Sheet No. 6

1936:- The Arrival of Odhams

In 1935 Sun Engraving was approaching the end of a seven year contract to print magazines and periodicals for Odhams Press, of Long Acre, London.

Instead of renewing this contract the owner of Odhams, Lord Southwood, expressed a strong interest in buying his printer:- a hostile take-over bid.

(picture of J.S. Elias (Lord Southwood))

He threatened, if his bid failed, to set up his own gravure printing factory to produce the work. To add insult to injury, he also threatened to set up his new business in Watford, using newer technology from America, and paying higher wages than Sun.

Southwood’s hostile bid to buy out Sun Engraving was firmly rebuffed by the Board of Directors. Southwood carried out his threat and production started at Odhams new factory in North Watford (now ASDA!) in the autumn of 1936.

(picture of Odhams (Watford) Ltd 1936)

The building was officially opened in early 1937. By doing this, Southwood improved the quality of his publications without compromising speed or cost.

(picture of early work from Odhams, “Woman”, “John Bull”, “Film Weekly”, “Picturegoer”)