

This Brochure

Design, colour originals, copy, litho plates and printing were produced entirely by staff in our Kings Cross factory.

Production details are given on back cover.

The cover design comprises reproductions of actual work printed by Barnard & Westwood Ltd. It was assembled, photographed and reproduced by six-colour offset process at our Kings Cross works.





BARNARD & WESTWOOD LTD.

ASSOCIATED WITH E. NICHOLAS (PRINTERS) LTD.

Fine Letterpress and Lithographic Printers

57-63 Wharfdale Road,
London, N.1.

It makes little difference whether you ask us to produce a simple reply-paid card, or a multi-colour poster; a single leaflet, or a complicated brochure; a modest folder, or the complete publicity for an advertising campaign.

But there is a little difference that matters.

We are a complete production unit, in the heart of London, ready to undertake any job from the original idea to the finished printing; layout, art work, photographic reproduction, typesetting and printing by letterpress or offset lithography.

Quality of craftsmanship is our first consideration in all work which we undertake and by doing a job completely - if required - we again produce that little difference which counts so much in the final presentation and function of printed matter.

In the following pages we illustrate some of the men and machines engaged in producing quality printing at our King's Cross factory.

The Men behind the Imprint:

BARNARD & WESTWOOD LIMITED

FOR NEARLY FOUR DECADES we have been producing, in the heart of London, printing of high standard, for a considerable number of customers. Some of these customers have been with us since the start; a number of them are household names, or leaders of industry and commerce; many comprise specialised businesses or organisations.

As a company we are young enough not to be bothered by the hindrances of inflexible traditions, yet old enough, in years and experience, to provide that blend of stability and reliability so essential in meeting the exacting demands of modern industry.

A modern factory equipped with the latest plant and machinery; the best craftsmen in London; the personal interest of a Director in every order: these are the principal factors which have established standards recognised as inseparable from our imprint.



E. S. WATKINSON
Managing Director



E. KOPLEY
Director



H. G. L. COLLINS
Director



A. R. K. BARNARD
Director

The most important thing in your business

What is the most important thing in business? Turnover? Service? Quality? Profit? Price? These are important factors in a progressive and successful business, but none of them is **the** most important. The most important and vital thing in every business is—A SALE.



NORMAN C. PETERS
Sales Manager

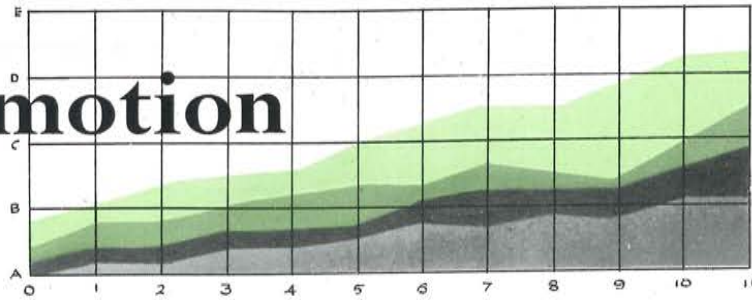
Until something is sold by someone, the most luxurious of goods, the most skilled of craftsmen and the most modern machinery and equipment are a liability. There can be no quality, no progress, no expansion, no profits; in fact, no money for anything or anybody until someone makes A SALE.

Printing is the greatest single factor in any sales campaign. It introduces new customers and retains existing ones; it explores new markets and secures interviews for salesmen, and in scores of ways "makes known" the goods or services you have to offer.

We exist by helping industry to create sales through all forms of promotional printing. Our sales department is at your service for consultation.



Sales Promotion

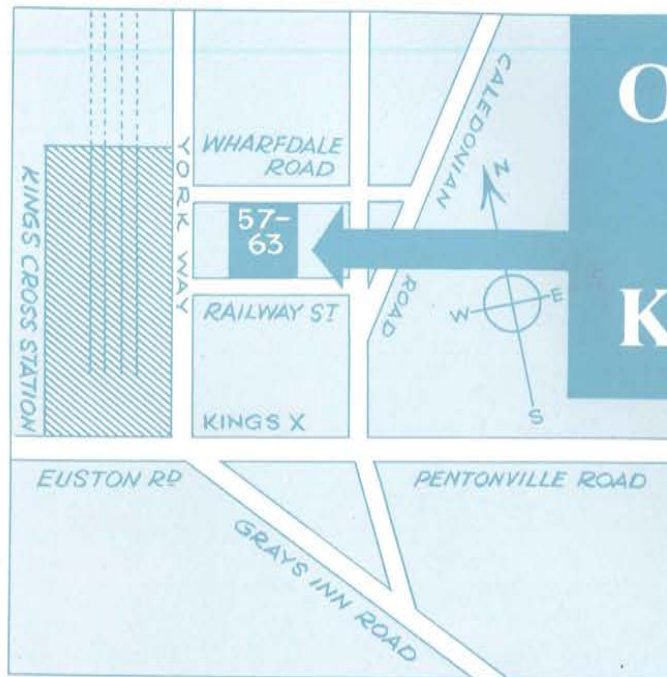


Tons of printed matter flows regularly every day from our factory at Kings Cross. Some of this printing is mere routine to the turning wheels of industry. But much of it is creative printing tied to customers' sales promotion plans for seeking new business, or securing more effective penetration of existing markets.

It comprises colourful catalogues for the professional buyer; booklets describing a new product, or relating a story of achievement; house journals to help maintain the goodwill of consumers; broadsheets to press home a special offer to wholesaler or dealer; showcards for point-of-sale display; or multi-colour posters to capture the attention of a vacillating public—all of it prompted by the need to maintain or improve business in a competitive economy.

The customers' readiness to buy is of little interest unless it can be influenced your way. By word and illustration, printed matter is still the greatest single factor—permanently presenting ideas, information and knowledge—by which you can secure the attention, interest and action of people—the prospective buyers of your goods.

Return of the postcard at the end of this book could bring about an interesting discussion.



Our Factory at King's Cross

Is situated on an island site, only a few minutes walk from Kings Cross main line and London Transport Railways, and within 15 minutes of the City and West-end.

There are a great many printers throughout the country who, like ourselves, turn out printing of high quality. It would be fatuous to pretend otherwise. But there are comparatively few who have the plant and experience to produce both letterpress and offset litho under one roof. What does this "little difference" mean in terms of customer preference?

It means that we can meet your requirements on either process, backed by nearly 40 years' experience of both.

It means that we can advise you expertly, and without prejudice, as to the best method of reproduction, and the most economical one at the same time.

It means that we can, when advisable, combine the two processes to get the best result for a particular piece of printing.

Our offset department is a complete unit with cameras, plate-making equipment and fast-running rotary presses, producing the finest colour printing. In our letterpress section, mechanical composition and fast-running platen and cylinder presses combine in producing the best that is obtainable in half-tone and four-colour process work.



Printing has few equals in complexity of production. Every job is different. Every job needs careful planning and plotting. Personal attention is essential. Every job, in fact, is a test of the printers' skill.

Every operation—and there are many—has to be safeguarded against the fortuitous happening. One of the functions of our Order Department is to take care of innumerable contingencies by giving precise and detailed instructions to the works.

Size of job, style, typesetting, colour of ink, proofs, delivery, and so on; the whole gamut of a complicated science has to be clearly defined to the works before the job starts on its journey.

Good printing is a direct result of good planning in the initial stages, with the over-riding factor, "when in doubt, find out."

That little difference is again interpreted in the care and attention given to every job in its initial stages, for a good beginning provides the necessary foundation for top quality printing.



A. MASON
Manager,
Order Department.

The Letterpress Machine Room



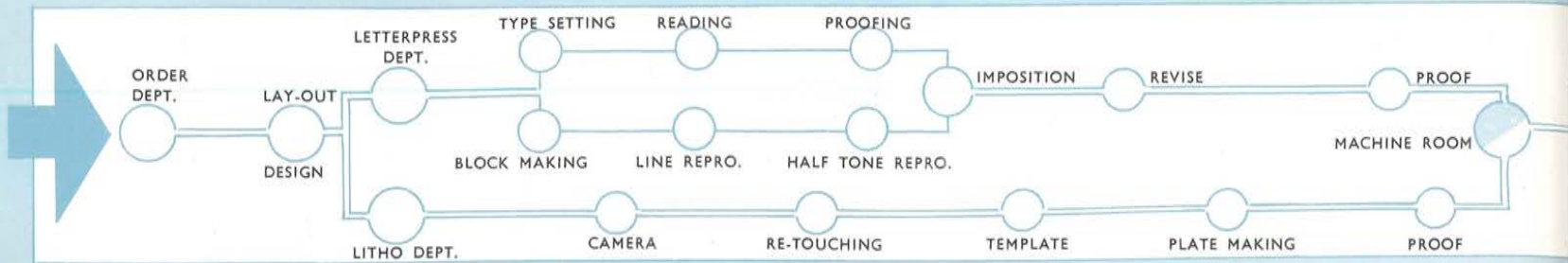
H. W. DAVIES
Letterpress Department Manager



Illustrated above is a representative section of our letterpress machine room, where a great diversity of commercial printing is produced, day by day, for a variety of discriminating customers.

Before these fast-running machines start to turn, many hours may have to be spent by the machine operator in preparatory work and make-ready on the printing formes, to assure that blocks are effectively high-lighted and type clearly defined.

Throughout the "run" constant care and attention and inspection of printed sheets are necessary to maintain perfect "register" and to ensure the correct flow of ink, in order to produce a consistently high standard of quality in the finished work.



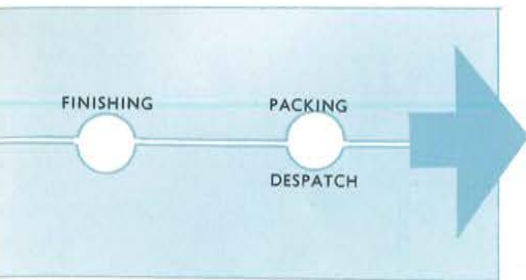
Before the machines start to run, many hours may have to be spent making ready to obtain perfect clarity of type and correct tonal values in the illustrations. Here, the Overseer examines a made-ready sheet.

Departmental

In varying degrees, a customer understands something about the complicated science of printing, but many are the operations that go quietly and efficiently on, unobserved, yet an integral part of each completed job. The reader, for example, correcting errors in spelling and the nuances of grammar; the stone-hand imposing the type in chase for the printing machine; and his opposite number, on litho — the plate-maker — printing down the “image” for the offset machine. Illustrated above is the highway along which every job travels on its way to its last stage in the warehouse, by-passing some points and stopping at others in accordance with the specification.



Typematter being imposed in a steel chase for the printing machine. It is then known as a forme.



CLOSE UP

Illustrated here, are mechanical type-setting machines which cast lines of type at the touch of the operator's fingers on a keyboard not unlike a



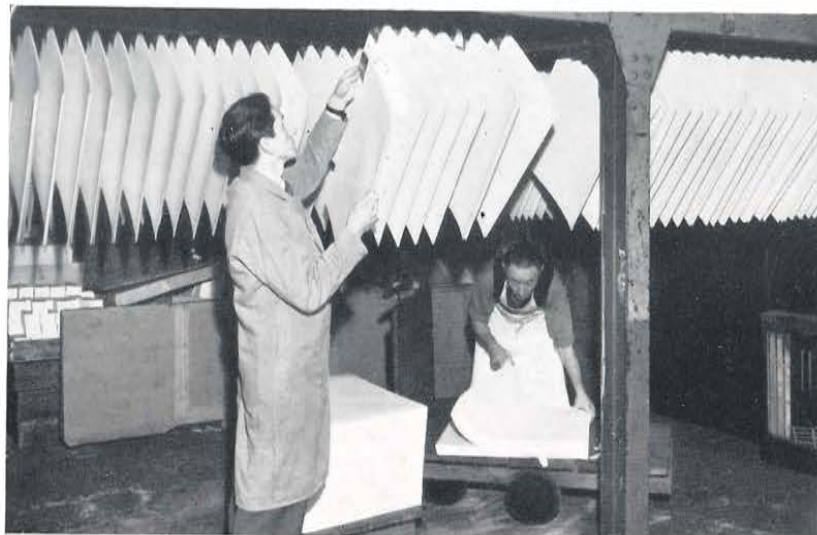
typewriter. To ensure perfect reproduction, type from these machines is used once only and then returned to the melting pot for further use.



A section of the platen machine room which produces printed sheets up to a paper size of 19½" × 12½"



With shades of colour running into the thousands, few inks can be obtained from stock and so the work of ink mixing and matching is a skilled task.



Paper for litho printing must be fully matured—free from curl and moisture. Illustration shows paper being hung, in a controlled temperature, to mature before printing.

Art and Photography



Lithographic retouchers at work on photographic plates.

The creation of “visuals” and finished “roughs” and the final art work are an integral part of our work. Many of the drawings that we reproduce are the work of our own art department; others are commissioned from outside artists.

This art work is reproduced by photography and the artist retoucher is responsible for the colour corrections and separations. The finished print combines the various colours to form the complete reproduction.



A double-crown camera (30" x 20") with copy being photographed through a prism attachment.

The Lithographic Machine Room



R. WATKINSON
Offset Department Manager

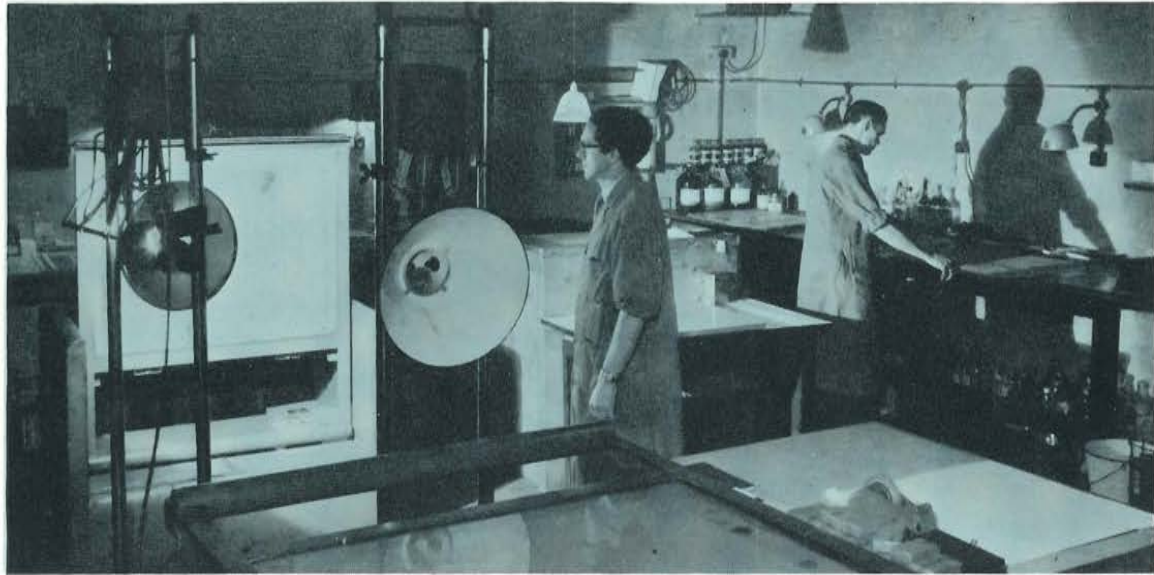


Illustrated above is a section of our modern offset litho machine room.

Batteries of machines are constantly employed on all kinds of printed matter in monochrome and colour. These modern offset presses produce, at high speed, facsimile reproductions of the original art work in four, six, eight or more colours.

A high standard of colour excellence and registration is always maintained. The term "offset" is explained by the fact that the image on the printing plate is first printed on to a rubber blanket and then offset from the blanket on to the paper. The result is a soft and delicate impression.

The Photo-Litho deep-etch process



Printing-down frames in which the film image is placed in vacuum contact with a sensitized metal plate. This is exposed to powerful arc lamps to transfer the image from film or glass to the metal. The operator on the right is seen processing the plate for machining.

A process with so many names to describe and commend it certainly needs some explanation. Basically, it is the old lithography, but no longer does the craftsman rely on the quarried lithographic stone. Today, he uses a thin sheet of metal on which the work is photographically reproduced and lightly etched into the surface. The impression is taken by a rubber blanket and it is the transferred impression that actually becomes the printing surface. The metal sheet is clamped to one of three cylinders of the press and because of the "kiss" contact, and rotary motion, high speeds of production are possible. The process lends itself to the reproduction of almost any type of work and produces beautiful fine art on any type of paper surface.



A section of the Dark Room



FINISHING AND DESPATCH

However well a job may be set and printed it can so easily be marred in the final stages by poor finishing work. Folding, punching, wire-stitching, cutting, all of these need the same skill, care and supervision as the more artistic operations of display and printing. Even down to the final counting, inspection and packing, the "little difference" is observed.

Modern guillotines, with razor-sharp knives, cutting white paper for printing, and trimming the finished work.

Folding the flat printed sheets into booklet form ready for wire-stitching and trimming.

After folding, sheets are fed through a wire-stitcher to hold the pages secure.

Packers at work for delivery by our own vans, or rail transport to more distant parts of the country.

The kind of Printing which we are well able to produce

Letterpress

CATALOGUES

•
BOOKLETS

•
HOUSE JOURNALS

•
FOLDERS

•
BOOK JACKETS

•
LABELS

•
CALENDARS

•
COMPANY REPORTS

Offset-Litho

POSTERS

•
SHOWCARDS

•
CUT-OUTS

•
BROADSHEETS

•
CALENDARS

•
GREETING CARDS

•
TUBE CARDS

•
ILLUSTRATED REPORTS

•
PICTURE BOOKS

•
LABELS FOR THE
WINE AND FOOD
TRADES

The range of promotional printing is a large one, but every single piece performs a very definite purpose in the field of business development.

THE CATALOGUE. As the travelling showroom of printed matter it should both inform and sell, besides be factual and complete in detail. It provides a permanent means of reference for the buyer and so justifies the best in illustration, materials and production.

THE BOOKLET. Its function is to tell a complete story about some aspect of a company's business or its products. It can be instructional, informative, demonstrative or educational. In any one of these "appeals" design and colour add to its effectiveness and readability.

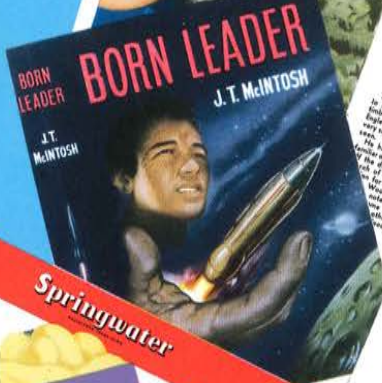
THE HOUSE JOURNAL. The best means for maintaining continuity, and a great builder of goodwill, whether towards staff, salesmen, dealer or consumer.

THE BROADSHEET. The giant of printed matter; the "Gulliver" amongst the "Lilliputians," whose boldness and size pays off if you have a logical, profit-appealing offer to make.

THE SHOWCARD. The forthright, point-of-sale medium that can have the "last word" on the threshold of a sale.



As a savoury... A tasty, nourishing base for poached, scrambled, or fried eggs.



TROJAN Diesel 20 CWT. GOODS VEHICLE

GENERAL SPECIFICATION

GEARBOX & CLUTCH Trojan manufacture 2 speeds and reverse, mounted on a unit and drive shaft and shaft of rear drive gear unit. Gearbox and shaft of rear drive gear unit are of 1 piece cast metal, mounted on the rear axle and drive shaft to give rear operation. Gear to be used should be kept in gear.

TRANSMISSION Heavy duty Perforator shaft with roller roller support.

BEAR AXLE Heavy duty. Oil seals through to lower transmission operation under various conditions.

BRAKES Locked hydraulic rear wheel brakes. Rear wheel brakes are of the drum type. Front wheel brakes are of the drum type.

STEERING Hydraulic. Right or Left Hand.

WHEELS & TYRES Dual disc wheels fitted with 6.30 x 14 heavy duty tyre.

SUSPENSION Front and rear semi-elliptical leaf spring.

DIMENSIONS	Standard	Long
Overall length	10' 0"	11' 0"
Wheelbase	5' 0"	5' 0"
Front overhang	3' 0"	3' 0"
Rear overhang	2' 0"	2' 0"
Ground clearance	4' 0"	4' 0"
Weight	2,000 lbs.	2,000 lbs.
Capacity	2,000 lbs.	2,000 lbs.

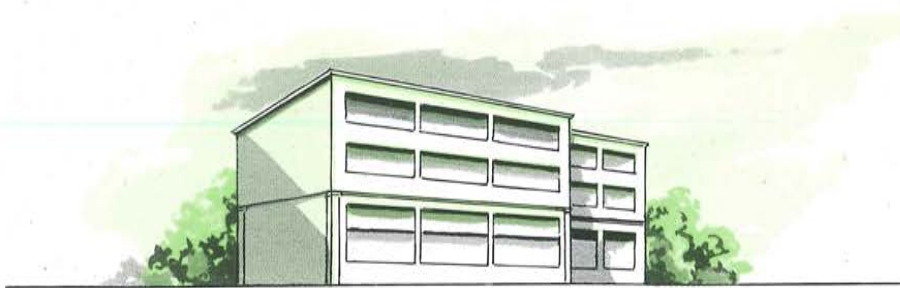
DRIVER COMFORT

The Trojan diesel is a well-spaced and modern-looking vehicle when empty or loaded, with a comfortable driver's seat and ample legroom. Drop windows, wide doors, large and well-lit interior, and a spacious and well-ventilated cabin. All vehicle parts are of the best quality and are built to last. The Trojan Diesel is a well-spaced and modern-looking vehicle when empty or loaded, with a comfortable driver's seat and ample legroom. Drop windows, wide doors, large and well-lit interior, and a spacious and well-ventilated cabin. All vehicle parts are of the best quality and are built to last.

THE TROJAN DIESEL VEHICLE—SMOOTH AND EFFICIENT in operation is the outcome of 25 years' manufacturing experience. It is the first light commercial diesel vehicle on the market. Robust and sturdy, it is powered with the economical Perkins P.1.V. engine, the economy of which is proved by the following fuel consumption figures—1-ton Trojan Diesel, 40-45 m.p.g. on Dery—approx. 140 g.p.m. 15-cwt. petrol vehicles 34-28 m.p.g. — approx. 24 g.p.m. The Trojan Diesel makes light of its 20-cwt. load on long runs, country work, or door-to-door deliveries, even in hilly districts.

This chassis, simple and straightforward in design, and produced safety as a commercial chassis—offers a flat frame with supporting extension cross-members, on which a variety of bodies is provided, ranging from the delivery van, pick-up, articulated vehicle, 12-passenger passenger wagon, and school bus.





*Our Factory at
Winchmore Hill*



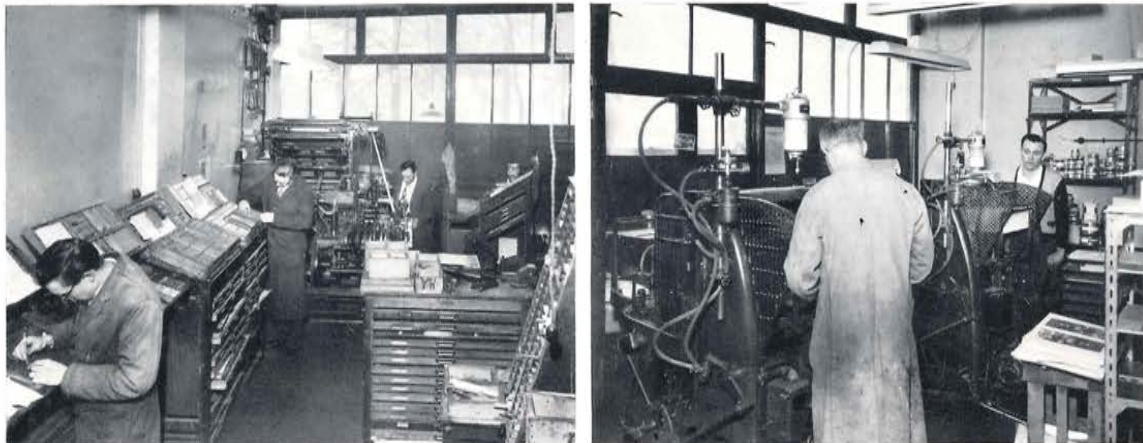
W. H. GIBBS
Manager

In September 1940 we established, at Winchmore Hill, a self-contained branch factory so that we might continue to serve our customers in the event of our factory in London being destroyed by enemy action.

This unit still serves us well and a daily link is maintained with our Kings Cross works.

The Winchmore Hill factory is a complete and highly competitive letterpress department, able to undertake the printed job from start to finish.

The Composing Department at Winchmore Hill and two of the Vertical Miehle Machines





Without obligation, please arrange for a representative to call on

..... at

Name.....

Address.....

.....

To see Mr.....



This Card

can be an introduction to a new or additional source of printing production.

PRODUCTION NOTE

Body matter has been set in 11 point Times Roman with main headings in Perpetua bold. The captions to the illustrations have been set in Times italic.

The cover has been reproduced by offset litho in six colours.

Text and black illustrations on interior pages have been reproduced by letterpress. Colour backgrounds and the colour illustration on page 15 have been printed by offset litho.

Paper is white art s/o D. Royal 100 lb. and the cover is four-sheet art board.

The cover has been hopsack grained after printing.