

To students of advertising, commercial art, photography, and printing, as well as to anyone involved in producing printed materials, the basics of photographic illustration and reproduction described in *Kiss Impressions* will be indispensable.

If the Paper Could Speak . . .

"Thank you," is what you'd hear it say to Tom Morgan. Before he revolutionized offset lithography, most printing was done by letterpress. In this method, the ink is transferred to the paper with a forceful pounding. "Letterpress renders a sharp but harsh impression."

— Tom Morgan



In lithography, on the other hand, the ink is first transferred from the metal plate onto a rubber blanket. "The final transfer is made with a soft touch which gently lays the ink on the paper. The impression is like a kiss between soft lips," Tom Morgan says.

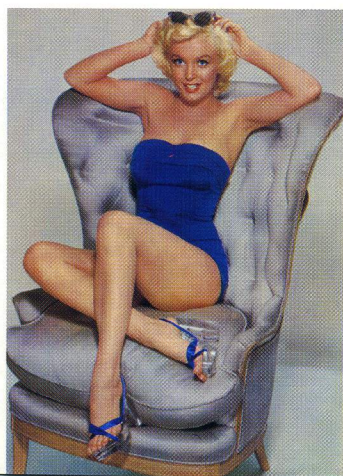
And thus you have the "kiss impression" that inspired the title of the book. Tom Morgan's sensitivity to, and belief in the potential for offset lithography inspired a career that changed the course of printing history.

How Tom Morgan Revolutionized Lithography

Young Tom Morgan didn't last very long as a commercial artist in New York, but while there, he made an observation that made a lasting impression on him. Over and over, he saw the beauty of original artwork destroyed through poor printing.

Years later, as the head of the Litho-Krome Company, he determined to halt the injustice. His strategy involved meticulous quality control. One of the first

steps he took was to approach ink manufacturers all over the country until he found one who would work with him to develop a line of standardized, "balanced" inks. At the printing plant, what may have seemed like "excessive" care was taken every step of the way.



—Courtesy Twentieth Century-Fox

One of Litho-Krome's major and pioneering efforts is the world-famous reproduction of Victor Keppler's photograph of "Wine and Cheese," chosen in 1955 as a premier example of modern four-color lithography.

The results were recognized in 1949 when his "Wine and Cheese" print won the distinguished New York Art Directors Award. That print is now displayed in the Smithsonian Institution representing a milestone in the history of offset lithography. Tom Morgan's secrets were so simple though, that many printers didn't believe and it took the industry twenty-five years to catch up.

But by 1960, Tom Morgan had another major achievement to his credit — a method of reproducing black and white photography, called "extended-range black." News of the process caught the attention of photographer, Ansel Adams, who was so impressed, that he adopted the method and sought Tom Morgan's acquaintance. Today, lithographers everywhere use the extended-range black process, many without knowing where it originated.