

By-Products

"It is constantly the case that the by-products of a complex industry are found to be the sole source of business profits."

ENCYCLOPAEDIA BRITANNICA

MONOTYPE: This word means much more than the name of the fastest and the most flexible composing machine; Monotype means a complete system of Composing Room Efficiency based on the work of the Monotype, both as a Composing Machine and as a Type and Rule Caster.



The By-Products of the Monotype are Type for the Cases, Space Material, Borders, Leads, Slugs, Rules

The Value of these By-Products, made when other composing machines would be idle, pays all the maintenance cost and a handsome return on the money invested in a Monotype. Be certain of this: unless you make this material yourself you can never get real efficiency from compositors, because the cost of buying all the "tools" (type, rules and leads) they require to work efficiently would be prohibitive.

Other Profitable By-Products of the Monotype are: (a) Savings in distribution expense, for it makes new type cheaper than compositors can distribute worn type. (b) Savings in press make-ready by providing brand-new type for every job. (c) Helps you sell. The flexible Monotype took the limitations out of machine composition; it furnishes the faces, and the combinations of faces, your particular customers want. (d) Quality, "the only foundation upon which to build a business."

Keeps up Quality Keeps down Costs



Lanston Monotype Machine Co.

Philadelphia

New York
World Building

Boston
Wentworth Building

Toronto
Lumsden Building

Chicago
Rand-McNally Building

San Francisco: Block 30, Palace of Machinery

A. T. L. Nussa, Teniente Rey No. 55, Havana,
Agent for Mexico, Central America and the West Indies



*The Building
Back
of the Monotype*