are, blades



Square, black and Panama

and woollens. It should be noted that wool, far from being exclusively a male item, is universally used by men, women, boys, girls and children.

Let us take the blades first: There are four varieties here—three swadeshi ones and one not made in India. Zenith, Panama and Ek Number are of the first category. Repetition is common to all the three. The figure of the blades is made to form various patterns to suit each piece.

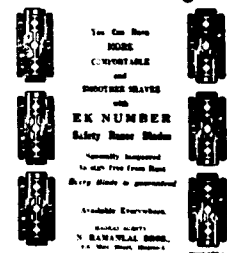
In the case of Zenith, there is one vertical at the top and one at the bottom and intervening four forming the link, unevenly. All, it will be seen, are in black, with the letters in reverse as suits the blue colour of the Zenith blade. This arrangement of the blades is appropriate to the left flush indentation of the text in Times., headline in Baskerville and the address in Times. The third type face in the advertisement is Bodoni heavy extra condensed for the name Zenith. Just below the name and price is the Zenith-man formed by the blade, which is indeed a novel method of representation. Everest has done it.

PANAMA, on the other hand, has formed a square pattern in black, rounded at the corners. at each side three are placed and two each at top and bottom. The words "Panama Blades" and Why not try Panama now?" are in hand lettering. Type used is Gill Heavy and the hand lettering matches this type face well. In the original ad, the hand lettering is in red, and hence the slight overlapping of the underline over "good"

EK NUMBER has the word "Now!" as the attention-getter. This is in extended hand-lettering which incidentally forms one side, the other two sides being formed by three blades placed vertically on

each side. I venture to suggest one thing about the layout. There are too many short lines or catch lines.

Now!



Ek Number and centered lines

These break up the advertisement, spoiling the readability and force of appeal. Caps are unnecessarily used for verbs. Two lines of Excelsior and Century form the bill of fare. Little longer lines and slightly lesser number of lines with more judicious leading out, instead of the present random blanking, will make a world of difference to this otherwise good advertisement. Aiyars could have done it better.

BLUE GILLETTE has a scraper-board hand holding a packet of blades. The times New Roman Italic line "For the man who won't accept second-best..." starts the piece, answering it graphically and dramatically with the arresting illustration. The text below is in Times New Roman telling of the rare characteristics of this famous

For the man who won't accept second-best...



Blue Gillette Blades are the best you can buy - the sharpest and the longest-lasting. If you want a razor that will last all day, use Blue Gillette.

Blue Gillette Blades are the best you can buy - the sharpest and the longest-lasting. If you want a razor that will last all day, use Blue Gillette.

Blue Gillette Blades are the best you can buy - the sharpest and the longest-lasting. If you want a razor that will last all day, use Blue Gillette.

Blue Gillette: No second-best here

brand of blades. As a post script, in smaller type, follow 4 lines and line illustrations of a packet of blades on a razor. The ad ends with the name of the product as if answering the query at the beginning, in Times New Bold. The ad uses only lower case, no capital lines being found anywhere. The razor forms itself into ad within an ad, self-contained and self-explanatory, yet inter-connected with the blade.

WOOLLENS

In woollens, we have here Dhariwal and Binny Rugs; Cotswol and Lalimli fabrics; Patons and Baldwins wool.



Dhariwal lamb's know how

DHARIWAL feature the lamb, the source of wool, in two places in this 10 x 3 col. ad. Both the places for illustrations are well chosen. At the top in Gill Heavy are the words "Look for the name. That is just what the lamb is doing, i.e., looking for the name "Dhariwal." The text is in uneven left flush set in Times Roman. Below the lamb exhorts in Gill light italic "and be sure it's..." The black panel and the reversed lettering complete the advertisement. A novel angle, indeed!

L. A. Stronach

BINNY'S RUG, 8 x 3 col advertisement begins in Gill italic and proceeds "Sleep in the Luxurious

warmth of a Binny' Rug" in Gill and hand lettering. The scraper-board lady asleep, is very well



Binny's Restful Rug and resting illustration

rendered. The text is accommodated in the cut-out leaving a border at the bottom and a slightly wider are at left. Times is used for text and Gill for sub heads. There are five varieties of rugs dividing the two takes of copy. Then there is the trademark of Binny & Co. Arresting illustrations and apt typography make this an outstanding contribution to healthy publicity.

by JWT.

LALIMLI. This 8 x 3 ad has a heavy outlined, tinted, coated human form, with receiver in the left, conversing with another similar human form, but very concised. Between these two illustrations is the black circle with "Lalimli suiting" in reverse handlettering and Gill. Above this aslant is the Bodoni italic headline "You can tell it's a." Times uneven text follows this in eight lines. Then there are the trademark and the address lines in Gill caps. One would call it action-packed, the heavy outlines standing in relief as though emphasizing the headline. This well illustrated and nicely presented ad is certainly an attention-getter. LAS has done a good job of it.

BINNY'S COTSWOL ad again proves that Binny publicity is in

safe hands. Liberal illustrations and ample copy seem to be the order here. Two glamorous girls converse about Cotswol. On top is a fairly evidently air-conditioning their skins! The wonder of the fabric is reflected in their lovely faces. Beginning with the words Binny's (in outline sanserif hand-lettering). Cotswol (in shaded under scored), the ad says "The wonder fabric that air-conditions your skin" in Gill sans. Below is found the statement of the ladies in Times, in three inverted pyramid centred lines. Further below are the figures of the ladies in line and wash, with the angel with the magic wand a top. (Incidentally, the angel with the magic wand appears in all numbers of this series.) At the right of the illustration is found the main text broken into many paragraphs, to make it more easy to read (or to make things difficult!). Prices of Cotswol are found at the bottom. In this advertisement, there is no dearth of panels, ovals, tags and trademarks. At the foot of the lady is the tag "Free". Five colselly set, widely spaced italic lines are in an oval flanked by the trademark of B. W. C. & S. M. Co. Ltd. The box at bottom tells about Binny's Angola. A Gill italic line says "There is no substitute for



Conversation, Comfort and Cotswol

Cotswol!" Thus an interesting, if long advertisement ends.

JWT, again!

PATONS AND BALDWIN'S WOOL ad portrays a baby and mother attired in wool, in tinted line. This drawing helps emphasize the handlettered headline "for baby as well as mother...!" Left flush Times Roman copy, in a size suitable and very readable follows in three well blanked out paragraphs. Gill series are employed for the address etc. JWT have done this in a simple and effective way, proper emphasis being laid on wool. Striking illustration and



Warmth Wool and Patons & Baldwins

suitable typography make this very interesting indeed!

NOTABLE AMONG THE NEW BOURNVITA The ear panel advt of Bourn Vita: An inter-twined wavy rule enclosing the tin of BOURNVITA and FOUR LINES: SLEEP SWEETER BOURNVITA made by CADBURY'S just right for the panel size 3 in. by 1½ inches, DJK

CADBURY'S drinking chocolate 10 x 3 cols headed "Its Chocolate Time" in fine copperplate script; wash and dry brush illustration of a couple outside a theatre; Drinking Chocolate in Gill Heavy caps, Keeps good company, in copperplate. Four lines of Text in Modern and ending with "Cadbury mens Quality" in uneven pen script. Very Good, indeed. DJK

CALTEX has a good 11 x 4 col ad featuring the refinery illustration in an unusual angle to commemorate



Upright, Zigzag and Zenith

the formal inauguration of their refinery at Vizag. LAS

BENGAL POTTERIES introduce a new brand of tea set "Kamal" with the illustration of the tea set occupying the major space. "Kamal" is handwritten in thin big uneven square-serifed type. Lines of Baskerville centred, form the copy. Bodoni series are used for the beginning line and firm name. Decent combination is achieved for this dainty pottery-ware. CLARION

ERASMIC'S Shaving stick with the new easy push-up holder shows a hand with the halftone stick, a tinted border and upright lettering. This is an attention-getting ad. LINTAS



Outline, shade and Lalimli (Continued on page 18)

50 YEARS IN THE SERVICE OF THE PRINTERS

A GREAT NAME IN
FINE FINISHED TYPES

Manufacturers of

PRINTING TYPES IN 14 LANGUAGES

TAMIL, TELUGU, ENGLISH, GRANTHAM, MALAYALAM, CANA-
RESE, HINDI, SANSKRIT, MARATHI, DEVANAGARI, GUJARATHI,
URUDU, ORIYA & SINHALESE
AND

HALF-TONE, LINE &
ELECTRO BLOCKS

SUPPLIERS OF PRINTERS' REQUISITES



ESTD. 1906

Grams: BHUVANA

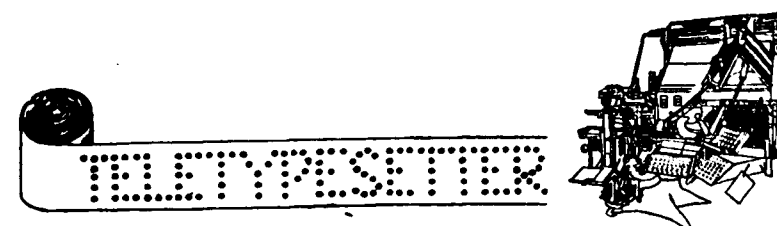
Phone: 84469

SWADESI TYPE FOUNDRY

CHINTADRI PET

::

MADRAS-2



By

Mr. C. I. BOILEAU

Sales Manager, Intertype Ltd.

With the advent of Teletypesetter in 1932 in the U.S.A., mechanical composition entered a new, quicker era. The following is by one who is an authority and deals with the subject in a detailed, and clear manner

The Teletypesetter first appeared in America in 1932 and was originally used for the direct composition of news matter originating at one point and being transmitted by land wire to the actual newspaper production centre. Since then two notable variations in the use of Teletypesetting have come about, one being the immediate use of the tape on a line-composing machine in the same office as the perforator and the other, transmission by radio. It should be mentioned, of course, that Teletypesetting is not limited to the production of type matter for newspapers, because whilst the system has proved particularly advantageous in that field, nevertheless, it has widespread application in the commercial printing and publishing fields. For instance, for trade typesetting, book production (with the advantage of being able to store the perforated tape for re-runs instead of storing up expensive metal) and a wide range of jobbing work such as directories, voters lists, and so on.

The first Teletypesetter installation in the British Isles was made in the year 1934, that is to say only two years after its inception in the U. S. A. at "The Scotsman" offices in Edinburgh, and it is with pride I can tell you that these first

two equipments were on Intertypes, and these two Intertypes are still working away merrily. 20 years of sustained, constant use!

Teletypesetters are now operating all over the world and in the U.S.A. this system is used extensively, there being something like 700 offices using over 4,000 Teletypesetter-operated line-composing machines.

In the present era of High-Speed Teletypesetting, Intertype has been consistent in gaining "firsts". In 1953 Intertype produced the first British built High-Speed machine for manual or tape operation to be installed in Great Britain, and in 1954 the first High-Speed Teletypesetter line-composing machine installed in Great Britain.

The practicability of what we might describe as "telegraphic typesetting" resulted from the invention of the integrating counting indicator to a keyboard perforator whereby the operator was able to judge the "castability" of a composed line of matter before closing the line. Once that was achieved, with perhaps a degree of understatement, one can say that the mechanical control of the line-composing machine was a comparatively straightforward engineering task; all that was necessary was to develop a control unit for the

keyboard, matrix assembly and line-send-away sections of the machine, the unit to be operated by the punched roll of paper produced by the Perforator.

This operating unit, or translating device as I once heard it described, interprets the coded punched-out holes in the tape and sets in motion power-driven mechanism to operate a group of permutation bars. Each setting of the permutation bars selects the desired composing machine key or mechanical device, and thereby operates the machine for continuous typesetting in whatever type face, size and measure for which all units have been set and synchronised.

It would be as well perhaps at this stage to deal briefly with each Teletypesetter device. First there is the *Perforator*. This resembles a typewriter and can be positioned anywhere outside or inside the actual printing office. It uses practically a standard typewriter four row keyboard layout (plus additional keys at each end for certain typesetting machine functions). Paper tape passes through the Perforator, each depression of a key making an appropriate perforation in the tape, utilizing a six-unit code.

In addition to the keyboard, the Perforator has a scale containing a counting pointer and spaceband justification pointers which automatically indicate the width of each character composed and the minimum and maximum expansion limits of the spacebands, so that the operator can tell at a glance the proper length of each line. Thus the operator, even though remotely located from the line-composing machine has at his fingertips all the facilities essential to the preparation of "justified line" tape copy.

The Perforator is operated by touch system, which enables the operator to prepare accurate tape at a rapid rate with less effort. Whilst one is always on dangerous ground when discussing output figures, because there are so many conditions governing any form of production, let alone opinions as to what constitutes not output in terms or finished and accurate units per hour, nevertheless, a few figures can be offered for a basis of consideration.

One could, perhaps, say that the speed of the Perforator is limited only by the ability of the operator to work it, because it must be borne in mind that when a line of matter is completed, a single key-stroke resets the assembly and justification pointers, whilst another keystroke punches the signal for delivering the line, or in other words, actuates the line-composing machine assembling elevator—

immediately after these two key-strokes the operator can proceed to compose the next line. There are no waits or mechanical interruptions to slow down the operator.

For calculating purposes it may be assumed that an experienced operator will produce between 350 to 400 lines per hour on 7 pt. single column matter. In one office in this country using the system some very high figures have been achieved. For instance, on 7 pt. matter, single column measure, with about 300 lines to the column, two columns per hour have been averaged. It is interesting to note in this connection, that in terms of lines per hour, one can invariably secure a greater hourly output in the smaller type sizes due to the easier line filling of the words. For instance, in 5½ pt. the output would be greater than in say 8 pt. or 9 pt.

Various output figures on Perforators have been claimed by users, some stating they can get as many as 600 and more lines per hour on single column text matter. If an average of say 375 lines an hour is struck, all things taken into account such as copy, point size and set width of type, measure and so on, that would be a fair basis. In terms of words output a fair average would be 60 words per minute. The Perforator is driven by an independent 1/20th h.p. motor which provides power for perforating the tape and actuating the counting mechanism.

The keyboard and punching mechanism of the Perforator are of considerable significance. Through the use of six units a total of 64 different combinations are possible. These are applied on the keyboard with the shift procedure familiar in typewriter construction.

(Continued on page 21)

ROTARY PRESSES

By
Sri S. GIRI

Just imagine: Miles and miles of web, enough to go round the world several times. Tons and tons of paper made from a forest of wood. Thousands and thousands of copies per hour. Lakhs and lakhs of rupees worth of Capital. All these plus hundreds of pounds of printing ink go to make web printing. In this age of speed, man is conquering space and annihilating planetary distance. Printing for its part is annihilating international frontiers. With the help of the rotary printing press, it proves that the world is one, man belongs to a single family.

Nowhere else than in rotary, the machine-maker and printer have reached a better understanding of each other's needs, limitations and possibilities. It is in the rotary, we find the culmination of the aspirations of printing pioneers to bring printing to its logical goal. No other piece of equipment, inside or outside a printing establishment thrills us more than watching a rotary run for a few minutes. Its rhythmic thuds remind up the supremacy of man over machine. Man was at war with time and has won. Result: Up to date news in full measure at cheap price, that every one can afford.

Printing represents a very wide field of practical application of the knowledge and Letterpress in itself covers a vast region. This article spotlights a vital facet of this important process of printing.

WHAT BROUGHT OUT THE ROTARY

Other similar questions may be put to answer this question: What brought printing? What brought platens? What brought Cylinder presses? Why automatically-fed presses? Why a Rotary? The

answer: speed, speed, speed. Man is dynamic. He will not leave others to be static. In this quest for speed and more speed Rotary Presses have been evolved. The primary purpose was to satisfy the news hunger of modern man. Hand presses printed no more than two hundred copies an hour. Platens could print limited area only. Larger areas called for cylinder presses. Thousand copies slowly hand-fed per hour did not deliver the goods. Hence came the two colour machines, the perfecting machines, which printed both sides of the sheet, thus eliminating one feeding operation. The automatic feeders eliminated the feeding operation itself. Improved automatic feeders like the tapeless feed or the gripper feed, deep pile-feed, the back-separation feed, suitable for large size sheets all are fruits of the urge for more production, less cost of production.

Soon it was realised that flat bed, with all its improvements, had reached the dead-end. Some other method of imparting impression, perhaps from some other shape of printing surface may take us on to further speed in produc-

tion. The result is rotary principle. Two Cylindrical surfaces, one having the printing surface and the other serving the resilient impressing surface, between which sheet was fed gave something like 10,000 copies per hour. Never resting satisfied with this, web printing was brought about. In this there is no starting and stopping as in the case of sheet-fed rotaries. There is a continuity in printing as the endless web passes between the two cylinders.

Flat-bed printing is by no means rendered out of date. It is utilised for a wide variety of printing work. But, there is a feeling, that a large part of printing now done by flat-bed can better be executed by rotary. At this stage, it is necessary to discount a misnomer. People are prone to think that reel presses are suitable only for very long runs of newspapers. This has been proved wrong. Further printers lack capital to buy a curved stereotyping plant also. Rotary presses will become more popular with the advent of various non-metallic substances suitable for curved plate casting and also economy in make-ready times, plate-making costs etc.

Apart from the sheet-fed and reel-fed machines, there is a third class combining the advantages of both. In this the initial feeding is from a reel, but before printing, the sheet is cut into sheets. Although, this type of machine cannot have the same speed as web-fed machines, this has the advantage of avoiding initial separation difficulties inherent in sheet-fed machines. Indeed, it is this separation difficulty that remains the limiting factor for sheet-fed machines and which contribute to not-infrequent stoppages during the run.

The limiting factor of speed on webfed machines is the speed at

buy & sell
through

THE PAPER MARKETING NEWS

81, MINT ROAD

Grams: VARSITAP
Phone: 263257

::

FORT, BOMBAY-1

INDIA'S LEADING JOURNAL ON
PAPER, BOARDS, STATIONERY
AND
THE GRAPHIC ARTS INDUSTRY

which the web can pass safely through the two cylinders. The other limitation is at the delivery end i.e. of satisfactorily delivering a certain number of folded copies. Between these limitations lies the potential mechanical speed of the rotary machine, conditioned as it is by these.

As for printing, there is the problem of providing a less thick plate than the traditional stereo or electro such as plastic, rubber and colloid, magnesium dew-etched thin plates etc. Then there is the inking, the dressing of the cylinder, although the tendency is to use a permanent rubber blanket for the impression cylinder and avoid all sort of makeready. This brings us to the advancement of pre-make-ready systems, bumping of plates etc.

HISTORY

In 1790, the first roller to ink the forme came into being. This was a fundamental pre-requisite

for any idea of printing from a cylindrical surface. Then followed abortive attempts to produce a polygonal printing cylinder, a leather covered cylinder and other innovations. The cylinder press was first brought out by Koenig in 1811. For double production, the two-cylinder press quickly followed in a few years (1814). Of course, the *Times* of London pioneered in all these ventures. The history of *Times* is mostly the history of printing until recent times. The steam-powered press also dates somewhere about the same period. Electricity was yet to come. Two years later came the perfecting machine by Koenig. In the same year William Cowper brought the curved stereo, although the method of obtaining it was by bending. Eleven years later, the *Times* installed the Applegath 4-cylinder machine, which seems to printers of today a very clumsy thing, but was of vital necessity during those formative days.

It was only in the year 1848 that the first application of the modern rotary principle took place. Walter designed an 8-feeder vertical cylinder press. This had polygonal plate cylinders. This gave a speed of 10,000 sheets per hour which was considered phenomenal during that period.

In America, Richard Hoe brought out the principle of holding type on to cylindrical surface wedged by column rules. This was called the Revolving Cylinder Machine with no more than six feeders. This had horizontal cylinders, gripper feed and flier delivery. In 1857, a similar machine with ten feeders were made by Whitworth for London *Times*. This represents the ultimate in sheet-fed machines by increasing the number of feeders, the machine being 18 ft. high and 31 feet long.

(To be continued)

Quality in PRINTING INKS

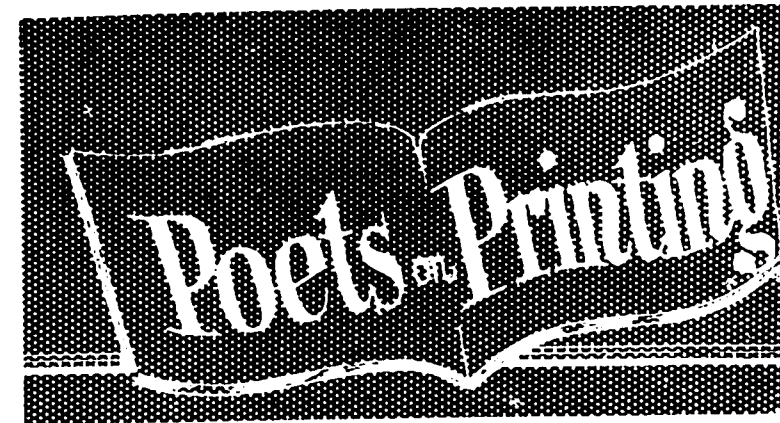
means many things

- BRILLIANCE
- DEPTH OF COLOUR
- COVERING POWER
- DRYING CAPACITY
- WORKABILITY
- FASTNESS TO LIGHT ETC

IN GANGES INKS THE EMPHASIS IS ON QUALITY

USED AND PROVED FOR 29 YEARS

FACTORIES AT: HOWRAH • BOMBAY • MADRAS



By

SRI L. RAGHUPATHY

The bards of yore sang about practically everything. This of course includes the art preservative of arts, printing. Here are given some quotable quotes concerning terms used by the printer

Author's Proof: This is a clean proof sent to the author; it returns from him (or her) with author's corrections. Savage says: After the errors of workmanship have been put to rights a clean proof is printed and sent to the author or editor, who makes on it such alterations and amendments as he may think proper. This is called an author's proof.

Baked: Type sticking together and found hard to be separated for distributing. Here is what Savage says about it: When the compositor lays up a form to clear it away after a work is finished, if he does not rinse the letter well, the ink that is dissolved among the lye would, with long standing by, harden between the letters and make them stick so fast together that when it comes afterwards to be distributed, the compositor cannot without great difficulty and trouble get them asunder. This sticking together is called "baking of the letter." The usual remedy for this is to pour boiling water on the (type) pages. For new type soaking the letter in soap and water before it is used is said to be the best remedy.

Bite: An irregular white on the edge of a printed page. This is caused by the bad cutting of the frisket on the hand press. Also anything that gets between the paper and the forme, so as to prevent the ink from appearing on the paper where it should, causes a bite. In the Old Epitaph it is said, "No more shall bites and picks my brain perplex."

Black letter: Old English or text type, the oldest form of English alphabet is called Black letter. Here is what Johnson said: Printers term it Black letter on account of its taking a larger compass than either Roman or Italic, the full and spreading strokes thereof appearing more black on paper. On the introduction of the Roman character, its use began to decline, and it was seldom used except in law work.

Bodkin: A pointed steel instrument fixed in a round wooden handle, used for type correction. This small tool is also used by the binder. Johnson has this to say of the bodkin: What is required of the compositor when he goes about

correcting a foul proof is a sharp bodkin and patience.

Bring up: To level the type or blocks and to make-ready in order to bring up low portions, including underlying and overlaying. In *Corialanus*: "More impression show" and again in the same work "This must be patched." are found. In *Autocrat of the Breakfast Table*, it is found "As sharp an impression as if it had taken a lifetime to engrave it."

Broadside: An entire unfolded sheet of paper; also applied to posters. Brewer says: The whole matter should be in one type and one measure, that is must not be divided into columns. Savage says: forme of one full page printed on one side of a whole sheet of paper, whatever the size the paper may be of. Shakespeare in *Henry IV*: "Fear we Broad-sides? No." "Come we to full point here; and are etceteras nothing."

Brochure: A booklet or small book not more than 32 pages (pronounced as Brochure or Brochure). Collins says: A stitched work not bound is a Brochure. This word is of French origin which means "stitching."

Cast off: Collins has defined this: To estimate amount of printed matter MS (manuscript) would make is casting off.

Casting up: Jacobi has defined this: Measuring the pages or type by ems or ens according to scale of prices.

Chases: From *Hansard*:* A chase is a rectangular iron frame, the dimensions of which differ according to the sizes of paper to be printed. Two cross pieces of the same metal, called long and short cross, having small dovetails at each end, so that they may be taken

* (Hansard, 1752 to 1828 was Printer to the House of Commons)

out or replaced as occasion may require, are fitted to each chase. By the different situations of these crosses, the chase is altered so as to suit different sized volumes, as folio quarto, 1 12mo etc.

Brewer : An iron frame used by printers for holding sufficient type for one side of a sheet. After being set up the type is transferred to the chase where it is held tight by the quoins or small wedges of wood. The word *Chasse* in French means "frame."

Some printing authorities think that the word "Chessess" is correct as "chess" means an iron hollow square frame. So there is no wonder that our printers of the south invariably call this composing room appliance as "chess!".

Choke : Johnson says: If a forme be not washed in due time, the ink will get into the hollows of the face of the letter, and that getting in of the ink is called choking of the letter, of choking of the forme.

Colophon : This is an ancient term used for the imprint of a book. This is usually in the form of tail piece or inscription at the end of a book. In Greek it means to put a finishing stroke to any matter. In early printing, the statement containing the date, place, printer and edition was given at the end of the book and was called the "Colophon." Here is an extract from an ancient work: "Read and re-read, thumbed and pored over, the copious marginal notes, especially to be found in early works, show that they were again and again consulted and studied from title page to colophon."

Columbian Press : Mr. Clymer's invention is described by Hansard: From head to foot, from foot to head, some extraordinary features present themselves. On each pillar of the table a caduceus of the universal messenger, Hermes, alligators

and other draconic serpents emblemize on the levers the power of wisdom; then; for the balance of power, we see, surmounting the Columbian press, the American eagle with extended wings, and grasping in his talons Jove's thunderbolts, combined with the olive branches of peace and cornucopia of plenty.

Composing : Shakespeare in *Hamlet*: "O cursed spite. That ever I was born to set."

Contents : Shakespeare in *Merry Wives of Windsor*: Such contents as you will wonder at." Collins: Usually set in lower case of text type but one size smaller; not to be in small caps; not to have a comma after last word, but to be run out with leaders.

Cut-in-Notes : Collins defines this: Those set into the text at the outer edge should be in Roman lower case, three sizes smaller than text, in a square of white space.

Double : Compositors use this for a repetition of word or lines; pressmen use this to mean sheet that is printed twice. In Old Epitaph it is said—

"No more the proof's foul page create me troubles.

By errors, transpositions, outs and doubles."

Em : Collins says: The unit of measurement in printing; the

square of the body of any size of type.

Folder : A sheet of printed paper folded in such a way as to require opening before it is read.

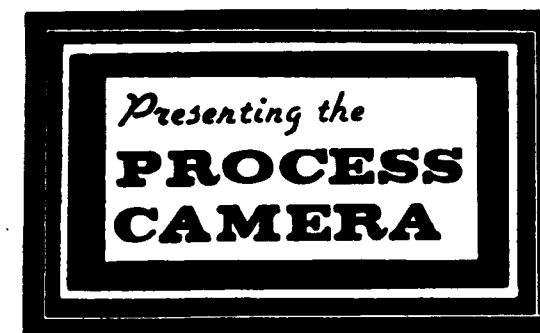
Foolscap : The paper measuring 13½ inches by 17 inches. The name originated at the time of Cromwell's rule in England. After the execution of Charles I the Commonwealth decided that anything savouring monarchy be discarded. As a consequence the "Crown" which was the standard size of paper with the watermarked Crown was substituted with the "Fool's Cap" i. e., a circus clown's cap or the cap of a court fool. The name remains to this day.

Forme : Type pages fitted into the chase form a unit called "forme." Shakespeare in *Measure For Measure*: "Fast locked up." In *Much Ado About Nothing*: "For thee I'll lock up."

Foul proof : A proof is a rough impression of the set-up-matter or block taken for correction. When corrections are heavy it is called a foul proof. When corrections are rare or scarce as in the second proof it is called "Fair" proof. In *Two Gentlemen From Verona* Shakespeare says "Such another proof will make me cry." In *King John* "Mad Composition."

Mr. H. L. Contractor, Technical Director of M's Rainbow Ink & Varnish Mfg. Co. Ltd., gave a demonstration of making plates by "Haunsa" deep etch process at the premises of M's Coronation Litho Works, Sivakasi Sunday the 1st December 1957. The Sivakasi graphic Arts Society, arranged for the demonstration and all members were present to witness the process from 1-30 to 5 30 p. m. President D. C. Bhaskaran D. I. P. (Lond.) gave a tea party on the occasion.

Sri P. Dharmar, Secretary proposed a vote of thanks



By
SRI S. NARASIMHAN

The Process camera forms an absorbing subject of study. Printers and students of process engraving will be much benefited by this series on the photo-mechanical contrivance. In this, the third article in the series, the experienced author continues his description of exposure, etc

We have seen in the previous article how it can be proved that the intensity of light is proportional to the cosine of the angle of incidence. It has also been proved that the intensity of light is inversely proportional to the square of distance from the source of light. These, then are the two laws which operate regarding the intensity of illumination and the behaviour of light.

The importance of effective aperture has also been explained already. Finally we have seen that there is a definite relationship between the camera extension, the position of the lens in relation to the object, and also the magnification. In order to readily indicate the above quantities it is advisable to scale or calibrate the camera.

FINDING THE FOCAL LENGTH OF THE LENS

Focal length is the distance separating each symmetrical point from the corresponding focus. It is possible to determine the focal length of any lens by the following simple method:— Focus an object through the lens to two different scales of reproduction (or magnification). Divide the difference between the respective distances of

the object from the lens by the difference between the inverses of the two scales. Assume that you are exposing the object to two scales, i. e. Same size and half size. The focal length is represented by the distance variation from the lens to the document.

The formula may be expressed as follows: $v = f(1 + m)$ where v is the camera extension, f the focal length and m , the magnification. It is also illustrated by $m1 = 1$, $m2 = 2$, $m2 - m1 = 1$ where m is the magnification.

After determining the focal length of the lens, we should proceed with the scaling of the camera. A spring tape comes in handy for fixing to the camera from the camera front to the back. The tape case can be secured to the rear. Whenever the camera is extended the tape will be automatically drawn out of the case. The spring will draw the tape in when the camera is diminished. A pointer is fixed on the camera stand above the tape. This pointer will indicate the camera extension. The spring tape may be set to the camera as follows:—

Focus the camera to same size. Now the camera extension will be

twice the focal length. Draw the free end of the tape and fasten it to the camera front firmly when the pointer indicates the above number. Assume that the focal length of the lens being used is 12 inches. The camera extension for same size focussing will be 24 inches. The end of the tape should be affixed to the camera front, when the pointer shows 24. In other words the tape should be drawn out until the pointer shows 24 and then affixed.

SCALE

The ratio between the linear dimensions of the image and object is the scale. In the case of process copying, this is generally a fraction or decimal figure, being always less than unity. In simpler language, the process camera is more intended for reduction rather than for magnification. We have separate apparatus for enlarging. There are various means of avoiding trial and error methods and wild guesses, to indicate simultaneously focus and size.

The nearer the copy the larger is the image. Experimental graduations may be obtained and recorded. Such graduations will show by simple calculation the positions of various adjustable parts of the camera for any given scale. Generally arrangement is made to show by means of scales the following: the camera extension or the distance from the optical center of the lens to the sensitive plate (represented by the ground glass or focusing screen) and the distance from the optical centre to the copy. The parts of the camera which carry the lens and the parts which carry the sensitized plate are capable of being adjusted and moved independently. On the baseboard a scale can be traced showing the two distances. On each body a pointer is fixed.

For any given scale, the two readings shown by the pointers

should be noted. The difference between the two is the extension required for that scale of reduction. To obviate taking two readings, the first method of fixing a spring tape can be used.

The distance from the camera to the copy board can be found as follows: Focus the camera to different scales such as .2, .3, .4, .5, .6. etc. Fix small metal plates on the base board and engrave the figures on it in proper places. Fix a pointer to the camera. Its position should be such that when it is over the engraved line, the scale of reduction is indicated by the number on the plate.

PROCESS CAMERA LENS

We have already seen the requirements of a process lens. They are worth repeating: A process camera lens is used for photographing a *flat* object. The lens is used only at *short distance*. It is also perpendicular to its axis. Such an exposure should result in a sharp, practically flat and faithful reproduction.

In the case of colour work, the requirements are: the images of different colours should be formed in the same plane: the images must be of the same size.

Process lenses are composite lenses, consisting of lenses of various shapes assembled together, in order to avoid the various defects. The older rectilinear lenses are of no use. They cannot give sharp images of both concentric circles and radii. Anastigmatic lenses have very little field curvature. Being free from any appreciable distortion, they are apochromatic.

In the case of landscape photography, we require the coincidence of the yellow image and the violet one. The former is the most visible and the latter has the most action on ordinary photo

emulsions. In process photography, three images should be brought into coincidence. These are blue-violet, green and orange-red. In a process lens the correction for distant object is omitted. The maximum aperture of a process lens is a diameter equal to one-tenth of their focal length. In copying exposures are not likely to be as short as in ordinary photography.

The use of lenses with short focal length is avoided due to the uniform illumination of the plane object. The angle of the optical axis with the light rays is very important as it affects the illumination of the sensitive surface. The greater the angle formed by the optical axis of the lens and the light rays, the less is the illumination of the sensitive surface. In other words, the percentage of illumination of the sensitive surface is greater for diminished angles of light rays with optical axis. For this purpose, care should be exercised in choosing a lens. For example, a 16 inches x 20 inches plate requires a lens with a focal length of 18 in. It is necessary at this stage to remember an important law regarding lenses. The rapidity of a lens is proportional to the square of the effective aperture. This is expressed as a fraction and is applicable for the same scale of reduction.

Stops or apertures play an important part in the definition of the result. But it is not true that a small stop improves the sharpness of the result. It should be accepted that the part played by diaphragms, stops or apertures are important in tone negatives or screen negatives. In the case of line negatives, what all the diaphragm does is to reduce unevenness of illumination. This is because, there is bound to be difference in illumination between the centre and the edges. When a lens is used on a size larger than

that for which it is intended, the stop becomes necessary to reduce the unevenness in illumination. Field curvature is minimized and aberrations near the edges are also reduced.

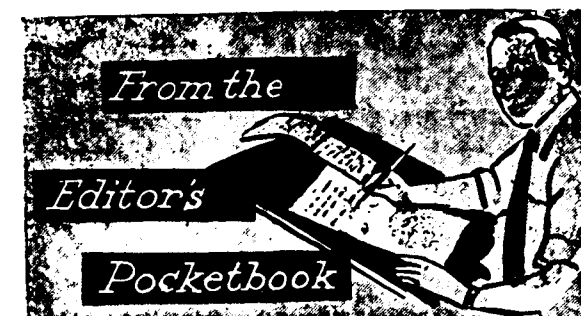
Due to the importance of stops for screen negative making, the process lenses are provided not only with iris diaphragm, but also with slots for the insertion of what are known as waterhouse stops. It is usual to employ non-circular stops for copying screen subjects.

The selection of a stop should be done as follows: The diameter of the stop should be a constant proportion to the camera extension. In this way, the exposure time remains constant, provided the originals belong to the same class, whatever the magnification or reduction. Good working conditions are obtained when the stop in fixed to 1/64 of the camera extension. When we have such a stop, the exposure time is not inordinately long nor the size too large for precise processing.

HALFTONE NEGATIVES

Photograph is an original with a continuous tone gradation. So are wash drawings, oil paintings, charcoal, crayon and pencil sketches. These cannot be reproduced faithfully by letterpress or lithography. The reason is that the processes have for their principle of printing only two variations, namely, the printing portions and non-printing portions. No intermediate tonal effect is possible, such as portions with less ink or with less white. In other words, there is the tone of the paper, complete highlight and in the other extreme there is the tone of printing portion complete solid. Therefore, the image is to be broken up before printing down on plate. By so doing the continuous tone and its gradations are translated into a series of small

(Continued on page 18)



FOREIGN TRAINED EXPERT AT SEA

India needs millions of technical experts. Our resources being limited we cannot afford to send all of them to foreign countries for technical training. And then there are many disadvantages in getting training on foreign soil. We are asked to unconsciously patronize particular brands of goods or machinery. We put on artificial airs and mannerisms. We forget our motherland and the conditions in which we have to work here in India. In short, we become blind to realities, being dazzled by a few months' or years' stay on foreign soil. If all these are not disadvantages, we don't know what are.

There is much to be learned inside India. There is a lot to be seen and understood inside our frontiers. Leaving our frontiers is not necessarily extending the frontiers of knowledge. We are now reminded of a recent incident in a local press.

One of the latest automatic machines was being installed. A fashionable foreign-trained staff member of the machinery dealers was keen on demonstrating the newly-erected automatic to the press people. The individual in question was well dressed, but ill poised to switch on the new automatic. The sheets had been loaded and the machine was started. But not a single sheet left the feedboard. The foreign-trained, self-styled expert, on whom much score was laid, was perplexed, puzzled and unnerved. He lost all common sense and balance to find out an elementary mistake. Both the side lays were on, on either side. The paper was practically imprisoned between the two. No wonder, the sheets refused to leave the feed board.

Meanwhile, the individual was fretting and fuming. He blamed the erecting mechanics, he blamed the foundation. If given sufficient time he would have blamed the manufacturers also. But soon, a man who had never left our shores and who retained his common sense came to the rescue. He pointed out the necessity of releasing one of the side lays for freeing the paper. Then the sheets started moving, when this was done. The day was saved and this

story had a happy ending. When we remember that the same foreign-trained technical expert failed on a former occasion, on a smaller machine, before a bigger audience, the moral is clear. Even when you dream about heaven, have your feet firmly planted on earth!

TRIBUNAL-MINDEDNESS

Thanks to our Government's pampering programme for the labour, the workers become more and more tribunal-minded. Every morning they think of what new demands they can make on the employer, what complaints they can file on the management, what insults they can hurl on the proprietors. Whatever may be the merits of referring the disputes to tribunals, no less an authority than Sri V. V. Giri, the veteran Labour Leader, has openly declared that the workers should not lean on tribunals and their awards. Rather they should come to terms with management. Only when there is amity and understanding between the two partners in industry, they will be true partners. Production will go up only then. The fruits can be shared only after stepping up production.

The employers on their part, have to meet the challenge of the workers. They too resort to referring to tribunals even ordinary demands, grievances and problems, which could easily be settled within the four walls of the factory. Thus, there is what we may call litigation-mindedness. We all know how the rural folk go to court for even ordinary and petty squabbles. This results in both the parties losing most of their property to the lawyer, towards court-fees, conveyance and the like. Finally there is nothing left of the contested property.

A similar situation has arisen in the printing industry. Our labour is misguided, misinformed and misled. Our proprietors are misunderstood. Many a press has been closed and hundreds have lost their jobs. The labour should not fail to read the writing on the wall. If this process of misunderstanding grows, there will be very little left, when the labour returns victoriously from the courts of appeal. This can be likened to a war. Both the warring powers spend themselves all-out for winning a victory, finally one wins, but both are emaciated and prostrate. The toll of labour-war is going to be similar. We hope that enlightened trade unionist opinion will prevail on our workers in the printing industry and advise it not to add another headache to the many ills with which the printing industry is beset. It is never too late to mend!

Layouts and Lettering

(Continued from page 7)

HANDLOOM HOUSE: A 10x2 col. arresting ad headed "we are waiting for you". The figure is that of a handloom saree-draped lady in light and shade divided into three parts: Text in one opening and address in the other. Gothic and Gill series being used: all lines are in lower case only, as usual. **SHILPI**

INDIAN PLYWOOD'S 7x3 Col ad has a door in perspective, line, neatly done: three hands of different tints facing the door. The heading "sensitive hand" is in brush script uneven text in lines of Times Roman above the hand and the Monogram. Nicely done. **SHILPI**

DUNLOP is completing 21 years. On this occasion they have started a new series of 12 x 4 col advertisements. The things common for the whole series are: Baskerville headline and text, liberal white space, line brush and chalk drawings strikingly rendered. There is a small emblem formed by the figures 21 around which 1936 are 1957. The

impression of a factory is created by the angular figure "2" and the construction of "1" into a chimney. All these elements form themselves into quite a series to commemorate the completion 21 years of this outstanding firm. **CLARION**

NATIONAL RAYON'S 11 x 3 col. ad about Nature's weavers—5 headed "He likes an airborne meal" features paradise fly-catcher in an illustration. Usual high standard kept up. **EVEREST**

ASSAM OIL'S story of Oil series—4 is headed "Exploring for oil" in Gill Heavy. Illustration is of two geologists exploring for oil. Two col. text in Times. Name in Weiss and a line in Gothic. Usual display 12x4 cols. **DJK**

PHILIPS INDIA prestige 9 x 4 cols ad. headed "In Industry Philips do a good job." Three aspects of industry are illustrated in scraperboard with a black outline pattern. Times Italic uneven text and a Gothic Italic line "contributing today to India's future." with Philips monogram completes an effective ad. **JWT**

STANVAC: Mr Adipocere asking all of us to "Come, meet my

friends" about the distribution system has text in Times Roman. This maintains the educative and and interesting level of the series.

PRESS SYNDICATE

TATA STEEL: An 8 x 6 col ad to commemorate the birth of Alexander Gustave Eiffel, who gave France a national emblem (the Eiffel Tower,) and the world another wonder, on Dec. 15, one and quarter century ago. The line drawing of the genius and his achievement is good. Copy in Verona series. Tata Steel—On To Two Million Tons shows that they are progressing unlike some of the bismal state undertakings that devour tax-payers money in millions! **JWT**

TITAGHUR PAPER'S new series in 8 x 2 col has the first one featuring a boy raising his hand in the class, headed "I know the answer" in Gill bold, Eight lines of text in Times Roman. Trademark name in Gill Heavy caps. The second one has office setting: boss and secretary are prominent in the illustrations. "Dear Sirs" begins the advertisement in Typewriter type. Text etc same as the first one as regards typography. Previous 7 x 3 cols series ads had modernistic (surrealistic?) drawings. This is a welcome change. **JWT**

Presenting the Process Camera

(Continued from page 16)

dots or elements, the tonal value being retained as in the original. It should be remembered that the tonal value is now rendered in varying not the density of the photographic emulsion as in ordinary photography, or even varying the ink film, but the surface area being reduced or left intact. The small elements or dots form themselves into a medium for covering the background, their sizes varying according to the original tone.



GRAPHIC MACHINERY DEALERS' ASSOCIATION

A meeting of the *Graphic Machinery Dealers* was held on 14th December 1957 and it was resolved to form an Association known as "*Graphic Machinery Dealers' Association, Madras*". The following were elected as Office-bearers for the year 1958:

President — Rotarian Baldevji.
Vice-President — Sri K. G. Krishna Rao.
Sri C S. Pillai.

Hony. Secretary—Sri J. P. Jain.

Treasurer — Sri K. C. Khanna.

The aims and objects of the Association will be to foster mutual understanding, goodwill and friendship among the members and to arrange for better technical education, exhibitions, shows and various publication of books for promoting the Graphic Industry.

PATRA ROTARY LETTERPRESS CONFERENCE PROCEEDINGS

Copies of the Proceedings of the Rotary Letterpress Conference arranged by the Printing, Packaging & Allied Trades Research Association in April 1957 are now available from Patra House, Randalls Road, Leatherhead, Surrey. Prices, inclusive of packing and post, are: Members 10/6d per copy; Non-members 15/- per copy.

The publication, which runs to 160 pages, includes the eight papers presented and full reports of the discussion on them. The papers are as follows:

Rotary Letterpress—A General Survey, R. Clay (Richard Clay & Co. Ltd.)

Electronically Engraved Plates, D. J. Kyte (K. S. Paul Ltd.)

Rubber and Flexible Plastic Plates, D. McLaughlin (McLaughlin Machinery Ltd.)

Metal Plates for Rotary Letterpress, J. J. Butler (V. Siviter Smith & Co. Ltd.)

Stereotypes and Electrotypes for Rotary Printing, F. Funston (Hazell, Watson & Viney Ltd.)

Sheet-fed Machines, E. A. Timson, M.B.E. (Timsons Ltd.)

Reel-fed Machines, D. Fletcher (Victory-Kidder Printing Machine Co. Ltd.)

Offset Letterpress Printing, J. L. R. Wright (George Mann & Co. Ltd.)

It will be recalled that the conference was the outcome of a recommendation made at the Eastbourne Letterpress Methods Conference that the future of rotary letterpress printing - whether sheet-fed or reel-fed - "calls for the closest possible attention by every master printer, every machine designer and PATRA"

The conference papers and discussions are published in the belief that the information given and the views expressed will be of considerable interest to the industry and may help to promote a better understanding between machine maker and printer in the light of present-day requirements.

PATRA CHAIRMAN'S TRIP TO U S A

G. L. Tillotson, J.P., Chairman, Printing, Packaging & Allied Trades Research Association's Newspaper Conference, Harrogate, is at present on a business trip to the United States. Mr. Tillotson, who returned to the U. S. A. a week before the conference, visited the *Milwaukee Journal*, the *Chicago Herald Tribune*, the *New York Times* and a few smaller newspaper plants, and the research laboratories of the American Newspaper Publishers Association. During his trip he will also attend the 61st Annual Convention of the American Photo Engravers Federation in Philadelphia. At this Convention various technical papers will be read and an exhibition will be staged comprising over 60 booths showing the latest plant and materials used in the American process engraving trade.

On previous trips to the United States, Mr. Tillotson has visited the Packaging Institute and the Research and Engineering Council of the Graphic Arts Industry to promote the sale and distribution of *Printing Abstracts and Packaging Abstracts*.

FIRST PRACTICAL OFFSET GOLD

Interchemical Corporation, USA, announces the IPI Speed King Offset Gold ink. This is the first ink of such quality. Lithographers can now print goldinks all day and still get high finish on coated stocks. Offset gold with Albumen plates, deep etch plates or copperized aluminium plates on such large sizes as 35 x 45 inches is now possible for 50,000 impressions or more. High finish of gold, fast drying, etc., are some of the properties of the newly discovered IPI Speed King Offset Gold. This high finish is obtainable on coated and ordinary stocks also.

Gold Medals



**Haas & Koh-i-Noor
Screens**

Awarded by German State

*Over 50 years world's leading
Screen Brands HAAS & KOHINOOR*

Engraved Halftone-Screens
For Paper, Textile, Plastic material

Engraved Rotogravure-Screens
For Paper, Textile, Plastic material

UNIVERSAL-Contact-Screens
interchangeably used for both
Offset and Letterpress procedures

**Film Screens, 50 Designs
and Cellophane-Screens** For Shadings

Film Screens with dots
in different tones for Letterpress or Offset

HERBST & JLLIG
FRANKFURT A. M. D. Germany

In the "News & Views" col. of last month's issue we published a fairly comprehensive report of the memorandum submitted by the Publishers' Association of South India.

The following news appeared in "The Hindu" of Jan. 3, 1958 and is reprinted here.

NATIONALISATION OF TEXT-BOOKS-SCHEME REVISED BY GOVT.

The State Government's programme for publishing text-books for elementary schools has been revised, as a result of representations from publishers, printers and other allied interests that the proposal should be deferred.

According to the revised programme, the Government text-books for Standards I to V would completely replace books published by private agencies only in 1960-61.

Books based on the revised syllabi published by private publishers and approved by the Text Book Committee will be in use for Standards I to III during the years 1958-59 and 1959-60. Books for Standard IV according to the revised syllabi published by the Government will come into use in 1959-60. No private publication for Standard IV will be considered and approved by the Text Book Committee from that year onwards.

A Press Note issued by the Government stating that they have decided to adopt the revised programme for the publication of text-books as described earlier, says books submitted by the private publishers for Standards I to III in elementary schools would be used only for two years namely 1958-59 and 1959-60. It is hoped that the interval provided under the revised programme would enable publishers to adjust their

business suitably in relation to the Government policy regarding primary school text-books.

It may be recalled that the Government had accepted in principle the recommendation of the Legislature Committee on the White Paper on Education that the Government themselves might publish text-books for elementary schools (Standards I to V.)

It will be seen that the questions of private managements choosing their own text books; of enforced uniformity all initiative and originality in teaching; of the discontinuance of publication of general books, advanced books and dictionaries and reference works etc., thereby eliminating plenty of authors etc., are not dealt with.

It is indeed tragic that the Nationalisation is to be proceeded with. If this is not a form of thought control, we fail to understand what that word means! We shudder to think of how the Govt. so notoriously inefficient in all its additional undertakings so far, is going to provide the text-books, in the numbers and in the time they will be required in each and every season!

NEGATIVE RULING

An apparatus for ruling lines on photo-litho negatives has been patented by William E. Lewis. The invention incorporates a guide bar with a tapped counterbore in one end, together with a ruling blade carrying-block movable over the guide bar to facilitate parallel ruling.

BETTER INKS RESULT FROM NEW VEHICLE

Lawter Chemicals, Inc., Chicago and San Leandro, has announced a new line of ink vehicles known as Super-gel, for producing inks with superior characteristics, it is stated. Under test, it has shown an ultra sharp dot structure and high water resistance.

NEW INK SHELF FOR CARTRIDGES

The Van Son Holland Ink Corporation of America, New York, announces the availability of their newly designed ink shelf. The new shelf holds 14 cartridges and has a convenient holder for the ink gun. This shelf unit can either be fastened to the wall or placed on a table. It is packed in a sturdy corrugated box and can be easily assembled in a few minutes. Directions and an exploded view showing method of assembly are included in each box.

NEW ENVELOPE MADE DIRECTLY FROM ROLL OF PAPER

The nationwide distribution of a new style envelope called V-Flap has been announced by Eldon V. Johnson, president, the United States Envelope Company, Springfield, Mass. The V-Flap envelopes are diagonal seam style with executive type pointed flap. They are made directly from a roll of paper, in one continuous operation, at a speed three times as fast as the output of conventional folding machines. The development of the equipment for making the new type envelope has been heralded as the greatest advance in over 100 years in the industry.

NEW SWEDISH-BUILT GUILLOTINE

THE FIRST machine of a new range of guillotines arrived. It is the Swedish-built Super-Como marketed by Gordon and Gotch Ltd.

THE COOLING OF CHEMICAL SOLUTIONS

In tropical and sub-tropical countries, it is often necessary to cool chemical solutions in order to obtain the correct processing temperature. Kodak Ltd, in conjunc-

(Continued on page 24)

Teletypesetter

(Continued from page 10)

Two of the 64 code signals are used to control "shift" and "unshift" (i.e. caps and lower case), leaving 62 combinations which are doubled by this shifting to provide a total of 124 separate selections to control the Intertype keyboard and machine functions.

The range of characters obtained from these selections is still further extended, since double-letter matrices are used. Thus, besides having a roman alphabet complete with figures and points at his command the Perforator operator also has its italic or bold counterpart available merely at the touch of a keybutton.

The code combinations are secured by punching a maximum of six holes in a strong paper tape $\frac{7}{8}$ " wide. When a given key is depressed it selects its correct code signal, positions the proper punches for that code, and releases the punching mechanism to make clean holes in the tape, at a maximum speed of 900 perforations a minute, which in terms of output is an average of 150 words a minute! So here is ample keyboard capacity!

The Perforator keys which control the composing machine functions, apart from the individual characters, can be sub-divided into two groups:

I. *Those keys which operate the composing machine.*

(a) upper rail. (b) lower rail. (c) elevator. (d) mixer shift. (e) quadder control.

II. *Those keys which control matrix selection.*

(a) shift. (b) unshift.

Two more sets of keys provide for controls on the Perforator itself, and on the Page Printer, if it is part of an installation:

1. Perforator Keys

(a) type feed. (b) return (at end of line, (c) rub out.

II. (a) bell signal. (b) paper feed.

Keyboard layouts can be prepared to suit the need of individual offices and forms of composition—for instance ordinary text composition for straight take, or special layouts for stock exchange work, or for foreign languages and so on.

There are two styles of Perforator, one being known as the Standard Perforator, which can be used only when unit width matrices are running in the line-composing machine. These special matrices are made in widths directly proportional to the em quad of the type face, each unit being $\frac{1}{18}$ of the brass width of the em quad. There are actually eleven groups of unit widths in such a fount the narrowest being six units wide; the total range is, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 18 units.

The other style of Perforator, which is infinitely more suitable for general application, is the Multiface Perforator. This Perforator permits the use of standard founts of matrices, and of course the full selection of text types available from the line-composing machine companies, Intertype and Linotype. To count an accumulating line of normal matrices, a fount can be divided into 28 groups by set-widths. The em quad of any fount is divided into 32 units. The narrowest characters are 5 units wide, i.e. $\frac{5}{32}$ of the em quad.

This modern Multiface Perforator uses a removable counting magazine for each fount of matrices. The magazine may be removed and another inserted in a few seconds, so that fount changes are both simply and quickly effected. The type sizes are from $4\frac{1}{2}$ pt. to 14 pt.

A few words about the paper tape. This is available from manufacturers in England. One roll of tape will make approximately 3,200 lines of newspaper single-column composition. It can be used many times again for repeat composition, if required. For those interested in this aspect a comparison of storage figures is worth noting. 15 galleys of 10 pt. 21 em slug-set matter weigh about 3 cwt. and require 1,000 cu. inches of space. The equivalent matter could be perforated on one roll of tape weighing 1 lb. and only 14" in diameter.

The next vital unit is the Operating Unit, the mechanical device which is fitted to the line-composing machine special adaptor keyboard and adjacent mechanisms (such as the assembler.) This consists primarily of a tape feeding and selecting mechanism, together with transfer mechanism, code bars and related parts which aid in translating the code signals, punched as holes in the tape, into positive mechanical actions on the line-composing machine.

The Adaptor Keyboard replaces the regular keyboard on the lines composing machine, and it contains the various elements of the essential linkage to convey the action signalled by the tape to:

1. The escapements which release matrices from the magazines.

2. Spaceband release.

3. Assembling Elevator.

4. Assembling Elevator lateral rail for bold and italic composition.

No motor is used on the operating unit because power is provided by belt drive from a pulley on the intermediate shaft of the line-composing machine. The clutch which cuts in and throws out the operating unit is electrically controlled, running on 24-volts D.C.

via a rectifier and transformer fitted on the line - composing machine.

It is important to stress here that a Teletypesetter-equipped Intertype can instantly be used at any time for manual operation, whether for just one line or continuous operation, whether for just one line or continuous operation, merely by turning off the operating unit control knob.

The equipment so far described would be adequate for what one might term on the spot or house operation. For remote, or transmission operation by wire, other equipment is necessary and essentially comprises:

Transmitting Distributor: For converting the punched tape from the Perforating Unit into electrical impulses that may be carried by wire (or radio) over any distance to any number of plants.

Reperforator. For reproducing punched tape at each receiving office.

Page Printer. Which is available in two models, the first being for receiving-only printing and provides a typewritten copy of the text contained in the punched tape; the second for use when interchange of messages is required i.e. sending-receiving-printing.

Concerning wire transmitting, dependent on the line facilities, almost any number of circuits on the Voice Frequency equipment are available although usually 12 to 18 circuits is adequate, giving facilities for simultaneous transmission of six or more Teletypesetter lines, three Agencies, a band for picture transmission, telephonic conversation, and so on. Such arrangements, of course, whether by land wire or radio, are all under the control of the G.P.O.

Earlier, speeds of composition on the Tape Perforator were dis-

cussed. It is obvious that the mechanical operation of the line-composing machine by the punched tape and the Operating Unit will secure greater nett output in terms of ens or lines per hour. It is indeed a remarkable spectacle to see Intertypes automatically turning out slug after slug at 350 to 400 and more an hour on regular machines, and on modern High-Speed machines as many as 500 to 600 (and more!) slugs per hour. There is no doubt that the rhythmic operation of the machines permits capacity production and does reduce keyboarding errors.

To take full advantage of the unique output possibilities of Teletypesetting, Intertype developed the high speed machine, showing the first British-made High-speed line-composing machine at the British Industries Fair in May 1953, where many were sold to overseas news-paper offices. These machines can be equipped to run at 10 or 12 lines a minute. They are built on the same simple standardised Intertype lines of design and construction, with the addition of cushioning devices to ensure smooth control of the matrix travel throughout the machine cycle.

Additional automatic safety stops have been incorporated in the machine, such as:

Electrical

1. Distributor safety stop, which stops the tape feed on the operating unit if a matrix jam occurs at distribution.

3. Assembler control to stop the tape feed if the Perforator operator has omitted the elevator signal at the end of any line. The same safety will prevent the operating unit from starting unless the matrix delivery belt is set revolving.

3. Stop tape control to switch off the operating unit if the feed of

tape to the unit is slowed down or interrupted.

Mechanical

4. Tight line control, to prevent overset lines being "sent away".

5. Jogger device to ensure last matrix is positively assembled within the elevator pawls before line is "sent away".

6. Should a line pi in the assembling elevator and therefore fail to rise to the delivery slide the unit will automatically stop until that line is cleared.

These High-Speed Intertypes have attracted world wide attention, and sales, because of their high hourly output capacity. On long tests under commercial conditions, on 12 em measure, the following outputs were secured:

4½ pt ...	27,000	ens per hour
7 pt ...	21,600	" " "
8 pt ...	21,600	" " "
11 pt ...	15,600	" " "

But why content ourselves with figures obtained from tests, even if made under simulated commercial conditions? Facts given concerning one recent Intertype Teletypesetter installation show that on an 11½ em measure, using a 7 pt. face, an average of 4,000 lines is being produced over a 7½ hour working day. This represents a sustained speed over this period of 9 lines per minute or 21,300 ens per hour.

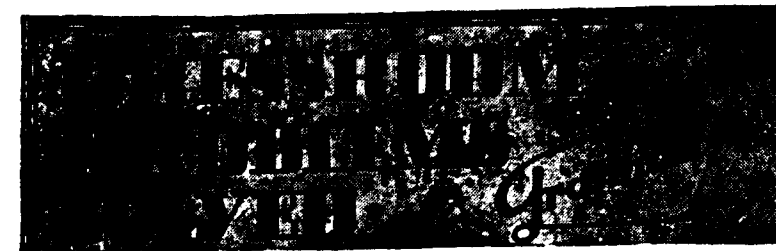
Before closing it should be mentioned that Teletypesetter equipment can be fitted to all Intertype machines, namely:

Model "C" Single distributor machines.

Model "F" Double distributor Mixer machines.

Model "G" Double distributor extra display machines.

The Fotosetter photo-composing machine.



In these pages "Graphicus", an expert in the printing and allied industries, solves month by month Pressroom Problems of the printers. All questions may be addressed to "GRAPHICUS", C O PRINTINDIA

199. Q. We are preparing an offset plate. In this, as you know, an operation called rolling is involved. As we don't have the special roller for rolling, we are not rolling our offset plates, but simply develop and charge with ink and put on the machine. But whenever the image walks off the plate, our offset printer, always considered as an enemy of the plate-maker, blames the latter for omitting the important operation of rolling. On the other hand, when some plates give good results on fairly long runs, it is the plate-maker's turn to impress on the offset printer that rolling is not an important or necessary operation. As an expert with considerable experience to your credit, you can tell us whether to roll or not, our offset plates.

A. In my opinion it is necessary to roll up the plates before use on the machine; faults in the platemaking then come to light in the process room and not on the machine. If the plate is good, then it will give good results on the machine without rolling up. But if it happens to be faulty, finding this out on the machine is an expensive process.

200. Q. An inferior form of coated stock has crept into the market. This is sometimes called machine-coated and is sold cheaper than the traditional brush-coated one. What, if any, is the difference between the two varieties of coated stock?

A. It would be better to call the paper under reference Second Grade or even Third Grade Coated Paper. I should imagine that the paper you refer to is probably mill rejects from the normal range of coated papers.

201. Q. We are finding it difficult to trace the progress of job in the various departments of the Press. If a customer enquires about the state of a job, it takes considerable time to locate it. Is there a

system to keep track of work in hand and to locate bottlenecks, to check delays to know work-loads in each dept., etc?

A. Please refer Previous issues of *Printindia* in which I have given ideas for job control in a costing article.

202. Q. Can you suggest any alternative material for moulding for electro-plating? At present we use wax-mould. But to improve results, we hear there are other methods.

A. Plastics are being used for moulding but space precludes my being able to give details here. I suggest you contact a reliable Printing Machinery Agent in this respect.

203. Q. We are printing a four colour job. We find that when all the four colours are printed, the result is harsh due to too much of black. Our new Superintendent advises to mix some black to the blue plate and omit the fourth colour completely. Do you agree with this?

A. I do not recommend leaving out the black plate and certainly not mixing black in the blue. You can no doubt obtain the result you require by reducing the black with a blue or tinting medium before overprinting the tricolour.

204. Q. In a three colour work, I find some difficulty with yellow, as I am unable to judge the amount properly. I think if I run blue first my task is easier in regulating the other colours to get faithful reproduction. Is this correct?

A. Provided you use a transparent yellow very good results in Tricolour Printing can be obtained by reversing the order of the colours. However there are some sets of blocks which will not give the best result by this method. I suggest you, proof your job both ways before printing so as to ascertain which you prefer.

News and Views

(Continued from page 20)

tion with Frigidaire Ltd., have therefore made available to special order, 'Kodak' processing units, models 56, 54 and 30, complete with water jacket cooling units, which are specially designed for use in the tropics.

The cooling unit is designed to control the temperature of the processing solutions only; and does not control the temperature of the wash water, so it is only suitable for use where the temperature of the wash water does not exceed 80° F. Where the wash water is considerably in excess of this temperature, it is recommended that the 'Frigidaire' cabinet cooling plant in conjunction with a 'Kodak' processing unit model 56 should be used.

PRINTING NEWSPAPER BY MAGNETIC FILM

A RUSSIAN college lecturer has devised a method of printing a newspaper by the use of ferro-magnetic film similar to that used in tape recording machines. The possibilities of the new process have been investigated by the appropriate research institute which has authorised the establishment of a special laboratory where the inventor, Ivan Zhilevich, can develop his machine still further.

A magnetic image of the page to be printed is first transferred to the film with the aid of a picture transmitter. The film is then placed on the cylinder of a normal printing machine which rotates with ordinary paper passing over it.

At the same time a fine powder is sprayed on the paper, adhering only when the tape is magnetised and so giving a clear-cut reproduction of each letter. A hot cylinder then fixes the print by melting the powder and attaching it firmly to the sheet.

COLOUR APTITUDE

A system for determining the colour vision and judgment of graphic arts personnel has been devised by the Inter-Society Colour Council. It comprises a test in which the individual worker must make 40 independent colour matches from an array of 40 colour chips or blocks. Colour matching is done with the chips, which are mounted on an easel-type panel and arranged in rows of four basic hues—red, green, yellow and blue. The time required to complete the test and the accuracy shown in matching indicate the colour sense and vision of the person undergoing the test.

MASTERSCREEN FOUNTAIN CONVERSION UNIT FOR SILK SCREEN PRESSES

For the first time owners of popular models of cylinder type silk screen printing presses can obtain advantages of the enclosed ink-fountain-squeegee with kits offered by Masterscreen Printing Equipment Corporation, Stockton, California. The conversion consists of replacing the original squeegee with the Masterscreen fountain squeegee, specially made for each press. According to Masterscreen this results in eliminating back-stroke ink distribution and print control, maintaining ideal ink viscosity throughout long runs, and reducing makeready and washup time considerably. The fountain provides adjustments for controlling both the flow of ink and pressure of the squeegee. The squeegee is of a type that never needs sharpening.

Installation is said to be accomplished without costly machine work, all necessary adapting parts being provided.

NEW INDEXING MECHANISM

EQUIPMENT manufacturers are introduced to a new indexing mechanism with the announcement by

Manifold Machinery Co. Ltd., of the Mark II Manifold index gear.

Step-and-repeat and bookbinding machines are cited as typical examples to which it may be applied. It is, however, applicable to any type of machine in which intermittent rotary motion is involved.

Outstanding features of the unit are said to be its high speed of operation, 750 per minute, and high accuracy. It consists of a turret radially mounted with follower rollers which engage a driving cam. Part of the thread of the cam is straight, providing the 'dwell' period for each indexing step.

Manufacturer's address is 660 Great Cambridge Road, Enfield, Middlesex.

ELECTRONIC DEVELOPMENTS

An electronic device known as the Springdale Colour Scanner was conceived by the engineers of Eastman Kodak Company and co-operatively developed by that company and Time Inc. The Scanner automatically and accurately produces continuous-tone, colour-corrected negatives from original colour transparencies, calculating and integrating the required colour and black components.

Another electronic device similar to the Springdale Scanner is the RCA Colour Corrector. This machine accepts a set of uncorrected separation negatives made with standard filters. The corrected separations are produced one at a time in approx. 15 minutes each.

Other organisations and individuals actively working on the electronic approach to colour separation are Miehle Company and Fairchild U. S.; Cros-field and Hunter-Penrose in U. K.; Belin in France; and Dr. Rudolf Hell in Germany.



*Let Fine Printing
be your Ambassador!
For Attractive Design
and Excellent Execution
you can depend on*

Kubera Printers (Private) Ltd.,
THE HOUSE OF MASTER PRINTERS
21, SUNKURAMA CHETTY STREET, MADRAS-1.
PHONE: 3006 GRAMS: VASUNIDHI

**★ COLOUR
PRINTING
A SPECIALITY**

*Get your Blocks done
the NEWTON way*

TRI-COLOUR
LINE &
HALF-TONE

*blocks are engraved and
delivered by us with
guaranteed precision
and at the right hour*

CONTACT:

PHONE: 86729

NEWTON & CO.

THE LEADING BLOCKMAKERS OF MADRAS
80, WALLAJAH ROAD, MADRAS-2

Printindia



**LET US HELP YOU
SOLVE YOUR PRINTING
PROBLEMS**

None of us are know-alls, but some of us are more knowledgeable than others due to special training, better experience, opportunities and so forth.

As ink-manufacturers with extensive all-India contacts, we come across several types of printing problems referred to us by printers, some of them already solved for other printers who had similar ones.

Then there is our Research Department in charge of expert technicians, on whose resources you can freely draw.

Solving or partly solving problems by hit-or-miss methods is never so satisfactory or profitable as getting them solved scientifically and methodically.

Feel free to draw on our knowledge and experience. It will cost you nothing, nor place you under any obligations whatsoever.



With Compliments from

**RAINBOW INK & VARNISH
MFG. CO. (Private) LTD.,
BOMBAY - 7**

TELEPHONE:
Office: 42471
Factory: 88101

TELEGRAMS:
RAINBOWINK
BOMBAY

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

Managing Editor
TEMPORAU

Business Manager
V. S. N. Murthi

ANNUAL SUBSCRIPTION RATES

INDIA	Rs. 10/-
PAKISTAN	Rs. 10/-
CEYLON	Rs. 10/-
BURMA	Rs. 12/-
U. K.	£ 1
U. S. A.	\$ 3

Editorial & Publication Office:
PRINTINDIA

Proprietors
KUBERA ENTERPRISES (Private) Ltd.,
"KUBERA BUILDINGS"
21, Sunkurama Chetty St., Madras-1
INDIA
Grams: VASUNIDHI Phone: 3006

**PRINTINDIA is Published
on the 10th of every month**

Estd. 1953

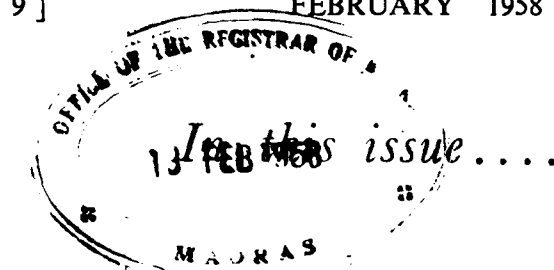
804
1-58
Printindia

A Monthly Survey of The Graphic Arts Industries, Publishing, etc.

VOL. 9]

FEBRUARY 1958

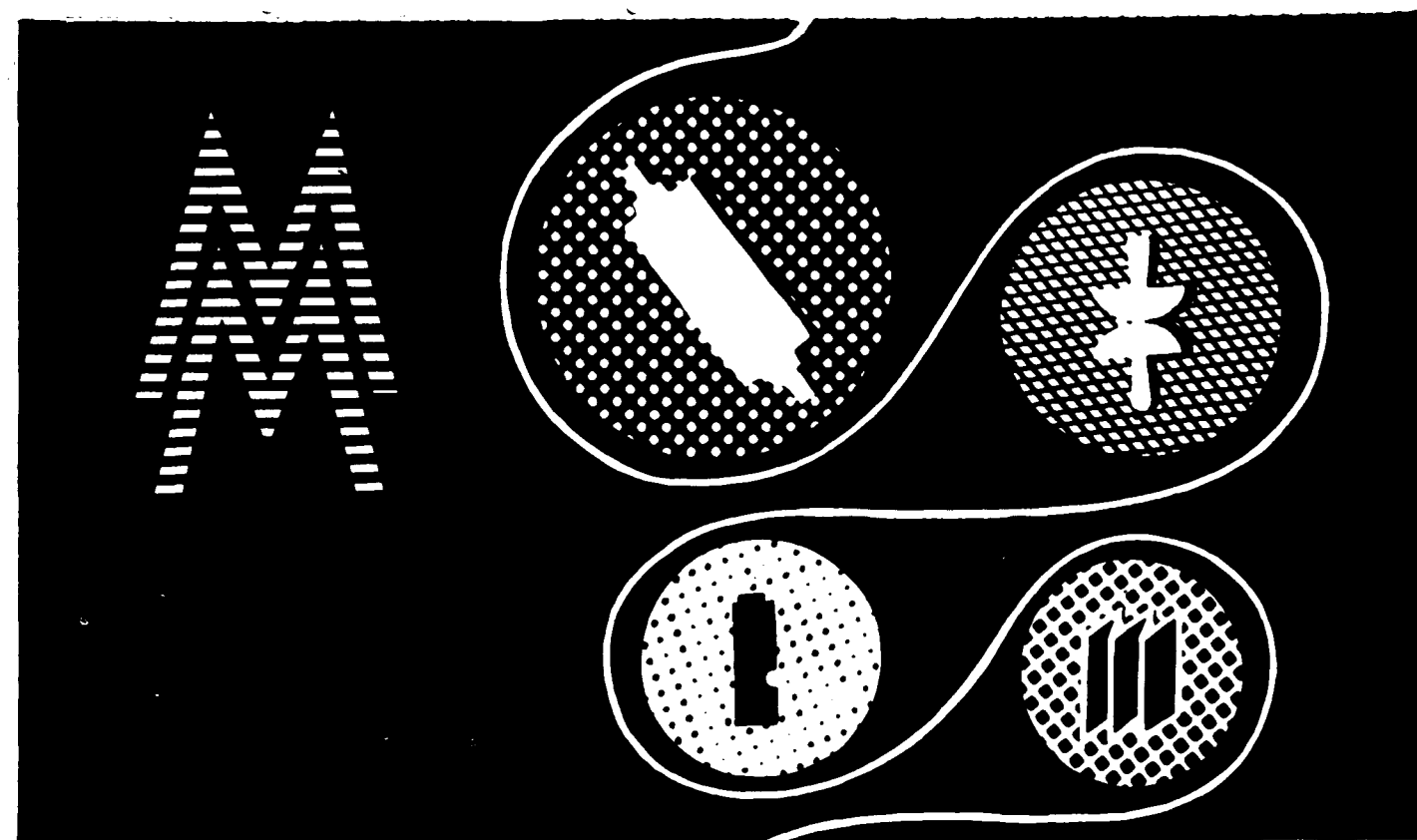
[No. 4



- ★ Stop Copying!
- ★ Layouts and Lettering
- ★ Young Printers in Old City
- ★ Lithography for the Layman
- ★ Presenting the Process Camera
- ★ From the Editor's Pocket-book
- ★ Regular Features

Pressroom Problems Solved
News & Views etc. etc. etc.

Printindia magazine sells throughout India and in many foreign countries. As a medium of publicity, its pull in the printing, publishing and allied trades is enormous. World famous manufacturers and advertising agencies have already been utilizing this magazine for high-potential trade publicity campaigns



BUGRA

the great, traditional Trade Exhibition of Machinery Apparatus and Equipment for the Polygraphic Industry, a

section of the International Leipzig Spring Fair is due to be held from March 2nd to 11th, 1958.

Out of the production of engineering works for graphic machinery in the German Democratic Republic, we shall exhibit at the Bugra:

Letterpress, Offset and Gravure Machines, Bookbinding Machinery.

Machines for Paper Making and Converting, Types, Matrices, and Numbering Machines.

Please make a note to visit us during Spring Fair at Leipzig in the BUGRA-Building on Gutenberg Square.



POLYGRAPH EXPORT

Gesellschaft für den Export von Büro- und Polygraphischen Maschinen mbH.

61, FRIEDRICHSTRASSE, BERLIN W 8

Cable Address: POLYTYPE Berlin

EDITORIAL



"Indian minds tend to be static—not discovering any new things, but repeating what others have found out." Thus spake Sri Jawaharlal Nehru, Prime Minister of India, at Pragjyotishpur.

India has gained independence politically. Her economic slavery continues. But what is worse is her intellectual slavery which is bound to continue for ever.

No doubt we have a Government of our own. True, we can walk in the wide boulevards of life with our head erect, chin up, facing the world's people as equals. Any Indian with a certain amount of moral and intellectual stature can face with confidence any international audience without any inferiority complex. In days gone by, some complex shrouded us, crippled our efforts, darkened our vision and narrowed our outlook.

But we have not realised our obligations. We have not developed standards much less established them in political, economic or other spheres. In many aspects of national life, printing industry and printer's profession have a mighty role to play. At present they play, if anything, a dull drab role. It looks always for precedents. It imitates everything English or American. Is this the end and aim, the goal and ideal of the printing industry? Is there not something more important, far more dignified and original, which our industry can contribute to the national life?

In our country, the printing profession is normally decried, the industry is neglected. Even after independence, there are many misunderstanding people who underestimate the potentialities of our craft. Surely it has a right to command that respect, that dignity which every

other industry gets. We can understand the layman being ignorant of the greatness of the Graphic Arts. Even people holding high office connected with the industry, those who should know better the role played by printing in the progress of the country, are prone to regard our profession as something superfluous or unwanted.

It is a pity that our industry and our profession which can tone up the national life, which can give the lead to industrialists, which can unravel all the mysteries of purveying information, instruction and inspiration, has not been given the right place in our society. Perhaps this is because that it has not risen to the occasion. has failed at the opportune moment.

We heard recently that printers in the United Kingdom hold such high public offices as Mayor of London. It is a pity that we do not have even a Member of Parliament, a councillor or legislative assembly member who is a genuine printer. For, such a one can take up the cause of printers. There are thousands of problems to be solved. Many a knot still remains to be untied. Hundreds of poor printers are waiting in vain for a helping hand. The stature and status of the printer need to be raised. Soon he should be put in a level with other industrialists.

Printing today is expensive; thanks to the import ban and the attitude of the Govt to our industry. The Govt's delays are well known. How long does it take to get a licence for a spare part? How long does a private printer wait to get his printing bills passed by the Govt? *A remedy delayed is justice denied.* The tensions and conflicts that exist between press-owners and press employees are so great that we may well say that there is a cold war within most of our presses. The views of the employee violently

differ from that of the employer. The views of the Govt again are diametrically opposite! The lack of uniformity of laws from state to state has added to the confusion. All India bodies cannot take action due to this inherent defect. He would be a bold man who can say that he understands all the laws, rules and regulations relating to printing presses.

All these have made India a land of confusion. There is a lack of understanding between employer and employee, employer and Govt, customer and printer, paper dealer and printer, etc. There is mutual suspicion and fear, a grave apprehension that one may cheat the other, as often they do cheat.

A fear complex has been created by nationalization and other unwise policies of the Govt. The printer has no time to reflect whither his industry is drifting. In short, the printing industry in India is presenting a problem. This is one of increasing difficulty to those who are interested in its prosperity and its continued production of attractive printed material.

Every year, the All India Federation of Master Printers meets at some important metropolis. The annual reports revel in facts and figures which are supposed to show that India's Printing Industry is second to none or at least as good as it is in other parts of the globe. But one will find that no comparative account of our production and quality has been ever attempted or presented. Such presentations should always include the quality and merit of achievements. No constructive criticism has been offered on such gala occasions when more people could be expected to be print-conscious.

The period 1939 to 1957 has witnessed a remarkable advance in spheres of printing technology and printing engineering, printing chemistry. In the course of the last five years this improvement has been more marked. Some of our prints can stand comparison in the matter of quality, precision, get-up and technique of production, with the best British, American or German prints.

But with regard to other aspects of our industry one cannot concede the same degree of improvement: one looks in vain for the organizational approach, the spirit of planning, the efficiency of supervision, in many of the leading presses of Calcutta, Bombay, Madras or Delhi.

The same crude devices, machinery (human and mechanical) adorn our printing houses as in 1919. The same drab pattern, the same flaws, the same drawbacks are found in every top-ranking press.

The reason is not far to seek. Very few press owners have the originality, the breadth of vision and the mental outlook for modernising their plant. None makes any attempt to keep abreast of the times. None wishes to incorporate the newer and newer processes and techniques that are introduced almost everyday. The evolution of the printing magnate from the proverbial pie-boy or "Gadi-khana" pauper boss can be found only in Bharat. Here intelligence of our public is taken for granted to insult it with shoddily printed material.

Excellence in printing has been increasing till at some time past it reached a level. From that level it has never gone up. If it stays for more years, it is bound to go downhill. The out-datedness and crudity of our presses can be compared, if an English press and an Indian one are placed side by side. Indeed it looks as though, our print-buying public have begun getting what they deserve. *The people get the Govt. they deserve.* So is the case with printing. Our people deserve what they get by way of printed stuff!

When we come to planning, design, lay-out and advertisements, the tale is sorer. Not a single Indian design cares to present an original theme. These are the days of copying. We are living in an age of wholesale copying. There is downright copying of pictures from foreign magazines, simply by changing the costume and adding a mark on the forehead. Articles are copied wholesale, changing here and there a few lines. Such unashamed and often criminal copying can be tolerated only in India. Perhaps this is yet another (dangerous) sign of our independence. One is yet to see of a design, layout, job, package, carton or other objects based on original Indian culture, tradition and genius.

Today, we are passing through a veritable copying era. An element of nightmare is being introduced by the inevitable slavish transplantation of foreign dress, foreign patterns, foreign shapes and the mal-synchronization of Indian life with the same. The trouble is that of late printing industry has got into the hands of persons who are foreign to the trade. They have very little knowledge of the craft which they call their own.

They are rarely concerned about maintaining any standards of quality, rates reasonable to the printing community and the customer. Not being equipped to think or act for themselves, they are at the mercy of customers.

Even the most loyal supporter of the Printing industry in India will soon reach the limit of his loyalty if the quality and merit of designs and printing do not improve. Here is the danger of a most patent and useful medium of communication becoming merely a contemptible tool for making money and incidentally ape-ing unhealthy foreign designs.

A new type of designers and artists, printers and press-owners with culture and understanding in themselves and not averse to efficiency is no doubt replacing the old. But their number is few. Adventitious outsiders dabbling in the field and speculating in the business should be replaced.

Our industry should attract men and women of learning and imagination. The emphasis should be on quality, originality and purity of design and efficient execution. A strong public opinion should be created against cheap copying, slavish imitation, or artistic piracy, which unsocial acts should be made to bring its own punishment in its wake.

Intelligent and enterprising personnel should be trained in press management, printing design. Printers should realise that it will not be to anybody's interests to ponder to the lowest cravings or to cater to the bad taste of a section of our fellow human beings by printing obscene, vulgar and indecent things. In short, our industry should become a self-censoring industry.

Of course the State can help wherever possible. But to expect the Union Govt to come to the rescue of printing industry by subsidizing is out of the question. *No state-aided industry is worth eulogising or enthusing about.* Our views on nationalized printing undertakings are well known. The moment the state gets its finger into the pie, it is good-bye to all individualistic effort and genius. We can expect and we do get plenty of regimentation, conformity to patterns. A thousand attendant evils creep up. Creative impulse goes out of one door. Crass inefficiency steps in through the other.

If the printers themselves apply the standards of quality and propriety to their printed products,

they can inspire the public and the state with confidence. in their good taste and bona fide intentions. More and more persons of greater social standing, higher intellectual calibre and nobler mental equipment should join the ranks of press-owners.

With a better class of artists, with more efficient executives, considerable improvement in the quality of designs and print can be attained. The general level of education or rather the lack of it among press-owners in certain parts of India is appalling. Quite a number of them are illiterate and are able to sign their names with considerable strain to their brain.

Perhaps their only asset by way of equipment as printers is their bank balance or surplus cash. Educated men cannot work under illiterate men. Therefore a sort of vicious circle is apparent. It is high time that the captains of the printing industry started educating their ranks. Education is a pre-requisite to any organization. Without organization no problems can be solved and no progress be achieved. The first step towards better printing is to STOP COPYING. *Printing is a creative industry.*

"For every ailment under the sun

There is a remedy, or there is none.

If there be one, try to find it,

If there is none, never mind it."



At the Baptist Mission Press: Students of Madras School of Printing are seen with Mr. Norman A. Ellis of Indian Print and Paper, Calcutta

50 YEARS IN THE SERVICE OF THE PRINTERS

A GREAT NAME IN
FINE FINISHED TYPES

Manufacturers of

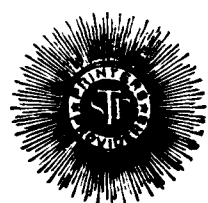
PRINTING TYPES IN 14 LANGUAGES

TAMIL, TELUGU, ENGLISH, GRANTHAM, MALAYALAM, CANA-
RESE, HINDI, SANSKRIT, MARATHI, DEVANAGARI, GUJARATHI,
URUDU, ORIYA & SINHALESE

AND

HALF-TONE, LINE &
ELECTRO BLOCKS

SUPPLIERS OF PRINTERS' REQUISITES



ESTD. 1906

Grams: BHUVANA

Phone: 84469

SWADESI TYPE FOUNDRY

CHINTADRI PET

::

MADRAS-2

Layouts Lettering

By

SRI RAMAKRISHNA NARAYANAN

Every kind of production requires planning. Printing is no exception. A well-printed work is only a well-planned print. In this monthly feature, outstanding pieces of publicity matter will be reviewed. The healthy criticism offered in these columns is only with a view to improve the quality of typographical arrangement as well as the choice of type faces

OUR PRESS

Mr. Harold Macmillan had a special word of praise to the Indian Press. While the plane took off from Delhi, the British Premier said, "I would like to thank you very much for the kindness and accuracy with which you have reported anything I have said while here."

The Supreme Court hearing continued during the past month on the Journalists Wage Board recommendations and the judgment is expected soon.

On the 14th of January, *The Hindu* of Madras slightly altered its typographical garb. Plain Roman Capitals replaced the Old English Lettering in the masthead, which was as old as 1878. A news page took the place of the classified ad title page. A three column halftone, feature news and a solus ad took the place of the advertisement front page. The

only things that were left alone on the front page were the ear-space ads on either side of the logo.

Let the readers hear the newspaper on this change: "The sweeping trend for newspapers has therefore been to move the main news of the day to the front page and to-day we join their ranks."

It is interesting in this connection to note that the *Times of London* changed to plain Roman from Inline Gothic (Text or Old English) on the masthead, as far back as 1932. This, incidentally, was the year when the *Times New*

Roman typeface was first introduced in the daily. But even prior to 1932, *The Birmingham Post* had already made the change. Although in the United Kingdom all newspapers have taken to Roman face for their mastheads, the great papers of America *The New York Times* and *The Herald Tribune* still retain the Inline Gothic. In India, *The Times of India*, *The Hindustan Times*, *The Statesman*, *The Indian Express*, *The Mail*, etc., continue their Old English face for the masthead headline. *The Hindu*, considered to be one of the conservative newspapers of Old India, has surprisingly broken new ground by sacrificing the formal Gothic for the plain Roman. But, it should be remembered that it was *The Hindu*, in 1938, ventured first into the coloured ads field, by bringing out the first coloured advertisements in the dailies. This daily has been maintaining a high standard of printing and typographical get-up.

Tata Steel, always in time to greet good things in our land greeted *The Hindu* on its changing to new typographical format. A 10 x 4 column ad said "To the grand old lady of Mount Road, greetings on her new make-up. May she continue to render outstanding service for many many years to come!" The humorous drawing, the four lines of Bembo followed by Tata Steel in Gothic



The new masthead with Roman Title

The former masthead with Old English lettering

FEBRUARY 1958

Italic caps, on to two million tons in Futura italic, complete the ad which none would have missed.



Evolution of

This is a fine tribute to a fine newspaper by a great firm.

Some Christmas Greeting ads have caught my attention. Burmah Shell had five gear wheels in mesh (half hidden) and four drops of oil worked up as a face in bush, ranging from an expression of concern in the first to that of content and joy in the last. The Burmah-Shell ad said "Cheer up! It's Christmas!" "Note for the



The novel

New Year: Burmah Shell for Planned Lubrication." DJK

BOAC: Four balloons in brush outline against a background of a part of xmas tree. Featured inside them was the greeting: BOAC wish you a happy Christmas" in condensed Roman, Caps and lower. Below, a thick rule box, a world route map, the BOAC speedbird and the lines "World Leader in Air Travel (in Gothic condensed italic), BOAC (in usual condensed lettering) takes good care of you" (also in Gothic condensed italics) and a Plantin interspaced line "British Overseas Airways Corporation" rounded off the ad. DJK



Miniron publicity

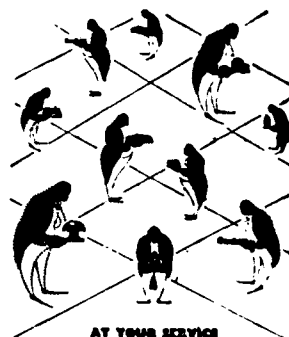
BATA featured a stork flying, in a tinted background and carrying a packet of Bata Shoes. The text was headed "New Year" in 30 pt and the other six lines were in Bodoni Italic Series. The usual lettering of "Bata" stood out at the bottom. Plenty of white space improved the appearance and readability of the ad.

GENERAL ELECTRIC CO. featured a bulb man entering a shaded doorway making it bright, an oval of holly leaves housing the greeting done in the traditional Old English lettering.

"A merry Christmas and a Bright New Year". The words "and a" were in type and "Bright" was rendered in brush italic caps. The emphasis on brightness was advanced further by small sketches of lamps, the light and colour lights. The address was in Gill series.

SHALIMAR in their 8 x 3 Alpha column ad literally splashed red and green with black. This with the carefree drawing helped to create the holiday atmosphere. A screen opened on both sides to present a christmas (?) tree-like thing full of paint-tins hanging on it! Mr Shalimar was about to tack the third nail on the Greeting. The Goudy line at the bottom said "With all good wishes from" which was followed by the Gill

address line in reverse red. The Shalimar Trade mark was also in Red. JWT



AT YOUR SERVICE

STANVAC is a name that means to people Adipocere delivers the goods

STANVAC in their 8 x 8 col ad featured all the characters so far used in their recent 10 x 4 col series putting all of them in about 6 types of actors. The balloons fluttered all over and the top set were tinted. The rough brush reverse line said "More Go With Mobilgas" The uneven Roman line in the middle said "Season's Greetings from Stanvac." The trade mark and a small address line completed the ad. JWT

INDUSTRIAL ENTERPRISES OF INDIA

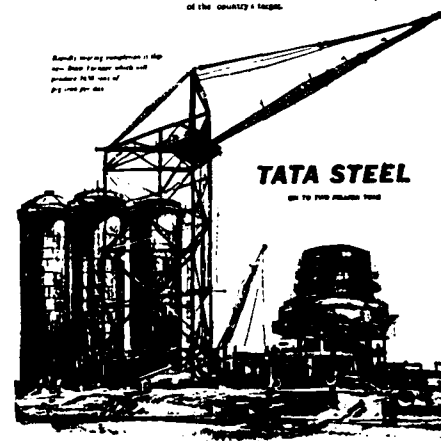
This month starts a review of the ads of the leading Industrial Concerns. The first batch covers Tata Steel, Martin

Burn, Aluminium Industries, and Texmaco.

THE ALUMINIUM INDUSTRIES LTD., KUNDARA Being one of the largest manufacturers of aluminium cables and accessories they have been advertising about their work quite frequently and consistently. There is a move to open a branch at Hirakud, the site of the longest dam in the world. That is unique about this 10 x 4 col ad (which is incidentally a size larger then usually taken by ALIND) is that it deals with a four year agreement with the employees of the company. Illustrations in charcoal outline of the specks and spanner at the bottom are placed aslant to fit the right flush copy at left and left flush at right. Both are in Times series. Uneven lettering heading are in dry brush. The lines at bottom are in line with the right flush lines above and are in Gill series. Here is an arresting piece of publicity. Criterion

TATA STEEL'S Final Spurt in Bodoni italics is dominated by the

The Final Spurt



Bodoni, Times & Verona: Final Spurt to two million tons

charcoal illustration of the new blast furnace rapidly nearing completion. The caption about the same is in four lines of Times Italic set left flush at the top of the illustration. The main text to the right of the headline set in Verona, an old favourite, left flush lines, is balanced by "TATA STEEL on to Two Million Tons"

BOILERS AND PRESSURE VESSELS

Marine Boilers are now being manufactured by us in India in addition to locomotive and vertical boilers, air-compressors etc. By this new addition to our range of products, we are able to supply a complete range of boiler and pressure vessel engineering.

Illustrated below is one of the Marine type Boilers made by us—Working Pressure 200 lb. per sq. inch, Heating Surface 1320 sq. ft. Evaporation 7250 lb. per hour.

THE HOOGHLY DOCKING & ENGINEERING CO. LTD. SALTIA, HOWRAH



Managing Agent: MARTIN BURN LTD. 12, Market Street, Calcutta. Branches: New Delhi, Bombay, Kanpur

One Type face: Gill One aim always: Boilers

in Gothic and Futura in the open space in the illustration. At the bottom, is a small line caps "The Tata Iron & Steel Company." This is a good advt, indeed!

JWT

MARTIN BURN LTD. Managing agents for a number of industries, they appear in the display ad pages often enough for us not to forget. In this 10 x 4 col. piece for H. D & E Co. Ltd. there are the Boilers and half-tone illustration. Gill heavy cap headline has the text immediately following set a bit right of the centre. This is in Gill series telling about the Marine Boilers now made by them at the Hooghly Docking and Engineering Co., Ltd (set in Gill Bold condensed

caps) at Salkia, Howrah (in Gill Bold Caps). The name and address of the Managing agents,

Performing 220,000,000 ft. lbs. per minute of work



TEXMACO serves India's basic industries

TEXTILE MACHINERY CORPORATION LIMITED

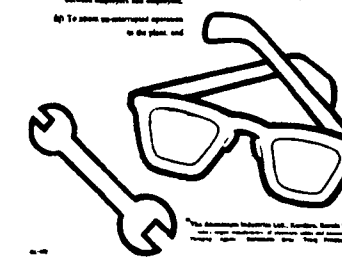
Texmaco speeding on the railways

Martin Burn Ltd., appears at the bottom of the boiler. This advt is rounded off by a thick line just the width of the line below the heading. Neatly designed, this piece has one family of type face used in varying heaviness according to emphasis, which has enhanced the homogeneity and unity of the display. Clarion.

TEXMACO: This is one of a series "Facts behind the figures" dealing with the firm's contribution to railways. The four line heading right flush is in Times Bold

Sworn Friends, Fast Allies

On December 11, 1957, the company signed a four-year agreement with its employees. The chief objectives of the agreement are: To establish fair wages and other benefits; To maintain harmonious relations between employers and employees; To ensure uninterrupted production in the plant; and To promote the healthy and progressive development of the industry for the benefit of all those concerned with it.



Spects, spanners, right and left flush lines for employer-employee goodwill

upper lower. Times Roman has been used for the text to the right of the headlines. One can't afford to miss the scraperboard rail engine.

An expanded lettering of the word "Texmaco" follows this, then in Gothic Condensed italic lower the words "serves India's basic industries" and the words "Textile machinery Corporation Ltd." in Times Roman letter-spaced, caps and small caps, spread to the width of the illustration. A thick rule placed centrally to the name line administers the final touch to this fine ad.

The matter in the lower part is common for the whole series and is set in the same series of type face throughout. Clarion

CALICO MILLS have introduced a new sensational poplin termed "Miniron." The publicity for this new product has been planned in a novel way by dividing

the word "Miniron" into two and having two separate ads and then finally leading to the complete ad with the illustration. The letters forming the product is as high as two inches each. Another item of interest is the illustration of a hand in the first, increased to five in the final advt. Gothic condensed, Cartoon and Sanserif are the type faces used in these. Shilpi have thought out a really novel and effective way of introducing a new product in the market.

STANVAC'S ad of Adipocere (10 x 3 col) is perhaps the last of a series, lively and instructive. There are nine adipoceres on a background of crossed lines. Each is holding a product in which he is used, such as lamps, tractor, ships etc. The words "At your service" in Gill Heavy caps "affirms Adipocere" in Times Italic and we have no doubt about that! The text in Times plus the Stanvac

emblem, name and address are as usual. It has been a real pleasure, knowing Adipocere and his transformations. Press Syn.

NOTABLE AMONG THE NEW PHILIPS (9 x 4) Two more ads of uneven black design with scraperboard illustrations, one depicting x-ray by a radiologist and the other a boy at study with audio-visual aids have come. "Aid to the science of healing" says the first. "Help to teach the modern way" says the second. With Gothic expanded heading and Times Italic text with the usual Goudy slogan "contributing today to India's future." JWT are continuing the campaign for Philips perfectly.

VOLTAS' 8 x 6 and 10 x 3 col ads of Crystal air conditioner was an excellent attention getter. The pictures were one enlarged and the other small. The theme was the

(Continued on page 24)

Young Printers in Old City



By

Sri SHIV KUMAR TIWARI, B.A.

Final Year Student, Regional School, Madras

On the banks of the Hooghly, stands Calcutta. At the brink of the future stand the final year students of the Regional School of Printing, Madras. Travelling 3,000 miles in 22 days, they visited India's foremost papermill, a leading ink factory, the most well-equipped letterpress and offset printing plants, the most modern packaging factory, the longest dam and quite a few interesting things besides. In this article, the Govt Scholar from Madhya Pradesh, writes about the interesting educational tour

Norman A. Ellis is a name well known in printing circles. *Indian Print and Paper* is a magazine regularly read by all printers. Baptist Mission Press is a large printing establishment printing in over 40 languages. No wonder we students visited the above on the first day of our programme. True to the popularity of the press, we were well received and shown round the press. Its equipment, their organization and the very atmosphere were something to be emulated. Mr. Ellis was very patient and very helpful in arranging for us all our visits in Calcutta. To him goes all the credit of the success of our educational tour.

Do you know of the newspaper which won awards for fine printing and display in three successive years? *The Statesman* of Calcutta is like a breath of fresh air blowing in a contaminated atmosphere. The press is equipped with up to date machines. Their process and rotary departments are excellently maintained. A novelty which attracted the eyes of the boys was the fans by the side of the Linotype operators. These derive their motive power from the pie matrix stacker shaft. This is an ingenious

way of utilizing existing motive power. The cleanliness of the departments and their organization are something that can be well copied by all other presses. Their technically trained staff include many trained in the Regional School of Printing, Madras. Mr. D. W. Courtney was very kind in allowing us at short notice to see the press.

One of the leading offset-letterpress printers are The Ganges Printing Co., Shibpore, Calcutta. Mr. Horsfield, the Mg. Director readily agreed to allow us and was with us for some time on our arrival. Mr. E. A. Lavalette, the Works Manager, took us to his production board room first. This was the first time that we saw a printing establishment having modern and accurate means of keeping track of work on hand. The board is made with many holes

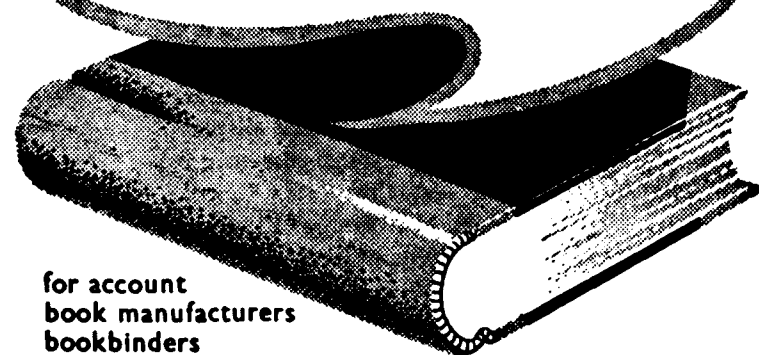


where coloured clips or cards may be secured. The dates were arranged longitudinally while the work order numbers were found on the vertical axis. Each department had a colour and at any given time it is easy to know the stage of any particular order. This board if maintained up to date is very useful in chasing jobs, in knowing work loads of departments, in fulfilling schedules, in disclosing delays, etc. The Ganges Printing Co. have many modern machines and equipment, such as the Albert Automat cylinder machines, the Nebiolo, two colour Wharfedale, etc.

On the offset side, they have the latest automatic darkroom camera, the Klimsch Autorika. Indeed in Calcutta, we should say the Klimsch Camera reigns supreme, for wherever we went we didn't fail to notice this popular make. The Ganges Printing Co. has not only an up to date camera, but also a very able cameraman Mr. T. Chatterjee. The latter explained so lucidly every operation and actually demonstrated its working that he left none of us in doubt as to his capabilities. The Offset department of Ganges Printing Co. is endowed with an experienced technician Mr. Moitra, who didn't omit even the minutest detail of the process and technique. They have an air-conditioned plate-making and printing room which help stabilizing and standardizing work procedure. Their varnishing machine, their Roland and Mann Offset machines, all demanded our attention. With tea and a swap with Mr. Horsfield we went to the Botanical gardens. A finer finale for a useful day at Calcutta cannot be imagined.

When you use Coates inks, troubles in printing vanish as if by magic. That is only when you

STANDARD MILLS book-binding cloth



for account
book manufacturers
bookbinders
printers

THE STANDARD MILLS CO. LTD. New Parbhadevi Road, Bombay 28

SM-5-3

know how to print! So, Mr. Robinson, Managing Director of Coates India Limited sends a fleet of cars to pick us up and show his wonderful factory. Mr. Biswas was personally driving one of these cars that took us to Coates Factory on an early and cool morning in January. Mr. J. A. Cushman their technical manager took considerable time in taking us round the mill and explaining in detail all the operations that go to make a good ink. We saw various kinds of mixers, grinding mills of unitary and three-roll type doing their work with precision. They have a laboratory and test their inks thoroughly for their physical and chemical characteristics and suitability. We saw the grinding gauge which tested whether the ink has been ground free from granular particles. Mr. Cushman demonstrated ink manufactured for three basic processes, namely relief, intaglio and planographic. What attracted us was some screen printed stuff kept exposed in sunlight for some months now. This was, the expert explained, to test the light-fastness of the ink, as it is to be used on posters. The cars picked us up again and we were on our way to Titaghur Paper Mills. Mr. Cushman was assisted in his demonstration by Mr. R. Krishnamoorthy, recently returned

Sri H. K. Das Gives a Party



Students at the famous Eagle Litho

after foreign training and Mr. Raghavan, laboratory technician of Coates.

Titaghur is a byword in paper markets. Elephant brand is the favourite of the millions. On the banks of the Ganges stands the Titaghur Paper Mill No. 1. As usual we were warmly welcomed by Mr. Warton and taken round the crushers, the digesters, the washing machines, the bleachers and the beaters, which are various machines in pulpmaking. We saw several Four drinier-type paper making machines in full operation. Various qualities of paper were being made before our very eyes. The deckle strap went round and round. The dandy roll impressed the word "Titaghur" on every yard of paper. The pulp ran fast, becoming a self-supporting sheet. It went under the drying cylinders, couch rolls, calenders and was finally reeled. Then the reel was super-calendered wherever necessary. We saw even a sizing plant in operation. Giant slitters, cutters and packing machines we saw too.

Mr. Silver was very kind to allow us. Mr. Narayana Iyer, the most experienced finishing foreman, took pains to explain everything to us. Mr. Anantaraman of the finishing department helped us a lot and gave a nice tea party in his Mess. Mr. Chakraborty took us to the laboratory. He explained in great detail how paper is tested for moisture content, tensile strength, bursting strength, folding and



Students of Madras with Calcutta Principal

creasing strength, opacity and brightness. Titaghur paper Mills manufacture something like 80 tons a day in one mill alone and has a wide range of quality papers, printing, writing, wrapping and speciality. No doubt we were thrilled to witness the greatest Paper Mill in the East at work.

Eagle has ceased to be a mere printing press. Its name has gone into history as the producers of top quality offset work. Its name is inseparable from Mr. H. K. Das, whose personality, genius and geniality are guiding the destinies of not only one press but the whole industry. Almost half a day we spent in this splendid establishment. We could have spent years without knowing that time has passed. Such is the organization and maintenance of the country's leading offset establishment. Wealth and wisdom have never combined in one person. In Das these two qualities are found united. We saw in Eagle the batteries of Manns, Crabtrees, Rolands, single and double colour, varnishing machines, paper converting machines, plastic binders and all the up to date equipment that one would have liked to see in Calcutta.

The Superintendent of the West Bengal Govt Press, Alipore, Mr.

(Continued on page 21)

LITHOGRAPHY for the LAYMAN

By
SRI T. KRISHNA

Lithography in its many forms is employed for a wide variety of printed products ranging from a small carton to a large multi-colour poster. But be it a label, a postage stamp or a voluminous illustrated book or magazine, understanding of the technique and application of the principles are necessary to obtain optimum results in quality and its maintenance throughout the run. In this, the third in the series, the author delves deep into the subject and brings out an interesting account of the planographic process

PLATE MAKING

Lithographic plate-making is an important branch of the art and needs much improvement in our country. For upon proper preparation of the offset plate, not only the quality of the final print but also the life of the plate itself depends. It is usual in olden days to entrust the whole work of graining, coating, and transferring or printing down and developing the plate to one expert and his assistants. But nowadays, plate-making is divided into various sections. Each section does one particular operation quicker and better. The whole plate-making section works as a team for better and quicker production. This specialisation and compartmentalisation is adopted with advantage in USA.

AIR-CONDITIONING

When any one thinks of air conditioning his plant, he thinks of the offset section first. Assuming he is not in a position to afford air-conditioning the entire offset section, he would prefer to air-condition the plate-making section. As relative humidity and

temperature are constant in such a plate-making section, unexpected chemical changes are not allowed in the plate and image is good and secure on the plate. Unwanted portions never start appearing nor wanted portions disappear all on a sudden. Thus stability is ensured of both the printing and non-printing portions of the plate.

In India, much darkness shrouds the art called plate-making. No doubt the printing schools have for the most part dispelled the darkness, but uncertainty continues. For one thing, formulae and recipes are matters of personal tastes and even if revealed and used correctly, the results vary. This is due to the fact that chemicals and materials and conditions of working vary so much that nothing but the recipe remains the same. The same quantity of chemicals supplied by a British firm will yield results but with local chemicals the result will be anaemic and poor. Risking to be dubbed as unpatriotic, I should put it here that chemicals supplied by Indian firms are undependable, old and often far from the actual chemical labelled. When chemicals

of a strength much less than what is wanted are used, there is no wonder that results are not satisfactory. Again our workers do not have a sense of precision and cleanliness when they go about their work. This accounts for the shoddy results even when good chemicals are used. The containers should always be kept corked tight. The utensils should be kept clean and as far as possible distilled water should be used.

GRAINING

The first thing one sees in the plate-making section is the graining section. Usually this is located in a corner of the shop as the graining machine is rather noisy and will not allow anything to be heard in its vicinity. One of the corners in the basement is ear-marked for graining machines. Graining times and marbles, their size and quality, abrasives used and their grade are all standardized to get expected results. Insufficient or bad graining will ruin the quality of the job and the life of the work.

There are machines at the present day which are suspended from the ceiling. Such graining machines as the Velox (Aga Standard Ltd London) have unique advantages over the traditional ones mounted on the floor. If not securely placed with a strong foundation, graining machines will slowly move out of their original places. Tilting and washing devices are available to easily and quickly remove the abrasive after graining is over and to wash the plate clean. Fresh material can then be used for the succeeding plates to be grained. After graining, the plates should be thoroughly dried but not overheated. In order to avoid excessive noise emanating from the graining machines sound-proofing devices are now available. Graining

time can be considerably reduced by adopting what is known as blast graining. This can be done both wet and dry. Experiments in USA have revealed that blast graining can be adopted with advantage, and much valuable time now spent on graining can be saved.

The grain of the plate is vital for the ultimate printing life and quality of the finished plate which has been processed. Lacquer based plates are considered to have much longer life than other plates. Therefore upon the life of the grain depends the life of the work. Standardisation of graining procedure is therefore very important.

MARBLES

Tilting and washing type of graining machines such as the Velox are available in very large sizes. There should be ample elbow room around the graining machines. The graining machines which are mounted on the ground should have concrete or Cuddapah slabs as flooring. A water supply system with overhead hoses is necessary to wash any part when so desired with minimum delay. Between each graining operation, both troughs and the marbles used for graining should be thoroughly washed. Then only a fresh plate should be taken for graining. Smaller marbles are preferred as they afford increased number of points of contact with the plate. But there is a loss of pressure in such a case and therefore it is advisable to use marbles of iron smaller in size. Thus the weight of the iron and the small size of the marbles afford an ideal graining material. The size of marble recommended by experts is in the region of 3/8 inch to 1/2 inch of hard steel. When in use for a long time these wear down to about 1/4 inch, after which they have to be discarded as unsuitable.

A grain of better quality can be obtained by using marbles of different diameters. Among abrasives a substance known as Alexite 240 is widely used for zinc plates while 000 sand is good for aluminium plates.

RE-GRAINING

Graining is not only adopted for retention of moisture and to give a base for the lacquer, but also to remove old work so that the plates can be used once again. It is easier to remove work on surface plates such as albumin plates. But it is difficult to erase deep-etch plates as more time is necessary and after a few re-grainings the plate becomes so thin that it is impossible to clamp it on the machine without destroying it. For re-graining the following procedure is adopted: The plate is washed with paraffin or white spirit. This removes ink. Then the plate is placed in the graining machine. A certain amount of tri-sodium phosphate is thrown in the plate while graining. After one graining, the surface plates are taken out and washed. But deep etch plates require a further graining operation. The cleaned plate is then grained in the usual way with fresh abrasives, clean water and washed marbles.

Scrubbing with a hard brush is given after graining, keeping it under running warm water. The sludge is thus removed. The plate

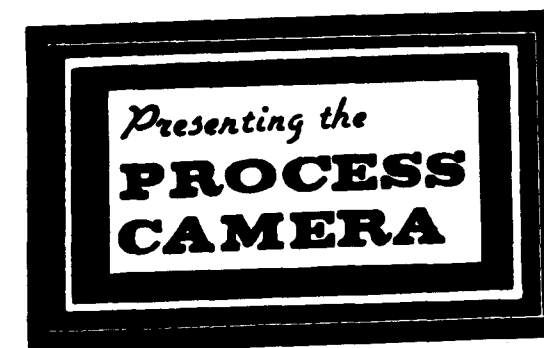


With Mr. Horsfield at the Ganges Printing Co., Shibpur

is then squeegeed off and dried in an oven, but not heated much. Hot air is passed on both sides of the rack holding the plate, thus there is no appreciable heating of the plate and at the same time there is the drying of the plate very quickly. A long travelling chain conveyor may be used for drying grained and washed plates. In effect this contrivance which can be fabricated at the press looks like a Bush Varnishing machine. Plate is placed on the chain conveyor and is passed through a covered, close-range water spray and a spring pressure squeegee. The bulk of the surface of the water is removed. The plate then passes under a bank of 144 infra red lamps. Although there is effective washing and drying, the plate becomes rather hot to be handled without gloves. A plate is discarded after half a dozen regrainings. In many cases, the plates are capable of being used for many more grainings but the gripper edge is split into two thus making fixing the plate impossible.

BLAST GRAINING

The Carlson Eppler graining machine employs the vapour blast with wet spary. The graining abrasive is applied to the plate by means of high-pressure jet of water. The plate is fitted to a cylinder with clamps. There is a roller squeegee to make the plate tight and firm. In about 10 minutes the plate is grained satisfactorily. In the case of regraining, the image is removed during this period, if a surface plate, 20 minutes are necessary for regraining a deep-etch plate. If a little sodium bichromate is used in the water used for graining the plate, a whiter plate results. 180 grade carborundum is used as the abrasive. A hundred pounds of this will be enough to grain about 50 plates.



By

SRI S. NARASIMHAN

Good pictures reproduce well only by understanding the principle of camera operation. In this useful series on the subject, the experienced author deals with the various angles and aspects of exposure, illumination, image control and allied subjects. This is the fourth in the series on camera

VARIETIES OF CAMERAS

In the modern day there is a wide variety of cameras to choose from, each being suitable for a particular class of work. Wooden cameras were in vogue and are still widely used, but all-metal cameras are gradually replacing the former. Cameras having automatic focusing and which are used for the most accurate class of reproductions are made entirely of metal. Cartographic or survey and map reproduction work require cameras of very large sizes which are usually suspended from metal railings or run-ways from the ceiling.

Apart from the usual gallery type of cameras there are vertical cameras and dark-room cameras. Wherever darkroom cameras are employed, they are usually built into the darkroom. But care should be taken that the building is free from vibration. The darkroom cameras are divided into two parts: the studio part containing the lens, apertures, stops, illuminating lamps, copy-board, prism, mirror, etc. Rails laid on the floor support the copy-board. The darkroom part of the darkroom camera consists of all the remaining parts of the camera such as

the screen holder, plate or film holder, and in the case of an automatic camera, all actuating mechanisms, switches, ready reckoners for apertures, etc. Of course the focusing ground glass will also be found on the darkroom side. The advantage of the darkroom camera is that it dispenses with the dark slide. In the case of very large plates it is difficult to load them and lift them from the dark room to the camera. As the camera itself is in the darkroom, everything is done there without coming out. The Klimsch Autorika is a very popular brand of darkroom camera with automatic arrangements for focusing, magnification, stops, screen-lifting, etc.

There is yet another variety which should be mentioned and this is the vertical camera. Gallery type cameras are long and occupy considerable floor space. They do look cumbersome too. But the vertical cameras have a streamlined look. Here the copy board is horizontal, the camera is vertical on a horizontal axis and there are counterpoises to balance. Vertical cameras are useful for medium sizes and the maximum reduction

that is possible is one third, whereas on a gallery type it is one fifth.

PARTS OF THE CAMERA

The principal parts of the process camera are the base board, the front and back bodies, the copy board, the illuminating apparatus. A strong base, a turn table, rails—all should be able to withstand considerable strain. As regards the length of the base, it should allow one-fifth reduction. Generally magnification is not resorted to in the process camera.

There may be occasions to enlarge certain type of copy. For this purpose a separate lens should be kept, which should be of short focal length. The minimum camera extension should allow one-fifth reduction.

The two parts of the camera, i.e., the front body and the rear body are usually connected by bellows supported with cardboard and supported by frames or parallelograms. If bellows are unsupported, sagging will be caused which in turn may interfere with cones of light during exposure. Each part can be moved separately by means of a worm screw or pinion and rack arrangement. The movement of the bodies are guided by racks on the base board and all movable parts can be clamped at the desired place.

There is provision at the back of the camera for a screen holder and a device to vary the distance between the sensitized plate and the screen. A rectangular or circular screen can be used. Larger cameras are required for accommodating the circular screen. The focusing ground glass is useful in focusing the image prior to loading the dark slide. It is essential that the ground glass and the sensitized plate occupy identical positions. In order to

verify this, cameras have precision for substituting the ground glass with a separate piece of glass and to focus on it. In this way the parallelism of the screen holder and the sensitized plate can also be verified.

Darkroom cameras have become popular for the offset section. Of these the automatic or motorised cameras are the most popular. The overhead suspension type is favoured by many. In order to increase the magnification scale it is possible to add supplementary bellow sections in this camera. One-tenth reduction and five times enlargement are possible with this device. And there is no necessity to change the lens. Once the copy is fixed in the copy board in the studio part of the camera, the camera can be operated from the darkroom. Hair-line focusing to 1/1000 inch and micrometer adjustments are possible. Plate-holders and transparency-holders have three-point registers. For double exposures and for masking, these bars are very useful. This attachment simplifies many otherwise complicated procedures.

ROLL FILM CAMERAS

The latest innovation in cameras is the roll film camera which can be used only for film negative-making. Much monochrome line and halftone work can be handled by such cameras. They are especially useful in shops where there is an enormous quantity of work flowing. There is a magazine to carry the roll of film, which is usually in three different widths. An outside control allows to decide and set the width and length of film necessary for a particular exposure. The exposed pieces of film are chopped off by a trimmer knife. At the base of the camera is a light-tight compartment which receives the exposed pieces of film.

Built into the roll film camera are two halftone screens. Again an outside control is available to select the particular screen needed. A vacuum back holds the film taut during exposure and the screen distance can also be varied in the roll film camera. For reproduction of bookwork involving exposures of a large quantity, roll film cameras are widely used throughout Europe and America.

It should be borne in mind that the dark slide should have no play, but should fit snugly into the back of the camera. If there is any play, there is the possibility of duplicating images especially in cases where the dark slide has been taken away once and replaced. There are adjustable metal fastenings to ensure that there is no play.

Ply-wood copy-boards are liable to warp due to exposure to considerable heat of the arc lamps. All-metal copy-boards are preferable, although wooden panel with metal frames are also used with advantage. Fixing copy with drawing pins is not a satisfactory method of fastening the copy. Spring clips may be used for this purpose. Other types of copy-holders are glass boards with suckers and glass frames under which the copy is placed. The latter is objected to for the following reason. When the copy is placed under a glass and exposed, there is a tendency to lower the contrast in the copy. This is due to the fact that there are multiple reflections caused between the surface of the glass. Such lowering of contrast has been proved by photometric measurements.

Many cameras have additional copy boards to enable other copies being mounted during the time of exposure of one. Any reflection of light from the copy-board itself will mar the effect of reproduction. For this reason, the copy-board should be jet-black and any margins of the original should for the same reason be covered by opaque strips of paper before exposure. A transparency holder is generally supplied with every camera to enable reproduction of non-opaque originals with transmitted light.

As all printing surfaces should have the image in the reverse way,
(Continued on page 22)



RESPONSIVE GOVT OR RESPONSIBLE GOVT?

Those who have lived in India after the dawn of independence might have missed the breath of freedom. But none could have escaped the heat of freedom! As printers, we know that certain sources of light give more heat than illumination, especially the bulbs made in India. Similarly the lustre of liberty shed on the 36 crores of hungry citizens of Bharath has enormously heated the bare backs of our brethren. As ideological theorists and dogmatic purists argue in vain about what socialism are we to have, all strata of our society are being squeezed out of existence. One would wonder whether any "ism" except opportunism is practised at all in any layer of our body politic. The Governmental machinery at the centre and at the various state levels are saturated with corruption and stinking with inefficiency.

As such there is no wonder that every policy brought out by the Govt is opposed by the people at large. Every piece of legislation is criticized and fought out in and out of the legislatures and sometimes in and outside courts too. When such unrest is created by a policy, even an adamant Govt becomes wise if it wants to exist. By such circumstances and by such conditions, Madras Govt became wise after the event. The event is nationalization of text books. When this was proposed, it was opposed tooth and nail in the press, on the platform and by representation. After a terrific month of opposition by all means available in a limited democracy like India, the Madras Govt saw light (perhaps a red light).

The Government of Madras, after considering the representations made by publishers' associations and others concerned, came to the just conclusion that nationalization of text books could wait for two more years. Then they will definitely nationalize it. This is what we call a responsive Government. The state has responded to the wishes of the people. It has reacted favourably to the aspirations of the governed.

A responsible Government would have weighed all the pros and cons before toeing the Delhi-line on Nationalization of text books. It would have considered the following things: who would benefit by nationalization? Only the shirker, the dreg of society, the drone, the idle will profit by such a move. Workers will not benefit, the state will not benefit, the books will not benefit, the art of printing will not stand to gain at the hands of Govt., the business of publishing will never gain too. What is left but the poor children who will be forced to read these text books, hideous-looking things manufactured by the millions by regimented demons without any thought for the young souls.

The duty of every printer and publisher is to step up the representation, to follow up the deputation, to keep the Govt informed correctly, to collect correct statistics and to prove beyond the pale of a doubt that nationalization will not only be unwise but uneconomical, unjust and unnecessary, understandable. Nationalization of textbooks should be taken off the programme-book of the Govt and be given a safe burial.

FOTO FAMINE

Man-made famines are common in free India. Our experts who could not succeed in making prosperity or even rain artificially are eminently successful in fabricating famines. And how successful they are in this art! Scarcity of food, to mention one, and due to import restrictions scarcity of paper, chemicals, spare parts of machinery, tools, and so on. In this list of famines, last but not least, comes Photographic goods. Sensitized plates, raw films, developers, intensifiers and other ancillary chemicals and goods used in photography, negative making, printing, process negative making, printing, etc. are in very short supply. The import ban has tread so hard on the toes of dealers that a famous photographic house in Bombay has almost closed the shop. Others may follow suit if something is not done soon.

Import ban can not be indiscriminately applied to all and sundry. Photographic goods form but an infinitesimal part of the total imports prior to the ban. Due to the very nature of films and plates they cannot be stored for any length of time without deteriorating. These plates, films and chemicals are essential for the printing industry, letterpress and offset. As a result, many firms face breakdown of their business, if the Government do not come to their rescue.

We hope and trust that the Government of India who want to conserve foreign exchange will conserve

Gold Medals



Awarded by German State

Over 50 years world's leading
Screen Brands HAAS & KOHINOOR

Engraved Halftone-Screens

Engraved Rotogravure-Screens
for Paper, Textile, Plastic material

UNIVERSAL-Contact-Screens
interchangeably used for both
Offset and Letterpress procedures

Film Screens, 50 Designs
and Cellophane-Screens for Shadings

Film Screens with dots
in different tones for Letterpress or Offset

HERBST & JLLIG
FRANKFURT A. M. 13. Germany

our industry too. At the cost of the printing industry, if a few lakhs are to be saved, it will not be worth while. An enlightened, imaginative policy is called for. Blind forcing of the letter of the law will bring disaster to many a businessman and industrialist. If, in the course of the Second Five Year Plan, the core of which alone is alive today, many industries perish, a blot will be thrown on the National Plan. This second plan is said to be and believed to be a plan for industrialisation. We are already beginning to believe this. By total indiscriminate ban on imports of every description, are not all industries growing! Import ban is nothing but a backward step resorted to only in times of war. It remained for the most enlightened democracy in the East to choose the most inopportune time for proclaiming the most unwise policy of import ban.

If our Govt. is not full of dreamers and if their common sense has not deserted them, they will, without further delay allow limited imports of all essential materials without which the printing industry cannot exist.

Adversity always brings unity. The photographic dealers have united themselves into an association. This association has approached the import control officials during their visit to the city. It seems that organizational approach in the right direction by efficient deputationists has borne fruit.

CENTRAL SCHOOL OF PRINTING

Much talk is in the air regarding the birth of the Central School of Printing. Printers are already feeling its birth pangs. But, then, the pain may also be a false pain! We have had occasion to review the whole question of the Central School of Printing. We have always reached the same conclusion. There is time enough to start post-graduate courses in printing and allied technology. The first pre-requisite is to stabilise the existing schools of printing. The schools that are run in Madras, Calcutta, Bombay and Allahabad should be equipped fully and staffed with experienced practical men. *There is absolutely no scope for theoreticians in the printing industry.*

If and when all the schools of printing in the various regions run well, train well and acquit themselves well, then a team of experts, official and non-official, members of parliament and public men should inspect these schools. They should study their working, their teaching methods, the quality of their products, the public response and taking all these factors into consideration, proposals should be put forward to make one of these as the Central School of Printing.

Nothing will be gained by hustling a half-baked programme in making a particular school as the Central School. That will be only changing the label but not the contents. Let us wait and see whether the influential printers who plump for the Central School achieve their aim. And this aim is "the younger son with an older cap!"

The Government of India will be doing a disservice to printers if they start the Central School without consulting printers of all regions. Public opinion from every corner of the country should be solicited for the proposed Central School of Printing, its location, its function, its staff and equipment. It is a pity that much publicity is not given to such schemes and all on a sudden some patched up edifice emerges. It is the tax payer who is the loser in the end. The members of parliament should see that proposals to start institutions with high sounding names are placed on the table of the house and scrutinized and talked out before materializing into an institution.

The Ministry of Education which decides the destinies of the Regional Schools of Printing, is, we are afraid, not posted with facts about the various schools and their working. They should depute officials and ascertain facts about these schools and their functioning, before embarking upon new pursuits. When the existing institutions are struggling without proper accommodation and without the full complement of equipment, there is absolutely no meaning in talking tall of a Central School of Printing. Assuming, but not admitting, that such a school of higher learning in Graphic Arts is necessary in the present undeveloped state of our industry, the architects of such a school should think twice before spending more money on such ventures. For money and materials are much more urgently required for the re-organization and consolidation of the existing schools of printing.



Madras Printing Students at Diamond Products Ltd., Calcutta.

PRINTINDIA



PAPER FACTORY FOR MANDYA

A paper factory, with an authorised capital of Rs. three crores, for the manufacture of paper from bagasse (refuse product in sugar-making), is to be set up in Mandya soon. The Government of India have issued a licence to Messrs. Bedi and Company to set up the factory.

Mandya district is a rich sugarcane growing tract under the Visvesvaraya canal and there is a sugar factory there, in which the Government of Mysore hold over 60 per cent of the shares.

Messrs. Bedi and Company, it is learnt, have secured favourable terms from an American manufacturing concern for the supply of the needed machinery.

The Government of Mysore have agreed to participate in the company by subscribing upto 10 per cent of the share capital and the Government will have the power to nominate two Directors on the Board of Directors of the new paper company.

The Mysore Government have under their active consideration the setting up of a sugar factory near Maddur. This concern will be in the private sector.

ADVERTISING IN AMERICA

The American way of advertising was illustrated by Mr. K. Balaraman, New York Correspondent of THE HINDU, in the course of a talk he gave to the members of the

Advertising Club, Madras, on 20th January, at the Woodlands Hotel.

Sketching the experience of the public in America, Mr. Balaraman said that they were subjected continuously to "a barrage of advertising". Apart from the traditional newspaper advertising, the modern scientific discoveries like the radio and television had given new techniques of advertising and the variety of advertisers and advertisements included all kinds of persons and institutions and all departments of life. According to available statistics, America spent annually about two million dollars on advertising.

Advertisement through the medium newspapers and magazines, Mr. Balaraman said, had stood well the competition from radio and television and had still proved to be "the best medium of telling". Quoting figures he said that *Chicago Tribune* had an annual advertisement revenue of about 59 million dollars while the *New York*



Students of Regional School of Printing, Madras with Mr. Robinson and Mr. Cushman at Coates Ink Factory

Times came a close second with 53 million dollars.

Speaking of advertising agencies, Mr. Balaraman said that, apart from the legitimate field of promoting sale of goods, they had moved into the field of politics also. Giving an instance, he said the Republican Party had enlisted the services of one of the leading advertising agency of Madison Avenue for doing propaganda for its candidate in the last Presidential election. The entire campaign was planned by this advertising agency.

Mr. Balaraman described how this saturation of advertising made the public develop naturally some kind of 'resistance' and eventually, caused the advertisers develop 'motivation research'. For this purpose the aid of the psychologists was availed of for suggesting how best to combat this 'resistance.' There was also a third force, Mr. Balaraman said, coming into existence in the field of advertising and that was 'Public Relations'. This was actually a branch of selling by veiled methods and it came to be known as 'invisible sell.'

Mr. R. K. Swami, Secretary, thanked Mr. Balaraman for the interesting talk.

KERALA GOVT TO START A THIRD PRESS AT SHORANUR

The foundation stone for a 21 Lakh Government Press was laid on January 18th. Mr. Joseph Mundassery Minister for Education, Kerala State laid the foundation for this, the third press to be run by the state. There is a Central Press at Trivandrum and a branch press at Cochin. The new plant to be installed at Shoranur will be mainly for the production of Nationalised text books. An ambitious plan for this press includes up to date automatic

printing and binding machines as well as quarters for the workers.

The Govt of India have already selected a site near Trichur in Kerala State for a giant Central Government Press located in Kerala. Thus this will be the fourth state printing unit in the state.

Among other things these presses will solve to a great extent unemployment among qualified printing diploma and certificate holders.

The Government of India have at present printing presses at New Delhi, Simla, Aligarh, Calcutta, and Nasik. They have planned to start two presses in the South, one at Coimbatore and the other in Trichur. These are apart from the one planned by the Ministry of Information and Broadcasting.

METALLESS PENGUIN BOOK

For the first time in Great Britain, a Penguin Book entirely set on the Intertype Fotosetter will be published early in March 1958. This 256 page offset printed book will be split up into 64 pp

signatures during printing, the 50,000 copies of the first edition.

The name of the book is *Private Angelo* and it is printed from deep etch offset plates. It will have a stiff cover binding and the stock used for a former trial edition was Bible paper or India paper. But Super calendered stock is used for this regular edition which is appropriate for the 9 on 10 point Garamond face. The type page size is 21 by 39 ems.

On the Intertype Fotosetter the copy was set continuously leaving a three em blank after every 39 ems depth. Later each page was separated and superimposed over a ruled guide sheet in correct alignment position. This 32 page transparency formed the forme to print down the offset plate. The setting, as well as handling, making up, imposing etc., were all very easy when compared to metal type treatment.

TOM KING AWARDED M.B.E.

As part of the Queen's New Year Day Honours, Tom King, veteran Linotype expert and

Manager of Linotype & Machinery for India (at Calcutta) was awarded the M.B.E.

WONDER PRINTERS' PALACE IN BUCHAREST

W. A. Wilkins of UK tells of a veritable printers' paradise that he had espied during his sojourn in Rumania. It looks like a monarch's palace, with minarets, domes and spires complete, what with its marbled dancing halls, staircases dramatic section and canteen. Any British printing craftsmen would be happy to work in such a palacious mansion.

As regards the equipment Mr. Wilkins goes on to say that the country of origin of all items of machinery and equipment was invariably Russia, barring a few German items. The Linotype batteries were from Russia too the difference in the keyboard plan of the linecasting machine between the Russian and English is the transposition of the letters N and H. The rest were all the same.

LTF FILMS

The World's Foremost Graphic Arts Research organization, the Lithographic Foundation of USA, has completed six technical films in order to conduct its forums formerly conducted by the costly Television. The films allow all to view it instead of the restricted members having Television.

SOVIET PRESS

There are 7200 newspapers, 2,000 magazines in 70 languages in the USSR. With 200 large publishing houses, Russia has over 30 crores of books printed every year. The Soviet Writers' Union maintains a large publishing house of its own to print the works of their members. There are four lakhs of libraries in the Soviet Union of various categories. The number of books in these libraries exceed 13,500 lakhs of volumes.

Young Printers in Old City

(Continued from page 12)

Mukherjee and his Assistant Sri S K Dhol were very kind in showing us round their very big press. In addition to batteries of Linotype and Monotype machines they have good old Babcock machines still doing their work rather unwillingly. They have a latest GMA Two Revolution with extended delivery. But our friends were particularly interested in a small card printing machine, which not only cut the reel to card size after printing, but also numbered and perforated. They have also a couple of Rotaprints which are said to print lakhs of copies from a single plate.

Gossain and Sri Saraswathi Press were the two presses where we went next. Mr. Gossain himself took us round his famous press and explained everything. Their offset equipment had just arrived and will start working soon. Their letterpress machines were in full swing. They have a very good building which other presses lacked.

In the absence of Sri S. N. Guha Ray, Sri Burdoloi took us round his press. Saraswathi Press has gained a name for its good quality of printing. We saw Crabtrees, ATF Chiefs, Little Giants and other popular makes producing excellent work.

The School of Printing, Jadavpur Calcutta is located in a good locality surrounded by art schools, universities and technological institutes. It has a hostel too. The three-floored School of Printing does not lack in equipment and staff. Mr. Chakravaty, the Principal spent the whole of the forenoon with us going round and chatting with us all. His colleagues

were enthusiastic in showing us their well equipped school. We went to the Hand Composing, Lino, Mono, Letterpress, Offset, Camera and Binding Sections. No doubt we were thrilled by the beautiful building and busy students and staff among up to date equipment.

Mr. Kanji Lal allowed us to have a brief glimpse of the Calcutta University Press.

Batanagar is a busy colony brimming with workers and an up to date factory in working. We saw rubber shoes, leather shoes made before our very eyes. The assembly line technique is adopted and mass production of shoes cheapen the cost. We also saw their excellent printing plant which includes some Intertype machines, Heidelberg, Lipi platens, Japanese cylinder machines and a Rotaprint. None will fail to admire the excellence of planning, organization and maintenance in every department of the factory.

India's foremost packaging factory lies some 6 miles towards Ganges from Calcutta at Batanagar near Dakshineswar. Mr. H. A. L. Barham who has a liking for the Regional School of Printing, Madras and its students was himself present to receive us, having driven several miles from his city residence and offices. His foreign-returned works manager took us to all the departments of the Diamond Products Limited. We saw many Heidelberg Cylinders, Miehles, Crossland Cutter and Creasers and some latest Aniline Printing, heat sealing, gumming, vulcanizing, varnishing, slitting and scoring and other packaging appliances. We spent half a day in Diamond Products Ltd. Messrs Dodds, Chatterjee, Srinivasan, Krishnamurthy, all were enthusiastic about showing their factory. Many ex-students of our school are well employed under Mr.



DRUPA 1958

**INTERNATIONAL FAIR
PRINT AND PAPER**
Dusseldorf: 3rd to 10th May
The greatest market in
the world for all possible
graphical requirements!

Information from:
**Nordwestdeutsche
Ausstellungs-Gesellschaft
m.b.H. (NOWEA),**
Dusseldorf, Ehrenhof 4,
Telephone: 44041.
Cable address: NOWEA
Information in India:
**Escorts (Agents) Private
Limited**
Travel Division,
Pratap Building,
Connaught Circus,
New Delhi.
Poone: 40146 (4 lines)

Barham. High class carton making, printing on polythelene, cellophane, metal foils and glasseine are done here. Indeed this is a premier factory in the whole of the East.

Incidentally, we met the Linotype Machinery Director Mr. Tom King also and saw their workshop.

On our return journey we briefly alighted at Chittaranjan, Tatanagar and Hirakud Dam.

Calcutta people are very kind. Calcutta Presses are very good. Calcutta Buildings are very large. But Calcutta food we didn't like!



Principal Sri K. Srinivasan and Head of Printing Sri V. K. Sriramulu, with their colleagues seeing off the students on Educational Tour to Calcutta

Presenting the Process Camera

(Continued from page 16)

It is necessary to reverse the image obtained on the negative. This can be done in various ways, but the usual way is to employ either a prism or a mirror. Stripping is also adopted when a prism or mirror is not used. A mirror placed at 45 degrees to the lens axis effects the optical reversal of the image. The reflector is placed between the lens and the sensitized plate.

Silvered or aluminized mirrors are used to avoid the secondary image from the glass surface. Metallic reflecting surfaces can also be used such as stainless steel, but the comparative reflecting capacity will be only 5 per cent whereas in the case of aluminized glass, it is 80 per cent and silvered ones 90 per cent. Even when a prism is used the hypoteneus is silvered to secure a sufficient angle

of view. Hence, a total reflection prism is not used. But a prism is always preferable to that of a mirror as the latter requires careful upkeep. It is true that the angle of view of a mirror is almost unlimited while that of the prism is very limited if not narrow. Further, there is some loss of light that is reflected from the prism due to its absorption by the body of the prism. Aberrations are also found due to the interposition of the prism. It is also said to produce spherical aberration, astigmatism and distortion, but the amount of such defects is negligible. Experts aver that mirrors are superior to prisms to be used as optical reversing surfaces. But mirrors are found to easily deteriorate by atmospheric agents, damp, fumes from arc lamps or from acids in the studio.

To ensure parallelism of the prism with the lens it has been often suggested and sometimes

accepted that the prism should be located not in front of the lens but between the lens and the sensitized surface. By this method there is no way of intercepting marginal rays which reduce the angle of view. Then there is the weight of the prism to contend with, as when the prism carries the lens, the weights of the former affects the latter. (A prism generally weigh in the neighbourhood of 4 pounds.) Compression of glasses and bad centring will result from such overloading of the lens.

In addition to prisms or mirrors, filters are also used to reproduce coloured originals. Such filters are placed in front of the lens so that the light before entering the lens enters the filter. The filter absorbs certain colours depending upon the colour of the filter and allows others to reach the sensitized plate.

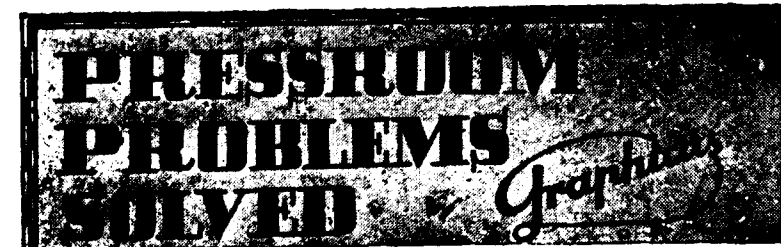
(To be Continued)

buy & sell
through

THE
PAPER MARKETING NEWS
81, MINT ROAD :: FORT, BOMBAY-1

Grams : VARSITAP
Phone : 263257

INDIA'S LEADING JOURNAL ON
PAPER, BOARDS, STATIONERY
AND
THE GRAPHIC ARTS INDUSTRY



In these pages "Graphicus", an expert in the printing and allied industries, solves month by month Pressroom Problems of the printers. All questions may be addressed to "GRAPHICUS", C.O. PRINTINDIA

205. Q. At what intervals is it necessary to send type casting metal for analysis ?

A. Samples of Type metal should be sent for an analytical check at about every fourth melting.

206. Q. Fluorescent inks are available in all the three processes: Letterpress, Lithography and the Stencil process. But the last is the favourite of all users. Do you consider fluorescent inks used by the letterpress or the offset to be as fast and as bright and as cheap as the silk screen inks ?

A. All fluorescent inks are comparatively expensive and this type of ink is more suited for use on the silk screen process. The reason for this is that by this method a much thicker film of ink is obtained than is possible by the other processes and as result has more resistance to the effects of sunlight and weather.

207. Q. We wish to print 2,000 covers for a full cloth bound book case. What special inks do you advise especially metallic inks and white inks? We have tried the usual letterpress inks, but find that they do not sit well and when doctored the brilliance is gone although some sort of permanent setting is secured. We shall appreciate your reply very much.

A. It appears you are using a dark book cloth; if you wish to print in white it will be necessary to make two or three impressions to get the required coverage and a good quality QD, ink should be used. If you wish to use gold or silver colour I suggest you bronze the job with gold or silver powder after using a suitable bronzing base ink.

208. Q. A customer of ours who has been giving a large order for illustration reproduc-

tion by offset on matt offset cartridge suddenly is seized with the idea of changing the stock to art or coated one. Our offset printers advise us against the use of art paper. But the customer persists. We have also of late seen considerable quantity of offset printing done on coated stock. What if any are the difficulties in printing offset on coated stock? Are these insurmountable?

A. A good art paper can be printed by offset. The points to watch are:

1. That the surface of the paper is not discoloured by the fountain of water. To avoid this, the minimum water and etch should be used and the acid be omitted or reduced as far as possible.
2. That the surface of the paper is firm and does not cling on to the blanket.
3. The ink will have to be reasonable fast drying.
4. It would be advisable to run slow and interleave or use a spray and to see the pile does not become too large.

209. Q. We are printing some cheque blanks of a considerable quantity. We have been advised by the customer to use a safety ink. We got in touch with our ink-maker who says that he has sympathetic ink and fugitive ink, but not safety ink. Who is correct and what are we to do in such a circumstance? We are sure you will be able to throw some light on this obscure branch of ink chemistry and nomenclature.

A. No doubt the person who advised you meant to imply a general term to the ink you should use. There are a number of inks which react to tampering and one could refer to these as "safety inks." I suggest you proof with any of these that are available and let your customer decide which you should use for his job.

Layouts and Lettering
(Continued from page 10)

contribution of crystal to the modern home; 10,000 have so far been built! Times series are employed in both. JWT

TATA STEEL: 8 x 3 cols commemorating to Nobel Prize awarded in 1907 to Charles Laveran (done in wash) for his discovery of the Malaria Parasite and linking it up with the founding of Tatas in 1907. Times Roman and Italic for text plus Gothic and Futura Italic for Tata Steel 1907-1957 on to Two Million Tons.

DUNLOP'S 1st Anniversary ads 12 x 4 headed "The human touch" about the medical facilities for the Dunlop Employees and the expansion of medical facilities in the II Plan. "Power for the Little Man" says one about Dunlop beltings and their part in small industries in remote villages.

"Going to 'own'" says another mentioning Dunlop Tyres' role in Road Development in the National Plan. All are neatly illustrated and Baskerville series are used throughout. Clarion

ENG. EXPORT PROMOTION COUNCIL'S 8 x 2 feature on world coinage uses Bodoni for the headline "From Goodwill to Good business", The Gill Sans text is in left flush indentation. Quite a businesslike advertisement.

BINNY'S ARTLIN 8 x 3 has a stylish lady at the phone done in good line and wash. Ultra Bodoni Italic, text in Baskerville. This is chic and smart too. JWT

PARAGON MILLS: 9 x 3 cols. feature charming ladies done in line with a neat layout. What are the points to be looked for in a Paragon Nylon saree? See these fine advertisements for the answer. Everest

JASMINE RAYON SILK 8 x 3 ad is headed "You'll look and feel lovely in" with a fine line illustration of a lovely lady reclined. Two rectangles of Jasmine designs, one at the top and one to the left; two black ones one with matter in reverse, all help to make a good study in contrasts. Everest

AGFA INDIA 8 x 2 cols has Isolette III Camera and headline "What the eye sees, the camera records" in Gill Sans. The illustration at the top was made to resemble an eye (tint outline and a small photograph in the pupil) With text in Times, this is an advt to be noted. Everest

BROOKE BOND 8 x 7 cols. In No. 6 in their series dominated by Bhai Sahib, he is introduced to the shop and the Brooke Bond Tea salesman who makes it a point to keep all the shops supplied promptly. Goudy and Verona make the display good as usual. JWT

Quality in PRINTING INKS

means many things

- BRILLIANCE
- DEPTH OF COLOUR
- COVERING POWER
- DRYING CAPACITY
- WORKABILITY
- FASTNESS TO LIGHT ETC

IN GANGES INKS THE EMPHASIS IS ON QUALITY

USED AND PROVED FOR 29 YEARS

FACTORIES AT: HOWRAH • BOMBAY • MADRAS

Printed and Published by V. S. N. Murthi for the Proprietors, Messrs Kubera Enterprises (Private) Ltd., at Kubera Printers (Private) Ltd., 'Kubera Buildings' 21, Sunkurama Chetty Street, Madras-1. Managing Editor: TEMPORAU



*Let Fine Printing
be your Ambassador!
For Attractive Design
and Excellent Execution
you can depend on*

Kubera Printers (Private) Ltd.,
THE HOUSE OF MASTER PRINTERS
21, SUNKURAMA CHETTY STREET, MADRAS-1,
PHONE: 3006 GRAMS: 'VASUNIDHI'

*** COLOUR
PRINTING
A SPECIALITY**

*Get your Blocks done
the NEWTON way*

TRI-COLOUR
LINE &
HALF-TONE

*blocks are engraved and
delivered by us with
guaranteed precision
and at the right hour*

CONTACT:

PHONE: 86729

NEWTON & CO.

THE LEADING BLOCKMAKERS OF MADRAS
80, WALLAJAH ROAD, MADRAS-2

Printindia

A MONTHLY SURVEY OF THE GRAPHIC ARTS INDUSTRIES, PUBLISHING, ETC.



MARCH 1958
RICE RE. 1

A KUBERA
PUBLICATION

**LET US HELP YOU
SOLVE YOUR PRINTING
PROBLEMS**

None of us are know-alls, but some of us are more knowledgeable than others due to special training, better experience, opportunities and so forth.

As ink-manufacturers with extensive all-India contacts, we come across several types of printing problems referred to us by printers, some of them already solved for other printers who had similar ones.

Then there is our Research Department in charge of expert technicians, on whose resources you can freely draw.

Solving or partly solving problems by hit-or-miss methods is never so satisfactory or profitable as getting them solved scientifically and methodically.

Feel free to draw on our knowledge and experience. It will cost you nothing, nor place you under any obligations whatsoever.



With Compliments from

**RAINBOW INK & VARNISH
MFG. CO. (Private) LTD.,
BOMBAY - 7**

TELEPHONE:
Office: 42471
Factory: 88101

TELEGRAMS:
RAINBINK
BOMBAY

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

Managing Editor
TEMPORAU

Business Manager
V. S. N. Murthi

ANNUAL SUBSCRIPTION RATES	
INDIA	Rs. 10/-
PAKISTAN	Rs. 10/-
Ceylon	Rs. 10/-
BRMA	Rs. 12/-
U. K.	£ 1
U. S. A.	\$ 3

Editorial & Publication Office:
PRINTINDIA

Proprietors
KUBERA ENTERPRISES (Private) Ltd.,
"KUBERA BUILDINGS"
21, Sunkurama Chetty St., Madras-1
INDIA
Grams: VASUNIDHI Phone: 3006

**PRINTINDIA is Published
on the 10th of every month**

Estd. 1953

Printindia

A Monthly Survey of The Graphic Arts Industries, Publishing, etc.

VOL. 9]

MARCH 1958

[No. 5

In this issue....

- ★ Your Industry in Our Time
- ★ Layouts and Lettering
- ★ All India Printers' Conference and Exhibition—Sixth Session
- ★ Students from Other States and Other Lands
- ★ Voice of Type
- ★ A Survey of Supplements
- ★ From the Editor's Pocket-book
- ★ Regional Printing Association
- ★ Regular Features

Pressroom Problems Solved
News & Views etc. etc. etc.

Printindia magazine sells throughout India and in many foreign countries. As a medium of publicity, its pull in the printing, publishing and allied trades is enormous. World famous manufacturers and advertising agencies have already been utilizing this magazine for high-potential trade publicity campaigns

50 YEARS IN THE SERVICE OF THE PRINTERS

A GREAT NAME IN
FINE FINISHED TYPES

Manufacturers of
PRINTING TYPES IN 14 LANGUAGES
TAMIL, TELUGU, ENGLISH, GRANTHAM, MALAYALAM, CANA-
RESE, HINDI, SANSKRIT, MARATHI, DEVANAGARI, GUJARATHI,
URUDU, ORIYA & SINHALESE
AND

**HALF-TONE, LINE &
ELECTRO BLOCKS**

SUPPLIERS OF PRINTERS' REQUISITES



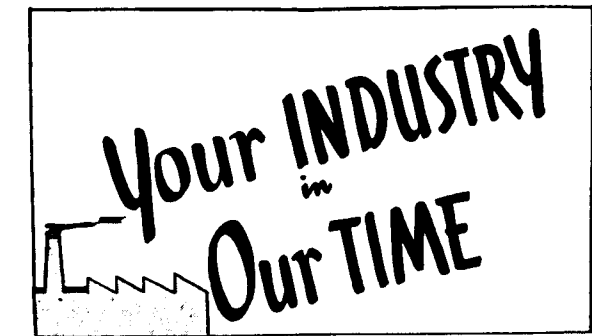
ESTD. 1906

Grams: BHUVANA

Phone: 84469

SWADESI TYPE FOUNDRY
CHINTADRI PET :: MADRAS-2

EDITORIAL



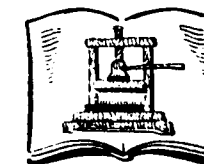
Printing, be it on paper, cloth, glass, wood or other materials, is a significant part of the world as we know it today. Printing, be it by letterpress, lithography, photogravure, silk-screen or flexography, is making a lasting contribution to our present civilization. Upon the present, no doubt, rests the future.

Printing has much to commend it to the youngmen of today. The youth of India should learn all about the Graphic Arts. In fact, this should form part of their general education. People talk tall about education being basic. They parody on craft-centred education. What nobler craft can one have than the Graphic Arts? As a possible future vocation or avocation printing is by far the best.

Those who would try to get a clear picture of printing and printed products will add interest to their otherwise drab living. Such study will improve their sense of appreciation. Their sense of judgment will be sharpened. Their intellect will become more alert and less lethargic.

In the elementary, lower secondary and secondary levels printing can be successfully introduced. Of course, for collegiate level too, it is eminently suitable. Its rich background of physics, optics, mechanics, metallurgy, chemistry etc., will hold the collegians with absorbing interest. In fact, the proposal to introduce the Graphic Arts in the curriculum of high schools is long over due. In some parts of India, such as the Kerala State, some High Schools have printing as one of the crafts taught. But by and large the recommendations of the Experts or Specialists Committee on Graphic Arts and Allied Technology have yet to be implemented.

An extensive study of the Indian Printing Industry should be made by the All India Federation of Master Printers and by the Labour Ministry of the Union Govt.



Its aspects and factors should be analysed. Its needs should be understood. Then, and not until then, a system of Graphic Arts Training in High Schools and Colleges, as well as Trades Schools should be formulated.

Printing can be said to include some of the world's most vital industries. For, through the media of printed words, we learn what others are doing. We read about what others are thinking. We also treasure what others of a former and wiser century thought. Books, newspapers, magazines make short work of all the thought branches of knowledge and channels of information. Printing is therefore vital to the existence of industries.

Graphic Arts and allied industries rank sixth in output when measured in money. But Printing ranks first when measured in the value of its work to civilization. Man expresses thoughts. These thoughts are permanently laid out by means of lines, symbols, drawings, paintings and marks upon surfaces. This is what we today call printing. Broadly speaking, the artist who creates the original design is a worker of the Graphic Arts. The taking and reproducing of pictures are no doubt processes that come under Graphic Arts.

Be it office or factory, foundry or forging shop, forms, stationery, plans, charts, diagrams, illustrations, etc., have long since become necessities for modern production. Having produced, the industries still need the help of printing. Catalogues, advertisement and publicity materials, sales tickets, promotion circulars and coupons, mailing pieces, etc., are needed to sell their wares.

Printing makes the public to take note of the produced wares and force them to buy them. The utter impossibility to sell or at least the enormity of the task to sell industries' products and services, in the absence of printing, can well be imagined.

Tens of thousands of years ago, in the stone age, primitive man scratched, chipped or drew his story on cave walls. This perhaps marks the earliest attempt of man to express himself concretely or to record his expression. Time passed. Man cut stone slabs and carved on it. These slabs were taken from place to place. Then came clay, by which characters were pressed into soft tablets. Still later came the baking of clay tablets for a little permanence. Many hundred years later, animal skins were tanned and used as writing surfaces. Even today, such a kind called parchment is used for certificates and diplomas.

Now comes papyrus. Thin strips of this stalk formed a sort of crude writing surface. But the Chinese, earlier, had produced paper from bamboo. Indian paper mills today grind and consume thousands of tons of bamboo daily to meet the growing demand for paper.

Monks had exclusive control of the art of printing in the early days. The scribes of old who wrote books and decorated them were employed by the monks. In 1417, in Antwerp, Holland, a man named Laurens Koster, made wood blocks and used them for printing. In 1441, Johannes Gutenberg used the first movable types of metal to print. The old wine press which he used for pressing the paper with the type would at best have given a few hundreds *per day*. Today we have the rotary printing machines which give well over 52,000 copies *per hour*.

During the last 60 years the pace of progress has been quickened due to the world wars. Progress in other industries and inventions in other spheres necessitated and contributed to inventions in Graphic Arts. Thus we have the Linotype, Monotype, Ludlow, Teletypesetter, Fotosetter, Web offset machines. Electronic block engravers like the Scanners, pre-make-ready, pre-registration equipment, anti-set-off equipment, air-conditioning and humidifiers, etc.

In many things India is old. But in printing it is still young, very young. It has to go far. It has to catch up with more advanced countries. India has to make-up for decades of lost time. She has to train young men for Graphic Arts. She has to manufacture her own printing papers, writing and wrapping and speciality papers. She has to make her own printing ink, her rollers, her blankets, her own tools and equipment. *But to*

manufacture her own printing machines, India should wait.

India is not developed in heavy industry. India lacks big capital. She hasn't high grade steel or coal. Her technicians lack precision. We have to inculcate precise thinking and definite expression. She has to wait until she gets her heavy industry, good alloy steel and a good crop of technicians. Till then, she has to import machinery. She has to depend upon foreign exchange which is precious for other nation building activities.

India is a vast country. She has over 25,000 printing presses. Her demand for printing machinery and equipment is great. Most of them need new machines and spare parts badly. The Government and the private industrialists have entrusted valuable and vital work to these presses. For the well being of our nation, these printing jobs have to be executed properly and within the possible time. All these mean new machines, more machines, more equipment, better material. It will be a sad day when we can no longer get anything from another country.

Such a day has come. And what is more, it continues. No more imports are allowed. This situation will last some months, if not years. What is the solution for the Foreign Exchange crisis? What is the way out for import ban on printing and allied equipment and spares? We cannot possibly succeed in making them. No magic can translate the shortage of heavy industry into a surplus of the same. No one can make an old machine new. Nor any one can produce a new machine overnight.

For the success of the plan, printing is a vital necessity. Unless the Govt. comes to the rescue of our industry by allowing liberal import for important items of printing and allied equipment, we are on the throes of disaster. We still hope that wisdom will dawn in the minds of the powers that be. We are sure, if they look, they can find a solution for the shortage of foreign currency. At least, opportunities to buy in rupees afforded by certain countries, like East Germany, Czechoslovakia, Japan and others should be made use of. Wherever deferred payments are forthcoming, printing industry should be informed and allowed to avail of such offers. In this way lies the solution for the present impasse.

(Continued on page 16)

Layouts

Setting

By

SRI RAMAKRISHNA NARAYANAN

Every kind of production requires planning. Printing is no exception. A well-printed work is only a well-planned print. In this monthly feature, outstanding pieces of publicity matter will be reviewed. The healthy criticism offered in these columns is only with a view to improve the quality of typographical arrangement as well as the choice of type faces

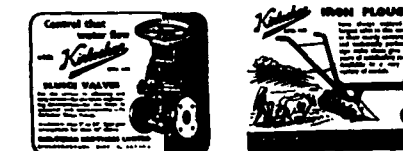
The Minister for Information and Broadcasting Dr. B. V. Keskar said in the Lok Sabha recently (on Feb. 11) that it would take some more time for Government to come to a decision on evolving a price-page schedule for Indian newspapers.

Later, the Minister addressing the Delhi Advertising circle asked Indian Industry to be more advertisement-minded not only on a national but on an international scale, as the latter would not only help the sale of Indian goods abroad but also make India better known outside. He also stressed the need for better organization of the Indian Advertising profession and learn a few things about organizational efficiency from foreign-owned advertising concerns.

To the hope expressed by the Minister that in a decade, Indian advertising would gain experience, develop on sound lines, this column says "Amen". We continue the series on Indian Industry, taking

for this month's review some of the publicity pieces of Messrs. Kirloskar, Jenson & Nicholson, Exide and Philips.

KIRLOSKAR: Established in the late eighties (1888), they are manufacturing a wide range of mechanical goods, like pumps. The 3 x 2 col. ads selected here are about sluice valves and Iron ploughs. Both use Gill series throughout. Note the rounded tinted line enclosing the ad about valves merging into the inch-wide tint at the right. From the tinted area emerges the sluice valve illustration. The headline and text are so placed as to go well with the illustration. Gill Bold, Gill Heavy and Gill Medium have been used.



Towards food self-sufficiency with Kirloskar ploughs and pumps

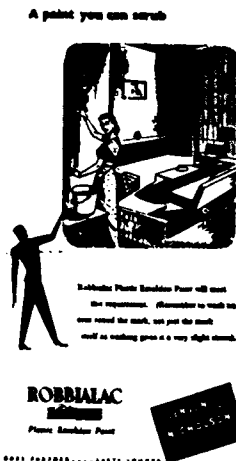
The iron plough in the other provides space as it were for the headline and text (the former in Gill Heavy caps and the latter in Gill Medium, the name and address are in reverse Gill in a black horizontal strip at the bottom.) In both, the Kirloskar logo is naturally prominent. Sanserif types are suitable for reversing in economical space. These two of Kirloskars are neat and workmanlike. LAS

JENSON & NICHOLSON have been making paints for quite a long time and they have been making them very well indeed. But for some years their campaign is for their famous Robbialac paints. That is how we read at the right bottom in a black panel the words "Jenson & Nicholson, Makers of Robbialac." A series of 10 x 3 col. solus ads have been introduced out of which one is shown here. The neat scraper-board drawing of the drawing room with the lady at work scrubbing (see the headline) has the shadowed figure to the bottom left pointing. This figure incidentally appears in all the ads in various poses. Headed "A paint you can scrub" (in Gill Heavy) the text is in Times Roman uneven lines. "Robbialac Colorizer" in their usual style is followed by "Plastic emulsion paint; goes further, lasts longer" (both in Gill Bold Italic) and the name panel in reverse, placed aslant.

This piece of Jenson & Nicholson is neatly laid out with good illustration and appropriate typographical treatment. GRANT

EXIDE: The scraperboard illustration forms a border for this 8 x 3 column ad. This shows some of the uses to which batteries are put. The emblem of the Chloride and Exide is fitted into the opening at the top. Three lines of Chisel come below "Batteries are our business." Chisel types do have an

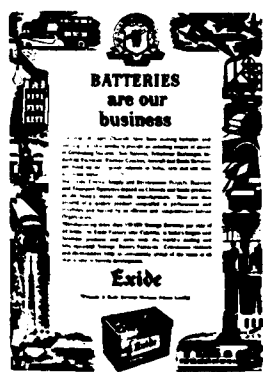
illuminating effect. And they are a very good choice for this subject of batteries. The part played by



Perfect Publicity for Plastic Paint

Exide in India's life is laid out in Times Roman. The Exide logo and the name of the firm follow with a figure of the battery serving as a tail piece to this good advertisement. The planning is quite comprehensive. CLARION

PHILIPS INDIA: This is one of a series of 9 x 4 column advertisements. It is a first class public relations job. How Philips contribute today to India's future. Previous pieces were about Philips' part in Industry, Education and Public Health. All these are well illustrated and exquisitely laid out, with all the charm and dignity that the famous Philips can muster. The present one is on happier homes.



Utility border for Excellent Exides

Here again the excellent medium of scraperboard has been employed to render graphically to the readers the impression of a happy home complete with radio. The uneven background throws the details in relief. Gothic and Times Italic are used for the headline and text. The usual Monogram and three lines follow. The Philips series constitute a classy publicity campaign with informality. In fact, the very type of advertisements readers wish to see, to read and remember! JWT

NOTABLE AMONG THE NEW

There is a trend discernible to utilize current news in advertisements. This healthy linking of latest news with publicity for products utilises readers' interest for its own purpose. The unselfish tone such advertisements strike makes a very deep impression on the mind.



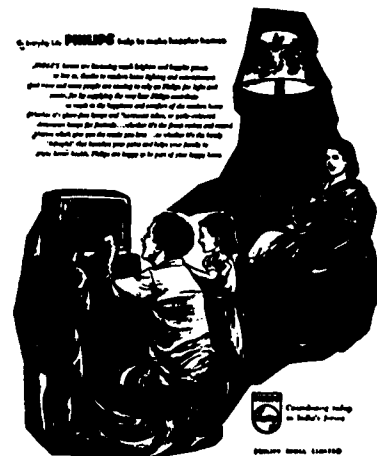
Meeting Ground of the World: Milan

It is here advertisements enter the realm of education, information and even inspiration as in the present case.

Two pieces one 6 x 2 column and the other 10 x 4 column were intimately linked to topical news. Ferguson tractors have been instrumental in Hillary's dash to the South Pole! A chalk illustration of Ferguson tractor complete with driver and snowy terrain with a cut-out for 4 lines of Times Bold tell the story of Ferguson in the drama of the conquest of the Pole. The name and address of Massey Harris Ferguson as well as the emblem follow the illustration. LAS

The other advertisement relates to Dr. Vivian Fuchs catching up with the polar adventure, which has

been equally heroic, if not melodramatic considering the odds the brave doctor had to face. LUCAS



Philips' illuminating contribution to India equipment appears to have been very helpful in Dr. Fuchs' march to the Pole. The handwritten Italic headline in Sanserif and the Times Roman text and the illustration of the Antarctic are followed by the name and address of Lucas Indian Service Private Limited. LAS

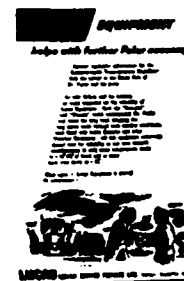
KAIRA DISTRICT CO-OP. MILK: Now and again this Milk Union has been striking a new note in its advertisements. This note is notable for its melody and harmony. Anyway it is worth copying by other matter-of-fact advertisers who get only the attention they deserve. "Earrings for Durga Ben" says the headline. In the headline itself this ad steals a march over the ordinary advertisements. A catchy and novel headline is a good beginning. Well begun is



Charm, allure, organdie

PRINTINDIA

half done. The Gothic expanded heading is placed aslant for effect. Look at the winsome lass done in

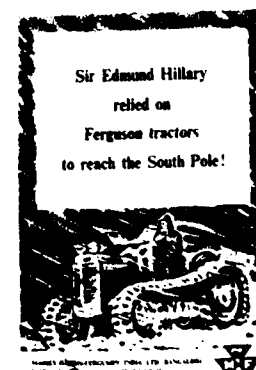


Lucky Lucas helps Long Polar March

the most popular medium i.e., scraperboard and Monogram with address plus a tiny line drawing of the village below the headline complete the advertisement for the Kaira District Co-operative Milk Producer's Union Ltd.

Press Synd.

I may be pardoned if I digress a little on the choice of name for business concerns. Gone are the days when we said there is nothing in a name. In fact there is plenty in a name. But nowhere we have found such a lengthy name as in K.D. C. M. P. U. Ltd. The shorter the name the quicker it is for the consumers to remember. While much research is done by foreign advertising agencies before choosing a name, in our country this part of it is sadly neglected. If I am allowed to suggest, the Kaira Co-op. Milk Producers' Union can adopt with advantage a contraction like KAIMPU or even



Hillary plus Ferguson equal historic march

MARCH 1958

KAICOMPU instead of the mile-long title they are having at present. To say the least, it taxes the feeble brains of the modern newspaper reader and one should certainly pardon him if he doesn't care to remember long addresses.

A new idea in this ad is that the text is placed at the top and the ad looks all the more better for it. People think that the headline should always be at the head! The text at the top eulogises the benefit that accrue from the Co-op. at Anand. This is a fine advertisement.

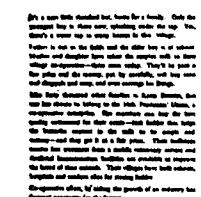
CALICLOTH: We had occasion to review Calicloth ads quite often. Here is one with a face and neck alone, draped. Beneath this in condensed sanserif handwritten type are the words "Calicloth Organdie Sarees." As brevity is the need of the hour, here is a lesson on it. What an effective lesson indeed! This is what they call brief and beautiful. We want more of this type. SHILPI

MILAN AND FRANKFURT FAIRS: The continental ads always appear in a singular garb. We can pick them out separately in a crowd. They generally use Gothic for one and for the other their layout is of a class by itself.

The Milan Samples Fair is notable for the way in which the heavy rule has been utilised and for the peculiar Gothic series type which we seldom encounter in this country. The left flush uneven lines present the details admirably.

The Frankfurt Fair has the globe shaded at right, open at left with a part of the latitudes and longitudes thickened to present a show window. There are people too below, if we look carefully. Beneath the globe are the emblem of the fair and the date. At the right are the Gill Bold headline and text in right flush lines. The Times Roman

text and the Indian representative's address that follow complete the interesting advertisement.



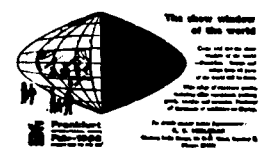
A jug of milk, ear-rings and a long name!

IN PASSING

A. I. I.: 10 x 3 cols. In this new series the Maharajah reminds a much interested and very interesting Japanese lady "And don't forget, A. I. I. goes to Tokyo on Saturdays and Sundays." In another, a dowager is told "Remember A. I. I. flies to-day and Every day to London!" Illustrations are the *piece de-resistance* of these advertisements. JWT

ALIND: featured their agreement with employees in one, headed "Grand Alliance" There is the illustration of two hands clasped in handshake against a background of gears typifying the factory atmosphere. The text asymmetrically arranged is in Gill Medium. CRITERION

ASSAM OIL'S story of oil: 5, in 12 x 4 cols. has an illustration in line of a geophysicist exploring for oil. The headline says "Mapping buried rocks" in Gill Heavy Upper



Characteristic Continental

Lower. The text below is in two columns set in Times Roman explaining how the exploration goes on.

Story of Oil 6 has a line illustration of 3 men with a drilling rig. The text is in two columns of Times Roman about the drilling operation to find out the availability of oil. "Odds are still 20 to 1 against striking an oil trap." The name "Assam Oil", emblem etc. are as usual.

BATA SHOE CO: 10 x 3 cols. The Republic day advertisement featured two drawings in line from Khajuraho Temple Sculpture of "Man and woman taking out thorn from their feet." The illustrations help focus the theme of the ad, set after Bata name, in two lines of Egmont "serves so that none thwarts the path of India's progress."

BINACA: One full column: None would have missed "I love Binaca" in heavy brush script placed vertically. This is a novel presentation of publicity matter.

BLACKWOOD HODGE: A 10x3 column ad about their Euclid 7 Scraper: good halftone and neat layout go to make an impressive advertisement. Grant

BURN & CO.: A 10 x 3 col ad about their castings in S. G. Iron in Gill Bold condensed. Two illustrations of their castings. The text is in Gill Medium left flush lines. The handwritten "Burn" is in sanserif condensed type. The address is in Gill with three lines at top in Bodoni Italic.

CLARION

CADBURY'S Drinking chocolate: 10 x 3 cols. The new ad "It's chocolate time" has the fashionable couple (of the previous ad) at the race course. Same style of lettering has been followed. The previous ad was with a theatre background and was similar in typographic treatment. DJK

COLGATE'S use red and green extra colour for their 9 x 2 col ads of Colgate's and Colgate's with Chlorophyll pastes. GRANT

EVEREADY Batteries: A 10 x 3 column advertisement is specially intended for the Radio Week. With a tint background throughout having uneven openings to allow illustrations of three items of listening. Theme is "Your home needs a radio; for a battery set, none better than Eveready batteries!"

HAMAM: keeps up its "feel fresh" 10 inch single column series and "feel flower - fresh, flower-lovely" 6 x 2 column series. SISTAS

HANDLOOM HOUSE: 10 x 2 cols. A fine ad for the beginning of the Handloom Week. Striking illustration goes well with Gothic and Gill series typography. Shilpi

HMV: 5 x 4 cols. A neatly illustrated piece of their radio was quite interesting.

HORLICKS are saying in a series of 11 inch single column advertisements what they had said in their previous 11 x 4 column ones. The text is in Times Roman with a Gill Bold headline. A neat illustration too as usual. JWT

KODAK: 10 x 4 cols. The first ad of the new series has appeared with an illustration of a lady in the first having an opened book in her lap plus an avid youngster at her feet. The headline asks "What does an Eskimo look like?" in Gothic condensed. The text which follows is regarding Kodak's part in the field of education. In the second advertisement is of a cheerful woman at work on a sewing machine. The text explains how this was due to the detection of TB aided by Kodak x-ray films and the subsequent treatment which made the woman she is today.

MANSION WAX AND CARDINAL RED POLISH: The 8 x 2 and 4 x 4 cols. ads of Atlantic East feature neat scraperboard illustrations and Verona series making an attractive group of ads. JWT

MARGO SOAP: 5 x 2 col. ad is headed "ideal family soap" in uneven single stroke slab serif writing using an ingenious illustration: a cake of Margo soap in scraperboard medium, wrapper partly opened. Father, mother and junior with bucket and vessel in line are seated ready for the bath.

All India Printers' Conference AND Exhibition—Sixth Session

The Sixth Session of the All India Printers' Conference and Exhibition will be held this year at Coimbatore from 19th April 1958 under the auspices of the Coimbatore and Nilgiri Districts Master Printers' Association. The open session of the Conference will be held for three days from 19th April and the Exhibition will continue for three weeks.

As in the previous sessions of the All India Printers' Conference, a competition in printing, process-engraving, book binding, etc. will be held. A list of subjects for competition is given below. Articles submitted for competition will be limited to productions completed during and after 1957. They should be sent to reach the Hony. Secretary, The Coimbatore and Nilgiri Districts Master Printers' Association, so as to reach him on or before 20th March 1958.

Coimbatore being one of the most important cities in the South, the Conference is sure to attract a large number of delegates from all over the country. It is proposed to hold a day's session of the Conference at Ootacamund.

There are a number of good hotels, both vegetarian and non-vegetarian. The number of delegates who would be attending the Conference from each Association is to be intimated in advance and the type of accommodation and food they will require, to book their accommodations early enough.

Delegates fee for Associations affiliated to the All India Federation of Master Printers will be, as usual, Rs. 100 for 5 members, and Rs. 10 for every additional member

and Rs. 25 for every individual member. Delegation fee may please be sent so as to reach on or before 7th April 1958.

2. List of subjects on which prizes are to be awarded:—

Letterpress Printing:

1. Books, General 2. Books, Children 3. Magazines 4. Direct Mail Publicity 5. Calendars 6. Cartons and Packages 7. Labels 8. Letter Heads

Offset:

1. Direct Mail Publicity 2. Calendars 3. Posters 4. Labels 5. Cartons.

Binding:

1. Bound Books.

Die-Embossing:

Die Embossed Jobs.

Process:

Results of Blocks with Originals.

S. C. Mazumdar Rolling Shield:

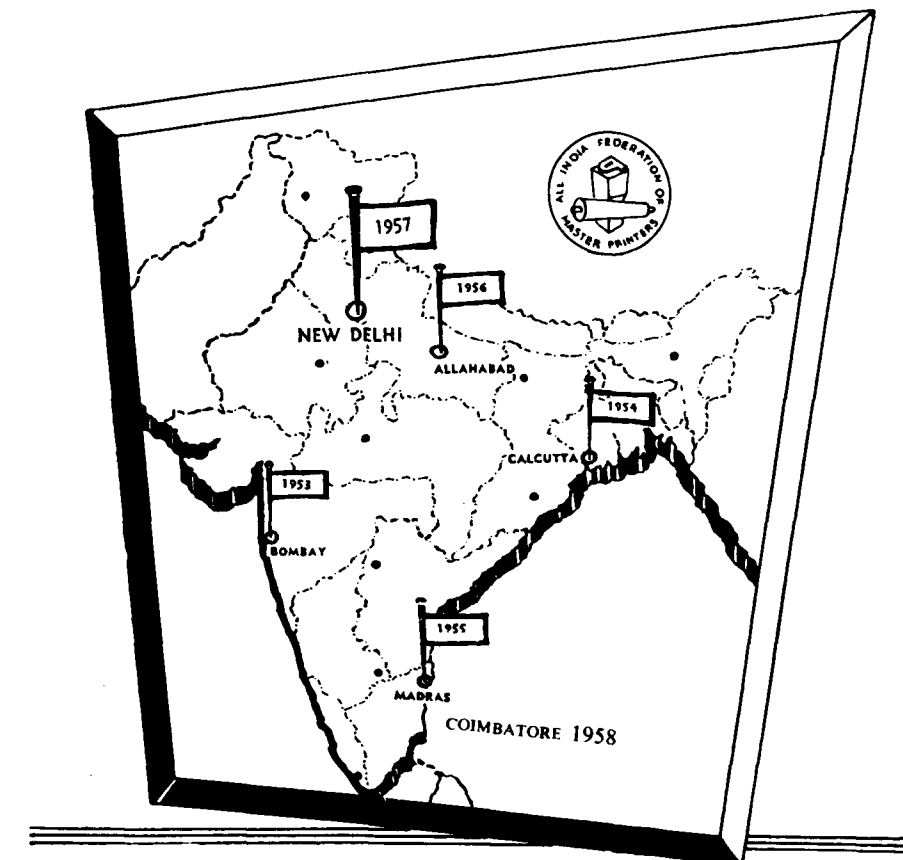
Instituted by the Association of Master Printers, West Bengal for best book printed on Indian made paper.

Rules and regulations of the competition.

1. Printers and allied industrialists willing to send exhibits shall have to send two copies of each exhibit, but in case of Books, only one copy will have to be sent.

2. Screening of exhibits will be at the sole discretion of the Exhibition Committee. The Committee will not be bound to assign any reason for rejection of any exhibit.

3. Exhibits will not be returned.



Gold Medals



Awarded by German State

Over 50 years world's leading
Screen Brands **HAAS & KOHINOOR**

Engraved Halftone-Screens

Engraved Rotogravure-Screens
For Paper, Textile, Plastic material

UNIVERSAL-Contact-Screens
interchangeably used for both
Offset and Letterpress procedures

Film Screens, 50 Designs
and **Cellophane-Screens** for Shadings

Film Screens with dots
in different tones for Letterpress or Offset

HERBST & JLLIG
FRANKFURT A. M. 13, Germany

4. Entries to the competition will be limited to production completed during and after 1957.

5. All exhibits are to be sent to the Hony. Secretary, The Coimbatore and Nilgiri Districts Master Printers' Association; 7-453, Cross-cut Road, Coimbatore, so as to reach him on or before 20th March 1958.

6. Exhibits shall have to be sent well-packed in cases or packages, so that no damage is done in transit.

7. Exhibits must reach the Committee freight *pre-paid*.

8. Intending competitors must mention the particular category under which they want to compete.

9. No entry fee will be charged for the exhibits.

10. Entrants in Colour Process Block Section shall have to submit

original art work together with progressives. Originals will be returned to the senders as soon as the panel of judges has examined them.

Exhibition & Souvenir :

The Sixth Session of the All India Printers' Conference will be held in April this year at Coimbatore and there will be an exhibition of printing machinery, inks, etc. as hitherto. The conference at Coimbatore has a special attraction as it is held in an industrial centre in the south at a season which is ideal. One day's session will be held at Ootacamund. Large number of delegates are expected to attend this Conference.

The plan for the Exhibition site is now in preparation and details will be made available on request.

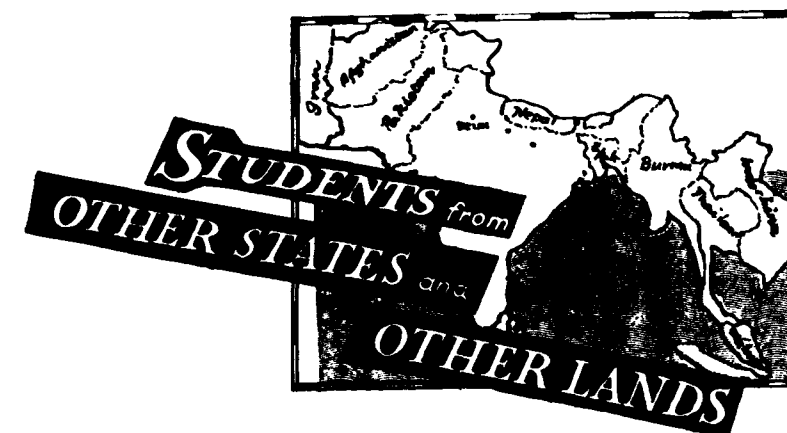
As usual, a Souvenir will be published at the inauguration of the Conference which will contain articles of interest to printing industry. It is needless to mention that an advertisement in this Souvenir will have a good publicity value since the Souvenir will reach every printer worth his name in the country.

The advertisement tariff and other particulars relating to the Souvenir are posted on request.

Intending exhibitors and advertisers are requested to contact the Hony. Secretary, The Coimbatore and Nilgiri Districts Master Printers' Association 7-453 Cross-cut Road, Coimbatore.

S. RAMASWAMY

Hony. Secretary, the Coimbatore and Nilgiri District Master Printers' Association.



The Regional School of Printing was started some thirty years ago, as a wing of the then Trades School. It has now grown to full-fledged youth. Students from all over India throng to its portals to be trained for the various branches of the Graphic Arts. Students even from the neighbouring countries like Ceylon have also been attracted to it. In this brief article an attempt is made to acquaint our readers with a few students from outside Madras State

Since its inception, nay, since its very conception, the Regional School of Printing had to overcome obstacles, surmount difficulties, cross hurdles and break through bottlenecks. Thus every inch in its progress, every step in its onward march and each molecule in its growth had to be wrung out after a battle. For instance, there was the fight for space which Herr Hitler called *Lebensraum* (living space), a separate building. After considerable heat and controversy, it was conceded that the Regional School of Printing should have a separate building, which is yet to materialise.

There is the matter of equipment. Thanks to the Import Ban imposed by the Government of India, the whole purchase programme, meagre as it was, has almost been shelved; similarly, the affair of appointing staff, principal etc. A school of thought favoured appointment of young and raw academicians as Principal, lecturers and so on. Strange as it may seem, the Government always erred on the right side in the above cases. But

it was the private interests that put obstacles in every item of progress. The fight between darkness and light, ignorance and knowledge, education and illiteracy is still on. Truth will always win, but when none can say.

In spite of the odds facing the Regional School of Printing, it has been doing a mighty job. The institution is training a good crop of technicians who will do service to the nation at large through the



A. Kugathasan

Printing Industry. Not only sons of Bharat, but also of the neighbouring countries, have joined in the crusade against ignorance.

It is therefore in the fitness of things that we present here some of the proud sons of Asia who have been receiving training in the Regional School of Printing, coming as they do from far and near.

FROM LANKA

Here are three from Lanka (Ceylon) :—

SRI A. KUGATHASAN is from Kurumba City, Tellippalai, Ceylon. He is studying in the second year of Camera Operation and Block-making class. In the short period he has been here, he has shown much initiative and interest in his subject. Sri Kugathasan is bound to blossom into a clever and intelligent technician of the Graphic Arts.

SRI JOHN D. SAMUEL is from Colombo-4, Ceylon. He is an enterprising student of the second year class of Camera Operation and Photo Engraving course. His powers of concentration and quick grasping have helped him to develop skill in his art. We are sure Sri Samuel will become one of the foremost process engravers of Ceylon.

Sri J. SANDRASAGRA is from Messrs. Ceylon Printers Ltd., Colombo, Ceylon. As a final year student in Process Camera Work and Process Block manufacture he has shown exceptional ability, perseverance and push. With an amiable manners and agreeable personality, Sri Sandrasagra will go far in pictorial reproduction line, which he has chosen as his avocation.

These three sons of Lanka prove the worth of the institution in which they are studying and are a standing example of Indo-Ceylon Co-operation. We are sure the Government of Ceylon will get in

**buy & sell
through**

THE

PAPER

81, MINT ROAD

Grams : VARSITAP
Phone : 263257

MARKETING NEWS

::

FORT, BOMBAY-1

INDIA'S LEADING JOURNAL ON
PAPER, BOARDS, STATIONERY
AND
THE GRAPHIC ARTS INDUSTRY

touch with the Govt of India to send more students to be trained in Graphic Arts in the Regional School of Printing.

FROM MADHYA PRADESH

Nearer home, we have the boys from Madhya Pradesh. The two are Government scholarship holders. They are in the Final Year of the Licentiate in Printing Technology, a full time course of three years' duration.

SRI RATANLAL D. CHOBE is from Indore and has acquitted himself very well during the last three years. He has scored high marks in all examinations and is bound to come out of the final diploma examination with flying colours. Sri Chobe would probably be offered a decent job in his Govt Press, on conclusion of his excellent academical career.

SRI SHIV KUMAR TIWARI is a graduate of the Agra University and a Govt. Scholarship holder from Madhya Pradesh. He is endowed with great patience and good understanding in his subjects. He has recently toured along with a team of students all the famous presses, paper mills and ink factories of Calcutta. Sri Tiwari is sure to be appointed to some good post, as soon as he gets his diploma in printing.

FROM ORISSA

Sri BISWANATH SATHAPATHI comes from Cuttack, Orissa.



B. Sathapathi

R. D. Chobe

S. K. Tiwari

He too is a Govt. Scholarship holder from the Govt. of Orissa. Sri Sathapathy is a very hard worker and has distinguished himself in all subjects by coming out first during every year of his study in the Regional School of printing. His practical work coupled with his theoretical performance will learn a high name in the school history. In his career too we have no doubt the Govt of Orissa will extend every encouragement to this able young man. Orissa Govt. has already sent one scholarship holder who has completed his course last year and who is now employed in the Govt. Press, Cuttack.

The Govt. of Madhya Pradesh has been sending scholarship holders to this school for some years now. Sri K. N. Joshi, B. A. LL. B., has already completed successfully this course last year.

FROM FAR OFF ASSAM

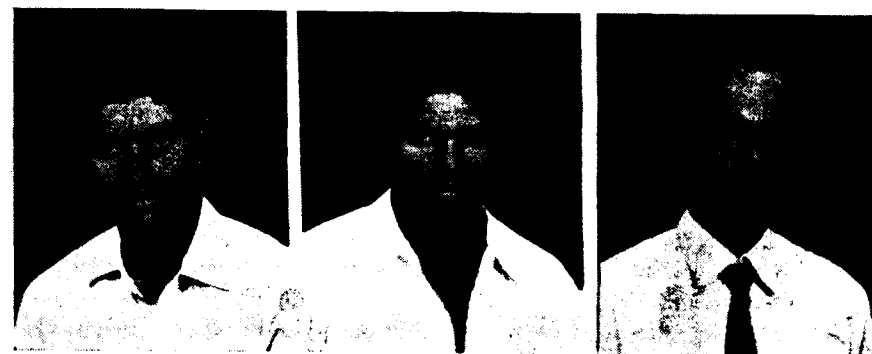
When one thinks of Assam, one is reminded of Sri Bishnu Ram

Mehdi, Governor of Madras. Yes, **SRI RANA PRATAP BAROOAH** is from Dibrugarh, Assam. He is a science graduate of Gauhati University and is a scholarship holder of the Govt of Assam. He has been specially deputed to undergo a five years course in Printing Technology. He has already completed four years and almost every year he has scored first in his class and is the proud recipient of several prizes. Tall and well-mannered Sri Barooah possesses a charming personality. He is bound to rise very high in the printing industry, if one can judge from his past performance and present ability.

The above is a random sample of students from other states and other lands studying in the Regional School of Printing.

When the eyes of whole of India are on the Regional School of Printing, Madras, to be made into a Central School for higher learning in Graphic Arts and Allied Technology, we are only doing our duty to point out the All India character of this premier institution. The Regional School of Printing, Madras is not only a centre for the whole of India but in fact a centre for Graphic Arts learning for the whole of Far East.

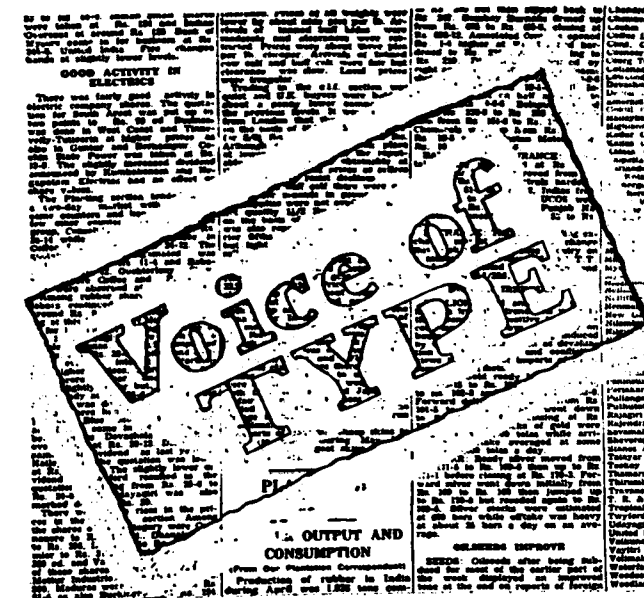
The Ministry of Education, will, we are sure, take note of the facts when deciding the location of the Central School of Printing.



J. Sandrasagra

John D. Samuel

R. P. Barooah



By

SRI S. GIRI

The eminent poet Emerson said "I cannot hear what you say. What you are, shouts so loudly." What you are is not so important as the way in which you say it. Type is the means by which advertising secures its readers, creates favourable impression and achieves its aim. In short, it is type which makes the message penetrate into the mind of the reader. In this article the experienced author makes a convincing case for proper use of type in its many forms in all printed material

Words are fragments of your personality. Do not send them forth clothed in a garb meaner than what you would wear yourself. Dress them as they deserve.

on. Sometimes the paper may be suitable but not the process, i.e., offset, gravure or letterpress, from plates or types direct.

CLASSIC PREFERENCE

Famous typographers like Miss Beatrice Warde of Monotype have always favoured the use of classic faces. A very large percentage of British books employ these timeless faces of Monotype.

Type is the voice of the author. As he cannot come to the reader whenever and wherever the reader wants him and as the author cannot possibly talk at a time to thousands of readers in many different climes, the type is chosen as his emissary.

Just as we talk slowly or loudly, type too has a tone and inflection. We may talk clearly or confusedly

and so can type. The size and weight of type determines the character and pitch of the voice. The design of the type face decides the clarity. In short, type can render its voice or may simply make some noise. What it is going to be, voice or noise, depends upon the purpose to which you put and the manner in which you put it.

ARBITRARY SYMBOL

Alphabet is only an arbitrary symbol. This is adopted as the means of communicating or recording thought or expressing it to an audience the size of which cannot be dreamt of reaching by other media like radio, television, platform, pictures, etc. Pictures do talk more forcefully and to a greater audience, but again they have their limitations.

Writing was the forerunner of type and the parallel means of expression at the moment. Type-writing and printing are mechanized writing. Type may be said to have standardized writing. But, there is yet vast scope for the individual touch, the aesthetic taste. Type has that permanency which sound lacks.

Some speakers cannot put their expression on to a vast audience. They cannot talk continuously for more than a few hours. Thus speakers are limited by time and space. Type can be said to have conquered both time and space in expressing simultaneously over a distance of time and over long distances. Modern science is always conquering new regions of space in lesser and lesser time. In consonance with the ideals of the age of science and technology, type contributes its part in the conquest of space and time.

MANNERS OF TYPE

There are qualities in type design as in a speaker's manners

and mannerisms, which may make or mar the work. Pleasantness, clarity, agreeability, appropriateness, are as important in a type design as in other media. But the ultimate aim of type remains the same i.e., readability. *If anything you print cannot be read with ease, stop printing it.* It has failed in its purpose.

For certain people who want to delay, interrupt, postpone hearing, or take it in easy doses, type offers full freedom that is scarcely practicable in spoken expression. Just as spoken thought could be expressed in varied ways, type can be chosen to represent the tone of delivery.

Presentation is all important in type. Emphasising or eulogising, persuading or convincing, sympathetic or stentorian, can be the mode of type chosen in consonance with the purpose.

APPROPRIATENESS

Type has not only its aesthetic as well as its utilitarian side. If a type face cannot perform its function then it is incongruous and unsuitable for its task. It may be found that certain advertising agencies have a weakness or infatuation for a particular type face. Thus Verona was reigning supreme for long. Then Baskerville was the choice of book publishers and even advertisers. It should be remembered all book faces in their large sizes are quite suitable for display. Bodoni and Gill are other favourites of advertisers. But at the present day, Times Roman is by far the most used type. It is befitting to be called the type face of the century.

We do not consider as correct to earmark or label each type face as suitable only for certain class of products. But it is true to associate certain type faces with certain goods due to their form and

design, weight, etc. Otherwise, the compositor would be at sea in trying to choose an appropriate type face for advertising a certain class of products. The characteristics of the product advertised should have something in common with the design of the type face chosen. Thus we have the following choices which are not necessarily universally applicable:

CLASSIC TYPE FACES OF LIGHT WEIGHT

Jewellery, gold, silver, diamond dance, drama, art, sculpture.

OLD STYLE FACE HEAVY

Iron, metal, cement, chemicals.

GILL SANS HEAVY

Soap, Steel, tractor, machinery.

SQUARE SERIF TYPE FACE

Railway, wood work, furniture.

INLINE, OUTLINE, ORNAMENTAL

Embroidery, fabrics, knitting, dress, tailoring, flowers, toys, fancy materials, magic, fairs.

SCRIPTS: Greetings, invitations, announcements, informal gatherings, etc.

CASLON, THE TYPE

Caslon type faces is noted for its simplicity, clarity, proper proportion of strokes and their delightful irregularity and individuality. These characteristics make Caslon right in design and legible to read in print. Their beauty in form has made Caslon a versatile face. This means Caslon may be used for any purpose with advantage and can be

combined safely with any other type face. In smaller sizes and lighter weights they are effectively feminine in appearance. On the other hand, larger sizes and heavier weights of Caslon face can be effectively employed where masculinity or forceful appeal is called for. As for use in mass, Caslon is very pleasing and light on the eye. The harmony and symmetry of each individual letter make Caslon face a triumph of typographical design. In Madras, *The Hindu* and *Indian Express* use freely Caslon face for their heading lines and display material. *The Hindu* uses Century Bold also and *The Indian Express* uses Bodoni also for their heading requirements.

It will be interesting to note in this article the life and work of William Caslon, the renowned type-founder of Britain.

CASLON, THE MAN

Caslon was not only a designer, cutter and founder of types, but also a voracious reader and author. In early age Caslon was apprenticed to an engraver. This circumstance has given the English-speaking world the most versatile type face in Printing history. But the engraver was not an engraver of type faces but that of gunlocks. Later, Caslon had a shop of his own where he cut his own Binder's Brass (i.e., binders' lettering and decorating types made of brass). He also did chasing in silverware. This experience stood him in good stead for his punch-cutting work

ABCDEFGHIJKL
abcdefghijklmnpqrsc̃t
abcdefghijklmnopqrstuvw

Caslon Roman & Italic

later. Beginning with Arabic and Hebrew and other exotic faces, he took eleven years to bring out the first English type face designed by himself.

CONTINENTAL TYPES

England was never leading in type face design or its founding and was far backward to the mainland. In 1734 Caslon brought out his first English type face in 15 sizes, which is no ordinary feat in those times when everything depended upon the manual skill of individuals and specialization was far ahead as was mechanization. This naturally caused a sensation throughout Europe and commercial success and recognition of his merit came to him soon.

As most of the type of that day was imported from Holland, Caslon had no choice except to base his design on Dutch type. No doubt the Dutch cast extremely good type faces and their technical

superiority was unexcelled. Even today, all other countries can learn a lesson or two in type founding from the Netherlands.

Caslon achieved a design indubitably his own characterised by the rich English art and was far superior to anything heard of till then. It can well be said that William Caslon brought about the turning point in the history of English Printing if not of world printing itself.

WILL BRADLEY

After the death of Caslon, in spite of his descendants or because of them, the beautiful Caslon face fell into disuse and remained so for over half a century. Towards the middle of last century a chance publisher hunting the archives for quaintness fell upon the old face Caslon and used it in his book. This was the starting point for a revival of the Caslon Face which it richly deserved. Its widespread fame was due to its successful use

as book, display and job face. Later it took a definite hold on American Typography. Will Bradley of the Wayside Press, Springfield, Mass, made ingenious and potent use of the Caslon Face. He exploited all its possibilities and understood their purpose as no one else did. Will Bradley was himself a talented designer and printer and knew what he was doing.

We should mention in this brief history of the famous type face that the Caslon Type Face has undergone unnecessary distortion and unpardonable changes in the hands of typefounders all over the globe. The authentic versions are hard to be found, although the Linotype and Monotype have some beautiful forms of this type face of all time.

In previous issues we have covered some of the outstanding typographers' lives and their type

(Continued on page 18)

ALL INDIA PRINTERS' CONFERENCE & EXHIBITION 1958

SPECIAL NUMBER PRINTINDIA

Presenting an authentic survey of the proceedings of the Conference and exhibition to be held in Coimbatore in April 1958.

Exquisitely printed on Art Paper and profusely illustrated with photographs of the conference and exhibition.

A publication of perennial interest to all those engaged in Graphic Arts.

Price Re. 1/- Postage Extra

Will be out by the Tenth of May 1958

A few advertisements from leading industrialists will be accepted.

Phone: 3006

CONTACT:

Grams: VASUNIDHI

KUBERA ENTERPRISES (PRIVATE) LIMITED

PUBLISHERS: PRINTINDIA

KUBERA BUILDINGS

21 SUNKURAMA CHETTY STREET

MADRAS-1

Your Industry in Our Time
(Continued from page 4)

There are many factors that go to make a successful business undertaking. Of all factors, the human factor is the most important. A printing establishment may be housed in the most expensive modern buildings with up to date humidifiers, air-conditioners, glare-free fluorescent lighting, agreeable colour schemes etc. The press may be equipped with the latest models of machinery, electronic register-controls, static eliminators, labour-saving and fool-proof devices, mechanical material-handling equipment and so on. All this represent physical equipment. This alone cannot bring success. There is the intangible yet dominating force. That is the human factor. The intelligence of men should be added to all these, in order to bring success.

A printing press is but the lengthened shadow of people who guide its destinies, who contribute

to its development. Printing depends for its quality, for its accuracy and for its appeal and for its expeditious production, upon brains.

No other factors can be substituted for the human factor. But the men who plan and direct its production should be endowed with true printing brains.

Then, men should be supplied with tools worthy of their ability. They should be given the most efficient surroundings possible.

All will agree with Scott when he says :—

Chance will not do the work
Chance sends the breeze.

But, if the pilot slumbers at the helm,
The very wind that wafts us toward
the port

May dash us on the shelves.

The steersman's part is vigilance
Blow it rough or smooth.

Quality in PRINTING INKS

means many things

- BRILLIANCE
- DEPTH OF COLOUR
- COVERING POWER
- DRYING CAPACITY
- WORKABILITY
- FASTNESS TO LIGHT, ETC.

IN GANGES INKS THE EMPHASIS IS ON QUALITY

USED AND PROVED FOR 29 YEARS

FACTORIES AT: HOWRAH • BOMBAY • MADRAS

a Survey of Supplements

Newspapers of India have been praised recently by world's top statesmen such as Harold Macmillan and Henry Cabot Lodge. For prompt and fair presentation of news and frank comments, there is nothing like Indian Press. One of the features of the Indian newspapers is the bringing out of periodical supplements to mark special events or for surveying the Indian scene. These supplements have been typographically and aesthetically very well produced. There is little wonder these supplements have right through been phenomenal successes from the business angle. One of our pleasant duties is to review the supplements from time to time.

The dailies of India generally take upon themselves the task of reviewing industry from time to time. This they do through the columns of a special supplement brought out either at the end of the calendar year or at its beginning.

The Statesman, not long ago, brought out an Industries Supplement. *The Hindu*, Madras, published its annual Survey of Indian Industry on the 6th January 1958. This date is some ten days later than the usual.

A bumper issue of 128 pages of Demy Folio size, *The Hindu* Survey of Indian Industry, was well got up so far it goes, with the usual shortcomings that could be expected in our clime. Lack of care, neglect of details, a certain hurriedness visible in some of its pages. But, graphically, editorially and pictorially it was well got up.

TYPOGRAPHICAL TREATMENT

Caslon Bold Caps were used for the headlines, the sizes used being 36, 24 or 18 pt as the case may be, conditioned by the number of words and their length in the title. The author's names appeared in Excelsior Bold Caps and lower. The text was as usual in Linotype Excelsior which has come to stay in India as a newspaper face,

although elsewhere other newer news faces have replaced the good old Excelsior.

Over eighty instructive articles adorn the pages of the survey, among which, one was on Industrial Advertising. This was by Subrata Sen Gupta of Clarion Advertising Co., Calcutta, a leading agency. According to the author, Good Industrial Advertising should be a skilful combination of information and imagination. This motto is worth adopting by our general advertisers also.

The Advertising pages presented a fair cross section of industry. Comprising 250 in all, they included type-set, mats, stereo, etc., of various sizes from two inches single column to a double page spread.

SIMON CARVES gave a double page spread on Pillars of Industry (set in Perpetua Bold), and used copper red as a second colour. There were line and halftone illustrations in the advertisement. This was a very effective piece of publicity matter where colour, tone, line and type combined to enhance the sales talk of the ad.

ENFIELD INDIA took a full page with the picture of their factory, all very neatly laid out.

BIRD & Co. had a full page telling about their service to India.

With Verona for headline and Times for the rest, a Goudy line slogan tells "Free Enterprise serves the small man" How many of our enterprises are really left free from state interference the industry knows too well. However this is an occasion to remember that Free Enterprise does serve the small man and the big too.

ARVIND MILLS had a full page with very neat illustrations and effective layout. There was some good lettering too. The use of tints and reverse illustrations with Gothic, Century Italic and Gill type faces, Arvind have excelled in presentation.

We have to consider the wealth of matter and the beauty of the reading material and display, in the Survey of Indian Industry by *The Hindu*. Considerable pains should have gone to bring out such a supplement. But the first page or title piece lacks the life and the liveliness which such a good supplement should have. The art work, if it can be called art at all, is of a very low order. How such a good organization as *The Hindu* allows such inappropriate and unimaginative colour schemes, is something we are unable to understand. A thicker cover would have gone well with such a voluminous supplement. The planners of supplements will, we hope, take into consideration the few drawbacks which one cannot fail to notice, in designing the forthcoming supplements.

On January 3, 1958, the *Indian Express* brought out a four page supplement entitled "Czechoslovakia Today." The title piece for this was in reverse strip of about 2½ inches height 8 column width, neat bold handwritten characters.

The Times of India brought out on January 9, 1958 an 8 page supplement in honour of the visit

of the British Prime Minister to India. The title was in the form of a handwritten scroll elegantly done opening against a tint background.

The Statesman, Calcutta, brought out a supplement on 23rd January 1958. This was called "West Bengal in Second Plan." Here again, the headline was done by hand lettering against a background of drawings in line which depicted graphically the various facets of industry, agriculture, etc.

On February 8, 1958, *The Statesman*, Calcutta, brought a supplement in connection with the handloom week. This was separate from the main issue. The Madras dailies, *The Hindu* and *The Mail* merely added a few more pages to the main issue instead of bringing out a distinct supplement for the occasion.

On January 21, 1958, *The Hindu* issued a supplement for the Hyderabad All India Industrial Exhibition. The headline of this six page supplement was a 6 column three inch high strip of halftone followed by two double medium rules one inch apart in which a Caslon Bold 24 pt headline was placed. An Excelsior 9 pt sub-head said "Supplement to The Hindu" and the date. Two notable ads were of Brooke Bond with Char Minar and of Allwyn.

The Voice of Type (Continued from page 15)

faces. In this connection it is worth mentioning that type faces are not necessarily named after their designers, although some are. Centaur by Bruce Rogers, Perpetua by Eric Gill are contemporary examples. Even when they are named after their designer, much alteration has taken place on the

original design cut by the famous typographer.

The lives of famous typographers and printers like Caxton, William Morris, Claude Garamond, Christopher Plantin, John Baskerville, Giambattista Bodoni, Stanley Morrison, etc. have much to teach us in the way of patience and perseverance. Lives of famous men teach us that self-less approach to one's goal is always regarded.

It is proposed to cover in the future issues of this magazine, other famous type faces by famous typographers.

The histories of type designers and famous designers remind us of their herculean efforts in achieving the form, at once beautiful and useful, robust and romantic, real and imaginative. No parallel in typographic history can be found to that of the type founder Caslon, who had achieved immortality through his type face.



INDIA RUBBER AND INDIAN RUBBER

At one time we were glad that Madras in particular and India in general was manufacturing good products. These were comparable to foreign-made goods and the price was comparatively cheap. Many printers' requisites are made of rubber, from rubber blankets to rubber printing rollers, rubber stereotypes and the like.

There was a time when rubber rollers supplied by a local factory were successfully used on fast-running newspaper rotaries. They not only stood the test but were very satisfactory indeed.

Recently we have come across a couple of cases wherein the rubber rollers supplied by the same factory were not only according to specifications but the quality was very bad to say the least.

Indian factories in general attach no importance to any complaints from customers. Their casual dealing and indifferent way of replying will infuriate even a saint. One would think that these firms were supplying free these rollers and hence were not bound to observe even the elementary courtesy expected of the business community. What is worse, they do not care to reply at all when any complaint is made of the rollers purchased from them.

In one case the rollers were made to inaccurate size although specific instructions were given by the party. The complete set arrived completely wrong in size, although a sample roller was sent with the order and written and oral instructions were given as regards circumference, length, etc. In spite of all these precautions on the part of the customer, the rollers were manufactured out of size and the blame was laid on the customer.

In the second and more recent one, the rollers supplied for an automatic machine were so poor in quality that barely a fortnight after the manufacture, all the rollers went out of commission. When referred to the factory rally, the replies were casual and non-committal. A written complaint has not improved matters.

In this connection we are reminded of another rubber roller supplier who catalogued his rollers as

"equal to genuine American rubber rollers." Many press-owners who had purchased these were disillusioned very soon afterwards. The rollers were completely wooden and far from the ideal American rubber roller advertised.

The moral of this story is clear. The import of goods may be banned for ever. But that is not going to bring better goods out of our factories. The mentality of such factory owners is not going to be transformed overnight. One would even think that there is justification for widening the public sector.

There is no wonder that such unscrupulous business practices and lack of integrity and business principles have been carried by the Indian Merchant community to international levels too. Perhaps that is the reason why the huge contract for the purchase of foot-wear and leather apparel from India by Russia was cancelled. Poland quickly followed suit. It was also mentioned that certain mill goods supplied to another country were not as per specimens shown during contracting and hence were rejected.

Sane business relations and sound business practices and reliable dealings are all called for from the Indian businessman. If he is not going to instil confidence into his own countrymen, woe to the Export Drive. The Indian consumer will develop more and more an allergy towards goods that are Indian. Simultaneously there will develop a fund of goodwill and love for goods un-Indian or non-Indian.

PRINTING LABOUR IN TURMOIL

There are many ways of killing a cat: You can strangle it, smash its head with a mallet, hang it, shoot it or beat it to death.

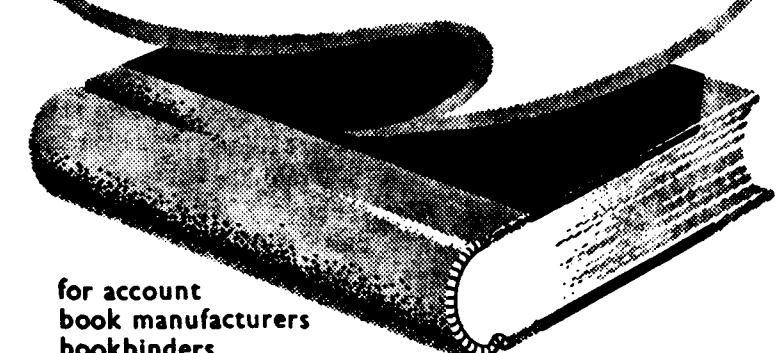
Indian Printing Industry can be ruined by many a way. The employer may act unwisely, the employee may work indiscreetly, the Govt may put obstacles in the way, the materials dealer may decline the supply or raise the rates to phenomenal heights, etc. One or many of the above may destroy the trade, stifle business or cripple the Graphic Arts Industry. But the worst menace is from the labour today.

Being neither guided nor led, the printing labour of India is like children astray. They have none to control. No wonder they are constantly out of control. We wrote in an editorial some months back, that Indian labour is like a turbulent river without dykes or dams. All the energy is going to waste. It should be canalised on healthy lines.

The absence of any outlet is one reason for their emotional instability. Indian labour in general and the printing labour in particular suffer emotional immaturity. The ills of an unorganized industry are there. The shortcomings of a disorganized group are all there too.

STANDARD MILLS

book-binding cloth



for account
book manufacturers
bookbinders
printers

THE STANDARD MILLS CO. LTD. New Parbhadevi Road, Bombay 28

SM-5-S

It is too much to expect the Govt to come to our rescue in case of labour trouble. Generally, if anything, the Govt pamper the labour by bringing forward legislation to satiate the unreasonable demands of labour.

There have been too many strikes recently. There were a few lockouts too. Both mean the same thing to the industry. There is no income.

Socialism will ever remain a mere figment of the imagination in the brain of the politician, if there is no production. What will the workers share if nothing has been produced? It was Sardar Vallabhai Patel, the strong man of the Congress who said: Socialism makes equality: *It makes all of us equally miserable and hungry.*

The emphasis therefore should be on production. For this, amity and goodwill among the partners in industry are necessary. The Govt should improve the relations between employer and employee. They should not be onesided as they are at present. Unless there is a change of outlook on the part of the Indian Gaphic Arts Industry workers, both the employer and employee will perish. There will be nothing left of the glory of the Indian Printing Industry.

We hope that the easuing Printers' Conference will examine the labour problem and the employers' problem of keeping the labour satisfied. Mere resolutions, however pious they may be, have not and will not ever solve this burning problem of labour in Graphic Arts and allied industries. Enlightened leadership and proper guidance are necessary for labour. The All India Federation of Master Printers has to its credit a few achievements. There is no doubt that it will apply itself to this urgent task facing the Printing industry.

GANGES NEWS

We have just received a copy of the Ganges News, the House Magazine of Messrs. Ganges Printing Ink Factory Private Ltd., Howrah, Calcutta. It is said in the Editor's Notes that the first number was very attractive and was very much appreciated by readers all over the world.

The cover is two-colour varnished and the quarto format is of two columns with a wide space between the columns. The head pieces are two colour, a few of them illustrated. There are plenty of photographs, about persons, personalities, prize winners, scenes, etc. Roman Capitals and Sanserif Caps are used for the headings. This number concludes with an ornamental tail piece on the back cover.

Published by Ganges Printing Ink Factory and printed by B. Roy in their own Press, the Ganges News is edited ably by O. L. J. Milligan. With such rich and varied material and arresting and attractive presentation, Ganges News will be read with absorbing interest not only by persons directly connected with the production of the famous brand of inks, but also by the wide clientele of Ganges Inks Factory.

We welcome to the midst of other house organs Ganges News which is bound to solve many a problem for the printer and cement the bonds of friendship between the two limbs of the Printing Ink Industry, i. e., the Ink-maker and the Ink-user.

BALARAMAN VISITS THE MADRAS PRINTING SCHOOL

Sri K. Balaraman, Special Correspondent of *The Hindu* in New York found time to visit the thirty year old Regional School of Printing, Madras, on Thursday the 6th March 1958. He was received by the Principal, Head of Printing, staff and students. The Foreign correspondent spent considerable time in going round the various sections of the Regional School of Printing. Later, he was garlanded by the staff and was requested to address the staff and students of the Regional School. In his brief address he remarked the vast strides made by science and how scientific research helped advancement of the art of printing. As a writer, Sri Balaraman said, he was indebted to Printing, which is the first cousin to writing. Whatever anybody wrote or said, it looked well when printed. "I am very happy to visit your school and note your methods of teaching which are excellent. But I find that the school is working against odds. Odds in the sense of want of space and want of up to date gadgets and equipment. America has advanced very far. American Printers are paid something like 8 dollars per hour. (Approximately equal to Rs. 40.) The Process Engravers in America are very strong and influence the newspapers to a very great extent. Printing is one of the well paid professions there," Sri Balaraman said.

"There is considerable scope for expansion and the USA will help in providing aids in the form of capital equipment like latest machinery, gadgets etc. The Printing Schools and Colleges of America will be glad to take Indians as students in advanced studies in Graphic Arts," Sri Balaraman concluded.

Earlier Sri V. K. Sriramulu, Head of Printing, welcomed the distinguished visitor and in conclusion Sri C. Gopalan, Lecturer, proposed a vote of thanks.



PRINTING MACHINERY IMPORTS

The Graphic Machinery Dealers' Association, Madras, in a memorandum submitted to the Chief Controller of Imports and the Secretaries of the Ministry of Education, Commerce and Finance of the Government of India, has drawn their attention to the ban imposed on the import of Printing and Lithographic machinery etc., and the serious situation through which the industry was now passing as a consequence.

The memorandum states that the ban had struck at the very root of the printing trade with the consequent threat to their very existence. The rapid demand for printing on a vast scale unprecedented in its history, had cast a heavy burden on the industry. The Government also had not been slow in recognising the importance of the Printing Industry which was considered to be the third largest in the country, providing employment to millions of people. The industry was yet to reckon with the innovation in the equipment and technique of printing, which was rapidly taking place in other countries.

Printing machinery formed but a microscopic fraction of the overall imports as will be evident from the figures given at the bottom of this page.

(These figures include imports of all Printing and allied Machinery, equipments and sundries as taken

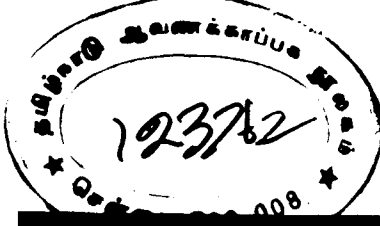
from monthly accounts relating to Sea Borne and Air Borne trade of India and Statistics relating to the foreign trade of India.)

These figures make it abundantly clear that the imports of printing machinery have never been, nor will they be, a disturbing factor in the foreign exchange position of the country.

Because of the limitations and the consequent phased programme of expansion, the industry to-day finds itself caught between the "devil and the deep sea". It cannot retract itself because of the investment already made, nor can it go forward on account of the curb on imports of equipment. Take for instance a press which has installed an offset machine investing nearly a few lakhs of rupees. This press needs other complementary machinery connected with offset printing, which it had programmed to import over a period of years. Now this press cannot import these complementary equipments so neither can it progress nor can it make the fullest use of the machinery already installed. Could there be a more desperate situation? The net result

Years.	(in nearest 1000 of Rupees) Total Imports.	(in nearest 1000 of Rupees) Printing Machinery.	Percentage of Imports of Printing Machinery etc. to total Imports.
1951-52	8,74,93,81	1,97,73	0.23%
1952-53	6,35,49,78	1,05,94	0.17%
1953-54	5,42,29,16	1,70,21	0.31%
1954-55	6,33,04,93	1,43,42	0.23%
1955-56	6,49,64,01	2,22,28	0.34%
1956-57	8,33,14,92	2,33,76	0.28%

Handwritten notes: *123762*, *123762*, *123762*



is that many presses have started retrenching while others are faced with extinction. The Printing Machinery Dealers obviously face nothing short of total extinction. All these inevitably lead to unemployment, with serious consequences, economic as well as political.

The very fact that Printing Machinery was under O. G. L. all along, goes to prove that Government was aware of its essentiality. With the exception of treadles and other minor accessories, other types of printing machinery is not manufactured in India, nor could it be manufactured in the foreseeable future. Manufacture of Printing Machinery in India is not yet feasible because of the wide range of types and sizes of machinery required.

Although printing machinery was under O. G. L. and liberal licensing scheme, all these 10 years after independence, the printing machinery trade could not take full advantage of the liberal policy of the Government, in the matter of imports. In fact, the printing machinery trade judiciously avoided excessive imports. There were practically no stocks of graphic machinery with any of the dealers. In spite of the O.G.L. the value of Imports of Printing Machinery between the years 1951-52 and 1956-57 had not exceeded even 0.34 per cent of the total value of imports into India during those years. This had made it abundantly clear that the imports of printing machinery had never been, nor would ever be,

a disturbing factor in the foreign exchange position of the country. We certainly do not mind restriction of such items as are made or could be made in India in the near future. In fact, we would welcome such a move. But, we must emphasise that machinery which is not and which cannot be manufactured in the country in the foreseeable future, should be permitted to be imported freely. To impose a total ban on imports would spell the ruin of the trade and thwart the progress of the industry.

REGISTRAR OF NEWSPAPERS

Mr. M. L. Bharadhwaj, Registrar of Newspapers, is on an official visit to Madras.

He was received at the airport by Mr. K. K. Nair, Information Officer, Government of India, Mr. Y. G. Parthasarathy, Assistant Controller (Imports and Exports), Government of India and other officials.

During his stay here, he will meet the members of the Regional Committee of the I.E.N.S. for holding discussions in connection with the new procedure to be adopted for licensing imports of newsprint. He will also meet the officials of the State Government and discuss with them matters arising out of the administration of the Press and Registration of Books Act.

In an informal talk with Pressmen, Mr. Bharadhwaj pointed out that the successful implementation of the Press and Registration of Books Act would largely depend upon the co-operation of the State Government. He was glad to say that all the State Governments had been giving their wholehearted co-operation in this regard.

Mr. Bharadhwaj during his ensuing visit to Trivandrum will meet the officials of the Kerala Government and hold discussions with them on the same subject and meet the representatives of the newspaper organisations in Kerala State.

Referring to the import of news print, Mr. Bharadhwaj said that due to the shortage of foreign exchange, import of newsprint had been subject to some restrictions. But the Government of India were doing their best to meet the situation. All steps, he assured, were being taken by the Government to see that the requirements of newsprint by *bona fide* importers were met without any difficulty.

M. S. RAO TAKES CHARGE OF RAILWAY PRESS, MADRAS

Sri M. S. Rao has been transferred from Eastern Railway Press Calcutta to Southern Railway Press, Madras. Sri M. S. Rao is one of the earliest trained in the Madras School of Printing which was then functioning as a wing of the Madras Trades School in the thirties. Sri Rao is noted for his tact, initiative and technical acumen.

The Southern Railway Press is one of the oldest presses functioning in Madras, the others being, Diocesan Press, Hoe & Co. and the Madras State Government Press. At first it was known as Dharwar Press, evidently from the North Canara town of that name. Later it became the Madras and Southern Mahratta Railway Press. Mr. Marsh was ably managing that press for a long time until the II World war when he was called to colours. Mr. H. D. Macdonald, his successor ran the Press equally efficiently until three years ago when he met with untimely death. Mr. Arathoon functioned for a year or so as the

Press Superintendent, when he was replaced by Sri Chennappa.

With Sri M. S. Rao at the helm of affairs as Press Superintendent of the Southern Railway, we hope that there is more scope for technically trained young men. Already about 20 ex-students are occupying posts ranging from Assistant Superintendent to compositor. A year back half a dozen chargemen were recruited from among the alumni of the Regional School of Printing, Madras.

COPYRIGHT OFFICE, NEW DELHI

The Copyright Office has started functioning on 21st January 1958 at New Delhi, in the Department of Cultural Activities and Physical Education in the Ministry of Education and Scientific Research.

Sri T. S. Krishnamurthi, Deputy Secretary of the above Ministry is the registrar of Copyrights under the Copyright Act.

IMPORTS OF MATERIALS FOR ARTISTS

The Government of India have decided to liberalise the policy for the import of artists' materials to ensure that artists are able to secure the essential materials required by them.

In a Gazette of India Extraordinary it has been announced that additional licences will be granted to established importers of water and oil colours, for values equal to 1½ times the face value of quota licences issued during the current half-year October 1957 to March 1958. These additional licences will be valid for the import of artists' materials like water and oil colours, canvas cloth, artists' paper and artists' brushes and others which are specified in Appendix XX of the import policy book. The licences will be subject to the conditions specified in the book.

In these pages "Graphicus", an expert in the printing and allied industries, solves month by month Pressroom Problems of the printers. All questions may be addressed to "GRAPHICUS", C.O. PRINTINDIA

210. Q. We have a reproduction to be printed in colour by offset. As we want to economise, it was decided that it should be done in chromo. Now that photographic plates are difficult to get, thanks to import ban, don't you agree that, it will be cheaper to do the work by chromo? Or do you think photo offset will be cheaper? If so, why?

A. The question of whether to produce offset plates photographically or by chromo is now a question of availability of photographic materials. It would be most prudent in these days of import restrictions to do as much work by chromo as possible, but be careful when storing photographic plates and other materials that they are not lost to you by deterioration. Generally, photo reproduction is cheaper than chromo and of course more accurate. There are some types of clour work which can be done as well and cheaper by chromo.

211. Q. Certain delicate etchings are to be printed with the utmost possible faithfulness to the original. Our technical staff think that only by collotype this can be achieved. Offset, when tried lacked details and the proofs were from anywhere near the original. Is it commercially feasible to print a few thousand copies by this Photo-gelatine process? Can you recommend any printer who has this process?

A. There is no reason why your job should not be printed by offset, great care will have to be taken in the preparation of the plates, the setting of the machine and the selection of the paper.

212. Q. We have gone in for one of the popular makes of automatic cylinder presses.

According to the manual supplied along with the machine, we have to use only metal mounts for all blocks printed on that machine. As these are in short supply and have to be procured from abroad, what about using some good seasoned wood mounts, pre-tested for type-height, squareness, freedom from rock, levelness and the like? I reliably understand that some good wood mounts are really superior to lead mounts. I value your views in this regard.

A. There is no reason why you should not use wooden mounts especially since you obviously intend to take great care in the selection of the same. I think you will find that the manufacturer has only recommended metal mounts since they are safer at high speeds.

213. Q. There is a job here to be done as combined line and halftone. But our process engraver is of the opinion that, it will yield better results if done as a halftone in full. But the artist of the original design insists that the work should be finished as a combined line-halftone plate. As there are not lettering or any details in the work that will be affected by screening, I think that there will be no great harm done, if the process engraver's suggestion is accepted, as this will ease our machine work also. What in your opinion is the correct procedure?

A. The process engraver knows his work and it is his business to produce blocks and the artist's business to produce pictures and originals. I would suggest that you take advice of the expert in his own fields.

Regional Printing Association

The first anniversary of the Vizayawada Master Printers' Association was held on the Republic Day of India i. e., on 26th January 1958 at the Vani Press Buildings. Mr. A. P. Nagan, President of the Andhra Pradesh Printers Association, Hyderabad, presided over the deliberations.

With Mr. A. P. Nagan's opening remarks the deliberations commenced. Then the Secretary of the Association read out his report and reviewed the activities of the Association during the year 1957. As to the activities mention should be made that the Office bearers of the Association have visited Tenali and Guntur a couple of times and met the Printer friends there at the two places, just to inculcate and stress upon the need for their forming into Associations at both the places. As a result of this an Association has been formed at Tenali and the other is expected to be formed during this year at Guntur also.

Thereafter a few speakers addressed the gathering on the graphic art and its necessities at every stage of improvements the art has attained. The President Mr. A. P. Nagan stressed on the need for co-operation among the Printer friends throughout the state by forming Associations at every place to achieve their objective.

After Dinner there were discussions and many friends addressed the gathering on various problems confronting the Printers and the Printing trade.

Then the election of office bearers and the Executive Committee took place and the following have been elected:—

President:

Sri V. S. R. Krishna, Sree Vishnu & Co, Press.

Vice-President:

Sri C. V. Krishna Rao, Vijaya Press.

Secretary:

Sri V. Satyanarayanaraju, Bharatamudranalayam.

Joint Secretaries:

Sri A. Gopala Rao, Jupiter Art Press.

„ S. L. B. Dharmanandam, Kalyani Press.

„ V. Subrahmanyam, Satyanarayana Ptg. Works.

Treasurer:

Sri N. S. Ramachandra Murty, Vysyaratna Printing Press.

Members:

Sri B. Venkatramayya, Kanti Press.

„ N. Narasimha Rao, Pa.Jmanabha Press.

„ L. Durga Rao, Nehru Art Press.

„ S. Appa Rao Gupta, Aryavysya Press.

„ G. Srimannarayana, Andhra Printers.

„ P. Ranga Rao, Jai Hind Press.

„ M. Rattayya, Ramakrishna Printing Works.

Statement about ownership of PRINTINDIA (English) (Rule 8 Form IV), Newspapers (Central) Rules, 1956.

1. **Place of Publication :** " KUBERA BUILDINGS "
 21, Sunkurama Chetty Street,
 Madras - 1
2. **Periodicity of Publication :** MONTHLY
 : 10th of each Calendar Month
3. **Printer's Name :** V. S. N. MURTHI
 Manager,
 Kubera Printers (Private) Ltd.

 Nationality : INDIAN

 Address : 21, Sunkurama Chetty Street,
 Madras - 1
4. **Publisher's Name :** V. S. N. MURTHI
 Manager,
 Kubera Enterprises(Private) Ltd.

 Nationality : INDIAN

 Address : 21, Sunkurama Chetty Street,
 Madras - 1
5. **Editor's Name :** TEMPORAU

 Nationality : INDIAN

 Address : 21, Sunkurama Chetty Street,
 Madras - 1
6. **Name & Address of : PROPRIETORS :**

 Individuals who own the paper and partners or Shareholders holding more than one per cent of the total Capital
 Kubera Enterprises (Private) Ltd.
 Share Holders :
 1. K. V. SUBBA RAO
 21, Sunkurama Chetty Street,
 Madras - 1
 2. K. V. S. RAMAYAMMA
 6/23, Edward Elliotts Road,
 Madras - 4

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

(Sd.) V. S. N. MURTHI

10th March 1958

Signature of the Publisher

Printed and Published by V. S. N. Murthi for the Proprietors, Messrs Kubera Enterprises (Private) Ltd., at Kubera Printers (Private) Ltd., 'Kubera Buildings' 21, Sunkurama Chetty Street, Madras-1. Managing Editor : TEMPORAU

Let Fine Printing
be your Ambassador!
For Attractive Design
and Excellent Execution
you can depend on

Kubera Printers (Private) Ltd.,
THE HOUSE OF MASTER PRINTERS
21, SUNKURAMA CHETTY STREET, MADRAS-1,
PHONE: 3006 GRAMS: VASUNIDHI

★ **COLOUR
PRINTING
A SPECIALITY**

2c
20/1

Regd. No. M. 6469

PRINT INDIA

MARCH 1958

*Get your Blocks done
the NEWTON way*

TRI-COLOUR
LINE &
HALF-TONE

*blocks are engraved and
delivered by us with
guaranteed precision
and at the right hour*

CONTACT:

PHONE 86729

NEWTON & CO.

THE LEADING BLOCKMAKERS OF MADRAS
80, WALLAJAH ROAD, MADRAS-2



**LET US HELP YOU
SOLVE YOUR PRINTING
PROBLEMS**

None of us are know-alls, but some of us are more knowledgeable than others due to special training, better experience, opportunities and so forth.

As ink-manufacturers with extensive all-India contacts, we come across several types of printing problems referred to us by printers, some of them already solved for other printers who had similar ones.

Then there is our Research Department in charge of expert technicians, on whose resources you can freely draw.

Solving or partly solving problems by hit-or-miss methods is never so satisfactory or profitable as getting them solved scientifically and methodically.

Feel free to draw on our knowledge and experience. It will cost you nothing, nor place you under any obligations whatsoever.



With Compliments from

**RAINBOW INK & VARNISH
MFG. CO. (Private) LTD.,
BOMBAY - 7**

TELEPHONE:
Office: 42471
Factory: 88101

TELEGRAMS:
RAINBOWINK
BOMBAY

Estd. 1953

Printindia

A Monthly Survey of The Graphic Arts Industries, Publishing, etc.

VOL. 9]

APRIL 1958

[No. 6

In this issue

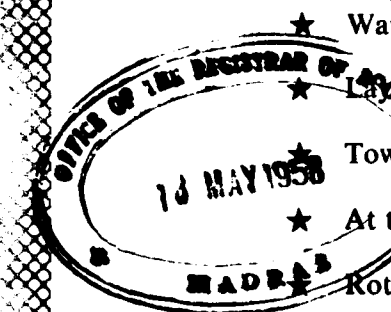
- ★ War of Languages
- ★ Layouts and Lettering
- ★ Towards A Noiseless Press
- ★ At the Drupa
- ★ Rotary Presses
- ★ Regular Features

Modern Machinery and Equipment
Pressroom Problems Solved
News & Views etc. etc. etc.

Editorial & Publication Office:
PRINTINDIA

Proprietors
KUBERA ENTERPRISES (Private) Ltd.,
"KUBERA BUILDINGS"
21, Sunkurama Chetty St., Madras-1
INDIA
Grams: VASUNDHI Phone: 3006

**PRINTINDIA is available
on the 14th of every month**

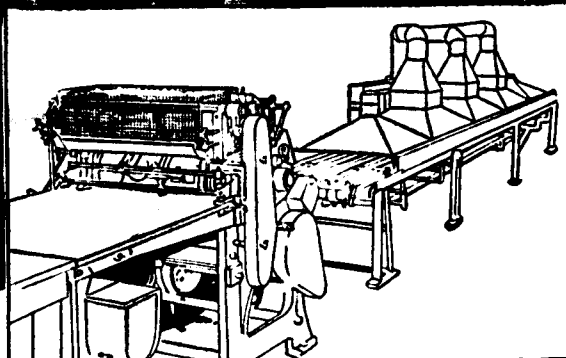


Printindia magazine sells throughout India and in many foreign countries. As a medium of publicity, its pull in the printing, publishing and allied trades is enormous. World famous manufacturers and advertising agencies have already been utilizing this magazine for high-potential trade publicity campaigns

paint products for **BRIGHTER** printing



A battery of Heidelberg in action
By courtesy Sree Saraswati Press Ltd



A Bush Varnishing Machine
By courtesy Diamond Products Ltd.

SHALIMAR

Litho Varnishes
Over-Print High Gloss Varnishes
Special High Gloss Paper Varnishes
Silk Screen Printing Inks
Transfer Protection Varnishes
or other finishes to meet your
specific requirements.

Shalimar Paint, of course...

for we have a wide range of products
(see alongside) which will give that
added brightness of finish to your print
jobs and...

...more important still, our Technical
Department are prepared to formulate
and manufacture to your specifications
or solve your particular problem.

*Both users of Shalimar Paint Products for "brighter" printing

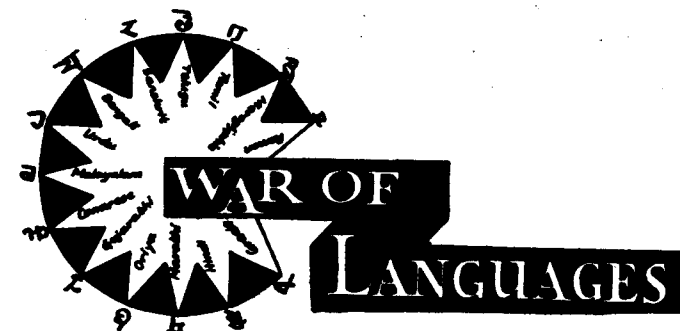


SHALIMAR PAINT, COLOUR & VARNISH COMPANY PRIVATE LIMITED

ALCOA • BOMBAY • MALWA • NEW DELHI • KANPUR



EDITORIAL



Of all God's gifts to man, speech is the best. It is speech which divides man from beast. But for the precious gift of speech, modern man (or woman) will be indistinguishable from animals.

Speech finds expression only through a language. But for language, speech would lack form and garb. Thus language has assumed an important place in our lives. Truly, it is said that a whole people could be enslaved through the enslavement of language. Battles have been fought for language and empires have crumbled on this issue.

Among fanatics of religion, community and language, the last is the worst feared.

In India, we are blessed with 14 national languages. Out of this one alone is singled out to be the fittest for All-India national status. Unfortunately such a position is bitterly contested.

The genius of a people is reflected in their language. In language we are sure to find the impact of geography. In it there are the influences of history. English is rich with these characteristics.

Much heat has been generated on retention of English. But little light has been thrown on the pros and cons of such a course. In countries like Russia, Switzerland, Canada and Mexico, two or more languages are allowed to co-exist with amity. There is no tendency for the one to oust the other.

The position of a national language should be naturally attained. It is ludicrous for any particular language to demand the right of national language. Rather, the language should by its very nature, command the allegiance of all in order to be raised to national status.

So, the War of Languages is on. The champions of English are ranged on one side. They quote Macaulay, Raja Ram Mohan Roy, Bepin Chandra

Pal and other nation-builders. The elder statesmen, the wise and the not-so-wise of all shades of political faith, have come forward openly to fight for the retention of English.

On the other side are the politicians. They fight a losing battle for the elimination of English. They are for virtually putting the clock back by about a century or more. For them English is foreign. Speaking English is unpatriotic, not to say traitorous. English, should therefore be renounced on the sole ground of *national self-respect*.

The opponents of English have not realised that a thousand things in their everyday lives are more foreign than the English language. The watch they wear, the pen they write with, the system of medicine to which they go to when sick, the jurisprudence and legal system, physics, chemistry — in fact everything in their lives have to be renounced. For, are they not all foreign? In every field of human activity, we have to borrow from foreign science, foreign culture, foreign customs, foreign manners. India is really proud of having tried to produce a synthesis of ancient and modern science, Eastern and Western Philosophies, Oriental and Occidental culture. One's culture is but enriched by borrowing from others. Bepin Chandra Pal said that the surest way to national annihilation is practising Swadeshim in the realm of virtue, knowledge & language.

It is said that there is need for an all-India language for inter-state communication. But it should be realised that such communication is restricted to classes. The masses are content with one language, i.e., their mother tongue. The businessman, the politician, the administrator and the educationist know enough English to get on. English is the gateway to modern knowledge, science and technology.

English has been a unifying force throughout the Freedom Struggle. The Father of the Nation

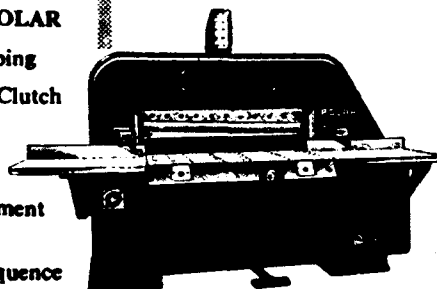


Gentlemen...we appreciate the compliment, but the POLAR wouldn't work on wood! But for any kind of paper cutting it's a gem! Just two buttons to press and it springs into action. Simple, efficient, versatile—that's the POLAR All-Electric Paper Cutter. Ask any Printer!

3 sizes to choose from:
32" ★ 42" ★ 52"

Some Special Features of the POLAR

- ★ Hydraulic Clamping
- ★ Electromagnetic Clutch
- ★ Optical Cutting Line Indicator
- ★ Optical Measurement Indicator
- ★ Programme & Sequence Cutting Device



Full particulars from:

THE EAST ASIATIC CO. (INDIA) PRIVATE LTD.
Printing Machinery Section

Bombay - Calcutta - Madras - Delhi - Bangalore - Secunderabad

used English as the medium of self-expression. English still remains a unifying force. The necessity for unity was never more urgent than at present after freedom. After re-(dis-)organization of states the need has become more urgent.

English should not be dislodged from its place at any cost. If eliminated, it will spell the ruin of scientific and technological advance in our country. Social stagnation and obscurantism will result.

India is passing through a renaissance, a rejuvenation. Do we want to arrest the progress by the banishment of English?

English is in many ways complement to the Indian languages. What they lack, English has in abundance. On the other hand, Indian languages, between themselves, have the same shortcomings. They don't have much to give or to take among themselves. It will only be a duplication and an unnecessary burden to adopt another Indian language for all-India purposes.

India has always revelled in her past glory. She needs currents of new thought. A new dynamism of outlook is called for. English alone can give this.

It is strange that people who talk much of Panch Shila, Internationalism and world Government and co-existence, have chosen to take a very narrow outlook on this language issue. Even minds otherwise broad have narrowed their understanding in condemning English. We don't see why wider visions have suddenly been clouded and blurred while looking at English.

Modern life is complicated. Regional language alone will not deliver the goods. March of thought in modern history has been significant. Intercourse between country and country is on the increase. No Indian Language is equal to the task of international communication. English is therefore necessary.

Let us look at India without English for a moment. It is bound to be illuminating. Our illiteracy is at the moment about 85 per cent. But the 15 per cent do speak English and understand it after a fashion. But, alas! very few happen to know the proposed All-India National language. To educate them in the new language is going to take precious time. It is not going to be easy too. Perhaps there is no easier script than Roman. Even China has adopted the Roman Script to solve her linguistic Script difficulty.

When a man from the south travels north, he gets on with English somehow. If and when English fades out, he will be a fish out of water. The same case with the people who come to the south from the north. Our Universities our courts, our schools and colleges will all lose their national character. Economic, scientific or social conferences will find hard to converse and exchange common ideas. Such conferences are a great success nowadays, thanks to English. Each citizen will then be caged in his own state. Communication of knowledge, the very breath of freedom, will die.

English language newspapers will have to practically close down. The language press will be confined to narrow boundaries of their state. Advertising of an all-India character will suffer. Even business, as it has to contend much with official correspondence, will find its day to day work difficult.

The batteries of Linotype and matrices and other types, punches of English language, of various sizes and faces, book, job and news have to be discarded. None can imagine the magnitude of this loss. It is shocking to imagine such loss to the business community.

The magazines, the books and publishing business will not also be prosperous in an India

without English. Gradually people will find it difficult to read English. The demand for English books, magazines and literature, direct mail, etc. will fall steeply. Many printers will go out of their business. Publishing and printing will become a petty business.

Before taking any decision on the elimination of English we are sure the Government will consult all the parties who will be affected such as printers, publishers, newspapers, educationists, businessmen, scientists, technologists, etc. The Language Commission had at least two dissenters. If opinion is called for on this issue just now, there will be thousands of dissenters in the country. At least for printers, it will be a hard day, when English is banned from the national life.

It is pertinent to note in this context the wise observations made by Sri B. C. Roy, Chief Minister of West Bengal. The framers of the Indian Constitution were obsessed with the idea that one language was necessary for the unity of the country. Multiplicity of languages does not affect the unity of India. The example of the Soviet Union and Canada can be cited, where there are two or more national languages. In Switzerland, Romanch, a language spoken by one per cent of the population is the national language.

ALL INDIA PRINTERS' CONFERENCE & EXHIBITION 1958

SPECIAL NUMBER

PRINTINDIA

Presenting an authentic survey of the proceedings of the Conference and exhibition to be held in Coimbatore in April 1958.

Exquisitely printed on Art Paper and profusely illustrated with photographs of the conference and exhibition.

A publication of perennial interest to all those engaged in Graphic Arts.

Price Re. 1/- Postage Extra

Will be out by the Tenth of May 1958

A few advertisements from leading industrialists will be accepted.

Phone - 3006

CONTACT:

Grams: VASUNIDHI

KUBERA ENTERPRISES (PRIVATE) LIMITED

PUBLISHERS: PRINTINDIA

KUBERA BUILDINGS

21 SUNKURAMA CHETTY STREET

MADRAS-1

50 YEARS IN THE SERVICE OF THE PRINTERS

A GREAT NAME IN
FINE FINISHED TYPES

Manufacturers of

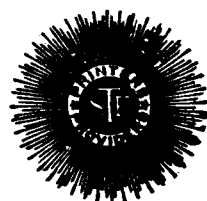
PRINTING TYPES IN 14 LANGUAGES

TAMIL, TELUGU, ENGLISH, GRANTHAM, MALAYALAM, CANA-
RESE, HINDI, SANSKRIT, MARATHI, DEVANAGARI, GUJARATHI,
URUDU, ORIYA & SINHALESE

AND

HALF-TONE, LINE &
ELECTRO BLOCKS

SUPPLIERS OF PRINTERS' REQUISITES



ESTD. 1906

Grams: BHUVANA

Phone: 84469

SWADESI TYPE FOUNDRY
CHINTAD RIPET :: MADRAS-2

Layouts

Selling

By

SRI RAMAKRISHNA NARAYANAN

Every kind of production requires planning. Printing is no exception. A well-printed work is only a well-planned print. In this monthly feature, outstanding pieces of publicity matter will be reviewed. The healthy criticism offered in these columns is only with a view to improve the quality of typographical arrangement as well as the choice of type faces

WAGE BOARD DECISIONS

The long awaited Supreme Court Judgment on the writ petition filed by The Express Group of Newspapers and others against the Wage Board Decisions was given in the 3rd week of March.

While holding the Journalists' Act valid except for section 5 (1) (a) (3) relating to the payment of gratuity even in cases of voluntary resignation, the decisions of the Wage Board were held to be void. The Wage Board had failed to take into account the capacity of newspapers to pay.

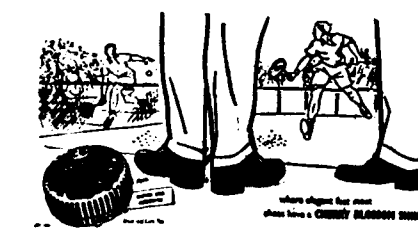
A Tripartite Conference may be held to explore the avenues of settlement between the newspaper proprietors and the journalists.

A new Wage Board may probably be set up by the Central Govt. which may go into the matter afresh. It will be better if at least this time the Govt. decide the wages not for the journalists alone,

but also for the press workers who form the other necessary limb of the newspaper industry.

Continuing the series on Indian Industry, we have in this issue reviewed EMC, IISCO, Rayala Corpn., Shalimar etc., for this month's review. To start with, here is our salute to the Golden Jubilee of our key industry—Steel!

TATA IRON & STEEL Co. Ltd. commemorated the Golden Jubilee of their Jamshedpur Works with a half page on March 1, 1958. "The Spirit of Adventure" was the heading in Bodoni Italic. There was the illustration of Jamshedji Tata



Boots, Batsmen and Blossom

discussing with his three sons, in scraperboard medium. Six quotations formed the text, one each from Gandhiji and Nehru. Incidentally, the headline is part of the saying of Gandhiji quoted below. Spread into three columns, the text was set in Verona. The advertisement concludes rather modestly "The Indian Steel Industry celebrates its 50th Anniversary". Why didn't it say "Tata's Steel celebrates its 50th Anniversary." May be because Tata's have long since become synonymous with Indian Steel, although there is another company with the latter name.

JWT have done a good job of this.

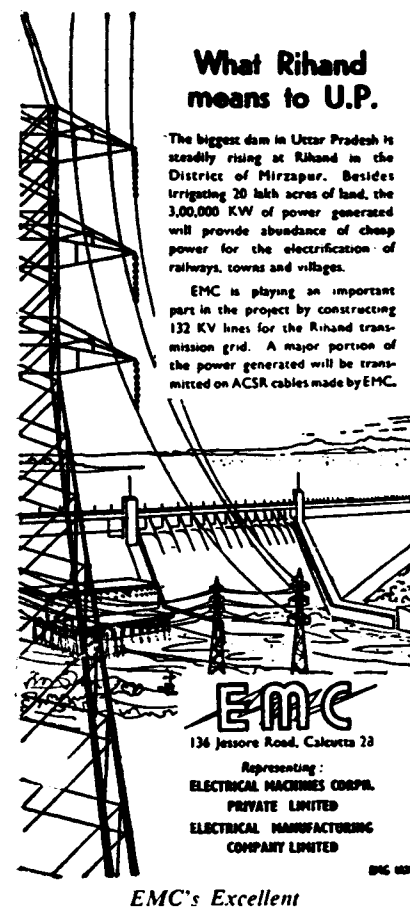
ELECTRICAL MACHINES CORPN.: 8 x 2 cols. The publicity material of this firm has been emphasizing its contribution to various projects. The Rihand Dam is featured in the piece under review, being one of the biggest dams in Uttar Pradesh, one of the largest states in India. In the line illustration, there are the pylons, transmission lines, with the dam in the background. In the space to the right of the illustration is the matter headed by the Erbar two line title. "What Rihand means to U. P." The Gill Medium text follows giving details of the dam and how EMC is playing its part in this project too. The logo EMC, address and the principals' names are at the bottom in Gill.

On the whole this is a good Public Relations job, although we would like to put the heading in a better way.

JWT

INDIAN IRON & STEEL CO. LTD.: Readers might have noted a recent advertisement headed "Chain reaction" by IISCO. This had a heavy outline drawing of a chain with the text explaining that the target for steel in India had

chain reaction in iron ore, coal, fertilisers, wages and townships.



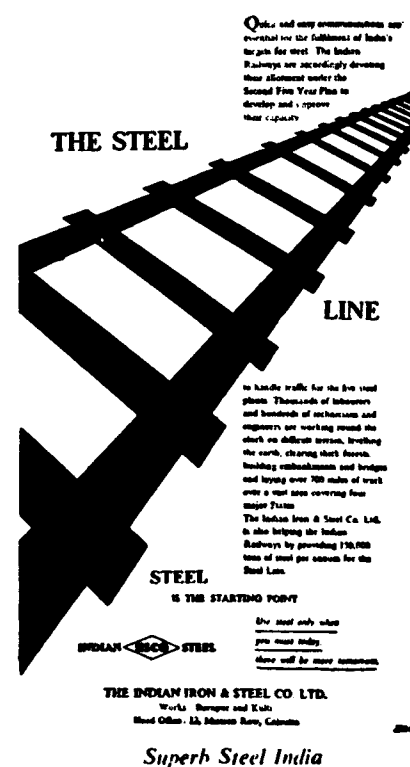
The Steel Line is the heading of the present one taken for review this month. The title divided into two parts is set in Times Bold caps. Between the two parts of the title the railway line is telescoping through. The rail track in perspective is drawn effectively in heavy line running diagonally from the left corner to the right corner.

The text in Times Roman is asymmetrically laid at the right, with left flush indentation and beginning with an initial. The text explains how steel is helping the two existing and the three up-and-coming steel plants (i. e., Bhilai, Rourkela and Durgapur). There are two more capital lines "Steel is the starting point" and three italic lines underscored.

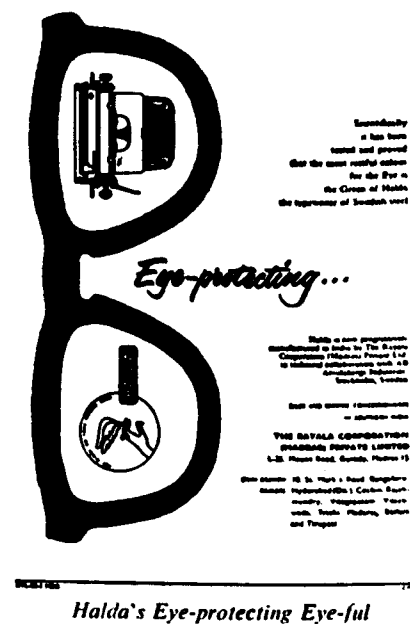
The advertisement is well laid out. CLARION

RAYALA CORPORATION LTD: 8 x 3 col: Halda Typewriters are being manufactured progressively by this firm in collaboration with Swedish principals. One of the previous ads was headed "The Apple in the Eye" in a slant brush script, as in this ad. There was a heavy oval to depict the eye in which the line was placed. The green colour, the feather touch trouble-free operation of the type-writer and the efficient after-sales service of the corporation were emphasized in the copy.

In this, the present one, there is a heavy outline of a pair of spectacles placed vertically. The familiar Halda Trademark and the name logo are in one half of the spectacle frame and in the top half is the type-writer itself. Near the nose bridge piece comes the brush script headline "Eye Protecting". The right flush, left asymmetrical copy is to the right half of the advertisement. As the frame dominates the left half of the design, the right half is rather precariously balanced. The



grey lines of the copy, in spite of their interesting arrangement, can-



not but give a feeling of inadequacy in balancing the rather heavy outline in the left.

Times Roman and Gill are the type faces used for the copy and address lines.

Quite a catchy piece, on continental lines. This cannot but remind us of the advertisements of Scandinavian Air Services, reviewed sometime ago in these columns. The common thing is the bold drawing which throws other elements in relief.

SHALIMAR: 8x3 cols: Shalimar has been making paints for quite a time now and has been consistently advertising too. Last year's campaign of Shalimar was marked by a series of colour ads. in the dailies.

The one selected here for our review is of special interest to Graphic Arts people. "Paint products for Brighter Printing" says this ad. Bodoni italic with outline Brush for the word "Brighter" are used for the title.

Sree Saraswathy Press, Calcutta is renowned for its printing quality.

The battery of Heidebergs are shown in one halftone illustration.

Diamond Products Ltd. are a famous packaging firm. The Bush Varnishing machine of this firm is featured here, in line, complete with drying equipment. A list of Shalimar articles is given inside a tinted panel. To the right is some more copy. Both are in Times Roman.

This is a composite advertisement of a line illustration let into a full size halftone, italic footnotes, panel and lastly to balance with the top halftone, a reverse strip containing address of Shalimar, with the trademarks at either side.

If one could venture criticism, one would like to have lesser number of elements.

Famous names are grouped into this advertisement of a well-known firm. JWT

NOTABLE AMONG THE NEW Notable in its own way are these given below:—

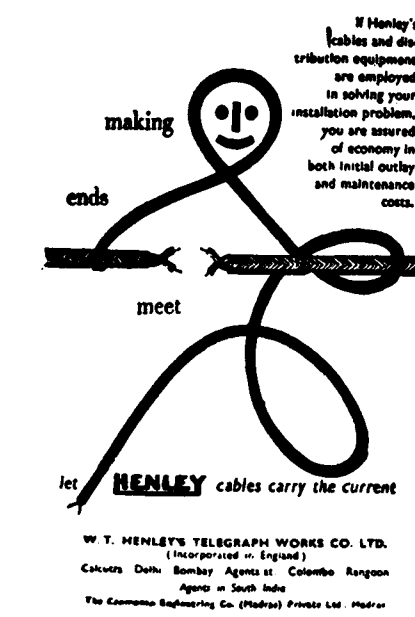
CHERRY BLOSSOM BOOT-POLISH: Two and a half pairs of well-polished shoes, flanked on the left by a poised tin of CB Boot Polish, with a panoramic action drawing of tennis players, complete with spectators are if anything, a

paint products for BRIGHTER printing



APRIL 1958

new type of illustration and a new angle in viewing things.



Meet Mr. Cableman The brief copy in Gill says: "where elegant people meet, shoes have a Cherry Blossom Shine." Other than these two lines, there is a small tag of copy "Shines and Preserves" tacked on to the CB Boot Polish tin.

How readers wish to see such striking illustrations and brief copy instead of advertisements converted into catalogues which are tiresome.

JWT HENLEY CABLES. We have seen tea leaf taking the shape of a human. Here we see a cable personified, trying to bring together two cables. The apt headline says "making both ends meet" in Bodoni lower case. The copy is asymmetrically placed to the right of the cable-man at top half only. Gill Sans is the type. A Gill italic line says at the end "let Henley cables carry the current." Indeed this advertisement with a skilful illustration and appropriately worded heading does carry conviction.

CLARION

PARLE'S SWEETS: Here is a heavy tinted background of fruits, sweets, leaves. The cut-out, rather large, takes the shape of a fruit and leaves. The picturesque basket with fruits and a label "Parle's Sweets" come in last. In the cut-out is the main copy: "For real fruit flavours" in Ultra Bodoni italic lower case and "Parle's" in usual script and "Sweets and Toffees" in Cooper Black with a small Times Bold Cap line underneath.

The cut-out with bold types dominate the whole piece, the appropriate background lending more colour.

The advertisement space is, for once, used to the best advantage.

EVEREST

THE TAJ: A screened Old English Letter "T" forms the frame for this advertisement. The word "Taj" is in brush script hand lettered. Copy is in Times Roman in irregular indentation. The Gill address lines at the bottom point to the reduced illustration of Taj Mahal Hotel, which forms the tail piece of this ingeniously



Parle's Perfect Publicity

PRINTINDIA

There is only one

Taj

When people think of visiting
Bombay, for business or pleasure
— they think of the Taj.

It is known all over the world as
one of the most luxurious hotels in
the East. There is no better choice
for comfort and convenience.

308 self-contained rooms—many
air-conditioned. Commensal
cuisine. Airlines coach at
below 10/-12/-.



TAJ MAHAL HOTEL,
Bombay

Telephone: PALACE
Telexphone: 219101

Wanted : More ads. with ideas !
ALEMBIC: No reader could have missed the "Consult your Doctor" series by the popular pharmaceutical firm of Alembic Chemical Works Co. Ltd., Baroda. This year, the series is on now.

Hourglass has been a handy thing for the advertisement designer. The Alembic advertisement uses it to emphasize that "Time is the one loan you never get twice" in Bodoni Italic in five lines, the last word underscored.

Evidently the dotted lines at the top are supposed to signify the passing of time.

IN PASSING
AIR INDIA INTERNATIONAL: 10" x 3 cols. The Maharajah reminds the Kangaroo and Junior that All flies to Sydney every Tuesday, by tying a knot at the Kangaroo's tail. Gothic & Gill Heavy heading, Times left flush copy. **JWT**

Two of the former ads in this interesting series mentioned about Vivekananda's oration at Chicago in the Parliament of World Religions and Tensing Norgay's historic climbing victory of the Everest.

BOAC's ad about BOAC Britan-
nia was notable for the excellent
scraperboard drawing of the air-
liner, Gothic headlines and the
inevitable Times for text. **DJK**

BURN & CO., Ltd: in their 10 x 3 cols. of Pressed Steel Tanks use a tinted three-quarter inch question mark around an illustration of water tank. 'Water storage problem'? queries the headline. This neat and well done ad has handlettered 'Burn' and Gothic condensed for headline.

CLARION
CALICLOTH: 6 x 5 cols. A bold figure six and a tinted 0 making 60 forms a background for a seated lady. An elongated five with three lines in Bodoni placed vertically between five make it an arresting piece. **SHILPI**

CIBA : A new 12 x 4 cols of the ads had the first entitled "A World wide organisation" with a large world map showing location of Ciba depots. The Garamond headline and text give a short resume of Ciba's wonderful activities. A modern plant for the manufacture of Ciba products is in the finishing stages at Bombay. **MEDIA**

[illegible]

PRINTINDIA

If you are producing noise, you may not be producing anything else worth mentioning. Noise may come in between you and your efficiency. This article states how to measure, control and if possible eliminate noise altogether in the Graphic Arts Industry

The disadvantages and difficulties that flow out of a noisy workroom can be detailed as follows:—

Machines, big and small, plant and equipment tend to vibrate and wear as a result of noise. Loss in this direction is incalculable in the case of large printing undertakings.

The workers abhor noise and are less efficient and more fatigued due to noise. Increase in commissions and omissions and reduction in production are a direct outcome of noise. Printing industry being a precision industry, where tolerance is down to 10,000ths of an inch and in certain departments such as the proof-reading, no

tolerance is allowed, the loss due to noise by way of errors is appalling.

Instructions, explanations, information etc., cannot be accurately passed on in a noisy room. The strain of operatives who give and who take such information and/or instruction is great and the margin of error is enormous.

Apprentices, trainees and new workers cannot learn much, learn correctly anything in noisy surroundings.

Disabilities such as deafness, nervous debility etc are caused by continuous and loud noises.

BIRTH OF NOISE

It is interesting to know what is noise and why is it produced. How is it different from melody or music or agreeable noises and noises which we consider as pleasant? For this we have to take the readers to a pond or lake.

On the white sheet of undisturbed water, throw a stone and watch the result keenly. You will see ripples on the surface in ever widening circles. These are waves created by the disturbance. The air is similar in certain respects to

our pond or lake. Any vibration causes sort of ripples in air. When such ripples reach our ear and our auditory nerves comprehend them, then it becomes *noise*.

One may be tempted to ask, what causes the vibrations which in turn causes the noise ? Whenever a machine moves, revolves, rotates, starts, stops, reciprocates, goes up and down, vibration is caused. Vibration causes noise. Vibration also causes wear. Wear causes in turn more vibration and more noise. Thus the vicious circle continues from vibration to noise to wear to vibration until we condemn the good old machine silencing it forever.

MEASUREMENT OF NOISE

There is a unit called Decibel. (Read "Less Noise Please," Page 11, *Printindia* December '56) This is the unit of loudness. The lowest sound which the human ear can comprehend is zero decibel. Only when the sound level reaches the regions of 120, the noise is painful to us. Anything beyond the zone of 120 may cause irreparable damage to the ear drum, cutting us off from the world of sound altogether.

The two characteristics of sound that scientists have measured for the purpose of noise control are the *pressure* and *frequency*.

Sound waves at any given point exert pressure. This pressure is due to the alternate compression and rarefaction of air by sound waves. This *sound pressure determines the intensity of sound which is measured in decibels.*

The second characteristic of sound that is measured is *the rate at which the alternate peak pressures follow one another*. This rate is called the frequency of sound which determines the quality of the sound.

Thus we have on the one hand the pressure or intensity of sound and on the other the frequency or quality of sound. The frequency is expressed in cycles per second.

Sounds vary from ear to ear. Deaf people are little affected by noise as such. Partially deaf people are also not susceptible to noise as we know it. But there are occasions when normal people are less prone to hear noise. Age tells on the hearing instrument also. So is hunger, sickness, fatigue or even boredom or absent-mindedness.

People who have been hearing loud noise for years become less sensitive to noise and to that extent they do not hear certain noise audible to others.

In recent years efforts to reduce noise in industry have been made after realizing the damage done to human ear, to human comfort and to productivity as a whole. Any effort in the direction of noise control can begin only by computing or assessing noise frequency and noise intensity. A yard stick is called for to measure these two characteristics. Human ear as a

measuring instrument of noise is very unreliable. This is due to the varying conditions to which our ears are sensitive.

Certain precision instruments such as the sound level indicator or sound level meter are in use in experiments for sound abatement. Improvements in acoustic conditions have been made possible by data arrived at with the readings on the instruments forming themselves as the bases. Objective, qualitative and quantitative information on sound are obtained by means of sound level meters.

It is estimated that 1000 cycles per second is the frequency at which the average ear can hear. The human ear is equally sensitive at 5,000 cycles per second. But after that, sensitivity begins to fall stopping at 18,000 cycles per second.

The sound-level meter simulates the human ear and has a diaphragm or disc in place of our ear drum. The sound waves are converted into electric impulses which are again translated into readings. Our ear translates sound waves into mechanical impulses. The level-meter performs another feat

in remembering particular sounds which no human ear can remember.

Sources of noise can be easily detected and located with the help of sound-level meters. The most noisy machines are cylinder machines, bad belt drives, planing machines, type casting machines, plate graining machines, rotary printing machines, binding and packing machinery such as folding machines, etc.

Whenever metal parts are replaced by fibre or plastic parts, the noise is reduced to a great extent. Replacement of worn out parts, proper lubrication, attention to foundation of machines, etc. will deaden sound to a great extent.

The part making the loudest noise is detected and efforts to shield it with sound-proof material are made. Noise in cutting machines can be traced to the time of impact between the cutting blade and the sheets of paper. The noise can be reduced to a large extent by increasing the angle of the cutting blade. Now it will be found that the cut is taken smoothly and gradually without in any way making a sudden and great impact resulting in turn in great noise.

In the Monotype casting department the noise is greatest. This is traced to the locating of the matrix case or the positioning of the matrix case in relation to the metal pot and also the ejection of the letter. These two operations cause the greatest intermittent noise. As it is well nigh impossible to reduce the noise of these parts, it only remains for lining the casting room with some form of acoustic material. Such acoustical shields reduce reverberations of noise and prevents spread of noise to the neighbouring sections. Noise always increases in intensity when reverberated by walls and ceilings. Its disturbance is greater when noise is allowed to

(Continued on page 23)

AT THE DRUPA

John Dickinson & Co., Ltd., inform us that a number of their principals from the United Kingdom and the U. S. A. will be exhibiting at Dusseldorf during the the *Drupa* exhibition. Mr. R. O. Taylor, the Manager of the printing machinery export department of John Dickinson & Co., Ltd., London, also plans to be present from 7th to 13th May and will be very pleased to meet printers from India who may be visiting the exhibition. Mr. Taylor needs no introduction to the Printing trade in South India as he was for several years manager of John Dickinson's Madras branch.

Amongst those exhibiting will be the *Intertype Company* at the stand of the *Harris-Intertype Corporation*, of whom they have become a division since the merger of the *Intertype Corporation* with the *Harris-Seybold Company* in June 1957. A special *Harris-Intertype* pavilion is being constructed and it will be sited between Halls 'C' and 'F'. There is no actual stand number.

The Intertype equipment to be exhibited will be as follows:

1. Fotosetter with automatic quadder.
2. Model G with quadder and stick attachment.
3. Model F-4 with Teletypesetter and dual duty quadder.
4. High-Speed Model C-4 with Teletypesetter and dual duty quadder.
5. High-Speed Model C-2 with Teletypesetter and regular three-quadder.

In addition to the machines on exhibition there will be a typographic salon where will be shown

a comprehensive range of Intertype's world-famous type faces.

There will be special displays of photo-composition showing work which has been commercially produced throughout the world on Intertype Fotosetters. The work will include books, periodicals, brochures, magazines and magnesium plates, offset and die-stamping plates. This comprehensive exhibition will clearly indicate the success and practicability as well as economic possibilities of photo-composition direct from the keyboard on Intertype Fotosetter.

There will be displays of books and newspapers produced by Intertype direct-keyboard hot metal slug machines, both manually-operated and High-Speed Teletypesetter-operated machines. Further, there will be comprehensive displays of brochures, general jobbing work and intricate tabular work all of which have been produced from the range of versatile Intertype equipment.

Mr. George S. Dively, chairman and president of the Harris-Intertype Corporation and also Mr. Martin M. Reed, the newly elected President of the International Division of Harris-Intertype Corporation, have planned to be present at the pavilion during the exhibition.

Timsons Ltd., the manufacturers of Rotary Printing Presses, will be showing their famous "Wun-up" Rotary Press, a standardised press operating at high speed and immensely versatile in size, numbering, folding, perforating, punching etc.

Timsons of Kettering manufacture a complete range of Rotary presses for letterpress, aniline,

offset litho and gravure printing for every type of work including ticket and label printing, metal foil, multi-colour magazine and book printing.

Wherever a large quantity of printing is required speedily and economically, a Rotary press printing from the reel provides the answer and Timsons are well-known in India as specialists in this field. Their Rotary presses have been in use in India for over 30 years, and have become increasingly popular with both government and private presses.

At Stand 915 in Hall "O" Messrs. Light Sons & Williams (Machinery) Ltd., the well-known Electro, Stereo and Process precision machinery makers, will be exhibiting two Trumax Presses and a Rise and Fall Head Shaving Machine.

Messrs. George Mann & Co., Ltd., will have members of their staff at the Exhibition and will be available at the stand of Vickers-Armstrong (Engineers) Ltd., No. 1284 in Hall "F. 3." The Managing Director, Commander R. B. Lakin and Mr. B. L. Snow, Sales Director, will be in Dusseldorf from 5th to 11th May inclusive, and Mr. T. Wood and Mr. Lee Wright from the 11th to 16th. They would be very pleased to meet printers from India interested in their Offset presses and other equipment.

Messrs. Hawthorn Baker Ltd., the manufacturers of Cornerstone precision printing equipment such as Honeycomb bases, metal furniture, mechanical quoins and other composing room equipment, will be exhibiting their products in Hall "L", Stand No. 924. Mr. Coleman, Mr. Stephenson and Mr. J. D. Rogers will be in attendance throughout the show.

Gold Medals



Awarded by German State

Over 50 years world's leading
Screen Brands **HAAS & KOHINOOR**

Engraved Halftone-Screens

Engraved Rotogravure-Screens
for Paper, Textile, Plastic material

UNIVERSAL-Contact-Screens
interchangeably used for both
Offset and Letterpress procedures

Film Screens, 50 Designs
and **Cellophane-Screens** for Shadings

Film Screens with dots
in different tones for Letterpress or Offset

HERBST & JLLIG
FRANKFURT A. M. 13, Germany

Layouts and Lettering
(Continued from page 10)

DUMEX: Expressive baby-faces are well illustrated by Dumex. The Baskerville Lines say "Just five months old and already crawling." The italic line "Mother gives him Dumex (Gothic condensed Caps.) Baby Food (Gill Bold Caps.)" This ad is expressive, concise and compact. **JWT**

FORHANS: have introduced the Sparkling Smile Contest in 12 x 4 col ads. Such a bold splash of an advt can hardly be missed by any. **LAS**

GLAXO: continue their proud parents series. **LAS**

HANDLOOM HOUSE: commemorate their first year with a 5 x 4 col ad. Lady figure in light and shade, text in Gill, address in Gothic. **SHILPI**

HYDERABAD ALLWYN: continue their 3 col neatly designed ads of office and home appliances. Garamond and Gill series are used. **EVEREST**

INDIAN PLYWOOD: come up with a new ad. well illustrated, brief, copy, in 10 x 2 cols. **SHILPI**

JAHANGIR VAKIL MILLS: in their 10 x 3 col ad use three curved patterns, overlapping. The top is tinted with the headline. "Weaving tomorrow's cloth" in upright reverse brush. The half-tone in the middle shows a section of the mills. Reverse Gill Cap name is in the bottom. The text below the headline is in Times. A novel pattern of an ad. **EVEREST**

KAIRA DIST CO-OP: in an 8 x 2 col ad introduced Amul whole milk powder. An arrow tint points to the tin at the bottom. **PRESS SYN.**

KODAK'S 10 x 4 col. Is headed "Stop Thief" in Gothic condensed. The dramatic action picture of a fleeing felon has a purse in hand, with the policeman who is always the last to arrive in the scene, in the background. The text narrates

how Kodak films have helped in crime detection. **JWT**

TEXMACO'S: Plan for Progress series of 10 x 4 col. are back again. Widely whited Baskerville lines lead with line drawings in between text lines tell of Tex-maco's activities geared to a better tomorrow. **CLARION**

THREE CASTLES: use ancient Indian Sculpture as exquisite illustrations headlined "A treasure to admire" in Goudy italic. The link is "A pleasure to smoke" which Three Castles are. **GRANT**

TVS: The heading is "Where kindness is a tradition" in shaded brush script in 15 x 5 col. The bus conductor looms large in the illustration, with a small girl eagerly looking. The sights and sceneries whizz past the window of the bus. This is a good Public Relations job as it concludes with a whisper "TVS treats us with the respect that is due to us." **JWT**

ROTARY PRESSES

By
SRI S. GIRI

When evolution is slow, Revolution comes. In printing it came in the form of a Rotary. Endless webs of paper continuously printed, folded, cut and delivered in lots of 50 constitute the Rotary press. Nothing like it was heard of before. Surely nothing has happened since to change that view.

For any printing process, three essentials are called for: The printing surface or the forme (the plate), the impressing surface, the part which carries the plate. Of course there are other ancillary parts such as the inking mechanism which supplies an even film of liquid ink in the printing surface, the feeder which sees to it that paper is fed at regular intervals on the printing surface, other adjustments that go to make the final printing.

From Hand Press which had two plane flat surfaces to cylinder presses where the impressing surface is cylindrical, it was a long way off. But to the rotary where the impressing as well as the printing surface was cylindrical, it was rather quick work, at least in theory.

Rotary machines form a class as it were, distinct from hand presses, platens, cylinders and flat-bed web presses. The last-mentioned is miscalled flat-bed "rotaries". This name or rather the misnomer has stuck. Nothing can be a rotary unless the printing surface is curved. In flat-bed presses, their very name signifies a non-rotary press.

Web-fed presses with a flat-bed are a cross between cylinder presses and rotaries. Such transitional

contraptions have their counterparts also. These are sheet-fed rotaries. The printing surface and the impressing surface are cylindrical, but the feeding is in the form of sheets and not as a continuous web. Being not satisfied with such improvisations and stop-gaps, these were superseded by regular rotaries.

NEED FOR THE ROTARY

The thirst for speed has brought about the automatic feeders which never exceeded in the most efficient types the neighbourhood of 5,000 copies per hour. Web-fed flat-beds gave nothing more, but accommodated several large pages of newspapers.

The average speed of rotary presses is computed at 30,000 revolutions per hour or 60,000 copies per hour. In other words about one thousand copies per minute can be printed by means of this type of presses.

THE REEL

Mainly newspapers and magazines with large circulation avail of this form of printing. Others cannot simply afford this costly process. Newspapers and magazines of the USA have their own paper mills where special paper is manufactured to suit them in quality and quantity. To provide raw material for these

paper mills, separate forests are maintained to keep unfailing supply of wood for the paper mill.

The cheapest quality of paper ever produced mostly from mechanical wood pulp plus a little of chemical wood pulp with practically no sizing or any other kind of finishing is called Newsprint. These are supplied in reels of about 66 inches in width and about 1,400 lb in weight. One reel is estimated to be five miles in length.

MECHANICAL FEATURES

* Rotary presses are generally built to custom. That is, they are never manufactured and kept ready in the market or with the dealers but are built to suit specifications of customers and their newspapers or magazines.

Each complete unit consists of two cylinders called the plate cylinder and the impression cylinder about 47 inches circumference and 15 inches in diameter. Printing at such high speeds require even rolling and printing pressure. These are provided by the solid forged steel cylinders running in roller-bearing journals.

There are two classes of rotaries: One that uses semi-circular plates having large-circumference cylinders and the tubular having small cylinders. Whatever may be the form of plates, they are cast from moulded stereo Papier-mache flongs from the original Linotype pages made up specially on steel chases. Blocks should have metal mounts or can be solid type high blocks.

A rotary unit is a self-contained press in itself complete with inking unit and impression and plate cylinders to print 8 pages at a time. It is usual to have 2 identical plates in order to double the number of copies per impression or per revolution. If the paper needs 16

* Read "Rotary Presses" on page 11 of *Printindia* January 1958.

Quality in PRINTING INKS

means many things

- BRILLIANCE
- DEPTH OF COLOUR
- COVERING POWER
- DRYING CAPACITY
- WORKABILITY
- FASTNESS TO LIGHT, ETC.

IN GANGES INKS THE EMPHASIS IS ON QUALITY

USED AND PROVED FOR 29 YEARS

FACTORIES AT: HOWRAH • BOMBAY • MADRAS

pages to be printed on an average then it should have two units and a 24 page newspaper requires three units and so on, depending upon the requirements of individual newspaper concerns.

Another feature of the rotary that is not found on ordinary machines is printing on the other side of the web or perfecting. This is accomplished by routing the web through another set of cylinders. Therefore two pairs of cylinders are necessary for every unit to print on both sides of the web thus making 8 pages in all.

The various units of a rotary may be arranged either on the tier or floor system; or on the tandem principle. A third variety is to place the units side by side, the space between being used for the folding mechanism. In the tier or floor type, the units are arranged one below the other. This vertical build-up may not be suitable for certain types of buildings. Therefore the horizontal type of keeping the units one behind the other is adopted in the tandem system. A variation of this is the L-shaped one in which the units are placed at right angle to the other. Of all these varieties the side by side units are the most accessible and convenient in working. The tandem wastes considerable floor space and the double decker type requires high ceilinged buildings.

The plate cylinder can carry a page of matter represented by one plate. The stereo is about 7/16 inch thick. There are clipings and dogs for securing the bevelled stereos on the plate cylinder.

Out of the eight pages making one unit, four pages are across the cylinder and two around the plate cylinder.

The impression cylinder carries a resilient material. This is in two parts, the top portion being felt

and the bottom of rubber, both making a total thickness of 150. The top of the felt blanketing is having an oil proof coating rendering it impossible to set-off. The plate cylinder with the stereoplate on is equal in diameter to the impression cylinder with the blanket on. Thus both the plate cylinder and the impression cylinder move in perfect harmony without the slightest possibility of slur or crease.

All moving members are geared with steel gears having helical or spur gearing teeth. Shearing pins prevent damage and for cancelling of units or part not required.

It is possible to have a single width printing unit or double width printing unit. In the former, the two plate cylinders and two impression cylinders print one eight page copy or two four page copies. Four plates are carried by each plate cylinder. Any desired number of units can be combined to give the number of pages required. The four-page wide unit has four pages across the web and hence each unit will give 16 pages instead of the single width eight pages. These units are capable of being run faster as the margins are staggered to prevent jumping in the gutters. The margins of two pages at one end are placed out of alignment with the margins of the two pages at the other end, which is called staggering. This is possible only on four-page wide units. In such machines there are usually two former folders placed side by side. After being slit in the middle the two separate webs of printed pages are folded longitudinally by the former and then again by the knife folder across after cutting.

Modern rotaries have an automatic tension controlling device. Proper web tension is necessary to keep up continuous flow of production. Too much tension may snap

the web while too loose a web is not conducive to good printing. In fact the one factor that determines the speed and quality of printing is the tension of the web.

In addition to folding and slitting mechanism, rotaries are capable of having pasting and stitching devices and news rotaries have what are known as Fudge Boxes. These permit printing of latest news when the press is at full speed. The Fudge box is a complete printing unit located against that part of the page where a blank is carried in order to embody news that reach later than strike order time.

INKING MECHANISM

Originally inking on the rotary was an improved type of cylinder inking of flat bed machines. But due to the limitations of having a vibrator, soon other types of inking took its place. Colortrol is a continuous ink feeding system, having a ductor blade in four sections, each section representing one page-plate. These sections can be put out of action when that page is blank.

A remote control panel with 32 switches is provided for controlling ink. The control works by means of solenoids which bring gears into contact with that section of the duct. The opening or closing of the ductor blade is achieved thus by remote control. The ink from the ductor is picked up by a rubber roller on to the distributing drum. Colortrol ink system is employed in Goss Rotaries.

In Hoe Rotaries (now amalgamated into Hoe-Crabtree), there is the Ink Pump system. This is noted for the cleanliness for the ductor blades. The ink from a central reservoir is pumped through strainers into the duct. A valve regulates the flow of ink from the central reservoir to the pump box

which is also the ink container. Each unit has two ink pumps, each pump feeding four pages. A float in the pump box automatically shuts off the supply when the level reaches the limit. There are screws to cut off the supply to any page.

A unit can be converted into a colour unit to print extra colours instead of extra pages. Such portions which should appear in a particular colour are left, the other portions being routed away in the colour unit plate cylinder. The ducts are portable so as to be cleaned easily.

Three and four colour halftones up to 65 screen can be successfully printed on the rotary. Coloured advertisements have become very popular nowadays although their attractiveness is marred by the lack of good quality colour rotary inks.

FOLDING

The former or kite folder is a triangular shaped device over which the web passes and in the process gets folded longitudinally into two. At the base of the former are the drawing rollers. These feed the folded web to knife folders and cutters which revolve continuously. While being folded by the knife folder, the sheet is held by pins in position. (Readers of newspapers cannot miss the holes found at the tail of each page. These are made by the pins that hold the web while being folded by knife folders.) After having been folded into half page size, the web is severed by a saw-toothed cutting knife. This knife is mounted in a skeleton drum or cylinder.

Whenever it is desired to associate two sheet lengths into one copy of newspaper, the cutting cylinder becomes a collecting cylinder. For this purpose it is one half of the diameter of the folding cylinder. Two length sheets are first held by the needles or pins

found in the surface of the cutting cylinder. They are carried for one rotation. Now the pins of the folding cylinder take charge of the succeeding sheet. Thus the two sets of paper one held by the cutting cylinder and the other by the folding cylinder are folded together into one copy.

Now a revolving fly takes charge of the folded and cut copies which again deposit on a moving conveyor belt. To facilitate packing and delivery every 25th or 50th copy is laid an inch farther than the rest to be readily detected by the packer.

It is possible to provide a quarter page folder when so required.

Famous brands of Rotary Presses installed in India include the following makes; Goss, Duplex Unitubular, Hoe, Crabtree, Timson, Marinoni, etc. In Madras, The Hindu, The Indian Express, The Swadesamitran and The Andhra Patrika have latest Goss Tubular rotaries with colour units. The Mail has a Hoe Rotary. The Statesman, Delhi has a new Crabtree while the Calcutta Statesman has a semi-circular Goss Rotary. The Times of India has a giant Hoe-Crabtree Rotary.

Besides newspapers and magazines, books, catalogues, blank forms and other miscellaneous job work can be printed with advantage on rotaries. The only condition is that the run should be sufficiently long to warrant the purchase of rotary presses and stereotyping equipment. Timsons specialise in job rotaries and magazine rotaries.

Vickers-Armstrong have brought out the Scott Vickers High Speed Rotary. Speeds up to 50,000 copies per hour are possible with the latest main drive and control equipment. Each unit has three arm magazine reel systems and tension control devices. There are double folder, late news and seal



INTERNATIONAL FAIR
PRINT AND PAPER
Düsseldorf: 3rd to 16th May
The greatest market
in the world for all possible
graphical requirements!

Information from:
Nordwestdeutsche
Ausstellungs-Gesellschaft
m.b.H. (NOWEA),
Düsseldorf, Ehrenhof 4,
Telephone: 44041.
Cable address: NOWEA
Information in India:
Escorts (Agents) Private
Limited
Travel Division,
Pratap Building,
Connaught Circus,
New Delhi.
Phone: 30146 (4 lines)

devices and more colour decks can be added if and when so desired.

The Goss Headliner is the latest in Rotary presses with fully streamlined units, totally enclosed for safety. There is the forcefeed lubrication system too along with the exclusive Goss Continuous Ink-feed system. This inking system ensures an even flow of ink at all operational speeds, adjusting of keys being unnecessary. Besides, the Headliner is equipped with the Uniflow folders.

HISTORY

As a tailpiece to this article on rotary letterpress machines, may

be added a brief history of printing machines.

It is said that Gutenberg managed to convert a wine press into a hand printing press. What all he got was about 45 sheets per hour from the press. This was the year 1440.

Lord Earl Stanhope came with his first iron hand press in 1800 some four hundred years later. This gave five times the output of Gutenberg's wine press.

Newspapers and their readers were impatient to get something faster. Earlier in 1790, William Nicholson, an author and editor brought about the first cylinder press, under a reciprocating bed carriage. The cylinder press was one step ahead of platen type of getting impression. Thus was sown the seed of the rotary machine of the future.

In 1813, a German named Koenig, brought a cylinder press which printed three sheets for every revolution of the cylinder. But the cylinder had to stop three times for pinning the three sheets separately one after another.

The Times of London has always been at the vanguard of printing developments. We therefore find Koenig building for them the first steam power press. Equipped with two feed-boards, two cylinders but with one forme, the production reached the phenomenal figure (in those days) of 1,000 copies per hour. Clever operators could even print an additional hundred too.

Harrild invented the glue-treacle roller in the year 1818. These rollers substituted the clumsy method of spreading ink with balls of leather or leather rollers stuffed with horse hair which were not satisfactory at all. Ultimately Koenig's machine came to be called the Drum Cylinder, e. g.

Bobcock machine still used in West Bengal Govt. Press in large numbers but discarded in Madras Govt. Press, some years ago.

At this juncture we find that David Napier invented the grippers. Then came the four-feeder machine invented by Cowper and Applegath. The year was 1827. Five thousand impressions per hour were reached, perhaps the ultimate on flat-bed cylinder presses, which figure has not been exceeded even today, notwithstanding automatic feeders.

In addition to tumbler type of grippers, Navid Napier of London invented the rising and falling of the cylinder which has been embodied in the modern two revolution machines. He also made small size impression cylinders in place of the clumsy large drum cylinder. These small impression cylinders had to make two revolutions for every impression.

But the engineers Koenig and Baur were the first to introduce the two revolution machine. In USA, Hoe brought out the two-revolution machine, but it gave hardly more than 1,500 impressions per hour in spite of two cylinders and two formes.

The firm called Marinoni built the first two colour machine utilizing the two revolution principle. In 1885 Robert Miehle of USA built the first Miehle machine. He was the author of the now famous bed-motion mechanism with the staggered racks and single continuously revolving bed motion gear.

Students of printing think that the Stop cylinder principle is the older and the obsolete one. But history proves that first the two revolution machine came after which the stop cylinder.

Only in the year 1852, Dutartre, a Frenchman, invented the stop-cylinder principle. In 1865, Marinoni introduced his stop cylinder

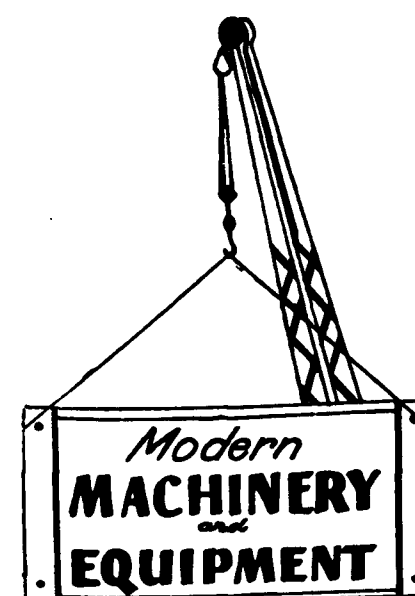
press and about the same time, Foster brought the English stop cylinder. In 1861, Connisbee brought out the first two colour stop cylinder machine. But only 400 sheets per hour could be printed on this two colour machine as the sheet has to be inserted between the two cylinders. The grippers held the sheet until both colours have been printed in register. In 1865 Furnival built the two colour press. In 1870 the Original Wharfedale which has made history and which is hailed as the bread and butter machine of the Indian printer was brought by Foster.

By the end of the 19th century, Bremner brought out the stop cylinder press. The vertical job press of the modern day such as the Miehle Vertical have utilised the stop cylinder principle with advantage for smaller sizes.

In the modern day, a third type of machine called the continuous revolution machine such as the Original Heidelberg Cylinder and the British Salmson Ranger, have emerged. This single revolution or continuous revolution machine affords the student of letterpress the connecting link between the two revolution machine and the stop cylinder machine.

In 1846, the world saw the first Hoe Rotary produced in USA. This had four cylinders and delivered in all 8,000 sheets per hour. But all of them were printed on one side only. The principle was of increasing the number of cylinders in the ten cylinder rotary, when the engineers who were favouring the the principle looked to newer methods of solving the problem of more production. In 1858, an English newspaper, the *Morning Herald* utilised stereotyped plates for printing instead of from direct type.

(To be Continued)



Printing machinery manufacturers and dealers may utilise this column to announce their latest machinery and equipment to be reviewed by our expert. Full specifications and technical data should be forwarded with good photographs wherever possible to the Editor

RELIABLE ROLLERS

The Dayco Letterpress roller made of specially compounded rubber (synthetic) provides finest quality printing and durability. Dayco rollers roll smoothly over the forme, lay ink evenly, without any trace of skid, wipe or repeat. They have uniform tack, give perfect ink coverage of every halftone printing dot, every kern and serif of each type and last lakhs of good impressions.

The principal feature of Dayco roller is that it never goes soft, never varies in its dimensions or swell and retain its ink-laying qualities irrespective of the length of run, of machine speed and of atmospheric changes.

Dayco rollers are noted for their toughness due to their special quality compounded synthetic rubber. Rule work, sharp plate corners etc. never bother Dayco. Old Dayco rollers are accepted for re-Dayco-ing.

Dayton Rubber Co., have other inking aids such as Dayco Colour separators, fountain dividers for printing at one time two or three parallel colours, saving press runs.

There are Dayco rollers for Offset, Gravure, Rotary Letterpress, Aniline (Flexographic or rubber stereo rotaries), varnishing, gumming, coating, graining, etc.

CRAFTSMAN LINE-UP TABLES

Accuracy in line-up, register, negative and plate ruling, masking and stripping is ensured by the Craftsman Line-up and Register Table manufactured by the Craftsman Line-up Table Corporation, 57-B River Street, Waltham 54, Massachusetts, USA. Much time and labour in the machine room can be saved by the use of Craftsman Line-up and Register Table for Photo-Litho jobs.

This is an instrument of mechanical precision for it gives the greatest possible accuracy in all pre-registration and line-up operations.

There are two straight-edges at right angles, operating on machine-cut gear tracks, Vernier dials with automatic spacer, which is an optional attachment that simplifies the most intricate jobs. When cross rule forms, graph sheets and the like or being photo-lithographed this attachment comes in handy. The vernier dials have calibration as minute as 100ths of an inch. There are sheet stop guides, grippers, stainless steel scales and special marking devices for golden-rod layouts, scribing negatives, plates and Indian ink ruling.

Craftsman Line-up and Register Tables are available in five standard sizes, the working surface varying from 28 x 39 inches to 62 x 84 inches.

OXY-DRY ANTI - SET - OFF POWDERS

Set-off has been a bug-bear of the quality printer and its danger lurks every time ink-drying is delayed. Here is the Oxy-Dry anti-set-off powder to solve this vexed problem of set-off for over.

The OXY-DRY Sprayer Corporation, 320 S. Marshfield Avenue, Chicago 1, Illinois, USA, have done much engineering research and have come out with this Oxy-dry anti-set-off powder. Its advantages can be catalogued as follows:

Practically no maintenance is necessary when this powder is used on machines. This powder although primarily intended for set-off prevention is also instrumental in eliminating static (electricity). Thus many nuisances and inconveniences caused by static by sheets clinging to each other and delaying jogging or sheets going at a tangent are all automatically prevented by Oxy-dry powder.

When this powder is used by a spraying unit, the ink sets faster and dries quicker. The amount of powder used is also minimised so that there is considerable economy. The Oxy-dry outfit, incidentally costs less to operate and as we have seen to maintain too.

The nett result of these is the machine can run at higher speeds without fear or danger of set-off and waste of material and labour. The machine can use its full loads, full complement of inking and impression and the delivery end ceases to be a dangerous dead-end, as is the case when set-off is a constant source of waste.

G E C LATEST LAMPS

Industrial lighting has been far advanced in utility and design by the latest industrial lamps manufactured by the world's renowned lighting people, the General Electric Co.

Increase in light output by about 15 per cent for the high cottage bulbs used in the printing industry, is one of the features.

There is the basic alteration in the tungsten filament, with the result that the tungsten filament is placed lengthwise. For the first time in the 42 years of light evolution, coiled coils have been successfully used for lamps of over 300 watts. The improved lamps for industrial purposes are available in 750, 1000 watt sizes and soon will be made available in other sizes too.

NEW SYNTHETIC FILM BASE

Films normally have cellulose tri-acetate and other bases. E. D. du Pont de Nemours & Co., USA, have developed a new synthetic rubber base for films. With this base, films are more tough and more durable. Named Cronar, this rubber base will be an asset in the Graphic Arts field.

Being a plastic substance made from petroleum components, Cronar is unrelated to triacetate, the traditional base material for films. Extraordinary toughness and wear resistance and dimensional stability are claimed for Cronar. Its low-moisture sensitivity and capacity to withstand to temperature extremes are other characteristics which make the new base a note-worthy discovery in the field of photo-process films.

KRAUSE GUILLOTINE

Every press needs a good guillotine. Gone are the days of Plough cutter. Today, there is a wide variety of Guillotines such as Polar, Perfecta, Schneider, Senator, Pivano, Diamond, Maxima, Soag, etc. Many of these are equipped with the latest electronic appliances, safety guards, auto-spacing attachment and the like.

Price Service & Co., Denver House, London, have announced recently their thermostatically controlled Krause guillotine.

The latest Krause has hydraulic system controlled by thermostat, for operating the clamp for holding the paper while it is cut and the back gauge for sizing the sheet. This is because it has been found that slight temperature changes may cause inaccuracies in cutting. In Krause, the knife beams are pulled down from both ends simultaneously.

Thus, control and precision and power are ensured, on the Krause.

All Krause guillotines can be converted from dip-shear to vertical cutting in less than a minute. Thus maximum versatility and adaptability are ensured, on the Krause.

The 52 inch model is priced at 39,000 rupees. This guillotine weighs four tons and is very sturdy in structure.

Krause cutters are indispensable where precision trimming and cutting are called for. Krause is very popular in India and many leading printers have gone in for this popular brand of reliable guillotines.

ALBERT-AUTOMATS

In the Albert Automat Frankenthal, the most appropriate metal for each part is a speciality. And then each component is precisely designed. The problems of designing components and making them with the suitable metal, fibre, plastic or other substance come from their abundant experience.

The automatic stop cylinder machines available under the model names of ALA and GRALA (there is also the Export GRALA with the latest features exclusive to this class of machines) are built by the

firm of Albert Frankenthal for not less than a century. Over 25,000 machines have been sold so far. The Albert Works at Frankenthal employs not less than 1,500 operatives. With a century of experience and with the vast resources at its command, the Frankenthal has been making perfect precision letterpress machines.

Albert Frankenthal Machines are especially suited for tri-colour and four colour work. The specially designed inking system ensure that solids are rich and smooth, process halftone dots sharp and definition clear, free from slur and smudginess.

Compact and streamlined in design, Albert machines occupy comparatively little floor space for their printing area. At present the following sizes are available; Crown, Double Crown and Double Medium.

Excellent service facilities are available for the buyers of Albert machines.

In India, Albert Frankenthal machines are sold by the famous Calcutta firm of Orient Engineering Co. The German Engineer, Mr. Schneyer is in charge of the firm.

In England, the Pershke-Price Service organization deals in these machines.

Both in the Allahabad and Delhi Printing Exhibitions, Orient Engineering Co., Calcutta demonstrated latest models of Albert machines doing not only high class colour work, but also long run exercise wrappers and general job printing. This only goes to prove that the Albert machines belong to an exclusive class of versatile machines and is in wide use throughout India.



PAINT PRODUCTS FOR BRIGHTER PRINTING

The Industrial Division of Shalimar Paint have developed a number of Varnishes of interest to the Printing Industry after considerable investigation into their requirements and considerable experimentation. They are now offering a wide range of standard specification and facilities to formulate and manufacture to printers' own specifications in relation to individual conditions.

Recently they released a campaign in the national dailies and also publications with a particular appeal to the Printing Industry.

In their house magazine "*The Shalimar Standard*", they have commenced a series of articles on printers who work for Shalimar Paint; the first was devoted to Sree Saraswathy Press and in the latest Dimond Products are introduced. The series will continue.

ARCHER LEAVES FOR DRUPA

T. I. Archer, Process and offset Superintendent, *The Hindu*, left by Air India International to Africa en route to Drupa International Exhibition. He will make a first-hand study of printing methods, process techniques and equipment in African countries and finally be present in time for the Drupa which attracts technicians from all the world over.

In Drupa in particular and in Europe in general, Mr. Archer will see the latest developments in Electronic Engraving and Scanning devices.

Possibly, he may recommend some of these electronic appliances for installation in the already well-equipped *Hindu* plant for the production of their weekly *Sport and Pastime*.

After four and half months furlough in Europe, Mr. Archer will return to India early in August 1958.

The Hindu has already deputed N. S. Parthasarathi, an ex-student of the Regional School of Printing to Germany for advanced training in Graphic Arts. Sri Parthasarathi will have a two-year course of training in Europe and return to India in late 1959.

MADRAS SCHOOL OF PRINTING

The month of March was full of Tea parties in the Regional School of Printing, Madras. The final year students of Letterpress, Mechanical Composition and Hand Composition were at Home to the staff on Saturday, the 15th March 1958. John D. Barton, Manager, Hooghly Ink Co., Madras, spoke on the occasion. He advised the boys not to be afraid of difficulties that arise during their professional career. These difficulties could be solved if faced squarely and tackled one at a time. No difficulty is insurmountable. If we cultivate the habit of not turning our back on difficult jobs, we will all be crowned with success.

"Myself and Mr. Archer here have come a long way in the Printing Industry. It is only due to our

perseverance and not allowing ourselves to be afraid of doing any job that comes in our way.

"You should all acquire more knowledge. Read more books on printing, on new processes, on modern developments. Don't tie your mind to a specific subject. Maintain the discipline which you had in your school. We should be our own masters and our own controllers. Only by a disciplined and soldierly approach all problems can be tackled.

"You have all been trained very well by your teachers in this institution and I have no doubt that all of you will succeed in your profession. Remember there is no end to acquiring knowledge. Changes are brought about almost every day. We should all keep abreast of the times. The basic knowledge that you have acquired will surely stand in good stead in your career. Thank you all."

Sri Sampath, organising Secretary and student, Letterpress Printing Final Year welcomed Mr. Barton and Mr. T. I. Archer, Process Superintendent, *The Hindu*.

Sri V. K. Sriramulu, Head of Printing, speaking next, advised the boys to work hard. There is no other easy way to reach the top. Although some jump to the top all on a sudden, they should equip themselves well to maintain that position. He exhorted the students to acquit themselves well and bring a good name to the institution in which they have learned their life profession. Every student should remember his *alma mater*.

Sri K. Srinivasan, Principal, Central Polytechnic, speaking next, impressed on the students the necessity for setting up a high standard of work. Only in that way they could help for the development of the Regional School of Printing into a Central School of Printing for the whole of India.

Madras can lay claim to be the Central School on many grounds. First, it is the oldest school in India, having thirty years of standing. Secondly, it is the only school which has a diploma course in printing. Finally, it is the first to introduce the All India Certificate courses in nine different subjects in 1955. Out of the four Regional Schools of Printing, one should be developed into the Central School. In his opinion, the Principal said, the Madras School has every chance of becoming the Central School.

Sri Ramankutti Nair, student, final year Letterpress Printing proposed a hearty vote of thanks to all the guests assembled.

NEHRU ON NEWSPRINT

Prime Minister Jawaharlal Nehru told the Parliament recently that there had been considerable difficulty in the production of low-cost books in the country which were dependent on newsprint. "Books come into India duty-free, but duty has to be paid for newsprint. Therefore, the book trade had to print books on more expensive stock and it cannot easily compete with foreign books. It is suggested that the duty on newsprint should be removed. There is some difficulty in this. But, the Government are examining the matter. We shall find some way. If necessary we shall get some special quantity of newsprint for books or give foreign exchange for them. Because, we wish to encourage the production of cheap books here" he said.

RAW FILM FACTORY AT OOTY

An agreement with a firm of foreign manufacturers for the setting up of a factory to manufacture photographic goods at Ootacamund, Madras State, is about to be finalised. The factory would cost Rs. 8 crores and is expected to

produce about four million square feet of raw films in four or five years time.

The Government do not consider photography as a luxury item, but on the other hand realised its vital importance in modern times.

The factory to be set up at Ootacamund would besides producing four million feet of raw films against the present requirement of three million feet in the country, cover the entire requirement of x-ray films and sensitized material required by professional photographers.

CENTRAL GOVERNMENT PRESS, COIMBATORE

A proposal has been received by the Madras Government from the Central Government for the location of a Central Government Press in the Madras State.

Notification and declaration under the Land Acquisition Act for the acquisition of lands have been issued. Possession of certain lands has been taken and compensation paid to the owners of these lands. Possession of the remaining lands will be taken in the course of this month.

The location of this Central Government Press has been finalised. It will be near Mettupalaiyam, in Coimbatore District.

It is therefore fitting and of great significance that the All India Federation of Master Printers has chosen Coimbatore as the venue of the ensuing All India Printers' Conference and Printing Exhibition. Further this is being organized by the Secretary of the Coimbatore-Nilgiris District Printers' Association.

SIRPUR PAPER MILLS

The Government of Andhra Pradesh will be permitting the Sirpur Paper Mills and Sirsilk Rayon Factory to be combined.

This is in pursuance of a suggestion and a request by the Birlas who are now managing both the concerns. The Government of Andhra Pradesh have only 14 per cent of the shares in the Sirpur Paper Mills, which is running at a profit. But the Sirsilk Factory in which the Government have 25 per cent of shares is working on a loss.

A few years ago, a loan to the tune of three crores was given to the Sirsilk Factory. It is felt that the Government will not be put to any disadvantage if these two concerns are combined. Further, the Govt. can easily get back the loan amount.

The Govt. of India have accepted the scheme to increase the output of Rajahmundry Paper Mills from 10 to 50 tons.

WELCOME HOME TO ORIENT

Sri N. Sachindran, B. Sc. who had been on an educational tour to West Germany returned home on conclusion of his advanced training in Printing Technology. The foreign training for Sri Sachindran, son of Sri N. P. S. S. Nataraja Nadar, Managing Partner, Orient Litho Press, Sivakasi, has been arranged by Messrs Faber and Schleicher A G Offenbach Am Main (West Germany).

With his youth, ambition and specialised foreign training and natural skill, Sri Sachindran is sure to render useful service to the printing community in Sivakasi, which is now established as the Lithotown of the East.

Sivakasi has already to its credit many foreign-retained young men who have applied themselves to the task of not only improving quality but also maintaining the standard attained. There are many young men from Sivakasi who are receiving technical training in the Regional School of Printing, Madras.

Towards A Noiseless Press

(Continued from page 12)

spread to other departments. Therefore two ways of noise control and noise abatement are. 1. Lining up of walls and ceilings with sound-proof boards. 2. Confining the noise to the department itself preventing its spread to other sections or in other words sealing the department with sound proof material all round.

Proper fittings, making proper adjustments and timely replacements of old parts are other ways eliminating noise at its source. Flimsy structures should be strengthened and flexible couplings should be incorporated wherever possible.

If machines are mounted on resilient material like Unisorb and if flexible gaskets are inserted into pipelines, and breaking the path of

sound by partitions, noise will not increase due to the proximity to the floor.

Acoustic materials are available such as sound-insulating tiles and panels, acoustical shroud or hood to enclose a complete machinery unit, etc. Distance is considered as an important reducing agent of noise. But in crowded cities where floor space is dear, it is not practicable to place each department at a distance from the other. But wherever feasible such as in suburban and rural factories the noisy departments can be segregated from offices, reading rooms, camera rooms and the like.

In summing up the case for the prevention of noise, we should note that there is a definite case for this. Most of our presses are very noisy and no discipline can be maintained in an atmosphere supercharged with noise. The morale

and efficiency of workers are at a low ebb. In contrast, wherever there is silence, peace and progress and prosperity reigns.

Indian press-owners should become noise-conscious and take early steps to line the walls of their press and the ceilings and floors with acoustic tiles, shrouds and boards, machines mounted on noise-absorbing resilient material and noisy machines shrouded with sound proof material and wherever possible the noisy departments should be segregated from the rest.

While planning a press or building premises for a press, it is wise to include noise prevention also. The engineer will call specialists and construct noise-free factory where workers can work in comfort and supervisors can perform their duties with ease and production can be carried out with greater care and speed as well as accuracy.

buy & sell
through

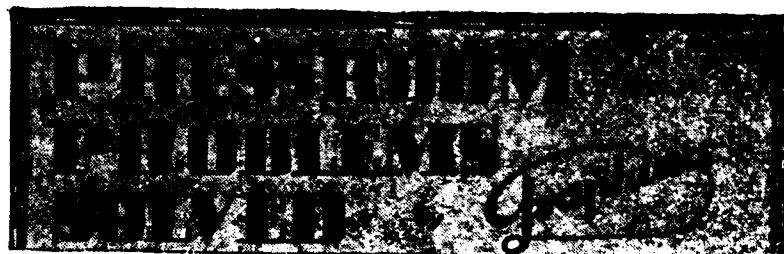
THE
PAPER MARKETING NEWS

81, MINT ROAD

Grams : VARSITAP
Phone : 263257

FORT, BOMBAY-I

INDIA'S LEADING JOURNAL ON
PAPER, BOARDS, STATIONERY
AND
THE GRAPHIC ARTS INDUSTRY



In these pages "Graphicus", an expert in the printing and allied industries, solves month by month Pressroom Problems of the printers. All questions may be addressed to "GRAPHICUS", C O PRINTINDIA

214 Q. How do you introduce the costing system in a newly started printing establishment? I have read your article on costing in PRINTINDIA but I don't think you have mentioned this point in the course of your otherwise interesting article.

A. I presume you are concerned with the average out-turn for each process. With a new press, as for introducing the system into an existing press where the figures of hourly outturn are not on record, the management will have to work out estimates for this and amend the figures where they are found to be incorrect.

215 Q. What type of rollers does the aniline ink need? Can we use the traditional glue-glycerine rollers? Can we print with aniline inks on ordinary platens and cylinder presses? Can you recommend any solvent for cleaning aniline inks from rollers and type and block formes?

A. Aniline inks are used on specially built machines from the reel in most cases. Aniline inks are extremely fast drying and it would be impossible to print on ordinary letterpress machines with this type of ink.

216 Q. We have heard of paste driers and liquid driers, cobalt driers, manganese driers and lead driers. We shall be

grateful if you could give a few hints on the suitability of each for tri-colour, for absorbent papers and foil papers.

A. Paste and liquid driers are composite driers made up by the ink-maker for general use in the average printing press. Cobalt, manganese and lead linoleates as they are called have their individual characteristics and are used by the ink manufacturer to obtain various drying results. Their use is not recommended by the general trade. The composite driers are designed to give good all-round results.

217 Q. The tackiness of rollers is a subject of controversy in our press. While on the one hand composition rollers appear to have the requisite tackiness, the modern rubber rollers possess but little of this quality. Do you consider that tackiness is essential for halftone printing? If so, are not rubber rollers suitable for printing of plates?

A. Composition rollers are to be recommended for printing all types of fine halftone work. This type of roller allows for much finer adjustment and control of the ink film than does rubber or similar types of rollers, by virtue of its softer nature and tacky surface mentioned. Rubber rollers are ideal for hard wear when printing from type and line blocks.

Printed and Published by V. S. N. Murthi for the Proprietors, Messrs Kubera Enterprises (Private) Ltd., at Kubera Printers (Private) Ltd., 'Kubera Buildings' 21, Sunkurama Chetty Street, Madras-1. Managing Editor: TEMPORAU

*Let Fine Printing
be your Ambassador!
For Attractive Design
and Excellent Execution
you can depend on*

Kubera Printers (Private) Ltd.,
THE HOUSE OF MASTER PRINTERS
21, SUNKURAMA CHETTY STREET, MADRAS-1,
PHONE: 3006 GRAMS: 'VASUNIDHI'

**★ COLOUR
PRINTING
A SPECIALITY**

*Get your Blocks done
the NEWTON way*

TRI-COLOUR
LINE &
HALF-TONE

*blocks are engraved and
delivered by us with
guaranteed precision
and at the right hour*

CONTACT:

PHONE: 86729

NEWTON & CO.

THE LEADING BLOCKMAKERS OF MADRAS
80, WALLAJAH ROAD, MADRAS-2

SPECIAL

ALL INDIA
PRINTERS
CONFERENCE
1958

NUMBER



**LET US HELP YOU
SOLVE YOUR PRINTING
PROBLEMS**

None of us are know-alls, but some of us are more knowledgeable than others due to special training, better experience, opportunities and so forth.

As ink-manufacturers with extensive all-India contacts, we come across several types of printing problems referred to us by printers, some of them already solved for other printers who had similar ones.

Then there is our Research Department in charge of expert technicians, on whose resources you can freely draw.

Solving or partly solving problems by hit-or-miss methods is never so satisfactory or profitable as getting them solved scientifically and methodically.

Feel free to draw on our knowledge and experience. It will cost you nothing, nor place you under any obligations whatsoever.

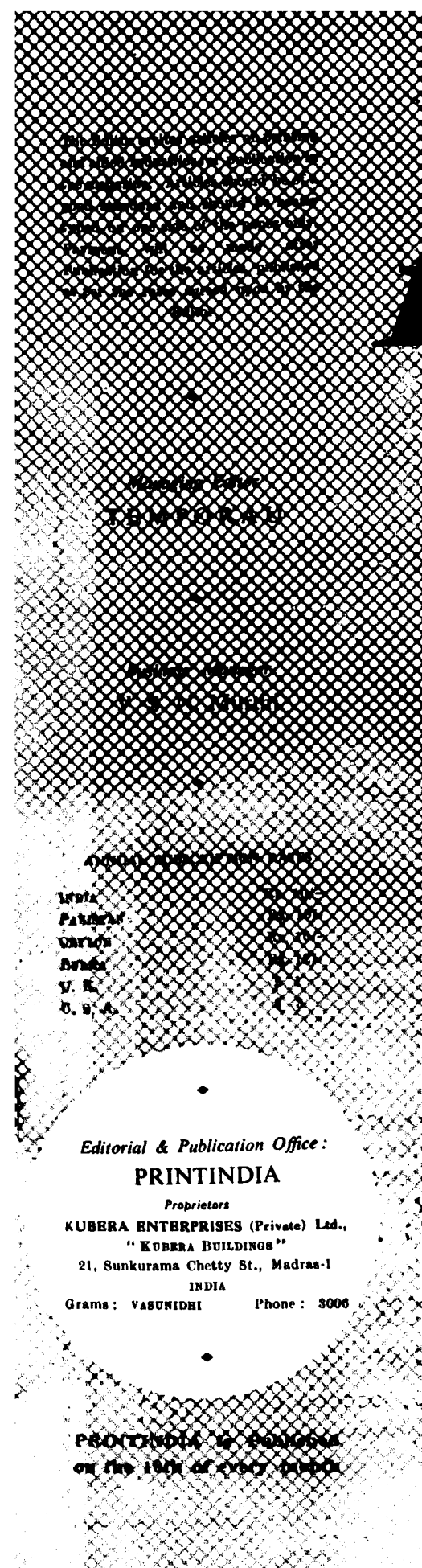


With Compliments from

**RAINBOW INK & VARNISH
MFG. CO. (Private) LTD.,
BOMBAY - 7**

TELEPHONE:
Office: 42471
Factory: 88101

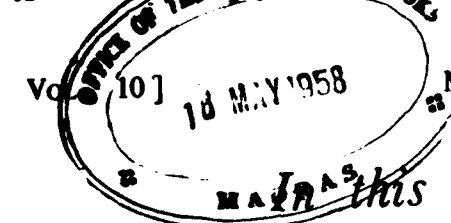
TELEGRAMS:
RAINBOWINK
BOMBAY



Estd. 1953

Printindia

A Monthly Magazine of the Graphic Arts Industries, Publishing, etc.



MAY 1958

[No. 1]

MAJAS this issue....

- ★ The Call of Coimbatore
- ★ Welcome Address
- ★ Inaugural Address
- ★ Presidential Address
- ★ Exhibition and The Exhibits
- ★ Prize Winners for Fine Printing
- ★ Resolutions
- ★ Layouts and Lettering
- ★ Printing Personalities
- ★ Regular Features

News & Views etc. etc. etc.

Printindia magazine sells throughout India and in many foreign countries. As a medium of publicity, its pull in the printing, publishing and allied trades is enormous. World famous manufacturers and advertising agencies have already been utilizing this magazine for high-potential trade publicity campaigns



**PRODUCTS
SELL**



For better sales, appearance is almost as important as quality. To dress up your product well you can depend on

**CARTONS
CARDBOARD CONTAINERS
POLYTHENE-PLIOFILM &
CELLULOSE FILM WRAPPERS & BAGS
GUMMED TAPE
BOTTLE CAP LINERS**

DIAMOND PRODUCTS LIMITED

PRODUCERS OF MODERN PACKAGING

A Subsidiary of JARDINE HENDERSON LTD. 4, CLIVE ROW, CALCUTTA-1.



D.P. 8

EDITORIAL



From Bombay to Coimbatore, it is a long way off. Yet, air travel has made it near enough. From 1953 to 1958, much time has passed. And yet, in the life of a nation or even in that of an organization, six years form but a tiny span. A handful of big printers joined together and voiced their grievances in a well-organized dinner party. That was long ago. Now a country-ful of printers, big, medium and small unite together. They make the common citizen conscious of the service of printers. They tell the politicians that printing should also have its place in the sun. They ask the Government to consult them on all matters pertaining to their industry. They protest when unwanted, undesirable import restrictions are clamped upon printing machinery. In short, they have put printing on a par with textiles, steel, jute, automobile or any other industry.

From Bombay to Calcutta, the All India Federation of Master Printers carried its banner. From Calcutta to Madras the flag of the organization fluttered. At Allahabad, the hearts of the printers faltered. In Delhi, they didn't lose hope. At Coimbatore, they have not regained their paradise. For, no paradise was lost!

The Federation reached the apex of its career at the Madras Conference in 1955. As morn should give place to night, nothing is static under the sun. The clouds were gathering at the Allahabad Conference. Adverse conditions beset the printers. Their industry began to pass through difficult times. The Delhi conference pin-pointed many unhappy features. It can be said nothing much came out of it. But, it has certainly prevented worse things. And then the Coimbatore Session came.

As an annual conference, it is not significant. The usual routine was gone through. There were the ritual of addresses and the rigmarole of resolutions. Many worked night and day to make the conference and exhibition a success. And few got the name. It all boiled

down to being a thankless job. Many uncharitably criticised. Some unrealistically praised. All were happy that it was quickly over. Everyone became happier on reaching his/her home.

The above is not a correct view. Perhaps there are other angles from which to look at the Coimbatore conference. These plus some breadth of vision will prove that the April conference has achieved its purpose. Assuming, but not admitting, that it had a purpose, what was that? And how was it so soon achieved in three short hot days?

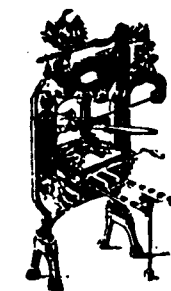
Members are prone to think that the purpose of the conference is to be held somewhere. Is not a conference for conferring! Beyond meeting and exchanging views on common subjects, discussing problems and trying to find solutions, nothing can be achieved overnight. It takes time in Independent India.

Sir C. V. Raman, the eminent scientist has recently revealed that in 1930, when he was awarded the Nobel Prize, he was able to get the passport, visa and other formalities in a day. He was able to sail for Europe the next day. In 1958 he got the Lenin Peace Prize. But alas! it has taken over two months to get his passport. What we are having now is not democracy, but bureaucracy!

So, as an Independent country, we just creep along, while other free nations are racing. The printers of India gathered at Coimbatore didn't have any illusions. They know how efficient their Government were. By passing pious resolutions, they are not going to solve all or any of their problems the next day.

But achievement is not the big thing. Striving for an ideal is the work. The harder we strive, the greater is the joy. The more distant the goal the stronger our legs become. It is in this context that we are compelled to look at the recent conference.

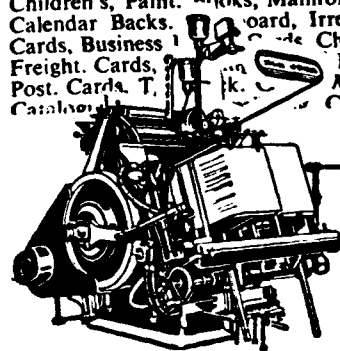
The Coimbatore and the Nilgiris Districts Printers' Association was formed just at the proper time. That



Advertising Leaflets. Advertising Mailers. Air Mail Items. Announcements. Engagement. Bags, Paper. Bags, Sample. Bags, See Bags. Waterproof. Bags, Tea. Bills-of-Lading. Bookmarks. Book Children's. Paint. Books, Manifold. Boxes, Cardbord. Brochure Calendar Backs. Cardboard. Irregular Shapes. Cards, Business Cards, Christmas. Cards, Display. Card Freight. Cards, T. Cards, Parcel Post. Card Post. Cards, T. Cards, Window. Cartor Catalogues. Containers. Cigar. Co Creasing. C. Envelopes, lopes, Recc Window. F Trade. Fo Forms, Re All Types Address, Letters, F Money O School. P Pads, Scr Scenery. Duo-tone Printing! Sheets, C Advertisi cements, Bags, Wi Children' Calendar Cards, B Freight, Post. Car Catalogu tainers, Creasing. Envelope lopes, Re Window. Trade. F Forms, Re All Types Address, Letters, Fc Money On School. Nu. Pads, Scratc. Scenery. Pict Duo-tone. Prin Printing from Pa. Sheets, Check Tags. Advertising Leaflets. Advertising Mailers. Air Mail Items. Announcements. Engagement. Bags, Paper. Bags, Sample. Bags, See Bags. Waterproof. Bags, Tea. Bills-of-Lading. Bookmarks. Book Children's. Paint. Books, Manifold. Boxes, Cardbord. Brochure Calendar Backs. Cardboard. Irregular Shapes. Cards, Business Cards, Christmas. Cards, Display. Card Freight. Cards, T. Cards, Parcel Post. Card Post. Cards, T. Cards, Window. Cartor Catalogues. Containers. Cigar. Co

All in the Day's Work for the ORIGINAL HEIDELBERG

the all-purpose printing press



4 models to choose from :
Platens
10 1/2" x 15" and 13 1/4" x 18 1/2"
Cylinder Type
15" x 20 1/4" and 21 1/4" x 28 1/4"

For further details please consult the Original Heidelberg Agents for Northern, Central and Southern India :

THE EAST ASIATIC CO. (INDIA) PRIVATE LTD.
Printing Machinery Section
Bombay - Madras - Delhi - Bangalore - Secunderabad

was before the Allahabad session. The pioneers of the Association are Sri P. R. Ramakrishnan, Managing Editor, *Nava India* and Sri S. Ramaswamy, Managing Partner, Kalaivani Press. From scratch, they have built up a well-knit organization. Within a space of about three years, the Coimbatore-Nilgiris Printers' Association has gained a well deserved place in the All India Federation.

When it was decided to hold the 1958 conference at Hyderabad, the office-bearers were reckoning without taking into account certain unforeseen developments. Hyderabad could not arrange for the conference due to its own difficulties. At this critical juncture, when hopes were running out, came Coimbatore. The proffered hand of this southern district was accepted not without misgivings. But the conference lived up to its expectations and the healthy tradition of South India. For a place of 60 odd presses (and not one of them a very big press), the Sixth Session of the All India Printers' Conference and Exhibition at Coimbatore was a thumping success. The critics should try and organize the next conference in their home-town and see for themselves the magnitude of the task and the impossibility of its execution.

Among resolutions, one has attracted our attention. This relates to paper manufacture. The resolution wants the Govt. to take over paper manufacture as a nationalized industry. To say the least, this is an unhappy suggestion. It is not also an effective threat. Looking at NEPA and other nationalized undertakings we think they have not been shining successes. In fact, they have been dismal failures. The Federation which takes pride every year in condemning Government Presses for their bad quality of work and inefficiency, should not at the same breath recommend an industry to be taken over in toto by Government. No one need fear that Government are going to implement the AIFMP resolution to-morrow. What we want to know is, does the Federation really mean it?

This doesn't excuse the paper manufacturers from their unhealthy price-spiralling tactics. The Paper Mills are not maintaining any standards in manufacture. For one thing, they are unreliable. For another, they take undue advantage of the import ban and are exploiting the situation. We should also realize that the AIFMP resolution is not going to frighten such unscrupulous people

as indeed, the paper mills are made to appear to be. Here is hope that there will be a day when paper mills will supply us a product that is uniform in thickness, good in quality and reasonable in price. We look for the day, when we can open a ream of printing paper to find *real* printing paper, when 40 lb. never becomes 45 lb. or a Double Demy, a Double Medium! When we can get a full ream and not broken or retree reams!

Another resolution which seems to us as superfluous, if not impertinent, is the one about Principals of Schools of Printing. When the AIFMP assumes dictatorial powers and thinks that it owns all the schools, owe to technical education! The death-knell of Graphic Arts Training would have struck when personal likes and dislikes enter official resolutions. The organization has enough problems on its hands to solve. Let it not waste time by flinging mud at Government Presses or taking a dig at Schools of Printing. Tho greatest good it can do to both is to co-operate with them to the extent possible and not be harping on autonomous bodies.

Every organization requires good leadership. The All India Federation of Master Printers is blessed with a few efficient leaders to its credit. These few get selected or elected every year for the key-posts in turn. But time has come to introduce new blood. Young men should be trained to shoulder the offices of the AIFMP. A permanent fund for the organization has been stressed as long ago as 1955. A membership drive should be launched. Out of the 25,000 presses quoted by presidents and secretaries, we would like to know

how many thousands are represented in AIFMP. Above all, past resolutions should be followed up and implemented. (We wonder what happened to the Delhi resolution of Printing Fellowships. Only Sri D. D. Gangal of Poona acted on it.)

OUR DREAM

We, the printers of India have a dream. The printer should have a contented labour and a satisfied customer. He should have a guaranteed volume of orders and reasonable profit margin. The burden of taxation should be lighter. The harassment of the taxation authorities should be lessened. The Inspector of Factories should be human. The Government should aid this industry as they do to others. The All India Federation should have a representative in Parliament to voice the cause of printers. The AIFMP may have a representative in every state assembly, chamber of commerce, corporation and municipality, university senate and other learned bodies. Perhaps this is too ambitious a dream. But, to be a dream, it needs to be ambitious!

We cannot end this editorial without a quotation from Shakespeare, which our Prime Minister quoted recently in Parliament.

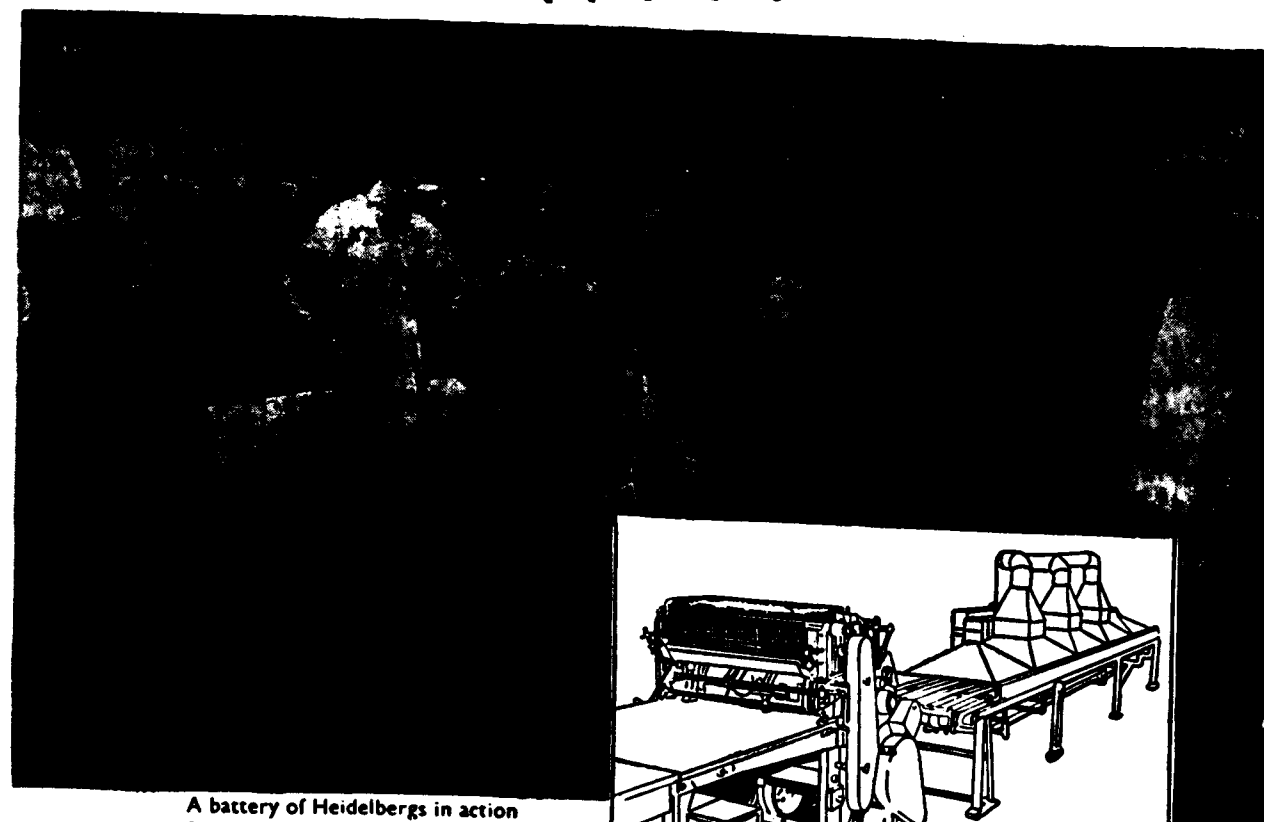
The will is infinite
And execution confined—
Desire is boundless
But *act* is slave to *limit*.

The All India Federation of Master Printers has the will. But there is the limit.

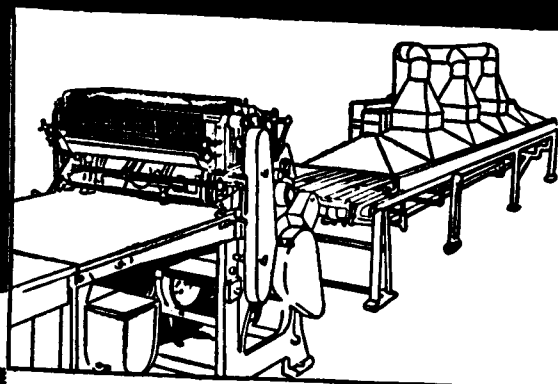


Members of the Vijayawada Master Printers' Association

paint products for **BRIGHTER** printing



A battery of Heidelbergs in action
By courtesy Sree Saraswati Press Ltd



A Bush Varnishing Machine
By courtesy Diamond Products Ltd.

SHALIMAR

Litho Varnishes
Over-Print High Gloss Varnishes
Special High Gloss Paper Varnishes
Silk Screen Printing Inks
Transfer Protection Varnishes
or other finishes to meet your
specific requirements.

Shalimar Paint, of course...
for we have a wide range of products
(see alongside) which will give that
added brightness of finish to your print
jobs and...

...more important still, our Technical
Department are prepared to formulate
and manufacture to your specifications
or solve your particular problem.

*Both users of Shalimar Paint Products for "brighter" printing



Welcome Address

By

SRI P. R. RAMAKRISHNAN, M.Sc., M.P.
Managing Editor, Nava India

With his rich and varied background of Engineering, Education and Industry, the Chairman, Reception Committee, warmly welcomed the delegates to the Sixth Printers' Conference at Coimbatore. Narrating some of the drawbacks of the industry, he stressed the need for training and proper apprenticeship. India should march forward in making her own printing machinery, concluded the eminent industrialist of the south

This Conference is being held in the Industrial city of Coimbatore to bring to the notice of the Government the various problems facing the printing industry. We are in a way lagging behind, and by meeting printers from parts which have progressed, we can improve our industry.

IMPORTANCE OF TRAINING

The progress of printing establishments depend upon the growth of other industries and the general standard of living of the masses. As India is far behind in industrialisation, in printing also she is lagging behind others. Most of the presses are located in large cities like Calcutta and Bombay. There are today about 25,000 presses in India, mostly private-owned. It is a capital-intensive industry and printers use very costly materials. Any fault on the part of the worker handling the machinery will involve heavy loss to the printing establishment. Therefore, every

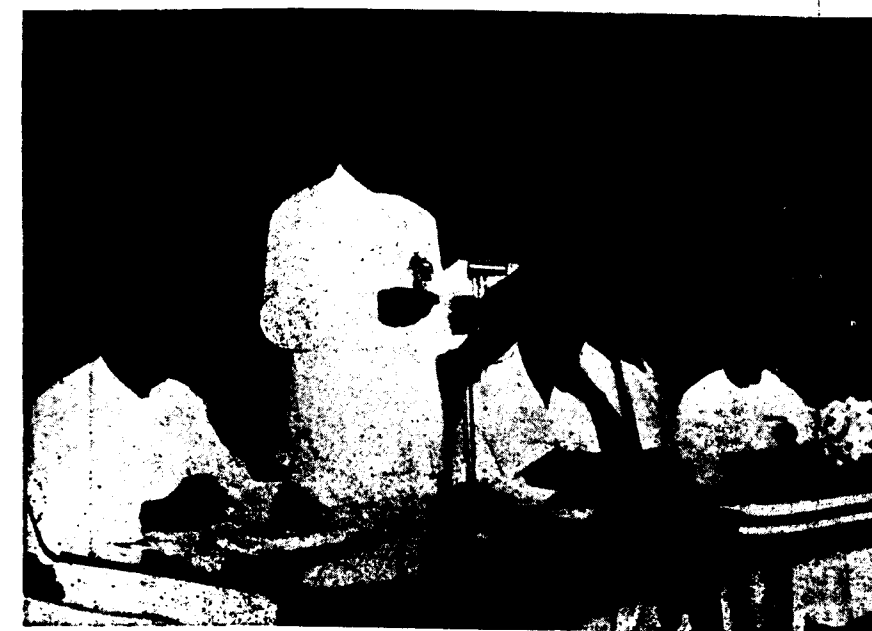
worker should undergo intensive training for long periods. If we compare the wages paid to the worker with the cost of the machinery and materials he is handling, there is a vast disparity. In order

to minimise waste, there should be an appropriate apprenticeship scheme which should be evolved.

WORKING CONDITIONS

Besides, there should be good relations between labour and management in the printing industry. To stabilise the industry, it is important to come to an understanding as regards wages and working conditions in the industry. This is a very important matter, as anyone wilfully damaging the plant will bring the press to a close.

Now, printing technique is taught in three or four schools. There is neither adequate equipment nor enough teachers to impart the training. Printers are artists. The success of a printing undertaking depends upon its workers. Each craftsman should have specialised and possess adequate skill in his branch of the industry. It is therefore necessary to devise ways and means to impart such an intensive training to the workers. Men trained in such a manner will be the gems of the industry. I request the Hon. Minister to take early



Sri P. R. Ramakrishnan M. P., delivering the welcome address

steps to locate a School of Printing Technology at Coimbatore.

MACHINERY MANUFACTURE

There are many difficulties in manufacturing printing machinery. Because Printers of India are a conservative people. They resist all attempts to introduce new type of machinery and new techniques

and methods of printing. It is difficult to make them accept new types of machinery. Therefore, if we are to manufacture printing machinery, we should begin only with the familiar and the simple ones. For a number of years, efforts to make only simple types of machines are being made here. It will take a considerable number of years to introduce into the market

any new revolutionary type of printing machinery.

In the manufacture of printing machinery there are many favourite makes and brands. To-day, there are only a few manufacturers who make exclusively printing machinery.

Electronics has changed the face of the printing industry very much. With the co-operation of the world's biggest presses, printing machines employing electronics are being manufactured in workshops.

On behalf of the Coimbatore and Nilgiris Printers' Association, I welcome all the delegates to this industrial city. I hope you will have a good time here and will carry with you pleasant memories of the days spent in this city of Coimbatore.

SRI RAMAKRISHNAN

The Chairman of the Reception Committee, Sri P. R. Ramakrishnan is a Member of Parliament, a leading industrialist, Principal of an Engineering Institution and the President of the Coimbatore Nilgiris Printers' Association. He has widely travelled in Europe and USA and has been a delegate from India to International Conferences. The success of the Conference is in a very large measure due to the organisation and resources of Sri PRR. He has fabricated at his own workshops a Rotary Printing Press which will shortly be switched on. As the Managing Editor, *Nava India*, he brought out a special Supplement for the Printers' Conference & Exhibition and his paper covered in its many daily editions the entire proceedings of the conference in news and very interesting pictures, which were well presented and nicely printed in record time.

Inaugural ADDRESS

By

Hon. Sri R. VENKATARAMAN
Minister for Industries & Labour, Madras

Problems are not peculiar to printing industry. They abound in every industry. It is meet that printers should meet every year at a place to discuss matters of common purpose and devise ways and means of solving them. Labour and management are two limbs of the industry. There should be amity between them and each should see the other's point of view and realise the necessity of the other. Thus spake Sri R. Venkataraman, Minister for Industries in a call to the printers, while inaugurating the Printers' Conference & Exhibition at Coimbatore on the 19th April 1958. The Minister announced amidst cheers that the thirty-year old School of Printing at Madras is in every way worthy of being developed into the Central School for the whole of India

I am very happy to associate myself with the All India Printers' Conference and Printing Exhibition. It is appropriate that this Conference and Exhibition are being held at Coimbatore. In Coimbatore we have a number of industrial undertakings including printing presses.

Printing is an important industry and it plays a vital role in a young democracy like India in improving literacy, spread of knowledge and information. Printing is not merely a business, it is a creative art. It provides employment to a large number of people. There are at present about 25,000 printing establishments in the country and the southern region has over 2,000

presses and the Madras state over 1,000. The Government Press at Madras is one of the oldest and largest presses in India. There are also in Madras, century-old presses like the Diocesan Press and Hoe & Co.

With the growth of literacy, the demand for books, magazines, newspapers, etc. is bound to grow and I am sure that the future holds excellent prospects for the printing industry. It is therefore proper that printers from all over India should assemble together to exchange views on common purposes and resolve to improve the conditions obtaining in the industry.

IMPORT BAN

In a country like India there are many problems to be tackled. Of these, many relate to the Printing Industry. For example, there is the difficulty in procuring suitable materials like paper, ink, machinery and spare parts for the printing industry. The restriction of imports has come in for much criticism. But it is essential that we should conserve our foreign currency for the benefit of the country. However, on

representation from your federation, some relaxations have been made by the Government to import essential spare parts and machinery required by the printers.

LABOUR

Then there is the labour problem. In an independent country, labour and management should live in amity. Each should realise that the other is necessary for the survival and growth of the industry and try to understand the other's problems. As one who has been connected with labour for a number of years, I wish to state that it is better to settle the differences between labour and management by personal talks than by resorting to long processes of tribunals and other legal measures. There will be a better atmosphere if matters are settled over the conference table. I am sure that press proprietors will look at the problems in the above light and try to minimise the number of conflicts with the labour.

There is an apprehension in certain sections of the printing industry of competition from the Government Presses. As you are aware there is no conflict between the private and public sectors. The latter is there only to supplement and not to supplant the private printer. Of course, as a part of expansion of Government of India Presses, there are going to be two presses in the Southern Region,



Sri R. Venkataraman delivering the Inaugural Address



A Section of the Delegates

one at Coimbatore and the other in Kerala. But I am sure that these cannot take much of your type of printing business out of your hands.

MADRAS SCHOOL OF PRINTING

A large number of trained personnel is required for your industry. Therefore a few Schools of printing have been started at Calcutta, Allahabad and other places. In Madras there has been a printing section in the Central Polytechnic for over 30 years now. In 1955, this was developed into a Regional School of Printing catering to the Southern States. I would suggest that every one employed in the

industry should at first undergo a course of training in their techniques. This will revitalise the industry while improving the quality and quantity of production as well as minimising waste and accidents. I suggest that persons trained in printing schools alone should be employed.

CENTRAL SCHOOL

The Regional School of Printing at Madras will be shortly housed in a separate building as the Central Polytechnic is being shifted to Guindy. With more accommodation, equipment and staff, the Regional School of Printing, Madras, is fit to become the Central School of Printing, for which I understand, there

is a proposal. *Being the oldest, and the only one to award a Diploma in Printing Technology, the Regional School of Printing at Madras deserves to be made the Central School.*

GREAT STRIDES

Judging from the excellent specimens you have displayed in the exhibition I have no doubt that vast strides are being made in Printing. In making the Second Five Year Plan a success, you, printers can play a vital part. I hope that the deliberations of this conference will enable standards to be raised in all directions.

I wish the printing industry a very prosperous future.

PRINTING MACHINERY & TYPES

MANUFACTURED BY

Grams: PRINTE



Phone: 3849

THE MADRAS TYPE FOUNDRY

(PRINTERS' PROVIDERS)

38, JONES STREET ::

MADRAS-1

Presidential ADDRESS

By

Sri S. RAMU

General Manager, Commercial Press, Bombay

The President traced the history of Printing, praised Indian Printing and raised the hopes of printers. In pointing the glaring omission of the printing industry in either of the Two Five Year Plans, he analysed the scope for printing which is "boundless." Sri Ramu had a fling at Govt. Presses for the indifferent quality of print production. He pleaded for a satisfied and satisfactory labour, sound training, proper research. The president wanted a probe into the running of paper mills and their business deal's with a view to bringing a healthy outlook in the market. Demanding for the setting up of a committee of officials and non-officials to go into the quantum of import of paper and boards, Sri Ramu appealed to the printers to strengthen the hands of the federation for the prosperity of the industry

Today I am doubly honoured. Firstly, in having the privilege of addressing you, Sir, and all the Printers of the country; and secondly, in having been elected to hold this high office. With my limited abilities I feel a little humble in saying these words and crave your indulgence if I should say something which will offend.

HISTORY

Printing in India started after the Renaissance movement in the West. The missionaries introduced it, the Government in power developed it, first, for their own needs and then to a certain extent for the good of the people. Though we have been a civilized nation long before the advent of printing in the world, we did not feel printing necessary for the advancement of knowledge and uplift of mankind. We had our schools and colleges long before printing came to the aid of education. Our universities in Banaras, Taxila, Vidarbha, Ujjain and Nalanda produced some master brains. To mention the highly

education and culture, nor for commerce did we use Printing.

ROLE OF PRINTING

But, today, the whole world over, for furtherance of knowledge, for influencing people in every sphere, printing is utilized. Printed books, printed pictures, printed charts are essential. In business, printing is necessary for leaflets, posters, instruction sheets, etc., and for the various administrative and accounting forms, for instruction and information, for mass selling of products, instruction leaflets and advertising literature, for influencing people, and publicity material. The demand for printing is very great in the country and it is growing every day. It is going to be colossal. We have a very important role in the plans of the development of the country. Unfortunately we ourselves do not realize it. Can we blame the Government if they do not realize it? They have not mentioned anything about it in their First Five-Year Plan, or in the Second.

It might stagger some of you to know that the annual value of



Sri S. Ramu, Commercial Press, Bombay, delivering the Presidential Address to the Sixth Conference

printing production in the country is about 120 crores—to make a mild statement. That is the value of work produced by the 25,000 private presses and the handful of mighty Government presses. With the increase in educational standards, increased manufacturing and selling programmes of consumer goods, with impetus given to manufacture of pharmaceutical products and their distribution, the scope for printing is boundless.

THE WILL TO PRODUCE

Are we prepared for this? With the formation of the All-India Federation of Master Printers in 1953, we took the first step in consolidating our position. We got recognition as an important body. Nobody can deny the fact that this body has been responsible for improving the standard of printing in its various branches. Our own printing exhibition, followed by the Central Government Exhibition and awards for good printing will show the rapid strides made both in quality and variety of processes. Let me sound a note of warning. Let us not be complacent. We have to go a long way in raising the general standard of printing all over the country. It is the onerous duty of this body to see that every printer in the country conforms to certain standards. To talk of unfair competition, want of funds or materials, are all lame excuses for want of "will" to produce quality. We are a nation of people who have produced the finest in textiles, silk, art, sculpture, and many other fields. When our erstwhile masters were walking naked in the forests of the present civilized world, we had achieved fame as very advanced people. There is no reason why we should not be on top in printing too. We can and must do it. I was gratified the other day to see an account of a most up-to-date graphic arts plant on the outskirts of

London, owned and run by an Indian. I heard from a friend that one of the most sought-after men in colour correction in New York is an Indian. This shows that we have the ability to show our superiority. It shall be the sacred duty of every member of this Federation to spread the message of quality in printing, in season and out of season, to the remotest corners of the country.

GOVERNMENT PRINTING

I am sorry to say, that the Government presses in spite of being the biggest units in the country, are the worst offenders, as far as quality is concerned. They use shoddy paper and cheap materials, thereby spreading an atmosphere of cheapness and lack of care resulting in poor quality. Since the Government presses are very big units, they can set the pace for the industry in the country in quality, economy, methods, organization, and technical excellence.

FLAIR FOR QUALITY

In printing, it is not possible to set quality standards as in the engineering industry or other similar industries, since quality is set mostly by visual judgment. It is an industry where a high degree of craftsmanship is combined with mechanical perfection. Great care must be taken in the training of men. Both craftsmanship and mechanics of printing have to be taught and the flair for quality has to be inculcated from the early stages of training. Printers have to educate print-buyers, especially the millimeter-minded ones, that quality is more important than cheapness. Printing will not achieve the function for which the particular piece is produced, if it is not of a certain quality—whether it is advertising, education or any other form of appeal.

The methods of introducing quality standards in printing is to work to "pre-set standards". Plate-gauges, micro-meters, colour charts, roller gauges, mechanical quoins and so many other materials necessary for accurate work are available. Standards must be set for the various operations by gauges where possible and by visual means where necessary. Inspection at the various processing stages and before despatch is essential. Unless a zealous care is taken to maintain quality, we are doomed in this profession.

PRINTING EDUCATION AND TRAINING

I attach a lot of importance to printing education and training. The Government of India has introduced four regional schools, and one is going to be established for higher education in printing, on the outskirts of Bombay. Besides these, some of the States and some private bodies have started Printing Schools. Nobody can deny the fact that the teachers of these institutions are doing valiant work. We have to look at the training in an objective way. Can we absorb the students from the schools straight away as Foremen or Overseers? Regarding those who have been entertained in up-to-date presses, have they proved themselves capable of managing the departments to the satisfaction of the management? The answer has to be an apologetic "no". I will not blame the students; I will not blame the teachers. It is the system of training. Complete re-orientation of the system of training, subjects to be taught, how instruction is to be imparted, have to be gone into very carefully by an expert body, so that students who come out of these schools will be assets to the industry and appreciated by the country for their contribution.

It is also necessary to introduce a system of training to those artisans who are already in the industry. A new word has been coined TWI—training-within-industry. This is absolutely essential so that quality in printing will start from within. Also productivity, costs and aesthetics will become commonplace in every plant. A suitably planned programme of training-within-the-industry is going to be profitable both to the private sector and the Government presses. As such, I earnestly hope the Government will take suitable action to initiate a scheme.

In addition to the above two categories of training, Foremanship training is also absolutely imperative. The All-India Federation of Master Printers along with Government must incorporate urgently a special scheme of Foremanship training. The key to the advancement of the industry both in quality and productivity lies in the excellence of middle management in our Industry.

In matters of training workers and middle management, it will be a great advantage if unions take a keen interest. Unfortunately, unions tend to be more political and not industry minded. Their attitude is of exploitation of workers for political ends, not advancement of the social status and economic position of the worker.

LABOUR

The above brings us to the position of labour. We have to shamefully admit the nude fact that factory conditions in the vast majority of presses in the country are awful. We can readily advance reasons. That will be, in my opinion, to justify our action. Under the present state of affairs in the world, the pattern of socialization set by our Government, from every human consideration, the working conditions have to be

improved. We have to set very high standards. Plenty of room, plenty of light and fresh air, proper washing places and conveniences, drinking water and canteen facilities, recreation and reading rooms, health of the worker and his family, are all the bounden duty of management.

Regarding the wages of workers, in some States minimum wages for various categories have been set by Government; Industrial Courts have enforced wage scales, etc. But unfortunately, there is no scientific approach to the problem. The fundamental fact that the lot of the workman in the industry must be improved must be accepted by management. A proper job evaluation system, a uniform wage level in the industry with periodical increases, hitched to the cost of living must be introduced at the earliest possible stage. If the printing workman is made a respectable citizen of the State, free from want, with modest luxuries available for his family, with reasonable security, by paying him a decent wage uniformly all over the country, the person who is running the press is going to be benefited a lot more. Far from getting alarmed at any move to make the lot of the worker better, he must help in the move, so that ultimately the printing proprietor himself considerably raises his status and becomes a respected member in the social structure.

While deliberating on this aspect of the industry, it will not be out of place to mention the importance of a proper apprenticeship scheme. We want properly trained apprentices for the future of the industry. They are the future citizens of this country. We should regulate the entry of apprentices in the industry, so that there is no glut at any stage, nor should there be a want of trained artisans for this growing

and important industry. Great care should be given to the system of training of the apprentices, because mere technical knowledge alone will not be enough. A very strict appreciation of discipline, a great love for the work, pride in craftsmanship, the feeling that they are participants in the building up of our country, and that as Indians they are second to none in the world—all this must be inculcated from their early training days.

RESEARCH

Next in importance to teaching and training, apprenticeship and labour welfare, is research. It is not possible for the large number of small units in the printing trade to have Research Departments. In fact, in the whole country there may be only two or three private firms capable of having research departments of their own. It is essential for the Government in collaboration with the All-India Federation of Master Printers to start Research centres in the big cities or to have departments of printing research in the various national research units already set up by the Government. I have great confidence in the intellectual capacity of our young scientists. Given the proper lead and scope to do research in the various branches of the Graphic arts, I am sure our young men will produce new type of plates and plate-making techniques for offset, new methods of colour filtration, new type of inks and dyes, simplified typeforms in Hindi and other languages, new application of electronics in Graphic arts. The delicate instruments and equipment necessary for Research must be provided by the Government, some of them locally made, very good examples of which I saw in Poona a few years back, and also giving necessary licences to our Research Institutes to import new instruments.

Coming to the question of licences, we have to appreciate that Government has curtailed the issue of licences owing to the acute foreign exchange position. In the matter of printing machines and equipment, while cutting down licences, special attention must be paid to the manufacture of equipment in the country. Government need not take up the manufacture

themselves, but surely must give every assistance to people who have already started or who want to start. As a matter of fact, some have already started and a few types of equipment are being manufactured and others will come out very soon. Apart from financial and technical assistance, it is the duty of Government at this stage to see that no wild manufacturing

is resorted to by the various units, foreign and local. The country is committed to use metric system of measurements. The Indian Standards Institute has recommended the International Standards of Paper. Type measurements and sizes, paper sizes, packing thickness on cylinders, standardization of gears, screws, etc., obsolescence, are all details which must be worked out by the development wing and insisted upon, so that there is no chaos and waste in manufacture.

In this connection, though the private printers have always been lectured about the tight foreign exchange position and consequent non-issue of licences, it has to be noted that licence for printing and lithographic machines has been issued to the value of Rs. 1,56,11,739 in 1956 and Rs. 1,80,24,515 in 1957 from January to September. A selected few in the private sector would have received special assistance and the major portion may be for Government presses. The Government will do well to examine the position carefully to see whether Government only should run these huge presses, which have never produced any quality work, which have not been noted for their economy or productivity, nor for the introduction of any wonderful training schemes. If it is a Government for the people by the people, should it not help small printers to develop their presses by giving machinery, showing them better methods of production, accounting and costing, and buying the Government's printing requirements from them? When all is said and done, except a few big presses, more than 90% of the presses in the country are small units with 5 to 15 employees. Theirs is a life of misery and starvation. Why cannot the people's government help these people? Why are they pouring all the money collected from the people in a score of

these huge Government presses? This is a great chance for the Congress Government to show that they exist and work for the people. To a certain extent, this industry must be treated like some of the cottage industries or the handloom industry. Can these mighty Government presses do anything directly for the people of the 3018 towns or the five and a half lakhs of villages in India?

If the education of the millions of India is to be accelerated, if the technological knowledge of the young men all over this vast sub-continent is to be improved, if the various factory products and consumer goods are to be taken to the innermost villages, a vast network of small printing units must be spread all over the country. These units must be supplied with trained men, given proper standardized machines and equipment, taught proper accounting and costing methods and must be fired with the zeal to help the masses and help themselves. This is a sacred duty of the socialistic Government to help the people, far from concentrating power in a few Government presses.

I hope the Union Cabinet will appreciate this aspect of our education and advancement and come out with a suitable plan of "progress through print".

PAPER AND BOARDS

When we talk about import of printing machinery worth more than 2 crores in 1957, our eyes turn to the import of paper and paper boards excluding newsprint in 1957. For the nine months ending September 1957, we have imported 84,215 tons at a cost of Rs. 10,02,23,700 and in 1956 the tonnage was 141,339 at a cost of Rs. 15,05,48,535. It is high time, the Finance Ministry takes note of this and appoints a special committee of import officials and master printers, to see what could

be reduced or cut, what varieties should be imported in what weights and sizes. I am sure quite a sizable amount of public money could be saved.

This staggering import is in addition to the production of very good output from the local mills. The production of paper and boards in the country from January to September stands at 150,808 tons.

The planners expected a demand of 200,000 tons by the end of the Plan period, whereas the actual consumption would be much higher at the end of the Plan period and it is actually higher now. The actual consumption of paper, excluding newsprint and special papers was over 238,000 tons in 1955-56. The planners expected an annual increase of 8% per annum in First Plan period and about 10% in the Second Plan period, thus bringing the expected demand to 350,000 tons by 1960-61. The various educational programmes, increase in sales of local-made consumer products, much needed publicity for the various activities of the Government and several other causes will, in my opinion, increase the demand to a much higher figure.

Indian Mills are expanding: new mills are coming up; production is going up. But the demand is growing at a faster pace. With the present restrictions on imports, malpractices are rife in selling prices. This by itself is not harmful as a good portion of it will come to the Government as taxes. But unfortunately, the accounts, we understand, are kept in such a complicated and clumsy way, that the Government is losing a lot of revenue. Except a few well-managed mills, the others are profiteering in a terrific way. Shortage is felt in every part of India and the price of paper is spiralling up. Where is all this

money going? When the paper manufacturing business is in the hands of a small group of influential people, when huge sums of money are being made by opportunist middlemen, when the poor man does not get a proper deal, it is the duty of the Government to step in. It is imperative that the Tariff Commission be asked to inquire into the cost and price structure, selling methods, re-ploughing of profits in the industry, correct accounting system and control of quality.

We are sure the Government will probe into the matter further, through their development department and other sources, so that relief may be brought to millions of paper users.

I have so far mentioned how in various ways, the Government can help our industry. One of the most important reasons why we appeal to them is they are our biggest competitors as monopolistic big printers. In spite of the fact that the country is producing more than 120 crores worth of printing work every year, what is the condition of the printers?

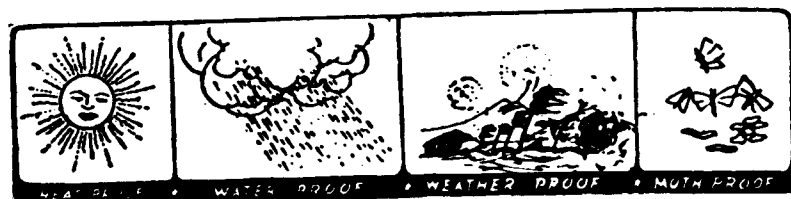
This amount is nothing compared to the astronomical heights this will go up in the coming years. Government should realize that this industry is a key industry for education, business and propaganda. They must come forward to assist the industry, if they want to really do something for the teeming masses and if they want to consolidate their position as working for a socialistic pattern.

We, as printers, considering the glorious scope we have in this great experiment of nation-building and in the vast opportunities available to us, must organize ourselves better and progress faster. We owe a duty to the printing fraternity of our country and to the people of our land. Let us wake up and act.

GLASS - O - LAC & SYNTHO-GLOSS

Non-yellowing Varnish for
PLAYING CARDS

Ideal for Black Centre Art Cards



Also Picture Varnishes
Litho Varnishes, Offset Varnishes
and Printing Inks



Free technical service



Manufactured By

Bharat Varnish Mfg. Co.

Agra Road, Ghatkopar, BOMBAY 39

Grams: **BHARAT** (Ghatkopar)

::

Phone: **67279**

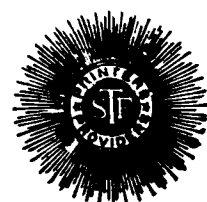
50 YEARS IN THE SERVICE OF THE PRINTERS

A GREAT NAME IN
FINE FINISHED TYPES

Manufacturers of
PRINTING TYPES IN 14 LANGUAGES
TAMIL, TELUGU, ENGLISH, GRANTHAM, MALAYALAM, CANA-
RESE, HINDI, SANSKRIT, MARATHI, DEVANAGARI, GUJARATHI,
URUDU, ORIYA & SINHALESE

AND
**HALF-TONE, LINE &
ELECTRO BLOCKS**

SUPPLIERS OF PRINTERS' REQUISITES



ESTD. 1906

Grams: BHUVANA

Phone: 84469

SWADESI TYPE FOUNDRY
CHINTADRI PET :: MADRAS-2

EXHIBITION AND THE EXHIBITS...

This year's Printing Exhibition at Coimbatore was no doubt on a very modest scale. But when we think of the odds against which the organizers had to work, the exhibition, small as it was, was an unqualified success. It is not the number of stalls or the things exhibited that count, but the spirit of co-operation behind the stall-holders. Looking at the Coimbatore Exhibition from this angle, it has had a tremendous share of success. It should be remembered that the Exhibitions arranged along with the Annual Printers' Conferences have a two-fold purpose: First to acquaint the Indian Printer with the strides made by the Printing Machinery Manufacturers all over the world, in machinery, materials, techniques and processes. Second, to augment the slender resources of the organizers of the conference. These two cardinal purposes have been achieved in this year's exhibition.

MANUBHAI & SONS

This was the first stall to the left occupying half of the wing. It was tastefully decorated and ably arranged. There were quite a number of printing and cutting machines on show. They were all working and the spectators thronged throughout the period of the Conference. Sri Natarajan specially flew from Bombay for the purpose and was assisted by Sri Nath, the Madras Representative. The stall was made ready in record time and was a great success considering the short notice given to them and other limitations.

The following machinery were exhibited in the Manubhai Stall:—

Russian Platen Machine of TC 12 x 18 inches size, suitable for heavy work, halftones and tint work. Some of the presses at Coimbatore have already bought this type of platen from Manubhai & Sons.

Russian Flat-bed Stop Cylinder Machine with Flyer delivery and overhead feed. This is of 12½ x 26½ inch size and is giving a very good account of itself. The delivery board is equipped with a jogger too.

Grafopress Czechoslovakian Automatic Platen Machine, improved model with many novel features, size 10 x 15 inches, suitable for heavy, light and fast work.

Maxima Czechoslovakian Cutting Machine with Hydraulic auto-clamping device of over 30 inches size is an excellent adjunct to every press that needs a reliable cutting machine. Many buyers have used it with advantage.

GUNVANTRAY & CO., Ahmedabad & Bombay

This corner stall in the central island had many interesting machines, accessories and spare parts. The special feature of this stall was that all machines were made by this firm in Ahmedabad and were made available for a comparatively low price. The stall had the following:—

Punching and Corner Cutting machine which can be used for stabbing of books for side stitching also. This was priced at Rs. 350 and a number of buyers have registered their orders.

Hand Proof Press, roller type with precision bearers and bed. A very useful item for every modern composing room.

Calendar rimming machine, Imposing surface, Eyeletting and stapling machines, Stitching machines, Numbering machine (Foreign make). There were also on display many patent light metal furniture made of aluminium alloy made in India, rules, borders, dies, roller-melting kettle, etc.

This stall contained items of interest to all the mofussil printers and Mr. Gunvantray and Mr. Patel were briskly transacting good business from early morning to late night every day of the conference.

EAST ASIATIC CO. PRIVATE LTD., MADRAS.

Items on display included Original Heidelberg Platen Automatic machine and a latest type of Polar self-clamping Guillotine. There were also labour-saving cornerstone Giant Furniture, Patent mechanical Quoins made of Duraluminium and other modern gadgets and accessories.

Sri C. S. Pillay, foreign-trained Engineer of the firm was there to explain personally to all the customers and spectators the many exclusive features of the Original Heidelberg Automatic Machines.

It is worth mentioning that Mr. Triggs of New York, demonstrated on the Original Heidelberg Platen in the East Asiatic Stall to the delegates the modern methods of make-ready to get best results.

The East Asiatic Stall was in the centre facing the gate and always drew record crowds, as is usual on all exhibitions. Mr. C. S. Pillay was assisted by Mr. Murthy and Mr. R. Rao, technical assistants of the Madras branch.

PAPCO

Paper & Pulp Conversion Co.,
Poona
(Jai Dayal Kapur & Sons, Madras)

This was the first stall to the right on entering the exhibition.

It had many varieties of boards and samples, coloured and white of many materials manufactured at the Paper Conversion Co., Poona, which is already making headway. Mr. Isaac was in charge of the stall.

SUBRAMANIAM BROTHERS
(Sri Gopal Paper Mills Ltd.)
Madras.

This paper stall was excellently arranged and contained a considerable number of varieties of paper, Banks, Bonds, Art, Imitation, Art, Super Calendered, Air Mail, Printing, Writing, Wrapping, Offset, Cartridge etc. Good business was done and there were always crowds enquiring about the attractive prices of paper in the stall. The stall was ably managed by Coimbatore representative Sri S. Srinivasan who, incidentally delivered a humorous Mono-Acting on the last night of the conference after dinner to all the delegates, which was very much appreciated.

PARASRAM JETHANAND
(Bhopal Straw Boards), MADRAS

Sri Parasram Jethanand was there personally to see the arrangements for his tastefully decorated

stall. It contained among other things, many varieties of Straw-boards and Pulp Boards and Art Boards manufactured by the India's No. 1 Straw Board manufacturers, the Bhopal firm. It drew record crowds and delegates freely exchanged information through Sri Parasram Jethanand.

NELSON & CO., MADRAS

This stall was awarded the second prize for the second best stall in the exhibition. It was attended to by Sri Ponnappan and his brother, partners of Nelson & Co. There were many machines manufactured at their factory at Aminjikarai, such as miniature pen ruling machine, cutting machines, numbering machines, stapling machines, types in all languages, rules and decorative material and other interesting items for printers.

MALAI FOUNDRY, MADRAS

This stall had many cutting machines and platen machines of Indian make. The stall was attended to by Sri Vadamalai who has personally fabricated the machines and has supplied to hundreds of

printers in the South who have successfully used his cutting machines and platen machines. In the 1954 Exhibition at Madras, Malai Foundry got a prize for Indian Machines.

RAINBOW INK & VARNISH
MANUFACTURING CO.,
BOMBAY

This stall was awarded the first prize as the best stall in the exhibition. The various exhibits were tastefully arranged and the stall was always full of spectators from all over India (Mr. Contractor, the younger), Sri Coelho and Sri Paul Mathew were in the stall supplying useful information to their clientele. The special feature of the stall was the excellent specimens in various processes of printing. Spectators were pleased to admire the rich depth and wide coverage of the specimens. The specimens were classified into Letterpress, Aniline (Flexographic), Foil printing, Offset Lithography, Intaglio, i. e., Gravure and Die Stamping, etc. The usual characteristic of Rainbow, i. e., distributing informative literature containing technical information was also followed up at Coimbatore. There was a film show organized by the Rainbow Co. showing Process Camera technique, Lithography, etc. The delegates were very much benefited by the film show which was very informative.



Minister at the Printed Exhibit Stall

PRINTINDIA

PRIZE WINNERS for FINE PRINTING..

JUDGES

Mr. RANSFORD D. TRIGGS
of Triggs' Color Corporation, New York & Printing Consultant, Southern Languages Book Trust
Mr. V. M. PHILIP, The Diocesan Press, Madras
Mr. V. JOHN, Messrs. Klein & Peyerl, Madras
Mr. R. VENKATESWARAN, The United Printers' Syndicate Private Ltd., Madras

Prize Winners

LETTERPRESS

Prize	Name	Product
BOOKS: GENERAL		
First	Sri Saraswati Press Ltd., 32 Upper Circular Road, Calcutta-9	Flowering Trees
Second	Gossain & Co. (Printers) Private Ltd., 7/1, Grant Lane, Calcutta-12.	Contemporary Indian Photography
CHILDREN'S BOOKS		
First	Sri Saraswati Press Ltd., 32, Upper Circular Road, Calcutta-9	Babir Bandhu
Second	Art Union Printing Press Ltd., 80/15, Grey-St., Calcutta	Pushir Asthana
HOUSE ORGAN		
First	Gossain & Co. (Printers) Private Ltd., 7 1 Grant Lane Calcutta-12	Goodyear
Second	Gossain & Co. (Printers) Private Ltd., 7/1 Grant Lane Calcutta-12	Telco
MAGAZINES		
First	Commercial Printing Press Pvt. Ltd., 34/38, Bank Street, Bombay-1	Marg Annual number
Second	G. Claridge & Co., Ltd., Caxton Works, Frere Road, Fort, Bombay-1	Design
DIRECT MAIL PUBLICITY		
First	Gossain & Co., (Printers) Private Ltd., 7/1, Grant Lane Calcutta-12	Metal Box R 3 Caps
Second	Vakil & Sons Ltd., 18, Ballard Estate, Fort, Bombay-1	Procion
CALENDARS		
First	National Lithographic & Printing Press, Kamarhati, Agarpara, West Bengal	P. C. Chanda & Co.
Second	Gossain & Co. (Printers) Private Ltd., 7/1, Grant Lane, Calcutta-12	Indian Steamship Co.
CARTONS		
First	Great Bengal Cardbord Ltd., 40-B, Joymitra Street, Calcutta	Himani
Second	Color Cartons Ltd., Alli Chambers, 6th Floor, Tamarind Lane, Bombay-1	Tek
LABELS		
First	Imperial Art Cottage, 1-A, Tagore Castle Street, Calcutta-6	La-i-ju
Second	Max Designs & Process Works Ltd., 345, Sayani Road, Prabhadevi, Bombay-28	Eclat Brilliantine

MAY 1958

19

Gold Medals

Awarded by German State

Over 50 years world's leading
Screen Brands **HAAS & KOHINOOR**

Engraved Halftone-Screens

Engraved Rotogravure-Screens
For Paper, Textile, Plastic material

UNIVERSAL-Contact-Screens
interchangeably used for both
Offset and Letterpress procedures

Film Screens, 50 Designs
and **Cellophane-Screens** for Shadings

Film Screens with dots
in different tones for Letterpress or Offset

HERBST & JLLIG
FRANKFURT A. M. 13, Germany

LETTER-HEADS

First Kalaivani Press, 7/453, Cross-cut Road, Coimbatore
Second Vakil & Sons Ltd., 18, Ballard Estate, Bombay-1

OFFSET

DIRECT MAIL PUBLICITY

First Bolton Fine Art Litho Works, Tardeo, Bombay-7
Second Bolton Fine Art Litho Works, Tardeo, Bombay-7

CALENDARS

First Eagle Lithographing Co., Ltd., 26-B, Christopher Road, Entally, Calcutta
Second Ganges Printing Co., Ltd., Shibpore, Calcutta

LABELS

First G. Claridge & Co., Ltd., Caxton Works, Frere Road, Fort, Bombay
Second Eagle Lithographing Co., Ltd., 26-B, Christopher Road, Calcutta

BINDING - CARTONS

No prize awarded

BOOK BINDING

First Commercial Printing Press Ltd., 34-38, Bank Street, Fort, Bombay
Second Appar Achakam, 1 40, Broadway, Madras-1

DIE STAMPING

First Hoe & Co., Stringer Street, Madras
Second Premier Printers, Raja Street, Coimbatore

PROCESS ENGRAVING

First Radiant Process, 6-A, S. N. Banerji Road, Calcutta-13
Second Radiant Process, 6-A, S. N. Banerji Road, Calcutta-13

MAZUMDAR ROLLING SHIELD

First Sree Saraswati Press Ltd., 32, Upper Circular Road, Calcutta-12

OFFSET POSTERS

First Imperial Art Cottage, Calcutta
Second Imperial Art Cottage, Calcutta

OFFSET CARTONS

First Imperial Tobacco Co. of India Ltd., Madras

BEST STALL

First Rainbow Ink and Varnish Manufacturing Co., Bombay
Second Nelson & Co., Madras

Subbiah Foundry
Ramsarandas & Sons

Spectrum
Antisatin in Harmony

ICI
Jenson Nicholson
Prestige

Ponds
Brittania

Tatapress
Kural

Gem & Co. letter-
heads
Pudumai

Four Fishes
Scenery with tint with
colour transparency

Ramayana

I. A. C. She sings
when she sorrows
Murphy Radio

Akbar Shah



Solutions to the many problems appear to lie in the resolutions passed at the conference. The conference passed vital resolutions for the nationalization of the Paper Manufacturing Industry, for relaxation of Import Ban of machinery and spare parts, photographic goods and chemicals, asked for concessional travel rates for the delegates attending the conferences

1. This Conference records with deep sense of sorrow the tragic death of Mr. W. R. Khan, Proprietor of the Argus Trading Co., of Calcutta, along with his wife and children from house collapse.

2. Whereas the development of Indian culture and industry depends to a very large extent on the efficient development of papermaking industry of India, this meeting of the All India Printers' Conference adopts unanimously the following resolution:

And whereas the paper-making industry in India, according to the report of the Tariff Board, does not maintain proper accounts of their business, with only one exception,

And whereas the Indian paper-making industry has been most undemocratic in the conduct of their business to suit the minimum requirements of an industry in a Welfare State as has been proved times without number and very recently in the refusal of the two Associations of the Indian Paper industry to meet the representatives of the All India Federation of Master Printers,

And whereas the Indian Paper industry has most flagrantly flouted the earnest appeal of Shri Morarji Desai, the then Minister for Commerce and Industry "to hold the price line".

Resolved that the Government of India be and hereby is requested to nationalise the paper industry of India at a very early date to prevent the anti-social and anti-national manner in which most of the paper mills are run and thus prevent the sabotaging of the industrial and cultural development of the country.

3. Resolved that the announcement of the recent Import Trade Control policy has not been helpful in any way to the printing industry to obtain its essential requirements

of process films and plates, printing paper and other essential items, due to the serious restrictions placed on the import of these items and whereas the printing industry is itself styled as only a "non-scheduled industry" by the Government of India in the Import Trade Control policy, this meeting of the All India Federation of Master Printers wish to place on record their deep disappointment at the indifferent attitude taken by the Government of India in spite of various representations and at the continued scarcity of essential raw materials affecting their bare existence. This meeting also draws the special attention of the Government of India that printing is the handmaiden of all the other main and principal industries, at the same time contributing much to the propagation of the Second Five Year Plan and a collapse of this industry, which is threatened by the continued shortage of the essential items required, will add considerably to the unemployment problem and will also seriously result in the set back of Government's



Sri H. K. Dass of Eagle Lithographing Co., Calcutta, receiving the Trophy for excellence in Printing from Sri G. R. Damodaran, M.L.C.

own plan's of economic progress unless immediately remedied.

Moved by Sri H. K. Dass, and seconded by Sri D. D. Gangal.

4. Resolved that this meeting of the All India Printers' Conference requests the Government of India to nominate one member from the All India Federation of Master Printers to the Import Advisory Council in view of the importance of the printing industry to the economy of the country.

5. This Conference requests the Central Government to amend the Delivery of Books (Public Libraries) Act, 1954 (Central Act XXVII of 1954), enabling the publishers to submit their books to the National Libraries by freight-paid railway parcels in addition to the existing delivery by registered post parcels.

6. The printing trade in the Madras State is very much affected by the seasonal cut in the supply of electric energy by the department. Considering the importance of the printing trade as a whole this Conference requests the State Government to treat this industry as a very essential one and to exempt it from the usual cut of electrical energy.

7. To improve the standard of printing in this country, it is essential that the workers in the trade should have proper technical knowledge of the industry. But most of the technical books and magazines are available only in foreign languages which most of the workers do not understand. Therefore, this Conference requests the Federation of Master Printers to take necessary steps to publish such books in regional languages and also requests all the printers in the country to buy such publications from the Federation for the use of the workers.

8. This meeting of the All India Printers' Conference congratulates the Government of India in the

Ministry of Education as also the State Governments of Madras, West Bengal, United Provinces and Bombay for the establishment of Regional Schools of Printing Technology.

This meeting requests the Government of India in the Ministry of Education and the State Governments of Madras, U.P. and Bombay to appoint autonomous Governing Bodies to manage the Regional Schools with the representatives of the Press, the Printers' providers, representatives from the local association of Master Printers, the representatives of the Government of India and that of the State Technical Education Department and the local association of Master Printers as Joint Secretaries of such Governing Bodies.

This meeting of the All India Printers' Conference requests the Government of India in the Ministry of Education and the State Education Departments of Madras, West Bengal, U.P. and Bombay to provide for adequate training in the Regional Schools of Printing Technology, to fix the Minimum educational qualifications of the principals of all the Regional Schools as the successful passing in at least Second Division of the Intermediate Science examination of any Indian University or any equivalent thereof as also a comprehensive master printers' or similar certificate of London School of Printing or of similar institutions of U.K., Europe or U.S.A. He shall further possess a minimum of five years experience in a well known printing press in India.

This meeting recommends to the Government of India and the different states which are served by the various Regional Schools of Printing Technology to provide apprenticeship training of the successful students in the final examinations of the All India Certificate Course in the various Central and State Print-

ing presses for one year and granting such trainees adequate stipends during their apprenticeship training.

This meeting further requests the Central and state Ministries to pay suitable stipends to the apprentices from the School of Printing Technology employed in the various commercial printing presses during their period of apprenticeship and exempt them from the provisions of Minimum Wages Act.

To provide for adequate and regular supply of skilled personnel in the industry, this Conference requests all printing presses in the country to render apprenticeship training to the successful students of the Regional Schools of Printing Technology and allow them adequate monthly stipends during their period of apprenticeship.

This meeting of the All India Printers' Conference is of opinion that the Course of training proposed to be given in the All India Advanced Certificate Courses in Printing Technology is inadequate to train junior executives of the Industry. This meeting requests the Union Ministry of Education to reconsider the Specialists Report of the All India Technical Education Board on this point in consultation with the All India Federation of Master Printers.

This Conference requests the Federation to authorise Sri S. Ramu, Sri S. N. Guha Ray and Sri V. M. Philip, to contact the Union and the different state Ministries of Education to negotiate with them in all matters affecting training in printing technology.

9. It was requested that "apprentice" should be clearly defined and should be suitably amended as to exclude apprentices from the definition of a "worker." The conference pleaded for payment of a national apprentice fee, wherever

possible, but not a regular wage of a worker and further pleaded that the term of apprenticeship should be stipulated at five years at the end of which, the management may, if it so desires, employ him.

10. The export promotion schemes has recently incorporated newsprint (item 42) in Annexure 1 and in column 4 thereof; its use is signified in religious books which have been traditionally exported to foreign markets and having denoted 15% in column 5 thereof it is required that nearly seven times the value of imported newsprint should be secured from the export of such religious books. It is evident that in such specified books, there can hardly be a question of copyright, and it being not so, the ratio of 1 to 7 is very much on the high side. Therefore, it is resolved that the authorities concerned be requested to reduce the ratio to 1 to 3 or 33½ per cent be mentioned in column 5 of the Annexure 1 so that the foreign markets of such books may continue to remain with the publishers in India, as otherwise, with the present very high ratio and with acute competition from printers in the foreign countries who are free to use the foreign newsprint, the trade in such books which has already been affected owing to the total prohibition of the use of newsprint for books in the past and the present high ratio will be completely lost from Indian hands and the earner of some considerable foreign exchange would be strangled.

11. The Conference considered the conditions of contract imposed by the Director of Advertising and Visual Publicity for giving his department printing work and felt that these were not practicable and mostly one-sided. A committee consisting of (1) Sri S. N. Guha Ray, (2) Sri P. M. Antony and (3) Sri N. J. Ardeshir, to go into the terms of contract and to suggest to

the Federation such changes as would be mutual to both the Printer and the Government, was appointed so that the Federation may deal with this further.

12. Resolved that an Organisation Committee of the All India Federation of Master Printers be and is hereby formed,

(a) to help in the formation of Master Printers' Associations and to get them affiliated to the Federation, and

(b) further to help the existing Associations in increasing their membership.

The following are members of the aforesaid committee:

1. Sri D. D. Gangal, Poona
2. Sri Puli Mallikarjun, Hyderabad
3. Sri B. S. Garudachar, Bangalore
4. Sri S. N. Guha Ray, Calcutta
5. Prof. Veda Vrata, Delhi.

Sri Guha Ray shall be the convener of the committee.

ORISSA PRINTING STUDENTS ON TOUR AT MADRAS



Sri U. N. Misra, Dy. Supdt., Govt. Press, Cuttack, led a team of Printing Students on Educational Tour to Presses in Madras. Here they are seen with students and staff of Madras Regional School of Printing

Further this committee shall have power to co-opt such number of members as it thinks fit. This committee shall further submit quarterly reports to the General Secretary for placing them before the Governing Council.

13. This Conference requests the Government of India to use its good offices with the Government of U. K. to ensure proper apprenticeship training to Indian students studying in various colleges of printing technology in U. K. At present they are allowed by some printing establishments to serve as "observers" which system does not benefit the apprentices. The High Commissioner for India in Great Britain may be requested to contact the Labour Ministry to get the restrictions removed.

14. Whereas the printers who print books for the Publications Division of the Ministry of Information and Broadcasting, Government of India, experience great difficulty in having their bills passed promptly as the distribution

lists of such materials are not promptly supplied by the Publications Division, this Conference resolves that in case distribution list is not received by the printer within 30 days from the date of completion of printing of books, the Government should pay 80% of the bills on the certificates of printer that the books are in his custody, the balance of 20% within 90% from the date of bill. In case the printer has to store the books for over 30 days from the date of completion thereof the Government should pay the cost of storage including cost of insurance cover for all accidents including theft and burglary.

15. Resolved that a committee consisting of the following members with powers to co-opt be appointed by the All India Federation of Master Printers to fix uniform standard rate for all categories in printing industry.

1. Sri V. M. Philip, Madras
2. Sri H. K. Dass, Calcutta
3. Sri K. C. Raman, Bombay
4. Sri D. D. Gangal, Poona
5. Sri M. G. Daniel, Madras.

16. It is with deep regret that this Conference notes that the Government of India have turned down all the requests made by the All India Federation of Master Printers to give concessional rates for travel for delegates attending the annual conferences. Such conferences are an education in themselves and give opportunities to printers, especially in rural parts, to know the latest developments that are taking place in the printing industry in other countries as well as in leading cities of our own country. They, therefore, request the Government of India, through them the Railway Board, to re-examine their decision and grant rail-

way concession for delegates to enable them to attend such conference in large numbers. It is expected that the granting of such railway concession will ultimately bring an increased revenue to the railways.

17. It is nearly two years since the Government of India called for a meeting to examine the possibilities of manufacture of printing machinery in our country and still nothing concrete has taken shape. Meantime, the Government of India has banned to a great extent the import of printing machinery. This Conference, therefore, requests the Government to include the manufacture of printing and allied industrial machinery in the Second Five Year Plan itself and to take immediate steps for such manufacture or in the alternative, to issue Actual Users' Licences to printing presses.

Layouts

Selling

By
SRI RAMAKRISHNA NARAYANAN

Every kind of production requires planning. Printing is no exception. A well-printed work is only a well-planned print. In this monthly feature, outstanding pieces of publicity matter will be reviewed. The healthy criticism offered in these columns is only with a view to improve the quality of typographical arrangement as well as the choice of type faces

SEASONAL SPECIALS

With the advent of hot weather, cool drinks and squashes, fans and frigidaires, humidifiers and air-conditioners occupy a good deal of advertising space. This is as it should be. Four beverage items are reviewed below.

MIDLAND FRUIT PRODUCTS

This 8 x 2 col advertisement is headed "Apricots in March." hand lettered in brush caps, the first two words reversed against dark fruit background and the last word on tinted background. Behind these large fruits loom the line work of leaves, branches and fruits. This line work forms as it were the border for the copy lower down.

The address panel at the bottom is half reversed, the distributor half being left open, Sanserif condensed being used for the address lines. The two-paragraph text is in small Baskerville.

As a novel approach to design, the line background superimposed

with tint and dark fruits are very good. The line "Buy Midland today" in the centre stands boldly. This Midland advertisement is indeed dynamic in design. DJK

CORN PRODUCTS CO.

Readers are now familiar with the antics of the Rex advertisements. The comic cartoons with their catchy captions always provide mirth and merriment.



A First Class Fruity Fruitful

Last year Rex had a series of 12 ads beginning with "Bring me my (chisel, hammer).....and my bottle of Rex". This year we have "What did the Director say to the film star?" The answer in all these ads is the same, namely, "Let us have a glass of Rex, the King of drinks." (Of course the word "Rex" means King.) But in the last illustration, we find that the star is non-plussed at the Director alone enjoying the delicious drink to the exclusion of the flabbergasted film star! The longitudinal space of the advt with the staggering lettering, the reversed sketches and the usual solar head sucking an iced drink make a very effective advertisement for the King of drinks. As a contribution of humour in advertising copy and illustration, Rex is unexcelled. When man is happy, he makes the best buyer! DJK

SPENCER'S SQUASH

A juicy lime cut and ready for use in one corner, precariously balanced by a tone illustration of Esco Orange Squash in the other corner with an open line of lady glass in hand, full of expression in her eyes and taste in her lips are enough elements to appeal to the reader.

"A Spencer's" in hand lettered script "Squash" in Sanserif, "A drink for all ages" in two lines hand lettered italic and "Lemon, Orange and Lemon Barley" in Sanserif are all nicely done. There is considerable scope for improvement by a more happy arrangement of the elements and lettering.

L. ROSE & CO., LTD.,
LONDON

In the world of squashes and cordials, Rose is a name well known "for more than 90 years" (in two lines Times italic). Four lines of copy in Times are at the top symmetrically arranged. The bold italic hand-lettered part of

PHONE: 55053

GRAMS: BMGISHA

M. G. SHAHANI & CO. (Bom) Private LTD.

62 MALAIPERUMAL STREET :: MADRAS-1

SHOW ROOM: 289 CHINA BAZAAR, Facing STRINGER STREET

Sole Agents For

Tampax, Utex, Goya perfumes
Mitcham's Lavenders & Talc, Famous 4711
Cologne-Inecto Permanent Hair Dye and
Koko Hair Tonic

Manufacturers of

SKYLITE ENVELOPES
GUM, FILES &
OTHER STATIONERIES

STOCKISTS OF

High Class Stationery - Wedding & Invitation cards - Moonlight, the Best Indian Pencil

WE STOCK AND MAKE VARIETIES OF ENVELOPES SUCH AS MANILLA, KRAFT, CLOTHLINED, WINDOW IN COMMERCIAL AND OFFICIAL SIZES. GREETING AND INVITATION CARDS OF VARIOUS QUALITIES AVAILABLE AT COMPETITIVE RATES. FILES AND ENVELOPES MADE TO YOUR SIZE AND REQUIREMENTS.

Please send your trade enquiries to the above address

C. P. G. Nair,
Manager.

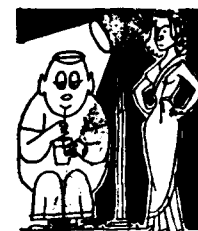
the headline placed aslant pointing to the reversed chisel says "Reach for". In the first ad, one hand



What did the Director...



say to the film star?



Let's have a glass of

REX

"THE KING OF DRINKS"



Orange Squash, Lemon Squash, Lime Juice Cordial, Lemon Berry, Syrup and Red Orange

Don't forget your REXFLOW power

DRINK PRODUCTS CO. (INDIA) PRIVATE LTD.

Agents: PARAT & CO. LTD.

Fun, Filmstar and a glass of Rex

was reaching for a tray. In this the second, two hands, a male and a female's (the rings evidently proclaim wedding bells) reach for two glasses of iced (Roses's) squash. The five varieties of Rose's drinks are neatly set in Gill below the reversed chisel, in Sanserif. In the corner surrounded by fruits stands a bottle of the orange squash. Four lines of italic in the Baskerville middle say about the

fruit content. The hand-lettered script "L. Rose & Co., Ltd.", comes as a fitting finale to this fruity advertisement of a favourite drink. Elaborately planned and excellently laid out, this line-half-tone ad adds a fresh chapter in perfect publicity.

RAILWAY WEEK

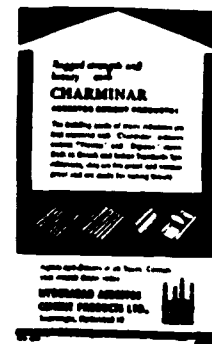
The Indian Railways, a giant Government undertaking, had three ads designed and executed by private enterprise, for the commemoration of 105 years of service by Indian railways.

"Sita has never seen a train" says a 9 x 5 col ad. The striking illustration was that of a woman looking with a kerosene lamp, done in chalk.

"The job we are doing" in Gothic condensed italic had a waggon laden sky-high with all sorts of goods. This was 11 x 4 cols.

The last was half page entitled "1,000,000 of us at your service." A smiling worker in chalk, a page-wide train, and six small black

circles, the various workers of the railway, all made a good advertisement. These three advertisements



The matter of fact Charminar

had Times Roman for text, Gothic Italic condensed for "Indian Railways serve the Individual and build the nation." In all these, there was design to commemorate "105 years of national service." The three advertisements are by way of salutation to our railways.

INDIAN INDUSTRY

The series on Indian Industry is continued this month with the following.

CAMLIN PRIVATE LTD.

A variation of the laurel wreath is the black and white leaf forming a border and at once a pendant, giving room for the white oval camel trade mark in tint. The upper part of the pattern provides space for the close spaced widely leaded three-para copy in Times Roman with two Ultra Bodoni lines, one at the top and one near the end of the copy. Twotintedstrips above the pendant afford space for three Roman and two italic lines at the right "A unit of free enterprise



Handsome hands handle Rose's Squash

serving the cause of literacy" This advertisement is significant for its wide spacing and proper utilization of the available space as also for its distinctiveness in arranging the floral border with a perfect pendant. Quite a piece for the Jubilee. EVEREST

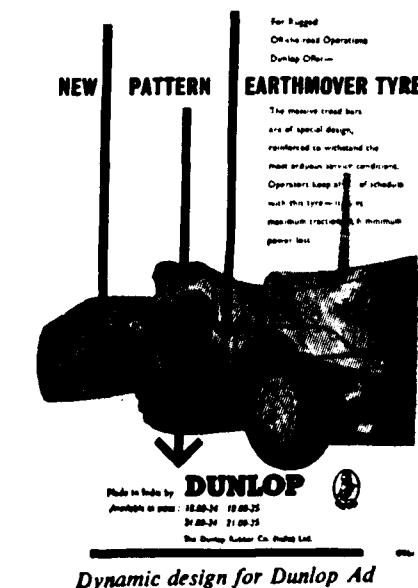
DUNLOP RUBBER CO. (INDIA) LTD.

Watch the three arrows. They point to the wheels and the word Dunlop. The half-tone illustration of the earth mover sets the pattern for this ad. The headline is in four words of Sanserif. The copy is in Sans Light at the right very widely leaded but closely spaced and is in left flush right asymmetrical indentation. The headline is introduced into the text after three lines.

At the bottom is the Beton line "Dunlop" with the miniature medalion of the maker Mr. Dunlop.

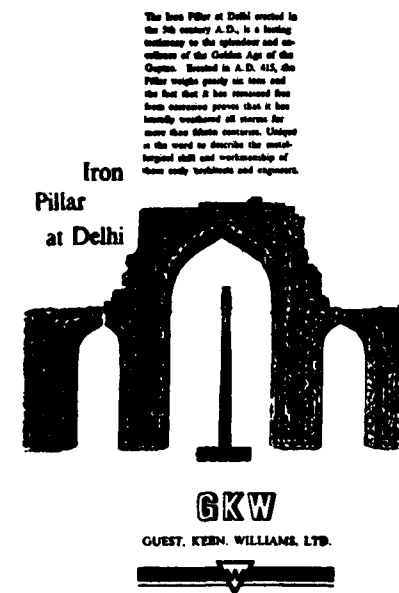
This is a neatly planned ad, very good in contrast and harmony, the emphasis being on the tyres, with a full faced rule as thick as the arrows. CLARION

Readers will be interested to know that a Dunlop factory is nearing completion at Ambatur,



Dynamic design for Dunlop Ad

Madras. There is already a Dunlop Factory at Shahganj for the last 21 years.



Guest, Keen, Williams Ltd.

Guest: Gateway to Indian Industry

GUEST, KEEN, WILLIAMS LTD

Readers might have seen the ad of cotters, screws and rivets. Here is another of 10 x 3 col. The first one in this series which attempts to link the ancient with the modern was about the Sun Window. The Text in Times Roman explained how the Sun Window at Karli diffused the sunlight into a luminous atmosphere of softness in the interior of the cave.

Another ancient novelty is featured in the ad under review. "Iron Pillar at Delhi" in three Times Roman Caps and lower lines is to the left of the illustration.

The chalk illustration of the Iron Gate is in the middle topped by the square piece of Times Roman copy with left flush indentation. The splendour and excellence of ancient Gupta architecture is brought out in the text. The two column text at the bottom is about modern engineering and how Guest Keen

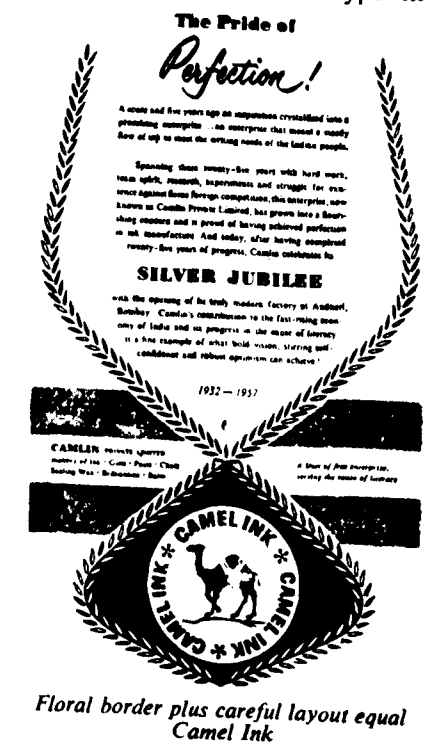
Williams help in the core of the National Plan, i.e. steel and transport.

There is nothing to suggest of the old in type or arrangement, but there is plenty of new things in this advertisement which tries to bring the glories of ancient Ind.

EVEREST

HYDERABAD ASBESTOS

CHARMINAR 6 x 2 col ad has a black and uneven edged top area suggesting in the open area a house. Four varieties of asbestos cement products are illustrated in reverse in the dark background at the bottom. The inside space is utilised for the copy. The designers have chosen not less than four type faces for this advertisement not without conflicting consequences. Bodoni italic in two lines "Rugged strength and beauty with"—although there are plenty of faces suggestive of rugged strength, "Charminar" in Garamond and Gothic expanded for "Asbestos cement products". Six lines of Times Roman form the main copy. It is a pity that the same type has



Floral border plus careful layout equal Camel Ink

been used for "Agents and Dealers in all states. Contact your nearest dealer today." Italic or small caps, or even bold will be preferable to plain lower case roman. Two lines of Gill Bold caps and one more line of the inevitable Times Roman lower case for the name and address. In the corner stand the four minarets or Charminar as a finish to this matter of fact advertisement. A ragged full-faced border is laid at the end.

INDIAN TUBE CO.

A roadside corner scene is pictured, covering three-fourths of the space. The Bodoni cap heading is very unimpressive like the heading of a Government departmental circular. A more imaginative heading might add to the strength of the ad and put life into this now lifeless heading.

The two-column Gill Sans matter is too widely spaced with "rivers"

in it. Careful and close spacing would have given more readability. Cartoon Bold is chosen for the words "Indian Tube" and the three address lines are in Bodoni, Gill and Gill italic.



Splendid face for Spencer's Squash

It is evident that the Bodoni cap headline is meant to be the caption of the illustration. In that case, the line should be close to the block. It is now divided by a quarter inch blank.

In spite of this, this ad is well illustrated and neatly laid out.

IN PASSING

BHAI SAHIB has finished his sojourn. Captioned "Namaste Bhai Sahib," the last of this series carried a free offer of an informative booklet containing all the ads in the series. Thanks for a good series. JWT

MR. TEA asked the public to meet him at Tea Centre in a first class ad which appeared for the opening of the Centre at Madras. Illustrations of tea cups, two leaves and a bud motif, Bodoni for the bold headlines, and Times for the

(Continued on page 30)

buy & sell
through

THE

PAPER MARKETING NEWS

81, MINT ROAD

Grams : VARSITAP
Phone : 263257

FORT, BOMBAY-1

INDIA'S LEADING JOURNAL ON
PAPER, BOARDS, STATIONERY
AND
THE GRAPHIC ARTS INDUSTRY

PRINTING PERSONALITIES

By
Sri S. GIRI

India has produced many savants, thinkers, philosophers, scientists, politicians, mathematicians and other men of repute. The purpose of this column is to spotlight personalities in the Graphic Arts and Allied Industries. Here is a pen portrait of a renowned Maharashtrian Printer-Scientist. Sri Gangal's life and work is certainly an inspiration to all young printers

One personality stands foremost in Indian history. That is Chatrapathi Shivaji. One saint stands foremost, i. e., Dhaneswar. One politician, i. e., Lokamanya Tilak. The region that gave these illustrious sons continues to bear greater and still greater giants in all fields of life. Maharashtra, the land of Tukaram has also given us the Ace Director Shantaram, who has vitalised the film industry. Add a Gadgil, a Deshmukh and a Maharsi Karve, you get a vista of the greatness that Maharashtra is today.

It was in this land of valiant fighters, that the idea of a Printers' Organization was first born about a decade ago. Fifty years ago, in 1908 was born Sri D. D. Gangal, one who was to take a leading part in the organization of the Printing industry. At his 22nd year he graduated from the Bombay University, with science as his subject.

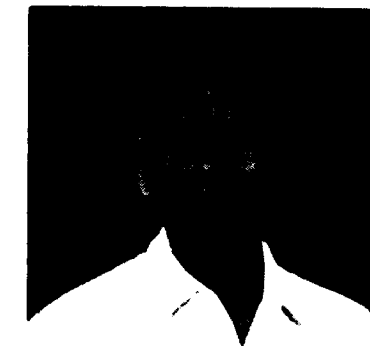
Young Gangal was always on the side of the "have-nots" and threw his lot with the poor and the uncared for. There is no wonder that we find him joining the Poona Poor Students' Home (Anatha Vidyarthi Griha) as a life member. But his thirst for study and research continued unabated side by side with public service. In 1934 he was awarded the Master's Degree in Science with research in Organic Chemistry. It was now that the Graphic Arts drew him into its fold. From that

time till today, he has taken deeper and deeper interest in the affairs of the industry.

D. D. Gangal, M. Sc., conducted detailed research experiments on printing inks, their composition and behaviour on various fibrous materials and on various metal surfaces. He also conducted classes in Junior Chemical technology for some years.

After gaining All-India repute, Sri Gangal attended the VII World Education Conference as a delegate from India in 1937. In 1940, he joined the Loksangraha Works (Printing Press, Publication and Printing School), Poona. In 1948, a mishap took place in the works and the whole premises were gutted by fire, during the riots. A loss of three lakhs is said to have been sustained in the conflagration.

For the first time, Nagari figures were made on the numbering



D. D. Gangal, M. Sc.

machine by the efforts of Sri Gangal, who journeyed to Japan more than once. The Poona Press Owners' Association found in Gangal a great organizer and friend of the people. The Association made him the Secretary, then Vice President and finally the president. Sri Gangal represented the Association on the Govt Committee on Minimum Wages Inquiry. He is also a sitting member of the Minimum Wages Advisory Board of the Bombay State.

Sri D. D. Gangal is the Chairman of the Maharashtra Mudran Parishad (Maharashtra Master Printers' Association) for three years and its present president. In October 1957, he attended the First Asian Printers' Conference held in Tokyo, Japan, as a delegate from India. The address delivered in the Conference by Sri Gangal has appeared in the All India Federation of Master Printers' Bulletin. He has also written a special article in the Bulletin on conditions of presses in Japan. He has also contributed to All India Printers' Conference & Exhibition Souvenir, 1958, a special article on the Japanese Printing Industry.

Sri Gangal, with his long connection with printing and printers' organizations, is a frank, outspoken people's man. He doesn't believe in frills and trappings and goes to the core of any subject. He never minces words and courageously calls a spade, a spade. Any organization having the good fortune of Gangal's services will turn a new leaf and take great strides onwards to real progress. Our prayer is that Sri D. D. Gangal, Veteran Maharashtrian Printer and Scientist should have a long and prosperous life for continued service to humanity and the printing fraternity.

LAYOUTS AND LETTERING

(Continued from page 28)

text, all helped to make an excellent publicity material. P. Syn.

SIMON CARVES featured a distinctive ad entitled "Clean Coal" in outline-relief sans lettering aslant, between two conveying belts, drawn in perspective. Usual Times Roman Text with two Garamond Italic lines.

SHELL feature a series of 8 x 2 cols. ads for their 2 T oil. The comic outline drawing, four or five lines in apparent rhyme, a bottom panel with the oil tin and four lines of Gothic, all make a delightful 2 T ad. DJK

TATA FISON. Entitled "Mr. Fison, I presume (after the explorer 'Mr. Livingstone, I presume!') two men shake hands and state in the Times copy below about the

resources of Tatas and Fison in producing a series of effective insecticides for India. The last



Interesting street scene for Indian Tube

lines say, "As the cotton Aphid said to the Mango Slug, Tata-Fison will be the death of us" keep the comic content till the end. DJK

This Tata Fison Insecticide series is growing in momentum what with its excellent typography, effective illustrations, elaborate space availability, helped by a well-thought out copy.

Advertisements like that of Shell and Tata Fison are lessons in perfect presentation of publicity pieces, every element harmonizing with each other and yet the whole advertisement held together by responsive chords.

It is the aim of this column to promote healthy advertising material clad in clean typography, attired in arresting design, excelling in effective illustrations.



NEW NEBIOLO MACHINE

For the official introduction to the Italian printers of the new Super-Egeria press, 87½", 22½" a ceremony was held in Milan, at the National Museum of Science "Leonardo da Vinci." This ceremony was attended by teachers and students of the Graphic Schools and by journalists of graphic press.

On that occasion, the technical manager of Societa Nebiolo Engineer Federico Capetti delivered a lecture to illustrate the machine.

NEW MONOTYPE COMPANY

The Monotype Corporation Limited are pleased to announce the conversion of their Branch in Hong Kong into a new company, under the name of The Monotype Corporation (Far East) Limited, with offices at 307/309, Marina House, Queens Road Central, Hong Kong.

The purpose of the company will be to extend the activities in the Far East of the Parent Company, and its subsidiary, Pictorial Machinery Limited, at the same time serving better the interests of customers within the area.

To facilitate local sales and service, The Monotype Corporation Limited and Pictorial Machinery Limited also have pleasure in announcing the appointment of Charles Morgan & Company Limited, and associate companies, as their accredited selling agents in

Hong Kong, China, Korea, Formosa, Singapore, Malaya, Borneo, Viet Nam, Laos and Cambodia.

The associate companies, as local agents, will work in close co-operation with The Monotype Corporation (Far East) Limited, and attend to sales, service and technical enquiries arising within the under-mentioned territories:—

Hong Kong, China, Korea and Formosa:

Charles Morgan Lendrum Limited
307/309, Marina House,
Queens Road Central,
HONG KONG.

Malaya:

Wiggins Teape (Malaya) Limited,
73, Ampang Road,
KUALA LUMPUR.

Singapore, Borneo Viet Nam, Laos and Cambodia:

Lendrum (Eastern) Limited
Crosby House,
Robinson Road,
P. O. Box 196,
SINGAPORE.

RAW FILM FACTORY AT OOTY

Government propose to set up a factory to manufacture cinema, x-ray and photographic films at an estimated cost of about Rs. 7.5 crores. A team of East German Agfa Experts is expected to discuss the details of the Project with the Govt shortly. The recommendation of East German Agfa is for the

location of the factory at Ootacamund, Madras State.

AMERICAN EXPERT IN CITY

Ransford D Triggs, Printing Consultant of the Southern Languages Book Trust, deputed by Ford Foundation, New York, to study presses and printing condition in this part of India gave a demonstration of make-ready and printing techniques on April 28th and the following days. The demonstration took place at the well-equipped showrooms of East Asiatic Co., Mount Road.

A number of press-owners, print technicians who watched the expert at work, gained many useful hints and processes. Make-ready, colour mixing and ink problems were dealt with at great length and many questions answered by the visiting expert.

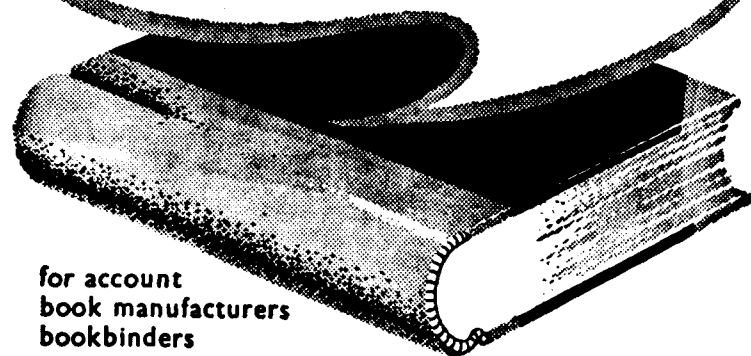
Earlier in the month, Mr Triggs attended the All India Printers' Conference and Exhibition. He gave a very instructive talk on Letterpress and Lithographic processes and their prospects. A demonstration was also held at the East Asiatic Co.'s stall of the Printing Exhibition.

PAPER TECHNOLOGIST PASSES AWAY

T. Venkajee, a paper technologist and father of Mrs. Sowcar Janaki film artiste passed away on the 24th April 1958 at the Medical College Hospital, Calcutta.

Sri Venkajee was a renowned paper technologist, having had his training in England and has made valuable contribution to hand-made paper manufacture. He was connected for a long period with paper manufacture under the Govt of Madras and Govt of Assam. In him, the world of paper manufacture has lost a zealous worker and pioneer.

STANDARD MILLS book-binding cloth



for account
book manufacturers
bookbinders
printers

THE STANDARD MILLS CO. LTD. New Parbhadevi Road, Bombay 28

SM-S-5

SOVIET PRESS

A daily circulation of 56,50,000 copies is reported by *Pravda*, the Communist Party Newspaper of Russia. In the previous year there were 30,07 journals of various kinds with a total circulation of 3,30,000,000. This includes 25 trade union papers published in industrial enterprises and collective farms. Books are published in 61 languages.

PRESS OWNER SENTENCED

The Chief Presidency Magistrate, Egmore, R. Sadasivam, convicted on May 5, 1958, C. S. Kandasami, keeper of Singaram Press, Chintadripet, Madras, to pay a fine of Rs. 75, in default to undergo simple imprisonment of one month under Section 3 of the Press and Registration Act, 1867. The prosecution's case was that the name of the printer was not legibly printed in a pamphlet entitled "Murder of a Youth in Kodambakam Police

Station" thereby infringing the law.

DELEGATES AT COIMBATORE CONFERENCE

Delegates from the length and breadth of the sub-continent thronged the "Shanmugam Arangu" (R. K. Shanmukham Hall), President Grounds, Coimbatore. Sri G. D. Naidu, whose name has become a by-word in industry in this part of India, saw to it that all delegates were well housed and well attended to, by placing at the disposal of the organizers all the buildings, UMS Hostel, etc. Some of the leading printers who attended are:—

West Bengal

H. K. Dass, Eagle Lithographing Co., President, West Bengal Assn.
S. N. Guha Ray, Saraswati Press
S. C. Ghose, Calcutta Press
Secretary, West Bengal M.P. Assn.
L. C. Roy, Gossain & Co.

D. P. Chatterjee, Dipti Printing
Asst. Secretary, W.B.M.P. Assn.
P. Bose, King Halftone
S. K. Mukherji, Radiant Process
A. K. Das, Eagle Lithographing Co.
P. N. Seal of Seal & Co.
P. Roy, Prabhatak Halftone & Printing

Mangalore

V. D. Kamath, Sharada Press
G. K. Hegde
M. B. Prabhu, Vice President.
S. K. M. P. Assn.
R. G. Bhat, Secretary, S. K. M. P. Assn.

Kottayam

Rev. G. W. Neilson, Apostolic Press, Muttambalam

Bangalore

Ksheerasagara Press, Bangalore

Andhra

Sri V. S. R. Krishna, Vishnu & Co., Vijayawada.

Quality in PRINTING INKS

means many things

- BRILLIANCE
- DEPTH OF COLOUR
- COVERING POWER
- DRYING CAPACITY
- WORKABILITY
- FASTNESS TO LIGHT, ETC.

IN GANGES INKS THE EMPHASIS IS ON QUALITY

USED AND PROVED FOR 29 YEARS

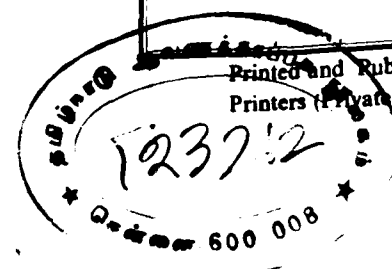
FACTORIES AT: HOWRAH • BOMBAY • MADRAS

Printed and Published by V. S. N. Murthi for the Proprietors, Messrs Kubera Enterprises (Private) Ltd., at Kubera Printers (Private) Ltd., 'Kubera Buildings' 21, Sunkurama Chetty Street, Madras-1. Managing Editor: TEMPORAU

Let Fine Printing
be your Ambassador!
For Attractive Design
and Excellent Execution
you can depend on

Kubera Printers (Private) Ltd.,
THE HOUSE OF MASTER PRINTERS
21 SUNKURAMA CHETTY STREET, MADRAS-1.
GRAMS: VASUNIDHI
PHONE: 3006

★ COLOUR PRINTING A SPECIALITY



1724 m 2, 053
N58. 9. 510

Get your Blocks done
the **NEWTON** *way*

**TRI-COLOUR
LINE &
HALF-TONE**

*blocks are engraved and
delivered by us with
guaranteed precision
and at the right hour*

CONTACT:

PHONE: 86729

NEWTON & CO.

**THE LEADING BLOCKMAKERS OF MADRAS
80, WALLAJAH ROAD, MADRAS-2**