

MONOTYPE

A JOURNAL of COMPOSING ROOM EFFICIENCY

THE WORD MONOTYPE MEANS MUCH MORE THAN THE NAME OF A MACHINE; IT INCLUDES A COMPLETE SYSTEM OF COMPOSING ROOM EFFICIENCY BASED ON THE WORK OF THE MONOTYPE BOTH AS A COMPOSING MACHINE AND AS A TYPE CASTER

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"THE MONOTYPE SYSTEM AS I NOW KNOW IT"

By HARRY S. NEAL
 Cost Accountant and Efficiency Engineer

IT is an actual fact, and perhaps but a natural condition, that the claims of manufacturers of printing machinery, almost without exception, are much in excess of the actual results obtained under ordinary plant operation. The many unforeseen factors which enter into the daily "grind" almost invariably decrease the figures given to a very great extent.

Take, for instance, the composing room of the present day plant, familiarly known to the older generation of proprietors as the "sink hole." There are upon the market today, each with its claims to superior producing advantages, at least a half dozen composing machines, with the object of reducing the cost and labor of typesetting, and increasing the production. Plausible arguments in support of their contentions are given in each case; there are figures of production averages galore, but very little information obtainable as to the first two items after the type has been delivered to the other departments. Here is presented a serious question for the purchaser in need of a machine to determine before he places his order.

Because of the claims which are being made for these different machines, and with the purpose in view of determining beyond question just what the relative merits may be, I have recently given this subject an exhaustive

study from every angle, not only from the standpoint of machine operation alone but extending into the results obtained throughout the different departments. This analysis has been most interesting and surprising.

During the past month I have been upon an extended trip throughout the east, de-

voting the entire time to this study. A personal knowledge of slug machines, gained from actual experience both as an operator and machinist, gave me an exact insight into the possibilities and limitations of this class of composition, and from a standpoint of cost of production my knowledge has been just as positive through the installation of cost systems in many of the larger plants under my personal supervision. This being true, my field of observation narrowed to those other than slug machines, and the

trip just completed was given to an extensive study of the Monotype.

As has been my custom in the past, whenever machinery of any kind, with which I have not been thoroughly familiar has been under consideration, I began compiling every objection concerning it which had come to my attention. By doing this I had laid out for me a series of tests to be met, which might aptly be called "the acid test." These objections came from proprietors, workmen, rival salesmen and from all sources. I began the



Harry S. Neal

analysis from the worst possible point in this manner, and the completion of this investigation has made that list look like the proverbial "two cents," for without exception, they have proven to be absolutely without justification, and the result of ignorance of the real possibilities of this machine.

Naturally my first objective point was the factory—a splendid big building, itself an indication of the thoroughness of the Monotype Company, filled with the most modern equipment for the making of highest grade machinery. In this plant I spent several days, watching the different operations through which the machines progress. One of the most striking features is the great degree of accuracy exacted in the making of each working part. I gave much time to conversation with the workmen, and gained a knowledge of the machine never held before, although I had been brought into contact with Monotypes to a considerable extent.

Here I was shown the possibilities of this machine from the viewpoint of the manufacturer. A great percentage of my test questions were answered at the very start, and it is but just that I state that the claims of the makers were most conservative, in view of the machine as shown by them.

Continuing, I began the investigation from a standpoint of actual plant operation. My first visit was paid to a technical publishing house, handling complicated text-book work almost exclusively. This plant operates ten keyboards and six casters. Advance reports of the production obtained from this battery seemed so abnormal, that I was convinced in advance that they would prove untrue. Like a great many others this firm is unfortunate in having a building detrimental to a material arrangement which would permit of the best results, and creating a very over crowded condition, especially so in the composing units, both machine and hand. However, I found that the actual average production of the Monotype in this shop, was in the neighborhood of 7,000,000 ems per month on an exceptionally difficult class of matter. Taking up the question of handling in other departments I found no indication of trouble, rather the opposite, and especially so in the make-up.

From this plant I went to one of the largest plants devoted to the publication of finest catalogues. Formerly their unit of machine

production was the slug machine, a battery of fifteen being used. These have in the greater part been replaced by Monotypes, but six of the old group of machines remaining. The reason given for this change was the necessity for a better quality of machine composition which they had found possible through the use of the Monotype. Figures were shown in proof of their contentions that the cost of the higher grade of finished work was less than by the old method, the saving of time in the press room through less make ready being quite a figure.

Two of the objections which came to my attention most frequently, were the reputed high cost of machine up keep and the difficulty of handling Monotype product. Both of these were satisfactorily answered in one plant that I inspected in New York.

This plant publishes a weekly magazine, together with several others of a similar nature, covering the entire financial report field. The average number of pages of this publication alone is 96, and is issued on Saturday morning—the mechanical work ending Friday night.

The plant is, without doubt, one of the most astonishing examples of Monotype possibilities to be found. A greater part of the publication is set in 5 $\frac{1}{2}$ point, with some 6, 8, and 10 point. The casters are run very fast. The average amount of matter production on the keyboards is 6500 per hour, upon the casters 7000 per hour. These casters are over nine years old and the repairs have run on the average of but \$75.00 per year, per unit, including mold repairs. One machine has run nothing but 8 point for the past eight years. In appearance they are as new as machines of recent installation.

There are six casters and five keyboards. Their record for the last nine years shows an average of 7000, all sizes, upon a basis of a 48-hour week. A record of wear upon the molds per year shows an average of not much more than two thousandths of an inch per mold per year. I saw one table set in 5 $\frac{1}{2}$ point, 10 inches in length, and 40 picas wide, cast in two and one sixth hours (the keyboard time was less). That morning about 196,000 ems were cast in the half day, and a total for the day over 324,000 were delivered. This is not an exceptional record but a regular feature of this plant.

Employees who complain of the Monotype product being hard to handle would be more than impressed here. I repeatedly saw, during the make-up, 11 inches of matter lifted and placed with the greatest ease; in one case 23 inches was lifted and placed. I have never seen any class of composition, either foundry or slug, handled as rapidly. From my personal knowledge obtained by actual handling, I know this cannot be equalled. Monotype composition in this plant is handled as though it was solid instead of letter by letter. If this were an occasional stunt it would not be so impressive, but it is being done here day after day, without attention being attracted to it.

It is a very common statement for the average uniformed proprietor and workman to make, that the Monotype is a splendid machine for tabular and intricate matter, but not suited for straight matter, and with this objection in mind I took up my investigations in a new field—the newspaper—first from an advertising handling viewpoint—and second, as an entire publishing proposition. In New York there are two great newspapers employing Monotypes in the setting of their advertisements. One of these use this machine entirely on this class of matter, finding it far superior because of the demand for such a diversity of type faces and the ease with which this can be met, with a minimum amount of changing over and time taken. The second of this group affords a practical demonstration of the superiority of this class of composition over the slug machines, as both are employed. Formerly slug machines, to the extent of ten, were used. Two keyboards have been installed and upon these two keyboards the equivalent of seven of the other machines is produced daily, only three of the old battery remaining. All faces used up to and including 18 point are produced without changing. Rapidity of handling with a great diversity of faces, has increased the efficiency of these important departments and lowered the cost of production to a very great extent over the old methods employed. There is no question in the minds of the management of these great dailies upon the practicability of this machine—there could not be with the results obtained.

In the immediate vicinity of Boston there are two dailies—both leading newspapers in their respective fields—which employ Monotype composition throughout. Both publish

three editions daily, and both have records of the very highest from a typographical standpoint. In these plants the answer to the tabular argument is emphatic—demonstrating as they do that straight matter “can” be, beyond the possibility of a doubt, produced and handled just as easily and economically on the Monotype as by other methods. On these papers everything, straight matter, heads, advertising display, up to and including 18 point is produced on this machine. Even column leads are made. Display faces up to and including 36 point are cast in the plant. Neither paper has ever been late reaching the street, and in several instances have been on the press ahead of their competitors after an even break on obtaining the news. Their advertisements never contain worn type faces, and typographically both sheets are splendid examples of what new material means to the publishing field. Records of cost show a decided advantage over old methods. Handling Monotype product on these sheets creates no fear in the make-up, but is shot along with unexpected rapidity. They present a great exposition of the adoption of modern methods to the newspaper field, and the management gives credit for their financial as well as mechanical advancement, to the Monotype way. Highest typographical average, minimum cost of production, constant supply of new material, rapidity of mechanical handling and greatest range of adaptability are the results from the use of these machines in these two newspaper plants.

These practical demonstrations of the flexibility of the Monotype on every class of matter, together with records which permit of no argument upon the matter of costs, will show conclusively to the proprietor who desires the very best asset to his composing room unit, the superiority of this class of composition over others. There is just one requirement that must be met—for like every machine, its value can be increased or decreased through the human element which must necessarily be associated with its operation. Intelligence, not abnormally so, but just plain every day common sense must be incorporated in its operation. With this factor provided, I have no hesitancy in stating after a most thorough investigation myself, to those who wish the very best obtainable results, the “Monotype Way” will produce them.

Moving Picture Advertising

WITH the introduction of the moving picture machine, manufacturers were quick to note its possibilities as an advertising medium of a new order. Automatic machinery of every description may now be seen in actual operation, in an interesting and instructive manner.

The "Houston Daily Post," Thursday, February 5, 1914, gives an account of a play that suggests new possibilities for the moving picture as good advertising for the printer; it is "The Devil's Sweetheart," a film that was made in Houston, Texas, the scenario for which has been laid in and around the printing establishment of Rein & Sons Company, of that city. This enterprising firm, after seeing the "inside" workings of a "movie-making" plant, and appreciating the advertising possibilities of the idea, induced the film makers to insert a few phrases descriptive of the automatic machines in their plant, interspersing these with the story of the picture throughout the reel in such a manner as to be highly instructive, while not in the least objectionable.

The plot in this film, of which the Monotype takes a leading part, is the story of a youth who responds to the sign, "Boy Wanted," which hung in front of the big printing establishment of Rein & Sons Company. The Sweetheart comes on the scene early, and more than the usual amount of romance is woven into the pictures. The "Devil" progresses from one department to another, finally becomes superintendent of the plant and marries the Sweetheart, who renounces her suffragette tendencies to become the wife of the hero, the "Devil."

The phrase appearing on the film preceding the pictures of the Monotype, must, of course, tell a long story in a small space, and reads as follows:

"The Monotype composing machine and type caster sets all type ready to use in sizes 5 point to 18 point, and casts type in all sizes 5 point to 36 point. The Monotype operates upon the same principle of paper ribbon control as the piano player, and is one of the greatest practical achievements of the printing industry."

It has been arranged to send the film on a circuit of the principal cities of the state as an advertisement of the firm's business. The

story itself, will hold the attention of the most "blase" movie fan, while the advertising feature is so cleverly arranged that instead of being boresome, it is deeply interesting, as well as affording a source of information regarding the actual operations of a big industry.

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A New School of Printing

THE School of Applied Industries, Carnegie Institute of Technology, Schenley Park, Pittsburgh, Pa., on February 9, 1914, opened for the registration of students, a new Department of Printing. While there are several excellent schools of printing in the United States at present writing, this school gives unusual promise of filling a long felt want in the industry. The equipment of this department, which is most thorough, will represent the acknowledged standards of the day, for the composing room, (including machine composition) press room and bindery, with a laboratory for the demonstration of allied processes.

The work of this new Department of Printing is planned to give the student a general knowledge of the printing business with high standards of artistic and mechanical ability. The intention is to provide a full knowledge of the craft rather than specialized practice in any one department. Courses in special subjects will be given, but they will be accompanied by such of the necessary fundamentals as will enable the specialist to understand the part he plays in the printing craft as a whole.

Shop practice will, of course, play the most important part in the completion of the course. Credits for work accomplished in shop practice will be given for actual work completed, while credits for other subjects will be given for hours spent in class work and on the result of examinations following the completion of such work. The work will be individual in many cases and will be as closely adapted as possible to the specific need of the student, governed only by the recognized need of every craftsman for a broad basis of work.

Further information about the school and the courses will be furnished upon application to the Registrar, Carnegie Institute of Technology, Schenley Park, Pittsburgh, Pa.

THE MONOTYPE IN GOVERNMENT PRINTING OFFICES

REPEAT ORDERS just received from four Government Printing Offices, Canada, Greece, the Fiji Islands and the Gold Coast, call attention to the remarkable record of the Monotype in meeting the exacting requirements of thirty different Government Printing Offices. It has been well said that **THE VERSATILE MONOTYPE IS USED ALL AROUND THE WORLD FOR ALL AROUND WORK.**

The Monotype plant at the Government Printing Office at Washington is by far the largest battery of composing machines in the world, and Uncle Sam uses Monotypes exclusively in four other printing offices. The versatile machine is doing its share in building the Panama Canal and in the production of technical publications for the Army, for the

Monotype is used both at West Point and Fort Monroe.

More than two-thirds of the Monotypes used in these Government Printing Offices were installed on Repeat Orders; for, of the total of 230 casting machines and 309 keyboards, used in these thirty Government Printing Offices, considerably more than half, 157 casters and 229 keyboards, were installed on Repeat Orders.

It will interest the printer, who can talk to one of our branch offices over the telephone, and who still believes that type can be made satisfactorily only in a type foundry, to think of the Monotypes operated by native laborers in Simla, Calcutta, Colombo, Bombay, Cairo, Suva, Accra, Pangim and Lahore.

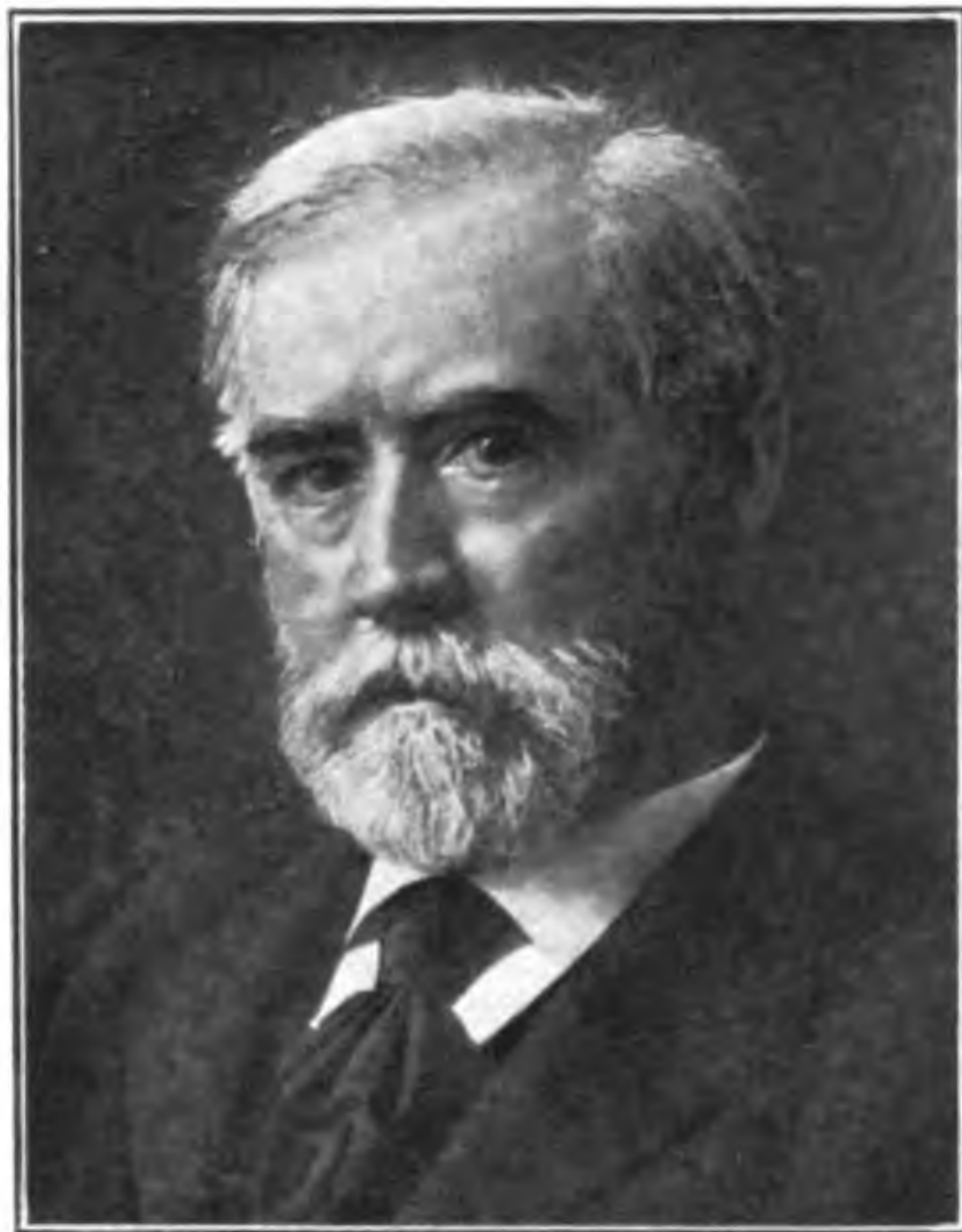
	Original Installation		Present Equipment	
	Casters	Keyboards	Casters	Keyboards
UNITED STATES GOVERNMENT				
Government Printing Office, Washington.....	28	28	126	165
Isthmian Canal Commission, Canal Zone.....	1	1	1	1
West Point Military Academy.....	1	1	1	1
Publicity Bureau, U. S. Marine Corps.....	1	1	1	1
Journal U. S. Artillery, Fort Monroe.....	1	1	1	1
CANADIAN DOMINION GOVERNMENT, Ottawa				
REICHSDRUCKEREI, Berlin.....	2	3	13	17
RUSSIAN GOVERNMENT, St. Petersburg.....	1	1	6	8
AUSTRIAN GOVERNMENT, Vienna.....	4	6	6	9
GREEK GOVERNMENT, Athens.....	2	2	2	3
GOVERNMENT OF PORTUGAL, Pangim, India.....	1	2	1	2
MEXICAN GOVERNMENT, Mexico City.....	1	1	1	1
FINNISH GOVERNMENT, Helsingfors.....	1	1	1	1
JAMAICAN GOVERNMENT, Jamaica, West Indies.....	1	1	2	2
INDIAN GOVERNMENT, Simla and Calcutta.....	1	1	20	26
CEYLON GOVERNMENT, Colombo.....	1	1	10	14
NEW SOUTH WALES GOVERNMENT, Sydney.....	2	3	5	6
AUSTRALIAN FEDERAL GOVERNMENT, Melbourne.....	3	3	3	6
QUEENSLAND GOVERNMENT, Brisbane.....	1	1	1	1
TRANSVAAL GOVERNMENT, Pretoria.....	4	5	4	5
NEW ZEALAND GOVERNMENT, Wellington.....	2	2	4	12
SOUTH AUSTRALIAN GOVERNMENT, Adelaide.....	2	2	5	6
CENTRAL GOVERNMENT PRESS, Bombay, India.....	1	1	1	1
GOVERNMENT OF VICTORIA, Melbourne.....	1	1	1	1
WEST AUSTRALIAN GOVERNMENT, Perth.....	2	2	3	3
EGYPTIAN GOVERNMENT, Cairo.....	2	2	2	3
GOVERNMENT OF CYPRUS, Nicosia.....	1	1	1	1
FIJI ISLANDS GOVERNMENT, Suva.....	1	1	1	2
GOLD COAST GOVERNMENT, Accra, West Africa.....	1	1	2	3
GOVERNMENT OF PUNJAB, Lahore, India.....	1	1	1	1
	73	80	230	309

Every Monotype throughout the entire world is the same model.

Theodore Low De Vinne

1828-1914

THEODORE LOW DE VINNE, the dean of the craft of printing in the United States, died at his home in New York, February 16. No doubt, Mr. De Vinne and the press which he founded in 1860, bearing his name, were more widely known throughout the country than any other printer or printing establishment.



Theodore Low De Vinne

A great many extended notices of Mr. De Vinne's death have appeared in the magazines and the trade press, and we reproduce here that published in "The Outlook," of February 21. It seems to cover broadly the qualities which made Mr. De Vinne great among printers:

"At the ripe age of eighty-six there has just passed away one who in our time stood for what Plantin and Aldus stood for in theirs—Theodore Low De Vinne.

Foreign master printers have been accustomed to say that, no matter how much Americans may be distinguished by cleverness in constructing machines to be used in the graphic arts, as a whole our printers have not realized the traditional ideals of craftsmanship in the technique of reproduction in wood, stone, and metal—in other words, that they do not sufficiently bring out beauty in combination with utility. Such a criticism could hardly be made concerning the master printer who has just died. Doubtless we have had other printers of books as good as he, but have we ever had a better?

He was a pioneer. To him was largely due the rise of the illustrated magazine. Long

before lithography made illustration a simple matter Mr. De Vinne achieved his results by woodcuts, and, though his endeavors in other branches were perhaps of equal merit, nothing that he ever did distinguished him beyond his fellows more than did his work in wood-engraving.

One remembers the first copy of "St. Nicholas" and of the old "Scribner's Monthly," now the "Century Magazine," and one remembers that some of the best of the earlier works of Timothy Cole, the wood-engraver, were reproduced by the aid of Mr. De Vinne. Though the half-tone has now replaced the woodcut as a medium of illustration, there has been no improvement in artistic distinction upon the magazine reproductions of Mr. Cole's engravings.

Mr. De Vinne combined the technical and the practical to a high degree. He was an earnest student of his craft. As a boy he bought books on printing, and at Yale and Columbia he was to be found oftener in the offices of the university publications than in the class-room. He made many improvements in typography, and a type was appropriately named after him. He wrote numerous books and articles on the subject of printing; his "Invention of Printing" is regarded both here and abroad as an authority on the subject, and his smaller books are standards in their respective fields.

The influence in the art of printing of such a master must be permanent in the development of American art and craftsmanship."

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Don't guess—know. The printing business is no more a gamble than any other merchandising or manufacturing; but many printers are seemingly waiting to enter guessing contests with their customers. The printer guesses how cheap he can do it, and the customer takes him up on the wager. The customer always wins. He saves money. The printer usually loses money. Why estimate at all?—"U. T. A. Bulletin."

‡

Pick out a dozen men that you know who do not believe in the gospel of efficiency, and look them over. You will probably find that they wear shiny clothes instead of shiny shoes.—"Caxton Magazine."

MONOTYPE INSPECTION SERVICE

FOR the service of its patrons the Monotype Company maintains a complete and comprehensive department of inspection for the care of the Monotype machines in the plants of customers. The work is so arranged that a practical representative of this department will call on each Monotype plant at least four times a year, for three distinct purposes:

(1) To go over the casting machine and keyboards thoroughly, re-adjust them if necessary, and see that the machines are in proper shape to give the quality and quantity of product for which they are manufactured. When this representative leaves a plant, he lays before the proprietor a report detailing the mechanical condition of the machines and his recommendation for their improvement. The customer is requested to look over this report carefully and sign it. This is gone over thoroughly by the Department of Inspection, and the recommendations for improvements are followed up closely to see that they are understood by the customer.

(2) When it is necessary, instructions are cheerfully given to both casting machine and keyboard operators. This is a guarantee to the customer against the possibility of inferior product on account of his operators not being qualified to do their work properly. Particular attention is also paid to the amount and quality of product a proprietor is getting from his keyboards, as the speed of the Monotype keyboard is only limited by the skill of the operator. If the operator is not getting the desired output, recommendations and helpful suggestions are made for improvement.

Instruction work is one of the chief features, and operators should take advantage of every visit of our representatives to improve their working knowledge of the machine.

(3) The Monotype Company inspectors are representatives of the Company in every sense of the word, and are thoroughly qualified to take up with the customer any matters which the customer thinks should come to the attention of the Company. They are all familiar with our factory and have seen the machines built; they know that under normal conditions no machine can equal the product of the Monotype—either in quantity or quality of output—and they stand ready and will-

ing to help every customer to get the proper results. The machine operators have no better friends than the Monotype men, and foremen and operators should seek to cultivate this friendship, because it promotes harmony and good will in and out of the plant.

This service, and it is real service, is given without charge, the Monotype Company bearing all the expense of maintaining the force, and of transportation to and from plants. It is maintained because we know the value of satisfied customers in extending the sale and use of the Monotype—(more than one-half of all the Monotypes sold last year in the United States and Canada went to satisfied customers on repeat orders).

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Shaded Type

“PRINTING Trade News” of February 10, says that the introduction of the new shaded type, producing the gray effects in printing, has put a new proposition up to the printer and has added largely to his scope in getting business.

The “News,” however, says that the printer’s troubles will begin if he does not use great care in printing from the type, especially with it filling up, and urges the printer to be particularly careful in washing as grit between the fine lines of the face, if left to harden, will make the use of the type on other work somewhat of a task.

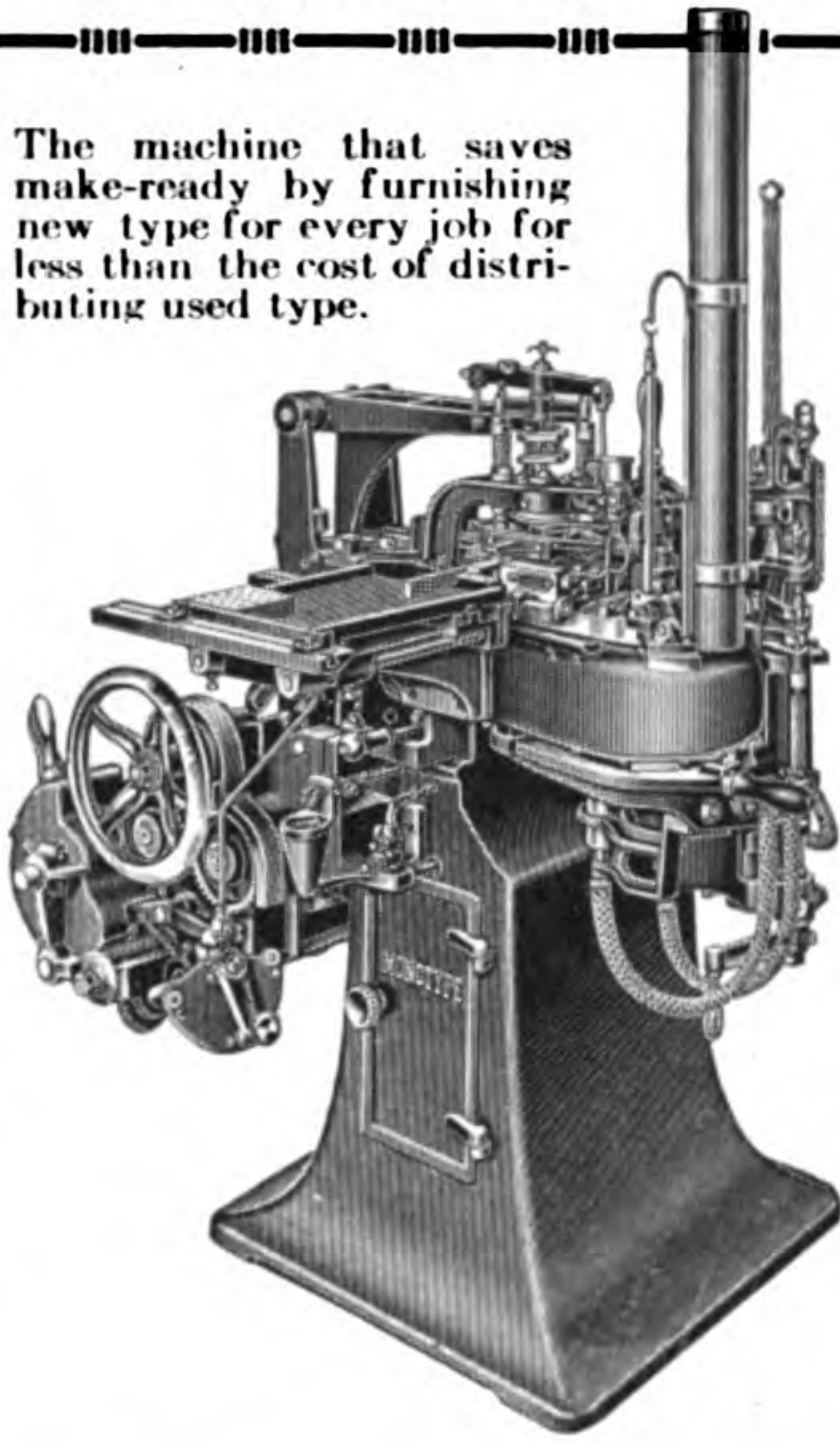
It would appear to us that until the printer has the facilities to cast type of the shaded variety in his own plant he ought to give it a wide berth. Certainly some of the faces we have seen could not be used a second time and produce good results if once used for printing 250 or 500 impressions on wedding bristol or a good bond stock.

Unless the printer feels that he is in a position to renew his fonts of shaded type every month or six weeks we would advise him to stick to type that is type and from which he can expect to obtain a reasonable amount of service.

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Do what you are paid to do and “then some.” It’s the “then some” that gets your salary raised.—“Caxton Magazine.”

The machine that saves make-ready by furnishing new type for every job for less than the cost of distributing used type.



The Monotype as a type caster stands alone, for in addition to the features which any other type caster possesses, it makes type of a superior quality, and is convertible into a composing machine when you want it.

The Monotype type caster is backed up with an unequalled Matrix Library, (over 1100 fonts of the newest and best text and advertising faces to choose from).



Send for our
Pony Specimen Book
It shows the faces
and tells the type
caster story

Buyers of Ad in the Leading Newspaper Monotype

THAT is the reason leading morning newspapers in the States, in the matter of Monotypes in their advertising. The advertising man of to-day demands *results* and *quality*—he specifies the best selling argument—he knows that good typography, and accuracy in position.

It is a frequent occurrence now from the ad-room to the newsroom that the Monotype is not only used for straight type, but also handles straight type. Every user or prospective user of the machine, should read what others have said in the January and February numbers of

“The ‘New York World’ Ad Room and the Monotype”
By James C. Lambert, of the “New York World” Ad Room
Published in “Monotype” for January

“Circulation”
By Wm. F. Metten, Business Manager
Published in “Monotype” for February

Advertising Space during 1913 recognized Quality

Eight out of the ten
papers in the United
paid advertising, use
composing rooms.

buys space upon the basis of
quality because it is his strong-
est value of exclusive type faces
usually specifies Monotype com-

positioning this quality feature to stray
opinions; the publishers now find
the best machine for ad composi-
tion with equal facility.

As a type caster or composing
man say about the Monotype, in
terms of MONOTYPE.

"How Monotypes are Making Good on a New England Daily"

By James H. Smyth, Publisher of the "Haverhill Herald"

Published in "Monotype" for January

"Advertising"

"Every Evening," Wilmington, Del.

"for February

The Composing
Machine like a
typewriter



The Monotype
as a composing ma-
chine in the newspaper
office handles with fa-
cility, heads, ads, and
straight matter.

Any size or style of face
(5 pt. to 18 pt.) may
be composed up to 90
picas wide.

Composing machine
always on new matter,
no "back-tracking" for
corrections.

Quick change of meas-
ure, with the maximum
of production.



Send for our
Pony Specimen Book

It shows the faces
and tells the com-
posing machine
story

A Reply to "A. Mechanic"

FROM a letter received from Mr. E. L. Bristol, manager of The S. A. Bristol Company, Cheyenne, Wyoming, we quote in part, his answer to the article which appeared in the Type Trust "Bulletin" for November, 1913, namely, "Monotype Composition After It Leaves the Machine," written by "A. Mechanic."

Cheyenne, Wyo., Jan. 18, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

"Gentlemen: In the Type Trust 'Bulletin' for November, 1913, which reached my desk this morning, there is an article entitled 'Monotype Composition After It Leaves the Machine,' purporting to have been written by 'A. Mechanic,' which is so manifestly unfair to the Monotype and its product that I am moved to kill a little of my time by replying to it.

"The article referred to above bears all the earmarks of a child of the imagination—and at that, the imagination of the advertising manager of the Type Trust instead of any real mechanic, either 'A.' or any other letter. But in a way it is plausibly told and is calculated to deceive; and if we admit for the purpose of argument that it is a genuine contribution, its numerous misstatements should be met—not a hard job by any means, either.

"The writer implies that he is employed as a make-up or stone-man by a firm which purchases Monotype matter from a trade composition house. His first kick seems to be the fact that the Monotype does not properly tie up and pack its product for shipment. This is a burning shame; I am astonished that you should turn out a machine that refuses to tie up and properly wrap its type for shipment, and trust that you will remedy this defect at once.

"And listen to this: 'When Monotype is disturbed, that is, when it is opened up for any reason or lack of reason, it can never be gotten back into the same close-fitting condition,' etc.

"And again: 'there seems to be no affinity, cohesiveness, or whatever term you wish to give the quality, to a handful of Monotype.' We never found any of that desirable quality in a handful of any new type, foundry or other, when first set up. Is there anything more rotten than a package of new type fresh from the foundry, before it is laid? How many printers can lay a fifty-pound font without squabbling any of it? As a matter of fact, Monotype matter fresh from the caster, properly justified and delivered to the galley, is twice as solid and easy to handle as any new foundry type ever was.

"A little of my own experience with Monotype matter might be interesting. Not long ago we had a 128 page brief, in 10 point on a 12 point body, type page 24x42 picas. We had the whole thing on galleys, and the galley proofs were taken on damp print paper; 'of course' Mr. Mechanic would say, 'no bad letters would show up on

that stuff.' For once he would be right—no bad letters showed up. That job was in a rush. I made up and locked up those eight 16 page forms in a seven hour day, and meanwhile tended the caster, which was running on another job. Our pressman spent twenty minutes making ready the first form, and that one make-ready served for the other seven without a minute's additional work. And in those 128 pages our revise man failed to find one single imperfect letter.

"In another instance we put four sixteens on bond paper to a single make-ready, and found three bad letters in the 64 pages. You can beat this, maybe, with brand new foundry type; but how about it after that type has been used six months, or perhaps a year? It isn't wear-proof by any means—and it costs like the devil.

"In the old days we set a good bit of 6 point tabular work by hand, and we were eternally bothered with poor justification. Now we set the most intricate stuff on the machine, and it is no trick at all to tie up a 24x42 em page so it can be lifted with one hand—and we can 'scratch our ear' with the other if necessary.

"There's nothing to it. There is no real argument against the Monotype provided the machine is in competent hands. If Mr. Mechanic is a real printer, which I doubt, he may have a real grievance against some careless or incompetent Monotype operator, but that is all he has got; and there are a big lot of Monotype users over the country who will back me up in this statement.

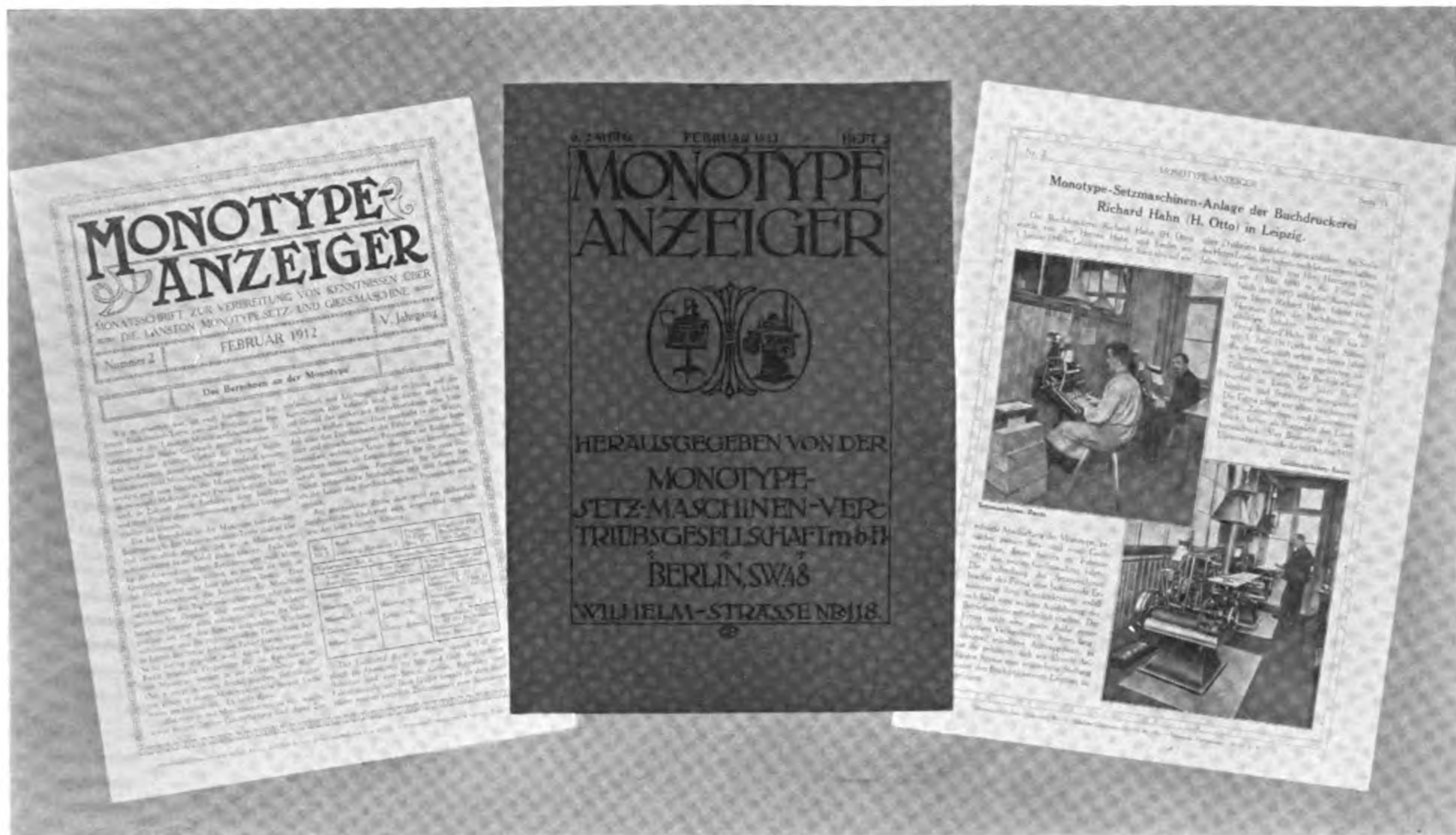
"Very truly yours,

E. L. BRISTOL."



Punctuation

IT is strange that the use of points for purposes of punctuation should be such a comparatively modern invention. Of the four generally used points only the period (.) dates earlier than the fifteenth century. The colon (:) is said to have been first introduced about 1485, the comma (,) some thirty-five years later, and the semicolon (;) about 1570. It is difficult to understand how the literary world dispensed for so many centuries with the useful points, and their lack must have added to the toil of the decipherers of written documents. When we remember what curious inversions of meaning may be caused by the misplacing of a comma, we marvel how early authors contrived to escape strange misreadings of their works, in which no points guided the students. But, then, even with points, the average newspaper of the present day, printed from slugs, makes a worse showing. Very strange misreadings occur; indeed, it would have been better had points not been invented at all—or grammar, for that matter.—"Monotype Recorder."



Specimen pages from "Monotype Anzeiger," published in Berlin. A publication that is, typographically, in a class with the finest trade journals in Germany

The Monotype Anzeiger

NOTWITHSTANDING the high character of the printing trade journals of Germany, in point of typography, letterpress printing and illustrations, none of these exceptional periodicals surpass in typographical excellence the "Monotype Anzeiger," the house organ of the Monotype, published in Berlin. Some of the most distinctive type faces used in Germany have been cut for the Monotype, and these are used on all classes of book work, catalogue and job work. The specimens which have come to our notice are typical of German thoroughness in mechanical and artistic executions. In the foreign field the Monotype is especially successful on account of the language requirements, its interchangeable matrix system permitting the face combinations and the use of special characters necessary in the plain as well as in the intricate classes of work.



Come in without knocking and don't knock when you go out.—"The Apprenticeship Bulletin."

Obsolete Equipment Increases Cost

OBSOLETE machinery and equipment increase labor cost—not the wages paid to the men doing the work.

To get the maximum output at the minimum cost of labor, the factory must have the best and latest machinery with which to do the work, and be equipped in every way to handle the goods to be manufactured economically.

If there is no other thing that the cost systems which have been introduced in the various printing offices have done than to bring to the attention of the proprietor the lack of equipment, this alone will more than pay him for the installations of the same.

Years ago, when actively employed in the composing room, during the busy season more time was wasted by the men looking for sorts, pulling out boards, than it took to set up the job.

The modern printing office of today should have an ample supply of type, leads, slugs, furniture, etc., and this should be so arranged that work can be done with the least possible exertion and in the least possible time.—
J. M. Thomssen.

MONOTYPE SALES NOTES

The Montreal branch of the Southam Press will install another style DD keyboard. The Southam Press houses already use seven casting machines and eight keyboards for their large volume of general printing. They have established a reputation for catalog and illustrated booklet work of the highest character, as well as for railroad tariff and tabular work of all kinds. They give the Monotype full credit for its part in the building up of their big business.

The Mortimer Company, Ltd., Ottawa, will bring their Monotype equipment up-to-date by applying all improvements to their four casting machines, and installing two style DD and one style D keyboards, thus taking advantage of the Monotype policy of making "Only one model, that always the latest." The Monotype user keeps his machine just as modern as a new machine from the factory at a cost less than the annual depreciation he should charge off under his cost system.

The Canadian Government Printing Office at Ottawa, is now installing four additional Monotypes, increasing their equipment to seventeen machines. This plant has grown from two to seventeen machines in less than five years.

The Curtis Publishing Company, Philadelphia, have added a style DD keyboard to the battery of Monotypes used for the composition of the "Ladies' Home Journal," "Saturday Evening Post" and "Country Gentleman."

Edwin C. Bruen, New York, has converted both his style D keyboards into DD keyboards by applying the additional units. The DD, two keyboards in one is a winner—and the biggest idea in printing machinery is our unit system of construction—"Buy what you want when you want it," and, "Only one model, that always the latest."

Miller & Orem, the big Texas trade composition house, are making many improvements, among which is the installation of a style DD keyboard. The business of this successful firm is constantly growing with demand for quality composition from the Texas printers.

R. S. Peck, the big Hartford, Conn. printer, is converting his Monotype type caster into a standard composing machine and type caster. He will continue casting all his own type and at the same time have the advantage of Monotype composition for much work that has heretofore been hand-set.

The Real Estate Printing & Publishing Company, St. Louis, have increased their Monotype equipment by the purchase of another casting machine and keyboard. They have been satisfied Monotype users for the past six years, doing practically all straight matter work.

The Winston Printing Company, Winston-Salem, N. C., are replacing their slug machine with a standard Monotype equipment to avail themselves of the advantages of the Monotype as a work getter and business builder.

The International Ticket Company, Boston, have increased their composing room equipment by the addition of a Monotype composing machine and type caster.

The Williams & Wilkins Company, Baltimore, operating three keyboards and four casting machines on high grade publication and book work, have added another standard equipment.

The Fierstine Printing House, Utica, N. Y., has placed an order for a style D keyboard.

The Fowle Printing Company, Milwaukee, have ordered a standard Monotype equipment to handle their growing business.

Crain Printers, Ltd., Ottawa, operating two keyboards and two casting machines, have added another style D keyboard.

The James Mulligan Printing & Publishing Company, St. Louis, have installed a complete Monotype equipment.

The State Company, Columbia, S. C., will convert its type caster into a standard composing machine. In addition to publishing the "Daily State," this Company handles a large part of the South Carolina State printing, including the annual reports of the various departments. The Monotype will be installed in the job department, under the direction of Mr. C. C. Muller, who is well known as the editor of "Pointers," the official organ of the Master Printers' Association of North and South Carolina. Ad composition and type will also be supplied to the newspaper.

After an investigation of several months among weekly newspapers using Monotypes for news and ad composition and job work, the New Ulm Publishing Company, New Ulm, Minnesota, are installing a complete Monotype equipment. The versatility of the Monotype means practically the elimination of hand composition in the weekly newspaper with a job department, and the saving in type foundry bills goes a long way toward paying the maintenance cost of the machine.

St. John's University at Collegeville, Minn., is now among the rapidly growing list of schools using the Monotype in their own printing departments. They have installed all the Monotype units for type setting and type casting. Quality of Monotype composition and type for the cases appealed to St. John's as the determining factor in their selection of equipment.

The Union Envelope Company, the big Southern envelope manufacturers at Richmond, will hereafter cast all the type for corner cards on their own Monotype type caster. New type for every job means better press work and less make-ready time, as well as time saved in the composing room. They will use the complete non-distribution system.

Mr. David Phillips, Odebolt, Iowa, will soon begin publication of a new weekly newspaper, the "Odebolt News." He is installing a Monotype composing and casting machine and will manufacture all his display type in his own plant and Monotype the news columns and ads, as well as doing general job printing.

The Directostyle Company, Cleveland, O., manufacture and sell addressing machines for private mailing lists and any commercial addressing. The special type used for mailing lists will hereafter be set on their own Monotypes, and type will also be supplied to users of their machines.

C. S. Barker, Oswego, Ill., will hereafter operate two style DD keyboards and one casting machine; a combination of Monotype units that fits his particular requirements "like the paper on the wall."

The Tribune Printing Company, Welland, Ont., are among the new Monotype users in Canada. They will start with one standard equipment, including the units for casting display type up to 36 point.

The Gazette Printing Company, Montreal, already use five casting machines and six keyboards, having added another casting machine, made necessary by increasing business.

The Commercial Lithograph & Printing Company, Savannah, Ga., will take care of increasing business with a new style D keyboard.

The Henneberry Company, Chicago, who specialize in catalogue work, will increase their facilities by installing a standard Monotype equipment.

Willmore Brothers, Victoria, B. C., are installing a style D keyboard.

The O'Donnell-Bromley Company, Chicago, joins our repeat order list by the installation of another style D keyboard.

W. F. Humphreys, Geneva, N. Y., is on the repeat order list for two style D keyboards.

MONOTYPOGRAPHY

SPECIMENS OF MONOTYPE COMPOSITION PRINTED FOR PROFIT BY MONOTYPE PRINTERS

Franklin Printing Company, of Philadelphia, forward us a large 16 page poster circular, printed for the "Public Ledger," which calls attention to the number of automobile owners in Philadelphia who read the "Ledger." Comments as to the quality of the typography or press work of a "Ledger" advertisement are unnecessary. Sufficient to say, that an office without a Monotype, would have to make several trips to the foundry for "weight fonts" to take care of the large amount of display sizes in Monotype No. 79J series used in this circular. They also favor us with several very fine specimens of Suede Finish paper advertisements for Dill & Collins Co., printed in black, orange and olive, in Monotype No. 37E series; and a catalog for Hoopes & Townsend Co., Philadelphia, showing tabular work.

Offset printing by way of Monotype type, could have no more attractive setting than the catalog for the Bullard Machine Tool Co., Bridgeport, Conn., namely, "Cutting Time Between Cuts," issued from the press of W. F. Powers Co., of New York. This is the best piece of offset printing ever brought to our attention. The 104 pages of machine illustrations, are faultless in detail, and harmonize nicely with the 12 point No. 36A series (Scotch) for the text, and 18 point for the headings.

Several publications from The National Capital Press, Washington, D. C., showing Monotype series No. 275J in combination with No. 15E, are of a high order of workmanship. The book about "Fairfax Roses" is a standard of excellence in work of this kind. The "Official Freight Tariff Directory" combines good press work with tabular work as it should be. "Millions in Patents," a very handsome publication, features No. 38E and 17L series.

The industrial, civic and religious progress of Fort Wayne, Indiana, is portrayed in a handsome publication, printed by the Indiana Printing Company of Fort Wayne, for the "Fort Wayne News." Notable features are the illustrations, some of which are reproduced in their natural colors, and the text matter, set in Monotype No. 4A series, gives a fitting finish to this 118 page book.

"The Story of the Making of a Book," from Charles Scribner's Sons, New York, tells in an interesting and instructive manner, how the book is built, from its inception to the finished product. This clever booklet, which contains a number of illustrations, is set in Monotype No. 31E series.

"A Price List of Century Motors" and some pages of railroad tariffs, from Geo. J. Newton, Superintendent for Skinner & Kennedy, St. Louis, make a fine showing of Monotype rule work.

The introductory page of the elegant Monotyped catalog for the Favorite Stove & Range Co., Piqua, Ohio, from the press of Magee Brothers of the same city, says that Favorite Stoves and Ranges are the "best in the world." The same might well be applied to their catalog. It is certainly the last word in catalog building. Each one of the 320 pages, set in Monotype No. 15E and 79J series, is enclosed in a halftone decorative border printed in gray and buff. The unusual number of illustrations are of the best workmanship. The binding, which is well done in green cloth, is a fitting finish to the text pages. Two other excellent specimens from the same concern are, Ohio Tool Company's "Illustrated Price List No. 25," and a catalog for Crane & McMahan, dealers in carriage and wagon woodwork. Both of these publications give testimony that the Monotype is the only way to handle tabular composition.

"Catalog No. 13," from the Empire Type Foundry, Buffalo, N. Y., is, as usual, first class. Well printed and bound in a compact form, Monotype faces and borders are extensively shown. In the letter which accompanied this publication, they say: "We use Monotypes exclusively. Of course, you know we have tried several other casting machines, but long years of experience have taught us that there is no machine that even approaches the Monotype as a successful type producer."

T. Morey & Son, Greenfield, Mass., have favored us with a copy of a 480 page book, "The Living Plant," printed and bound for Henry Holt & Company, New York. This work has been handled in a faultless manner. The text matter, which is composed in Monotype series No. 14A and 25J, and combining a number of illustrations, is printed on a heavy enameled stock. The binding is done in green cloth and stamped in gold.

"The Official Manual of the State of Missouri," for the years 1913-1914, printed by the Hugh Stephens Printing Company, of Jefferson City, Mo., in Monotype series 5A and 142J, is an excellent piece of printing and binding. A large number of the 1160 pages are tabular work of a high order.

"Pep," a house organ published in the interest of the Joseph Leicht Press, Winona, Minn., is certainly keyed up to the right pitch. The article "A Bit of History," a short account of the growth of the business, with illustrations, is good reading and clever advertising.

The Homestead Co., Des Moines, Iowa, publishers of Pierce's Farm Weeklies, have favored us with a descriptive circular, in colors, of their new \$200,000 building. Two views of the building shown, are not only imposing but beautiful.

14 Point No. 175

THE HIGHEST QUALITY OF PRINTING

Is the kind that pays the largest profits and holds customers. It is one of the essentials of a successful business

\$1234567890

18 Point No. 175

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ.,;-'!?
abcdefghijklmnopqrstuvwxyzæœfilffffiff

\$1234567890

A full font consists of 81 characters as listed above

24 Point No. 175

OUR SUCCESS

Is based upon the success of the Monotype printer who is producing quality

\$1234567890

30 Point No. 175

A GREAT ASSORTMENT

Of beautiful faces is at your command in the Matrix Library

\$1234567890

36 Point No. 175

A TYPE CASTER

Is a good thing to start with

\$1234567890

HOW THEY HAVE MADE GOOD!

A WORD OF APPRECIATION FROM FORMER STUDENTS OF THE MONOTYPE KEYBOARD AND CASTER SCHOOLS

St. Louis, Mo., Jan. 31, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen: After having finished my apprenticeship six months ago with the Stewart Scott Printing Company, I was not satisfied with merely knowing the floor work and realized that I would have to learn some kind of a machine in order to keep pace with up-to-date printing.

I studied the various machines, and decided that the one for high-class printing was the Monotype, and immediately set out to learn same. My first lesson impressed me with the idea that the method would be very hard to learn; but after the second or third lessons, I became very much interested, and with the assistance of the instructor, found it very easy to finish the course.

After having taken forty 4-hour sessions, I was given a position on the keyboard with the Stewart Scott Printing Company. While working on that Company's keyboard, I finished the remaining lessons at the School.

After working four weeks on the keyboard for \$21.00 per week, the firm expressed its satisfaction with my work by increasing my salary to \$24.00.

I would recommend any printer who desires to better himself to enroll with the Monotype School, as it is the best equipped school, and has instructors who have no equal.

Respectfully yours,

JOHN J. MEADTH.

Stewart Scott Printing Co.

St. Louis, Mo., Jan. 29, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen: We have watched, with great interest, the progress of one of the recent pupils of the Monotype School. For two reasons we wanted to congratulate the School, and this particular student on what we hoped, (and results have proven) would be a mutual success, and one that must reflect credit upon both the scholar and School.

In this case the progress was rapid and most satisfactory; the former, perhaps, due to the exceptional fitness of the learner, and the latter to be credited, possibly, in large part, to the ability of the instructor.

At any rate, it pleases us immensely to know that our young friend and associate Mr. John J. Meadth did himself and the School credit, by the phenomenally rapid accomplishment of a most difficult task, and has attested the high character of the instructor, by the quantity and superior quality of the keyboard work he has given us ever since his transition from the school room to the composing room. And this, notwithstanding his exacting manuscript and catalogue description.

Trusting that the St. Louis Monotype School may continue its good work, I am,

Respectfully yours,

H. K. MASON,

Foreman Composing Room.

Stewart Scott Printing Co.

Toronto, Canada, Jan. 30, 1914.

Mr. J. Maury Dove, Pres.,
Lanston Monotype Machine Co.,
Philadelphia, Pa.

Dear Sir: The undersigned would like to most highly recommend the free course offered by your School as the best opportunity to enter an interesting and well-paid branch of the printing business.

Your method of teaching whereby each student receives personal attention from a competent instructor, enables one to start any time and go ahead steadily without waiting for classes to fill. The course covers the complete Monotype equipment most thoroughly and every point is explained so carefully that there is no need for previous mechanical experience.

I have been in the business for several years now and have not lost one day through lack of employment.

Wishing you continued success,

THOS. M. BRINSMEAD.

Rous & Mann, Ltd.

Chicago, Ill., Jan. 17, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen: I attended your School in Philadelphia four years ago, and after finishing my course, have been able to fill acceptably positions with several large concerns in Chicago.

Before taking the course, I appreciated the necessity of fingering the keyboard correctly, and after mastering this method, I found that I was able to get out a good average in all classes of matter with clean proofs and less physical effort than if I had not learned the correct system of fingering.

I cannot say too much for the benefit I have derived from my training in your School, and I am glad to give you this testimonial, because I am anxious that all union printers should know of the opportunity for bettering their wages and conditions generally. The better printer a man is, the better operator he can be, and I am glad to see the Monotype Company making such a strong effort to interest union printers, because this insures good Monotype operators.

Yours truly,

CHAS. H. EDWARDS.

Blakely Printing Co.

Wilmington, N. C., Feb. 8, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen: I have operated the keyboard about nine years, and I think it is the most sanitary position in the printing business. At present I am receiving two-thirds more than the hand scale in this city.

I thank the Lanston Monotype Company for the assistance it has given me through its School, not only while I was a student, but for the helping hand it has extended to me during the past nine years.

Yours respectfully,

A. J. MCLEOD.

Wilmington Stamp and Printing Co.

Omaha, Neb., Feb. 2, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Gentlemen: In reply to your letter, will tell you what I think of your machine and of the School, and hope you can glean a testimonial from it.

As you know, I learned in a plant to operate the casting machine and keyboard as a combination operator, but realizing that I did not know it thoroughly, I determined to take the course in your School.

The instruction received at your School has more than repaid me as far as ability and efficiency are concerned. Work that was hard for me before taking the course is very easy now. The correct method of fingering as taught from your book "Operating the Monotype Keyboard" materially increased my speed, and I am now never tired out at the end of the day's work as I sometimes was before "getting the habit" of always hitting the same key with the same finger.

The Monotype has also increased my earning capacity very much. I like the work and find it more interesting since taking your instruction. I believe that anyone that is interested enough to apply for admittance to your School will be well repaid for their trouble in their increased efficiency and earning capacity.

Anything you may say for the good of the Monotype machines, the School, and the officials, will be my sentiments.

Very truly yours,

D. S. DEAN.

Rees Printing Co.

Washington, D. C., Jan. 9, 1914.

Lanston Monotype Machine Co.,
Philadelphia, Pa.

Sirs: In September 1912, your machines were installed in the Law Reporter Printing Company's office, Washington. Early in November a school was instituted in this office, in which I was a student, under the able and careful instruction of your Mr. Ralph Myers. After the expiration of eight weeks, the students (three in all) were given the salary which our local Typographical Union calls for. I have worked continually for fourteen months on the keyboard, and, while it looks to be a wonderfully complicated board, I have found it practically easy to acquire, and the operation of which to be good, healthful work, thus proving what you have well said in a recent issue of "Monotype," on page 128, that "compositors and printers could find no better stepping stone to advancement—better pay, better work, sanitary surroundings, and the chance to make good—than to learn to operate the Monotype."

I know there are many makes of type-setting machines, and I have seen them, and know of them, but I feel absolutely sure that I have "got" the right one.

Wishing the Monotype every success, I remain,

Respectfully yours,

S. ARTHUR EYLER.

Law Reporter Printing Co.

“PROSPERITY IS HERE”

WHILE some of the captains of industry and finance are not saying much about business until we experience a little bit of the usual impetus of the spring season, we have gathered a few stray remarks on general conditions, which should help scatter discontent and pessimism to the four winds, and assure us that “Good Old Times,” known also as “Prosperity,” will be with us soon in dead earnest.

“The Mason Builder,” published by the Charles Warner Company of Wilmington, Del., says, in summing up country-wide prospects:

“The bankers throughout the country seem to be well satisfied with the new turn of affairs and as soon as the new law gets into proper working order they believe that the condition of the country will be so vastly improved that the likelihood of a panic recurring will have been relegated to the past.

“No less a personage than Mr. John D. Rockefeller in speaking of business conditions upon the occasion of his recent birthday, said that good times are ahead of us, that basic conditions are sound and that the clouds of discontent are vanishing.”

Interviewed recently in New York, Andrew Carnegie said he agreed with Secretary Redfield that a recovery from hard times already was under way.

“No country,” he said, “travels ahead at a uniform pace. All have their ups and downs. No country in the world has such prospects as our Republic.

“Exports and imports show the situation clearly. Especially have we cause for rejoicing that we have been exporting nearly \$1,500,000 worth a day, partly manufactured goods, instead of the large grain exports we formerly sent abroad. This is to go on increasing.”

Mr. Carnegie denied that the lowering of the tariff had anything to do with business depression, prophesying that the new schedules would benefit the American exporter.

The Baldwin Locomotive Works of Philadelphia, prospered greatly in 1913, in fact, had the best year since 1909 despite dullness

at the year's end, and in presenting the annual report to the directors, President Alba B. Johnson said that, “during the early part of 1913 orders were received sufficient to provide a satisfactory volume of work throughout the first nine months, but there was a considerable recession of business during the last three months. While the value of orders carried over into 1914 is comparatively small, there appear to be prospects of early improvement.”

From a news report to the daily papers dated St. Louis, February 24, we quote the following:

“The Hamilton Brown Shoe Company today gave orders to put on from 5000 to 7000 additional workers in their factories here. Many of these operatives were laid off at the close of last year, but the total force when the new shifts go on tomorrow will be the largest this concern ever has had.

“Salesmen of the International Shoe Company held a convention today. There were 175 of them from all parts of the country and all were optimistic upon business conditions.

“The Granite City Rolling Mills today employed 800 additional skilled workmen, increasing the force to 2300 men, the largest on record. In both instances it was stated that this was due to increased business.”

In a speech delivered at Dayton, Ohio, February 24, William C. Redfield, Secretary of Commerce, predicted an industrial revival. He was talking before the greater Dayton Association on the human side of factory, commercial and industrial life. He said:

“Within every American mill and workshop today, there is going on a process of evolution which is producing amazing results in a higher effectiveness. I am thankful to say, there has come a far greater factor than any mere mechanical thing. This is the growing appreciation of the value of men and women in industry. This is the wisdom which teaches us that the human side of our factories is more valuable than the mechanical or the material side.

“The improvement of our methods and the higher valuation put upon the great human factor in our work have already begun to show in the increase in our competing power as well as in great advances at home.”