

Newspaper Building

*Application of Efficiency
to Editing, to Mechanical
Production, to Circulation
and Advertising.*

With Cost Finding Methods
Office Forms and Systems

by Fason Rogers

Many Charts, Diagrams, and Portraits

Extracts About the Thompson Typecaster

New York and London

Harper & Brothers

m . c . m . x . v . i . i . i

tion of the hot-metal composing machine. By this system all non-productive time is eliminated and the compositor relieved of the disagreeable work of distribution. All his time is occupied in new composition.

In recommending the purchase of equipment it is usual to say something about cost of machinery, etc., but in the case of the Monotype this is really immaterial, as in any considerable plant the saving it makes will pay the entire cost in a couple of years. The first cost is less than that of a foundry-type outfit that would give anything like equivalent service and depends on the size of the paper, the character of display in heads and advertisements, and the number of fonts desired. The cost of running after installation is much lower than any other system. The list price of the Monotype Keyboard and Casting Machine is \$4,200. For further information address The Lanston Monotype Machine Company, Philadelphia, Pennsylvania.

The Thompson Typecaster has been on the market since 1908, and has found its way to all parts of the world. One outstanding feature of this machine is its ability to take any Linotype or Intertype matrix and cast single type from it for the case, and as these matrices are made for many foreign languages, the reason is here found for its popularity in countries abroad. They are in use in Australia, India, China, Japan, South Africa, Java, South America, Jamaica, Cuba, Germany, Italy, Holland, England, and Canada, as well as in large numbers in the United States, where more than eighty daily newspapers now cast all their type with Thompson Typecasters. Many are in use by job printers also.

The Thompson Type Machine Company's factory

is in Chicago, while matrix libraries are carried in New York, Chicago, and London. Here are kept for the convenience of users of this machine all the popular display type faces in series running from six to forty-eight point in size, the matrices being loaned for a nominal fee to users.

An interesting development recently brought out is an attachment for casting leads, rules, and slugs, in all body sizes from two point up in endless strips, and a cutting-off attachment which automatically cuts the material into desired lengths. The price of the Thompson Typecaster is \$1,600, complete to cast eleven sizes of type, quads, and spaces. Lead, slug, and rule casting attachment, with cutter, from \$400 to \$600 extra. On even a 6-per-cent. basis the investment in such an equipment should pay for itself within a year or two in even a small newspaper office. In the larger office, on account of the limited floor space it requires and its wonderful flexibility of production, it is a prime necessity.

A recently developed machine for advertising display composition is the Ludlow Typograph, for which the Mergenthaler Company is selling agent. The Ludlow sets matrices instead of type, and these are kept in cases adjacent to the machine, being returned immediately to their places after use. The product of the Ludlow is a slug, multiples of which will produce any desired measure.

Working on the same basic design as that originated by Mergenthaler, on the expiration of his base patents, the Intertype machine to-day offers newspaper publishers a composing machine designed to combine simplicity and flexibility so standardized as to be absolutely interchangeable.