

TAGA HONORS AWARD 1986

to

J. TOM MORGAN, JR.

for his achievements in showing lithographers in 1949 the superb quality possible by 4-color lithography; for his development in 1960 of the double-black technique for high quality black and white reproductions; and for his development in 1985 of the first halftone photographic off-press color proofing process, TAGA honors J. Tom Morgan, Jr.



J. TOM MORGAN, JR. dreamed of becoming an engineer but turned his drafting talent to commercial art and went to New York to gain experience. He soon learned he was an amateur among pros. While disillusioned with New York, he suddenly realized the pros themselves were frustrated by the inability of the printing processes to make reproductions that looked like their original art. This left him with a compelling force that drove him to the peak of his profession.

Morgan developed the Litho-Krome process which in 1949 produced reproductions of exquisite and hitherto unattainable quality. This was his now famous Wine and Cheese print in ads for Harris-Seybold. The print and negatives are on permanent exhibit in the Smithsonian Institute. In 1960, he developed Litho-Krome Black, a double black (extended range) technique which makes reproductions indistinguishable from the original and has raised the quality of black and white printing to unprecedented heights. In 1985, he announced his latest development—the first color photographic off-press color proofing system that can be made from halftones and can correct for the distorted hues in color photographic papers.

In addition to these major contributions to the printing industry, Tom has found time to run two businesses and participate actively in industry affairs. He founded Litho-Krome Company in 1946 and sold it to Hallmark Cards in December 1979. After a five-year covenant, in January 1985, he opened a new company, J. Tom Morgan Enterprises, Inc., Columbus, Georgia, where he is engaged in more research to improve color reproduction.

Tom has been a member of TAGA since 1957. He has served as President of Southern Graphic Arts Association, Regional Vice President of Graphic Arts Technical Foundation, a board member of Printing Industries of America, and President of National Association of Printers and Lithographers. He is the author of an autobiography, *Kiss Impressions - My Love Affair with Lithography*. Proceeds from the book are being used to establish an endowment fund at the Rochester Institute of Technology for working scholars studying graphic arts. In all his endeavors, he has been aided and abetted by his charming wife Marietta.