

# Industrial Peru. (\*)

Printing As Conducted By A Representative Establishment.



he printing industry and the graphic arts in general have reached a flattering degree of excellence in Peru and the product of the many printing shops compares favorably with the work executed in any country, excepting de luxe editions or fancy bindings. It is certainly equal, if not better, than anything done in any other South American country. An example of good work in magazine publishing is this monthly, printed in the establishment described in these pages and also various other artistic publications, particularly the *Ilustración Peruana* and its beautiful three-color halftones.

The three important dailies of Lima have fast duplex presses, linotypes and stereotyping facilities and produce some handsome Sunday supplements.

### *Historical.*

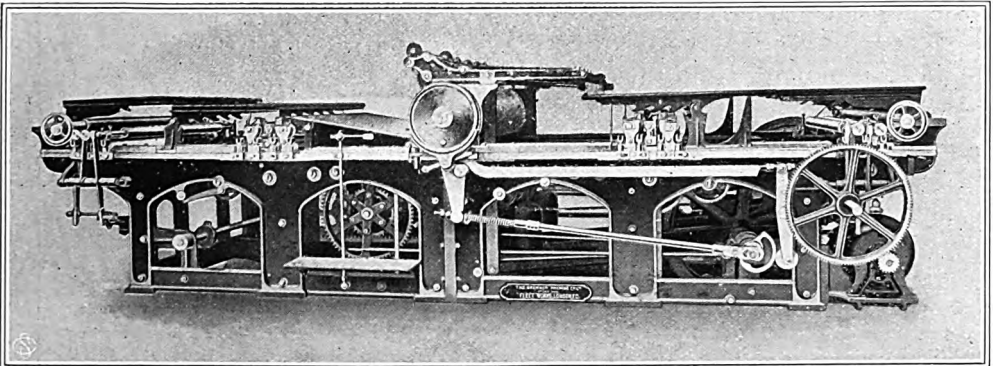
Lima had the good fortune and the honor of being the first city in South America where type printing was

done. An Italian named Antonio Ricciardi, whose name was afterward corrupted to Ricardo, arrived in Lima in 1580 from Mexico, where he started the first printing plant in North America in 1576, which published religious books for the Jesuits. On his arrival in Lima he found that by Royal Decree book printing had been prohibited, but after many efforts the Real Audiencia of Lima granted him permission and authorized him to publish a work entitled "Doctrina Cristiana" and a catechism for the Indians. He also published a volume on the Indian Quechua language and various other books, and was the first to introduce woodcuts in South America.

From this modest start centuries ago the industry developed very slowly until within the last decade when, as over the whole world, the art has taken a forward leap to the present standards.

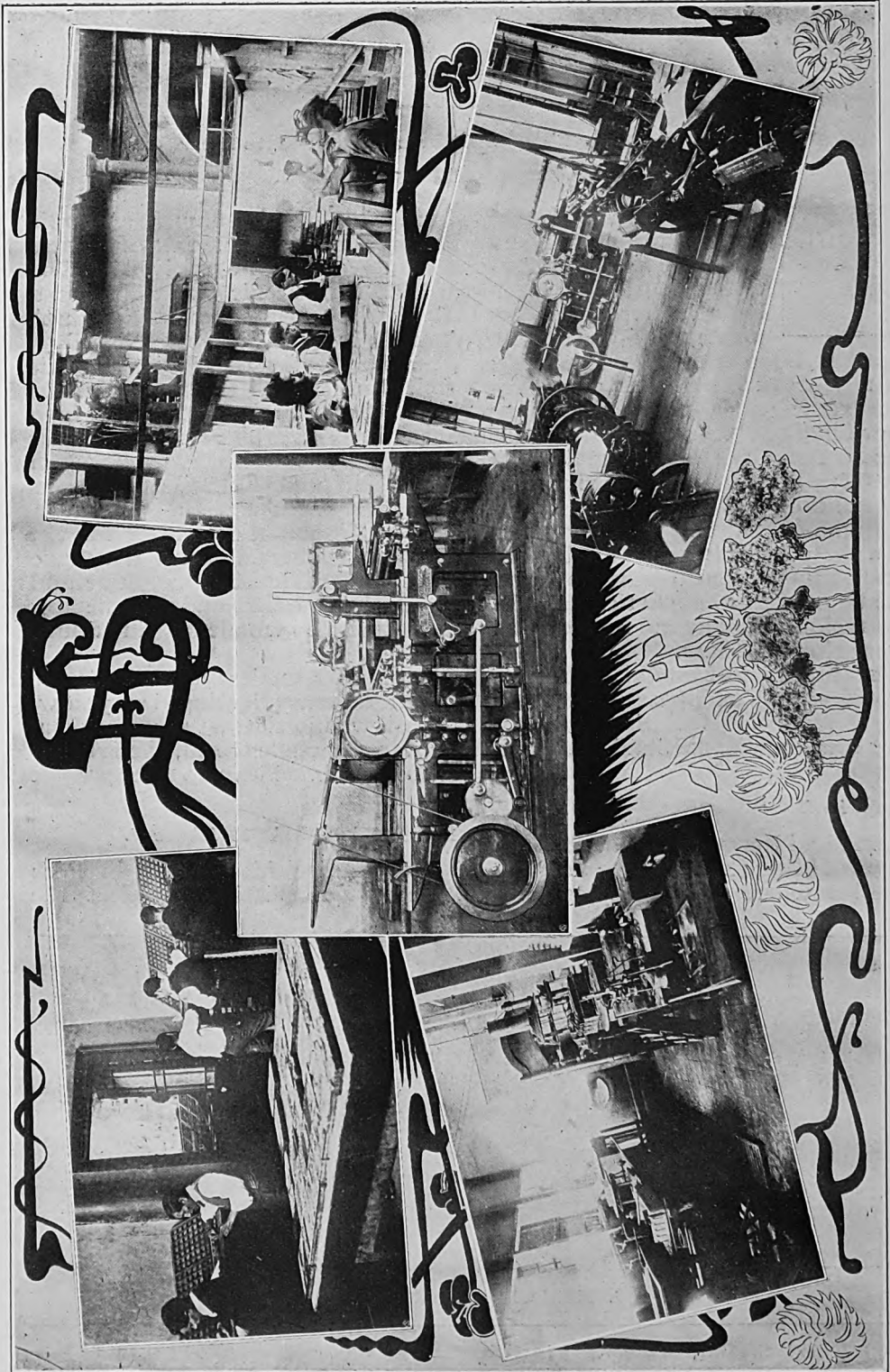
### *The Southwell Establishment.*

To illustrate this industry in Peru it seems quite fitting to select the



A Multicolor Cylinder Press.

(\*) This is the third of a series of articles descriptive of Peru's principal industries. The history, development and the processes employed in some well-known establishment will be used in each case to illustrate the subject.



GROUP OF VIEWS OF C. F. SOUTHWELL'S ESTABLISHMENT.

representative plant where Peru To-Day is born each month. Founded in 1884 in a small way by Charles Southwell, an English engineer, who built the Lima mint and was subsequently for many years its chief engraver, it was gradually enlarged by him and is now conducted by his son, Charles F. Southwell, who has followed in his father's footsteps and developed the heritage, in which he had an active part in its early days, to meet modern requirements.

#### *Early Efforts.*

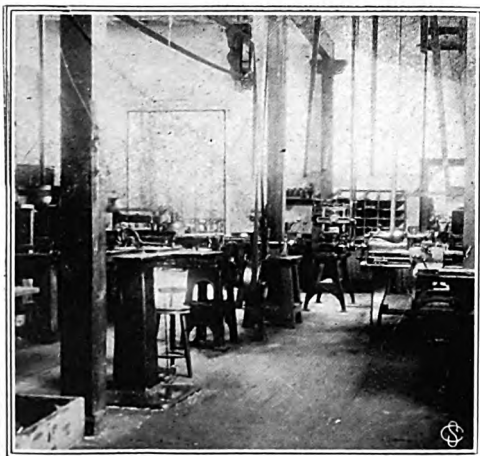
The industry began as the first plant in Peru where rubberstamps were made on a comparatively large scale and in 1893 it established the first photo-engraving work, not only in Peru but on the entire West Coast. In order to print properly the halftones it was found advisable to import printing presses which led to commercial and pamphlet printing, and gradually it was enlarged to its present suitable proportions.

#### *Present conditions.*

The work undertaken here should be classified as follows: printing and stereotyping, photo engraving, book-binding, medal stamping and rubber stamps.

#### *Printing.*

A large cylinder press from England and six other small presses, with the



Battery Of Photo-engraving Machinery.



Outside View Of Works And Offices  
Of «Peru To-Day»

incidental machinery and type, are devoted to the printing of fine and commercial work. An important departure, new in Peru, is the printing of commercial labels in colors instead of the yet general method here of employing lithography for the purpose. Two large presses, one of them for multicolor work, are now being installed and this firm will soon be able to do such work much more rapidly and satisfactorily on typographical presses, by utilizing their photo-engraving department for the required plates.

#### *Photo-engraving.*

Here, the first place of its kind in Peru, as mentioned, large cameras and all the most modern machines for such work are to be found. It has been the training school in this country for photo-engravers and those now in the two other first-class plants received their knowledge from the Southwells.

#### *Book-binding.*

While no tooled or elaborate binding is done in the department, the character of the work is substantial and in good taste, and a specialty is made of large ledgers and other such books, which are printed, ruled and bound on the premises.

#### *Medals.*

Though not within the classification of the industry described, it is an



important branch of this business, influenced doubtless by the former occupation of the founder. Medals are extensively used for commemorative purposes in Peru, as in most Latin countries. They are utilized to signalize national events or for religious purposes. In marriages, births, confirmations, deaths and on anniversaries they are of customary usage. The plant contains a modern crude oil furnace for casting purposes, a large stamping press and other appliances.

### *Rubber Stamps.*

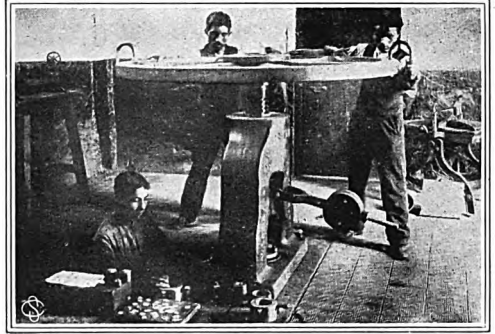
This is another department or sideline which has reached considerable proportions as the use of rubber stamps is quite general here and bring a fairly good price. The usual machinery in the latest models are here at hand.

### *Building and Power.*

A large Spanish style building, in the central portion of the city, is entirely occupied by this firm, the patio being roofed over and every space utilized. The illustrations herewith presented give a very good idea of the different departments. Electricity is the usual motive power but, as a precaution, there is ready for any emergency a seventeen H. P. producer gas engine, which is the most approved type of its kind.

### *Wages and Apprenticeship.*

As to the labor employed, it is fairly good but very slow and lacks proper

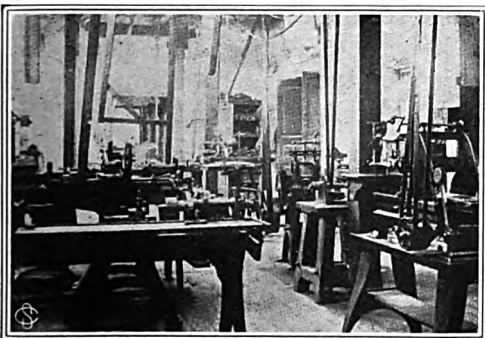


View of Medal Stamping Press.

training, due to the fact that there is no apprenticeship system and that youngsters wander from one place to another or among the various branches of the business without acquiring the skill necessary to command a good wage. There is thus no inducement for the masters to teach them and it militates against the trade and the artisans themselves. A good apprenticeship law would be of benefit to the industry and create a skilled class of well-paid workmen who would contribute toward national prosperity. At present a good pressman receives from \$2 to \$2,50 a day, U. S. Currency, and average typesetters half that amount. In some shops the piecework system is employed, averaging about the same.

### *Protection Needed.*

Like a number of other industries in Peru it has never had sufficient protection and there are some objectionable features in the tariff which it is understood are to be corrected in the coming upward revision; as for instance the tax on copper and zinc for photo-engraving, while finished and mounted engravings enter free, and several classifications of paper which constantly lead to conflicting interpretations and disputes. Reasonable protection is needed and it is earnestly hoped that the Government will give this subject its earnest attention.



Lathes, Planers And Other Machinery.