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Vol. VIII

JANUARY 1961

No. 5 & 6

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வழக்கம். தமிழ் நாடு அல்லது தமிழ் மெய்யை வழங்கும் நாடு

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தமிழர்களுக்குத் தெற்கேயுள்ள இக்கூர் பெருங்காண் பெரிய நிலம்
மிகுதி இருக்கது. அப்பகுதியில் தமிழரார். ம. ம. மூன்று மூன்று

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மிகு நாடுகள் இருக்கன. அந்தினைகள் காண்கொண்ட அழிந்தன. இன்
விவரங்கள் மிகுபெறு. சிலப்பதிகாரம் அகியவற்றால் புலனாகின் மன.

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Annual Subscription : Members Rupees Five ; Non-members Rupees Ten ; Single Copy Re. One.

First Set Your House In Order

The Ministry of Information and Broadcasting, Government of India annually conducts a competition for excellence in printing and signing of books and other printed materials classified under twentyfive different categories. The Sixth State Awards for Excellence in Printing for 1960 was distributed by the Hon'ble Minister for Home Affairs, Shri Govind Ballabh Pant, at a pleasant function held at Delhi recently.

This year the prizes got distributed more broadly among the printers of India. This clearly indicates that the standard of printing in the entire country has improved and that the Printers are more quality conscious.

There is a feeling in some quarters that the Ministry has not bestowed their full attention in the matter of selecting the panel of judges. The printers are not enlightened as to on what basis the judging of the entries took place and also that a large number of entries sent by the Printers from all over India is being screened off

and only a limited number is being made available to the judges. There is absolutely no room for blaming the Ministry in this regard, when the All India Federation of Master Printers, is itself unable to set clear codes of screening the entries, judging the entries on a well-laid out rules and regulations of judging in their annual competition for excellence in printing held each year. The All India Federation of Master Printers would do well in setting an example of the highest order in conducting the competitions held each year by them. As the time is approaching fast for the All India Conference and Exhibition for 1961 the Federation will do well to bestow their thought and attention in setting their house in order first so that it can serve as an example to others to follow.

The Ministry of information and Broadcasting must be congratulated for the efforts in stimulating a competition for the betterment of the quality of printing in the industry in the country.

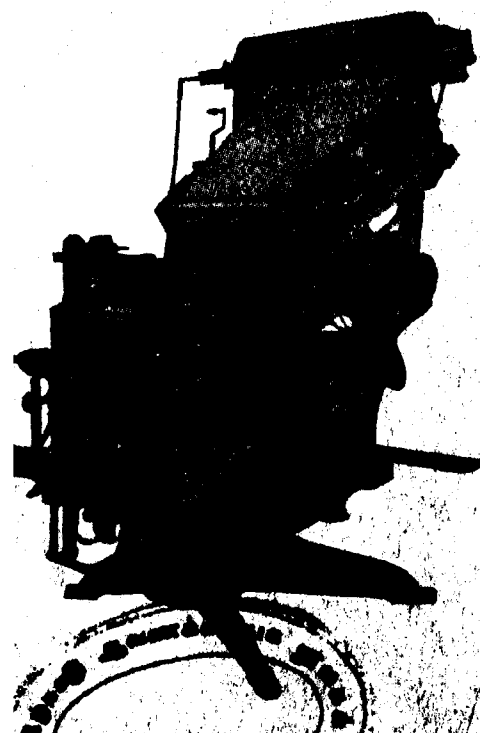
The detail list of Prize Winners appears elsewhere in this issue.

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Book Selling & Book Promotion TRAINING COURSE

Two weeks Training Course in Bookselling and Book Promotion is being organised by the Book Industry Council of South India under the auspices of the UNESCO from second week of February, 1961.

The proposed course is intended as a refresher course in the methods of running a bookshop, Salesmanship, Inside and outside bookshop, in the techniques of sales promotion and building up book consciousness in the public.

The course is open to members of the Book trade, publishers, who operate showrooms or bookselling outlets, Distributors, and Book sellers in all the four States of South India.

In order to really profit by the course, it is necessary that the applicants should have had 3 to 5 years experience in the trade, and it is desirable that they are within reasonable age limits - say between 25 - 45, besides they should be sufficiently familiar with English in order to follow the lectures and discussions.

Outline of Training Course

The Training course will consist of a series of lectures followed by discussions. The emphasis throughout will be on the practical aspects and participants will have the benefit of demonstration of methods and techniques wherever possible. The Participants will be required to carry out two field assignments on their own as part of the Course, the results of which will be discussed and evaluated with a view to practical application.

The Bookshop in the Chain of Publishing

The role of the Bookshop in relation to publishing on the one hand and the reading public on the other. Certain aspects of publishing and its development in South India and effect and influence on the pattern of book-selling. The proper relationship between publishers and booksellers.

Function of a Bookshop

The sale of books as the central function of a Bookshop. Its role in meeting the reading requirements of the public while allowing the proprietor to earn a living. Necessity of measuring every bookshop by this yardstick.

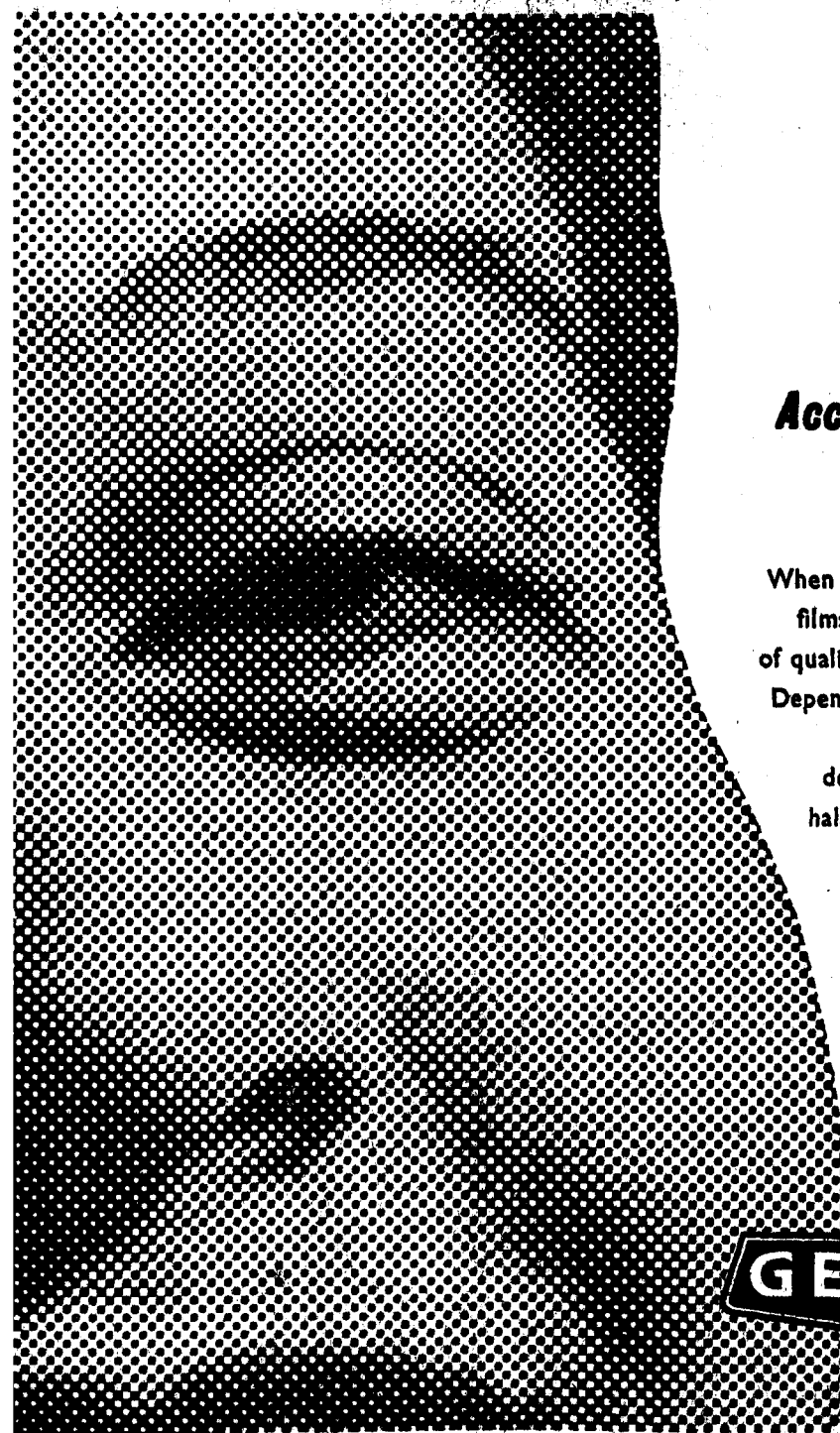
Salesmanship

This will consist of two or three talks on the general, psychological principles of selling and their practical application to book sales. The role of salesman in the bookshop and of travelling salesman.

After the discussion following the talks, the participants would be expected to practice salesmanship on each other, their techniques being criticised by the lecturer and fellow participants. (Participants would also be expected to observe salesmanship as part of their field assignments).

Bookshop Management

Structure and organisation of bookshop, business routine, adequate personnel for bookshops



Accent on Quality

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of different types and sizes. Qualifications required for efficiency.

Stocking the Bookshop and Stock Control

The importance of proper stocks of books. Criteria for the selection of titles and quantities. Available tools, such as publishers' catalogues, periodic guides to book in print, book reviews, best-seller lists etc.

Optimum stocks of books, re-orders and their timing. Over-ordering means loss of money while under-ordering means loss of sales and profit and so likewise loss of money.

(During field assignments, participants would be required to observe title selections in various Madras bookshops.)

Related Merchandise

Definition of "Related Merchandise", Magazines, stationery, writing requisites, greeting cards, phonograph records etc. By adding such merchandise a bookshop can attract more customers, increase its overall income, and, because of impulse buying, also increase the sale of books. (Observation during field assignments.)

Shop Layout and the Use of Space

The relation between the size and layout of a bookshop and its bearing on both book sale and overhead costs. The relation between the layout and ease of movement inside the shop; optimum display and easy access to books. Demonstration by visual aids such as slides of different layouts, blue prints or rough sketches. (Observation during field assignments.)

Display

General principles of Display. The differing problems of small, medium and large bookshops.

Window display, special groupings, new arrivals etc. Different types of display equipment and demonstration of different types of display. (Observation during field assignments.)

Promotion, Publicity and Public Relations

General principles of Sales Promotion. Different kinds of publicity. Value of Public Relations. Application of these general principles to the special problems of bookshop sales. The importance of classified and sectional catalogues, mailing lists, other sales aids, planning ahead for seasonal sales, autographing parties, etc. (Observation during field assignments.)

Book promotion weeks, exhibitions, book clubs, book tokens, book plans, book coupon schemes.

Merchandising

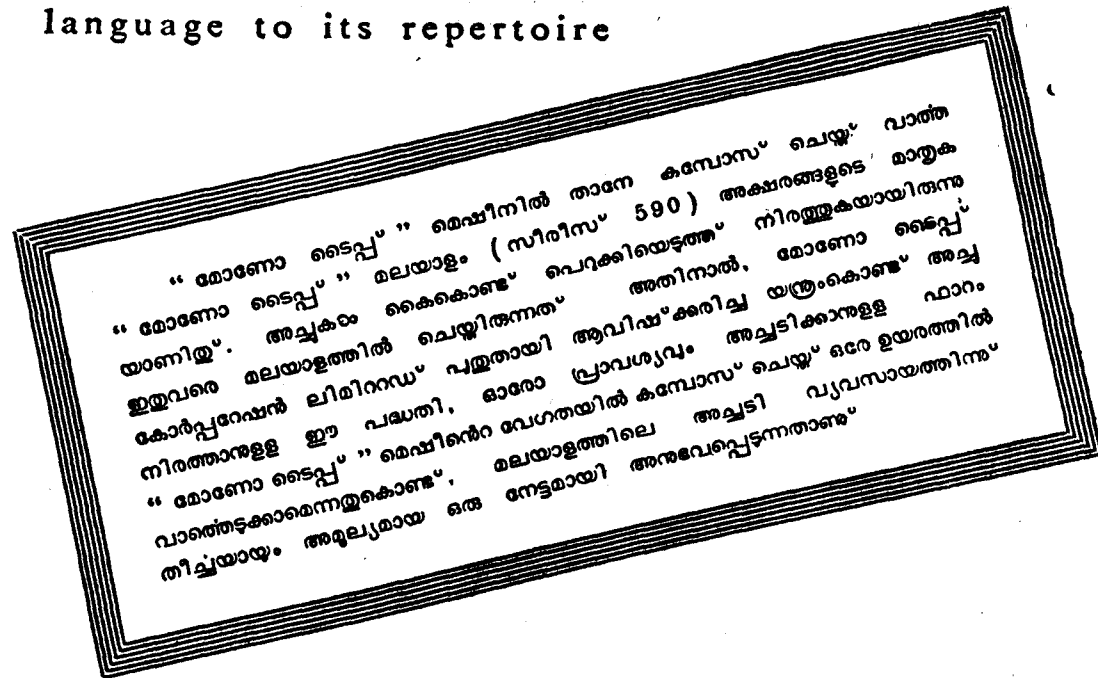
Definition of "Merchandising". The rationale of discounts, special sales, bargains and remainder sales. The pros and cons of each and criteria which would enable participants to plan more effective merchandising. Among the specific questions to be dealt with are The value of adequate discounts for different categories of books; when should a book be remaindered? What are the possibilities of utilising particular bargains (such as remainders) to increase the sales of regular books? (Observation during field assignments.)

Knowing Your Customers

A better knowledge of customers means better sales, attention to customers. The importance of knowing the percentage of sales to institutions and to individuals. Getting information about differing requirements of institutions and particular areas of interest of individuals. Setting

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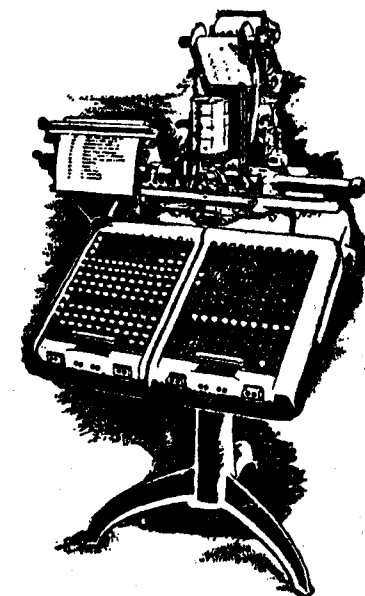


MALAYALAM

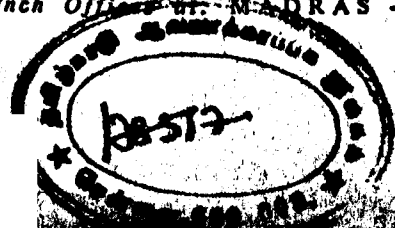
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ing information on sources of supply for rare, out of print, and foreign language books.

Trade Terms and Policies

The multiplicity of terms now obtaining in the trade and the deleterious effect of such a state of affairs. Rational of trade terms. Different terms to different classes of customers and different terms on different kinds of books - quantity terms - special terms based on net value. Need for a certain uniformity of terms based on rational principles. Value of a code of ethics in bookselling.

Efficient Accounting, Maintenance of Stock Records and other Essential Records

The two - fold purpose of accounting : (a) to meet the legal requirements and (b) to aid the bookshop management in keeping abreast of costs etc.

The lecture will also discuss modern methods of accounting and record keeping, the nature of the resistance to such modern methods and the steps involved in a change-over to more efficient methods. The importance of keeping the stock records up-to-date. Periodic checks and annual stock taking. Other miscellaneous records - how to minimise these and keep only the

Storage and Protection of Stocks

The close relation between proper storage of books and overhead costs. Modern methods of protecting books against rats, termites and other pests. Some of the techniques, equipments and methods used will be demonstrated and their costs discussed. (Observation during field assignments.)

The Role of Bookshops in the Life of the Community

Bookshops and : the dissemination of culture Publishers ; authors ; institutions ; the general public. The role of bookshops in the promotion of book consciousness and better access to reading materials.

Professional Organisations and Institution

How professional associations can aid and assist in the promotion of the reading habit through the expansion of the market for books How their efforts can be canalised in fruitful channels for the benefit of the community and how their work is complimentary in many ways The need for close liaison and co-operation between such organisations and between individual members thereof for the improvement of the services of the book industry to the community

Indian Printer Studies Latest U. K. Developments

Studying the latest developments in British printing is Mr. B. P. Mallaraj Urs, deputy director of the Mysore Government branch press at Bangalore. He recently completed the first part of his one-year practical training course under the Colombo Plan at the Monotype Corp.'s London School.

colour adjustments, automatic leading adjustments, and automatic quadding.

"The advantages of Monotype over hand composing are well known in the industry. It is quicker, gives consistently good printing, and takes up less floor space."

Mr. Mallaraj Urs will now do similar training at Linotype & Machinery Ltd., London, and the Sun Engraving Co. Ltd., Watford Hertfordshire. He is due to return home in September this year.

—British Information Services.

"I have had many years' experience with the Monotype machine," he told a correspondent, "So my course was designed to bring me up to date with its many new attachments. These include four-line mathematical composing, double

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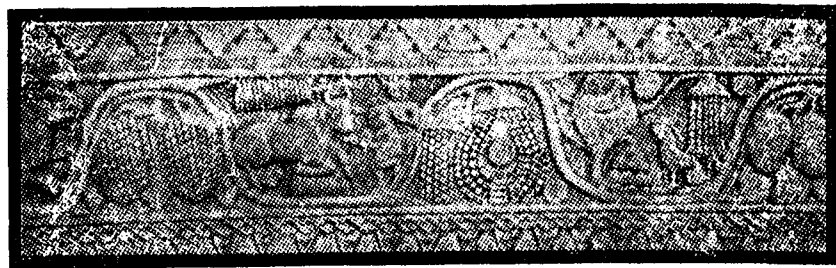
showmanship
in words
and
pictures



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SIXTH STATE AWARDS FOR EXCELLENCE IN PRINTING AND DESIGNING OF BOOKS AND OTHER PUBLICATIONS, 1960.

LIST OF WINNERS

CATEGORY No. 1—Children's Books (for children below 10 years)

Title			
FIRST PRIZE	Janvaron Ka Basant	Printer :	Kesar Kiary Press, Delhi. Publisher : Hem Kunt Press, New Delhi.
SECOND PRIZE	Chiria Khana	Printer & Art Publisher	Union Printing Works, Calcutta.
CERTIFICATE OF MERIT	My ABC of Toys	Printer :	Chayanika Press, Pvt. Ltd., Calcutta. Publisher : Orient Longmans Pvt. Ltd., Calcutta.

CATEGORY No. 2—Children's Books (for children over 10 years)

No Prizes awarded.

CATEGORY No. 3—Illustrated Books

FIRST PRIZE	Face of new India	Printer :	The Caxton Press (P) Ltd., New Delhi. Publisher : Publications Division, Ministry of Information & Broadcasting, Delhi.
SECOND PRIZE	India — a Pictorial Survey.	Printer :	Times of India Press, Bombay. Publisher : Publications Division, Ministry of Information & Broadcasting, Delhi.

CERTIFICATE OF MERIT

Not awarded.

CATEGORY No. 4—Art Books

FIRST PRIZE	International Photography.	Printer :	Cameo (Private) Ltd., Calcutta. Publisher : Asram Photography, Sri Aurabindo Asram Pondicherry.
SECOND PRIZE	Bundi Painting	Printer :	Vakil & Sons (P) Ltd., Bombay. Publisher : Lalit Kala Akademi India, New Delhi.
CERTIFICATE OF MERIT	Basohi Painting	Printer :	Sree Saraswathy Press Ltd. Calcutta. Publisher : Publications Division, Ministry of Information & Broadcasting, Delhi.

CATEGORY No. 5—Book Production (English)

FIRST PRIZE	Handicrafts & Industrial Arts of India	Printer :	Vakil & Sons (P) Ltd., Bombay. Publisher : D. B. Taraporevala Sons & Co. (Private) Ltd., Bombay.
SECOND PRIZE	Indian Architecture (Buddhist & Hindu)	Printer :	Vakil & Sons (P) Ltd., Bombay. Publisher : D. B. Taraporevala Sons & Co. (Private) Ltd., Bombay.

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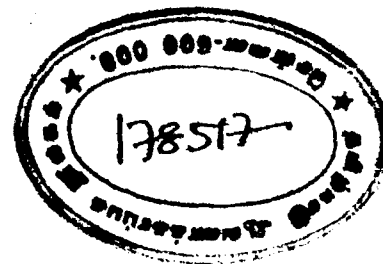
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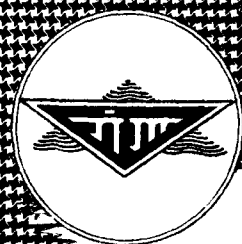
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CERTIFICATE OF MERIT	1. Plant Life	Printer :	Sangam Press (P) Ltd., Poona.	Publisher :	Deshmukh Prakashan, Poona.
	2 I. S. I. Handbook (of Quantities, Conversion factors, etc.)	Printer :	Sree Saraswati Press Ltd., Calcutta.	Publisher :	Indian Standards Institution, New Delhi.
CATEGORY No. 6—Book Production (Indian Languages)	Bankim Chandra	Printer :	B. B. D. Power Press Bangalore.	Publisher :	University of Mysore (Publications Division), Mysore.
	Hazar Bacharer Premier Kabita	Printer :	Tapasi Press, Calcutta.	Publisher :	Nutan Sahitya Bhaban, Calcutta.
CATEGORY No. 7—Daily Newspapers (English)	The Statesman Calcutta	Printer & Publisher :	Nav Yug Press, Delhi. Printer & Jnanamandal Limited, Varanasi.		
	The Times of India, Bombay	Printer & Publisher :	The Statesman Printing Calcutta. Bennett Coleman & Co., Bombay.		
CATEGORY No. 8—Daily Newspapers (Indian Languages)	Navbharat Times (Hindi) Bombay	Printer & Publisher :	Tribune Press, Ambala.		
	Loksatta (Marathi) Bombay	Printer & Publisher :	Bennett Coleman & Co., Bombay.		
CATEGORY No. 9—Display Advertisement Layouts	“From the Seed”	Printer & Publisher :	Standard Press, Bombay.		
	1. “In Sudden Beauty”	Printer & Publisher :	Amrita Bazar Patrika Press, Calcutta.		
CATEGORY No. 10—Display Advertisement Layouts	2. “Terramycin”	Printer & Publisher :	The Deccan Herald Press, Bangalore.		
		Printer & Publisher :	Hindustan Lever Ltd., Bombay.		
CATEGORY No. 11—Display Advertisement Layouts		Printer & Publisher :	Shree Shakti Mills Ltd., Bombay.		
		Printer & Publisher :	Dumex (P) Ltd., Bombay.		
CATEGORY No. 12—Display Advertisement Layouts		Printer & Publisher :	Lintas Limited, Bombay.		
		Printer & Publisher :	Shilpi Advertising (P) Ltd., Bombay.		
CATEGORY No. 13—Display Advertisement Layouts		Printer & Publisher :	Ajanta Advertising, Bombay.		
		Printer & Publisher :			



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[To be continued]

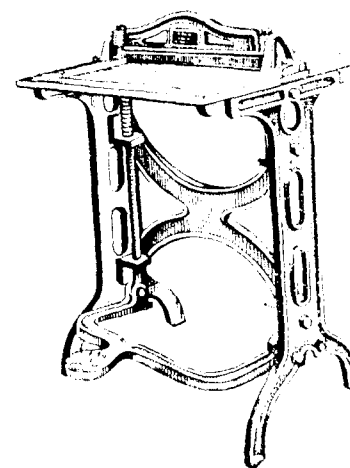


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Size 18 inches

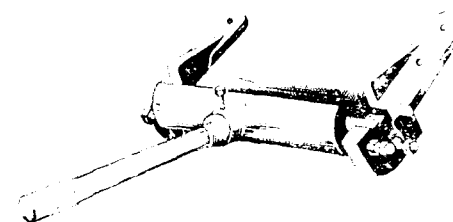


This is designed for efficient and neat working. All components are accurately machined. The machine is fitted with tempered English pins.

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

CALENDAR RIMMING MACHINE

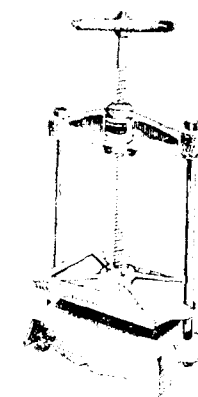
Sizes 18 and 24 inches



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

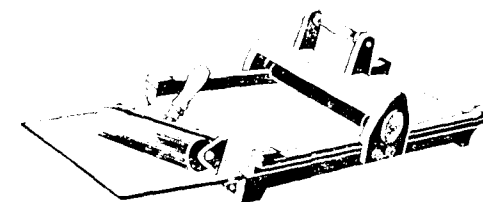
Sizes 12 x 18 and 15 x 20



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.

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ஆதிபகவன் முதற்றே உலகு.

14 Pt. Sigamani Bold

10 to 36 Pts.

அகர முதல எழுத்து எல்லாம்;
ஆதிபகவன் முதற்றே உலகு.

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14 Pt. Sigamani Roman

8 to 24 Pts.

அகர முதல எழுத்து எல்லாம்;
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10 to 18 Pts.

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