

These plates are used for newspapers, dodger work, catalogues, books, etc., the fineness of the plate depending altogether upon the class of work for which it is wanted, and the price varying accordingly. For fine catalogues and advertising in papers or magazines, which use a higher grade of paper, a class of work known as "zinc engraving" is done. The company claim for this work that it is superior to wood engraving for nearly all classes of manufactures. The plates are produced



by a combination of artists' work, special machines, and photo etching, the whole enhanced by the skillful introduction of the graver's tool, where necessary. Still more artistic are the plates and lithogravures for book and catalogue covers, menu cards, calendars, business cards, letter and bill heads, advertisements, etc., which are made from designs by the company's artists.

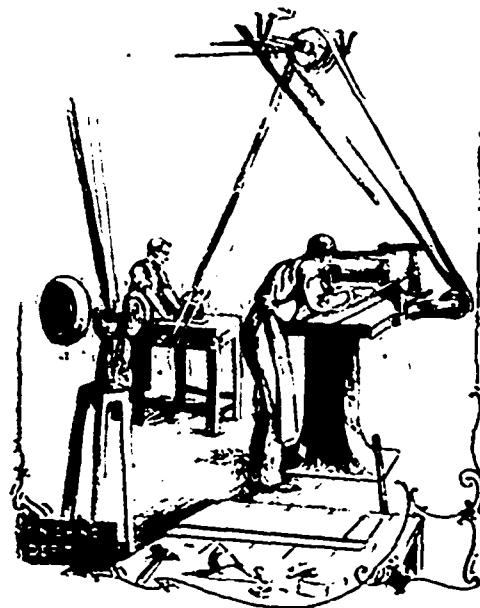
Lithogravure is the name given to a fine typographic plate from which results can be obtained by careful printing, fully equal, if not superior, to lithographic work. Any printer can print them with a little practice, and thus hold a big lot of work which now goes past him. On this work and the drawings necessary for the two kinds of plates just mentioned a large staff of thoroughly competent artists is kept constantly employed.

Leaving now the question of line engraving, we will touch



upon the work commonly called half-tone engraving, from the fact that by this process it is possible to portray typographically upon paper all the delicate half-tones appearing in a photo or

painting. Formerly all the work done by this process was engraved on zinc, that being regarded as the most suitable metal, but now the more progressive firms, which of course includes Grip Co., use copper exclusively. They operate what is known as the "enamel" copper process, by means of which the surface of the copper is covered, before being engraved, with a coating of transparent enamel which forms the printing surface. This process was originally secured at great expense from a large concern in the United States, but has been improved in so many important particulars, through experiments made by the company, that it is now practically a unique system of their own. By this method they secure all the most delicate effects that appear in a photograph or drawing, and engrave an exact fac-



simile on the highly polished surface of the enamel covered copper, from which a skillful pressman can get so lifelike an impression as will astonish him even in this day of wonders. These fine plates are made in most instances direct from the photograph; and, of course, results depend greatly upon the photo supplied. The best plates are possible only from good photographs, but much may be done by a skillful artist in overcoming any defect which may exist. Objectionable features can be removed, such as telegraph poles, scaffolds, moved figures, temporary buildings, etc., and obscured or lost detail brought out. When necessary, the view or object can be entirely re-drawn and a half-tone made from the drawing. In such a case, or when a considerable amount of retouching is required, an extra charge is made; but this is not incurred unless ordered by the customer. Very fine effects are possible by vignetting, which is done by an expert; and if the matter is left to the discretion of the engraver, every photo is treated in such a manner as to secure the best possible results. For ordinary printing the Grip Co.'s make what they call a coarse screen half-tone, direct from photos, which will print on any

