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Vol. VIII

NOVEMBER 1960

No. 4

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வழக்கம். தமிழ் நாடு அல்லது தமிழ் மொழி வழங்கும் நாடு

12 Point

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பண்ணைக் காலத்தில் தமிழகம் மிகப் பங்கிந்தது. இன்றுள்ள
தமிழ்நாடுக்குக் கெடுக்கெய்ன இன்றுப் பெருங்கடலில் பெரிய துறை
முகம் இருக்கது. அப்பகுதியில் தமிழ்நாடு, மஹாநாடு என்றும்

10 Point

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இன்று பெரிய நாடுகள் பங்கின. அந்தெய் பங்கில் நாடுகளுக்கென்
பது நாடுகள் இருக்கன. அந்நாடுகள் கால்கொண்ட அழிந்தன. இன்
விவரங்கள் புறக்கணம். சிலப்பதிகாரம் ஆகியவற்றால் புலனாகின்றன.

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Linotype Chairman Celebrates Half-Century with Firm

Victor E. WALKER HEADS BRITISH L & M for over 25 Years

At a private luncheon-party at the Savoy Hotel on October 14 in the company of a few of his closest friends and associates, Mr. Victor E. Walker, Chairman of Linotype and Machinery Ltd., celebrated the completion of 50 years with the Company.

More than 50 cables of congratulation were received from the associated companies, offices, and agencies of L & M.

Mr. J. A. Keller, President of the Mergenthaler Linotype Company of New York, and made the presentation of a silver fruit bowl and a cabinet of cigars on behalf of both British and American Companies. He wished Mr. & Mrs. Walker many years of continued health, happiness, and prosperity.

In reply, Mr. Walker paid tribute to the many numbers of the firm who had made the occasion possible, and also to his wife, without whose support and help, he said, he would never have been able to carry the burden of responsibility during the war and immediate post-war years.

Highlights of his career, he said, were his appointment in 1926 as the youngest director of the Company, and the completion of the post-war extension to the Altrincham works, known at the time as 'Walker's Folly'.

In conclusion, he thanked Miss Diana Eastwood, his personal secretary for 30 years,



VICTOR E. WALKER, Chairman of Linotype & Machinery Ltd., London, who has completed 50 years' service with his Company-the last 25 as its Chairman. The original of this portrait, a crayon drawing by Donald Urquhart of the L & M Publicity Department, was presented to Mr. Walker at a luncheon party held on Oct. 14th.

NOVEMBER 1960

SPACE for a Linotype ?



Linotype 70 Series,

have been designed,

to help the operator,

get the slugs

in the galley

more speedily but

without increased effort.

Do you feel

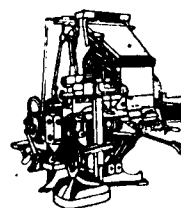
the need of a faster

typesetting machine ?

Then you must

have room for a new

Seventy Series Linotype.



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SERIES

Linotype and Machinery Limited.
(Incorporated in England)

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11-13 Horniman Circle, Fort. Bombay

6 Club House Road, Mount Road, Madras-2

for the support she had given him at all times. He wished the whole Linotype organisation continued success in the graphic arts field and hoped that all those associated with it would have the enjoyment and satisfaction which he himself had experienced.

Mr. Walker was born in Cincinnati in 1888 and, though resident in Great Britain since the age of six, has always retained his American citizenship. In 1921 he married British-born Miss Nan Harding Phelps and has one son, Arthur H. Walker, who joined the firm in 1940 and is now Linotype home sales manager. Mr. V. E. Walker is a member of the board of the American as well as the British Linotype Company.

He joined L & M in 1910 when his father, the late Mr. A. H. Walker, was a director of the Company. He served a period at the Altrincham works and then gained experience first with the German Linotype Company in Berlin and later in the export sales department of the London head office.

In 1914 he was appointed assistant to the manager of Linotype sales, and after the 1914-18 war, spent a period with a City firm studying business method and finance.

Rejoining L & M in 1919, he was soon appointed assistant to the managing director and trod the path of promotion (sales manager - assistant managing director - deputy chairman and managing director) which culminated in his becoming chairman and managing director in 1934, more than 25 years ago.

Under his leadership the Company quickly recovered from the depression of the early 'thirties and, apart from a period of transition

to war production in 1939, has maintained a high level of prosperity ever since.

Mr. Walker steered the Company successfully through a six-year period of one hundred per cent war production, sitting on numerous armament committees, and occupying the chair of one of the most important gun production committees in the North of England. In 1945 he supervised the process of rebuilding for peace-time manufactures of printing machinery and re-established the firm's great sales potential. It was Mr. Walker who took the decision to build the extension of the Altrincham factory which contributed so much to the firm's post-war prosperity.

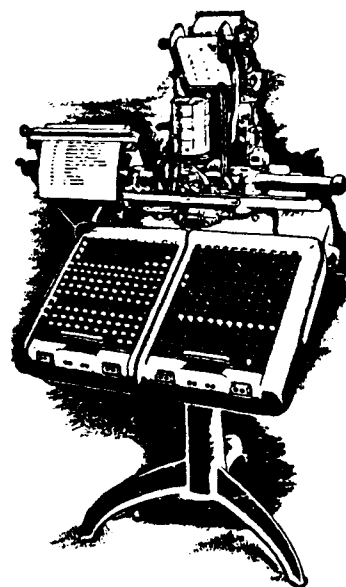
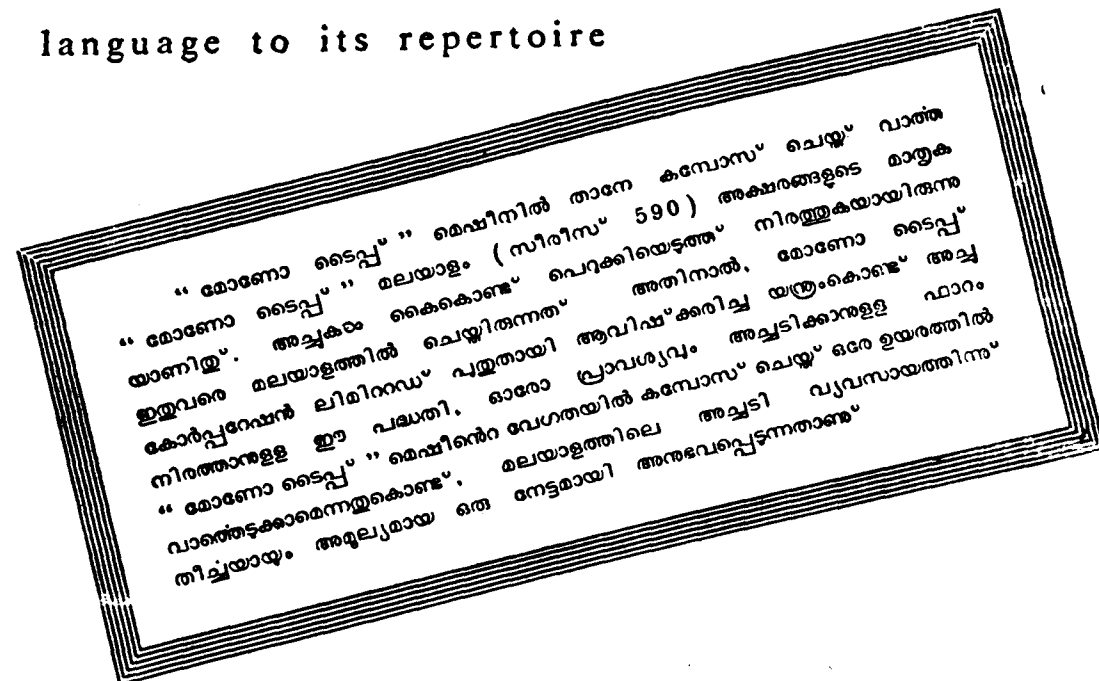
A decade later, with characteristic foresight, 'V. E. W.' announced that he was going to 'ease up a bit' and hand over to younger men. This he did: in June 1956, he resigned the managing directorship, which was then conferred on Lt-Gen. Sir George Wrisberg, a fellow director and wartime colleague. Mr. Walker retained the Chairmanship of the Company and also his seat on the American board.

Today, after the completion of half a century of service, Mr. Walker is not only the titular but the dynamic head of Linotype and Machinery Ltd., one of the biggest manufacturers of printing machinery in Great Britain.

Among those present at the luncheon were Mrs. V. E. Walker, who was sharing the honours with her husband; Mr. J. A. Keller, President of the Mergenthaler Linotype Company of New York; Lt-Gen. Sir George Wrisberg, K. B. E., C. B., managing director of L & M; and other members of the L & M board. ★

NOVEMBER 1960

MONOTYPE^{*} adds yet another language to its repertoire



MALAYALAM

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then animals (bull, snakes, fishes, scorpions, unicorn, dog). Names of mills of the early days were used to denote the origin of manufacture of the sheet. Thus the Ivy mill would show an ivy leaf with the paper maker's initials.

The first large quantities of paper used in England were imported from Amsterdam in the beginning of the seventeenth century. Even today, Englishmen are so conservative that the Dutch lion watermark is still used. One of the marks used to distinguish English foolscap size of paper is the Britannia watermark which appears to have been evolved from one of the Pro Patria watermarks representing the Maid of Holland.

Watermarking today

Watermarking today is done mainly on the Fourdrinier paper-making machines on what is known as a dandy roll - a cylindrical hollow metal roll of fine wire mesh to which is added the design to make a watermark. The method does not give such a clear and distinct mark as with hand made papers. Making a watermark on what is known as the "shadowcraft" principle is difficult and complicated. It is said that only about eight craftsmen are left in England who do it. To produce a shadowcraft watermark an artist first creates a finished drawing of the design. Then a sculptor gauges or sculpts out the design on a block of wax - highlights cut deep, dark tones shallow. The block is treated with plumbago and polished, and from the engraved wax block a zinco is made, from that in turn two brass dies, a male and female. The fine wire mesh is flame treated and the two dies brought together with the wire between, using at first slight pressure. The operation is repeated until the depth in the

wire corresponds with the depth of the dies. When the wire has been embossed or indented to the desired amount, the underside is backed up with wires of a coarser mesh to bring it level with the original, and the whole half sewn or soldered to the outer wire casing of the dandy roll.

Not all types of paper are suited to watermarking. Where strength and durability are required, as in a ledger, watermarking is indistinct, the fibres having been "wet beaten" to give strength but a cloudy look-through. A clear and distinct watermark in a sheet of paper often means that strength has been sacrificed.

Widths and speeds of machine and type of paper affect the costs of the dandy roll. So do the number of times a watermark in a sheet is to appear and whether the watermark is to appear to register to a given size of a sheet of paper, and whether it is raised or sunken. A dandy running on a Fourdrinier machine at a speed of 250 ft. a minute, making a good letter-heading paper with a watermark to appear once in the centre of each piece of paper 10 x 8 in; would cost approximately £200. If it were a "shadowcraft" watermarking the price would be nearer £400. The life of a dandy roll is approximately ten to fifteen years. It is possible to incorporate a client's watermark on to a roll at much less expense by taking off the existing design and resoldering with the new one.

Nobody knows how the name dandy roll arose, but legend has it that when the first dandy roll was made the workmen, standing back and admiring their handicraft, said "that is a dandy".



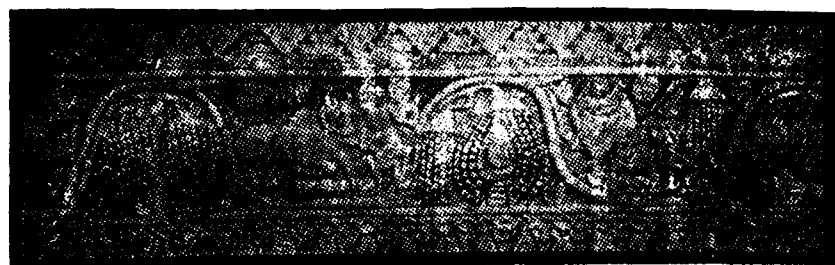


showmanship in words and pictures

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 Saraswaty Press Ltd.

37, UPPER CIRCULAR ROAD, CALCUTTA.

NEWS FROM THE FIRMS

Exchange of visits

From September 13th to 30th a team of Russian printing experts made a tour of printing works and machinery factories in Britain. At Odhams Press Ltd., Watford, they saw a high speed Goss rotogravure magazine press, equipped with the latest electronic devices and claimed to be one of the largest gravure printing installations in the world. At the "Daily Express" offices in Fleet Street they were shown high speed Hoe letterpress machines, Linotype Autoplate equipment for the rapid casting of curved stereotypes and high speed block-making equipment.

At a press conference on September 29 Mr. N. I. Spicknulin, Chief Engineer of the Printing Industry Department of the Moscow Council of National Economy and leader of the delegation, said that technologically Russia and Britain were equal, but while more books were produced in Russia every year, the quality and quantity of British periodicals was higher. The Russians were particularly impressed by the quality and quantity of women's magazines published in Britain.

From September 23 — October 7 a six-man delegation of British experts visited printing establishments in Moscow, Leningrad, Kaliningrad and Rybinsk.

Members of the British delegation were: Mr. T. B. Morland, President of the British Federation of Master Printers and Deputy Chairman of Kalamazoo Limited, Mr. J. Matson, Chairman of the Association of British Manufacturers' Machinery and Managing Director of the Monotype Corporation, Mr. L. E. Kenyon O. B. E., Director and Secretary of the British Federation of Master Printers, Mr. R. Clay, Chair-

man and Managing Director of R. Clay & Co. Ltd., Mr. J. S. Exley of Hoe & Crabtree Ltd., and Mr. W. E. Fowler of George Mann & Co. Ltd.

"The Russians do not appear to have considered the development of hydraulics for printing" said Mr. J. S. Exley on his return from the U. S. S. R. "Some U. K. manufacturers are already using hydraulic power, and both of Crabtree's latest machines — the 'Countess' and the 'Ambassador' incorporate hydraulic sequential tripping".

Russia, he said, was striving to make good a substantial shortage of books. Current production was at the rate of 5.6 copies per head of population per year, and this included a large number of educational and 'cultural' books. The popular sheet size (84 x 108 cms) used in the Soviet Union was far smaller than that used in Western Europe and had evidently been developed to suit the East German presses installed at Russian factories; but demands for higher production would make it necessary for larger presses handling increased sheet sizes to be developed.

On the delegation's visits to Russian printing installations, Mr. Exley commented that most of the presses were overmanned by U. K. standards and that present working conditions were poor in the factory at Rybinsk, where the presses were made. However, as a first step towards higher production of letterpress and offset machines a new extension had already been built and would soon be in use. This expansion, coupled with recent visits by a number of foreign delegations to printing centres in the U. S. S. R., suggested that Russia would shortly step up her exports of printing machinery: although in certain fields the Russians still preferred to buy from overseas manufacturers.

Russian Printing Experts Tour British Factories

New Crabtree 78" x 54" "Ambassador Perfector" demonstrated

On September 25th a visiting team of Russian printing experts, headed by Mr. N. I. Spicknulin, Chief Engineer of the Printing Industry Department of the Moscow Council of National Economy, were taken over the works of R. W. Crabtree & Sons Ltd. at Leeds where they were shown some of the company's offset and rotary presses in operation. Of particular interest to them were the "Countess", claimed to be the fastest offset press in the world, and the "Viscount" high speed rotary newspaper press.

They also saw Crabtree's latest machine, the 78" x 54" (198,1 cm x 137,2 cm) 'Ambassador Perfector', which is the largest offset press yet produced in Europe.

Two-colour and Metal Decorating Presses at Mann's

An indication of future trends in the U. S. S. R. was the special attention paid by the party to machinery for the large scale production of popular magazines, "No country is entirely self-sufficient", said Mr. Spicknulin. "Our visit to Britain will make it easier for us to choose the presses most suited to our needs".

During a visit later in the day to the Leeds factory of George Mann & Co. Ltd., the Russians showed most interest in the 5,500 sheets per hour Mann Master 2-colour press and the 5,000 impressions per hour Model L. T. 36 metal decorating press. They were also shown the specially designed involute gearing, which contributes largely to the silent running and high printing qualities associated with Mann presses.

L & M's New Photosetting Department

On September 21st at the Altringham Works of Linotype & Machinery Ltd., the delegation was given a demonstration of high speed stereo plate production on the Autoplate equipment, a process particularly applicable to mass output conditions. They also saw two high speed films used by L & M to detect flaws in mechanical processes and paid a short visit to the Company's new photo-setting department, where they were given information on the Linofilm composing system.

The latest 12 line per minute Linotype machine, operated by teletype setter or by hand, was also demonstrated.

The Monotype 4-line Composing System for Mathematical Formulae

On September 28th, the Russian party visited the Monotype factory at Salfords. They were particularly impressed by the Corporation's 4-line system of composition for the setting of mathematical formulae and were given a full working demonstration of the Monophoto filmsetter.

In the powderless etching laboratory they saw the three Lithoprintex etching machines made by Pictorial Machinery Ltd., a subsidiary of the Monotype Corporation, and also Pictorial's new vertical step-and-repeat machine - the Lithoprintex senior.

On September 29th there was a Press Conference in Fleet Street's famous Falstaff Inn, followed by dinner with members of the British Federation of Master Printers and the Association of British Manufacturers of Printers' Machinery.

—By kind courtesy of Adrian Seligman

NEWS & NOTES

BIG AUSTRALIAN DAILY SWITCHES TO LINOTYPE ADSANS

One of the biggest daily newspapers in Australia, the *Sydney Morning Herald* (circulation 299,000), has recently changed over to Linotype Adsans for its classified advertisements.

The *Morning Herald* carries far more classified advertising than any similar newspaper in Great Britain. The average space devoted to this material from Mondays to Fridays is eight pages, and every Saturday there is a classified supplement of 60 pages. The page size is eleven columns, nine-ems wide by 22 inches deep.

The new face, Adsans, gives 15 lines per column inch, compared with 14 lines of the type face previously used.

This means a potential increase of 22 nine-em lines per column, or 242 per page, which works out at about 10,000 lines in a Saturday edition, allowing for headings and a certain amount of display layout. Such a saving (equal to about 1,000 classified insertions) proves extremely valuable as a means of increasing advertising while economising on newsprint.

For example, a recent Saturday edition had 664 columns of Adsans, and it has been estimated that the same copy would have filled 717 columns if it had been set in the 5 point type face which was previously used.

There are 110 Linotypes in the *Morning Herald* building in Sydney. Eighty-nine of them, including eight TTS Model 54s, are now equipped with Adsans. On Friday nights, all these machines are occupied with classified setting.

Members of the production staff have expressed their complete satisfaction with the results obtained, and many readers have praised the legibility of the new type face.

Type-conscious readers will recall that Liontype 4½ point Adsans with Bold was introduced just over a year ago and was first used by the *London Evening News*. Characteristics of this face are its extreme legibility, large size relative to the body, clear figures and fractions, and reliable moulding strength.

NEW MACHINE ENABLES BLIND TO READ MORE EASILY

Braille Printed in Plastic Dots:

Thousands of blind people all over the world will be able to read more easily because of a new machine made in Britain that prints braille in plastic dots.

It took Mr. Edward Pyke, technical officer at the Royal National Institute for the Blind, London, 10 years to develop this new process.

As a result of his invention, there will be more books for the blind, and they will be cheaper to produce and will be less cumbersome. For example, the braille Bible by this method will comprise only 36 volumes, instead of the present 72.

The traditional method of printing braille - it has been used for more than 100 years - is by stamping or embossing thick paper with dots. The new Pyke system uses plastic dots which are welded on to thinner paper by a fast-moving machine. Plastic dots are more easily read, and the thinner paper makes volumes half as bulky.

Mr. Pyke says about 20 per cent of Britain's 100,000 blind people read braille, and reading is their greatest pleasure.

His machine, which cost £70,000 to develop, has been patented, but the idea is being offered to blind welfare organizations abroad.

The machine will enable the Royal National Institute for the Blind to increase considerably its annual production of 600,000 newspapers, periodicals and books.

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LONDONERS SWOOP ON BOOKSHOPS

Queue to Purchase Copies Of "Lady C."

London Nov. 10: Londoners swooped on the bookshops at opening time today buying up the unexpurgated edition of D. H. Lawrence's "Lady Chatterley's Lover" on public sale for the first time.

Foyles, big Central London book firm said they hardly knew what hit them.

A queue waited outside, and less than 15 minutes after opening all their 300 initial copies of the long-banned book had been sold.

"We have not seen queues like this since the thirties and that strangely enough was for another Lawrence book. "The Seven Pillars of Wisdom", a Foyles spokesman said.

(This was by another Lawrence, Thomas Edward, who led Arabs against the Turks in World War I)

Sensational Trial:

The unexpurgated edition of the story of Lady Chatterley's love affair with her important husband gamekeeper was freed for public sale last week after a sensational trial at the Old Bailey.

Penguin Books, who had sought prosecution under the new obscenity laws for its publication were found not guilty. The book was written 32 years ago.

Foyles forecast today that the 3 sh. 6d Penguin edition would be "a consistent best seller to say the least".

Penguin Books produced 200,000 copies for initial distribution.—Reuter.

BOMBAY OFFICIAL'S STUDY OF PRINTING TECHNIQUES IN U. K.

Two-year Course Under Colombo Plan:

To study the most advanced ideas and techniques in printing, Mr. B. K. Rao, assistant manager of the Government Central Press, Bombay, is now in Britain taking a two-year course at London's famous School of Printing.

Mr. Rao's course, which has been arranged

under the Technical Co-operation Scheme of the Colombo Plan, includes advanced study in all modern printing techniques, in the graphic arts, in designing, in the scientific background of printing, and in management and administration.

Science, Mr. Rao said in an interview, was playing an increasingly important part in printing, as in other industries. It was nowadays essential for an executive to have a complete knowledge of the materials and machinery he used. It was no less valuable for him to have a sound knowledge of modern design.

"This London course is most useful to me because I am able to study new techniques and understand management methods, and to exchange ideas with British experts," Mr. Rao said. "I shall be able to visit some of the biggest printing works in Britain, and I shall see the application of electronic devices to printing."

Mr. Rao expects to return to Bombay in the autumn of 1962.

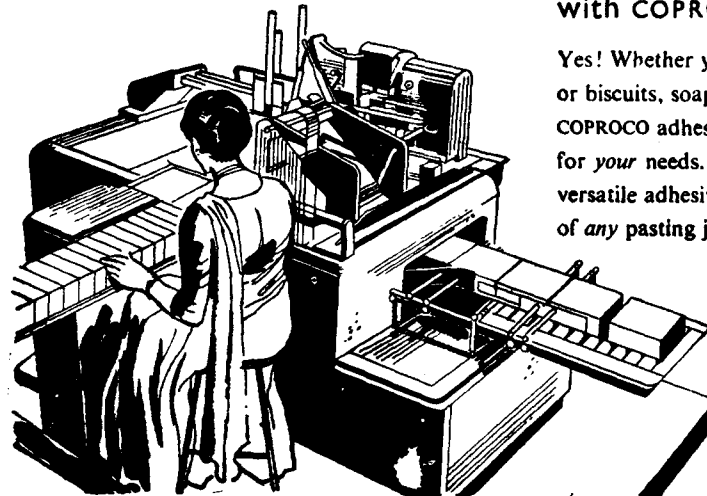
"HEIDELBERG" EXPERT ARRIVING IN MADRAS

Mr. Willi Elfner, Technical Expert and Service Inspector of the world famous "ORIGINAL HEIDELBERG" printing machinery manufacturers, M/s. Schnellpressenfabrik AG Heidelberg, West Germany, is scheduled to arrive in Madras on 1st December, 1960. Mr. Elfner has been on a tour of the far Eastern countries visiting Printers who have installed Heidelberg machines so as to help them in solving their difficulties, if any. Mr. Elfner will be available to Heidelberg users who would like to meet him and discuss their specific problems.

The East Asiatic Co., (India) Private Ltd., Madras, as the Agents for Heidelberg machines, will help Mr. Elfner to meet as many printers as possible during his short stay in Madras City. He will be leaving Madras by about the 6th December, 1960.

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INDIAN STUDIES PACKAGING METHODS IN U. K.

Better packaging for India's exports is the aim of a young Calcutta factory manager who is studying the latest printing methods in London under the Technical Co-operation Scheme of the Colombo Plan.

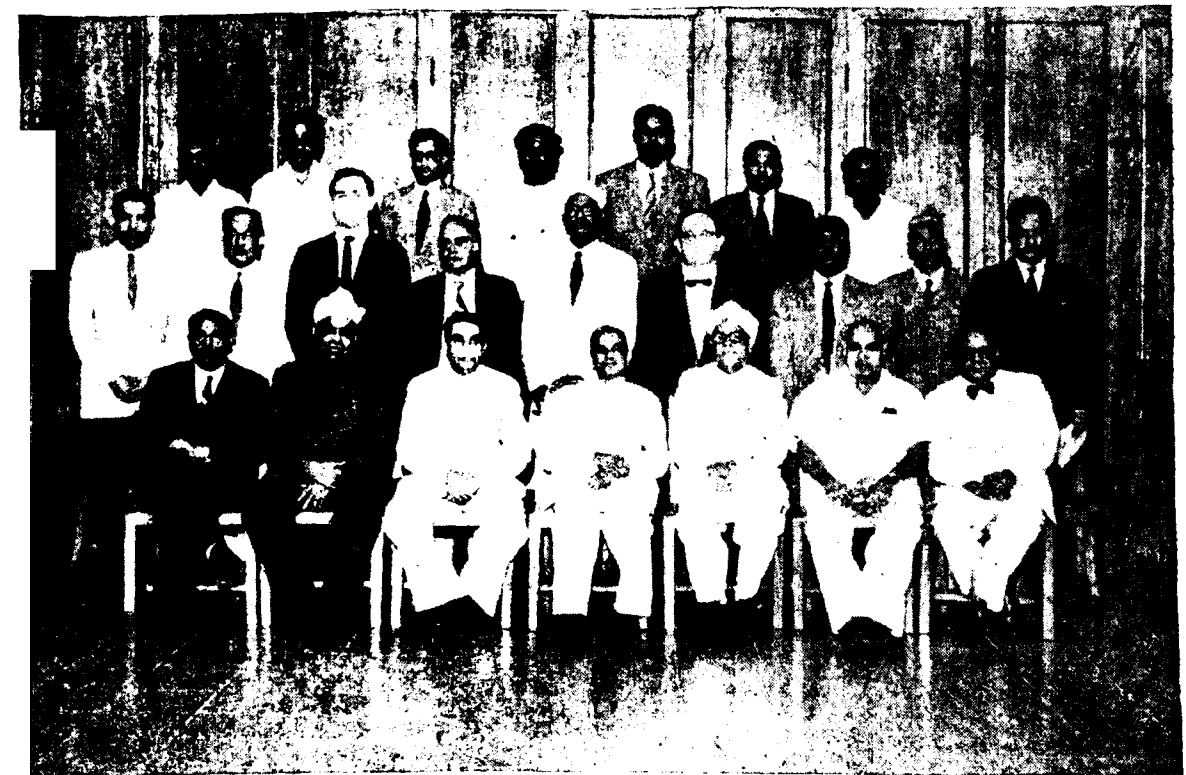
He is Mr. Ferdinand Grose, who is studying at the London School of Printing and Graphic Arts.

India's products can make an impact on world markets," he said in an interview, "but

we can learn from Britain how to present them in a more attractive form.

"I will give you an illustration of what I mean. Say you have two dozen eggs for sale: one dozen you wrap in a brown paper bag, the other you put in a bright carton designed to protect them from breakage. Which sells more easily? Nearly everything you buy in Britain is neatly, practically and attractively packed."

Mr. Grose has been impressed by the teaching methods at the London school, where he intends to spend a year specializing in the study of photogravure. ★



Trustees of the Southern Languages Book Trust, Madras along with the Technical consultants and other officers of the Trust



Latest Developments in the Composing Room

By

ALEXANDER LAWSON

(Rochester Institute of Technology)

Any discussion of new composing room developments, if it is to be short, must necessarily be a quick survey rather than an exhaustive discourse.

In addition, it is necessary to limit the scope of the discussion. This should not be too difficult, since most composing room developments in the past fourteen years have been in the field of typesetting machines. It is true that some progress has been made in other areas of composition, but these advances have been confined to the introduction of precision practices and a general tightening of procedures to meet mounting hour costs.

However, it is in the development of new typesetting equipment that most progress has taken place. Even here we see further specialization, since the majority of the new machines have been designed to provide a new product in the composing room - typesetting on film.

The printers who took the chance have already become pioneers of a new concept in the production of print, and are, of course, reaping the benefits that have traditionally gone to the American who tries something new.

Phototypesetting and its Applications:

I would like to up date your knowledge in a broader way by telling you about phototypesetting and its applications in the printing industry of today.

Obviously there will always be controversy in composing rooms about the individual capabilities of machines and their adaptability to various kinds of work. Even today,

can start an argument over what model of a particular machine a printer should buy for a specific job. Is it any wonder, then, that these arguments have multiplied in the face of determining the eventual use of a new concept in typesetting machines?

Perhaps it is time in this talk to make a definite statement about this subject. I believe that phototypesetting is here to stay: that its use will inevitably increase; that through constant use it will open up many new markets for its product and that the printer who sits on the fence will, in the long run be the loser. Naturally there are many areas in which typesetting on film is not at present economical and probably never will be but the progressive printer will utilize its potentialities and will learn how to obtain the maximum value from its use.

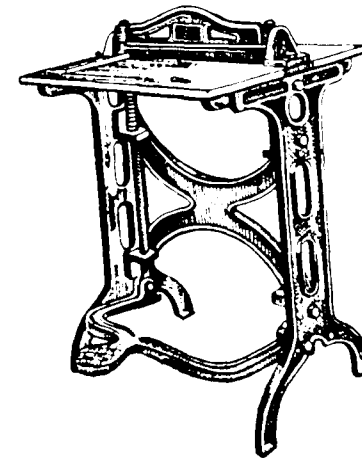
Now to survey the equipment presently available in this field. Since phototypesetting machines divide into easily recognizable groups, it might be helpful to outline this division.

First, there are the machines which are based upon standard hot metal composing equipment mechanically operated. Their photographic counterparts substitute the camera for the metal pot, but in general their operation is quite similar. In this group is the Intertype Fotosetter and the Monophoto. Although having no connection at all with the Ludlow company, the ATF-Hadego operates on the same principle, that is, producing a film by photographing a stickful of hand-set matrices.

(To be Continued)

TREADLE PERFORATOR

Size 18 inches

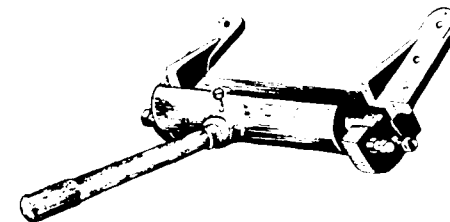


This is designed for efficient and neat working. All components are accurately machined. The machine is fitted with tempered English pins.

The tables of highly polished wood are provided with side and back gauges.

CALENDAR RIMMING MACHINE

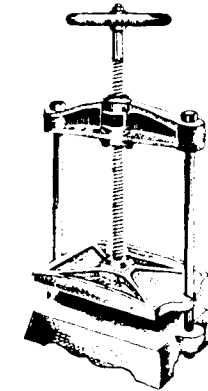
Sizes 18 and 24 inches



This machine is useful to Printers, Show Card and Calendar Makers etc. for fixing Metal Rims and Suspenders to Calendars, Maps etc. The Machine makes single and double folds.

HARD PRESS

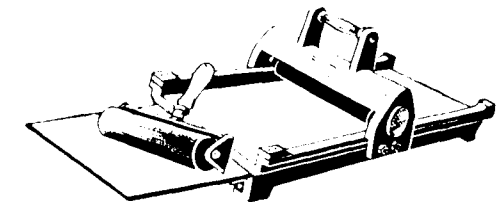
Sizes 12" x 18" and 15" x 20"



This is very essential in any Binding shop and Printing Press. The spindle is effectively cut to exert pressure. Platen and Bed are heavy and strong.

"EVEREST" PROOF PRESS

Size of Bed 13" x 32" Size of Galley 12" x 24"



The Ball Bearing Proof press, with Rubber Roller is simple in design, easy to operate and built to precision standards. Capable of sharp, clear impressions of heavy forms, a single line or an unsupported character, the machine is inexpensive to install and simple to operate.

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து எல்லாம் ஆதி

14 Pt. Manickam Telugu Roman

10 to 18 Pts.

అకర ముతల ఎழுత్తు ఎల్లమ్;
ఆదిపకవన్ ముతర్తేరే ఉలకు.

14 Pt. Manickam Telugu Italic

10 to 24 Pts.

అకర ముతల ఎழுత్తు ఎల్లమ్;
ఆదిపకవన్ ముతర్తేరే ఉలకు.

14 Pt. Manickam Telugu Antique

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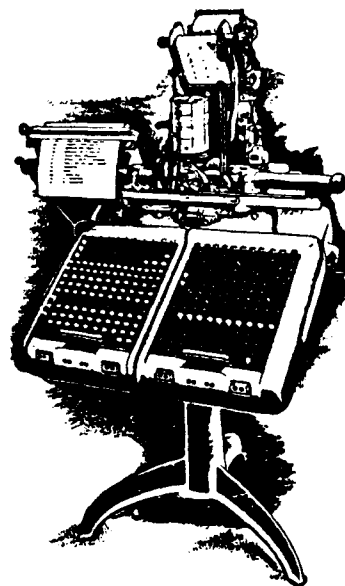
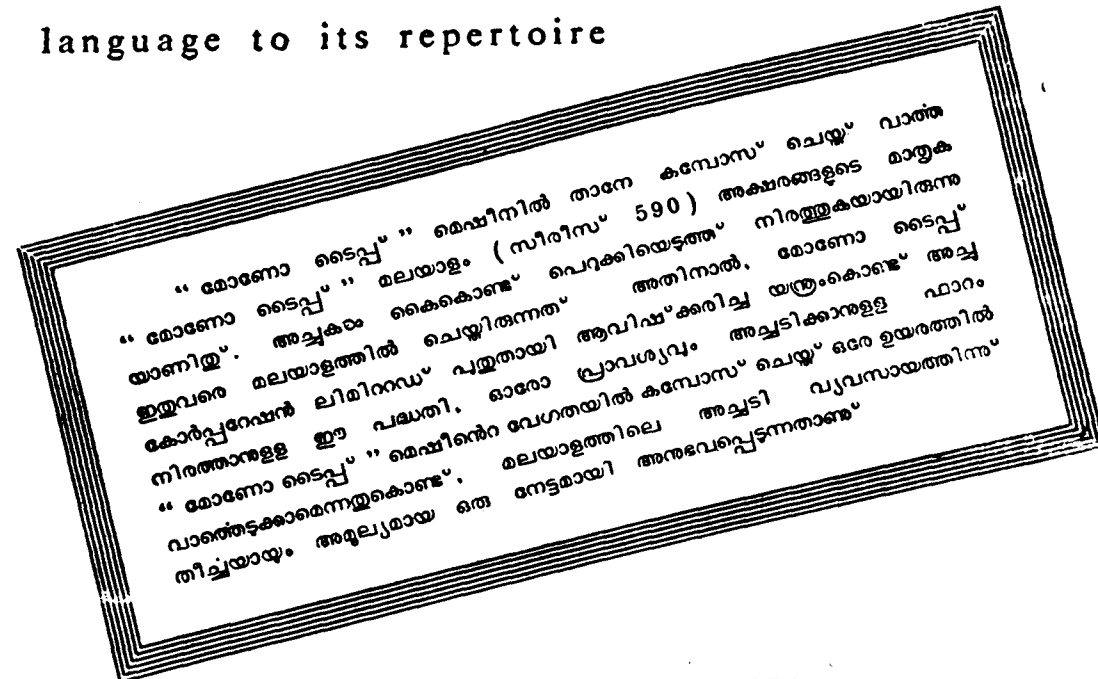
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then animals (bull, snakes, fishes, scorpions, unicorn, dog). Names of mills of the early days were used to denote the origin of manufacture of the sheet. Thus the Ivy mill would show an ivy leaf with the paper maker's initials.

The first large quantities of paper used in England were imported from Amsterdam in the beginning of the seventeenth century. Even today, Englishmen are so conservative that the Dutch lion watermark is still used. One of the marks used to distinguish English foolscap size of paper is the Britannia watermark which appears to have been evolved from one of the Pro Patria watermarks representing the Maid of Holland.

Watermarking today

Watermarking today is done mainly on the Fourdrinier paper-making machines on what is known as a dandy roll - a cylindrical hollow metal roll of fine wire mesh to which is added the design to make a watermark. The method does not give such a clear and distinct mark as with hand made papers. Making a watermark on what is known as the "shadowcraft" principle is difficult and complicated. It is said that only about eight craftsmen are left in England who do it. To produce a shadowcraft watermark an artist first creates a finished drawing of the design. Then a sculptor gauges or sculpts out the design on a block of wax - highlights cut deep, dark tones shallow. The block is treated with plumbago and polished, and from the engraved wax block a zinco is made, from that in turn two brass dies, a male and female. The fine wire mesh is flame treated and the two dies brought together with the wire between, using at first slight pressure. The operation is repeated until the depth in the

wire corresponds with the depth of the dies. When the wire has been embossed or indented to the desired amount, the underside is backed up with wires of a coarser mesh to bring it level with the original, and the whole hand sewn or soldered to the outer wire casing of the dandy roll.

Not all types of paper are suited to watermarking. Where strength and durability are required, as in a ledger, watermarking is indistinct, the fibres having been "wet beaten" to give strength but a cloudy look-through. A clear and distinct watermark in a sheet of paper often means that strength has been sacrificed.

Widths and speeds of machine and type of paper affect the costs of the dandy roll. So do the number of times a watermark in a sheet is to appear and whether the watermark is to appear to register to a given size of a sheet of paper, and whether it is raised or sunken. A dandy running on a Fourdrinier machine at a speed of 250 ft. a minute, making a good letter-heading paper with a watermark to appear once in the centre of each piece of paper 10 x 8 in; would cost approximately £200. If it were a "shadowcraft" watermarking the price would be nearer £400. The life of a dandy roll is approximately ten to fifteen years. It is possible to incorporate a client's watermark on to a roll at much less expense by taking off the existing design and resoldering with the new one.

Nobody knows how the name dandy roll arose, but legend has it that when the first dandy roll was made the workmen, standing back and admiring their handicraft, said "tha is a dandy".