



PRINTTECH

A SERVICE JOURNAL IN PRINTING & PUBLISHING

Vol. VII

SEPTEMBER 1959

No. 2

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FORTH COMING CONVENTIONS

Unesco Regional Seminar on Book Promotion & Distribution

UNESCO's Project on Reading Materials will take a long step forward when the Regional Seminar on Book Promotion and Distribution is held during November-December this year in Madras. The Government of India have agreed to be hosts to this UNESCO Seminar which will be organized with the assistance of the Southern Languages Book Trust. This will be the third regional moot under the Project, the other two being the Reading Materials Experts' meeting at Murre (West Pakistan) in June 1956 and the Regional Workshop on Book Production at Rangoon in October-November '57. UNESCO will ensure the participation of 4 specialists each from the five participating Member States, and provide for necessary technical and administrative arrangements. The Seminar is designed to focus attention on a most impor-

tant aspect of book industry, for, it is now generally conceded that, despite the low purchasing power of the reading public in the region, many more books can be marketed as soon as old-fashioned methods of book-selling are replaced by modern techniques of book promotion and distribution.

Detailed information on the Seminar and the Southern Languages Book Trust will be included in the next issue.

The Indian Standards Convention.

The fifth I. S. I. Convention will be held at Hyderabad from 27th December 1959 to 2nd January 1960. Any organization can participate in it by nominating delegates to attend its several sessions, and contribute original papers for discussion at the convention. Full details may be had from Sri Lal C. Verman, Director, Indian Standards Institution, Manak Bhavan, 9, Mathura Road, New Delhi-1.

What is the "Seventy Series"?

The answer to the question is:

LINOTYPE'S New Range of Five Different Models all Newly-engineered for 40 per cent Increase in Potential Production

No Faster	70	The Model 70 for mixed setting is smoother and faster. Newly engineered to run at up to ten lines a minute, and fitted with variable speed drive, its pace can be regulated to each job.
Complete Range	72	The 72 switches from big display to smallest text at the touch of a button. With variable speed drive it will set up to ten lines a minute on suitable work. A jobbing department in itself.
of Line-casters	73	The 73 gives you all you need but no more—straight setting without frills. At ten lines a minute, this is the machine for "solid dig". Economically equipped, too!
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Today	79	For fast automatic Teletypesetter operation. The new 79 is streamlined for smoother, quicker, easier operation with no loss of quality.

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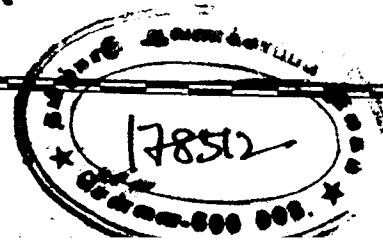
Leadership

Through Research

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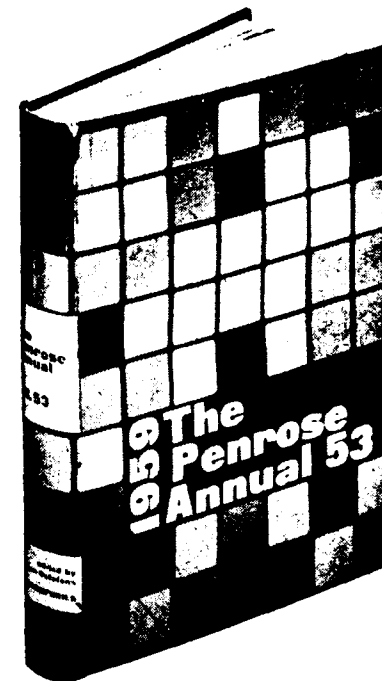
BOOK REVIEW

THE PENROSE ANNUAL 1959

Published by Percy Lund Humphries & Co.,
12, Bedford Square, London, W. C. 1.—Price 42 Shillings

One of the highlights of the graphic arts year is the publication of the "Penrose Annual". But this year there is a special and more

and simple. But I could not understand the peculiar combination of coloured squares just as I cannot understand the outstanding expositions of modern Art by Picasso.



I have gone through the Annual and the contents were unique in their own way. The Editor in his editorial notes discusses the various aspects treated in the annual, and takes you through the modern developments in printing and Graphic arts, the latest development in the field helping the printer—the Fotosetter, Automatic correction - Optical layout, Teletype and the Fotosetter, Photo-polymer printing plates, Autographic color separation, Powderless etching of coppers, Electronic colour separation and engraving, Automatic density controlled plate-developing, Hard-dot, long-range halftone positives, Converting metal type to a process negative, Register control for preprinted colour webs and other matters are dealt with very well to make one feel that one should study them in detail.

The specimens of work from Australia, America and Belgium are well conceived and well reproduced. But when we go back to the chapter of 19th century illustrators, we feel we are in a familiar field.

The Company Magazines section is also instructive and well illustrated. The pick up of the Playing-Card-Covers are very valuable studies of the process of evolution for the better.

interesting reason for welcoming this unique volume. It is the first time that the new editor, Allan Delafons, has really been able to start from scratch.

The first impression is the best impression. When I saw the Annual, I liked its Jacket, something out of the way, and very pleasing

SEPTEMBER 1959

The section 'Talking Book' by Yasushi Hoshino is very instructive. The new technique and the possibilities of quicker reproduction of "Talking Books" has great future both for children, old men, busy people, and will be a "Boon to the Blind." Let us all hope that very soon the technique of mass production of both the Synchrosheets and the Synchroreader will open a new era of 'Talking Books' to the world.

"Whither Patra?" is a chapter you should read to know what it is. The chapter of 'Dirats' powderless etching is worth studying in detail. The illustrative microphotographs explaining the pitfalls due to various changes in temperature, exhausted bath, change in speed etc. are very instructive. The chapter on Newsprint Applications of Web Offset Colour also is worth reading through.

When I read about John Mason in the chapter 'A Bookbinder Makes Paper' my first thought was to stop finishing this review and get into my laboratory and follow his footsteps of making paper. I have read this chapter with fascinating interest. It shows you that Artistic papermaking is still in its infancy, and you and I, have still the chance of having a go at it and come out successful.

The chapter on Synthetic Latexes in Printing Papers has been appropriately placed as the next chapter, and the printed illustrations show the first class papers made containing synthetic latex.

[This issue has a very gay wrap-around dust jacket. The actual binding is in paper-lined Art Canvas, smooth black, supplied by the Winterbottom Books Cloth Co. Ltd., overprinted in white. This shows through the 'Clarifoil' Cellulose Acetate Film jacket which has been printed in colourful patterns. The 'Clarifoil' was supplied by British Celanese Ltd. and was printed by Harrison and Sons Ltd.—Editor]

The chapter 'Electronic Printer Enlarger' and 'A case for the Standardization of Densitometers' go well together. The author's feeling that there must be some standard accepted universally by all makers of reflection densitometers is a suggestion that will be supported by anyone who have used two different reflection densitometers. All the findings that have been calibrated by any one densitometer has now to be rechecked and recalibrated if one has to use another make of reflection Densitometer. Let me add my voice with the author's for a common Standardization of Densitometers. The chapter is dealt with in a masterly way.

The remaining chapters are all very instructive. But that on 'Negative/Positive Colour Prints' is worth mentioning. The chapter discusses the problem well and the illustrations are very good and instructive.

The outstanding portion of the book for the normal reader is the last section where examples of illustration reproduction processes are given. Every firm who has contributed to this section deserves praise for their master craftsmanship. All the illustrations are equally brilliant, in their own way, that it is difficult to say which is the best.

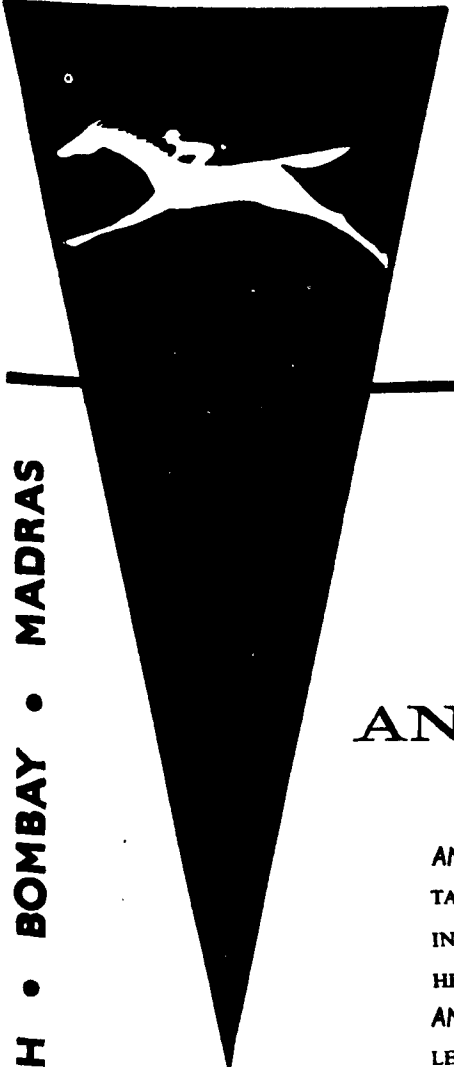
The Advertisement section has always been an art section in all the Penrose Annuals, and this issue excels the previous ones.

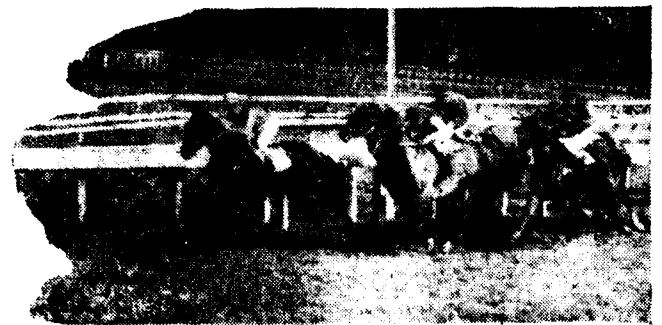
The Annual is a treat to the eye as well as to the brain and the publishers are doing a great service to the printing and graphic art industry.

V. JOHN
(Klein & Peyerl, Madras).

PRINTECH

Manufactured at: **HOWRAH • BOMBAY • MADRAS**



On The Top

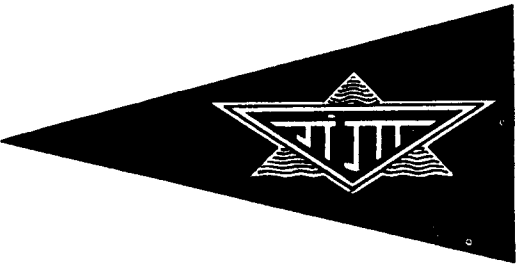
with

GANGES

ANITAK COMPOUND

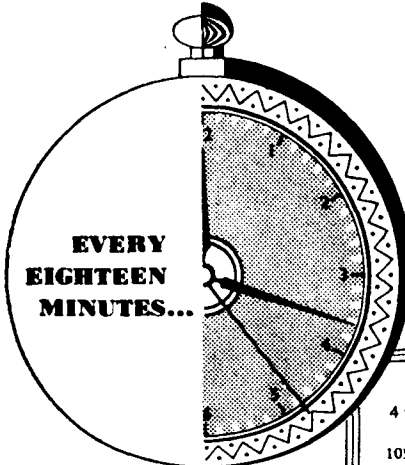
ANITAK COMPOUND IS A TRANSPARENT HIGHLY EFFECTIVE TACK REDUCER, CUTTING TACK WHILST MAINTAINING INKBODY. SAFE, NO INTERFERENCE WITH DRYING, HELPS INKLAY, DECREASES MOTTILING AND FLYING. ANITAK IS ECONOMICAL, VERSATILE, SAFE TO USE IN LETTERPRESS AND OFFSET INKS, OILBASED OR SYNTHETICS.

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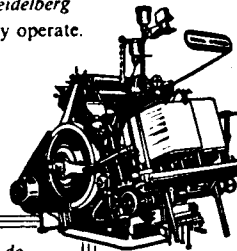
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**EVERY
EIGHTEEN
MINUTES...**

Another *Original Heidelberg* printing press comes off the assembly line... And today there are more than 100,000 of them in action around the world. What better proof that high-quality printing comes with every *Original Heidelberg* — the machine that *one man* can easily operate.

Perfect printing • Easy make-ready
Simple operation
Wide range of utility
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4 models to choose from:

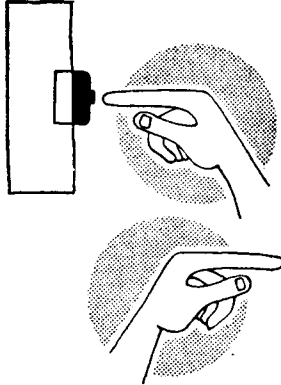
Platen
10 1/4" x 15" and 13 3/4" x 18 1/2"

Cylinder Type
15" x 20 1/2" and 21 1/2" x 28 1/2"

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

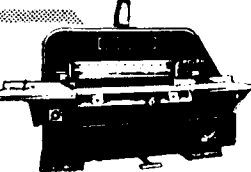
For further details please consult the
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Central and Southern India:

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Printing Machinery Section
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Shipment of the 100,000th Heidelberg

In July 1959, the 100,000th Heidelberg printing machine left one of the three assembly lines of the Heidelberg Company Schnellpressenfabrik AG Heidelberg. It was shipped to New York for the Seventh Educational Graphic Arts Exposition taking place between 6 and 12 September 1959. With this unique record shipment of 100,000 letterpress printing machines, Heidelberg is way out in front.

interesting jobs. This applies to the automatic platen presses in the sizes 10 x 15" and 13 x 18" as well as to the two single-color automatic cylinders in the sizes 15 x 20 1/2" and 21 x 28" and for the two Heidelberg two-colour presses (rotary+flatbed) in the sizes 15 x 20 1/2". Also the three types of cutters and creasers will be shown.

In view of the tremendous production of



The 100,000th Heidelberg, a 10 x 15" automatic platen press, will be producing the exposition in New York at maximum speed such jobs as are run daily on these machines throughout the world. The other nine Heidelberg on exhibit will also be running with

100,000 printing machines the question arises why it was possible for the company to reach such a tremendous output and why there is still a growing demand for Heidelberg equipment.

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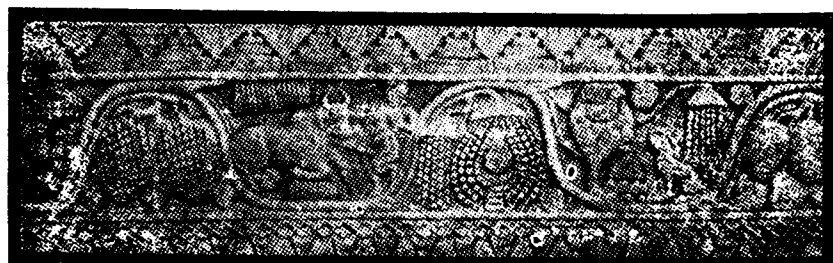


showmanship in words and pictures

COLOURFUL pictures on a cave wall, graceful hieroglyphs on a crumbling pillar—ideas handed down the centuries through a variety of significant symbols and media—all express, interpret and present the thoughts of some memorable civilization.

Today, the heritage of India's tradition and culture has gained a new meaning through her own printing skill. The printed word and picture offer a wider scope of expression through an eloquent range of typography and colour reproductions, opening the minds of people to the past, present and future.

With her own words and pictures, India impresses her ideas at home and abroad through the showmanship of good printing.



● BHARHUT STUPA, BALUSTRADE RELIEF, Early 1 century B.C.

good printing
tells a
better story



Sree Saraswati Press Ltd.

32 UPPER CIRCULAR ROAD, CALCUTTA

AFRO-ASIAN PUBLISHERS' CONGRESS

By

K. C. BERI,

Joint Secretary, All-India Hindi Publishers' Association

At the XVth Congress of the International Publishers' Association at Vienna, it was observed and felt that there should be such a Congress of Afro-Asian Publishers also, with a view to improve cultural contacts through publishing and publication.

A meeting of the Asian delegates, present at Vienna, was held at Hopeburg under the Chairmanship of Sri Ram Lal Puri, Vice-President, All-India Hindi Publishers' Association, Delhi, in which it was decided to organise a meet of Afro-Asian Publishers in India, sometime between December, '60 and January '61. Its sole object is to bring closer the Afro-Asian Publishers to exchange views and publications on the basis of common heritage and civilisation.

Asia and Africa have undoubtedly been the cradle of culture and civilization in the world and resuscitation of the dormant cultural contacts between these two continents can assure not only a universal peace and amity, but a better world and better humanity. The development of cultural co-operation has been hampered by the colonial exploitation, which stood in the way of natural growth of relations between Asia and Africa. The independent countries of the two continents feel their responsibility to renew this co-operation in the cultural field. It is incumbent upon them to work for its achievement with all sincerity and enthusiasm. Cultural exchange is decidedly the most powerful means of promoting understanding among nations and on an organised plan to secure a brilliant and a future for all the countries of Asia and Africa.

Caste, creed, colour and political ideology of the different nations comprising this sector of humanity, cannot stand in the way any more,

as every nation has now taken a vow not to be victimised by or fall a prey to exploitation or colonialism at the hands of any country and to preserve its integrity even with its life-blood.

To inculcate this vigour among people, it was felt imperative to renew mutual cultural contacts and develop new ones in the context of the modern world. The respective governments declare their pious wishes, but to do so can be translated into action by the publishers of both the continents in collaboration with other culture organisations. It is the publishers alone, who by giving their healthy publications into the hands of the people of both the continents, can fruitfully achieve this object. An iron curtain was always drawn before us by the interested colonialists, who impeded our march in this direction. Asian and African leaders, political and intellectual, have diagnosed the real cause for this malady and without aligning their country to any ideological block have suggested the remedy of cultural co-operation and exchange of intellectual ideas.

It is high time that publishers, who are virtual custodians of world-peace and goodwill must join hands to find a way out for the salvation of their countries from the dreadful clutches of those, who base all their achievements on atomic and nuclear armaments, which are foreign to the spiritual culture of Afro-Asian history, tradition and legacy. The getting together of the Afro-Asian Publishers envisages the fulfilment of the sacred mission of the UNESCO, and paves the way for the eradication of artificial barriers created by political considerations and the establishment of peace, harmony, amity and good-will among one-third

(Continued on Page 16)



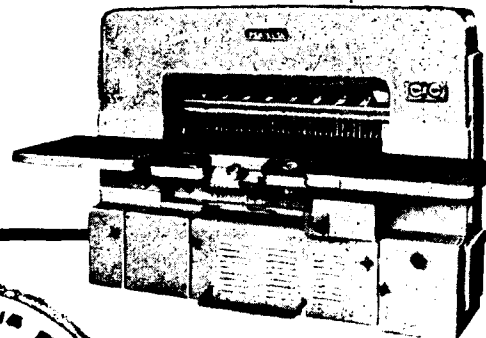
ORIGINAL - PERFECTA - High Speed Guillotines - well-known and proved since decades—

Peculiar advantages :

Heavy construction - high efficiency - accurate cut - convenient maintenance - simple operation - long life.

The Models S 87, S 107 and S 132 are modern machines with hydraulic clamping and double-sided knife draw.

Cutting length : 870 and 1070 and 1320 mms.



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Association of Master Printers West Bengal Ltd.

RECREATION SECTION

The second venture on the stage was taken up by the Recreation Section of the Association of Master Printers West Bengal Ltd. on the 29th May, 1959 at "Biswaroopa Theatre" Calcutta with Sarat Chandra's 'ROMA'—really a difficult social drama for reproduction even by the professionals. But the printer-

own field of operation crowded with many urgent problems.

The entire programme of the function was simple and well chosen. It opened with entertaining songs of Sree Pankaj Mullick. The play started immediately thereafter and had captured the full house.

The remarkable success in this regard, was possible because of organised team spirit among the actors and people behind the stage, all equally determined to put in their best, for the entertainment of their valued guests and members. While acting was uniformly good, it is necessary to make a special mention of Sree Biswanath Banerji (Graphic Press) as 'Akbar Sardar', Sree Ranjit Gupta (Graphic Press) as 'Sanatan', Sree T. P. Ghosh (Star Printing) as 'Beni Ghosal', whose acting revealed latent dramatic talent in them. Sree S. C. Mukherji (The Radiant Process) as 'Bhairab Acharya', Sri Indu Lahiri (Homin Art Press) as 'Dinanath', Sree Gopal Ray (Navana Press) in the role of 'Dharmadas', Sree S. N. Banerjee (Lotus Press) as 'Bancmali Parui' also impressed the audience.

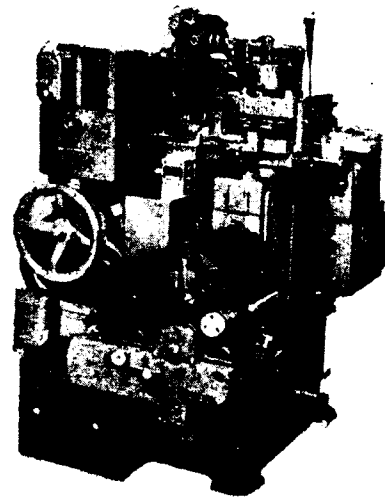
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actors achieved a tremendous success with their acting on the stage judging from the fact that the crowded house watched the performance with rapt attention from the very beginning to the end. While the members can naturally feel proud of the well-earned reward for their labour and toil, this success is most certainly another conclusive and encouraging evidence showing that what the printers of West Bengal can do even in the fields and fronts, usually foreign to themselves, while they sincerely act in unity and with unison. The significance of this lesson is extremely important in their



Introducing the

'MONOPHOTO'



FILMSETTER

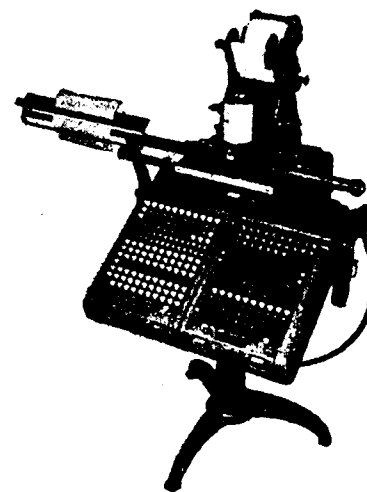
to the

Indian Printer

for the automatic composition of
Devanagari, Tamil, Telugu and Bengali
on photographic film.

A "MONOPHOTO MACHINE" is the filmsetting counterpart of a "Monotype" Composition Caster. Instead of producing columns of single type from molten metal, it produces exposed photographic film or paper ready for development as: (a) wrong-reading film positive; (b) wrong-reading film negative; (c) wrong-reading paper positive; (d) wrong-reading paper negative; (e) right-reading film positive; (f) right-reading film negative; (g) right-reading paper positive; (h) right-reading paper negative; all as viewed emulsion side up.

Your familiar "Monotype" Keyboard, which can be used BOTH for hot-metal composition AND for filmsetting, with only minor modifications. The speed of tapping, general maintenance and, consequently, the over-all efficiency are unaffected.



THE MONOTYPE CORPORATION LIMITED

8 MISSION ROW EXTENSION

CALCUTTA

Offices at MADRAS, BOMBAY, DELHI

* Registered Trade Mark

Increase Sales

THROUGH GROUP MAILING

BOOK COUNCIL'S NEW SCHEME

Sri M.N. Rao, Chairman of the Board of Directors and President of the Book Industry Council of South India explained the main features of a new scheme of service, that is being launched by the Book Industry Council of South India.

The Council has evolved a simple and inexpensive scheme for publicising and promoting books of Member Publishers and Distributors by bringing them to the notice and attention of a wide circle of potential customers. The idea is to list under the name of each participating Publisher or Distributor member those titles published and or handled by him, which are entered under the scheme, and mail this collected list during the course of one year to not less than 11,000 different people—all of them potential Book Buyers. Besides this, all the titles entered under this scheme will be classified according to subjects and underneath the name of the concerned Publisher or Distributor, and issued as a Catalogue in December, which will be sent to not less than 5,000 customers, predominantly institutional buyers. This would enable the various institutions to see at a glance and within the covers of a single catalogue the more important and the more recent publica-

tions available with the different Publishers and Distributors.

This would enable participating publishers to bring their books to the notice of more than ten thousand selected prospective buyers at the incredibly low price of precisely one rupee per title month. This would represent a saving of approximately 90% on the normal cost involved in preparing the material, compiling the appropriate mailing lists and the postage.

The group mailing scheme is intended to save, to the extent possible, the worry and expense of a comprehensive mailing system on the part of the average publisher. Even for those who have their own established Sales Promotion system, this service would lend additional force to their publicity campaigns. And in any case, the cost involved is so little in comparison. With the overall range of publicity offered by this scheme, it is definitely to the advantage of every member Publisher or Distributor to join the scheme, whether he has five titles to enter or five hundred.

While the above sounds almost miraculous, it is merely a particularly striking example of what can be done by an intelligent pooling of efforts on behalf of an entire industry. ★

PATHIRIKAYIN KATHAI By THAMBI SRINIVASAN, L.P.T.

[Re. 0-75

This is an excellent primer on printing. The author has narrated in simple style the entire process of publishing a weekly journal as well as a daily newspaper.

This book will stimulate interest and enthusiasm in the minds of the young and will pave the way for the development of printing in all its aspects in India.

If only primers of this kind are written on all the modern subjects of Engineering and Technology, the problem of training technicians for industries, both for large-scale and small-scale units would be considerably facilitated.

The illustrations are effective and the general get up excellent.

K. R. S. VARADHAN

SEPTEMBER 1959

13

சிவமயம்
திருமண அழைப்பு இதழ்

திருவாளர் அவர்கட்கு
அன்புடையீர்,

நிகழும் விகாரிஸ்ரூ சித்திரைமீ 27-உக்குச் சரியான
1959-ம்ஸ்ரூ மேமீ 10-உ ஞாயிற்றுதிழமை காலை 10-45
மணிக்குமேல் 12-மணிக்குள்ளாக

எனது திருமகன்
ஸ்ரீ குமரவேலவனுக்கும்

நம்பிராஜன் திருமகன்
ஸ்ரீ வள்ளியம்மையாருக்கும்

சென்னை, சூளை, ரொட்டி கிடங்கு திருவேங்கட முதலி
தேருவு, 1-16-வது எண்ணுள்ள இல்லத்தில் நடக்கும்
திருமணத்திற்கும், அன்று மாலை நடைபெறும் திருவீதி
புறப்பாட்டிற்கும் தாங்களும் தங்கள் சுற்றமும் நட்பும்
சூழ வந்திருந்து உயரான காட்சியைக் கண்கூடாகக்
கண்டு இதம்பெற வேண்டுகின்றேன்.

இப்படிக்கு, தங்கள் அன்பன்
ஸ்ரீ சோமசுந்தரப் பெருமான்

தங்கள் வருகையை அன்புடன் எதிர்பார்க்கும்:

நார்ட்டன் அண்டு கம்பெனி
சூளை, சென்னை 7

Set in Cauvery, Thin Script & Cauvery Bold Script

Free Library Service for every Citizen

Free library service to every citizen, establishment of an independent Directorate of Social Education and libraries in every State, a 25-year library plan at the Central and State levels and a cess of 6 nP in a rupee of Property Tax to meet the expenses of a free service, are some of the recommendations made by the Advisory Committee for Libraries in its report submitted to the Government of India recently.

The committee was set up by the Union Government under the Chairmanship of Mr. K. P. Sinha, the late Director of Public Instruction, Bihar, to inquire into the present reading needs of the people and to recommend a future library structure for the country. The committee was formed in pursuance of a recommendation made by the Seminar on "the role of libraries in social education" held in September-October 1955.

The committee points out that the phrase 'public libraries' is used in a very loose sense in India. Most of the so-called public libraries are only subscription libraries. Strictly speaking, the number of free public libraries in India can hardly be counted even by tens.

Independent Directorate

The report says that the library pattern in the country should consist of a national library, State central, district, block and panchayat libraries. Wherever on account of any special local circumstances it is not possible to have an independent Directorate of Social Education and Libraries, the State Government should have at least a whole-time senior Class I officer of the rank of Deputy Director of Education.

The committee expresses the opinion that

every panchayat should have a library. Over the panchayat libraries there should be block libraries. The district libraries will form the pivot of library service in a State. Then, every State should have a State library consisting of two wings—the State central library and the State leading library.

National Centres

At the all-India level, there should be a national central library and three national book deposit centres. These centres should be run by the Government of India under the national central library.

There should be an all-India library advisory council under the Chairmanship of the Union Education Minister to assess the work done by the State library committees, to collect and publish description and statistical report on working of libraries in the State, to lay down minimum standards of library education and library service for various sectors.

An interesting recommendation made by the committee is that libraries in big cities as well as disirict libraries should have children's wing attached to them.

School Libraries

Pleading for cooperation between the different types of libraries, the committee says that the public libraries should cooperate with school, college, departmental, research and university libraries and even with the subscription librareis, which are ultimately to be absorbed in the public library system. School libraries, it says are of great and strategic importance to the Public library system. ★

(Continued from Page 7)

Next to the evergrowing capacity of the graphic arts industry which-so to speak-favoured success from the outside, the following special factors have contributed immensely towards this success: The advanced design of Heidelberg equipment, a talented and well-trained work force and an enterprising spirit which introduced continuous assembly systems at an early date for the manufacture of Heidelberg equipment in order to meet forthcoming heavy demands. What should not be forgotten is the world-wide Heidelberg service - Heidelberg Pressmen's Schools, Heidelberg News with Hints for the Pressman, and large spare parts stores found in every location of significance throughout the world.

In fact, almost every letterpress printshop throughout the world has at least one Heidelberg automatic press in operation (approx. 90% of the entire production is being exported). In many printshops you will not only find one Heidelberg in operation but two, three, four and often entire batteries. Of three machines supplied, two of them at least are repeat orders.

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(Continued from Page 9)

of humanity through spiritual and intellectual contacts.

A committee comprising of Shri Ram Lal Puri, Shri K. C. Beri, Shri Shyam Lal Gupta (India), Shri M. Bernstein, Shri J. Ornstein (Israel) and Shri U. Kyung Pyun (Korea) has been formed with powers to co-opt and draft rules and regulations and define aims and objectives of the Afro-Asian Publishers' Association, with a view to achieve the goal of Asia-African cultural reorientation in the foreseeable future.

Suggestions are invited in this connection from Afro-Asian Publishers to make the conference a success. For further information and correspondence please contact the author C/o All-India Hindi Publishers' Association, Kashmeregate, Delhi. ★

(Continued from Page 11)

All credit goes to the Director Sree Tarak Mukherji (Bengal Book Binding), the Manager Sree Benoy Dutta (Calcutta Job Press), Sree Ranjan Kumar Dass (Calcutta Job Press), Sree S. N. Banerjee (Lotus Press) and Sree S. Mukherji (The Radiant Process) for the success of the function.

The soft drinks were served to the ladies, guests and members which provided welcome refreshment and the beautiful Souvenir specially produced for the occasion received spontaneous patronage from Advertisers and thereby afforded great encouragement for raising funds for the proposed building of the Association.

Apart from the entertainment value, it is interesting to make a note of the useful and healthy side-lights around the play. ★

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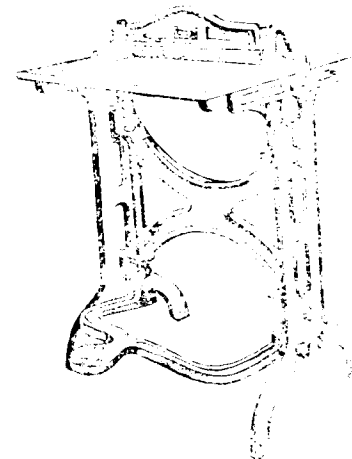

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