

# THE NEW RD

The title 'THE NEW RD' is written in a large, purple, sans-serif font, arched across the top of the page. Below the text are several yellow circles of varying sizes and several purple, spiky, starburst-like shapes, all arranged in a decorative, celebratory pattern.

BY ED BRANDT

When Editor Al haLevy first started pushing the revival of RD within the club he was unaware that one member--myself--just happened to have a press in his garage. Unfortunately (from my viewpoint) I did, although it was an old and very erratic machine that I had bought in partnership with another fellow to publish some fiasco in a completely different field. I had been a Little Man, actively and inactively, since about 1951; I had a press that wasn't too busy, and a burning desire to learn the art of offset-lithography.

Enter haLevy.

In getting out any magazine the biggest problem and expense is printing. To keep costs down many fanzines are dittoed or mimeographed. However the most desirable is printing, either letterpress or lithography. Letterpress is too expensive, too cumbersome and just plain impractical for a project of this minute magnitude so that leaves offset-lithography. This is sometimes referred to as "Multilith," although Multilith is actually the name for one brand of press.

In commercial lithography copy is prepared on a Vari-typer or other brand of machine that turns out justified copy. This copy is pasted up along with any artwork that may be included and is then photographed page by page. After development, the negatives are masked, any necessary opaueing and retouching is done, and the lithographic plates, used in the actual printing, are made. These plates, usually of aluminum, are specially treated, placed in a pressure or vacuum frame and then exposed to ultraviolet light. The actual printing is done from these plates.

Last issue, to keep costs of the RD down, it was decided to do all typing onto special paper plates which could be used directly for printing. Only the cover and other artwork of the issue were to be photographed; these were masked in correct page form and pre-printed in the colors used.

Actual printing of the issue from the paper plates turned into an utter catastrophe. One of the Little Men had, in helping us to economize; picked up the special typewriter ribbon which was required for the typing onto the paper plates. It was either of inferior quality or was too old as the image began to fade immediately and we were able to get only a few usable pages.

All work stopped while we sat down and cried for a while. Either we had to retype the issue--all 72 pages of it--or to arrange to have the pages photographed and plates made in the standard way. The latter course was decided; luckily I was able to arrange with a friend in a print shop to use his camera. Al and I remained up until after midnight to get all the negatives developed. Remember, these were no little snapshot pictures as you take with your Brownie, but were all 8 x 10 inches.

A date was set for a second try at printing the RD. The 36 negatives were prepared, plates made, and printing completed. Except, of course, for the four pages we had neglected to photograph; anticipating something like this, Al had brought his electric typewriter (all 30 pounds of it) to the print shop. For the overlooked pages, we dug a little deeper into the bagful of available fixes and came up with mechanical negatives, a technique which types like mimeography but prints like lithography. The negatives were typed on the spot, printing was concluded, and the first issue of the new RD was at last clutched in our sweaty little fists.

Now here we are with another issue. This time, we are using photo-offset entirely. A camera has been purchased, and we are able to do all of the production work ourselves--typing reproducible copy, laying out pages, making negatives and offset plates, and printing. So unless complete apathy overtakes us (as Phil Newport reported happened to the old RD) we will be around for awhile. Everyone is fresh and eager; people abound with ideas and material; I'm one step ahead of the bank on press payments, so.....

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Dennis Smith, this issue's cover artist, is preparing a portfolio of his artwork. It will contain 14 photo-offset reproductions of his drawings, size 8.5 x 11, unbound, and placed in a permanent reinforced semi-envelope. The price is \$1.25. Send money order, check, or cash, or request for further information to Dennis W. Smith, 288 Ash Avenue, Chula Vista, California. Please print your name and return address clearly!