

NORTON BOLD

48 Point

தமிழர் நாகரிகம்

36 Point

சங்ககாலத்து தமிழகம்

24 Point

கன்னகிகாண்டி சோழேச்சரத்தில்
சோழர் காலத்து ஐவியக்கலகாண்டி

18 Point

மக்கள் தாம் கட்டி விடும்படி விவசாயிகள்
உதவிகளாகக் கல்விச் செலவுக்கே அமைக்கப்படும்

14 Point

விவசாயிகளாக இருப்பது நாம் துருவிய விவசாயிகள் மட்டும்
வழக்கம். தமிழ் நாடு அல்லது தமிழ் விவசாயிகள் வழக்கம் நாடு

12 Point

மண்ணைக் காலத்தில் தமிழகம் மிகப் பங்கிடுகிறது. இவ்விதம்
தமிழகத்தைக் கிட்டுகேயுள்ள இவ்விதம் விவசாயிகள் விவசாயிகள்
பகுதி இவ்விதம் அப்பகுதியில் தமிழகம் மட்டும் மட்டும் மட்டும்

10 Point

இவ்விதம் விவசாயிகள் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும்
மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும்
மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும் மட்டும்

NORTON & CO.

SPARTAN TYPE FOUNDRY

CHOLAI, MADRAS 7

PRINTECH

7, Kondi Chetty Street, Madras-1

Hony. Editor & Business Manager: S. K. Thangaraj, L.P.T., A.S.T.D., A.M.I. Ptg. M.

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

Third Conference of the Federation of Paper Traders' Associations of India

The Third Annual Conference of the Federation of Paper Traders' Associations of India organised by the Madras Paper Merchants' Assn. was held this year in Madras in February. A number of Paper Traders of all standards attended the Conference especially as this Conference was held just at a moment when the Nation's Third Plan was about to be accepted early by the Parliament.

The Conference Session was inaugurated by the Hon'ble Shri Nityanand Kanungo, Union Minister for Commerce, presided over by Sri J. T. Lalvani.

Inaugurating the Conference the Hon'ble Minister, Shri Nityanand Kanungo, welcomed the starting of trade organisations such as this Federation as the Government could rely upon them for their organised opinion. The Government was paying adequate attention

to every representation made from Trade Associations. Referring to a general feeling that representations made to the Import Control Authorities were not attended to, the Minister said that every representation was examined before any action could be taken on it. The minister said that because the nation has been going through a period of serious shortage in foreign exchange, imports have to be curtailed. He agreed that paper was an essential commodity but this did not influence the Government in any way. The Government hoped that as short ages were there, India's Industrial progress will increase in every aspect. The Government was aware that certain quality papers are in short supply and manufacture of these varieties would not be economical because the volume required is not too high. Referring again to the complaint that the Government was progressively reducing the quota of the established importers and transferring it on to the State Trading Corporation, he said that the Government had to get their supplies

MARCH 1961

THIS NEW ORIGINAL HEIDELBERG LITHO. LETTERPRESS FOR *SIX-WAY PRINTING



To the letterpress printer in Mexico City, Madras or Manchester, the Heidelberg is the most versatile printing press in the world. The owners of over 100,000 Original Heidelbergs sold to date in 80 countries would bear them. For the Heidelberg is a press unequalled in construction, efficiency and utility. It can perform six different printing jobs:—

1. Sheet-fed Rotary Litho.
2. Litho and Letterpress combined—two-colour printing in one operation.
3. Sheet-fed Rotary Letterpress with wrap-around plate only, or in combination with flatbed as a two-colour press
4. Flatbed Precision Letterpress
5. Sheet-fed Rotary Letterpress.
6. Two-Colour Letterpress combining rotary and flatbed printing in one operation.

Original Heidelbergs in the following sizes are also available:

Automatic Platen Printing Machine 10 1/4 x 15
Automatic Platen Printing Machine 13 3/8 x 18 1/8
Single-colour Cylinder Printing Machine 15 x 20 1/2
Single-colour Cylinder Printing Machine 21 1/4 x 28 3/8
Single-colour Cylinder Printing Machine 22 x 30 1/4
Two-colour Rotary & Flatbed Letterpress Printing Machine 15 x 20 1/2
Two-colour Rotary & Flatbed Letterpress Printing Machine 21 1/4 x 28 3/8

For the Packaging Industry:

Heidelberg offers precise, high-output Cutters and Creasers at reasonable prices

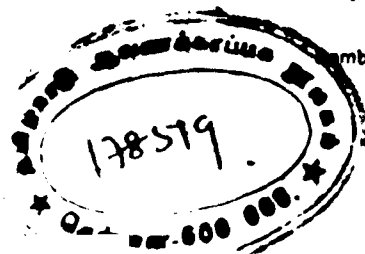
- * Original Heidelberg Platen Cutters and Creasers 13 x 18 and 10 x 15
- * Original Heidelberg Cylinder Cutter and Creaser 22 x 30
- * Original Heidelberg Platen Cutter and Creaser 13 x 18 for gold and coloured roll foils and hot embossing

Contact the Heidelberg Agents for Northern, Central and Southern India

THE EAST ASIATIC CO. (INDIA) PRIVATE LIMITED

Printing Machinery Section

Bombay - Madras - New Delhi - Bangalore - Secunderabad



PRINTECH.

from where they could get credit in matter of payment but also in currency. Disclosing that the Government was planning import of machinery for paper making, he said that in the course of one year they would be available in India. The Government will not wait for the improvement of exchange position in this matter and with this production will increase and it is hoped that the nation would reach its targets meeting with the demand. He urged upon the Paper Trade to gain confidence of its consumers and organise better method of business practice. He also urged upon the manufacturers, traders, and suppliers of raw materials in paper to get together understanding each others' difficulties and evolve methods for solving them. The Government was not for imposing any statutory control on paper as the Government was of the view that the Trade would show better results. He appreciated the sentiments expressed by Shri J. T. Lalvani in his Presidential Address, in so far they related to the Paper Trade. Serving the Nation were quite alive to their obligations. He also urged upon the Paper Trade and the Distributors to come to better understanding with regard to their deal and assured that the Government would do all that is necessary to achieve this end.

Earlier in the day, the Managing Committee for the year 1960 met and dealt with a number of organisational matters. The Committee also decided to award the First Gold Medal from the Gold Medal Fund to Shri J. T. Lalvani, the retiring President of the Federation, in recognition of his meritorious services to the Paper Trade. The Committee also considered about the failure of the Bihar Government to appoint their nominee on the Complaints Committee of the Bihar Paper Merchants' Association and it was decided that the Federation should take up this matter with the Government. The Committee approved the Annual Report and audited Statement of Accounts for the year 1960.

MARCH 1961

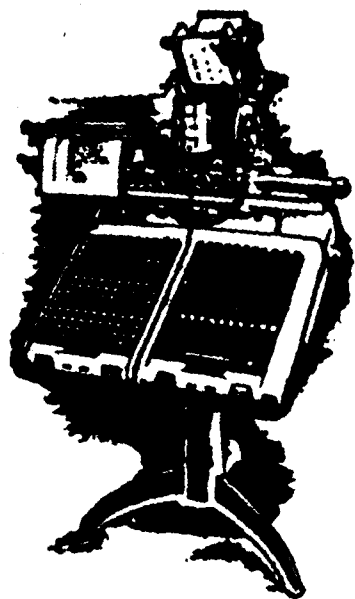
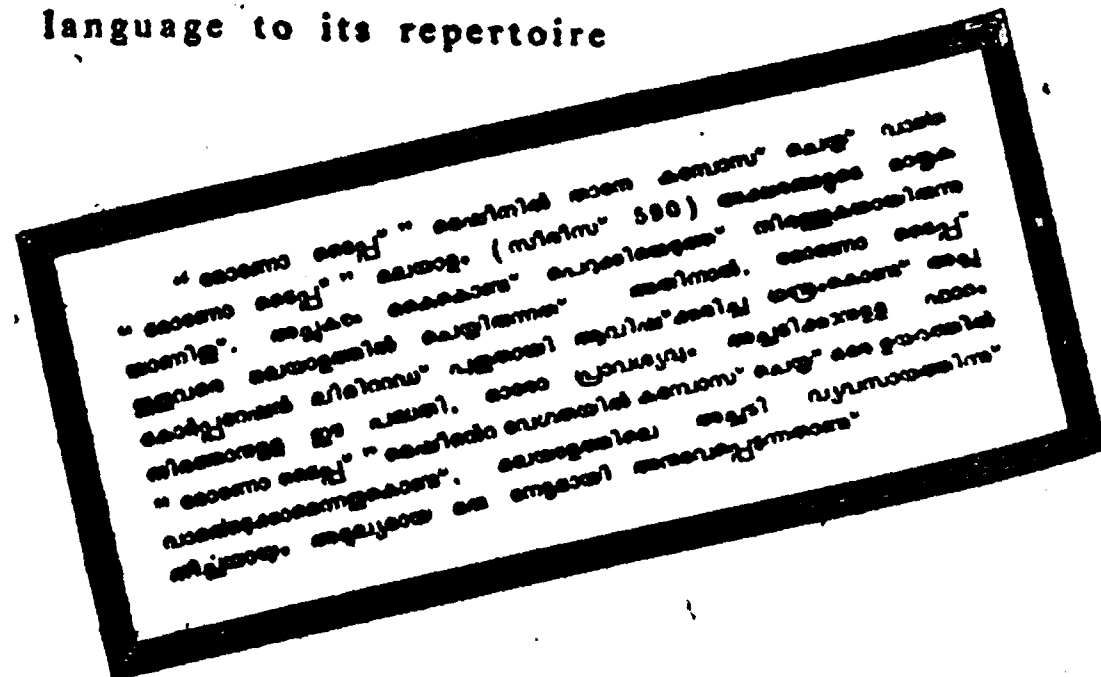
The following Resolutions were
At the General Body Meeting

State Trading in Paper and Boards:—This Third Conference of the Federation of Paper Traders' Associations of India considers that the Government policy of gradually extending the sphere of activities of the State Trading Corporation to the imports of more and more items of paper and paper boards, increasingly deprives thousands of people in the established channels of trade of their means of livelihood, creates monopoly conditions in favour of few individuals and fails to give satisfactory service to the consumers. This Conference further considers that due to innumerable varieties, sizes, weights and colours of paper and paper boards, State Trading in this item is unsuitable and further notes with regret that even such items are indigenously manufactured and often goods of wrong qualities and specifications are imported at high cost. This Conference, therefore, requests the Government to keep the State Trading Corporation out of paper trade and give maximum possible opportunity to the established trade.

Commission to dealers and limit of 500 lbs:—This Conference of the Federation of Paper Traders' Associations of India draw the attention of the Government to the recommendations of the distribution Sub-Committee of the Udyog Bhavan Conference dated 18th May 1960, to the effect that commission of 5% allowed to the dealers should be increased to 7½% and further that the limit of 500 lbs. for re-sale in a lot should be raised to at least 2 tons. This Conference request the Government to accept those recommendations forthwith so that the trade may be spared the inequitable losses and avoidable inconveniences.

Sales Tax:—As the Trade is experiencing a lot of handicaps due to lack of uniformity in the rates of sales tax in various States and is greatly inconvenienced by the complicated methods and procedures thereof, the

MONOTYPE adds yet another language to its repertoire



MALAYALAM

can now be composed and cast on Monotype composing machines in 8, 10 and 12 pt.

THE MONOTYPE CORPORATION LTD
8, MISSION ROW EXTENSION
CALCUTTA 1

* Registered Trade Mark

Branch Offices at: MADRAS — BOMBAY — DELHI — ALLAHABAD

PRINTECH

Federation of Paper Traders' Associations of India request the Government to replace all Sales taxes on paper and paper boards by surcharge on Excise Duty at the source only to the advantage of the exchequer and convenience of business community.

*Imports of paper items under barter :—*This Conference of the Federation of Paper Traders' Associations of India note with great concern that the Government has permitted imports of huge quantities of various items of papers under barter, while on the other side such items are either totally banned or very negligible quotas have been allotted to the Established Trade. Such imports are handled by people unknown to and inexperienced in the paper trade, and as such, the valuable foreign exchange earned is wasted by the untimely, wrong and excessive imports of various items of papers and paper boards. This Conference, therefore, request the Government not to permit imports of paper and paper boards items under barter.

*Imports of Tissue paper and glassine paper under Export Promotion :—*This Conference of the Federation of Paper Traders' Association of India view with great concern the permis-

sion granted to the exporters of handloom fabrics and handprinted textiles for the import of tissue paper and glassine paper under the Export Promotion Entilements. While granting such imports, the fact that the tissue paper and glassine papers are generally not used in packing such exported materials and whenever they are used, they are very negligible, has been totally ignored and therefore such imported goods are wrongfully sold resulting in may malpractices. Moreover, such imports are untimely and excessive and thus it is a waste of foreign exchange. This Conference therefore requests the Government not to permit such imports.

*Imports of News-print under Rupee Payment :—*This conference of the Federation of paper Traders' Association of India views with great concern the present monopolistic system of imports and distribution of news print under Rupee Paymet in favour of the few, while debarring a big number of the established importers. This is highly objectionable and this Conference, therefore requests the Government to issue import licences to the established trade channels to import newsprint under Rupee Payment with a condition that they should distribute the goods to the Actual Users according to the policy and prices fixed by authorities concerned.

VISITOR FROM CZECHOSLOVAKIA

A 'get-together' Dinner Party was organised by M/s. Manubhai Sons & Co., the leading Importers of printing Machinery to meet Mr. Kalina, Director of Messrs. Kovo, praha, Czechoslovakia, who had come to visit this country for 'on-the spot' study of the possibilities of expansion in Printing Machinery Trade, recently. Mr. Kalina (extreme left) is seen here with Mr. Sanatkumar M. Shah, Managing partner of Messrs. Manubhai Sons & Co, and Mr. Naprstek of the Office of the Trade commissioner, Trade Representation of the Czechoslovak Socialist Republic, Bombay.

MARCH 1961



showmanship
in words
and
pictures

Coloured 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.



SHARHUT STUPE, BALUSTRADO RELIEF, Early 1st century B.C.

good printing
tells a
better story



Sree Saraswaty Press Ltd.

33 UPPER CIRCULAR ROAD, CALCUTTA

PRINTING

Appointment of New Distributors: This conference regrets that in appointing distributors, some mills are not following the recommendations of the Tariff Commission, for broad-basing the distribution system. This Conference, therefore, requests the mills to adhere to the recommendations of the Tariff Commission and appoint as their distributors only such dealers who have been in the paper trade since 1957 or prior thereto.

OFFICE BEARER FOR 1961

The Conference then declared the following gentlemen as elected for the year 1961.

President: V. Rajagopalan (Madras)

Vice-President: M. Chimanlal P. Shah—
(Bombay) Sundarlal Dutt (Calcutta)
Ram Prakash Kapur (Delhi) D. D.
Kejdiwal General.

Ex-officio: T. J. Lalvani

Hon. Secretary: Ved Prakash Kapoor, Partner, Jai Dayal Kapur, Madras.

Hon. Treasurer: T. J. Lalvani, Proprietor of the East and West Trading Co., Bombay.

Members of the Committee—Bombay: K. C. Goel, T. J. Lalvani, Shantilal C. Kadakia, B. M. Choksi, Viswanath Kapur and M. A. Desai. **Calcutta:** Surapati Mukerji, L. V. Malkani, B. N. Paul, G. K. Singh Bhargava. **Madras:** G. S. Naidu, T. V. Ramaswamy, Ved Prakash Kapur, Mir Mahmood Ali, **Allahabad:** Nagindas, H. Sheth, Bansilal H. Shah, **Andhra Pradesh:** R. M. Trivedi **Banar:** K. N. Bargava. **Kanpur:** Jai Behari Lal. **Bihar:** K. C. Bhargava, **Mysore:** T. N. Abdul Rahman. **Poona:** S. V. Walvekar. **Nagpur:** B. K. Bhargava. **Rajasthan:** Surendra Kumar. **Delhi:** Devendra Kumar Jain, Premchand Jain, Ishar Dass Khanna. **Madurai:** A. M. Arumugam. **Lucknow:** Mathira Prasad.

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

FROM IV

1. Place of publication	...	Madras
2. Periodicity of its Publication	...	Monthly
3. Printer's Name	...	R. Rajagopalan, Proprietor General Printers
Nationality	...	Indian
Address	...	14, Poonamallee High Road, Madras-3.
4. Publisher's Name	...	S.K. Thamba, on behalf of The Indian Federation of Printing Technologists
Nationality	...	Indian
Address	...	7, Kondi Chetty Street, Madras-1.
5. Editor's Name	...	Sri S. K. Thamba
Nationality	...	Indian
Address	...	16, Swami Naick Street, Madras-2.
6. Names and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital		

I, S. K. THAMBA, hereby declare that the particulars given above are true to the best of my knowledge and belief.

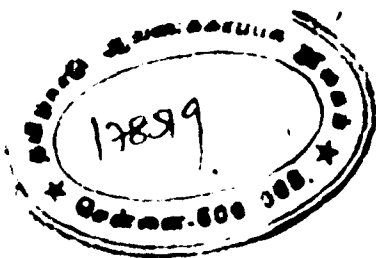
(Sd.) S. K. THAMBA
Signature of Publisher

MARCH 1961

CALCUTTA PRESS PRIVATE LTD.

1, WELLINGTON
SQUARE

CALCUTTA-13



KLEIN AND PEYERL

PHOTOGRAPHERS
AND BLOCK MAKERS

30 MOUNT ROAD
MADRAS-2

BLOCKS FROM
COLOUR TRANSPARENCIES

A
SPECIALITY

Phone: 84167

PRINTECH

NEWS AND NOTES

PACKING PAPER

The Indian Standards Institution has published two specifications covering requirements and methods of test for kraft paper and packing paper used for general packing purposes.

1. IS: 1397—1960 Kraft Paper :— there is considerable variation in the quality of kraft paper produced in India. It is expected that this standard will help to achieve uniformity in production and to assist consumers to obtain material of desired quality.

2. IS: 1398—1960 packing Paper, waterproof, Bitumen Laminated, Bitumen laminated waterproof packing paper is produced in India in fairly large quantities.

The demand for this packing material is increasing with the increase of exports. A variety of sizes and qualities is being manufactured, making it difficult for consumers to select the correct quality for their purpose. Though the country's production is sufficient to meet internal demands, the export market cannot be built up due to proper standards. This standard is expected to help manufacturers in improving the quality of the material and consumers in obtaining a quality product.

The standards published in English are priced at Re. 1 each, from the Office of the Indian Standards Institution, Manak Bhavan, 9, Mathura Road, New Delhi 1, and from its Branch Offices located at Bombay, Calcutta and Madras.

NEW GOVERNMENT PRESSES

If foreign exchange is available, two Government Presses at Coimbatore and

Koratti are to be established during the Third Five-Year Plan.

About Rs. 1,90,000 has been spent so far in Coimbatore Land for the construction of the press and residential colony for the workers has been purchased, plans and estimates prepared, and the first instalment of machinery ordered.

About Rs. 2,40,000 has been spent so far in Koratti and land for the construction of the press and residential colony for the workers has been purchased.

MR. WILFRED MACIEL

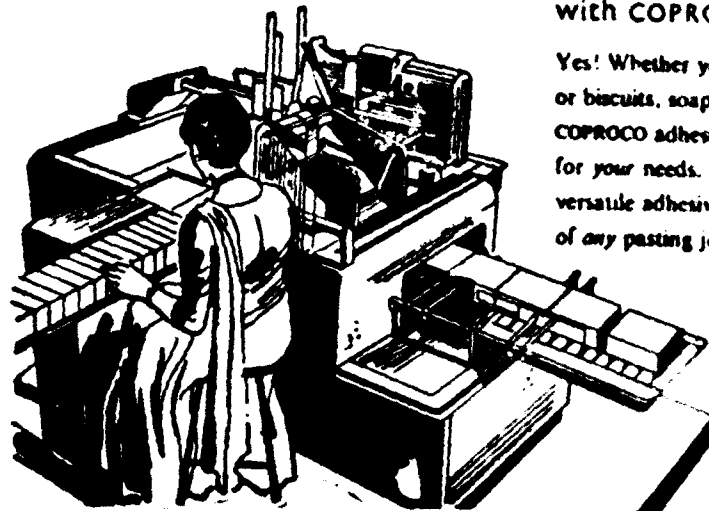
Mr. Wilfred Maciel who is a member of the staff of Bomas Ltd. will be leaving for Nairobi early in March 1961 on a tour of Africa and Europe. During his six months stay abroad he will visit Kenya, Uganda, Tanganyika and Zanzibar, Italy, Switzerland, France, Germany and England. The main purpose of his visit to Europe is to study the latest trends in advertising and graphic reproduction. He will be meeting among others, Mr. Tom Eckersley and Mr. Hans Schlegel, both leading British designers.

Mr. Maciel holds a diploma in printing of the London School of Printing and Graphic Arts where he took a whole time two year comprehensive course in Printing and Management studies. After his return to India in 1955, he has worked successively as Administrative Assistant at British India Press (now Leaders Press), Manager of western Printers and Publishers, Assistant Departmental Superintendent of the Times of India Press, Manager of Pushpa Printers and Publishers, Nagpur and Production Executive of Shilpi Advertising Private Ltd. He has been with Bomas Ltd., Bombay, for the last two years. He is also the print consul-

MARCH 1961

no pasting problem...

with COPROCO adhesives



Yes! Whether you manufacture books or biscuits, soap or sandals, you'll find a COPROCO adhesive that is just perfect for your needs. Choose COPROCO—the versatile adhesives that take care of any pasting job.

For further information
please contact
COPRO PRODUCTS CO. (INDIA)
PRIVATE LIMITED
Post Box 994, Bombay-1

ATTENTION:

LETTER PRESS PRINTERS
LITHO & OFFSET PRINTERS
PROCESS BLOCK MAKERS
BOOK BINDERS
CARDBOARD BOX MAKERS

FOR ALL YOUR REQUIREMENTS IN MATERIALS,
MACHINERY, RUBBER ROLLERS AND SPARE PARTS

PLEASE CONTACT:

M/s. GUNVANTRAY & COMPANY

CRESCENT CHAMBERS

TAMARIND LANE — FORT — BOMBAY-1

Grams: GUNARAYCO

Phone: 254684

tant of Design, a magazine of the arts, and was the Publisher of the Eleventh CAG Annual of Indian advertising art. A founder-member of the Graphic India Group, he is on the Executive Committee.

Mr. Maciel writes occasionally for newspapers and magazines. While on tour he intends writing to the Indian Press on his impressions of the places he is visiting.

COMPULSORY IN PLANT TRAINING FOR APPRENTICES

The Indian Printing Industry expressed itself against the system of paid apprenticeship in the Indian Printing Presses. Last year it was proposed by the President of the All Indian Federation of Master Printers that the printing establishments in the country could recruit trained people from the four regional schools of India after the completion of their training. It was a sound proposal. But there is always the possibility of the apprentice leaving the press, once he gains some experience, since he could present himself in another place as an experienced hand.

The Union Government has now approved a proposal for compulsory in plant training for apprentices and a central legislation will be introduced soon with a view of expanding technical training facilities in the country.

The proposed legislation, will make it obligatory on private factory owners to admit persons nominated by official agencies for training in their establishment. This is one of the steps proposed to be taken to expand technical training facilities.

Linotype Representative was in Asia for 40 Years. Mr. Tom King Retires

His many friends in the printing and allied industries throughout the East will be in-

terested to learn that Mr. Tom King, MBE, of Linotype and Machinery Limited, has retired after completing 41 years of service with that Company.

After serving with the Middlesex Regiment in France and Belgium throughout the First World War and attaining the rank of captain, Mr. King joined the Linotype organisation at the end of 1919 and sailed for Calcutta early in the following year. During his first few years in the East he travelled extensively, selling and installing his Company's products in India, Burma, Ceylon, Iraq, the East Indies, Indo-China, Hong-Kong and China.

Later he visited Malaya, Thailand, the Philippines and Japan, and spent some time in the U.S. A.

Mr. King was appointed Manager in India in 1936, holding that position until returning to the Head Office in London in July, 1959, since when he has twice visited West Africa on the Company's behalf.

For 'long and valued services to the British community in Calcutta' he was awarded the MBE by H. M. the Queen in 1958.

U. N. E. S. C. O. Competition For Best Books

The UNESCO., in cooperation with the Government of India, has announced the holding of the second competition for books in Hindi, Tamil, Bengali and Urdu for the new reading public.

Ten prizes of \$ 400 (Rs. 1,900) each will be awarded to Indian authors of the best books in these languages. Four of these prizes will be awarded for Hindi books, three for Tamil, two for Bengali and one for Urdu.

This prize competition, says a Press release, is to encourage the production of high class

... literature for persons who have advanced beyond the state of neo-literacy, but are, as yet, unable to comprehend material containing subtle literary flourishes, involved sentences, technical language, abstract ideas and far-fetched similes. The books should relate to economic and social development, simple science and international understanding or be translations of simple classics. They should possess reading comprehensibility and literary grace.

Only books published during the period, Jan. 1, 1959, to Dec. 31, 1960, are eligible for consideration under this competition. Five copies of each printed book should be submitted.

Books on international understanding, simple science and social and economic development should comprise 96 to 144 pages, while translations of simple classics may cover 160 to 256 pages.

The Government of India may purchase 1,500 copies of every prize winning book for distribution in community development and N. E. S. Blocks.

Authors who wish to participate in this scheme are required to apply to the Special Officer (Literature) S. W. II) Union Ministry of Education, New Delhi.

Experimental Showing of 'Monotype' Univers

The 8-Didot sizes of 'Monotype' Univers Normal (roman and italic) and Bold can be seen for the first time in the January issue of the Swiss journal *Typografische Monatsblätter*. Matrices of Univers are not yet generally available, but an experimental set has been used for the composition of TM in order to discover how far any alterations in design may be required. Various modifications have been suggested and a number of characters are now being re-cut, but it will be several months before they are released for general use.

Univers has been designed by Adrian Frutiger, art director of Deberny & Peignot. It is being cut by The Monotype Corporation Limited in collaboration with Deberny & Peignot and Photon Inc., and it will eventually be available as film matrices for 'Monophoto' and Photon (Lumotype) machines as well as foundry type and hot metal 'Monotype' matrices. As it is primarily intended for Continental use, it has been designed in Didot sizes with provision

in the matrix-case arrangements for the standard European accents.

This is the first time that the Corporation has planned the cutting of a whole type family in advance. It involves at present twenty-one variants in five weights (Light, Normal, Semi-bold, Bold, Extra Bold) and four widths of roman (Condensed, Normal, Extended, Extra Extended), together with seven italics. The Corporation hopes that the hot-metal part of the project will be completed in about three years.

Typografische Monatsblätter (Revue Suisse de l'Imprimerie) is the tri-lingual monthly magazine of the Swiss Typographical Association, published under the direction of a national committee comprising members from the principal Swiss towns. The composition and printing of the German section is carried out by Zollikofer & Co. of St. Gallen, and the French and Italian sections by Imprimerie Populaires of Lausanne.

PRINTECH

OFF TO LEIPZIG FAIR

RTN. BALDEVJI AND SHRI SOHANLAL SACHDEV'S
VISIT TO EAST GERMANY & CONTINENT

Rtn. Baldevji and Shri Sohanlal Sachdev left for Germany by the KLM on the 25th of February, 1961 to visit the LEIPZIG FAIR. They have a programme of nearly two months, within which time they propose to visit many of the factories engaged in printing lines throughout Europe. Both these gentlemen associated with "STANDARD" Group Companies are Directors of the STANDARD PRINTING MACHINERY COMPANY Madras, who are the premier Importers of graphic art machines. Their Group Companies The Standard Type Foundry Private Limited, The Standard Workshops and the Standard Printers Providers, exclusively deal and cater to the needs to the printing trade. They hold Sole Selling rights in India for the famous PLANETA OFFSET MACHINES that are available in almost all the sizes that are in vogue in our country. These world famous machines are available either in Single or Multicolour units. The Group Companies also hold Selling Rights for the Plate Making and Process Block Making Camera Equipments and the reel-fed Rotary Offset Printing Press Single and Multi-colour. They have lately added to their range of Agency Letterpress Pioneer Cylinder in Double Crown Size and also Saxomet and Autodux Platen Presses, which are imported from East Germany.

In these days of severe import restrictions, fortunately for the printers, all printing and allied machinery can be imported under the Rupee Agreement from East Germany. What the interested customer needs is an essentiality certificate from the Director of Industries and Commerce of his respective jurisdiction and the remaining formalities concerning the import of the ordered equipment

are booked after by the Importers. The Essentiality Certificates are granted by the Issuing Authorities without any difficulty as by the means of the imports so effected, our Exports of various commodities receive a fillip besides saving the very precious Foreign Exchange that is useful in so many other fields.

The Standard Workshops situated at Sembiam, Madras II manufacture all printing and allied equipments. They have for the first time in India introduced an hand-fed Letterpress Stop Cylinder Printing Machine of a very popular Japanese design in Single Demy Size. The Machine was on show at the All India Master Printers Exhibition and the All India Industrial Exhibition respectively held at Bangalore and Island Grounds, Madras. Sri K. Kamaraj Nadar the Hon'ble Chief Minister of Madras and also various other noted dignitaries who happened to observe the performance of the machine, had nothing but a word of appreciation for all their range of machines that include beside the Cylinder Machine, Paper Cutting Machines for hand as well as power operation, Heavy Duty Envelope Punching Machines, Rotary Crassing, Slitting and Perforating Machines, Board Cutters, Hard Press, Die Stamping Machines, Perforating Machines etc.

They are also Sole Selling Agents for the following:—

(1) Nobiol's Italian Make Machines:

SUPERAUDUX PVCC DEMY FOLIO
PRINTING MACHINE,
SUPER EGERIA SINGLE REVOLU-
TION CYLINDER PRINTING PRESS.
ATENA RTE DOUBLE CROWN SIZE

MARCH 1961

**CYLINDER PRINTING PRESS,
HEAVIER MODEL.**

**SATURNIA RTU AUTOMATIC CY-
LINDER PRINTING MACHINE.**

**URANIA DSK TWO-REVOLUTION
PRESS.**

**INVICTA OFFSET PRINTING
MACHINES.**

**PAPER CUTTER VNH AND OTHER
FLATENS.**

(2) **PIVANO'S ITALIAN MAKE PAPER
CUTTING MACHINES AND TRIM-
MERS.**

(3) **HERZOG HEYMANN FOLDING
MACHINES, WEST GERMAN MAKE.**

(4) **JAPANESE MAKE FUJITA STOP
CYLINDER PRESSES.**

(5) **JAPANESE MAKE KOMARI OFF-
SET PRINTING MACHINES.**

(6) **JAPANESE MAKE SAITO CYLIN-
DER PRINTING PRESSES.**

(7) **KOENIG & BAUER, WEST GER-
MAN MAKE, ROTARY PRESSES.**

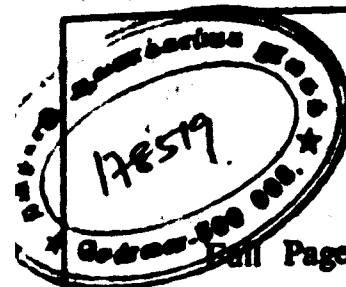
Both **Shri. Baldevji** and **Shri. Sobanlal
Sachdeva** have extensively toured abroad and
well acquainted themselves with the modern
technique employed in the Foreign Factories
engaged in the production of machines for
the graphic trade. Thus it is hoped that

with their vast experience and knowledge of
the printing line their factory that has just
brought out a Stop Cylinder Machine will
make a steady head way and the production
besides meeting the internal demand, will
also find a market in the Near and Far
Eastern Countries.

INDIAN PRINTING EXECUTIVES STUDY BRITISH METHODS

Two printing executives from India are in
Britain to undertake six months' intensive
study of the erection and maintenance of
Linotype and Monotype machinery. They
are Mr. V. L. Krishnaswami, assistant supe-
rintendent of the Madras Government
Branch Press at Pudukkottai, and Mr. R.
Venkataraman, assistant superintendent,
Government Press, Madras. They arrived in
the United Kingdom earlier this month.

Mr. Krishnaswami said in an interview :
"We are here as scholars under the Colombo
Plan Technical Co-operation Scheme. After
spending some time with Linotype & Machi-
nery Ltd. in Manchester we shall spend a
shorter time with Monotype in London,
about a month at Her Majesty's Stationery
Office, and also visit ink factories and paper
mills."



PRINTECH

monthly Journal covering the Printing &
Publishing Industry.

RATES OF ADVERTISEMENT

Full Page Rs. 100/- Half Page Rs. 50/-

Additional Colour 10 % extra

Special rates for contract advertisers

For Full Particulars Apply to:

Business Manager, "PRINTECH"

7, Kondi Chetty St., : : MADRAS-1.

PRINTECH