

**OFFSET LITHOGRAPHY: A TREATISE ON
PRINTING IN THE LITHOGRAPHIC MANNER
FROM METAL PLATES ON RUBBER BLANKET
OFFSET PRESSES. WITH WHICH IS
INCORPORATED A COMPREHENSIVE DIGEST
ON PHOTO-LITHOGRAPHY AND ALSO ON TIN
PLATE DECORATING**

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Offset lithography: a treatise on printing in the lithographic manner from metal plates on rubber blanket offset presses. With which is incorporated a comprehensive digest on photo-lithography and also on tin plate decorating by Warren C. Browne

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WARREN C. BROWNE

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WARREN C. BROWNE

[SECOND EDITION]

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A TREATISE ON

Printing in the Lithographic Manner
from Metal Plates on Rubber Blanket
Offset Presses.

WITH WHICH IS INCORPORATED

A Comprehensive Digest on

PHOTO-LITHOGRAPHY

AND ALSO ON

TIN PLATE DECORATING

Compiled and edited in the office of
the National Lithographer

BY

WARREN C. BROWNE

New York

The National Lithographer

1922

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FOREWORD

During the recent past we have had many inquiries for a text-book on offset lithography. We have sold several hundred books of various kinds that have devoted more or less space to offset printing, but none of them have exploited the subject so thoroughly as we believe it should be. Therefore, we have compiled and published this book, which we call "Offset Lithography."

In its compilation we have quoted freely from "Metal Plate Printing," by the same author, and have also quoted from the writings of many expert workers in the offset line. We have also used the information contained in various articles which have appeared recently in the NATIONAL LITHOGRAPHER, and have endeavored to make this volume as plain and understandable as our knowledge of the English language permits. We have tried to avoid, as far as possible, all chemical and scientific technical terms, substituting plain English where the information could be conveyed in that way.

In offering this book to the trade, we do it feeling that it will supply a want. That the many workers who are in need of information along this line may be able to find it between these covers we hope and trust.

As Photo-Lithography is becoming more and more an adjunct to offset printing, it has been deemed expedient to add a digest of that process to this work, that the offset worker may keep in touch with the camera and its important and rapidly growing service in modern lithography.

As Tin Plate Decorating is all done by the offset process we feel that it also deserves a place in this volume and have included a concise and thorough chapter.

WARREN C. BROWNE.

New York City,
1917.

FOREWORD TO SECOND EDITION

When this book was first offered to the lithographic public, in 1917, there was some doubt in the mind of its publisher as to whether there would be a demand for it that would result in sales enough to pay the cost of publication. At that time the offset press was being adopted by commercial lithographers, and being experimented with in color houses. Now the offset press is in use in practically every lithographic establishment in the United States, and the 1917 edition of "Offset Lithography" is entirely exhausted. Constant demands for copies of the book have induced us to issue this second edition. The close reader will find some changes in the text of this new edition and some additions to the information the first edition contained. It will be found interesting and instructive to every man who is connected with a lithographic establishment in any capacity. The apprentice who is learning the trade should not be without it, because it answers many of the questions which he is bound to ask. The journeyman will be interested in comparing the way lithographing is done now to the way it was done in the old days. The man in the front office will also find it valuable to study in familiarizing himself with the lithographic business as it appertains to the offset process.

WARREN C. BROWNE.

New York City,
1922.

To keep informed upon the latest phases of lithography, read the **NATIONAL LITHOGRAPHER**, issued monthly. Subscription: United States, \$3:00; Foreign, \$4:00 per year. Published by the National Lithographer Publishing Co., Inc., Warren C. Browne, President, 150 Nassau St., New York City.

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OFFSET LITHOGRAPHY

The Offset Process

SEVERAL years ago THE NATIONAL LITHOGRAPHER made the assertion that the offset press would revolutionize the lithographic trade and it was scoffed at by many old lithographers who contended that while it might be possible to do some kinds of commercial work by the rubber offset process, the idea of doing color work on an offset press was the height of folly.

It was pointed out that as the work had to be transferred to a metal plate and printed first on the rubber blanket and then to the paper, it was obviously impossible to do color-work on such a press. In the first place you could not carry color enough, then the register could never be made close enough for a color job, and then—well, all kinds of arguments were offered, and some of them sounded quite feasible, but finally first one press and then another got a trial at color work. One man put a color job on his offset press because he had no other press on which to work it—and he had to do the job. He was surprised at the quality of the work—as, also, were the other people who tried to do color work from their rubber blankets, but the work went right along and some very creditable jobs were turned out.

But the scoffers said that coated paper could never be worked on a rubber blanket press. Of course every