

ELEMENTS OF PHOTOGRAVURE

Photo Printing from Copper Plates

Screen photogravure simply explained
with full working instructions and an
explanatory chapter on modern rotary
gravure printing

*A book of practical interest to all enthusiastic
Photographers, Printers and Etchers*

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CHAPTER I

Introductory.- The many advantages of photogravure, whether as a photographer's direct printing process or as a process of photo-reproduction, with a brief general survey of how it is done.

At the present time very few photographers work photogravure. Nor do they know anything about it except that it is a photomechanical process made use of the ink printing trade for finer reproduction work that can be obtained in any other way.

Ask the same man who explains this to you what Bromoil transfer is, and he will inform you it is an exceptionally flexible and controllable method of photo-

graphic printing.

The truth is, Bromoil transfer and photogravure are equally photo-mechanical reproduction processes or direct photo-printing processes, according as you choose to accept them. The one, we photographers have re-christened (its original names were brush-inked, grainless collotype, and collotype photo-litho transfer) and have taken it to our arms in its new dress. The other we have not re-christened, for the simple reason that we have not, as a body, realised its enormous adaptability to our uses. My aim in writing the directions which follow is to open photographer's eyes to splendid possibilities we are neglecting by leaving photogravure solely in the hands of the book and magazine trade.

Before I go further, however, it is only fair to explain how I came by whatever of the practice of photogravure I know. Some part I puzzled out for myself. The rest was dug out of printed notes and added to by such oral hints as I could muster. ...

Bromoil transfer is pre-eminently a process giving broad effects which are never twice alike and which call for fresh expenditure of time and of great skill with each print made. Photogravure, while also permitting enormous individual control at every stage, makes possible effects either broad or detailed at will. Further it possesses the outstanding advantage that the printing plate holds upon it a permanent record of the photographer's skill. ...

Questions of Style