Sheet No. 4

Sun Engraving (cont.)

As a result of these three and four colour experiments Sun Engraving began to develop gravure as the process of choice for mass-circulation magazines.

Sun Engraving also experimented with ways of prolonging the life of gravure cylinders by chrome plating them. This resulted in a much longer life on the printing press.

Funny story!

Sun Engraving had four chrome-plating tanks:- three for printing cylinders, and one for employees’ car bumpers and hub caps! Management knew that the tanks would be used unofficially and decided to cut their losses and stop contamination of the tanks.

[*Picture of chromed cylinder*]

Sun Engraving continued to print by letterpress as well as by gravure. Between 1929 and 1939 letterpress produced, amongst other work, the Vogue pattern book and inserts for the weekly overseas edition of The Times.

In 1932 Sun Engraving started to print Woman’s Own magazine by gravure. This contract remained at Sun Engraving until 1985.