

Writing Orders for Linotype Supplies

SALES VOLUME in Linotype matrices, machine parts, and operating supplies is an important factor in the Company's business. To the Linotype customer it is a vital service—naturally his machines cannot function without matrices (and he needs new type faces occasionally as well as the renewal of old ones), nor can he operate without repair parts and supplies. To meet these basic needs factory stocks in matrices, parts, and supplies and the departmental organization for service to the customer have become of prime importance in the maintenance of customer relationships.

The advice which follows, covering the preparations of orders, comes directly from Order Department executives and it applies equally to Linotype salesmen and to their customers. If all our customers could be taught to give close attention to details in writing orders then the Order Department could give quicker and more effective service. This, in turn, would ease the life of the salesman who catches any bit of customer dissatisfaction on the rebound, whatever its cause.

Thus the wise salesman *teaches* his customers, tactfully but thoroughly, to write Linotype supply orders in the full details which are emphasized in the following comments. He explains the need for the various order forms and especially why the customer's routine purchase-order form *must* be accompanied by the essential Linotype order form so that all the necessary information can be entered.

Machine Matrices

1. Always use **Linotype order forms**, which are supplied in any quantity free on request. The importance of giving careful attention to accuracy of detail in preparing orders will be appreciated. Orders should be typewritten, preferably, and the name of the face given. One copy should be retained for reference.

2. Give **firm name and address** in full. Be sure to sign all orders.

3. Always give the **model and serial number** of the Linotype for which matrices are required. The model and serial number appear on the patent plate of the machine. The type of magazine, such as Standard 72, Wide 90, Auxiliary, etc., in which matrices are to run should also be specified. If auxiliary magazine is specified give part number. Also indicate Keyboard Diagram Number.

4. The **full name of the face and triangle number** must always be entered on the top of each form, thus:—

- 8△34 Corona No. 1 with Italic and Small Caps; or
- 8△34 Corona No. 1 with Italic (no Small Caps); or
- 8△232 Corona No. 2 with Bold Face 2; or
- 8△568 Corona with Bold Face No. 2

We frequently receive orders merely calling for "8 point Corona." As shown above, this face is made in various combinations, and in such cases it is impossible to fill the order correctly without requesting further information.

5. When ordering **fractions**, always state whether they are to run in the regular channels of the magazine or pi. Unless otherwise specified, they will be furnished to run pi. Also mention whether fractions are required on an em or en body. Unless otherwise ordered, they will be furnished on an em body.

6. **Superior and Inferior characters**: When these characters are ordered, a sample character should accompany order. This will enable us to fill the order correctly. Specifying point size and triangle number of these characters, for example, 6△406 Universal Inferior or 5△356 Universal Superior, will avoid possible confusion in supplying the correct matrices. Reference should be made to pages 150, 151 of the Linotype One-Line Specimen Book for detailed information regarding Superior and Inferior characters.

6a. **Special characters**: If special characters are not listed in our catalogs and are required, a sketch or printed specimen should be included with a request for a quotation.

7. **Display matrices**: One-Letter Display matrices, 16 to 60 point, and Two-Letter Display matrices, 18 and 24 point, can be used on the Linotype and set from keyboard, provided the model of machine in use will accommodate such matrices. These matrices can also be furnished to run pi. Linotypes equipped with the universal knife block and with the proper magazine and mold equipment, will accommodate and cast display matrices up to and including 42 point. To cast 48-, 50- and 60-point faces, a special 45-point attachment is necessary. To cast Two-Letter Display faces, the two-letter display attachment is necessary.

Refer to E Section of Sales Data Book for index of Linotype Faces. Each display face is symbolized as to where it will run.

8. **Keyboard Layouts**: Keyboard layouts show the keyboard buttons to which the characters respond in a given layout and the magazine channel in which each character runs. It is suggested that the standard keyboard layouts be adhered to as far as possible. These have been carefully arranged in accordance with approved standards of practice. Special (non-standard) keyboard layouts often prove impractical and inconvenient in operation. Matrices cut for special layouts cannot be returned for credit and sorts orders for such matrices are subject to delay.

8.a **Font Schemes**: Linotype Font Schemes have been revised and simplified. Refer to E-Section of Sales Data Book.

9. **Accented characters**: The standard accents as shown on our accented order blanks are available in a large variety of faces and are priced as indicated on order blank. Characters not shown can be made to order, at a special price which will be quoted on request. If small cap accents are desired these should be ordered on the standard accent order blank.

Always check the order blank in the space provided, to signify whether low, high or small cap accents are being ordered.

There are two styles of cap accents, low cap accents and high cap accents. It is the usual practice to sup-

ply the low cap style to avoid the use of a special mold which is necessary when high cap accents are used. The character is slightly reduced in height to make room for the diacritical mark so that the character with its accent will fit in the same space occupied by the normal unaccented cap character.

When low cap accents are not satisfactory, high cap accents can be furnished. The extra space required for this style of accent, on the cap character of full height, makes it necessary to change the aligning point of the mold so that the accent will cast flush on the smooth side of the slug without trimming off. This makes it necessary to cast a given size on a body two points larger than standard up to 14 point and approximately four points larger than standard on display faces.

High cap accents cannot be cast in display faces larger than 32 point, as full 36-point body is required for the cap character and its accent. When caps only are used, high cap accents can be cast in display faces up to 36 point.

10. Triangle numbers: This system of marking matrices is shown in our catalog. The matrix triangle is the identification of the Mergenthaler Linotype Company. When uncertain of the correct name of faces, matrices may be ordered according to the numerical marking on the side. The triangle number should always be entered on the matrix order form. Always copy the marking exactly, as, for instance, 8△34. Do not choose a matrix at random or take one from pi tray to obtain the triangle marking. Select a lower-case "n" from the font for which matrices are wanted; if figures are ordered, select a figure 5.

11. Multiple distributor Linotypes: Matrices for multiple distributor Linotypes require one or more bridge notches to permit separation of the matrices in the distributor. When ordering matrices for these machines, be sure to specify, in addition to notch number, the serial number and model of machine, the magazine in which matrices are to run and magazine location. If in doubt as to the notch number, send a sample matrix with notch desired, with your order.

12. Routing matrices to cast overhang: It is most important to specify the type and part number of mold and size of liners to be used.

13. Leaders: Leaders of various styles have been designed to meet the major requirements of the trade.

When ordering leaders specify the point size and face of the characters they are to be used with.

Regular Leaders: Regular leaders match the weight of face with which they are used and cast type high. Furnished in two, four or six dots or strokes to em.

Universal Leaders: Universal leaders are for book and jobbing work. The weights of the dot or stroke is uniform in all point sizes, regardless of the style of the face with which they are used. These leaders are .003" shallower than type high, so that they will not punch through the paper in printing. Universal leaders are supplied in two, four and six dots, or two or four strokes to the em.

Newspaper Leaders: The round dot or hyphen leader .005" shallower than type high to minimize punching through paper. Furnished in two dots or strokes to the em.

Jobbing Leaders: Weight of dot or stroke and set-width of character is uniform in all point sizes. Refer to E-Section of Sales Data Book.

Dash Leaders: These cast a continuous unbroken line. These hairline dashes are punched to cast type high. In presenting an uninterrupted printing surface to the paper they avoid all tendency to punch through. They are made on en or em size of face.

Leader Aligning Dashes: These are duplicate character dashes available in sizes shown on matrix order blank.

Newspaper radial Leaders: Round dot style only and are made with a rounded or radial printing surface to prevent perforating paper and damaging press blankets; .005" shallower than type high. Furnished in two dots to the em.

14. Give shipping instructions: Freight, express, parcel-post or air-service.

15. Goods sent by parcel-post valued at \$1.00 or more, are insured at our expense.

16. Matrices furnished in accordance with written orders are not returnable for credit. If for any reason it is necessary to return goods, they should be insured if sent by parcel-post. A little forethought exercised by the one who prepares the order will be the means of saving money as well as time.

Machine Parts

THE FURNISHING of proper replacement parts is a job that requires careful attention and can only be properly accomplished by furnishing full and complete information on the order blank. Order blanks are furnished free of charge by the Company so it is the duty of Company representatives to advise customers to make use of them.

It is of vital importance that the order blanks be properly and completely filled in to avoid mistakes. An error in part number or omission of Model and Serial Number information can, and often does, tie up a newspaper plant until parts can be reordered and delivered. In the event the part required is not in the catalog—send a simple drawing as near to scale as is practical, of the part, explaining the model it is used on, what assembly it is a part of and its function. We recognize the fact that often a plant may not have catalogs and also that we do not always have catalogs available for certain models because of shortages and other reasons.

Company representatives should make sure customer has a stock of order blanks and knows how to write one up. A few minutes spent instructing a novice operator, machinist, or new owner, regardless of whether he purchased a new or used machine, can mean the difference between being welcomed on your next call or being just another salesman coming in.

Here are a few simple rules to assure prompt attention and proper filling of a parts order:—

1. Use proper **Linotype order forms**.
2. **State model and serial number** of Linotype for which parts are ordered.
3. Give **full name of part**, part number and quantity of parts required.
4. When ordering **liners**, give point size and length of line to be cast and style of mold. For recessed or display liners give marking on mold cap as well as number of ribs in mold cap.
5. Ordering replacement parts for **Electric Metal Pots** requires not only the proper part number and name but also serial number of pot, current (AC-DC) and voltage (110, 208, 230 volts etc.)

6. Always furnish complete reading of the **name plate on motor** when ordering replacement parts.

State whether gear or belt drive, AC or DC voltage and phase.

7. **Print customer name and address** on order blank. If order is to be shipped to one customer or address and to be charged to another, fill in that section of order blank. If to be charged to same party as shipped, simply write "same" in the charge section.

8. State how **shipment** is to be made—freight, express, parcel-post or air-service. Do not specify any particular carrier, our Traffic Department is better qualified to determine the best route and the most economical. A good example of this is where customer specifies "Air-Mail" but he can practically have the same fast service at a fraction of the cost by specifying "Air-Service," which is usually translated to Air-Express.

9. We **insure** all parcel-post shipments amounting to \$1.00 or more without expense to the customer.

10. Parts and supplies furnished in accordance with written orders are **not returnable for credit**. However, if for any reason goods are returned, the shipment should be insured and a letter sent to the Supplies Order Department advising what is returned and the reason for the return.

11. The last, but one of the most important, items is the proper handling and transmission of **emergency orders**. We all realize that a missing part on the Linotype may be the cause of a complete stoppage of production in a small plant, or, seriously cripple even a larger plant if the machine happens to be the one and only head or ad machine.

In ordering parts for emergency repairs be sure to give **full information** even though the order is sent in by telegraph. A couple of extra words cost money—yes—but it will cost much more, if, because of insufficient data a wrong part is shipped. Also be sure to state how you want shipment made—parcel-post, express or air-service, but do not specify any particular carrier. Our Traffic Department is best qualified to select a carrier for economy and fast service.