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Bulletin

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OF THE

ALL INDIA FEDERATION OF MASTER PRINTERS



Volume 7

No. 3

October 1961



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EDITORIAL

IMPORT OF BOOKS

How many of us give thought to the problems connected with the import of books? We talk about importing machinery, importing food materials, importing paper and various other kinds of goods. This is but natural; because these items mean expenditure of enormous amounts of our scarce foreign exchange and in the context of our planned economic development, we have to try to save as much of it as possible without affecting our development schemes.

But we do not consider the problems of import of books, firstly because, we think, the quantity of foreign exchange involved in these is negligible compared with that in importing machinery, etc., and secondly, because we consider books as an item of international cultural exchange. But from the recent dumping of foreign books one should think a good amount of foreign exchange is expended on this item. And there is another aspect to this problem, the question of the quantity of printing work that is indirectly denied to the presses in India; and it is to this aspect that we attach greater importance.

We are now engaged on a scheme of mass education, technical and non-technical. It is our aim gradually to achieve 100 per cent, not merely of literacy, but of higher educated population. So more and more schools and colleges and higher technical institutions are springing up every year. We need books in larger quantities year by year, general, scientific and technical, to meet the increasing de-

mand of the students of these various categories of institutions.

At present, our demand for these books is met by foreign publishers like MacGrawhill, Macmillan, Harper and similar high-ranking publishers in the U.S.A. and U.K., especially of higher technical and scientific books. They are no doubt expert publishers and their books have a standard and a quality. And they are also catering to the variety of needs of a developing nation in the fields of higher knowledge of science and technology. Besides other books of general interest are also being sent in big quantities. Most of them, we understand, is being subsidised.

In this context, we feel that it is high time we attempted to produce these scientific and technical books and also other mass media ourselves within our country, by utilising the services of our 20,000 hungry printing presses. We draw a parallel here to our attempts to manufacture machinery in our country, by obtaining blueprints from foreign manufacturers by payment of royalty. Similarly we can enter into some such agreements with foreign publishers in regard to books. We can agree to pay royalties to the authors and to the publishers and obtain the rights of publication here. The foreign exchange involved in the payment of such royalties will be considerably less than that necessary for importing books. These generous subsidies which are being doled out by foreign Governments or our own Government could go to the payment of royalty.

Such an agreement will give work to the presses in India which are hungering for jobs. More, it will provide an opportunity to our presses to improve their printing quality and standards. Last but not least important, it will create a channel for the consumption of paper, the production of which is increasing in our country. By doing these foreign books here, not only the quality of printing, the quality of the paper which is being produced locally can be improved. With increased consumption of paper and the consequent increased production of local mills, the price of local paper can be brought down. We hope the authorities will stop the import of foreign printed books and periodicals, and give facilities for the local presses to do this work. For improving their technical skill and production, Government can aid in various ways. Let literacy in our country at all levels improve rapidly but not by ignoring our printing industry.

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found that he stood to lose nothing even if he sold the books by weight! After all, all his expenses were being met by the subsidy and he couldn't care less whether he sold the books to people as his sponsors wanted or whether he sold them to the ruddiwala by the gross ton. When this game became known, the Americans called it a day.

Pernicious as this subsidy business is, the Government of India itself has played into the hands of foreigners by its recent agreements on text-books. In the name of making cheap text-books available to the Indian student, New Delhi signed a deal to subsidise the publication of such books in India with PL 480 funds. Under this deal Indian publishers get the right to bring out text-books published in the United States. The University Grants Commission supervises this scheme under which the Indian firm is obliged to bring out a minimum of 2,500 copies of each text-book. The UGC also guarantees to buy back 2,000 copies if there is not enough demand for the title. Apparently a favourable arrangement, but in fact it is hardly anything of the kind. For one thing the US. Government has a decisive voice in the selection of text-books for publication in India under the scheme. For another, few of the books being of real immediate interest to the student, the UGC is forced to buy up the copies from the Indian publisher thus diverting its resources into unproductive channels. In fact, experts see little difference between the 'respectable' text-book business and the 'cheap' footpath subsidy business.

NO GAIN

A similar agreement with the United Kingdom makes the same provisions for text-books published

in Britain; the only difference is that, while the US books are published through Indian firms, the British books are printed in Britain by the original publishers and transported in bulk to India. In either case the Government of India has gained nothing while the other party has scored substantially on the brainwashing front.

It is one thing to say that we should let literature enter India from anywhere; it is quite another to let India become a dumping ground for vicious propaganda material. We are so sensitive to foreign cartels monopolising our oil industry, and yet we seem to care nothing if moneyed foreigners obtain a monopoly hold on our thinking processes. We seem to be almost helplessly at the mercy of brainwashers from abroad who fatten on the nourishment provided jointly by dubious Indian businessmen on the one hand and a naive government on the other. When will New Delhi wake up to the dangers of this neo-neo-imperialism?

(Reprinted from 'The Free Press Journal')

The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year.

— R. & R. Magazine.

People who have a mind to work usually have a work to mind.

— Charley Grant.

The higher a man gets up the executive ladder, the more he is judged by his success in directing other people.

— John J. Corson.

Tips for the trade

Simplify Slug Correcting

To relieve eye strain when making corrections in very small type on linecast slugs, place the correction lines on a galley and run the proof press rollers across them. The black ink on the type face against the shine of the metal slug gives a contrast that relieves eye strain and facilitates checking corrections before inserting the corrected lines in the galley type or form.

— J. W. Hill, Canada.

Cleaning Spacebands

Here is an idea that can save the Linotype operator time when cleaning spacebands. Most operators clean the spacebands and then throw them on a table until the job is completed. They later have to pick them up one by one and place them in proper order for installation in the machine. By driving a nail into a small wood block and filing off the nail head, the operator can easily place each band in proper order on this nail. After cleaning, the spacebands are ready for replacement in the machine.

— G. Comeadow, Australia.

Paper Cutting

It will be found that when cutting large sizes of enamelled book paper, which is ordinarily hard to handle because of its weight and slipperiness, better and quicker handling can be obtained if one starts each lift of shock with six or eight ply card of the same size atop and bottom of each lift.

This permits the lifts to be swung readily by gripping the cards, and there is no tendency for the bottom sheets to roll or buckle up.

— Preston E. Dalton, Illinois, U.S.A.

NEWS AND NOTES

PRODUCTIVITY TEAM OF INDIAN PRINTERS GO ABROAD

The productivity team of Indian printers sponsored and assisted by the Technical Co-operation Mission (TCM) of US. Government left for Frankfurt on September 28, 1961 to study the modern productivity and management techniques in U.S.A., U.K. and Japan.

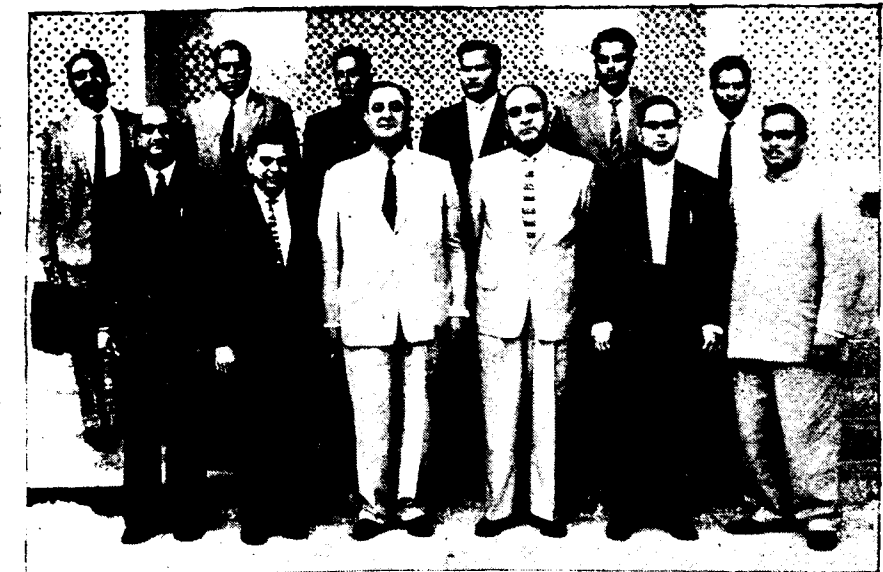
A warm send-off was accorded to the team at the Palam airport, Delhi. Shri N. J. Ardeshir, President of the All India Federation of Master Printers went to Delhi, specially to see them off and give last-minute advice to them.

The printing team is expected to return by the end of November 1961. Indian printers will be eagerly awaiting the report of this team regarding the systems of payment of wages, measurement of productivity, role of labour, new methods and techniques, calculation of norms, quality control methods, etc.

Shri R. Venkateswaran has been included in the team at the last moment.

REGISTRATION OF SMALL SCALE INDUSTRIES

The Director of Industries and Commerce has got a scheme, to register all small scale industrialists and allot them a number in order to cut unnecessary delay in dealing with their requests for Essentiality Certificates etc. The Assistant Directors of Industries of various areas accept applications for such registration and it is trusted that Printers will avail themselves of this opportunity and get themselves registered soon with the Industries Department.



Front Row (Left to Right) : R. Ramaswamy ; G. U. Mehta ; N. J. Ardeshir, President, AIFMP ; Gowardhan Kapur ; K. C. Raman ; and V. D. Dhanwatay.

Back Row (Left to Right) : P. H. Patwardhan ; R. Venkateswaran ; B. K. Dey ; N. Narayan Rao ; M. L. Manchanda ; and D. P. Ghosh.

A BOON TO PRINTERS

It has come as a great help, at a time of acute need, the decision of the National Small Industries Corporation Ltd., to extend hire purchase facilities in an increasing measure to Printers. The salient features of the scheme are that, up to a sum of Rs. 52,500 Printing Machines are supplied on easy hire purchase terms, extending over a period of seven years. For the services rendered, the National Small Industries Corporation collect a nominal servicing charges of 5% and also levy very reasonable interest charges. This scheme has already enabled Printers to procure machines from Western Block of Nations which was proving very difficult in view of the acute import restrictions. The scheme is being worked out in close conjunction with the State Industries Department and also various Small Industries Service Institutes of the Government of India and has already

proved a great success. It is hoped that Printers will take advantage of this scheme quickly and enable themselves to carry out their expansion programme rapidly.

GOVERNMENT OFFER TO SUBSIDISE RESEARCH INSTITUTES IN INDIA

In his address to the Indian Plastics Convention at Calcutta, Shri Manubhai Shah, Union Minister for Industry declared that fifty per cent of the expenditure for any research institute launched by corporate bodies or associations in future would be borne by the Union Government.

Shri Manubhai Shah said that industries should be research-biased and discouraged dependence on foreign countries for technical collaboration.

DRUPA TOURS PLANNED

Two different tours to the Drupa printing and paper exposition in

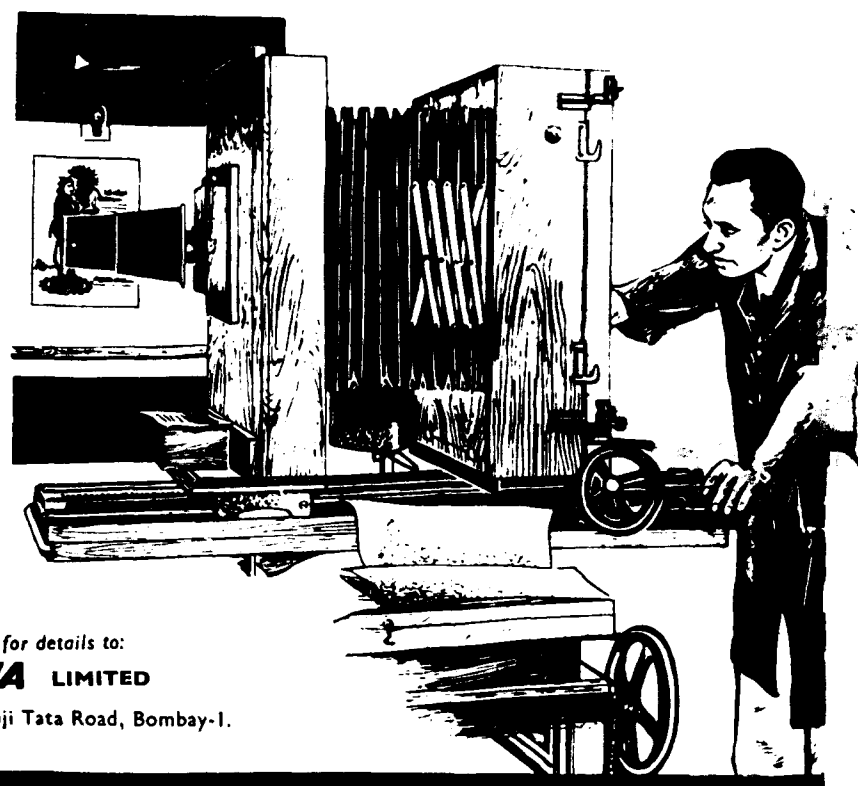
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THE BUSINESS OF PUBLISHING

By
T. J. S. GEORGE

There is so little knowledge about the book business that the dangerous things that happen in this field do not raise half as much public concern as, for example, the 'jute press' does.

The publisher is really a brain-washer — and he washes better than the editor of newspapers. In many countries this brainwashing does not condition a people one child for the other because there are many expert washers using many different cleansing agents; the total effect is one of balance. In an underdeveloped country, the real danger arises from the possibility of foreign brainwashers filling in the vacuum created by the absence of a healthy breed of indigenous publishers. This is the danger which currently lurks in India.

We have of course a large number of publishing houses. It is said that our annual output is some 24,000 volumes. (The U.S.A. publishes half that number of books in one year.) But from the point of view of quality and reputation — vital to the publishing business — we are woefully backward. A revealing fact is the importance every author attaches to having his work published by a foreign publisher.

STATE'S ROLE

In the Welfare State that is India, the Government has much to do with this state of affairs. On the one hand, it has enacted rules and regulations that handicap publishers and, on the other, it has itself ventured into the publishing field with disastrous consequences.

The Government has set up two book trusts in India, the National

Book Trust and the Children's Book Trust. Although they have been in existence for several years, they have produced almost nothing. Indeed, the National Book Trust took exactly two and a half years to bring out its first title. To understand what a colossal waste this is, we have only to remember that one meeting of the trustees of this august body accounts for an expense of Rs. 3,500. The Trust has naturally been spending substantial amounts on administrative routine while the purpose for which it was meant has practically been forgotten. What prevents the Government from entrusting the publication of whatever titles it may have in mind to the professionals in the field? This will not only give a fillip to indigenous publishing, but also save the taxpayer the moneys now being poured into the trust drains. Or will that be anti-socialistic? It is a pity if socialism means austerity by the people and waste by the State.

The danger of this situation is that the vacuum left by our policies is being filled by foreign interests in ways that should cause us concern. There was a time when leather-bound Lenins and Stalins could be picked up from any way-side bookstall for a few annas. It became sufficiently scandalous for the authorities to virtually ban all Soviet propaganda literature from railway bookstalls. But Lenin's loss has been Jefferson's gain; the Americans have come into the field with a flamboyance that is impressive.

On the footpaths of Bombay City celebrated names are waiting for you to pick them up for a paltry

eight annas. Here's a random list of titles I made the other day: 'New Frontiers for Freedom' by Erwin D. Canham; 'The Great American Heritage' by Bela Korntzer; 'The Rights of the People' by William O. Douglas; 'At Home in India' by Cynthia Bowles; 'John Kennedy' by MacGregor Burns; 'Mark Twain' by Edmund Fuller; 'New Dimensions of Peace' by Chester Bowles.

These books are available for eight annas because they are a hangover of the old G.I. books of the war years. The U.S. Government used to meet the entire cost of production of a book, and give the publisher a fair profit besides, so that he would bring out books to be given free to G.I.s. After the war, the system was maintained by the U.S. for purposes of the cold war. These books are now given by the American publisher (whose profit also comes from the Government subsidy) at the rate of 3 cents a copy, delivery in India. When the distributor here sells it for eight annas, he makes, after commission, etc., a clear profit of 100 per cent. Thus everybody gains in the bargain — except those who are unhappy about the long-term effects of cold war propaganda.

Following the P.L. 480 agreement the United States Government started another programme of subsidised publishing which, at least in Western India, met with a rather sensational end. A Bombay publisher was subsidised under this scheme to bring out translations in Indian languages of books the U.S. Government wanted Indians to read. The programme went merrily on for a while. Then the publisher

Dusseldorf, West Germany during the next spring have been announced. Dates of this largest of graphic arts international expositions are May 5-18. Nearly one million persons are expected to attend.

One tour is being arranged by the Ambassador Travel Service, 52 Wisconsin Circle, Washington 15, D.C. with Lufthansa German Airlines, at the suggestion of the Research & Engineering Council of the Graphic Arts. An information folder is available from the travel agency.

The National Association of Photo-Lithographers has announced that it will have two chartered jet planes for its members, providing a choice of two different package tours. NAPL also ran two chartered planes last year to the Paris TPG exposition in Paris. The association is located at 230 W. 41st St., New York 36, U.S.A.

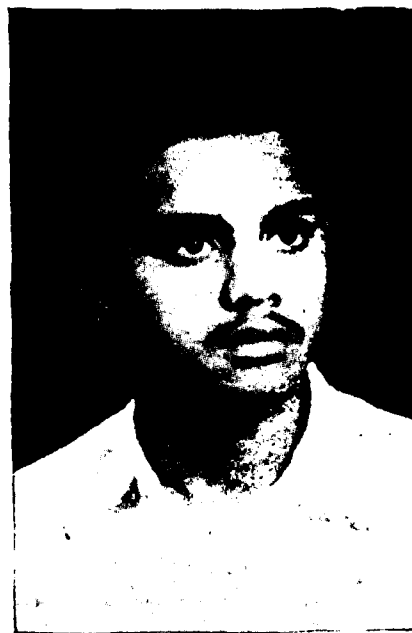
Both tours include extended trips to other places and visits to printing plants.

ADVANCE BOOKING FOR EXHIBITION

Advance publicity from Drupa, to be held next year in Dusseldorf from 5th to 18th May states that it is advisable now to make booking enquiries for hotels and air reservations. Information is available from Drupa, Nowea, Ehrenof 4 Dusseldorf, Germany and travel agents.

PRINTING INDUSTRY IN ITALY

Italy's printing industry comprises about 6,000 firms, and it is reported that about 4,800 of these firms employ less than ten people. There are only about 60 printing works employing more than 100 people, and 100 printers with 50 to 100 employees, while 800 printers employ from 10 to 50 staff.



Digambar Gangal leaves for USA

GOSS SCHOLARSHIP IN PRINTING TECHNOLOGY

Shri Mukund Digambar Gangal, son of Shri D. D. Gangal, Manager of Lokasangraha Press, Poona, left for the U.S.A. by Air India for studying Printing Technology at the Rochester Institute of Technology, New York.

India Foundation awarded Shri Gangal a scholarship granted by the Goss Printing Press, a division of Miele-Goss-Dexter International Company, Chicago, Illinois, U.S.A. The Goss Printing Press is a well-known International company manufacturing printing presses and allied machinery. India Foundation is fortunate in securing this generous gift from Goss, which will greatly help the advancement of printing technology in India.

Shri M. D. Gangal, born in 1940, had his secondary education in Maharashtra Vidyalaya, a high school conducted by Anath Vid-yarthi Griha, Poona. He scored 81 per cent marks in his final S.S.C.

Examination. After studying upto Inter Science in Fergusson College, he proceeded for engineering studies at the College of Engineering, Poona, from where he passed B.E. (Mech.) in first class in 1961. He had a consistent first class career throughout his college education. While at college he was awarded open merit scholarship and a senior studentship in the final year in the Engineering College.

PACKAGING EXHIBITION IN PORTUGAL

Portugal is to have its first packaging exhibition next year. It will be called EMBA and will be held from March 12 to 26. It is being organised consequent to a market survey on the technical and economic development in Portugal. The aim is to give the Portuguese industry practical opportunities for procuring information on the growth of packaging and packing techniques (protection and sales appeal) throughout the world.

The show is being organised by the Portuguese Government with a view to improve the packaging of products for domestic and foreign consumption. A packaging congress with lectures by some well known European packaging engineers will be held during the course of the exhibition. Seven thousand square metres of floor space will be devoted to the exhibition of which 1,200 square metres will be given over to an educational display explaining the newest techniques used in the fields of protection and sales appeal for all kinds of goods in Europe and the United States. In addition, the European Packaging Institutes, members of the European Packaging Federation, will exhibit the best packages, packaging materials from their country.

The Government has made all necessary arrangements to enable

the responsible people in different Portuguese industries to visit the show. This is why the exhibition will be held over a period of 14 days. The visitors will have opportunity to choose and to buy packaging machinery and packaging materials on the spot.

Further details of the exhibition can be obtained from : EMBA—Bureau Technique, 3 Rue La Boetie, Paris (8 eme), France.

RAILWAYS ADOPT METRIC PAPER SIZES

The Railway Board has informed all the General Managers of the Indian Railways that sizes of publications printed and used by the Railways would now be changed over to the metric paper sizes, as shown below :—

- (1) A-4 (210 × 297 mm.)
- (2) A-5 (148 × 210 mm.)
- (3) A-6 (105 × 148 mm.)

The Railway Board has also instructed that the change-over of the publications into metric sizes should be done as early as possible and in any case not later than January 1963.

So far as time-tables are concerned, it is necessary to effect the change-over in all the Railways at the same time so as to produce a uniform time-table. It has, therefore, been suggested that the October 1962 issue should be printed in size A-5 (148 × 210 mm.).

Regarding the publications, the change-over would be so programmed that the stock of existing sizes of paper would be utilised without wastage. The existing sizes of publications which are to be changed to A-4, A-5 and A-6 are as follows :—

- A-4 — Crown Folio, Royal Quarto, Foolscap Folio, Demy Quarto, Imperial Quarto and similar sizes.

- A-5 — Crown Quarto, Royal Octavo, Foolscap Quarto, Demy Octavo, Imperial Octavo and similar sizes.

- A-6 — Crown Octavo, Royal 16 mo, Foolscap Octavo, Demy 16 mo, Imperial 16 mo and similar sizes.

It is expected that other Central and State Departments would also follow the Railways.

FOR THE SMALLER BUDGET

The Multilith 80S is a new, small and moderate priced machine designed to give the user with a limited budget the benefits of offset quality and versatility over the whole area of duplicating and form printing.

A feature of the Model 80S is the Simflo attachment. This device provides the automatic application of ink and moistening agent in the correct proportions and ensures consistently high quality work with the minimum of operating skill.

NOTICE TO EXPORTERS

The Government of India have entered into a Trade Agreement with the Government of the Democratic People's Republic of Korea (North Korea), requiring that all financial transactions (with certain exceptions — vide paragraph 2 below) between the two countries should be effected in rupees. Exporters are advised that, henceforth, all contracts covering exports to North Korea (other than those referred to in paragraph 2 below) must be registered with the State Trading Corporation of India Ltd., New Delhi ; The State Trading Corporation, while approving the contract, will issue a letter or certificate to that effect, which should be attached to the original copy of the G.R. 1 form to be submitted to the Customs at the time of shipment. Payment for such exports can be

received by exporters only in rupees by debit to an account with an authorised dealer in India in the name of any bank in North Korea.

2. In cases, however, where the North Korean importer has made arrangements for financing a shipment in a 'free' currency or in external sterling, the Indian exporter should submit the G.R. 1 form, along with Letter of Credit opened in their favour showing the financing arrangement made, to the nearest office of the Exchange Control Department for countersignature. In the case of exports to North Korea, the Customs authorities will accept only such G.R. 1 forms as are countersigned by the Bank or are accompanied by the State Trading Corporation's certificate of registration.

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NEW EQUIPMENT

NEW HALFTONE PROCESS

A new process of producing engravings up to 133-screen by electro-photographic means (in contrast to conventional photo-engraving methods) for use by newspapers and also in wrap-around letterpress operations has been introduced by the Radio Corporation of America.

The process uses 'Electrofax' coatings to sensitize metal plates, making it possible to place the plate in a camera and to record an image directly on the plate.

The Electrofax technique is an RCA discovery expected to have broad applications in the area of electro-photography.

Extensive field tests have shown that Electrofax coated plates result in high quality reproduction, with savings in cost and processing time.

With the Electrofax process, a pre-coated metal plate is placed in the copying camera and exposed briefly to any 'hard copy' for publication.

Elimination of the film step, and the reduction of exposure time from four minutes to just a few seconds, are the significant features of this new process.

The Electrofax technique may be applied to lithographic printing plates with equally good results.

In making the process available, RCA will market conventional zinc or magnesium plates coated with the Electrofax formulation.

When ready for use, the pre-coated plate is made light-sensitive by giving it a blanket negative electrostatic charge. This is done

by a simple, mechanically operated device.

The 'hard copy' may be exposed directly by contact or projection on to the plate, and the electrostatic image recorded is toned and fused. After the Electrofax coating in non-image area is removed by solvent, the plate is ready for conventional rapid etch.

Further information from RCA Graphic Arts Division, Building 1, Fifth Floor, Radio Corporation of America, Gamden, N.J., U.S.A.

NEW TECHNIQUE PERMITS LITHOGRAPHIC PRINTING OF PLASTICS

A new technique for quality printing sheet plastic, said to reduce the cost by up 75 per cent in many instances, has been evolved by Inchbrook Printers Limited, one of the Newman, Hender Group Companies. A combination of special inks and varnishes and a new handling procedure has enabled the firm to exploit the speed and versatility of offset-lithography in the printing of plastics — a process previously regarded as technically unsuitable for plastic surfaces because of the slippery, non-absorbent nature of the material. The firm developed the technique for printing in four colours on .025" white Styrene sheet which is subsequently vacuum formed to produce three-dimensional, bottle 'crown' advertising novelties. Despite the stresses of vacuum forming the printed image is said to be superior in many respects to that obtained by the accepted printing processes for plastics.

NEW MARKING MACHINE

A new machine that marks the top and one or two opposite sides of voltage regulator covers and similar objects is now available from Markem Machine Company, Keene, N. H. The Model 154A places a neat, durable imprint up to 2" x 6" on each of the three sides, using a Markem speciality ink developed for the surface to be marked. Production speeds up to 1500 units per hour are possible, depending on object size and weight. The machine may be used to mark covers, parts and packages of metal, cardboard, plastic, glass and other materials.

In the voltage regulator cover application, the operator places a cover on each of the magnetic work-holding fixtures at the loading station. Covers are carried first to the two air-operated printing heads and simultaneously marked on two sides, then to another position where the tops are printed. The covers then continue to the front, where they are removed by the operator.

Any of several kinds of magnetic and non-magnetic work-holding fixtures may be included in the machine, depending on the article to be marked. Printing elements may be rubber plates for long runs or Markem Masterplates with quick change type inserts for frequent imprint changes.

Complete information on the Model 154A and other machines for labelling, identifying and decorating products and packages may be obtained from Markem Machine Company, Keene 68, N. H.

LUMITYPE PHOTO-SETTER

J. F. Crosfield Ltd. have been appointed sole selling and servicing agents for the Lumitype photosetter in Great Britain and the Commonwealth.

The Lumitype was developed in France and the manufacture was subsequently transferred to the United States and undertaken by the Photon Inc., who re-named it the Photon. During the last twelve months, production has started on the Eastern side of the Atlantic, in France, and all the machines sold by J. F. Crosfield will be of French manufacture.

Already twelve of these machines are operating in Europe and Scandinavia, but it is in America that Lumitype Photon has achieved its major success. Over one hundred Photons are now in operation.

The Lumitype is revolutionary in design and represents a complete break-away from the present commercial methods of photosetting in that it is not an adaptation of a hot-metal machine. This has made it possible to design a machine which is much more flexible and quicker in operation, and therefore has a considerably greater output of production.

The Lumitype uses a continuously rotating matrix disc eight inches in diameter and containing sixteen different founts of type arranged in concentric rings.

A special lens turret enables all sixteen faces to be reproduced in twelve different sizes and this means that the operator has control over 192 founts containing over 17,000 characters. All of these founts can be 'mixed'.

The Lumitype is operated from an electric typewriter keyboard and produces a typewritten proof. The

information from the keyboard is fed via a calculator unit into the photographic unit and as this is decoded it produces a stroboscopic flash at the precise moment that the required character on the revolving matrix passes the optical system and projects it on to the photographic film or paper. The Lumitype is fitted with a full range of controls enabling the machine to cope with all types of composition including display, tabular work and text.

The first machine is expected into Britain in the autumn. Further information from J. F. Crosfield Ltd., 2, Elthorne Road, London, N19.

NON-STOP DELIVERY

Closely following the announcement that Chief 24 presses can now be equipped with a feed-pile pre-loader, the manufacturers have developed this simple device for achieving non-stop delivery. The sheet-catcher is inserted just before a printed pile is wheeled away and removed after the empty pile-board has been raised. Unlike the feed-pile pre-loader, which is an optional extra, the sheet-catcher is being supplied with all Chiefs sold in the UK and Irish Republic by Frank F. Pershke Ltd., 170 Westminster Bridge Road, SE1.

GRAPHIC TECHNOLOGY

A magazine for printing technologists is now published by Shand-Moran Ltd., 58 Frith Street, London, W1. *Graphic Technology* magazine is published six times a year, and the first issue appeared in May, containing articles on Multi-mask, Lino-film, electronic gravure cylinder engraving, a camera review, an article on ink-paper relationship etc.

Costing Course in Bombay

The Regional School of Printing Technology, Bombay has recently started a course on printers' costing, based on the British Federation Costing System. The duration of the course is 40 lectures.

It was inaugurated on the 5th October 1961, by Shri S. Ramu, Chairman of the Advisory Committee of the Regional School of Printing. The Course is being conducted by Shri S. A. Sapre, Principal of the school, an authority on Printers' Costing.

There was a regular stampede for admission to the course. Several printing managers, accountants, printing proprietors have taken advantage of the course.

1,000 CHARACTERS A SECOND

According to a report by J. Turchon of McGraw-Hill Publishing Co., a new machine for automatic computer composition is now under development by the Columbia Broadcasting Company's research department. Called the CBS Vidiac G-1000, the machine is reported to be capable of casting 1,000 type characters per second by the utilization of electronics. If lower quality reproduction is acceptable speed can be increased to more than 100,000 characters a second. The machine is intended for book and magazine composition. It will cost about £100,000 and therefore may be practical only if used as a central typesetting plant for several publishers. Copy to be set is keyboarded on to a magnetic tape. From the tape, copy goes through

the Vidiac machine and is processed on film for plate-making. By using high-speed punched tapes to feed the keyboard operating mechanism, very high input speeds can also be obtained.

NEW LETTERING SYSTEM

Instant lettering marketed by Letraset Ltd., consists of screen printed letters on a plastic base. The base is coated with a wax-rubber compound high pressure adhesive. The letters are held in a delicate relationship with the plastic base and should therefore always be protected by the special backing paper to which letters do not adhere. The letter transfer is accomplished by placing it in positions over a guide line drawn on the art-work and rubbed over lightly with a ball point or soft lead. The plastic sheet is then carefully

removed leaving the letter firmly adhering to the paper. To ensure maximum adhesion the letters are rubbed over with the backing sheet. It is best to ensure that the letter has stuck to the art surface before burnishing by pressing with the thumb or a blunt wooden spatula. Techniques may be varied according to the nature of the surfaces which are being lettered. For this reason the instructions need not be rigidly followed but intelligent adaptation will ensure a satisfactory result. The typesheets should be protected from dust by returning it to the protective paper sheet with the adhesive side facing it.

INTERNATIONAL PAPER SIZES

Hawthorn Baker Limited, U.K., are now well advanced in adopting the International 'A' sizes for all

items of stationery. A matching suite designed by Edward Mortimer Limited includes A4 and A5 letterheads, invoices, statements, quotation sheets, gummed labels, compliment slips and numerous internal stationery items.

The National Federation of Builders' and Plumbers' Merchants are also pressing their members to adopt A4 sizes for promotional literature and leaflets.

CHANGE OF TELEPHONE NUMBER

The new telephone number of the office of the All India Federation of Master Printers at 42, Broadway, Madras-1 is

2 3 3 3 0

PATRA

'HORACE' COUNTS AND TIMES PACKAGE DROPS

NEW INVENTION FROM PATRA LABORATORY

A consignment of containers leaves a factory in south-east England. They are all ordinary-looking boxes. But one is different from the others. . . . inside is an intricate clockwork mechanism ticking away, storing up vital information that will tell scientists exactly what happened to the box on its journey.

This recording instrument is the latest production aid for the packaging industry to come from the Leatherhead laboratories of the Printing, Packaging and Allied Trades Research Association. It will be shown for the first time in public on PATRA's stand at the International Packaging Exhibition (Olympia, September 5th—15th, 1961).

'Horace', as the PATRA scientists call the instrument, gives a complete drop-by-drop record of the container's journey. 'Horace' not only notes every drop received; he can tell the drop height, the side on which it fell and the time and date of each impact. And if the package is stored in a warehouse, 'Horace' will say on which side the container stood and for how long.

The instrument, which has been under development for two years, is now produced commercially as the PATRA Drop Recorder. It marks a big step forward in the investigation of journey hazards, and the instrument is now undergoing intensive laboratory testing and will shortly be sent out on a number of road and rail routes.

Development work, which was partly sponsored by the British Transport Commission, has been directed by G. A. Gordon, joint head of PATRA's packaging research laboratory, assisted by A. McPhail.

The PATRA Drop Recorder is the successor of the original PATRA Journey Shock Recorder which counts the number of drops (and indicates the drop heights) but does not record the impact time and date.

The new instrument records in the range of 3-36 in., whereas the old one graded drops between pre-set limits. It operates for more than a month and the time for any drop (or other movement) can be determined from the wax-paper record which is produced to an accuracy of plus or minus ten minutes.

As an example of what the recorder can do, it will tell, for instance, that the pack received a 12 in. drop flat on the top face at 2-35 p.m. on Friday the 13th.

The Association states that it will be glad to discuss individual requirements with anyone interested in acquiring an instrument. Batches can be made to order and the price would depend on the quantity required.

HOW THE DROP RECORDER WORKS

The PATRA Drop Recorder works like this. A waxed paper web is driven at a constant speed

by a clockwork motor, and three pens, deflected from the normal position by the impacts, make traces on the web, the amount of deflection being a measure of the drop height. A fourth pen marks the time base in hourly divisions. On each impact, the paper is accelerated and over-rides the clockwork drive, so opening out the traces and thus making the records easy to read.

After the clockwork mechanism runs down — or stops for any other reason — the instrument will still continue to record drops until the web is exhausted.

To facilitate interpretation of the traces, a precision 'reader' is used with the recorder. The operator simply unwinds the web through the reader and by manipulating an adjustable scale, deflection measurements are read off; from these a picture of the treatment the pack received during transport and storage can be obtained.

When the recorder is sent out on a journey, the recorder is packed in Volaprene cushioning material. This makes operation of the instrument independent of the nature of the surface on which it falls. In other words, it makes no difference to the readings whether the pack is, for example, dropped on turf or concrete — the drop height indicated will be the same.

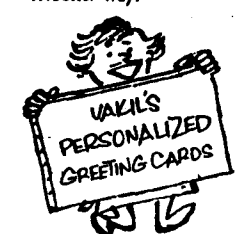
A preliminary Packaging Laboratory Report is being prepared by PATRA giving an account of the limited trials so far carried out with the prototype instruments.

**187
MORE
TO GO..**



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FUNDAMENTALS OF EFFECTIVE PRICING

By
CAMERON BECKWITH

The primary need of the composing room is a truly skilled estimator. He should have a well-rounded composing room background and, in addition should have special training and experience at estimating. The idea of drafting miscellaneous office help to estimate composition is preposterous. There are very few formulas which can be applied, and a good job of pricing can only be done by a person with intimate experience.

We believe that the most sensible and practical rule to follow in composition, and the one which works out best in the long run, is to *Be Realistic!*

Unrealistic pricing seems to be the rule in so many composing rooms—particularly in those plants where long press or bindery runs are available. There has been an alarming tendency (and we say “alarming” because it sometimes damages the industry) on the part of a great many printers to “give the composing away” and then depend upon lucrative press and/or bindery runs to gain enough back in order to show an overall profit.

They have been further tempted to do this by the vastly increased speed and automation of modern press and bindery equipment. Composing room operations have not speeded up in the same ratio anywhere—due basically to the highly personal nature of the work and the inability thus far to circumvent the human skills with high speed machinery.

The fallacy of this give-away theory is that the customer will be fully cognizant of the great savings he is making on composition, but

will be blind to the fact he is being overcharged in the pressroom and/or bindery. Such fallacies have been known to impair customer relations altogether. At best, the customer looks over the invoice and says, “Say, who is this guy trying to kid?”

If he realises the padding in one operation only offsets the skimping in the other, the buyer is properly confused and a doubt is born in his mind about the validity and accuracy of the rest of the bill.

SITTING DUCK APPROACH

Then, too, we have heard of certain printers who naively believe that the ideal approach to a prospect is to accost him with a radically low composition estimate as a starter. Makes a good first impression, you know. Presumably, the customer is bowled over by the opening salvo and then becomes a sitting duck for everything to follow.

That sort of approach to composition pricing is bad, but it is no worse than the thoughtless give-away antics of the printer who says: “Oh, don’t bother with a designer! We will style it for you! No extra charge!” Or he says, “Author’s corrections? Ha, Ha! of course we do not charge for them separately! They are included in the low, low page prices!”

All of the above pricing methods can only depend for success upon the assumption that the customer is both stupid and credulous. Such assumption likely accounts for the failure of the methods and points up one of the reasons why so many composing rooms lose money.

Sometimes we think we should shake ourselves around a little and reiterate for our own benefit a few basics which we feel are worth believing:

(1) Publishers want to do business with printing manufacturers who are honest and straightforward;

(2) Publishers want to pay for what they actually receive;

(3) Composition prices should include a reasonable profit, but dare not be so high as to stop the flow of work.

Basic No. 1: Publishers want to do business with printers who are honest and straightforward. Adherence to this basic will pretty well put an end to price cutting in one department with corresponding padding in another. The printing buyer who seeks an honest printer also knows something about the cost of production, and he immediately becomes uneasy when he reviews an estimate or invoice where there is evidence of manipulation. “Hey,” he says, “this fellow can’t put this through composing for \$3.00 a page, but I’ll bet he has the money in here someplace!” So the buyer looks further, and generally he can find it because he knows the printer must make a profit over all or he will go broke and that’s all there is to that.

So let us assume the buyer looks further and finds the presswork prices are high. He tells himself he has found the money which was subtracted from composition—but he gets no satisfaction out of it. The nagging doubt still persists that he is not getting a square deal. “Why should the printer do it that way

when it is easier to play it straight,” he asks himself, and he wonders if possibly more has been added in one place than has been subtracted in another.

A SUSPICIOUS LACK OF EVIDENCE

Let us assume the buyer looks carefully through the estimate and can find no evidence of padding in other operations. All he can see is a sharp cut in composition price and all other prices are competitive and strictly in line. Let’s give him credit for being thoughtful enough to realize that fundamental laws of economics apply to the printer too, and the buyer can only come to this conclusion: “Either the printer is going to gouge me someplace where I can’t see it right now, with extras or alterations or something, or he is going to take a loss on this job.” It is difficult for him to find comfort in either prospect. After all, any printer who loses money on one job, and still stays in business, must gain it back!

Sometimes these explanations for composition price-cutting are offered by the printer: “Sure, we gave you a real good price because you are a pal and we value your business.” Or he says, “We are running a little slack in composing and we are anxious to get in some more work just to keep our men busy.”

Now, those answers might be valid once in a while, but money is lost in composing rooms that way, and printers cannot continue to stay in business that way!

Basic No. 2: Publishers want to pay for what they actually receive—providing they have a good understanding of just what is involved and how much is in their book.

We are strong believers in detailed itemization and pricing of each category of composing room production because such detailing is a definite help to both printer and publisher.

A NECESSARY CROSS-CHECK

To the printer, the listing and measuring of all composition items is a necessary cross-check against the actual time and material he already knows has been expended. Such itemization should be an integral part of his whole pricing system. To put it another way: The printer who keeps accurate time records on each job, who can measure his other expenses, including material, and who carefully itemizes and evaluates the various categories of work accomplished, is a printer who really understands how to price composition. There isn’t any other way to do it right. There isn’t any other way to submit a quotation or an invoice to a publisher and know that it is realistic!

To the publisher, the listing and measuring of the composition items in his book provides the facts to justify the outlay of money. By using those facts, the publisher can evaluate his expenditure, make improvements in future books and cross-check against his own knowledge of the composition.

Basic No. 3: Composition prices include a reasonable profit, but dare not be so high as to stop the flow of work. If composition pricing is done below the cost of production, the printer must add something *extra* to presswork and binding prices in order to make a reasonable profit. For purposes of internal analysis, the printer should allocate that extra to the composing room where it properly belongs. In so doing, he might very well discover that he is not losing money in composing after all, but actually is doing poorly in another department.

A most grave danger the printer faces is in not knowing actual departmental costs, and in not being able to pinpoint his own efficiencies or strengths. Not knowing these things he could scarcely be expected to know exactly what he should charge for all categories of composition. When it comes to pricing, well-meaning blundering can be as

(Contd. on page 15)

CALCUTTA PRESS Private LIMITED

1, Wellington Square, CALCUTTA 13

LIABILITY TO PAY CONTRIBUTIONS UNDER THE EMPLOYEES' STATE INSURANCE ACT, 1948

(From our correspondent)

The point as to what constitutes factory under the Employees' State Insurance Act, 1948 and what is the extent of the liability of an employer under the Act to pay both the employer's and the employee's contribution under the Act was decided by the Calcutta High Court in September, 1960 in an appeal preferred by a private body against the order of the Employees' Insurance Court, Calcutta. The judgment of the High Court is extracted below :

JUDGMENT

P. N. MOOKERJEE, J.—On 2nd April, 1957, the Regional Director of the Employees' State Insurance Corporation, Calcutta, applied before the Employees' Insurance Court, West Bengal, at Calcutta, for recovery of a sum of Rs. 2,128 as "employees' contribution" from opposite party No. 1, Messrs. Inrapuri Studio Private Ltd., and opposite party No. 2, the 'principal employer', he being the Manager of the aforesaid Company. The application was made under Section 75 (2) of the Employees' State Insurance Act, 1948, and the claim was for the period 14th August, 1955 to 31st December, 1956.

The application was contested by both the respondents-opposite parties whose principal objections were :

1. That the company opposite party No. 1 was not a 'factory' and accordingly, the Act had no application to the case, and the opposite parties had no liability hereunder ;

2. that the opposite parties had no liability under the Act for the "employees' contribution" and, in any event, they, not having deducted any amount from the wages and salaries of the employees on account of the said contribution, could not be made to pay any amount on that account.

Both the above contentions were rejected by the learned Judge, who constituted the original Tribunal—the Employees' Insurance Court—under the Act and he allowed the application of the Regional Director and made an order, directing the opposite parties to pay to the said applicant the amount of Rs. 2,128 as "employees' contribution" for the period 14th August, 1955 to 31st December, 1956, with costs. From this order, the present appeal has been filed by the two opposite parties.

In arguing the appeal, Mr. Apurbadhan Mukerjee has urged both the above contentions. We are, however, unable to accept any of the said submissions of Mr. Mukherjee and, in our opinion, this appeal should fail.

Of the above two questions, the second one may, conveniently, be disposed of first. Chapter IV of the Act (The Employees' State Insurance Act, 1948) is the Chapter on 'contributions'. In it, section 39 provides for the two kinds of contributions, the "employer's contribution" and the "employees' contribution" and for payment of the same to the Corporation according to certain rates and certain

units of time, prescribed therein. Under this section, read alone, the liabilities for the above two kinds of contribution are on the two respective parties, namely, the employer and the employees. But then follows section 40, which expressly enacts that both the above types of contributions are to be paid, in the first instance, by the employer with right to recover the "employees' contribution" from the wages of the particular employee or employees for the particular period. In section 40, the statute gives a clear mandate and categorically imposes an obligation on the employer to pay both the contributions in the first instance, subject to a right of reimbursement from the employee or employees concerned in regard to his or their portion or portions of the same. This section (Section 40) further provides, in sub-section (5), that the expenses of remitting the contributions to the Corporation should be borne by the employer, thus making it clear beyond dispute in the proceedings or aforesaid contest that, vis-a-vis the Corporation, the liability for both the above types of contributions is of the employer—at least, in the first instance. That being so, it is idle to contend that, the employer not having deducted the "employees' contributions" from their (the employees) wages, he cannot be made liable for the same. He cannot certainly take advantage of his own negligence or omission. That would be allowing him to defeat the Act by not availing himself of a right thereunder and seek-

ing, on that ground, to avoid his statutory obligation. In this view, it is also no answer to say that the employer may not find it possible to recover the contribution or contributions in terms of the Act. Whether he has lost the right in that respect is not a matter on which we need pronounce in the present case, but, that is irrelevant so far as his primary liability under Section 40 is concerned. We would, therefore, in agreement with the Tribunal below, reject this contention of the appellants—opposite parties.

We take up, then, the more important point, arising under the first head. This contention has been made in several branches. The principal argument, however, has been that the appellant company is not a 'factory' for purposes of the above Act, and, therefore, that statute cannot apply to this case. 'Factory' is defined in the Act (The Employees' State Insurance Act, 1948) in Section 2 (12) in the following terms :

"(12) 'factory' means any premises including the precincts thereof whereon twenty or more persons are working or were working on any day of the preceding twelve months, and in any part of which a manufacturing process is being carried on with the aid of power or is ordinarily so carried on but does not include a mine subject to the operation of the Indian Mines Act, 1923 (IV of 1923) (or a railway running shed) ; . . .

The expressions 'manufacturing process' and 'Power' shall have the meanings respectively assigned to them in the Factories Act, 1948 (LXIII of 1948) ; . . .

For the meaning of the expressions 'manufacturing process' and 'power' in the aforesaid definition, we are referred by the last part of the section (Section 2 (12) to the

'Factories Act' which defines the said terms as follows :

"2(k) 'manufacturing process' means any process for—

(i) making, altering, repairing, ornamenting, finishing, packing, oiling, washing, cleaning, breaking up, demolishing, or otherwise treating or adapting any article or substance with a view to its use, sale, transport, delivery, or disposal, or

(ii) pumping oil, water or sewage, or

(iii) generating, transforming or transmitting power, or

(iv) composing types for printing, printing by letter press, lithography, photogravure or other similar process or book binding ;

(v) constructing, reconstructing, repairing, refitting, finishing or breaking up ships or vessels ;".

"2(g) 'power' means electrical energy, or any other form of energy which is mechanically transmitted and is not generated by human or animal agency ;".

On the above statutory definition or definitions, we have no doubt in our mind that the company appellant No. 1 is a 'factory' within the meaning of the Employees' State Insurance Act. It is undisputed, on the evidence in this case, that in the premises where the appellants' studio in question is located, more than 20 persons are working on any day and were working on any day during the relevant preceding period of 12 months. As a matter of fact, at no time less than 70 persons worked in the studio. The first condition is thus clearly satisfied. All that remains now is to find whether the appellants' studio carries on a 'manufacturing process' with the aid of 'power'. On this part of the case, the admitted position is (1) that the appellants have and had 70 employees who work and worked in the aforesaid studio, as

stated hereinbefore, and whose wages and salaries are and were paid by the appellants ; and (2) that those employees include electricians, carpenters and coolies, cameramen and sound-recorders, who combine in the matter of shooting and production of films, which operations are done with their aid and with the aid of electric current, cameras, sound-recording machines and other necessary apparatus and instruments. This, in our opinion, is sufficient to satisfy all the terms and ingredients of 'manufacturing process' and 'power' and 'factory' required under the aforesaid definitions of the said two terms, and thus to affirm the conclusion that the appellants' studio is a 'factory' within and for purposes of the Employees' State Insurance Act.

In the above view, we overrule all the above contentions of Mr. Apurbadhan Mukherjee.

It follows, then, that this appeal must fail ; it is accordingly dismissed with costs.

N. K. SEN, J.—I agree.

Fundamentals of Effective Pricing

(Contd. from page 13)

effective as subterfuge in drying up the flow of work, because publishers simply will not take risks with new manuscripts in the face of overly high prices.

One more thing : Defeatism alone can bar the way to profit. All too often printing management shrugs despairingly and says, "we will lose money in composing of course." It just is not necessarily so. Efficient job planning and foremanship, plus realistic composition pricing, which is based on a thorough knowledge of costs, can result in composing room profit. It is proven everyday.

— Patra.

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REDUCE JOB-CONTRACT TROUBLES

BY FOLLOWING THESE PRACTICAL STEPS BEFORE THE CONTRACT IS SIGNED

By

T. L. BUTTERFIELD

Job-contract troubles will, without a doubt, be for ever with printing plants; there is little hope that they will be completely eliminated on every possible job one handles. This is no reason, however, that the printer should not try to do something about them. While they certainly cannot be eliminated they can very definitely be reduced in number.

The following are a number of practical steps every reader can take to keep this headache at a minimum in his business operation. All are time-tested and proven, and in daily use by many outstanding printing firms in the country.

GET IN WRITING

The printer who depends on verbal agreements on big job contracts is always the one loaded with contract troubles day-in and day-out. It just can't be done, even with the best of people. Every major contract should always be in writing.

But more important is the making certain that every possible detail involved is put into that contract before it is signed. Standard job-contract forms are wonderful but they do not cover every possible situation that may arise.

It is always a safe procedure to check through even this standard form, regardless of how many times one has used it, and then to ask and re-ask the question of whether everything is covered. If not, that additional and extra point

or two belongs as an addendum to that standard form.

AGREE ON EXTRAS IN ADVANCE

This is the biggest headache all of us face. It should be clearly understood by our customer that even the smallest item not covered in the contract is an "extra". And the printer has to stick to his rule or he will find innumerable small things (minute in cost in so far as each is concerned) being pushed upon him, with the result that the sum total has eaten away all of the original profit figured for the job.

CHECK IN DETAIL WITH THE CUSTOMER ONE MORE TIME

Before the contract is signed go over in minute detail with the customer every detail of the proposed job. And make certain that complete attention is yours when this is being done.

SPELL OUT ALL DETAILS

The failure to do this is a cause of many disagreements and disputes with regard to contracts. Avoid the use of short generalised contract forms if it is possible to do so. Where the least bit of complicated work is involved, take the time and trouble to spell it out in detail within the contract in language clearly understandable by the customer.

LET DAY OR SO ELAPSE

Do this between the signing of the contract and actual beginning of work on the job. This gives the

customer ample time to re-read his contract, and also to come up with any last-minute ideas he may have for changes. It is much easier to re-write that contract before the job itself is started than during the run, or to set up side agreements to the contract orally.

SPECIFY EXACT PAPERS AND OTHER MATERIALS TO BE USED

Many legal tangles with regard to contracts have arisen over misunderstandings on this point. Papers and other materials should never be specified in general terms or left unspecified. If exact colours, grade, AND manufacturer's name are specified within the contract, then this cause of possible dispute is avoided. Be sure the customer definitely understands this provision also.

TERMS OF PAYMENT SHOULD BE EXPLICIT

This can save a lot of headaches later if everything is put down in black and white. What is contained within the contract will usually be held binding in court, should appearance there be necessary, and any side agreements ignored in judgment. Be certain all terms of payment are set down clearly and understood and agreed to by the customer before he signs.

TIME ELEMENTS SHOULD BE INCLUDED

Whenever it is possible to do so, time of starting on the job should be part of the written agreement:

completion date is left out if it is at all possible to do so. When no definite date can be fixed because of work backlogs, it is a good idea to set the time of start in generalised terms, i.e., "within sixty days of signing of this contract". This is another of those points frequently resulting in contracts being brought into court by customers. Some reference to starting time on the job should always be included.

DON'T GUARANTEE MATERIALS OF WHICH YOU ARE NOT CERTAIN

If the customer insists on using inferior papers, for example, in order to hold the costs down, and you know he will not be completely satisfied afterwards; by all means have in the contract a clause stating that materials are specified by the customer, and no responsibility for their use is assumed by yourself. That alone will discourage many an individual who comes up with the idea of trying to save money on a job by insistence on the use of inferior quality materials.

BE CAREFUL OF FOLLOW-UP GUARANTEE ON YOUR PART

Guaranteeing "complete satisfaction" to anyone is taking in a lot of territory because some individuals can require an awful lot of us. Such guarantees are great for use in advertising, but they can be most costly when made part of the contract itself. Remember always that standards on anything whatsoever vary from one individual to another. What we may consider to be a perfect job may fall far short in another individual's estimation.

SET TIME LIMITS WITHIN THE CONTRACT

We can't guarantee any job indefinitely—no matter how well done or how good the materials used.

Some customers seem to think we should. It is best procedure to limit guarantees within periods of time of which we can be very certain from past experience. It is even better to avoid them completely in our contracts.

HAVE AN "IN CASE OF DISPUTE" CLAUSE

It is a good one in any contract. Provide for a method of handling

any disagreement with regard to completion of the contract. It may save a costly trip to court later on.

INSERT LIABILITY DISCLAIMERS

There are many things which can happen to a job which should be covered within the contract. Specifying what liabilities we assume with regard to each job is always good procedure.

HOW TO BUILD GOOD CUSTOMER RELATIONS

By
LARSTON D. FARRAR

Doing business is carrying into life each day the human relations knowledge we ought to acquire either through study, observation or experience. Because your human relations—or your relations with humans, i.e. your customers—count for so much, here are ten easy steps in a positive program which you can use in maintaining pleasant present customer relations and in gaining new customers to maintain or increase your gross business. The steps are "easy" only in that they will be easy when you have mastered them, made them a part of your daily program and are satisfied that they are essential for all successful businessmen. If you rebel against following these steps, then they will not be easy and perhaps you had better re-examine your thinking.

1. Be sure that customers or prospects who come into your office or shop are greeted promptly and cordially.

2. Be sure that there is someone to answer your telephone promptly and pleasantly during business hours.

3. After you have met a new customer, or in dealing with an old customer, be sure that you and the customer have a meeting of the

minds, beyond doubt, about any future contacts you will make, or about any work you are to do.

4. Be very certain that the customer understands clearly when he is to pay, or how he is to pay, in case there are to be several payments, and all details concerning payment.

5. If (and when) there are misunderstandings about the job or about payment, learn to cultivate an easy-going air.

6. Take an active interest in the civic affairs of your community. A knowledge of local events and conditions can be important.

7. When you meet people, either in civic life, socially, or in casual contacts, identify yourself and your business. In other words, in casual intermittent contacts, be sure to self advertise.

8. Always try to keep the customer informed at every stage of the job but without annoying.

9. In all your activities, treat other men and women as if they are just about to sign a contract with you.

10. In short, operate on the basis of—doing unto others as you would have them do unto you—if you were in similar circumstances.

GANGES *offers you*

METALLIC INKS

An outstanding set of Letterpress Metallic Inks possessing the greatest possible brilliance. Optimum results are obtained on coated stocks or hard smooth uncoated stocks on cylinder presses. Normally no additions to these inks are required, but if it should be necessary to reduce these inks only GANGES METALLIC INK MEDIUM should be used and then only in small quantities.

Letterpress Metallic Gold P1112 is supplied in two containers. One of which contains Varnish the other Bronze Powder. The instructions on the label of the container concerning mixing should be strictly adhered to.

GLOSSKOTE CARTON INKS

An outstanding range of gloss inks suitable for printing on corrugated kraft, kraft boards and liners and solid fibre boards, alkali, soap, and lightfast, giving excellent scuff and mar-resistant films with good slip and non-skid qualities on good quality stocks. They are primarily designed for printing on box-presses, but they can be adapted for use on conventional letterpress machines. They are economical inks and they can be supplied against specific enquiries in any of our standard colours and also as special matchings.

GLOSS INKS

This range is suitable for printing on greaseproof, and parchment type papers, though it also gives good results on Glassine and various plastic lacquered cards and papers. These inks dry to a very hard film with good adhesion. Normally no addition of driers will be found necessary, and the ink should only be reduced with Ganges Gloss Ink Reducer P2478.

TWO SPECIALLY FORMULATED COMPOUNDS

Drying Inhibitor Compound P2505.

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PSAPL-14/61

EDITORIAL

OPPORTUNITY KNOCKS AT YOUR DOOR

You must be knowing that the expenditure on education during the First Plan was in the order of Rs. 1,500 million; in the Second Plan, Rs. 2,700 million, and in the Third Plan, it is expected to be Rs. 1,700 million. The number of children in the age group of 6 to 11, attending schools, is about 30 million, which is roughly 60 per cent of the population in that age group. By 1965 this percentage is expected to go up to 85 per cent. When these children grow up you can imagine the amount of reading matter which will be required by the people of India. At the moment there are nearly 40 universities, 14 educational boards, and 900 arts and science colleges. There are more than 300,000 primary schools, 40,000 secondary schools, and 600 professional colleges, like engineering, agricultural, law, etc. Besides these, there are various polytechnic and other institutions to cater to the different departments of education. It is not surprising that a number of foreign publishers are coming to India to print books for this vast and increasing demand.

In this connection it is very pleasing to note that an attempt is being made to make education a central subject. This will be helpful in the integration of the various peoples of India and in bringing about a uniform system for improving the educational standards of the people of India. Even in the field of printing, a proper attempt at standardisation in the matter of type faces, book sizes, paper weights, etc., could be introduced, which would save the country millions of rupees.

We have mentioned above the colossal quantity of printing which will be required for educational purposes. The number of manufactured articles in the country is increasing by leaps and bounds. The publicity material, packaging, etc., which would be required for these articles, is gigantic. Industrialists are beginning to understand the importance of advertising and marketing. All this is good for the printer because he will have a vast market. Already the printers who are producing quality work are unable to cope up with the demand.

There has always been a complaint that there is a shortage of technicians and supervisors in the printing industry. The four Regional Schools are doing very good work in training up young men. We are glad to note that almost every boy who comes out of the school is being grabbed by various printing presses. The Government has also, we understand, passed the scheme for the establishment of the Central Institute of Printing, with Research facilities. When this is started printing executives of a high calibre will be available for the trade.

Paper production in the country is going up — at least in quantity. So many new mills are being established. With more competition printers can hope to get a better quality of paper in the country. Government is also beginning to realise the importance of printing machinery to cope up with the enormous volume of work. We are sure Government will be more liberal with the licences for printing and photomechanical equipment.

The Productivity Team is expected to come back by the end of the month, and may bring some useful ideas in the matter of increasing productivity.

There is a vast market awaiting your product in the educational, industrial, and other fields. The various facilities are there. Now, it is you, Mr. Printer, who have got to play your part.

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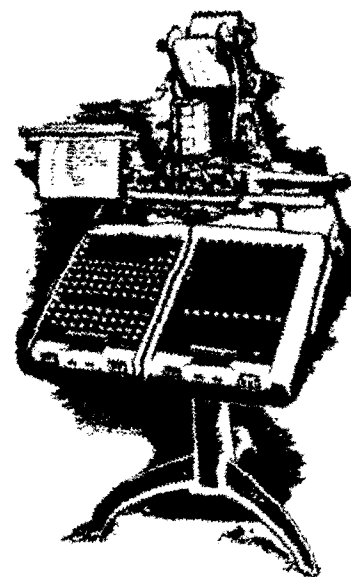
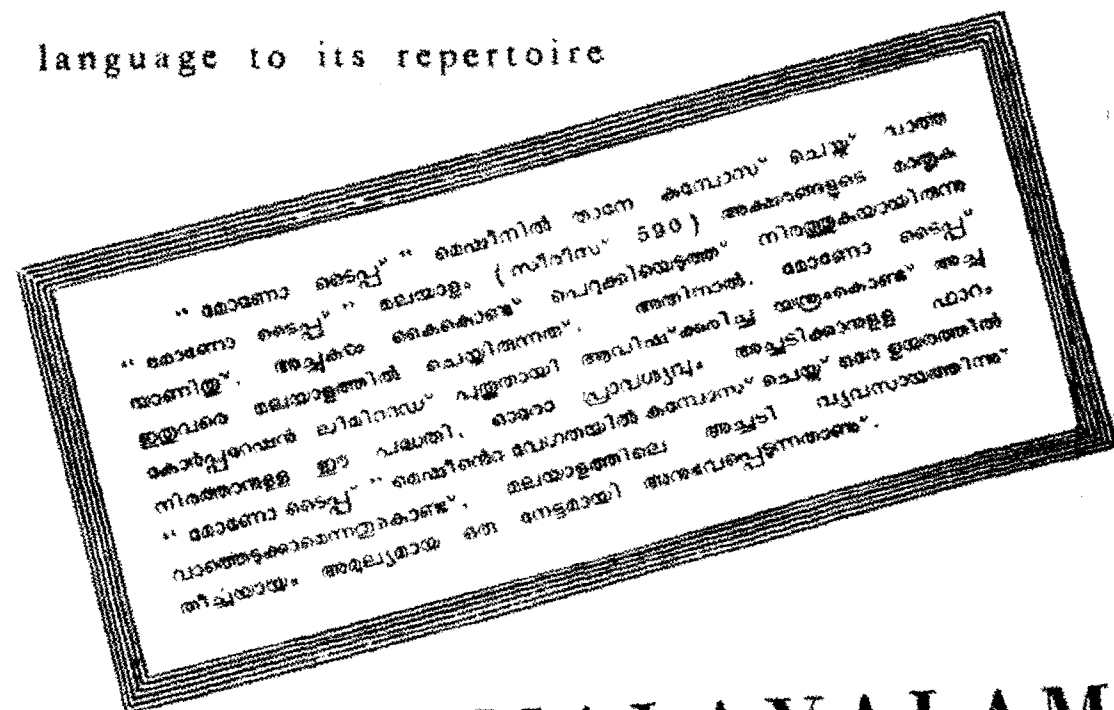
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Hony General Secretary, All India Federation of Master Printers at 42, Broadway, Madras-1. Editor: Sri S.



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- In 1951, SUN PROCESS made a two-colour half-tone block 39½" x 6" for the Vaitarna Scheme.
- In 1956, SUN PROCESS became a proprietary concern.

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DANGER SIGNAL

By
I. SCOTT

Our children's eyesight is in danger—and the appalling standard of some of the print they are expected to read threatens it. Why it should be that this most precious of all our faculties is so often taken for granted is beyond understanding. Devoted parents who call doctors for slight sneezes and who insist on regular visits to the dentist allow their children to spend hours, both studying and at leisure, confronted by print which so far falls below any standard of legibility as to form an undoubted menace to continued good sight.

The three requisites for unstraining, untiring reading are good position, good light and good print. Very often much is done to ensure the first two but no interest whatsoever is shown in the last. While it may be understandable that an uninitiated parent would not appreciate the niceties of print quality one would expect that they should be able to form some opinion which could guide them in deciding whether something were easily readable or not. Apart from this, however, it is surely quite inexcusable that, knowing the destination and aim of the work being done any printer should produce for children some of the slipshod, grubby printed matter that passes for their consumption. All those engaged in the paper and print industries should surely be particularly alert to this matter. After all, our responsibility is three-fold, as parents, as educators and as craftsmen. If we are to criticise those outside our trades who do not have our special knowledge, let us also be honest enough to ask how many printers, for instance, in spite of their intimate interest in their own trade, supervise

their children's reading matter and ensure that as far as possible it is clear and unlikely to cause any eye-strain. Discounting for the moment any steps taken purely as individuals, the broad picture is one in which collective responsibility plays such a large part and in which much is lacking. As educators, the steps taken to enlighten the public on the question as to what is good or bad print have been spasmodic and half-hearted. In a general way there is an enormous amount to be done not only along definite lines but also from the comparative angle of demonstrating the difference between good and bad and aesthetically in delineating the beauties that are possible in design and execution. As craftsmen, of course, it is largely a matter of answering to an artistic conscience and satisfying standards that have already been decided upon. A great deal of children's leisure reading and 'popular' educational work comes from abroad. Comforting as it would be, however, to blame the general quality on the poor work turned out by some anonymous continental printer this just can't be allowed to remain the answer. Even some of the most famous names in the British printing world fall far below their best when turning out work for children. Neither regrettably is this state of affairs confined to fiction. A good many of the text-books used in primary and prep. schools are no credit to the industry or to the individual printers responsible.

Without, in any way, trying to justify sloppy work it would probably be fair to say that many printers feel that their chief responsibility is simply to produce, within

the price structure imposed upon them, what their experience tells them are their publishers' requirements. The publishers, in their turn, may well feel that they have grounds for being disillusioned as regards any appreciation of good print likely to be shown by their customers. It is obviously a matter of education as well as the defining of standards which has to be resolved therefore. But which way to go about it?

Instrumentation is now available and can be applied to many or perhaps all the features which contribute to whether a piece of printing may be considered safe for children to read or not. There is therefore a basis of relevant information which can be built up and used. It can be to the hands of those interested and those responsible to aid them in deciding what is suitable and what is not.

TYPE AND QUALITY OF THE PAPER TO BE USED

This is not more than a part of the whole problem, but it is the basis on which all else is laid, in every sense of the word. Too many children's books, both fact and fiction, seem to be marketed without much thought having been given to the conditions in which they will be used, conditions which may be expected to range to the uttermost limits in which it is feasible to absorb printed matter. Papers are too often of poor colour, doubtful cleanliness and of a texture which does nothing to help the print to 'stand up' to be read easily. The ideal sheet within whatever price range has to be decided upon, should be of good clean colour. It should be selected with the object

of providing a contrasting background to the print so that from this aspect the greatest possible clarity can be obtained. While being bright and offering a 'cheerful' appearance, the glaring shades such as those suitable for advertising matter should be avoided. The important thing to remember is that, particularly in the case of books intended for study, the length of time the page is in view is frequently rather long and the degree of concentration called for in a child is fairly high. While providing the necessary contrast therefore anything that reflects too much light would be completely unsuitable. A high finish, such as in most coated papers must be avoided therefore. A good deal of study is always in artificial light and most of us are familiar with the annoyance of shifting a book around while reading to prevent the reflected glare from the paper obscuring the print. On the other hand, the excessively soft papers, the 'bulky' Antique Woves which are sometimes used for instance, are equally dangerous from another point of view. The impression sinks into the sheet and the outline of the printed letter is broken up by the fibrous edges of the paper into which the letter has been 'stamped'. The ideal paper therefore is as far as possible blemish free, keeps the black letter on the surface, forms

an undistracting background to it, and can be read at length without causing eye fatigue.

It might be thought that the print itself would offer little in the way of a problem but in fact it may well turn out to be a much more stubborn obstacle than it should. How strange it is that principle of printing, letterpress printing, anyhow, is so simple that every school-boy at some time or another gets his parents to buy him a 'printing set' and starts up as a journeyman craftsman. In spite of the apparent simplicity, however, the production of good print is something which needs the most intricate combination of perfect detail, constantly vigilant skill and — that element which is never absent from successful enterprises — luck. While deserving the last can only be hoped for, the first two must be inherent in the standards of the house. Too often they are absent. Were the job a 'best customer' one the shoddy approach which frequently characterizes children's work would not be tolerated. It is probable that they do not recognize the poor standard but that is no excuse for their eyesight being insulted. Printers who ordinarily pride themselves on their craft sometimes seem to suffer from critical coma when working in this field. Although quite capable of producing a sheet with even impression and a con-

stant weight of ink all over, they allow variations much wider than they would otherwise countenance. Even on a single printed page there is sometimes a gradation from black to pale grey and it is by no means unusual to come across whole signatures so different from the rest of the book that the object of producing a coherent whole has been completely defeated.

The differences here are often quite startling both from the point of view of varying ink intensity and also in the way of margins. These all too frequently jump about in a most distracting manner making concentration all too difficult. That this sort of carelessness is depressing would be enough in itself but the incidence of broken and dirty type is sometimes overwhelming. Filled in letters would not be accepted by any advertising agent or print buyer worthy of his salary. Why is it then that in the critical areas of education and the health of young children some lower standard is expected to apply? It should surely be a matter of prime requirement that on to the paper chosen as the most suitable should go, carefully and with pride, clear and clean type, prepared diligently and watched in the running like a sleeping baby.

The typeface should be selected in accordance with the best possible advice as being the most eminently

readable, and the blocks — but perhaps they deserve a paragraph of their own. It is not always the printer's fault that they may well depict scenes that would have been familiar to the Prince Consort but the printer must at least share some of the responsibility for their 'peasouper' reproduction. It would be surprising if the reader of the article if he be a parent, could not within half-an-hour find among his child's reading matter many, many illustrations which are almost indistinguishable. Age has certainly withered, in any sense, a good deal of the material of this kind that printers have to use, and to that extent the printer is bound by those who instruct him. This indeed underlines the composite responsibility that must be brought to bear on the whole subject. If things are to be improved, and it may be felt that a good case has been made, a number of authorities, organizations and individuals must be prepared to fulfil their obligations.

As in all things, the main stream of thought and the direction of it must come from the top. If those in whose care children are can be made conscious of the harm that is being done, and the improvement that can be effected, it can hardly be believed that they will not act. Fundamentally, the inspiration must come from those who initiate the work. When they are aware of

what constitutes good print they will be able to guide printers in the direction of the true standards of their craft and with them impose a 'rule' which will ensure a quality of juvenile work fit to stand with best in other fields. It cannot be done without a clear idea of the direction in which to go, however, and it may not be possible to attain complete success without spending a little more money than is sometimes the custom at present. There is no logic in believing that an expensive motor car is better than a cheap one, a fifty guinea camera better than a thirty-shilling one and yet still clinging to the idea that work produced without adequate estimate for preparation, with worn-out blocks and cheap paper is going to be as creditable as work into which an adequate, but not excessive amount of money, time and care has been invested. The ideal would probably be therefore for the whole subject to become 'official' and representatives of the interested parties to get together to deal with the matter on a common basis. The Ministry of Health has an obvious part to play as has the Ministry of Education. The Federation of Master Printers, the Ink Makers and Paper Makers are all part of the interlocking pattern which must be complete to be really worthwhile. With the assistance and advice of any

'experts' they may call upon they should endeavour to define 'good' print and also to draw attention to those lapses from standard which contribute towards 'bad' and dangerous to read print. The striving must be towards a clear description of what is necessary in terms which are understandable to everyone involved, technicians with particular bents, craftsmen who must apply the ideals on the machine and teachers and civil servants perhaps unfamiliar with the phraseology of the laboratory or machine room floor. It is by no means impossible, however, to codify findings today and what might be called a 'numerical' approach is well within the trades grasp. Factors such as the shade surface of paper, density of ink, screen of block and many others are measurable and can be fitted within a known framework of quality. Others such as the shade of ink and paper to be used, particularly in multicolour work where unharmonious colours can strain the eyes remarkably, the most suitable typeface and the most readable page composition are, if not measurable, at least responsive to pretty definite aesthetic 'laws'. On all these points there is a sufficiently large body of expert opinion available to ensure that the very latest ideas on clarity are available for use. There is no earthly reason therefore why, when the right road

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has been sign-posted, giant strides of improvement should not be taken.

It is quite possible, even probable, that much can take place without touching a parent's pocket or adding a ha'penny to a rate. But if to reach our goal a little extra has to be paid, is that such a dreadful thing? Parents who allow themselves any indulgence whether it be an extra packet of cigarettes or a yacht have no right to grumble at paying a fair price for a good-class article, produced to expert specification and purposefully designed to protect their children's eyesight. Public bodies (even working to their budgets as they have to) must be prepared, if it really becomes necessary, to spend a little more. The prevention or alleviation of juvenile eye trouble is surely no less important than the preservation of teeth or of any other aspects of children's health that the state or local authority is made responsible for. Much is to be done to bring this problem from the shadows into the light of day. Much to inspire a continuing interest on the part of those whose influence must be brought heavily to bear if a conscience is to be aroused.

There is no time to waste. Everyone has a part to play in the attack on sloppiness and sloth. There is no way back from damaged sight and no limit to guilt if the work prepared for children to read is not the finest that craft and skill can devise.

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HELP YOUR ROLLERS DO A GOOD JOB!

By

G. REGINALD COOPER

Good rollers, properly set, are not the sole secret of quality printing, but they are so important that they merit a lot of consideration.

This is true whatever the printing process. In each case the rollers are responsible for distribution and flow of ink to the image. They need a lot of care and precise adjustment.

As a general rule (except for the ink ductor roller) adjustments are made only to the plate or form rollers. These must be set first to the inking drum and then to the plate.

Setting To Ink Drum

One proven method of setting to the drum roller makes use of .055 film cut in a strip about two inches wide. Film makes an effective testing strip because it is not affected by ink and remains constant to the "pressure feel" regardless of other conditions. Once the rollers have been set with a constant pressure to the drum, just sufficient to transfer the ink film evenly throughout their length, we can concentrate on plate setting.

Safer, More Precise Method

Many pressmen prefer to do this setting during the run but this should be left to an expert pressman who has had a long experience on any given press. A far safer, and certainly more precise, method is as follows :

1. Gum the plate and fan it dry.
2. With the dampeners disengaged, roll up the plate solid and

stop the press with the rollers in contact with the plate, then gently lift the rollers and examine the streak.

3. The streak left should be even across the plate. The contact area will depend on the diameter of the roller — roughly about 1/16 of contact for each inch of roller diameter, although I must stress that this is only a rough guide. This contact area may vary with the type of plate being used and some experiments must be performed to satisfy the peculiarities of each press in conjunction with the plate being used.

Varying the Pressure

4. Some pressmen like to vary the pressure from roller to roller, gradually lessening the contact from the first plate roller to the third or the fourth. This advantage is, I think, rather obscure, although there is some value in having the last form roller set a little lighter than the rest.

Now, how about the condition of the rollers? Smooth, even contact to the other rollers and no low spots or splits to collect ink and deposit hickies on the inked image should be your first concern. Rollers should be soft and velvety, really clean, not glazed or hard. It is not enough to clean them just with some petroleum derivative or similar material. You must remove the glaze left by the deposit of gum from the water solution and the accumulation of paper fibre.

Take care of your rollers and they will take care of your business.

NEWS AND NOTES

CO-OPERATIVE PRINTING PRESSES IN GUJARAT

The Gujarat Government has approved a scheme to start co-operative printing presses in all seven districts of Rajkot Division. The printing presses at Bhavanagar is likely to start by end of the current year while those at Rajkot Jamnagar, Junagadh, Sudendranagar, Amreli and Bhuj are likely to start during next year.

NEW LANGUAGE ADDED TO LINOTYPE RANGE

Two Linotypes have been delivered to the Government Press of Afghanistan, at Kabul, equipped for the composition of Pushtu, Persian and English.

This is the first time that composing machines have been used for setting Pushtu, which is the spoken language of the majority of the Afghan population. As in other predominantly Muslim countries, the Arabic alphabet is used; but Pushtu requires 26 extra accented characters. Matrices for these were specially manufactured by Linotype & Machinery Ltd., to supplement the Arabic founts supplied.

The Persian language is also spoken in Afghanistan, so the extra Arabic characters necessary for that language were supplied as well. The Linotypes concerned are side-magazine models, and hold not only a full range of founts for the languages of Afghanistan, but also founts of roman, since English is frequently used in commercial work. The Keyboard buttons are marked with Arabic and roman characters.

Four more Linotypes—Model 78 SM machines—have been ordered by the Government Press at Kabul. Model 78 SM is the one most commonly used by printers of languages

employing the Arabic alphabet, particularly where English or French is to be composed from the same machine.

Public Notices

WEEKLY BULLETIN OF IMPORT & EXPORT TRADE CONTROL

New Delhi,
30th September, 1961.

The trade is hereby informed that it has been decided to print in the *Weekly Bulletin of Import & Export Trade Control*, the particulars of industrial licences issued under the Industries (Development and Regulation) Act by the Ministry of Commerce and Industry, along with the particulars of Import & Export licences. The particulars of Industrial licences were hitherto being printed in the *Journal of Industry and Trade* (a monthly Publication) but it was observed that there was considerable time lag between the issue of these licences and their publication in the Journal. With a view, therefore, to reduce this time lag and to make available more information to the trading and business community in the *Weekly Bulletin*, it has been decided to print the particulars of these licences also in the *Weekly Bulletin*.

It has also been decided to change the name of the *Weekly Bulletin* from *Weekly Bulletin of Import & Export Trade Control* to *Weekly Bulletin of Industrial Licences, Import Licences and Export Licences*. The above changes will come into effect from the first issue of the *Weekly Bulletin* for the period October 1961-March 1962.

(Sd.) K. T. Satarawalla,
Chief Controller of
Imports & Exports.

Department of Commercial Intelligence & Statistics, Govt. of India,
1, Council House Street,

Calcutta 1,
4th October, 1961.

Information has been received from the First Secretary (Commercial) to the High Commission of India in Ceylon, Station Road, Colombo 3, that Messrs. Pathma Stores, 187 Main Street, Colombo, wish to put in touch with manufacturers/exporters of gummed paper embossed labels.

Those who are interested should communicate with them direct with the offers under intimation to this Department as well as to the First Secretary (Commercial) to the High Commission of India in Ceylon, Colombo.

Sd. for Director General.

PRINTING IN RUSSIA

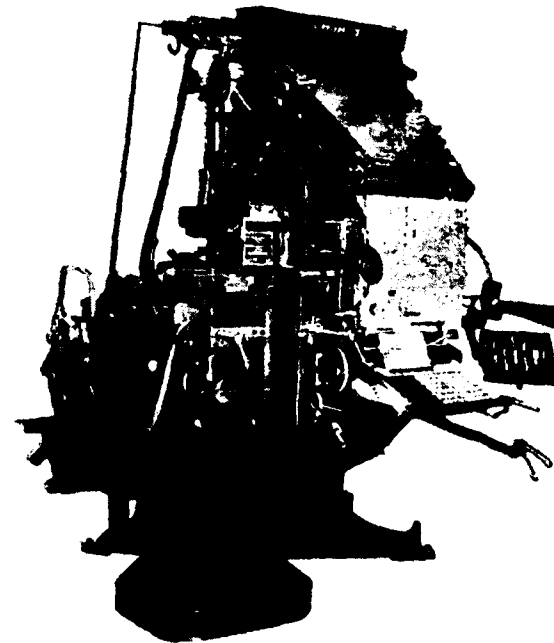
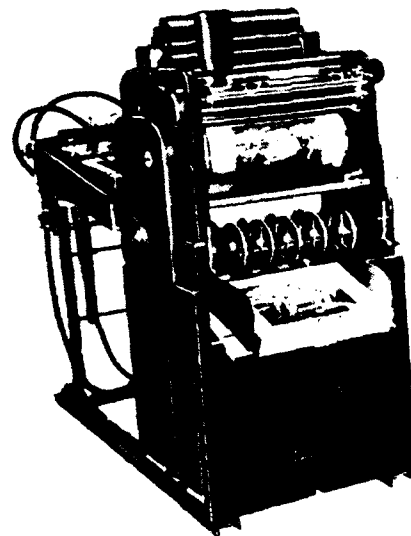
In the 6,000 printing units in the U.S.S.R., with some 300 of them in Moscow, there are about 200,000 employees of whom about 60% are women. These printing units produce about 10,211 different newspapers, 2,162 different periodicals, and over 1,000,000,000 case bound books every year, i.e., 5.6 books per head of the population of 200,000,000 or 2,000 books are produced every minute.

Printing is produced in over 80 different languages and dialects. Working conditions throughout the printing industry are virtually the same in the country. Most printing houses, in common with most industries, excepting the continuous process industries, e.g., steel-making, chemical production, etc., operate on a 41 hours per shift per week basis.

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Right: Linotype Model 78

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Left: Davidson Dual-Lith Model 233

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MOSCOW TRADE FAIR

At the British Industries Fair in Moscow, The Monotype Corporation Ltd. exhibited a number of keyboards, composition casters and super casters to demonstrate the wide range of work that can be handled on these machines. One of the casters was fitted for casting type for 4-line mathematical formulae. This is a new method of mathematical composition that eliminates most of the hand-work previously employed. There were also demonstrations of a 'Monophoto' filmsetter. This machine, which is the photographic counterpart of a 'Monotype' composition caster, and which was introduced to the printing industry four years ago is now in commercial operation in 14 countries.

Also on display were specimens of line, half-tone and wrap-round plates etched on a 'Lithotex' powderless etcher, manufactured by Pictorial Machinery Ltd., Kelvin Way, Manor Royal, Crawley, Sussex, a subsidiary of the Monotype Corporation.

Vacuomatic Ltd., 129 Kingsway, London W.C.2, who have in the past supplied paper-counting machines to *Pravda* and other Russian printing organizations, exhibited their complete range of paper and bank-note counting equipment.

Vickers-Armstrongs (Engineers) Ltd., Vickers House, Broadway, Westminster, London S.W. 1, exhibited a model of the Scott Vickers rotary newspaper press at Moscow. George Mann & Co. Ltd., South Accommodation Road, Hunslet, Leeds 10, although not exhibiting, gave full information and photographic coverage of their offset lithographic printing machines at the exhibition.

DEBUT OF LINOTYPE CORONA IN BRITAIN

A new type face, Linotype Corona is being used in British newspapers *Liverpool Daily Post* and *Liverpool Echo*. New, not only to these papers but to Great Britain, Corona was originally manufactured by the Mergenthaler Linotype Company of New York. It is now available from Linotype & Machinery Ltd., London.

The face was specially designed to incorporate all the lessons learnt from the earlier type faces of the Linotype 'legibility group'—Ionic, Excelsior and Paragon. Extensive stereotyping tests were carried out in the design stages so that the effects of matrix shrinkage on the type characters could be carefully measured and allowed for: in fact, Corona has a built-in compensation for foundry shrinkage.

Particular attention was paid to eliminating ink and dirt traps in letters such as g, f and s; all counters were opened as widely as possible; and serifs were strengthened and shortened to avoid any appearance of spottiness.

The x-height of the face is large so that Corona appears a full point larger than comparable faces in the same body size. In spite of this, its set is narrow and a passage composed in 7½ point will make the same number of lines as 7 point Excelsior.

It is better for stereotyping and for modern fast-running press conditions on the present standard of newsprint in Britain. It enables to go up to 7½ point.

Pioneers of full-colour newspaper printing in Britain, the *Liverpool Post* and the *Liverpool Echo* have one of the most modern press rooms in Europe and an efficient TTS installation; with the introduction of Corona they have the most modern type face designed for newspaper work.

Obituary

MR. R. A. AUSTEN-LEIGH

Printer and Scholar

Mr. Richard Arthur Austen-Leigh died on 18th October at his home, Isel Hall, Cumberland. He was 89.

The second son of Cholmeley Austen-Leigh, he was a direct descendant of Jane Austen's eldest brother James. He was educated at Eton and King's College, Cambridge, where he came First in the Classical Tripos of 1894. He was widely known in the printing industry both in Britain and abroad for the offices he held and for his shrewdness, his knowledge and his scholarship.

The International Bureau of the Federations of Master Printers which is now represented in 18 countries by 23 federations started to function in 1929 and Austen-Leigh was a member of this council of administration until 1949 when he retired from business. From 1933 to 1949 he was chairman.

Mr. Richard Arthur Austen-Leigh was for many years one of the most prominent and popular members of the British printing industry. He had a genius for chairmanship and as a consequence had fulfilled the office of the president or of chairman of almost all the leading associations connected with printing. He was president of British Federation of Master Printers 1922-23; chairman of the Joint Industrial Council of the Printing Trade 1927-28 and president of the Bibliographical Society 1934-36. He was also president of the Printers' Pension Corporation Festival 1941 and Master of Stationers Company in 1954-55.

May his soul rest in peace!

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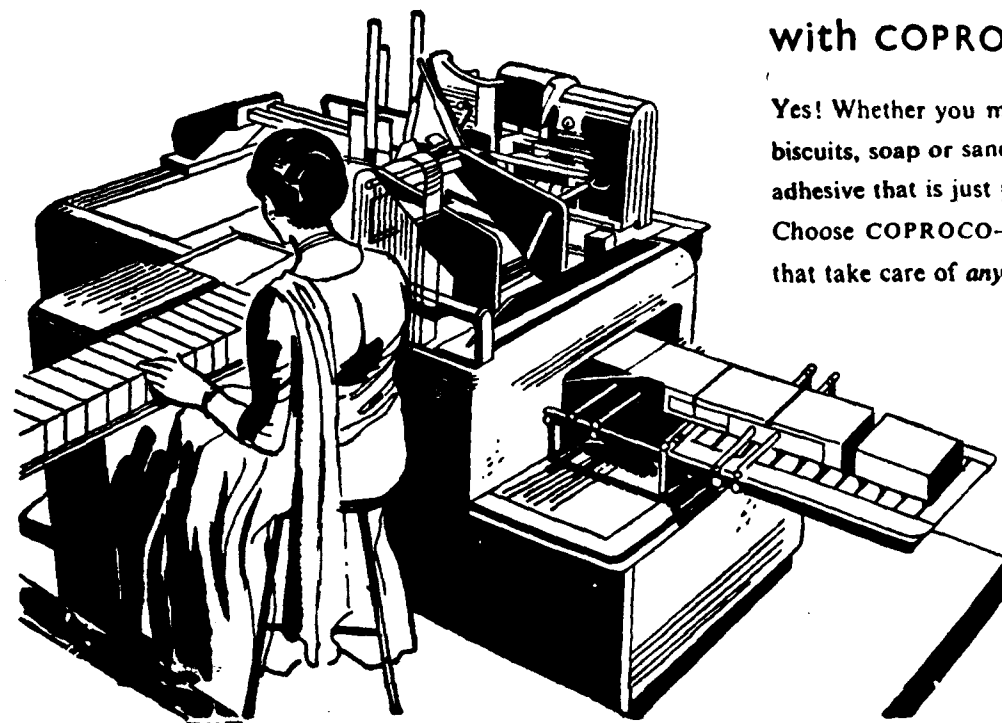
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TECHNICAL SECTION

NEW EQUIPMENT

NEW TYPE LINE-CASTING MACHINES

The Nebitype has been designed for the rapid composition of display matter from handset matrices and it is the first new machine of its kind to appear for over twenty years. One of its principal features, which aroused keen interest when it was exhibited at DRUPA in 1958, is that it casts slugs to 42 pica ems. This extra-wide measure reduces the necessity for double slugging and affords a quicker production than any comparable machine.

Slugs can be cast in sizes from 6 to 72 point on 6 and 12 point bodies. The matrices are gathered by hand and set face up in the composing stick, which is then inserted into the machine. The automatic casting cycle is started by pressing a button. The elevator positions and clamps the mould and matrices against the mouthpiece, and the metal is injected into the mould horizontally.

No Metal Squirt

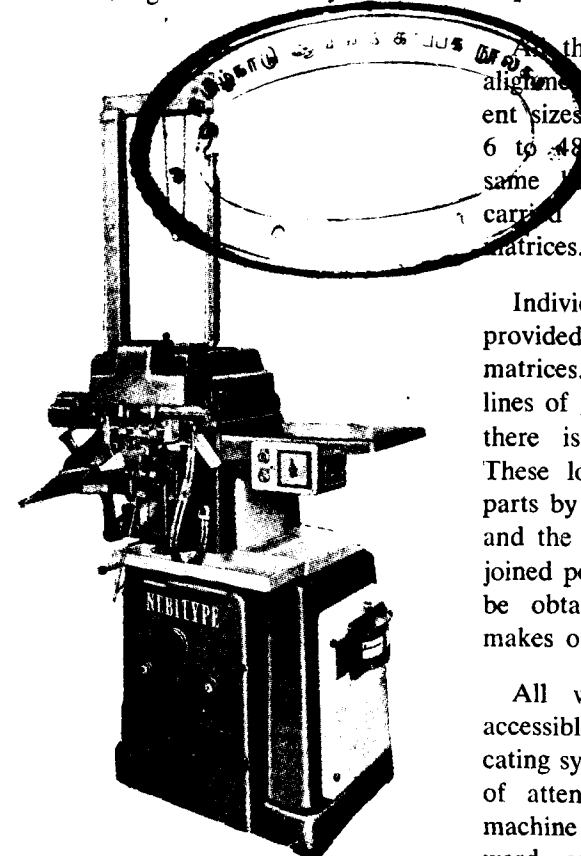
If anything occurs to prevent correct lock-up, the micro switches cannot release the pump trip, and so the metal cannot squirt.

The entire casting operation takes only nine seconds, and the same speed can be maintained for repeat work. After the slug is cast, the mould and matrices are released from the mouthpiece, and a moving slide cleans the mouthpiece. The bottom of the slug is trimmed, and then it is ejected from the mould and delivered on its feet to the galley.

A closed-circuit water-circulating system for cooling the mould eliminates any necessity for plumbing.

The stationary pot, equipped with a micrometric adjustment for the mouthpiece position is heated by means of electrical elements and is thermostatically controlled. It has a capacity of 50 lbs. with an automatic metal feeder, and any standard casting machine alloy can be

The range of Nebiolo faces which have been made available as Nebimats includes various series of Garaldus, Bodoni, Recta and Egizio, and others are in preparation. Italic and script series have angle matrices cut to the specific slope requirements of each design.



As the matrices have a central alignment and the mixing of different sizes of the same family from 6 to 48 point is possible in the same line. Letterspacing can be carried out with 1-point space matrices.

Individual composing sticks are provided for roman and italic matrices. For users who require lines of greater length than 42 ems there is a special 84-em stick. These long lines are cast in two parts by means of a dividing block, and the two separate parts can be joined perfectly. Special sticks can be obtained for use with other makes of matrices.

All working parts are easily accessible and a centralised lubricating system requires the minimum of attention. The design of the machine is simple and straightforward, and no specialised skill or knowledge is needed to operate it.

The height of the machine with the automatic metal feeder is 83 in., the length 41 in., and the depth 29 in. The overall weight is 950 lb. Standard electrical specifications are available.

The Nebitype line-casting machine is also being exhibited at Industrial Fair, New Delhi, now.

The Nebitype line-casting machines are manufactured by Nebitype SPA of Turin, Italy.

NEW CUTTER AND CREASER

Krause-Biagosch, have produced a revolutionary heavy-duty cutting, creasing and embossing press, semi- or fully-automatic in two sizes. This new machine provides increased speed, greater operating ease and general all-round safety. The machine will cut, crease, score, perforate and emboss in one operation. It is ideally suited to the manufacture of folding boxes, show cards, figured and embossed work, etc.

New features include sheet feeding on to a stationary base, automatic hopper delivery and jogging of the cut sheets, infinitely variable speed between 20-40 strokes per minute, and a timing device for dwell upon embossing from 0-40 seconds. The securing of the punching plate is by magnetic means; the chase and makeready plate are adjustable longitudinally thus giving easy and speed makeready. The machine also has precision feed lays. Further information from Price & Co. Ltd., U.K.

TWO-COLOUR PRESS

With a sheet size of 23"×30", the new Royal Zenith 230 two colour offset press has been evolved from the successful single colour RZ 30, and uses the same size of plate. Opportunity has been taken to incorporate a number of significant improvements in the press design while retaining all the outstanding features of the single-colour machines.

A critical point in the design of a multicolour press is the method of sheet transfer between printing units. With the new RZ 230 this is effected by chains, using an entirely new design which guarantees register at all speeds.

The inking system shows a further improvement on that used in

the RZ 30, and there is now a total complement of 20 rollers, including four plate inkers. Three other improvements which help to increase output have also been incorporated. There is an increase in top speed of some 20 per cent to a maximum of 7,200 sheets per hour; an increase of five inches in the depth of the delivery pile to give a total of 25½"; and an overall simplification of control.

The new two-colour Royal Zenith will be competitively priced, and deliveries can be made early in 1962. Agents are Soldans Ltd., U.K.

NEW AUTOMATIC STAPLER

First public demonstrations of the Thomas Automatic Stapler, the latest addition in the range of collating machines marketed by Gordon & Gotch Ltd., took place recently.

The stapler can be used as either an independent unit or an accessory to the Thomas Gathermatic collating machine. When used in conjunction with the Gathermatic, which has a constant speed of 6,000 sheets an hour, it operates at a rate equal to the collator's output, thus eliminating time loss.

The sheets are fed into the Stapler automatically by the collating machine or by hand when it is used independently. They are then automatically jogged square, stapled, counted and stacked in the receiving tray. The stapler will staple along either the horizontal or vertical edge depending on how the sheets are fed into the machine.

TAPE RECORDER AIDS PROOF READING

A tape recorder proof-reading device, claimed to be the first really new idea for the printers' readers' room for more than a century, is now available in Australia. Mr. R.

Clinch, Manager of the Electro Acoustic group of Philips Electrical Industries Pvt. Ltd., explained that the device was actually a Philips standard office dictation machine with special accessories. Both the dictation machines and the accessories needed to make them suitable for proof-reading rooms were readily available in Australia.

The idea of using this type of machine in proof-reading rooms has created interest among British printing houses. One of the largest printing concerns in London, McCorquodale & Co. Ltd., is now using the system.

The dictation machine, which operates on the tape recorder principle, allows for instant stopping and starting.

The accessory to make it suitable for proof-reading work consists of a simple switching system so that playback is through earphones instead of through the combined microphone speaker.

The manufacturers state that use of the dictation method in the proof-reading room does away with the need for copyholders.

The reader dictates direct from the copy, spelling out and making special references when necessary. On the play-back he corrects the proof against his own reading.

The machine is controlled by a foot pedal which starts it, stops it and winds it back. It is geared so finely that the operator can, if he wishes, play-back the tape one word at a time.

McCorquodale & Co. reported that, although the device has not saved them any time, more accuracy has been achieved than with the old method.

DUTCH MACHINE FOR FOLDING AND WRAPPING MAGAZINES

A folding and wrapping machine built in Holland by P. Van Dijk

NV is available in Britain from Thos. E. Knight & Co. The machine, the Bandema, was originally developed in response to a need for a machine to fold and wrap 360,000 copies a week of Radiobode, a Dutch magazine, and the first successful model was shown at DRUPA in 1954. The latest model handles magazines up to 14×20 inches of up to 180 pages of newsprint, and it will also flat-wrap magazines of up to 9×14 inches.

The magazine feeder is of the revolving disc and suction type and it takes the bottom copy from the pile, enabling the operator to stack copies continuously. A second feeder, which is activated when the magazine being fed into the folding section passes a microswitch, feeds one wrapper. The magazine is then folded and meets the wrapper; they travel together between

nylon belts and the wrapper receives two or more patches of glue from a simple pasting device. Magazine and wrapper are pushed into a stop-and-start set of 22-inch diameter slotted star wheels which move the copy on 1/8 revolution per sequence so that the glue has a few seconds to become tacky before being pushed out. As the wrapper leaves the star wheels it is pulled tight by rollers which give it a preset, adjustable tension which is independent of the thickness of the copy. After passing the flattening rollers the copy is delivered on a flat table with a conveyor belt.

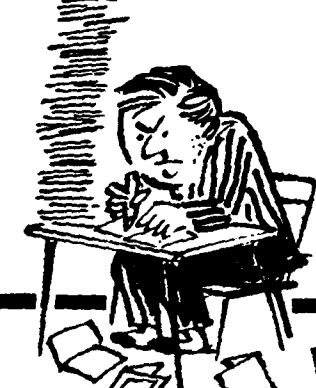
Attention has been given to the prevention of double wraps or loss of wraps and complete reliability is claimed by the manufacturers in this respect. The Bandema, which is driven by an infinitely variable Fenner belt now has a top running

speed of 9,500 to 10,000 copies per hour, attainable on thin magazines. The average running speed is 7,500 copies per hour when two operators are taking off at the delivery table.

Resetting machine for other sizes and thicknesses is carried out from the outside. A control panel with push-button switches and indicator red and green light is mounted on the machine, and the number of wrappers which has passed through the machine is electrically recorded. The machine runs almost entirely on dustproof ball or roller bearings of standard British dimensions.

The State Awards for 1961, are to be made on the 21st and 22nd December, 1961

**187
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TEST ON 120 CARTON BOARDS

Another stage in the carton board research being carried out by the Printing, Packaging & Allied Trades Research Association has been completed. A detailed study has been made of the physical properties of some 120 typical boards.

Results of the tests are given in a 70-page report (available only to members of the Association). A companion report dealing with the creasing and folding properties of boards will be published by PATRA. The two together will enable purchasers of the recently announced PATRA Carton Board Creaser to make the best possible use of the instrument.

D. J. Hine, the PATRA scientist who invented the PATRA Carton Board Creaser and who has been responsible for creasing research for the past seven years, says in an introduction to his report that the purpose of the publication is to place on record the numerical results on the physical properties and to indicate certain relationships between them. 'This information will be of interest to all sections of the carton industry, in particular the carton designer who wants to know, for example, how the strength properties of the boards vary with type and caliper.'

Materials used in the tests included both home-produced and imported boards in calipers grouped around .014 in., .018 in., .025 in. and .030 in. The range included chip-boards, plain and with various liners, manilla triplex boards, duplex boards and fully bleached board used for frozen food packaging. Coated boards and strawboards completed the range.

A total of 14 different physical properties of boards are examined

and the relationship between them discussed. For example, the report notes that two of the basic properties of carton boards are their ultimate tensile strengths and breaking elongations (these were measured with a normal Schopper tensile tester, dynamic tensile strengths being measured on a van de Korpit tester). Figures are given to show how strength varies with caliper, board type and method of manufacture, which latter, as the report comments, has the effect of altering the ratio of the strengths in the two grain directions.

The report considers that there is no clear correlation between quality — as judged for example, by appearance and price — and the strength of a board. Figures for caliper and strength of various boards show how the properties of nominally the same board can vary from mill to mill.

Referring to the property of elongation at break, the author considers that in certain applications the ability of a board to stretch without breaking may be more important than the possession of a high-tensile strength. Severe bending is quoted as being one instance.

After dealing with the connection between static and dynamic tests for board strength, Mr. Hine goes on to discuss burst strength. 'It is the test for this property which provides the commonest method for assessing the strength of a carton board,' he says. The report then explains the way in which burst strength is related to simpler tests, such as tensile strength, tear and breaking elongation.

But it is stiffness or resistance to bending which is, in the opinion of

Mr. Hine, 'probably a more important quality' in a carton board than tensile strength. 'Stiffness determines the minimum caliper of a board that can be used for a particular job; it controls the bowing of panels and flaps and decides whether or not the carton will resist the crushing loads encountered in stacking and in use. Given adequate stiffness, few cartons will suffer tensile failures as high stiffness and tensile strength go hand in hand in the normal run of boards.'

Other properties discussed include stiffness (as measured by a Gaydon crush tester), tear strength, ply adhesion, folding endurance, compressibility, wax pick and fibre structure.

Details of the test methods, together with tables giving a statistical analysis of the results, make this report an invaluable work of reference to all concerned with the manufacture and use of folding cartons.

Wisdom denotes the pursuing of the best ends by the best means.

— Francis Hutcheson

The important thing in life is not so much the ability to do good work as the ability to create conditions in which it can be done.

— Ashley Havinden

To think hard and quickly, see the core of a subject, seize it and base action upon it, is the secret of successfulness.

— John Wanamaker

EMPLOYEE TRAINING

INDUCTION TRAINING

Even the most experienced worker must be introduced to his new job. He must meet the superiors and employees with whom he will work. He needs information about the organisation itself. He must be told who will give him instructions, control his performance and advise him. He must learn the details of his work assignment and acquire skills necessary to perform his job. Breaking-in a new employee is always costly in terms of time and money. The best place to train him is usually his place of work. If there are no special training officials the immediate supervisor will do most of the instructing. A new worker, during his breaking-in period, will be put directly on production work under proper supervision. Learning by doing is the best method of acquiring the habits demanded by a job.

Specialization in business operations has led to improved methods of training competent job specialists. Experiments conducted in training have shown the superiority of visual demonstration over oral explanation. Learning time can be substantially shortened by repeated demonstration of the correct use by the worker of a tool, or of the proper selling technique, in actual work situations. Under average conditions a worker will learn easiest and fastest during the first half of the training period and again near the end of training, until full proficiency is attained. Caution should be taken not to teach too many things at the same time. A trainee should be given the necessary information and demonstrations step by step, piece by piece, and in small doses. No new concept, instruction or skill should be offered until the earlier phases are fully mastered.

The know-how transmitted in training must become a part of the pattern of actions of the trainee to such a degree that he will do the right steps and motions and make the right decisions as a matter of habit. Habits of speed and accuracy in manual labour are more easily acquired than habits of action that require choice and initiative, such as selling or supervision.

At the time of his hiring a new employee is seldom fully qualified to do the job he is hired for. The breaking-in time depends on the difference between what an employee already knows from previous experience and the additional knowledge that he must acquire to perform his new job satisfactorily. The function of the instructor is to speed up the learning process so that the necessary habits may be acquired without delay. Habits result from practice. Practising means repeating. The learner must start with the correct method and exercise it without deviation until he can perform his assignment without hesitation. The instructor must show the right method and correct the learner whenever he departs from accepted procedure. At the start of the learning period the instructor must explain to the learner what he is expected to do, and how he is supposed to do it. Often, it is advisable to appeal to the intelligence of the learner, and to explain to him the purpose of the operation that is expected of him, describing the important role of his particular contribution within the overall enterprise programme or in the making of a product.

Description and practical demonstration should be combined to convey better understanding of what is required. The learner should be encouraged to improve

his work, and praised for his progress. Assistance and repeated explanation should be given to him until he acquires the necessary skill. Assistance means repeated showing, explaining, and questioning until the learner understands thoroughly what is to be done and how it is to be carried out. All the details should be explained, point after point, and step by step. A habit becomes stronger and stronger through continued practice until the learner can perform his job almost automatically. It is therefore necessary to provide the learner with sufficient opportunity to practice. The learner will gradually need less and less advice and supervision as his habits and his know-how develop. Speed and accuracy will also gradually improve.

CONTINUOUS ON-THE-JOB TRAINING

Training activities should not be confined to new employees, but must continuously go on, to correct errors and mistakes that are made by workers regardless of how long they have been in their jobs. If the supervisor notices unsatisfactory speed or quality of work, he must take remedial training steps. Poor performance, either by a single worker or of a whole unit (group) of employees can be noticed in a factory by checking the amount of material wasted, rejects, delays, breakdowns, accidents, etc. and, in sales operations, by keeping an eye on lost sales, rising cost, or falling sales volume. The responsible supervisor should discuss these deficiencies of performance with the worker who has caused them, or, if a whole group is responsible, with all the employees belonging to the unit that has given a substandard performance. If such discussions are combined with constant obser-

vation of the work performed by the employees, faulty practices to which the deficiencies can be attributed can be easily singled out, and re-training can be undertaken.

Continuous on-the-job training must be considered as an essential duty of every supervisory organ. It aims at developing higher skills, provided that every employee can improve his performance by proper learning. In addition, it has the function of developing talent through training so that better workers may advance to better positions in the business.

APPRENTICE TRAINING

In some countries, apprentice training for adolescent employees is assured by assigning apprentices for instruction to competent older workers. However, since the ability to teach a young person does not necessarily come with proficiency in one's occupation even competent older workers may be often incapable of teaching the apprentice successfully. Therefore, only workers who have ability to explain their duties to apprentices should be chosen as instructors. Management must supply overall direction of an apprentice's training, and a training schedule covering all the skills and knowledge that it wants the apprentice to acquire. The apprentice should be employed only for meaningful tasks contributing to his intellectual and technical proficiency if management wants to develop a competent young employee who will be a useful addition to the staff.

FORMAL EMPLOYEE TRAINING

Management is sufficiently staffed with managerial personnel qualified to lead meetings; periodic meetings may be held with units in need of instruction. Such meetings should

have a specific purpose and a limited duration which should be announced in advance, and it should be well prepared. The leader holding such a meeting either to explain a new procedure, product or equipment, or to review the current performance of the unit, must carefully prepare and organize his presentation and secure demonstration material in advance. Such a meeting may have the following order of business:

- (1) The person addressing the group should indicate the purpose of the meeting, explaining why the employees who are present have a personal interest in listening carefully (for instance, it will help them to produce more units faster, and therefore to earn more, or it will make them better salesmen, or it will help them to make fewer mistakes, or have fewer accidents, etc.), explaining also that the meeting will last, say, 30 minutes, and that there will be a ten minute question period after 20 minutes of talk and demonstrations. Some words of recognition for the performance of the group, or for their good intentions, or some encouragement referring to their intelligence and their desire for self-improvement, may be in place.

- (2) A short explanation of the problem and of the solution thereto, of the new process or the new machines that are to be used, together with a visual demonstration of the tools or materials, drawings on a blackboard, or actual performance of the process in question. If the problem is connected with selling, a little acting

performance may be staged in which seller's and buyer's sales are acted out by assistants of the meeting leader. Thereupon, questions and suggestions by the audience may be invited.

- (3) A question and suggestion period of a duration announced in advance. Questions or suggestions that cannot be submitted or answered in the available time should be nevertheless, be accepted and answered after the end of the meeting or at the most opportune occasion. It may be advisable to have all questions and suggestions submitted before the meeting begins so that pertinent questions could be answered in the order of their importance.

- (4) The question period should end with a short resume of what the meeting leader had meant to communicate, and with some specific simple instructions pertaining to the subject reviewed also in the form of a resume. No meeting should be held unless the immediate superiors of those who attend it are present. These superiors will also take care of answering questions and suggestions that could not be covered during the meeting.

HELPING EMPLOYEES ADJUST TO CHANGE

Employees often resent any change in their assigned activities and duties, even if the change means improvement of their status, of their income, or if it entails other benefits. Generally speaking, people are reluctant to learn or to assume responsibilities. The job of training, therefore, often involves making

the employee change his attitude toward responsibility, it always involves overcoming resistance. New physical habits always follow, not precede new mental habits. Training is therefore intimately connected with the building of employee morale. It is just as important to recognize good work and to make suggestions, as it is to deal sincerely with difficulties employees may have in learning and adjusting to their assignments. Praise and commendable remarks should clearly refer to performance and not to the person or the employee. Likewise criticism should be clearly directed to the employee's activity or lack of activity, and not to his person. By confining praise and criticism to work performance, managers and supervisors can avoid giving the impression of personal likes or dislikes with regard to employees; they can thus reduce the chance of an adverse effect on employee morale that would stem from suspected favouritism, or from alleged discrimination against individual persons. A close bond of confidence and trust will result if supervisors and principals adopt a helpful attitude and show understanding for the difficulty of learning new skills and adjusting to new responsibilities.

A MODEL TRAINING PROCEDURE

The following procedure used for training retail salesmen, is an example of the methodic approach to the task of breaking-in new employees:

Preparatory Considerations

- (1) Develop a programme of what you want to teach. What do you want the learner to know? What is his ability? How much time can you spare for instruction?

- (2) Arrange the supplies and equipment that are to be used in training, in the same way as they are under working conditions.
- (3) Break job down by listing point by point what you want employee to learn.

Sequence of Instruction

- (1) Explain to learner the need for proficiency, so that he may become an important member of the team. Put him at ease—find out what he already knows. Appeal to his self-interest in improving his knowledge. Demonstrate importance of his assignment and appeal to his pride. Explain the function of his task within the organization.
- (2) Explain the task, step by step. Present the next step only after the previous step has been fully understood. Explain, show and interpret patiently, ascertaining by occasional questions whether the learner has really understood. Invite the learner to ask questions. Demonstrate the wrong way and the right way of doing the job; repeat demonstration of the right way over and over again. Proceed slowly and consider the mental and physical exertion of the learner, who may tire sooner than the teacher.
- (3) Let the learner try to perform the job himself.

Help him to avoid mistakes. Encourage him and, if you must criticize his work, do it in such a way that he will understand that you want to help him. Do not doubt his

intelligence, his skill, or his cooperative attitude.

You may then ask the learner to explain the job to you in his own words, to see whether he has fully understood your instructions.

- (4) Let the learner start working on his job. Check his performance frequently. Encourage him to ask for help and explanation whenever he needs them. Slowly taper down your attention to him to the customary intensity of supervision.

FOLLOW-UP TRAINING

The supervisor who is responsible for the performance of his subordinates must follow the progress of new employees, or reassigned old employees and observe the effectiveness of their training. When the number of learners is small, instruction will be given on the job, either by foremen or by experienced workers. In larger organizations, where training of new personnel is more frequent, or where the re-training involves larger numbers of personnel, special training courses or meetings may be organized, away from the place of work. This arrangement causes less disruption of work and less material spoilage than on-the-job training. It also permits full benefits of the greater teaching skills of full-time instructors. However, such training programme is more expensive because of the need for additional space, equipment, and qualified teaching personnel. Also, a person trained away from his assigned place of work will always need to adjust himself to the actual job performance, although this adjustment may not require much additional learning.

— *Productivity*

BONUS FROM DIFFERENT BUSINESSES OF COMMON MANAGEMENT

(From our correspondent)

The question whether an employer engaging himself in more businesses than one, in which separate profit and loss accounts and balance sheets had been made out, can be allowed to treat these several businesses as one unit or as different units for purposes of assessing the bonuses payable respectively on them, arose for decision by the Supreme Court of India in August, 1961.

One Pakshiraja Studios carried on, besides the studio business, also the business of production of films. The workmen claimed bonus on the combined total profits of the two concerns which the employer objected to on the ground that the 'Studio' business is altogether different from the business of film production and that the workers in the former cannot claim bonus on the profits earned in the latter. It was common ground of the parties that the Studio business, taken by itself, cannot lead to any bonus and that only the combined business resulted in profits. The Tribunal, which heard the matter, decided in consonance with the decisions of the Supreme Court in several cases, that the two businesses were not separate ones and that the working of both the businesses should be considered in deciding on the grant of bonus. Thereupon the employers appealed to the Supreme Court.

The Supreme Court of India, in deciding this case has observed as follows :—

DAS GUPTA, J.—“ The question whether two or more units of business under the same ownership form

one industrial unit or more has often arisen before the Industrial Courts. In *Pratap Press v. Delhi Press Workers' Union*, (1960) 18 F.J.R. 151 at p. 155, this Court pointed out that the most important of the tests which are helpful in deciding the questions are :—“ that of functional 'integrality' and the question of unity of finance and employment and of labour ” and that in all such cases the Court has to consider with care “ how far there is 'functional integrality' meaning thereby such functional interdependence that one unit cannot exist conveniently and reasonably without the other and the further question whether in matters of finance and employment the employer has actually kept the two units distinct or integrated.”

Applying these principles, we find that while the several lines of activities carried on by the Pakshiraja Studios could exist independently of each other, it is quite clear that the owner decided to mix them up. There is, in the first place, one capital fund for the two lines of business, there being one bank account ; one cash book is maintained. Separate staff is not maintained. There is one accountant for both the production side and the studio side ; the administrative staff is also the same. It is true that a studio account was prepared separately from the picture trading account. But that is of little relevance on our present question. A good businessman, having several lines, in a single business unit, will often think it worthwhile to examine the comparative success of the different

lines. Thus a merchant dealing in both male and female attire may find it worthwhile to have separate statements showing his profits and loss on the two lines. It would be unreasonable to say that he was thereby turning the business into two different businesses. It appears that in the General Ledger of the Pakshiraja Studios there were among other accounts, one account in the name of the “ Procession Revenue ”, one in the name of “ Shooting Hire Revenue ”, one in the name of “ Recording Hire Revenue ”. The receipts on all these accounts making up a total of Rs. 2,76,792-4-0 are shown on the Receipt of the Trading Account for the Studio business, while the expenses of the Studio and the consumption of stores, are shown on the expenditure side of the same account. A separate balance-sheet is prepared for the picture side. The “ trading account ” of this sets out the losses on three pictures produced by the studio for the owner and the profits on three pictures produced by the studio for the same owner and show the net profit : Rs. 11,60,834-14-8.

On behalf of the appellant, great emphasis has been laid on this fact of the trading account of the studio and the trading account of the pictures having been separately prepared, and the further fact that this separate balance-sheet “ of the picture business was filed before the Income-tax Officer ”. We are not however concerned with what happened before the Income-tax Officer. If there had been any loss on either the Studio line or on the

production line, and the owner had still kept the two separate in his income-tax statements, that might have been of some assistance to show that he himself treated the two lines as separate and distinct. That however is not the position here. Consequently, the fact that a separate balance-sheet or profit and loss account for the “ picture ” side was produced before the Income-tax Officer cannot furnish any reason for thinking that the owner was keeping the picture side separate from the Studio side. Whatever

tendency this fact that separate balance-sheets were prepared for these different lines of business might have had by itself to show that these were distinct units, is totally nullified by the numerous circumstances set out by the Tribunal, some of which have been mentioned above, viz., the fact that one single bank account was maintained ; no separate staff was maintained for the production side ; there is one accountant for the two sides of the business ; the administrative staff was also the same.

We have, therefore, come to the conclusion that the Tribunal has applied the correct principles for the decision of the question before it—whether the studio line of Pakshiraja Studios was distinct from the production and distribution side of the same, and has come to the correct conclusion in holding that they were not distinct, but together form one single industrial unit. The award of bonus was, therefore fully justified. We, therefore, dismiss the appeal. No order as to costs.”

THE MADRAS PRINTERS' & LITHOGRAPHERS' ASSOCIATION

Extract of the minutes of the Executive Committee of the Madras Printers' & Lithographers' Association held at 6 p.m. on Wednesday, the 25th October 1961 at the premises of the Diocesan Press, Madras-7.

Shri V. M. Philip, President of the Association was in the chair.

The minutes of the meeting of the Executive Committee held on 10th August 1961 were duly confirmed.

Routine matters were then disposed of.

The Committee agreed to the appointment of Shri V. Pattabhi Ramaiya, Retd. District and Sessions Judge as the Honorary Welfare Officer of the Association.

The Secretary brought to the notice of the Committee that the following Presses applied for membership of the Association with effect from the 1st October 1961 :

(1) Bala Printers, (2) The Premier Art Press, (3) Free

India Press, (4) The East Asiatic Co. (India) Pre. Ltd., (5) Shanmugam Printing Works, (6) Sri Sudarsan Press, and (7) Eveready Printers.

The Committee agreed to their enrolment as members of the Association. The Secretary appealed to the members to enrol as many new members as possible before the next meeting of the Committee and make the Association strong.

The forfeiture of the employer's contribution under the provisions of the Employees' Provident Funds Act, in the case of a dismissal of a worker for serious or wilful misconduct, as well as the forfeiture of the employer's contribution under certain other provisions of the Act was one of the important subjects discussed at the meeting. The point was raised by Shri P. N. Vaidyanathan, one of the members. The Committee felt that it was only fair and reasonable that the employer's contribution in such cases should be refunded to the employer and not credited to the “ Lapses and

Forfeiture Account ” of the Fund. After discussing the question at great length the Committee unanimously passed a resolution on the above lines and authorised the Secretary to forward the resolution to the Ministry of Labour, Government of India, for necessary action. The Committee also authorised the Secretary to take up the matter with the All India Federation of Master Printers and the Southern India Chamber of Committee for being taken up on an all-India level.

The question of including the printing industry in the list of industries eligible for grant under the State Aid to Industries Act, was also considered. The Committee authorised the Secretary to collect necessary data on the subject before pursuing the matter with the authorities for including the printing industry also among the industries normally entitled to State Aid. The subject was adjourned for further consideration at the next meeting.



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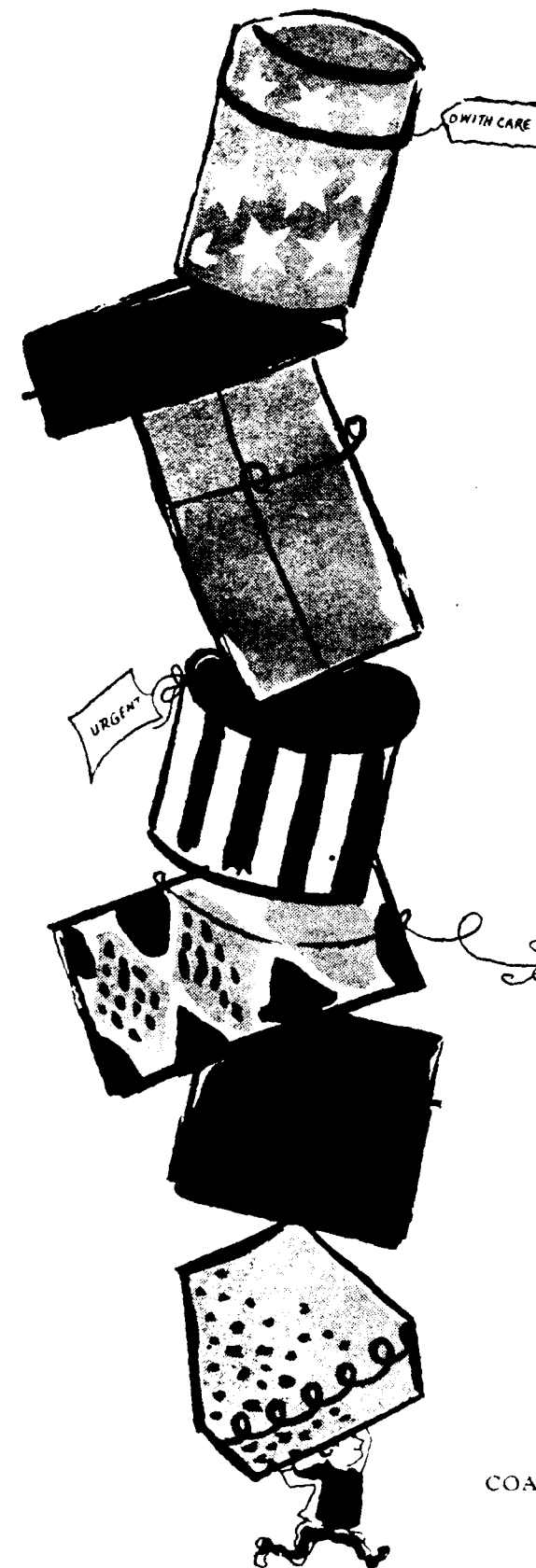
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HOW TO CUT YOUR COSTS

By
WILLIAM GILBERT

The problem of cutting costs in a printing business is a *continuing* problem, for no business gets so big that it can afford a relaxed hand on the expense reins, and, of course, the smallest business feels, keenly and at once, the effects of continuing wilful or inadvertant waste.

At times the necessity to cut costs is particularly pressing; otherwise, the business itself is in jeopardy. The failure to cut costs drastically at such a crucial period is a prime reason why hundreds of thousands of businesses, including many in the printing field, close their doors every year. Some fail and some must liquidate with capital losses.

A surgeon in the normal course of events uses a scalpel. But if you and a surgeon were deep in the jungle, and you developed gangrene, he might use a machete. Cutting off a leg would be preferable to losing your life.

Likewise, in any business, it is best to use a scalpel on costs—expertly cutting here and there, where the infection is apparent. Yet, there are times—and these occur in many businesses that somehow survive a crisis period—when a meat-axe is needed. If you do not use a scalpel when you can, you may have to use a meat-axe, much against your will to save your business, you, or the receivers, if any.

Cost cutting actually involves every facet of your business. It involves developing continuing practices that help you to maintain or to increase your profits, while making it possible to continue your

business growth. Buying the wrong machinery or equipment, hiring the wrong man, even leasing the wrong building—all of these will affect costs, sometimes disastrously.

It is impossible, to be sure, for any economist or efficiency expert to prescribe for all printers (or all business-men in any classification) the right way to cut costs under all circumstances. Each business is different. It is in a different market, with different employees, facing problems different from those of all other businesses.

But there are principles in cost-cutting, as in other phases of life, that you might use as guidelines. Perhaps you know all these principles. On the other hand, one of which you don't know might be useful to you. If you do know them all, you are a fortunate man. You are going to be in business—and making a good profit—as long as you are active.

What are some of these principles—or guidelines—to cost-cutting?

First, cost-cutting is a matter of timing. When you start in business, you are not concerned at first with cutting costs, but with incurring costs, which will help you to make more money. Otherwise, you would take the capital and put it on the stock market or in other investments, as many do. You must invest money or time or energy or intelligence to make money. How well you invest any or all of these, of course, determines how much profit you make. Profit is to a businessman what dividends are to a stockholder, and

what wages, salaries, and commissions are to employees.

It is up to you all the time you are in business, to watch your costs if not to cut them, at least to keep them in line with your present and reasonably-anticipated business volume. Literally thousands of small businessmen get into trouble because they have a lapse in judgment and overbuy either by overselling themselves or being oversold. They fail to watch their costs at all times, which is essential to any business from the first day of its operation. King Solomon said that there is a time for all things, including a time to gather up stones and a time to throw stones away. Just so, there is a time to invest your money—in new equipment, new facilities, a new addition, whatever—and there is a time to husband your capital and to battle

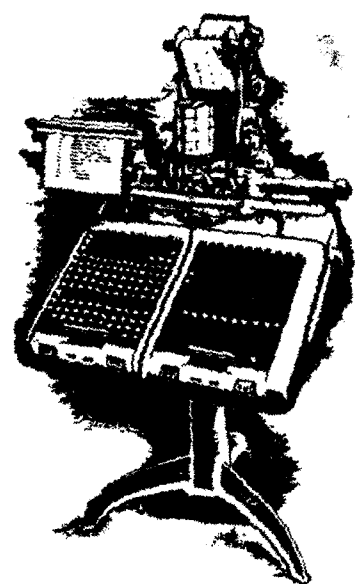
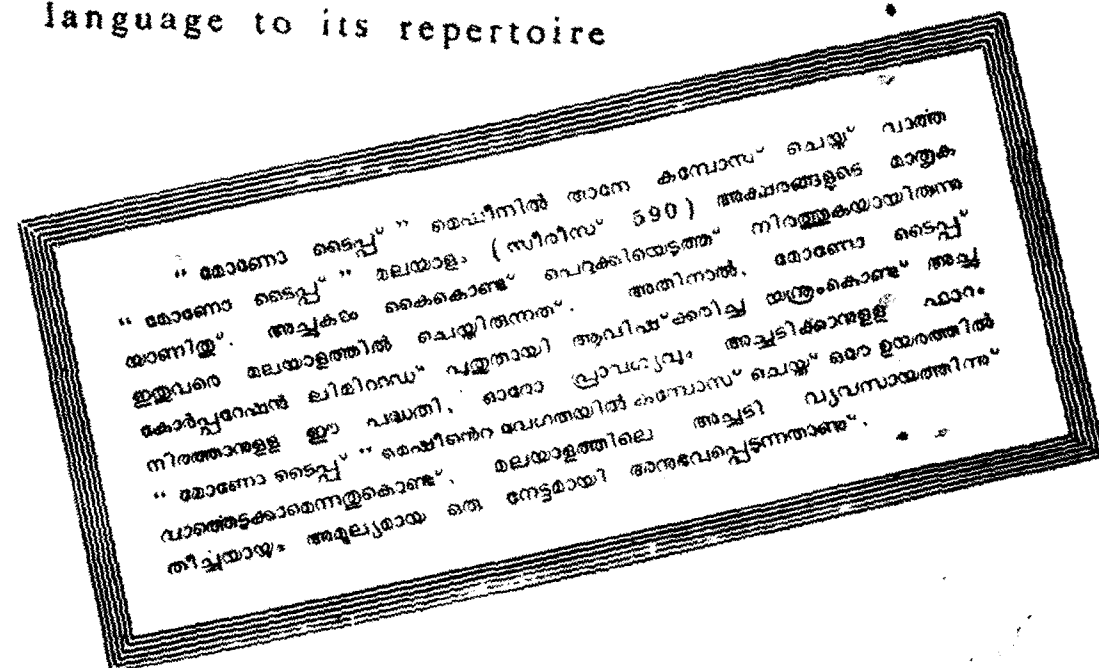
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November 1961

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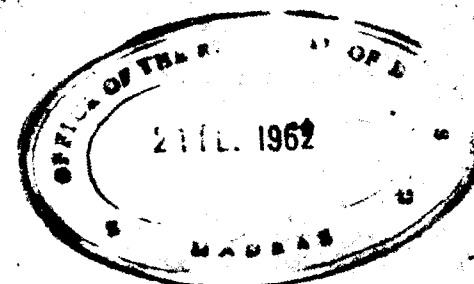
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Printed by Sri T. K. Venkatesan at the Jupiter Press Private Ltd., Madras-18 and published by Sri R. Venkateswaran,
Hony. General Secretary, All India Federation of Master Printers at 42, Broadway, Madras-1.



Bulletin

OF THE

ALL INDIA FEDERATION OF MASTER PRINTERS



No. 5

December 1961

down the hatches for economic bad weather.

Just how you time your greatest cost-cutting efforts will depend, of course, on both the conditions that prevail in your business, your area, and among your business prospects. Yet, no matter how prosperous a business, the time when a careful hand on the expense throttle can be lost never really comes. Negligence can be as disastrous in operating a business in regard to prudent watchfulness over costs, as it can be in operating a car or a tractor, or in any other activity in life.

A small businessman, allied to the printing industry, called me in as a consultant several years ago. He told me that he was planning an expansion, and he wanted my advice on the best way to attain his goals.

The day I went to study his operations, he purchased a carload of items for what he called "salvage value", and boasted that it was worth 10 times what he had paid for it.

This fellow's problem was his failure to see his own present and future situation except through rose-coloured glasses. There is a difference between confidence and exuberance in planning ahead, but he hadn't noticed it. He was full of energy and plans, but very short on capital. He was having a difficult time meeting a pay roll of some 10 persons, but blithely was buying "bargains" in carload lots, although his better judgment should have told him that months, if not years, would elapse before he could regain the cold cash he was investing in the materials—at a time when money was tight and getting tighter!

As soon as I looked over his operations, and his statement,

including his books, I warned him to forego all plans for expansion, at least for a year, and to spend six months selling as feverishly as possible.

I told him to cut his inventory to jettison a lot of the stuff he had in stock, to build up a minimum, comfortable cash balance, and to emphasize prompt payment by his customers.

I warned him that his employees all were in danger of losing their jobs, and that if he persisted in blithely planning for more expansion with so little working capital, his business might go under.

He was amazed when I showed him that, after paying interest on his loans and paying his suppliers on time (as he should have been doing, although he wasn't) and his employees on time he would be hard put to it to have a dollar left to take home himself.

In fact, he had several men, on his pay roll who, by his own records, were getting more on salaries and commissions each month than he himself possibly could hope to make for some months, and they had none of his management headaches and no investment whatever in the business.

He resented my advice, and I didn't "consult" with him for long. But in a few months, I went to see him again, as a friend. He had only four employees and he told me earnestly: "I wish I had taken your advice sooner. The bank clamped down on me. I was lucky to save my business. Now I am building on a firmer foundation."

Second, cost-cutting may be a matter of policy. If you have reached a certain point in your business life, and you make a management decision to remain in one line and to cultivate only a specific, limited market, your cost-

cutting programme should be keyed to this management decision. If your long-range policy calls for diversification and constant expansion, naturally your policy on investment and on spending commensurate with your plans will be different from what it might be otherwise.

If you have specific goals in mind, your attitude on costs, big and little, no doubt will vary, depending upon your goals.

For example, if you own other real estate on which you plan to erect other facilities, this, in effect, represents inert capital. It represents costs, too, for taxes and interest on the invested capital are costs that drain your present business. If you know that your business will expand to use this property in the future, you naturally may want to keep it. If you decide to hold just to your present facilities and to forego thoughts of expansion, it might well pay you to sell the property and to use the capital in other ways, thus eliminating the costs entirely.

Third, cost-cutting thus becomes a part of planning—short-range and long-range. You can't make plans without taking into effect what you must do in order to work your plan effectively. Whether or not you cut off a source of costs and also a possible source of long-term capital improvement by means of property value appreciation—or continue the costs, will depend on your own firm's plans.

The process of cost-cutting frequently resembles the process of saving—or capital accumulation. Most people save by little sums instead of putting aside big sums at one time. Likewise, you might be wise to cut costs here and there, a little at a time rather than waiting until you must cut deeply and harshly. Instead of firing workers,

you might cut their working time and do away with paying any overtime costs. Or you might work your available force fewer hours, or stagger the hours, so as to keep fewer employees on at any time and save your wage costs.

You will find in cost-cutting day by day that little things mean a lot. Rather than slashing here and exterminating there—jobs, suppliers, or whatever—you might find it wiser, from the standpoint of your own peace of mind and your public relations, to go over your operations methodically, week after week, stopping the little outflows of money that add up to large sums over a year.

Cost-cutting may be pride-cutting for the business owner. Frequently, he feels keenly that he needs this, that, or the other, when the cold, hard facts and figures show him that this project, practice, or technique actually is far more expensive than he believes.

A printer went into a certain field with his eyes—and his mouth—open. He told everybody about his new interest and how well he had prepared for it. His competitors naturally redoubled their efforts. After a few months, he knew that he was in deep trouble if he continued to stress the specific kind of business, for he wasn't getting his share of it, but the costs he had incurred to develop it were continuing. He lost tens of thousands of dollars before he came to the correct cost-cutting decision. It hurt his pride, but when he had made the decision and had carried it out (to dispense with the new speciality) it helped him in the other phases of his business. He finally recouped the losses, but it took him long time to assuage his own pride.

Fourth, cost-cutting is a matter of looking and thinking about what

you see. A lot of businessmen, when they think of cost-cutting, think only of cutting employment. They might be wiser to think of spurring their collection procedures and thus cutting the interest they must pay on borrowed money. They might think of selling their traditional location—for far more than they ever dreamed it might be worth—and moving to a smaller and more efficient building in an industrial park, or elsewhere. They might think of adding salesmen, rather than cutting the available working force.

Fifth, when you get right down to it, cost-cutting is a matter of attitude. If you, as a businessman, apply your shrewdest judgment at all times and use prudence in all your business decisions, you will be able to keep from accumulating costs that must be cut. Always bear in mind that any extra in a business—any luxury—quickly becomes a habit to you, and to those who work with you. They expect it. If you try to take it away, there's no telling how much you suffer in ill-will.

One of the largest electrical manufacturing unions in the world was organized by a shrewd youngster—James B. Carey, then working at a machine—when the company called off a picnic it voluntarily had been promoting each year as a goodwill gesture. The resentment among its workers robbed of something which had been a gift of the company in the first place, was so great the next day that young Mr. Carey signed up virtually all of them and organized one of the strongest union locals in the world in a matter of hours. The company capitulated to the new union's demands in a few days.

If you will think a long time before allowing new cost-increasing practices, customs, or whatever to

become normal you may save yourself a lot of headaches by not having to cut these costs later.

Sixth, cost-cutting is a matter of emphasis. If you must cut expenses, start where the loss will do the least damage, in every way. Many a businessman starts with his advertising, when, 99 times out of 100, he should either keep the advertising going, or even increase it. Frequently, the same businessman will overlook obvious sources of cost-cutting because he will not analyze thoroughly his problem, his operations, and his situation.

Seventh, cost-cutting inevitably gets down to people. If you must discharge old and valued employees, it hurts you, no matter how necessary. If you must stop dealing with suppliers who are old friends and look for a better deal elsewhere, you are hurt as well as they. It is impossible to operate a business without incurring hurts or causing them, at least accidentally. It is in the nature of things. But the more you think about cost-cutting, day by day and week by week, the more you can put practices into effect that will increase your chances of business survival and will lessen your chance of hurting yourself and others.

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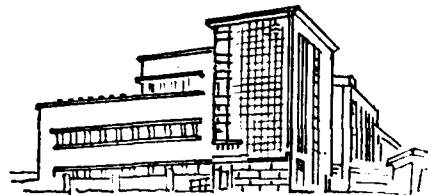


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GOOD PRINTING TELLS A BETTER STORY

Exit Interview

By

JA PANKAL

The rapid economic development of the country, under the successive five year plans, has created an unprecedented demand for technical and managerial personnel. This has led to competitive bidding for really efficient men in business and industry, and, has greatly added to the problem of retaining trained and experienced personnel on their present jobs. In this context, voluntary separation of trained and experienced personnel assumes special significance especially in industry. Such separations, apart from adversely affecting the normal operating efficiency, put great strain — organisational and financial — before a substitute is placed on the job, after proper selection and training. It is therefore, quite natural that all concerned should be anxious to reduce this wasteful turnover. Any programme intended to control this wastage, should necessarily involve an attempt to ascertain the actual reasons for separation. It is here that exit interview comes in.

Exit interview is an attempt to find out the reasons for an employee leaving his present organisation with a view to retaining him, if possible. In the case of superannuation, it is intended to finding his reactions to various facets of his work life.

What is the matter Ram? Why do you want to leave this job? Years ago, these queries from the supervisor served the purpose of an exit interview, in a limited sense. Today such an interview is recognised as an important tool of management. It has a three-fold purpose, namely, to ascertain from the employee the actual reasons for his leaving the present job; to give him an indication of his future career in the organisation, with a view to dissuading him from quitting; and, to create good-will towards the company. In the case of an employee who is about to retire, exit interview helps management to know his considered views on the problems and weaknesses of the organisation and, where possible, take appropriate action to prevent voluntary separation of employees in future.

Normally, an employee is hesitant to express his true feelings towards the company, while in service, to a company executive. Exit interview is, therefore, held

just before the resignation of an employee is accepted or about the time an employee is to retire.

An employee, who resigns, after securing employment elsewhere, would naturally feel free to say what he likes, and he often does it. By contrast, in the case of a retired employee, the interview usually does not help to elicit the desired information. For instance, an employee might have applied for some concession from management in the form of special gratuity, or the employment of one of his relations. In such a situation, it is too much to expect an employee to be frank, and objective at the exit interview. But, a careful analysis of the replies given at these interviews will provide sufficient information on the basis of which management can take remedial measures.

Employees voluntarily quit an organisation for a number of reasons, such as, better employment opportunities elsewhere or, dissatisfaction with any aspect of the job or conditions of service. But in many cases, the excuses that they actually profess are not the real reasons. For example, even today, many resignations take place in an organisation on the alleged ground of personal reasons or ill-health. The success of the exit interview

mainly depends upon the ability of the interviewer to ferret out the real causes.

Almost everyone is agreed in principle that the immediate supervisor or the boss should not take the interview. Some recommend that a representative of the personnel department should take the interview. Another opinion is that a senior officer, who assists or advises management in the formulation of policies should take charge of this work. In spite of these differences as to who should take the interview, no two opinions have been expressed on the necessity of selecting a senior executive, who is trained and experienced in the art of interviewing. In addition, he should be one who is respected for his objectivity and frankness, and is also able to establish quick rapport with employees.

There is *nothing sacrosanct* about the procedure to be followed while taking the interview. As the interview is normally fixed in advance, the interviewer should obtain and study, in detail, the service record of the employee. When the employee appears for the interview, there should be a general discussion on company activities with some reference to the outstanding work performed by, or special assignment entrusted to the

employee. This should be followed by the subject of separation, allowing the employee to tell his own story. While checking facts or ascertaining his views on matters of interest, care should be taken to see that the questions do not, in any way, affect the goodwill towards the company or lead to an argument. The interview should end with a favourable comment like offering him best wishes in his new job or, for a happy retired life. A retired employee after an exit interview remarked to his friend, 'this is the first time a senior executive of the company ever cared to spend time to enquire about my views and attitude on a variety of company policies and programmes. This is, something which I should be proud of.' Probably this may indicate the reaction of an average worker after a successful interview.

Exit interview will be a waste of time and energy unless management is prepared to take appropriate action on the basis of the information collected at these interviews. The usefulness of the exit interview has been questioned in some quarters, even though it has never claimed itself to be a magic potion. As the findings normally give only a broad trend, they should be interpreted only with caution, before appropriate decisions are taken.

Realising the importance of such an interview, Tata Steel introduced a programme of exit interview in 1957. According to this programme, supervisors resigning or retiring from service of the company are being interviewed by a senior executive of the company. These interviews have helped the executives concerned to locate the sore spots and take appropriate action, wherever possible. In some cases, such information has served as useful background material while formulating new policies or amending existing ones.

INKS FOR FOOD WRAPPERS AND PACKAGES

The printing ink and food manufacturing industries have for some time past had under review the possibility of health hazards arising from the use of printed matter in direct contact with foodstuffs.

In October 1958 the Society of British Printing Ink Manufacturers issued a pamphlet on the subject, in which the Laws and various regulations applying in the United Kingdom were summarized and the Society's opinions and recommendations to its members were clearly stated. There is no known case in which the accidental ingestion of printing ink has been injurious to health, but in brief, the Society's attitude is that printing inks are not intended to be food 'additives' and should not be allowed to come into direct contact with foodstuffs; that inks known to be for use on immediate food wrappers, i.e. wrapping materials with which the foodstuff is in direct contact, should not be formulated from any materials known to be hazardous and that the printed surface should always be on the outside of such wrappers.

Early in 1960 the printing ink and food manufacturing industries took the initiative and formed a Joint Committee to which representatives were appointed from the Society, the Cake and Biscuit Alliance, the Cocoa, Chocolate and Confectionary Alliance, the Food Manufacturers' Federation and the British Food Manufacturing Industries Research Association. The Committee's task was to examine the position and to see what might be done on a voluntary and co-operative basis to assist both ink-makers and their food packaging customers. Several meetings have been held during the past year and as a result of these discussions, a

greater degree of understanding of each other's problems has been achieved and agreement has been reached with regard to certain printing ink materials which it is recommended should be excluded from formulations designed for printing immediate food wrappers.

The food trade organizations concerned are individually advising their respective members on the subject and, in doing so, will emphasize that the food manufacturer must make it perfectly clear to his supplier when an order is for packaging materials which will come into direct contact with food products. Providing this is done, ink-makers will be in a position to give direct written notification to their customers, on request, regarding the suggested range of uses for an ink, thus supplementing the advice and guidance given in the Society's pamphlet *Printing Inks for Use on Food Wrappers and Packages*.

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Don Lane
Jersy City, USA.

Employees' Provident Funds Act, 1952 — Schedule to — Applicability to Scheduled Industry — Clarified

(From our Correspondent)

Before the Employees' Provident Funds Act, 1952, can apply to an establishment two conditions have to be satisfied under Section 1 (3) of the Act, namely, the Establishment should be a factory engaged in any industry specified in Schedule I and in which 50 or more persons are employed. The Act has later on been amended so as to be made applicable also to establishments where there are 20 or more persons. The fulfilment of these two conditions was the subject-matter of an Appeal recently disposed of by the Madras High Court. The appeal was preferred by the Provident Fund Commissioner, Madras, against the decision of Balakrishna Iyer, J. holding, in a writ petition filed by the Madras Pencil Factory against the said Commissioner, that the Act cannot be made applicable to that factory as it was not "engaged in" any industry mentioned in the schedule to the Act.

The first condition is more important than the second one. Regarding this second condition, it has been held that the number of persons relates to the number working in the factory as a whole and not to that working in any particular section thereof in which the scheduled industry is carried on.

In the instant case, the pencil factory employs 114 persons, of whom 23 were stated to be working in the works attached to the factory and in which it was making general engineering products necessary for the pencil fac-

tory. Section 1 (3) of the Act says that the Factory should be "engaged in" the scheduled industry. The Pencil Factory contended that, as they were engaged in the manufacture of pencils only, which industry is not included in the schedule to the Act, the Act could not apply to them. But the Provident Fund Commissioner contended that as the Pencil Factory was engaged in manufacture of general engineering products, the Act was applicable to it. This manufacture however would extend the Act to the factory.

The judgment of the High Court dealing with this particular point is extracted below:—

Srinivasan, J. Balakrishna Aiyar, J., if we may say so with respect, gave some telling examples of how a wholly irrational result would follow if the expression "engaged in", used in Section 1 (3) of the Act is interpreted to mean to include any activity of a factory of whatever kind solely for the reason that such activity is carried on in the precincts of the factory. We may refer to one illustration indicated by Balakrishna Aiyar, J. A dairy farm, which produces milk products, is a factory within the meaning of Section 2 (g) of the Act, but not carrying on an industry listed in the schedule to that Act; it employs certain workmen for the purpose of repairing buckets, drums or other vessels used for the transporting or storing of milk or other milk products. Such latter activity could be considered

to come within the scope of manufacture of engineering products. The learned Judge pointed out that because a few persons are engaged in these processes, it would be unreal to say that the dairy is engaged in the manufacture of engineering products. In the Bombay decision referred to, Mudholkar, J. observed: "The word 'industry' should be understood in the sense in which it is understood in the business community. If the industry, a here, is the production of edible oil, then all the intermediate products which are produced for carrying on that industry cannot be regarded as separate industries." It is this idea that has been expanded by Balakrishna Aiyar, J. in the judgment under appeal. It seems to us that any other view would be wholly inconsistent with the precision that one would ordinarily attach to the expression "engaged in any industry".

It has been urged before us, as it was urged before the learned Judge, that the Act is a benevolent enactment and that its scope should not be limited. We are not prepared to agree with the argument of the learned Additional Government Pleader that because the Act is intended to confer some benefit on the workmen employed in factories, a facile interpretation can be relied upon to extend the operation of the Act where the plain words of the provision are not in accord with such extended operation.

In the end, the appeal was dismissed with costs.

* [1957] 14 F.J.R. 401.

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removal of particles of coating or fibres from the paper surface (referred to in the report as the picking velocity) and a complete body-stock split where the paper surface or coating was completely removed (referred to as the critical splitting velocity).

This report confirms that the product of viscosity and critical picking velocity is approximately constant for mineral oils but does not hold for the other materials.

The results suggest that the more viscous liquids break down to a considerable extent under the shear forces in the nip, giving less picking than would be expected from the viscosities as measured on the Shirley-Ferranti instrument.

The second phase of the work—to study the effect of driers—was carried out with a range of inks

and varnishes to which driers of two main types (paste and liquid cobalt) were added.

Two papers were used in order to provide comparative figures. Tables published in this report give the values of picking and splitting for each ink or varnish formulation at various intervals up to the drying point.

It was found that in the case of the varnishes, picking remained fairly constant until close to the setting point, when a sudden increase in picking occurred, whereas with the inks the picking tendency increased gradually throughout the run. The increase in picking became worse as the drier content was increased.

In order to determine the drying time of the ink, a quick test can be carried out with the PATRA

Ink Drying Time Recorder; or, if it is necessary to determine the drying time of the ink on any particular paper, then the PATRA Print Drying Time Recorder can be used.

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PATRA

PATRA Creasing Report Gives Answers to Folding Snags

Why do boards differ in their creasing and folding behaviour? Why are some creases faulty and what can the converter do to avoid trouble on the packaging machine? These questions are dealt with in a 40-page report published by the Printing, Packaging and Allied Trades Research Association on the subject of the creasing of carton board. Its publication follows the issue of a companion report dealing with the physical properties of some 120 typical carton boards.

The report, which sums up PATRA's research work in the field, describes tests on over 100 different boards obtained from mills in Britain and abroad and discusses how these tests led up to the development of a laboratory crease tester and finally the PATRA Carton Board Creaser for use as a production aid by mills, merchants and converters. Furthermore, it shows the way in which a crease tester, coupled with the idea of a 'creasing range' limited by easily recognisable faults can be used to detect the differences on folding properties of board.

Divided into ten sections, the report opens with a review of the three main methods of carton production—the platen, the cylinder or flat-bed press and the rotary. The action of these presses is considered in relation to the creasing of board, particular attention being drawn to demands these machines make on the board properties.

It was from the study of these machines that the first designs for a crease tester were prepared and the report describes how the laboratory instrument was derived from the important features of the three principal kinds of creasing press.

The author then goes on to discuss the factors that control a 'satisfactory fold'—one which shows no cracking of the board surface when bent through 180° and which has a smooth, well-defined roll on the inside. 'There is never one perfect crease for a board but rather a range of satisfactory creases judged by their appearances,' states the report.

This creasing range principle has been used to give an assessment of the folding quality of a board and its application for everyday testing is discussed in detail. Results are obtained by judging the appearance of folds and then plotting creasing ranges for boards relating the two main variables—crease depth and groove width. A number of photographs of the four fold faults which limit the creasing range are included.

The creasing range is also considered in connection with the resistance to folding and the strength of creases which can be deciding factors in carton packaging machines.

Turning to the collection of boards used for the tests, the report notes that the boards—113 of them—were in four caliper groups—0.014 in., 0.018 in., 0.025 in., and 0.030 in. of types ranging from unlined and white lined chipboard to coated and laminated boards. Laminated boards were not studied in detail as there are so many possible combinations of paper, adhesive and baseboard that can be made.

The next section deals with the actual measurement of creasing properties. This was done first with the laboratory crease tester, then with a prototype of the PATRA Carton Board Creaser.

D. J. Hine, author of the report and the PATRA scientist who has been responsible for the work over the past seven years points out that the research has shown that creasing faults fall into a set pattern, 'if converters take note of only this fact, the work will have gone some way towards helping them with their practical difficulties. However, this can be taken a stage further to show what relevance the tests such as burst and tensile strength commonly made in board quality control have to the behaviour of the board in creasing and folding.'

HOW PICKING IS AFFECTED BY INK VISCOSITY AND ADDITION OF DRIERS ?

The picking tendency of an ink increases with time on the machine and the greater the percentage of driers, the more serious is the trouble. This is the main conclusion of a report recently published by the Printing, Packaging and Allied Trades Research Association on a series of tests to find out what ink properties influence picking.

The experiments, carried out on an IGT Printability Tester, were in two main phases: to see how picking is affected first by viscosity and, second, by the addition of driers.

The viscosity measurements were carried out with a range of mineral oils, linseed varnishes, liquid synthetic resins and inks on a range of six papers of varying surface strengths. The oils and resins covered a range of viscosities so that picking could be produced on all the papers.

With the weaker papers, two kinds of picking occurred—the

NEWS AND NOTES

THE MADRAS PRINTERS' & LITHOGRAPHERS' ASSOCIATION

Executive Committee Meets

Extract of Minutes of the meeting of the Executive Committee held on 14th November 1961.

All the members of the Executive Committee except one were present.

Shri V. M. Philip, the President of the Association occupied the chair.

1. Minutes of the previous meeting of the Executive Committee held on 25th October 1961, were duly confirmed.

2. Draft Report of the working of the Association together with the Statement of Accounts for the year 1960-61, to present to the General Body at their next meeting, were approved.

3. The Committee decided to hold the next annual General Body meeting on Thursday the 7th December 1961, for consideration and adoption of the Annual Report and the Statement of Accounts during the year 1960-61, for the election of Office-bearers and members of the Executive Committee and Auditors for the year 1961-62. The Agenda for the General Body was also approved.

The meeting terminated with an appeal by the Secretary to the members to enrol as many members as possible before the General Body Meeting.

AUTOMATIC FILM PROCESSOR

A compact, Rolor 17-gallon dry-to-dry film processor designed to produce uniformity in developing a full range of film sizes up to 20"×24" is said to eliminate

the variables in tray processing: Rolor Industrial Corporation, U.S.A.

It is stated that an electronically programmed transport is incorporated which automatically conveys film-hanger through the various processing stages, that the transport sets into operation a gas burst system for solution agitation and an

optional pressurized replenishment system, and that precise solution temperature is maintained by an electronic thermo-regulator. The Company reports that featured as an integral part of the programme sequence is an efficient double compartmented dryer, and that recirculation and filtration is provided for all solutions.

Visit to British Photo Process Factory in Bangalore

Mr. Subramaniam, Secretary, Commerce and Industry and Mr. Shamanna, Director of Industries and Commerce, Mysore State, accompanied by Mr. Askari, Additional Director of Industries and Mr. Samba Murthy, Director of the Porcelain Factory visited the Photo Process Machinery Factory of The Monotype Corporation Limited, in Bangalore, on the 5th December. They were met by Mr. L. A. Collier, Eastern Area Manager of The Monotype Corporation Limited, Mr. L. T. Taylor, Works Manager of the Factory and Mr. T. C. Woodley, 'Monotype' Sales Manager and introduced to senior Officials in the Factory.



The visitors were shown machinery in the course of construction, including large Process Cameras, Printing Down Frames, Whirlers and Arc Lamps. The operation of completed units was also demonstrated to them.

Mr. Shamanna was informed that the establishment of this Factory, which makes identical equipment to that previously imported from England, under the Trade name "Lithotex", will result in a very considerable saving in foreign exchange to the country.



The visitors were entertained to tea, after their tour of the Factory, and expressed themselves as most impressed with the progress which had been made, and the quality, and quantity of articles under manufacture.

HIGH-SPEED METAL PRINTING UNIT

The Littlejohn Rotex is a new conception in metal printing in that a 30"×24" vacuum frame and high-powered open-type arc lamp form a complete printing unit, which requires a floor area of only 12 sq. ft.

The vacuum frame is loaded in the horizontal position, and when vacuum is obtained the vacuum frame is rotated on its 24" axis through 180 degrees to face the arc lamp situated in the base of the cabinet. A microswitch is incorporated which isolates the arc lamp circuit until the vacuum frame is facing downwards. This prevents the accidental switching on the arc lamp when the frame is not in the exposing position, eliminating the possible light spillage into the department.

Mounted on the control panel is a combined minutes and seconds

timer which is used to directly control the exposures of the arc lamp. On completion of the exposure audible warning is given to the operator, who once again rotates the frame through 180 degrees for unloading.

Exposures with PVA type enamels average 1 minute, whilst pre-sensitized litho plates take approximately 30 seconds to expose.

To cater for variation in quality of negatives a lower arc lamp voltage can be selected by the operator. A vacuum control bleeder valve is fitted in conjunction with a vacuum gauge to facilitate accurate control of lower vacuum pressures for handling film negatives.

The Rotex unit only requires a 20-amp single-phase supply enabling simple installation. Carbon feed to the arc is under mechanical control which ensures consistent arc lamp performance. The vacuum

frame cover glass is kept cool by a fan which draws cool air through cabinet. A smaller Rotex unit to handle plates up to 24"×20" is available, which embodies the same basic principles as used on the larger unit.

MARKING OF AC SPARK PLUG AIR FILTER COVERS

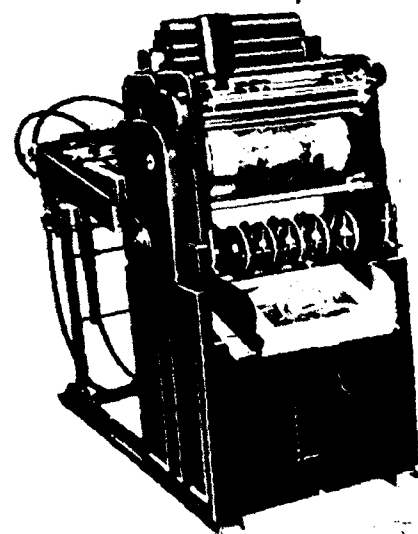
Marking of AC Spark Plug automotive air filter covers is now efficiently coupled with a part of the manufacturing operation, through the use of a Markem unitized printing head. Included as part of a machine that performs four manufacturing operations, the unitized head neatly prints the AC trademark, company name, service and use instructions on the edge of metal filter covers measuring 13" in diameter. This method replaces a separate silk screening operation, eliminates extra handling, difficult setup and ink drying problems, and more expensive printing elements.

The use of Markem unitized printing heads in automated lines, packaging machines and other equipment can result in substantial savings while providing a high degree of flexibility. For example, imprint changes may be made quickly through the use of Markem Masterplates and drop-in type inserts. Inks may be selected from a wide range developed by Markem for durable marking of virtually any surface. Six standard heads are available, with a choice of imprint size (up to 2"×6") and drive: built-in electric motor or direct mechanical linkage to another machine. Power driven units may include a switch that is actuated by the conveyor or packaging machine. Speeds up to 125 cycles per minute are possible. Complete information is available from Markem Machine Company, Keene 62, New Hampshire.

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Right: Linotype Model 78

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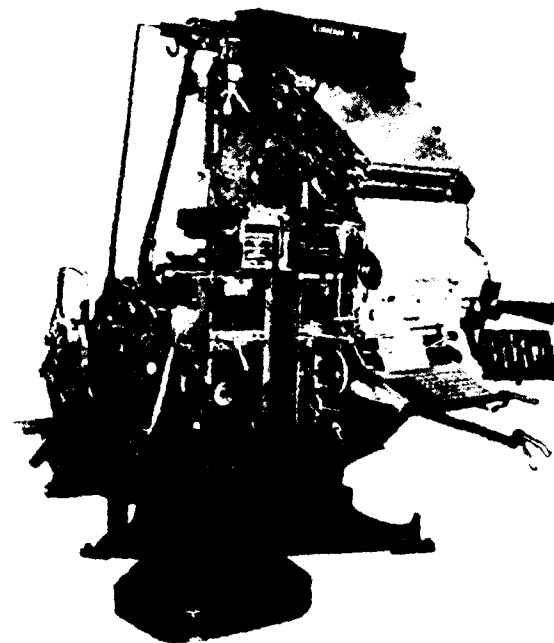
In the American Pavilion:

Left: Davidson Dual-Lith Model 233

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Public Notices

RED BOOK-AMENDMENTS

Vide I.T.C.C. (Madras)

No. 160/61, dated November 3, 1961.

Certain amendments to the Red Book for October 1961—March 1962 have been published under circular. Interested members may obtain a copy of the circular on request. (Public Notice No. 119-ITC(PN)61, dated October 31, 1961.)

EXEMPTION OF SALES TAX ON BOOKS IN MADRAS STATE

The Government of Madras in a notification issued on October 30, 1961 and published in the *Fort St. George Gazette* on November 15, 1961 have clarified that the exemption granted from General Sales Tax to sale of Books would apply only to "Sales on Reading Books, including Text Books by any dealers".

PAPER CALCULATOR

A paper calculator which can be manipulated with one hand is the Vistamastic Lightning Paper Calculator which will calculate and equvalate almost anything in paper and board. It will convert the weight of a given standard or odd size to any other size; shows

grammes per sq. metre; gives accurate readings of strawboards; gives the equivalent weights in 100's, 144's and 500's; will compute the cost per ream gross or centum from one size to other; converts centimetres to inches, kilos to lbs; gives the number of reams per ton, half-ton and 3½ cwt.; and computes the cost per ton from price per lb.

The calculator is made of durable material, the figures are well defined and distinct and the instrument is simple to use. The importance of one hand operation is stressed as this is particularly useful when talking on the telephone. The Vistamatic is made by the Vistamatic Co. Ltd., 58 New Compton Street, London, WC2.

TIME RECORDING DEVICE FOR PRINTERS

The Compu-Tymer, a time recorder designed for printing plants which keep daily cost records by job and employee has been developed by the Cincinnati Time Recorder Co.

At the start of a job, an employee inserts the time record and pushes a lever imprinting a circle with eight hours, scored off in tenths on the card. When the job is finished, the card is again insert-

ed and the "out" side of the lever pushed; the recorder computes and imprints the amount of time worked.

Single or multiple units may be installed and, if desired, controlled by an automatic timer to eliminate nonworking time such as lunch or rest periods. The Compu-Tymer prepares employees' cards for computation of time on individual jobs and total payroll records.

For information: The Cincinnati Time Recorder Co., 1733, Central Ave., Cincinnati 14.

OFFSET PLATE PROTECTION

An American product, Pakrolene, is designed to protect plate surfaces. The light colour liquid is simply applied to plates, including pre-sensitized and surface types, and plates can be stored for re-runs. For protection of lacquered images the liquid is applied after washing off the ink, and protection can also be given in this way to plates overnight or left standing for some days. The product is claimed to be simpler, healthier and more reliable than turpentine, and by mixing Pakrolene with high flash-point petroleum solvents, skin troubles which may arise with the use of turpentine are avoided. Image lacquers are kept in an ink

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receptive condition. Samples and further information from Black Bear Co., 44-45 23 Street, Long Island City, N.Y., U.S.A.

The Madras Printers' & Lithographers' Association is publishing periodically its activities for the benefit of its members in the form of **NEWSLETTERS**.

NOTICE

All correspondence intended for the Editor including advertisement matters should be sent to the Editor, "The Bulletin", 34-38 Bank Street, Fort, Bombay-1.

Letters to the Editor

Monotype Pushtu is not New

Dear Sir,

I was rather astonished to read in your edition for November 1961, an item under "News & Notes" regarding the installation of new machinery at the Government Press of Afghanistan — Kabul.

I am afraid that your statement to the effect that Composing machines have never been used before for setting Pushtu is hardly in accordance with the facts. This Corporation has had Pushtu setting machines installed in the Government Press, Peshawar, Pakistan, for very many years. Similar "Monotype" machines have been setting

the same language in other Firms in Pakistan, in Peshawar, Lahore and Karachi, for well over ten years and it would not surprise me to learn that the same has been done in more than one Press in Calcutta.

In addition to these installations, the Government Press in Kabul has been working "Monotype" Composing Machines, in Pushtu, since 1952.

Yours faithfully,

The Monotype Corporation Limited,
L. A. COLLIER,
Manager, Eastern Area.

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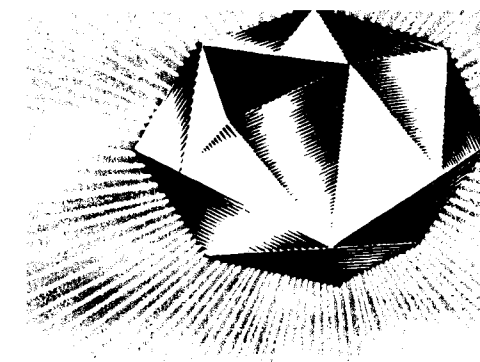
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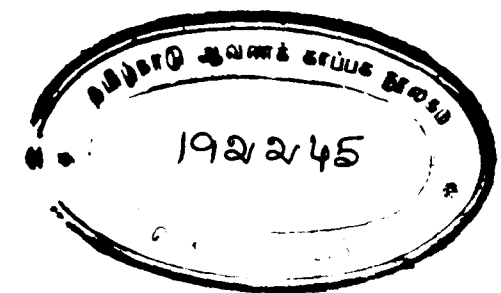
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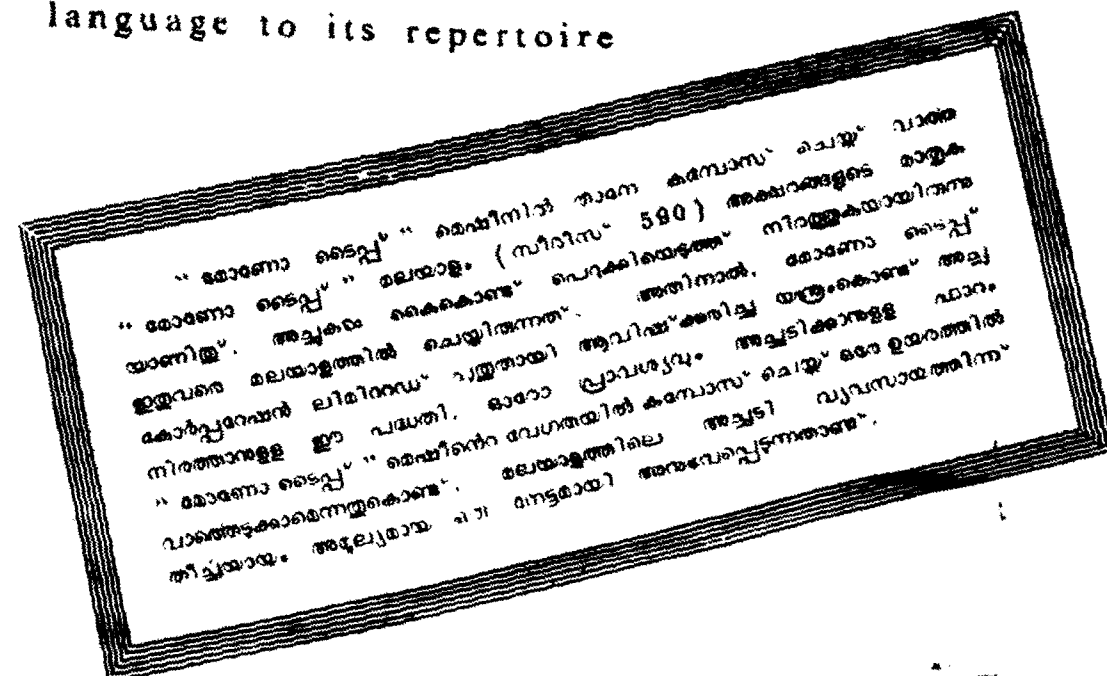
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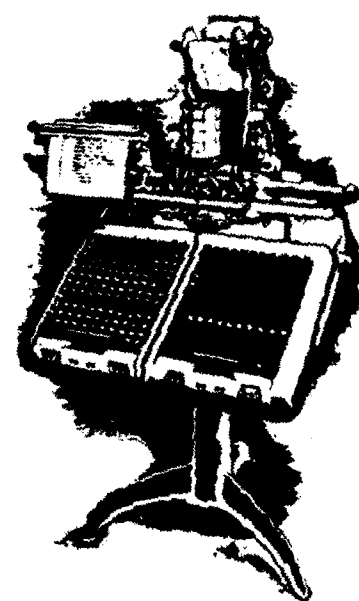
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Printed by Sri T. K. Venkatesan at the Jupiter Press Private Ltd., Madras-18 and published by Sri R. Venkateswaran,
Hony. General Secretary, All India Federation of Master Printers at 42, Broadway, Madras-1. Editor: Sri S. Ramu