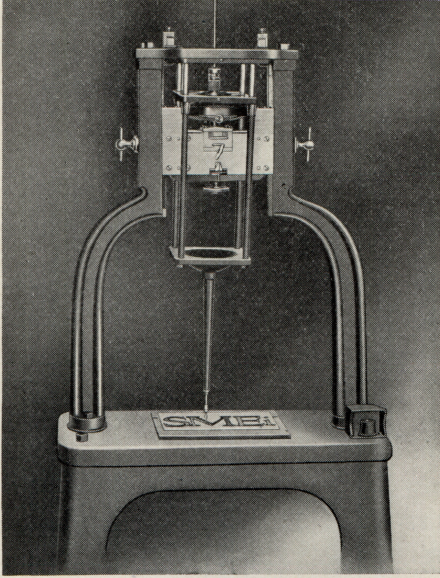


UNEQUALED TYPEFOUNDING EQUIPMENTS

During the last quarter century the entire process of making matrices has been revolutionized and greatly improved by the American Type Founders Company, by the development of the wonderful Benton Matrix Cutting Machine, of which it is the exclusive owner and sole manufacturer in America. It is the invention of Linn Boyd Benton, the famous director of the General Manufacturing Department of this Company.



The celebrated Benton Matrix Engraving Machine, invented by L. B. Benton, director of the General Manufacturing Department of the American Type Founders Company, which manufactures the machine. It has completely revolutionized the art of matrix making.

made for nearly four centuries. This machine ensures a uniform accuracy in the height and face of brass rule that is impossible when benches and hand planes are used.

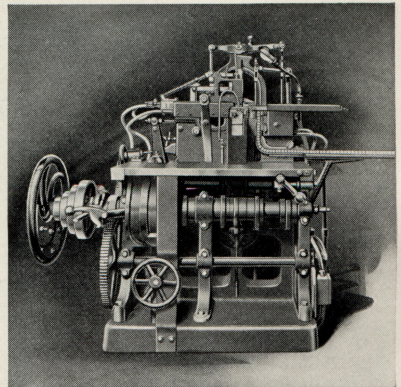
Besides these major inventions, many minor ones are in use, all making for improved quality of manufactures. The American Type Founders Company builds all the machines, appliances and tools used specially in matrix making, type casting and the manufacture of brass rule. The superiority of its product is based upon the unequalled effectiveness of its plant equipment, which results from the inventiveness of its personnel, encouraged to the utmost by the general management.

No machine is permitted to grow old, no process to become stereotyped, in the manufacturing departments. It is at once the oldest type foundry in America and the youngest in spirit, and the most alert in manufacturing methods.

In the same period the process of type casting has been greatly improved and accelerated by the use of the Barth Automatic Type Casting Machine, of which the American Type Founders Company is the sole owner and manufacturer.

Types, cuts, and decorative materials are cast on larger bodies than in any other type foundry. All the decorative material shown in this book is cast in type molds—none of it electrotyped. Matrices for decorative material are cut on the Benton Aduit Engraving Machine, specially designed for and built by the American Type Founders Company for its exclusive use.

A more recent invention, the Benton Automatic Brass Rule Machine, is the first to successfully take the place of the brass rule bench with hand planes by which brass rules have been



Unequaled Barth Automatic Type Casting Machine, invented by the late Henry Barth, sometime manager of the Cincinnati House of the American Type Founders Company, which manufactures this machine for its exclusive use.