

1919

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-&-RULE CASTER

Monotype

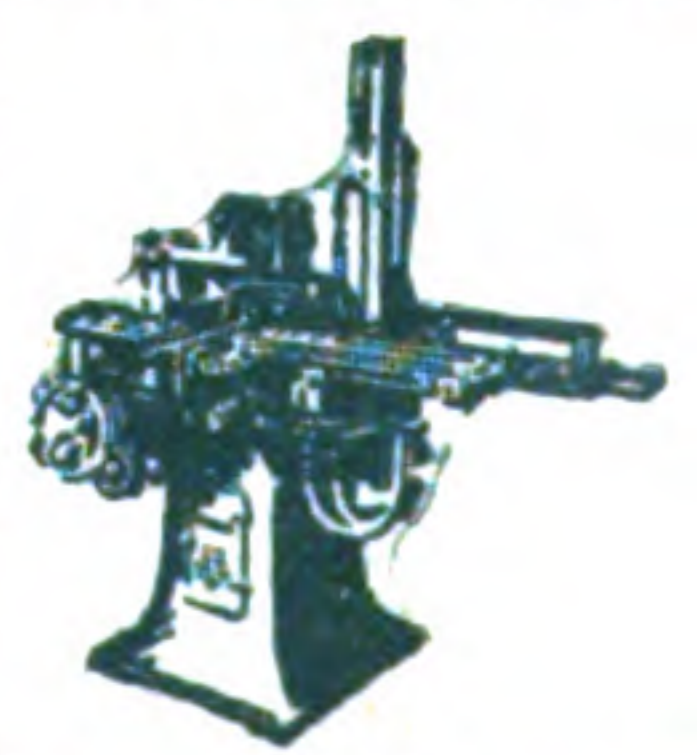
A Journal of
Composing-room Efficiency

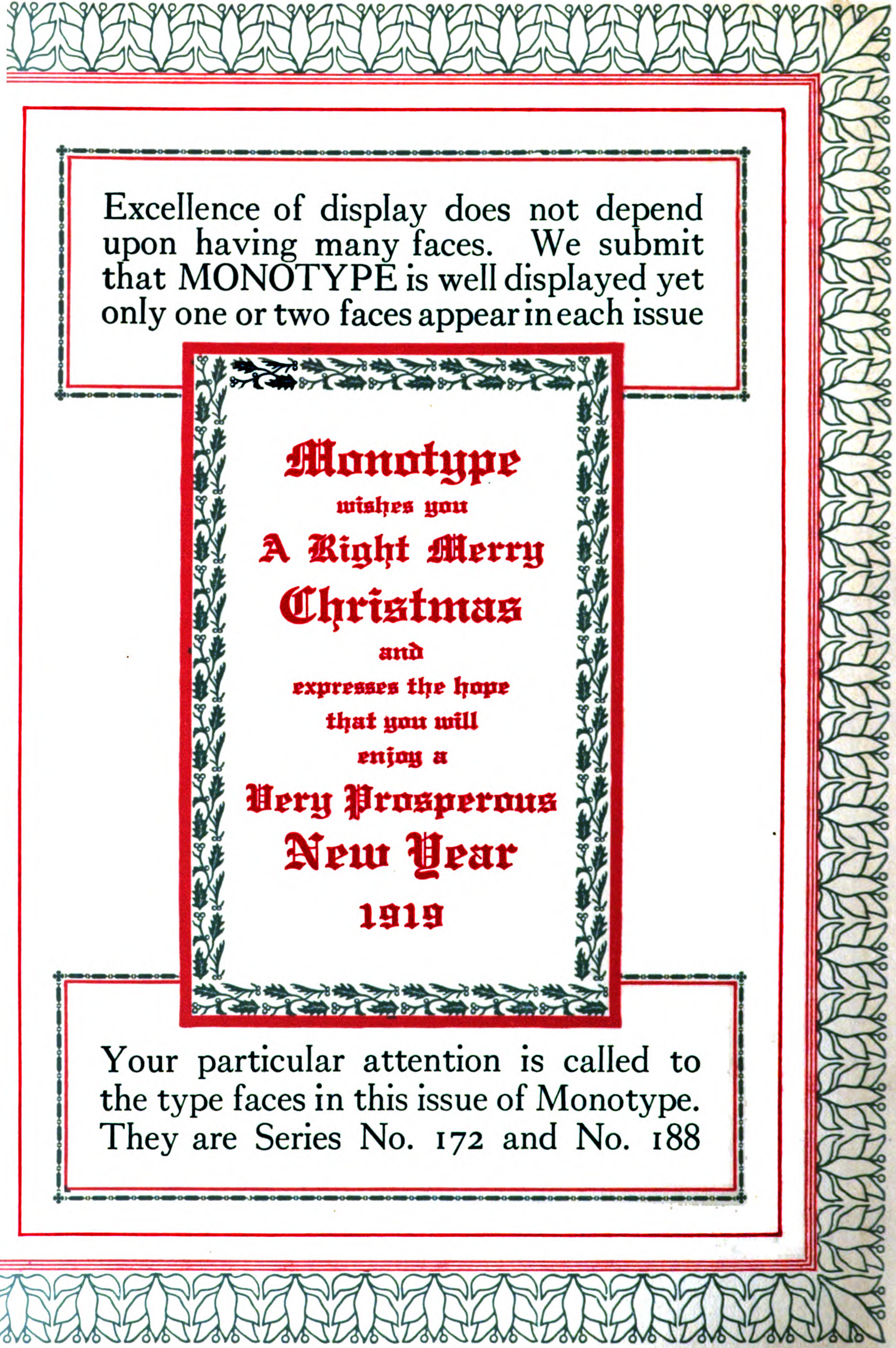
Christmas
1918

Volume 6 December, 1918 Number 3

PUBLISHED BY

LANSTON MONOTYPE
MACHINE COMPANY
PHILADELPHIA





Excellence of display does not depend upon having many faces. We submit that MONOTYPE is well displayed yet only one or two faces appear in each issue



Monotype
wishes you
A Right Merry
Christmas
and
expresses the hope
that you will
enjoy a
Very Prosperous
New Year
1919

Your particular attention is called to the type faces in this issue of Monotype. They are Series No. 172 and No. 188

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-&-RULE CASTER

Published by Lanston
Monotype Machine
Company, Philadelphia

VOLUME 6

DECEMBER, 1918

NUMBER 3

"After the war!" Nearly every day business men utter or think these three words, so fraught with fateful meaning, but how many of them actually realize the great big problem that the close of the war has brought us?

They talk of the difficulty of again turning the immense armies that have been so vigorously fighting for "Liberty for all" back again into peaceful pursuits and of the unsettled industrial conditions that they feel sure are going to result because of this sudden plethora of labor; but they forget that there is an army of men being returned who have done their best in the field of battle or in the camp and are now coming back in "damaged" condition, to use a commercial expression, and must be made over again usefully to participate in our civil and commercial life.

They cannot in justice be allowed to become public charges, with all that that implies in stunted manhood and in misery. We owe them a debt that cannot be repaid by pensions and charity. As men we took them from their offices and workshops, where they held self-sustaining positions, and we owe it to them to place them again in the same or in better positions. This is not generosity: it is our duty. They did not hesitate, nor should we.

Among these men are many printers who are coming back with less physical ability to perform the more strenuous tasks of the composing room, but with their knowledge of printing unimpaired. These men must not be allowed to drift into the discard; they must be fitted to take up the physically easier parts of their vocation and given a chance to again become part of the personnel of their craft.

With a full realization of these conditions the Lanston Monotype Machine Company has been and is earnestly cooperating with various branches

The Big Problem

How the Monotype Company is helping the industrial world to solve the biggest problem that the war will leave to this generation.

of the Government of the United States, the Canadian Government, such organizations as the Red Cross Institute for Crippled and Disabled Men, and the Typographical Unions in providing means for re-educating these heroes in the operation of the Monotype, whereby their previous knowledge of printing and printing-office methods will be utilized and made valuable as they once more take their places in the industrial ranks.

In carrying out this educational work the Monotype Company is maintaining schools in the United States and Canada. The Red Cross Institute for Crippled and Disabled Men is also operating a Monotype School in New York city.

Each of these schools is fully equipped to teach the returned printer soldier the best method of Monotype operating, and by means of intensive training, which his military experience has particularly fitted him to take, he is quickly prepared for an active and lucrative position in the trade.

The keyboard of the Monotype is particularly suitable for operation by invalidated soldiers who have typographical knowledge, especially those who have lost or had impaired the use of their lower limbs. The work is light and the operator sits at ease, his physical effort being practically confined to his arms and fingers.

A number of these soldier students have already finished the Monotype course in these schools and are now making good in commercial printing

plants. Owing to the present labor shortage and the rapid increase in the number of Non-Distribution composing rooms there is room for many more.

This re-educating of their fellows who have been "over there" is a work in which all printers should be vitally interested, as it is merely a replacing of the printer soldiers in their trade as producers instead of as dependents and not a labor dilution. In addition it is a provision for the immediate future of the trade, as the Non-Distribution System is so shifting the demand for labor that there will be a need for many more Monotype operators than can be supplied for some time.

Every employing printer and every journeyman printer who knows of a disabled printer hero (one who has the use of his hands though in some other way incapacitated for the floor work of the composing room) should urge him to take up the Monotype. These men often hesitate about returning to the trade, and need a little persuasion to start them on the right track; see that they get it, for there is not so much knowledge and skill in the printing business that we cannot find good use for all of it; and we cannot afford to have any of it escape into other lines of trade. Therefore, these printer heroes must be encouraged to become better printers by completing their knowledge of the craft through the ability to handle the Monotype.

The Monotype Company is providing the means, the men are available, and it is up to every printer (whether employer or journeyman) to see that the good men are returned to the ranks of the composing room. Will you do your share.

During the recent Canadian National Exposition of 1918 the Toronto Monotype school made a fine exhibit of its work in cooperation with the Depart-



MONOTYPE SCHOOL EXHIBIT AT CANADIAN NATIONAL EXPOSITION

ment of Soldiers Civil Re-establishment of the Canadian Government. We are glad to be able to show an illustration of this exhibit, which contained four Monotype keyboards, all of which were operated by returned soldiers during the entire two weeks of the Exposition. This exhibit attracted considerable attention. These men have since graduated, and, with a number of others, are filling positions in different shops to the entire satisfaction of their employers. A booklet giving the story of a dozen Canadian soldiers who have been replaced in the ranks of printerdom through the Monotype schools was distributed at the exhibit.

Each of the Monotype schools is in charge of a competent instructor and assistants who are earnest in their work and who appreciate the men whom they are teaching. They are rapidly and successfully re-educating these printers who have risked so much for the defense of "Liberty for all." Positions are being found for these operators as rapidly as they gain proficiency.

The men themselves realize the value of the schools, and we have received many letters from graduates telling us how much they appreciate being able again to take up their vocation in life and thanking us for the means by which this has been accomplished.

Space will not permit us to print a number of these letters, much as we would like to do so; but here is one that is typical. It was written to the Invalid Soldiers Commission at Montreal, through whom this man was placed in the Monotype school:

"I take great pleasure in writing these lines to let you know what has

been done for me on my return from active service 'over there.'

"Before enlisting in the Canadian Expeditionary Force in 1914, I was a compositor; while on active service I contracted malarial fever, through which I got my discharge. I was not able to resume my former occupation, so the Invalid Soldiers Commission granted me a permit for re-education.

"I entered the Monotype School in Montreal on March 17th and got through satisfactorily. I then wanted

to take up the caster, but it was impossible to learn the caster in Canada at that time, so I made application to Ottawa and was granted a three months' extension. I went to the Monotype school in Philadelphia on May 20th, and took up the mechanical part of the keyboard and caster. They have a very efficient staff of instructors and I was able to finish the course quickly.

"I met quite a number of returned Canadian soldiers there, studying the keyboard and caster.

"I returned to Montreal in August and started to work on the Herald Press to get some practical experience. After a short time I was certain that I would succeed and I got a position as a combination operator in another shop. I have been working there ever since and am getting the union scale, so that must mean that I am giving satisfaction. I feel that I have made a success."

This re-education of the heroes of the great world war is a truly noble work and deserving of the best endeavors of the trade, but it is in no sense a charity, even though there is no fee for instruction. We realize that these men risked all and made big sacrifices in pain and suffering for the cause of Liberty and that they are now entitled to a chance again to assume positions in civil life in keeping with their intelligence, and to enjoy a full share of that liberty for which they fought. It is theirs by right of service and we expect the assistance of all printers in giving them that which is their due by sending them to the Monotype schools and giving them positions as soon as they have become competent operators.

Continued on page 44



RED CROSS INSTITUTE FOR CRIPPLED AND DISABLED MEN

Transformation of an Ad Room

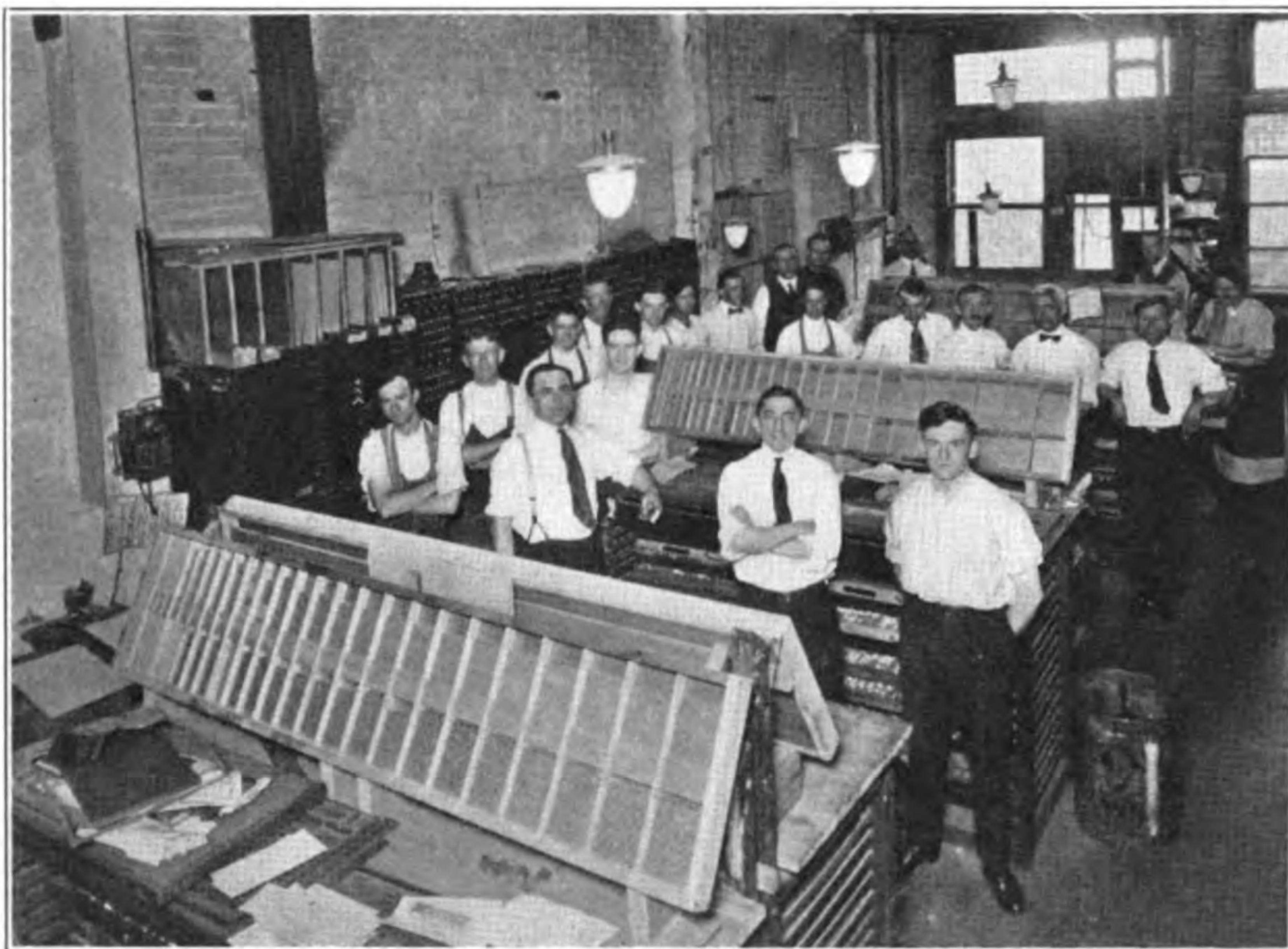
By L. C. BURNHAM
Foreman, Paterson Press-Guardian

The metamorphosis that is brought about by the introduction of the Monotype into the composing room of a daily paper is nowhere more forcibly nor more pleasantly shown than in the transformation of the ad room of the Paterson Press-Guardian of Paterson, N. J., which recently changed that department to harmonize with the modern tendencies of the other departments of the Press-Guardian.

Of course, the change began with the installation of the Monotype Type-and-Rule Caster and the making of the provision for properly storing the type, leads, rules, slugs, and other material in sufficient quantity to render the whole ad room a hundred per cent. productive through the Non-Distribution System.

Naturally, a complete rearrangement of the composing room followed, and here the valuable aid of the Monotype efficiency man was evident when he suggested the changing over of the cabinet stands that the compositors had been using by removing the sloping tops and substituting flat tops, which give them ample room for making up and handling advertising pages. Backing this up is a rack with space for a full supply of leads, slugs, and rules, so that the ad man may have everything needed right at his finger-tips.

This transformation was a real success, as can be readily seen by the photographic illustration which we



TRANSFORMED COMPOSING ROOM, PATERSON PRESS-GUARDIAN

present. This shows several of the altered stands and the entire composing-room force, all of whom seem to be well pleased with the improvement.

Along the side walls are seen the racks for the full-length leads and slugs and the sorts storage cabinets, while underneath the stands we can catch a glimpse of well-filled cases. How could a compositor be otherwise than happy with such abundant supplies of material and such facilities, coupled with the assurance that this condition will continue?

In our other illustration we give a view of one side of the caster room, with the Monotype Type-and-Rule Caster and the storage bins and racks for rules, slugs, and spaces and quads. The size of these receptacles gives promise of plenty of this important material, which constitutes such a large part of the average advertising page.

The Paterson Press-Guardian is certainly to be complimented upon the improvements in its ad room, which place it in the front rank for efficiency.

The direct effect upon the production records has been very pleasing to the management, and the removal of the old-time difficulties of sorts hunting and picking in the last hours of a big day has been a great relief to the foreman and superintendent.

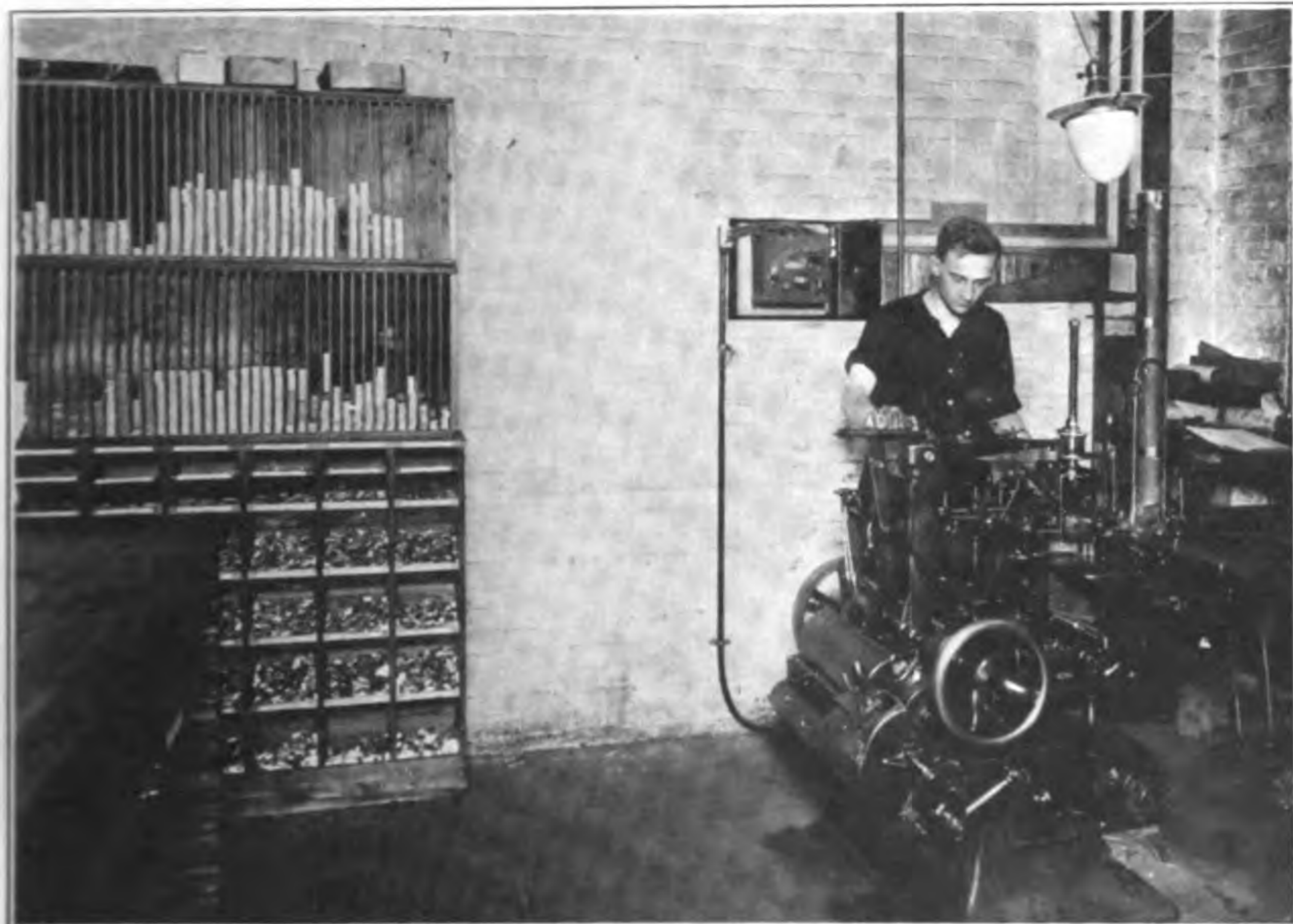
The advertisers are equally as well pleased with the always new type in which their advertisements are set and the removal of all restrictions as to the quantity of any one face that may be used.

Therefore, taking all in all, we feel that the transformation of the Press-Guardian was one from darkness into light and almost from labor to rest, so many of the former difficulties and troubles having been removed.

Printing is the most practical of the arts. Its products are used to carry the researches of all the arts and sciences to the four corners of the earth.

—National Printer Educator.

Distribution costs good money but gives nothing in return. Why not abolish it at once?



CASTER ROOM, PATERSON PRESS-GUARDIAN

A Warning to Printers and Buyers of Printing

Your attention is called to a flagrant violation of business ethics on the part of a manufacturer of slug machines, who is making an unwarranted attempt to place the United Typothetæ of America in the position of advising its members that Monotype composition costs more than slug composition.

The following paragraph is taken verbatim from a letter sent from the office of this slug machine manufacturer, by whom it was made a part of a formal proposition submitted to the United States Government:

"The United Typothetæ (an association of employing printers which has no interest in advancing the claims of any machine) in a recent report, issued for the information of its members, shows that the cost per hour of the type-at-a-time machine is \$4.14 while the slug machine cost is \$2.13; showing that slug composition can be produced at about half the cost of that produced on a double-unit machine."

This same statement is now being circulated to the printing trade by this slug machine company in an attempt to mislead printers and the buyers of printing.

Of course, the members of the United Typothetæ know that their organization has never made in any of its publications a comparison of the cost of production between the Monotype and the slug machine. On the contrary, it has more than once placed itself upon record as opposed to the use of its published hour costs by machinery manufacturers for advertising purposes.

In 1911, the Boston Typothetæ passed the following resolutions, which were endorsed by a majority of local Typothetæ throughout the United States and by practically all the Printers' Cost Congresses held during the next three years:

"WHEREAS, The machine hour costs collected by the various printing trade associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

"WHEREAS, It is impossible to draw any conclusion from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

"RESOLVED, That we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery."

At the convention of the United Typothetæ held in New York, in 1914, the abuse of published records was taken up and a resolution passed recommending a discontinuance of their

*EDITORS NOTE—This article has been prepared under the personal supervision of the President of the Lanston Monotype Machine Company, and is published with his approval.

publication. Again, in the 1915 convention at Los Angeles, the matter was taken up and the following resolution was presented:

"WHEREAS, It is believed that the further promulgation by general publicity, outside our national and local associations, in the matter of average costs of production is no longer to the best interest of our industry: Therefore,

"BE IT RESOLVED, That we recommend the discontinuance of this practice in so far as it relates to circulation generally. Especially do we condemn the publication or use of hour costs by manufacturers of printing machinery and supplies in their selling campaigns, inasmuch as the frequent distortion of the cost figures defeats the very objects for which they were obtained."

This resolution was unanimously adopted as defining the position of the United Typothetæ of America on the subject.

In the light of the above resolutions, the printer who buys typesetting machinery and the customer who buys the product can determine whether this audacious attempt of this slug machine manufacturer to deceive them shall be allowed to go unrebuked.

With the figures quoted, which are supposed to cover the first eight months of 1918, no information was given to show the percentage of productive time of the different machines; nothing was shown as to the cost of hand work in plants using different kinds of machines; and without data showing the percentage of productive time, the effect on cost of hand work, the character of composition, the amount of product, nor whether the Monotype Non-Distribution system was in use, it is absurd to attempt any comparison as to the cost of the product of Monotypes and slug machines.

In the "Composite Statement of Cost of Production for 1917" the Monotype keyboard hour cost is given as \$1.434, with 54 per cent. average productive time; had this been about 80 per cent. productive, as it should be, the hour cost would have been \$0.968. The caster hour cost is shown as \$1.69, for 61 per cent productive time; there should have been at least 85 per cent. productive time, and then the hour cost would be \$1.212. These figures are sufficient to show that unless all the conditions are known and comparisons intelligently made hour costs are entirely misleading. The United Typothetæ cannot, in justice, publish cost of production of any particular machine, and has not attempted to do so. Any attempt by a machinery manufacturer to use for comparison of cost of production the figures given in the United Typothetæ reports to its members shows one of two things—an absolute ignorance of the first principles of cost finding, or a deliberate attempt to deceive.

Production cost is one thing; hour cost in another. Finding the hour cost

is only one step in finding the cost of production and not an altogether imperative one, as production cost can be found from the gross cost and gross production.

Therefore, the claim of this slug machine manufacturer that the United Typothetæ shows that the production cost of slug composition is one-half that of Monotype composition is not founded upon facts, and is not supported by evidence. The United Typothetæ have given hour costs as they found them, but have said nothing about the cost of production.

Comparisons of cost of production cannot be rightfully made except upon similar work.

Since the handling cost is materially affected by the kind of machine used, the only just comparison is that of the cost of the completed composition. For this comparison we refer our readers to recent advertisements of the results—"Copy to Press"—shown by the test made in the plant of the Atlantic Printing Company, Boston.

The annual statement of the Government Printing Office at Washington for 1917 shows that the cost of Monotype composition was 83 cents per 1000 ems. while the cost of slug machine composition was 80.8 cents per 1000 ems, a difference of 2.2 cents per 1000 ems.

It should be remembered that the 124 Monotypes in this great printing plant set all the foreign language, tabular, and intricate composition, and in addition manufactured over 100,000 pounds of display type, leads, slugs, and rules, for use in the job work and make-up.

In the Government Printing Office the cost of composition includes the cost of assembling, the cost of corrections (hand and machine), and the cost of make-up (including ruling out box heads and tables); therefore, these figures show the real cost of composition and not merely one part of the work by the machine.

To give an idea of the extent to which the percentage of productive time affects the hour cost we submit the following calculation based upon the 1917 Composite Statement:

HOURLY COST.			
Productive per cent.	Hand Composition	Monotype Keyboard	Monotype Caster
54*	\$	\$1.434*	\$
61*	1.663*	1.69*
65	1.56	1.19	1.586
70	1.449	1.106	1.472
75	1.352	1.038	1.376
80	1.268	.969	1.288
90	1.127	.86	1.145

*The figures marked with asterisks are those given in the United Typothetæ "Composite Statement of Cost of Production for 1917."

A careful investigation shows that while the Typothetae recommend crediting the Monotype Casting Machine with productive time while it is casting type, leads, slugs and rules for use in hand work, it is a fact that very few Monotype users actually do give the Caster this credit. They treat all time manufacturing material as non-productive, and this results in an artificially high productive hour cost for the casting machine. In one plant of which we have knowledge, where complete Non-Distribution is operated, and where the cost of hand work has been tremendously reduced, the hour cost of the casting machine on composition shows unreasonably high. If the casters were credited with productive time when making material the casting hour cost would show extremely low. Thus, the Monotype is being penalized in the cost records rather than being credited with the direct economy it effects. The Monotype Non-Distribution system is now in general use in book and job offices, as well as daily newspapers, and it must be reckoned with in cost accounting. If the composite statement included a larger number of non-distribution plants, this would reduce the cost and increase the productive percentage.

Unless we include in a combined cost the hand work required for completing the finished composition as is done in the Government Printing Office (as noted above), the comparison of the cost of the product of different makes of machines is misleading.

When we include the hand work in order to get the correct cost of the completed product, then the Boston test furnishes the answer.

The Monotype "Over There" and "Over Here"

A soldier at the front writes to his former lieutenant at Fortress Monroe: "Was just down to the freight station in this town (France), and imagine my surprise when I saw a complete Monotype equipment lying in the freight room. It was for the American army, but I do not know where. I have been told that we are going to have a printshop here soon."

This soldier was an operator in the printing plant at Fortress Monroe Coast Artillery School, where they have had a Monotype for nine years, and have just added a complete Monotype equipment with all improvements and doubled their capacity. They are turning out some very creditable work, including the *Artillery Journal*, manuals of various kinds, instruction pamphlets, etc. Uncle Sam is generally up to date.

Leads and slugs form nearly one-half of the bulk of job work; only Monotype plants have enough of this material for efficiency.

A Standard Catalog Size

For more than ten years there has been carried on a discussion regarding the standard size for a catalog that will make it most useful, easy to illustrate, convenient for handling and mailing, and available for filing.

In May last the National Association of Purchasing Agents held a Catalog Conference in Chicago, and after a careful discussion adopted a resolution that all catalogs should be standardized by being made seven and one-half by ten and five-eighths ($7\frac{1}{2} \times 10\frac{5}{8}$) inches in size, the trimmed leaf.

Since that time this standard size has been approved by a number of national associations of buyers and catalog makers, notably the National Hardware Association, whose members are among the largest buyers of catalogs.

With their usual progressiveness the Wynkoop-Hallenbeck-Crawford Co., New York, have issued a pamphlet compiled by Mr. O. A. Morgner, superintendent of their catalog department, which is a sample of the new size and shows just how appropriate it is for the purpose intended.

In addition to a short treatise on the new size the pamphlet shows a number of hardware catalog pages set in various forms, so as to give an idea of the appearance of pages with one, two, and three columns, also with large and small cuts and with and without tabular matter. Catalog buyers will find this a valuable guide and printers can learn something from it.

The new $7\frac{1}{2} \times 10\frac{5}{8}$ inch page size is based upon the hypotenuse oblong, in which the longer dimension of the page is the diagonal of the square of the shorter dimension. It has the peculiar feature that, when halved or doubled, the page retains the same proportions. This is valuable in preparing illustrations, as it allows of any size cut being made from one original drawing or photograph, whether a whole, a half, or a quarter page is needed.

The following short synopsis of Mr. Morgner's treatise tells of the requirements of a standard catalog size and how all of them are met by the $7\frac{1}{2} \times 10\frac{5}{8}$ inch page:

1. Proportions of the size: It must be a proportioned page based on the hypotenuse oblong that will always have the same relative dimensions, width to length, if the size is doubled or halved.

2. The paper size: It must be an economical page size that will cut out of a standard stock size sheet of paper, practically without waste.

3. The type size: It must be a maximum page size, so that the dimensions of the type matter retain the hypotenuse oblong proportions and be large enough to permit two-column

arrangement to the page and still leave appropriate sized margins.

4. It must be the right size to print not less than sixteen pages at one impression.

5. The binding size: It must be a practical page size that can be folded on all makes of folding machines.

6. The filing size: It must be a proper page size, when bound in cloth or paper covers, to fit a standard letter file.

The National Standard size meets all these requirements. It has the correct hypotenuse oblong proportions, it cuts out of a standard stock size of paper without any waste (32×44), it gives a maximum type page (approximately 38 by 56 picas), the sheet required can be handled in the majority of printing plants and doubled up in the larger ones, it fits the general run of folding machines, and even when cloth bound it fits the standard letter files.

Its only competitor is the 6 by 9 inch size, which is too small for some of the larger diagrams and illustrations, and the 9 by 12 inch, which is too big for the standard files.

MONOTYPE is very nearly the standard size, being $7\frac{3}{4}$ by $10\frac{1}{2}$ inches, and was made that size for the very reasons that influenced the National Association of Purchasing Agents in their choice, with the exception of the first—the mathematical proportions.

The sample pages in the pamphlet prepared by Mr. Morgner are all produced on the Monotype, and are worth studying. For the convenience of their layout men and their customers the Wynkoop-Hallenbeck-Crawford Co. have prepared a compilation sheet for use in preparing the copy for the compositors. This is a step toward copyfitting, and is probably used by them in connection with it, as they were among the early users of the Copyfitting System.

More Keyboard Paper

The paper market is in better condition and we are therefore able to remove all restrictions as to the quantity of keyboard paper that we can supply to Monotype users.

The pledge to conserve paper that you recently signed is still in force, but we shall be able to fill your orders for keyboard paper on a more liberal basis as to quantity than for some time past.

Order now in anticipation of the next three or four month's needs, as the Winter weather is apt to interfere with transportation in many sections. It is better to have a supply on hand than to run short because of transportation delays.

Woman in the Monotype Field

While women keyboard operators have not been an unusual feature in Monotype composing rooms in the past it is only recently that the female caster operator has appeared.

In our March-April issue we had some illustrations of a girl operator in New York city. In this issue we show a picture of Miss Marguerite Wells, who is now a Monotype caster runner in the plant of the Journal Printing Company, Kirksville, Mo. She is not yet a full-fledged operator, as the following extract from a letter from Mr. Chas. F. Link, manager of the Journal Printing Company, shows:

"When the Journal Printing Company lost four of its employees in the call of Uncle Sam for men to fight for Democracy our Monotype operator was among the number. The situation looked serious, but our pressroom foreman, who had been a student of the Monotype school at Philadelphia nearly fifteen years ago, kept the machines running while we looked for another runner. As the weeks rolled by and no suitable candidate for the job appeared it began to look as if our foreman would be compelled to operate the casters himself. About this time a copy of MONOTYPE containing the picture of a young lady operating a caster fell into the hands of Miss Wells, who was working in the bindery. She applied for the place, and after considering the matter for some time we decided to give her a chance to show what she could do. She began by watching how the work was done. This she did for several days, after which she was taught to take off the galleys, keep the metal pot full, and the temperature of the metal right, to put on the spools of copy and the other incidentals of caster running. She has not attempted to change the molds, but hopes to be able to do this in the near future. As matters now stand Miss Wells is learning as rapidly as the average young man and is more dependable."

From the Joliet, Mo., *Herald News* we learn that Mrs. Audrey Link, the wife of Mr. S. E. Link, is working beside her husband running the Monotype caster and is making record runs of type and slugs. Mrs. Link had four years' instruction from her husband in her spare time.

The present shortage of male Monotype operators and runners has opened a new field for the girls and they are making good in it. It is reported that eight or ten women Monotype operators are working in New York city.

Several women have attended the Monotype schools, but the most of those at present running casters have been educated in the printing office. The course in the school is simplified for the women, as they do not desire to become machinists.

In this connection it might be well to consider that all trades are breaking down traditions and find that women can perform many operations for which they were supposed to be in some way unfitted.

In New York city the School Board has been discussing the proposal to



MISS WELLS AND HER MONOTYPE

open the evening vocational classes to women students, and it looks as if this would be done.

There is no doubt that the women will make just as good operators and runners as the men, though it is doubtful that they will continue in the work after the present war conditions and labor shortage have been overcome.

At their last meeting the American Newspaper Publishers Association requested the International Typographical Union to train women operators for the newspapers, but the proposition did not meet the approval of that body, who considered the newspaper end of the business as too strenuous for the women.

"Monotype"

The following letter from Mr. W. S. Marsh, of the Eddy-Marsh Composition Company, Providence, R. I., is interesting in that it shows another conception of the meaning of the word "Monotype":

"About fifteen years ago, Mr. A. G. Randall, who had charge of drawing, industrial art, and manual training in the schools of Fitchburg, Mass., conceived the very novel idea for a school magazine. The reading matter was written, set up in type, and printed by the pupils; and the illustrations were made by painting the colors (in reverse)

on a smooth metal plate, placing a sheet of paper upon it and running it between rollers with a heavy pressure. As this process removed all the color from the plate, only one impression could be made; hence, in the artist's vernacular, it was called a 'monotype.' Mr. Randall therefore named his magazine, 'The Monotype.' The illustrations produced for each number of the magazine were first displayed around the walls of one of the school-rooms. They were then collated with the reading matter and bound together.

"Even at that early day Fitchburg taught printing to its high school pupils; and I believe it was one of the first cities in the United States to include industrial training in its courses of study, Mr. Randall being one of the four leading enthusiasts in that respect in New England at that time."

While MONOTYPE is not so exclusive as this little magazine, it stands for the idea of one only—the one machine that can make all the material needed for the composing room at such moderate cost that it is economical to use it once and discard it, so as always to have new material for every job. It stands alone also on the fact that this new material really costs less to make than the labor of preparing old used material for re-use.

"Non-Dis. Specimen Book"

An attractive and out-of-the-ordinary little specimen book of type faces in their plant has been issued by the Blakely Printing Company, Chicago. It shows more than one hundred Monotype fonts and over thirty borders and rules, besides some foundry and other faces. The booklet is 5½ by 8 inches in size, convenient for the desk pigeon-hole or top drawer, and is printed on a toned deckle-edged paper.

One feature that particularly interests the Monotyper is the Introduction on the first page, which we copy below in part:

"The following specimens of type, rule, border, etc., are shown for the convenience of our patrons, that they may readily specify the various faces wanted in their work. We make new type for each new job, thus insuring a clear impression and first-class press-work.

"The Monotype faces shown can be combined in almost any manner desired, and such combinations will be cheerfully made when requested.

"Monotype rule can be cast in strips of any length so no breaks will show where the pieces join, but it should be borne in mind that slug machine rules cannot be cast on lengths exceeding five inches (30 ems), and when this rule is pieced it must necessarily show breaks; therefore, if possible, specify Monotype rule.

"The supply of foundry type is necessarily limited."

Evolution of the Tusla World

By F. L. STEENROD, Editor and Mechanical Superintendent

Now that the *Tusla World* is comfortably settled in its new home in one of the finest and most complete newspaper buildings in Oklahoma, we have time to look around and realize the beauties and benefits of our new quarters and plant.

The editorial and business staffs are provided with quarters that are strictly modern and equipped along lines that are thoroughly up to date in all the details, while the mechanical departments contain a plant that is one of the finest to be had, including a big sextuple press and Monotype Type-and-Rule casters.

For years newspaper superintendents and foremen have been handicapped by a mental wet blanket that they seemed to be unable to throw off regarding the mechanical possibilities. Recently, however, through the untiring efforts



EUGENE LORTON

President and General Manager, *Tusla World*

of the Monotype salesmen, the weight of the blanket has been lessened by being run through the wringer of common horse sense, with the result that the composing-room improvements are being recognized and Non-Distribution is becoming as popular as the Ford and even more indispensable.

A few months ago the composing room of the *Tusla World* was equipped with a Monotype Type-and-Rule Caster and a plan formulated whereby a storage of type and material would be accumulated against the starting of the Non-Distribution System.

For a few days after the Monotype began running and turning out type, rules, leads, and slugs, the printers who "did not believe that it would ever work in this office" had a chance to air their pessimism, and they did.

Then, one night, there was a sudden demand for some extra slugs, and some one raided the new storage system and got them. Pretty soon another need was discovered and supplied in like manner. Then another, and still another, until the storage accumulation was being delayed to just that amount. Finally the practice grew to such an extent that it seemed as if we would



NEW HOME OF THE *TUSLA WORLD*

never get the required surplus of material ahead because the foreman of the ad-room had discovered that time could be saved by making requisitions on the Monotype for new material that could be cut to any measure needed in any amount. He also discovered that the Monotype material was more desirable for working with than the worn material with which he had formerly been getting along.

So great was this ever-increasing drain on the storage system that the Monotype Company were appealed to for a remedy, and they sent one of their experts, Mr. T. M. Lynch, who worked on the second shift while studying conditions in the *World* composing room.

Having learned through two years of experimentation in the plant of the *St. Louis Star* that the second shift was an expensive luxury, the writer induced the business office to install another Monotype and use but one operator, as the two machines were easily handled by one man.

Now we have one Monotype equipped with the Lead-and-Rule Attachment and Automatic Cutter, which we run continuously on leads, slugs, and rules, and a second Monotype with Dis-

play Attachment which we use only for casting type.

We realize that there is a big advantage in using two machines in this way, because of the saving of time that would otherwise be consumed in making changes; but another and bigger advantage is the fact that should there be a breakdown of one machine the other will be able to do all the work necessary to keep the composing room going, as all the attachments are interchangeable and can be used on either machine. Thus there would be no stoppage—merely a lessened supply while repairs were being made. This is particularly important to us, being located so far from the factory.

After several months of full operation of the Non-Distribution System there is not a printer on our force who is not enthusiastic over the results. There is always an abundant supply of type and material, thereby eliminating the disagreeable work of hunting and picking sorts in the last hours of a big night's



F. O. LARSON

Business Manager, *Tusla World*

run, to say nothing of the tremendous saving of time and effort formerly expended in distribution. One man operating the Monotypes does the work that previously required three or four compositors, who are now more profitably employed in actual composition.

In my opinion, Non-Distribution is the most valuable and productive system ever put into operation in a composing room. Its benefits are so many and its desirability so great that if I were to list them here the printers who have never been privileged to work where there was a Monotype would be skeptical about my veracity in the matter. I prefer rather to state the more apparent benefits and leave the others to become pleasurable surprises when the system has been installed and as it develops in new offices, as the ad



F. L. STEENROD
Editor and Mechanical Superintendent

men learn how to use it as a worry and labor-saving proposition.

One feature of the Non-Distribution System that is often overlooked is the fact that, in the early weeks of its installation, the men who have been used to the old-time working methods do not know how to apply it to its full efficiency. They must learn the short cuts and many benefits that do not at once become apparent to those with years of association with the old ideas of the value of material.

Until the Monotype came there never was a composing room with a sufficiently plentiful supply of material, all of which is usable, to become really efficient. Imagine, if you can, you old-timers, the pleasure and benefit of having a type-foundry in the composing room—a pair of machines that need

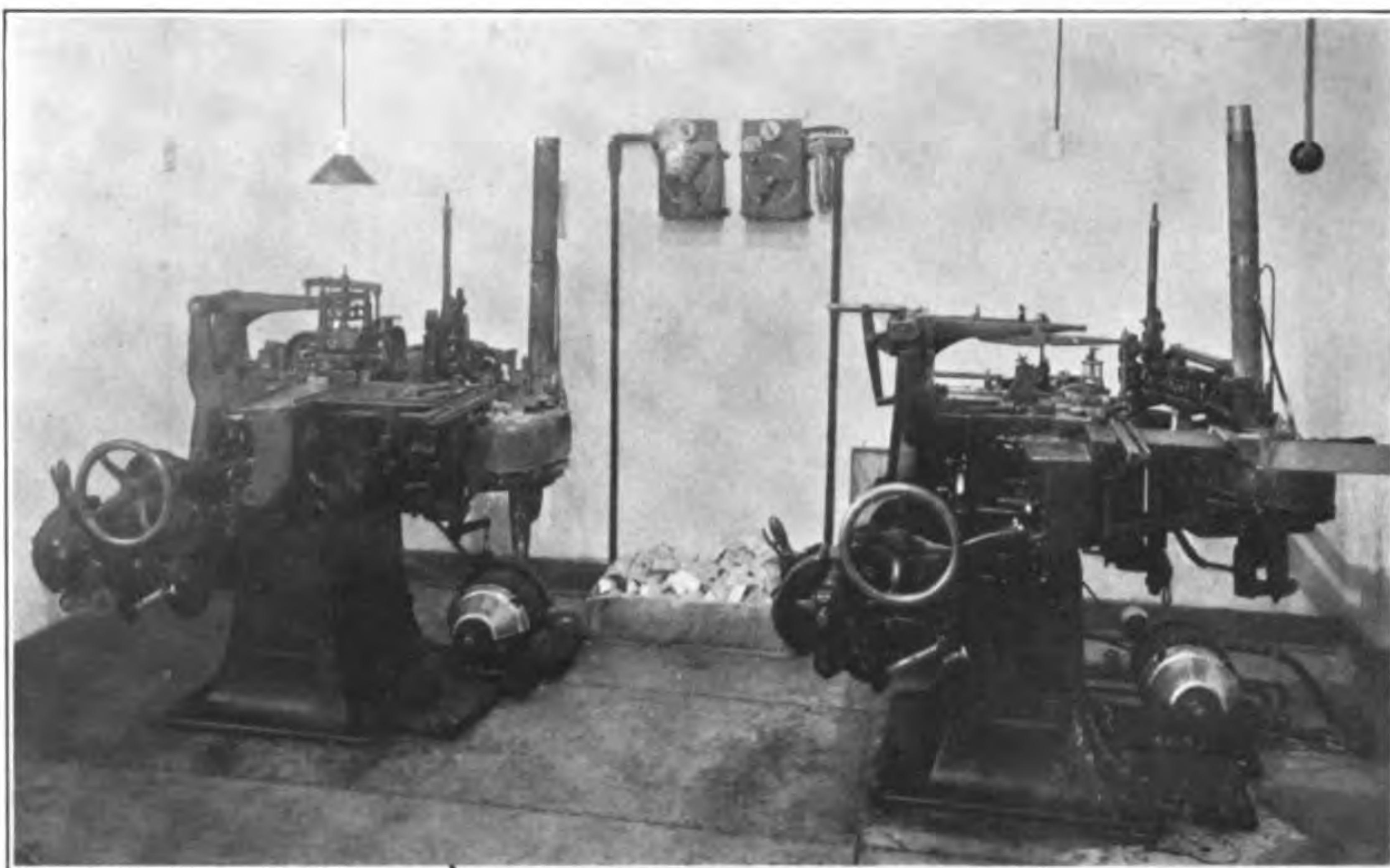
only to be operated to give any kind of material in any quantity—and then only will you be able faintly to conceive the desirability of the Monotype—the machine which not only makes the composing room a desirable place for the printer, but also leaves a margin of 20 per cent. for the publisher of the average size newspaper.

Although an old-established institution, there is nothing doing in the catacombs, and therein is the reason why newspapers must emerge into the modern and efficient way of handling their composing rooms through the Monotype and Non-Distribution System.

Saving By Elimination

The printer who scoffs at the idea of saving time by the elimination of distribution and picking and turning for sorts will probably find himself left behind when he comes into competition with the firm that has introduced the principle of Non-Distribution. With the constant withdrawals of men from the trade to meet the requirements of the State the question of new type for every job will become a more attractive feature. It saves a large part of the time the pressman spends in make-ready; and incidentally increases the earning capacity of the press. The printer will also realize, probably all too late, that there is something in the principle of Non-Distribution, when it enables his men to become full-time producers—not part-time.—*The Monotype Recorder.*

Sixty per cent. productive at \$2.00 per productive hour, or 80 per cent. productive at \$1.50: which are you getting? The total cost is the same in either case, but the possibilities of profit are more than double in the latter.



MONOTYPE CASTER IN AD ROOM OF TUSLA WORLD

The Big Problem

Continued from page 37

In this connection we also call attention to the school that has been established by the Red Cross Institute for Crippled and Disabled Men in New York, which has graduated a number of runners who are giving a good account of themselves in commercial shops. Our illustration of this school will give the reader an idea of its completeness.

It is a little thing, in comparison to what they did, to look them up, explain the schools to them, and put them in touch. Will you do it?

Joseph J. McDermott

Private Joseph J. McDermott, United States Marine Corps, was killed in action on October 10, 1918. He enlisted in February because he felt that he must do his duty to his country.

Previous to that time he had been the assistant foreman of the Smith-McCarthy Typesetting Company, Chicago, where his sunny disposition had endeared him to all with whom he came in contact.

He made his first acquaintance with the Monotype as stock boy in the Chicago Office of the Monotype Company and went to the Smith-McCarthy Company about five years ago.

Joe was one of the men who seemed to have a bright future before him, and he will be missed by Monotype men in the middle west and a long list of friends.

A Valuable Booklet

The Harvard University Press has published, under the title of "Proof Readers' Marks and Table for Estimating Copy," a booklet prepared by Mr. A. K. Wilson, containing in convenient form some information along the line of our Copyfitting System.

The table is best described by giving its caption: "Table showing the number of ems and average number of characters (including spaces) and words from 5-set to 12½-set, in a given number of pica ems."

This table covers a portion of the field more fully developed in our "Copyfitting" and will be found a convenience by printers having much copy to figure, though we would advise the use of the complete Copyfitting System.

Along the right-hand edge of each of the tabular pages is a scale of pica ems for use in connection with the figures in the tables.

The correct cost of composition is the cost of the finished form, ready for the press. "From copy to press" the Monotype cuts cost.

TWELVE Muskogee Daily Phoenix MUSKOGEE, OKLAHOMA, APRIL 11, 1918 Muskogee Daily Phoenix PART TWO

JORDAN Sport Marine

The First Completely Equipped Motor Car

Including new Continental power unit, engine made all aluminum body, five Silverstone coil tires, five wire wheels, Waltham clock, Marbath lens, bumper, curtains that open with the door, bar-bank top, Boyce motor motor.

Lyles Motor Company
 2125 W. Main St. Muskogee, Okla.
 R. S. Johnson, Mgr.
 Frank and Morgan Phone 221

JORDAN Suburban Seven

A PAGE OF RULES

TWELVE Muskogee Daily Phoenix MUSKOGEE, OKLAHOMA, MAY 12, 1918 Muskogee Daily Phoenix PART TWO

Announcing Increase in Price
 Effective May 15th
 On the Following Models

O K Motor Trucks
 A-1 1-1/4 Ton Chassis, \$1425
 B-2 1-1/2 Ton Chassis, \$1795
 B-3 2-1/2 Ton Chassis, \$2650

All Prices U. S. A. Factory North Muskogee, U. S. A.
 NOTE—Model B-2 1-1/2 Ton Truck will be on the market July 1st

Trailers
 1-1/2 Ton Trailer, \$450
 2-1/2 Ton Trailer, \$620

Equipped with Special Motor for Trucks and Bobs

The Oklahoma Auto Manufacturing Co.
 Suburban, 227 North Fourth Street, Muskogee
 Factory, North Muskogee, Okla.
 J. E. McLean, Sales Manager

General Specifications
O K Motor Truck
 2-1/2 and 1-1/2 Ton Sizes

Motor, 80-hp.
 Lubrication, Pressure and Splash
 Fuel
 Cooling, Centrifugal circulating
 Pump, large Radiator
 Carburetor, Smith, hot air intake
 Ignition, Easman high tension
 magnets, set apart
 Clutch, Dry Multiple Disc
 Transmission, Fuller
 Rear Axle, Wire-on Worm Drive,
 Brown Type Differential
 Front Axle, Steer
 Drive Shaft, Tubular with three
 large Universal joints
 Frame, Forward steel channel, ex-
 tra heavy
 Springing, Coil, low wear and cut
 Control, Left hand drive, center
 control
 Brakes, Internal expanding, me-
 chanical, extra width
 Equipment, Best Oil Sides and
 Tail Lamp, Horn, Jack, Com-
 plete Set Tools
 Note: Any Type to meet your
 loading requirements.

A PAGE OF BORDER

Some Unusual Ad Composition

The unexpected and the unusual always attract attention and hold it while the message is being "put across." The full-page newspaper advertisements which we reproduce in very greatly reduced size on this page possess unusual eye-catching features and are good advertising composition because they are sufficiently different to attract attention.

These ads were designed by Mr. A. R. Ross, advertising man of the Muskogee, Okla., *Phoenix*, who says that these and others of similar character not only produce business for the advertiser, but make it easier for the *Phoenix* to get new advertising business.

EIGHT Muskogee Daily Phoenix MUSKOGEE, OKLAHOMA, MAY 12, 1918 Muskogee Daily Phoenix PART THREE

Just Ask to Have This Advertisement Reproduced
One Printing Plant in A Thousand Could Do It

One of the modern, labor-saving machines in our composing room is the MONOTYPE.

Perhaps you have never stopped to consider just what this means in the hour of printing.

Every job set in our office is set with new type—made on the Monotype. We never distribute a type; everything is thrown back into the setting job to be made into new type for the next job. By using the efficient method, we are saving further amounts of what the ordinary shop would have to charge for composition.

The Monotype is not the only efficient machine here. Throughout our printing plant, in every department, you will find the latest machinery.

Our presses are equipped with automatic feeders—eliminating the use of a man at each press. To the industry we have recently installed a new rolling machine, to replace our old rolls in motion. In the stock room we have the largest automatic setting machine in the state.

There are bigger printing plants than ours—but the largest in the world has the same equipment, only more of it.

Isn't it reasonable to believe that such a plant as this is entitled, at least to be allowed an opportunity of explaining to you our modern methods of handling your printing.

Phoenix Office Supply Co.
 "It is for the office we have it"

Phone 117 West Broadway Phone 241
 Phone 241 East Broadway Phone 14

A PAGE OF CORNERS

As Mr. Ross notes in one of the ads, it contains 3544 12-point corners and shows a style of composition that is possible only in a Monotype ad room, as the ordinary printing plant would have only about eight or twelve of any one style.

The number of such "Monotype only" layouts for advertising is almost limitless, and the labor of composition is light as compared with the usual way of filling big spaces with solid matter that is not read.

Such advertisements attract the reader and the advertiser almost equally and are real business producers.

MONOTYPE composition, though the best, is only One advantage of Monotype versatility, which includes Non-Distribution—the great cost reducer—which is Only possible when the Monotype is making Type and material in your plant to keep all Your compositors always busy on actual Productive work and increase their efficiency by Eliminating all distribution and other costly waste.

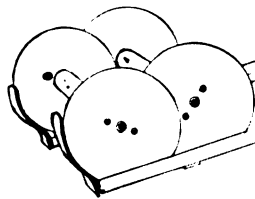
A Keyboard Spool Stand

It is the little annoyances of life that make most of our troubles, and the little conveniences that make work pleasant and less fatiguing.

Mr. S. E. Culotta, Monotype operator with the Hibberd Printing Co., Trenton, N. J., realized this great truth when he was compelled to get up from the keyboard to reach after spools, and devised the handy little contrivance illustrated here to do away with this small annoyance.

It is attached to the keyboard on the cophook side and is thus always within reach of the operator, who only has to fill it with spools before sitting down to his work and can then keep right on until his take is finished.

Mr. Culotta has used this device for some time in the plant of the Caxton Printing Co., of Cleveland, where he was formerly employed and found it quite a convenience.



KEYBOARD
SPOOL HOLDER

A Call to Patience

The following good advice was taken from the editorial columns of the St. Louis *Post Dispatch* of August 8, 1918, and reprinted on a card with a patriotic border by The Hugh Stephens Printing Co., St. Louis. It is a timely message and should be taken to heart by every reader:

A CALL TO PATIENCE

Now is the time for all good Americans to be patient. It is true that the times are out of joint. Nothing is done the way it should be done; a plague of incompetence is upon us; there has been a general slowing down in all branches of business and industrial life and general lowering of the average of social efficiency. But it is the war, and we must have patience.

Don't flare up and tell us that it takes 10 minutes to get your "party" on the telephone, and then, like as not, it isn't your party at all. You ought to be thankful for any party. If you call for Olive six-oh-oh-seven and get Olive six-seven-double oh, it is not so bad. You have all the numbers anyway.

And the elevators! And the clerks! They do not wait on you. You wait on the clerks—oh, so long! And it is that way in everything. And it is going to be worse—for a while. But it is the war and it is to be expected and we will have to put up with it. Business and industry are in the hands of recruits who have not been to training camp. But

they are being trained as fast as possible and by and by the recruits will be veterans, the times will get back in joint, things will be done the way they should be done, efficiency will again reign, business and industry will be speeded up and all will be well.

In the meantime, while the captains of industry are training the rookies and doing their best to get the world running smoothly again, it is up to us to be more patient than we ever were before and smile all the while.

The principles of printing never change, but their applications do.

Prefers Non-Distribution

Many items have appeared in the pages of MONOTYPE telling of the reasons why printing-office and newspaper proprietors and managers consider the Non-Distribution System the best thing that ever happened, and many have been sent us that did not get into print; but here is one from the man on the firing line, so to speak—an ad-man who was offered a larger salary in an old-style distribution shop and declined it. Here are his words:

"Non-Distribution takes the sting out of ad work. One is not setting type one day and putting it back in the case the next, but is producing something every hour of the day, with plenty of material at his elbow. Distributing type is not producing anything. One is only getting ready to go to work again. I prefer to work in a Non-Distribution office hereafter for personal reasons, aside from the wage question."

Years ago workmen opposed improved machinery and methods because they thought that they would destroy the jobs of some of the workmen. The pressmen of London attempted to prevent the running of the first rotary

presses. There are more rotary pressmen today than there were printers at that time. There are more compositors at the present time than there were when the first composing machines were introduced and they are better paid. By this token, the workman and the proprietor who desire to reap the greatest benefit from new inventions should be the first to adopt them. If they have value, they will grow in spite of opposition—why not gather in a share of the profits today? Have you studied the Non-Distribution System?

Non-Distribution

(After the *Globe-Democrat* installed the Monotype)

The shades of night were falling fast,
The foreman through the ad room passed;
The smiles upon his face were massed,
The cause of which, he said, when asked,
Was "Non-Distribution."

No more the hand men feared his ire;
No more his dark eyes flashed with fire;
No more he swore 'til air turned blue
But grinned and said to all his crew—
Non-Distribution.

Said he, "This ad-room *does* look slick,
These Monotypes have turned the trick—
I can't see how we ran this shack
Without, 'twas but a short while back,
Non-Distribution."

"It was a fact. None could deny
This shop was one blamed mess of pi,
And if you ask the reason why
I can but say, we didn't try
Non-Distribution."

L'Envoi
The shades of night are down at last,
The comps all to their homes have passed;
They've quit on time, which is but right,
No "throwin' in" for them tonight.
Reason—Non-Distribution.—Squirt.

Aeroplane Delivery

One of the live wires among New York printers is Edwin C. Bruen, from whom we recently received, via Aeroplane post, a package of Monotype matter which proved to be the lines shown below.

This, we believe, is the first type ever transmitted by Aeroplane and it came safely from New York to Philadelphia in record time.

Perhaps, Uncle Sam will solve the delivery problem by Aero some day, but for the present Bro. Bruen will have little competition in that style of delivery. And, by that time, "Bruen's Service Up-To-Date" will have developed some new feature to keep ahead.

BRUEN'S SERVICE UP-TO-DATE

Our battery of Monos set type like old nick
The errand boys, oh! they drive us most insane
A little gray matter, however, solved the trick—
So we'll deliver your compo by aeroplane

A Gold Star on the Monotype Service Flag

It marks the death of one who seemed to be destined to enjoy a bright future—Thomas W. Lynch, who answered his final roll call at the United States Marine Camp at Quantico, Va., on October 7th.

Tom Lynch was a Monotype enthusiast and a thorough mechanic. For several years we considered him one of



THOMAS W. LYNCH

the best Monotype experts and inspectors on our force, and we shall miss him from the place we expected him to fill after he had completed his term with Uncle Sam's peacemakers. We almost said pacemakers, for Tom was certainly a leader. He was a machine gunner in the Marine Corps, and had won the marksman's.

His funeral took place at the home of his sister at Lake Charles, La. He leaves a wife, a sister, a brother, and a host of bereaved friends.

Frank A. Kerrigan

Another Monotype operator who has made the supreme sacrifice is Private Frank A. Kerrigan, of Nashville, Tenn., who was formerly on the staff of the Ambrose Printing Company of that city.

Private Kerrigan enlisted in the United States Marine Corps in December, 1917, and was killed in action on June 14, 1918. He was twenty-three years of age and had lived in Nashville with his widowed mother. He was a thorough printer, having served an apprenticeship in the job and tariff rooms of the Ambrose Printing Co. before taking up the Monotype.

His unflinching good nature and many amiable qualities won for him a large circle of friends in Typographical Union No. 20 and in social life.

Christopher Arthur Reid

In the death of Christopher Arthur Reid the printing craft in the Middle West sustained a severe loss, as he was one of those unusual men who are not satisfied with merely superficial knowledge of the business—one for whom there was no "good enough," but the best possible.

Born in Topeka, Kansas, in 1883, he apprenticed himself to Crane and Company of that city at the age of fifteen, and remained with the firm after finishing his apprenticeship.

In 1905 he took the Monotype caster course in the Philadelphia School, having previously learned the keyboard. He was then placed in charge of the Monotype department of Crane and Company.

He continued to advance, and 1913 found him superintendent of the plant



CHRISTOPHER ARTHUR REID

where he had learned his trade. This position he held until 1918, when he resigned to become advertising manager of a paper house in Kansas City.

In his thorough way he worked hard to finish up things in Topeka and leave a clean slate for his successor, and it is thought that this, together with the strain of breaking into a new position, impaired his vitality, for two weeks after going to Kansas City he was attacked by pneumonia. He died on October 22, 1918.

Mr. Reid was an unusually capable man, of marked ability as an executive, an earnest student and a hard worker, and his associates and friends predicted for him a brilliant career.

We shall miss him as a booster for Monotype Non-Distribution, as he always had a good word to say for the Monotype when in company with other printers, and our representatives were sure of a cordial greeting whenever they called on him.

Mr. Reid was a thirty-second degree Mason and an active worker in all the bodies to which he belonged, a public-spirited citizen, and always loyal to his many friends. He leaves a widow and two children.

Monotypers in the Service

Private W. S. Cook, formerly with the Tuttle Printing Co., Rutland, Vt., writes: "Had the pleasure of working on a keyboard, over here in France, and setting up our regimental paper. It certainly seemed good to be behind one of them again; but it showed me that I will have to go to school again, as I have lost all my speed."

Owen Clinefelter, who left his job in Coldwater, Mich., to enlist and was successful only after three attempts, is now in a United States Hospital in France. He was wounded in the Soissons-Rheims drive.

Sidney A. Walker

This veteran Monotyper writes of a recent furlough which he spent in Scotland, and, printer-like, put in a part of his time visiting the local plants. Here he found a lot to do in tuning up the machines to his ideas of efficiency.



SIDNEY A. WALKER

Mr. Walker has had a long and varied experience as a Monotype operator in several distant part of the world, as well as in the United States, and expects to go to it again, as he says, "after I have been to Berlin and secured a personal relic of the Kaiser, for by the time you get this letter I shall be at the front again in France or Italy."

He did not know, when he wrote this in September, how soon it would all be over and how the Kaiser would skip out before he could get to Berlin for that souvenir.

Monotype Metal Cleaner

NOT a flux, to take the dross off the top of the molten metal, this compound is just what its name states—a metal cleaner that takes the dirt and impurities out of the metal.

Monotype Metal Cleaner is a paste that is applied at the bottom of the metal and works up to the top, bringing the dirt and dross with it.

The paste is put in the cup at the lower end of the Cleaning Rod, and, as the metal is stirred with the rod, the paste melts and passes out through the holes in the side of the cup.

There is just enough moisture in the paste to agitate the metal and thoroughly mix the metal so that the cleaner not only insures clean metal but also a much more uniform mixture than can be obtained by hand stirring.

Saves Metal

By recovering the richest metal, tin and antimony, from the metal skimmings that have hitherto been sold as dross, the cleaner pays for itself many times over.

Saves Money

Monotype Metal Cleaner saves money—big money—in two ways: First: It reduces to the minimum the losses due to melting; at the present prices of metal you cannot afford not to use it.

Second: By insuring perfectly clean, uniform metal it eliminates all metal troubles; by saving time at the casting machines it increases output. You can cast perfect shaded type from ordinary metal, cleaned with our cleaner, without the addition of tin.



Each can contains two pounds of cleaner, sufficient to clean 12,000 pounds of metal

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

TORONTO

Monotype Company of California

SAN FRANCISCO

Monotypography

"MACHINERY a Camouflage" is the curiosity inspiring title of a handsome pamphlet issued by the Mount Pleasant Press, Harrisburg, Pa., whose presiding genius is that excellent printer and advertiser, Mr. J. Horace MacFarland. It gives a pleasing introduction on the use of printing for business propaganda and a short story on the plant where it was made, and is profusely illustrated with halftones of the MacFarland plant. The bulk of the book is given over to reproductions of pages from catalogs which have been turned out by the Mount Pleasant Press, where they make a specialty of catalog work. Needless to say that the job is Monotyped and the presswork and binding are faultless, as Mr. MacFarland's work usually is.

THROUGH the courtesy of Mr. Harry W. Leggett, clerk in charge of printing, Department of the Interior, Ottawa, Canada, we have received a handsomely printed volume entitled "Description of and Guide to Jasper Park." This splendid example of high-class book work was designed by Mr. Leggett, and the work carried out under his personal supervision. It is composed in Monotype, Series 37E, profusely illustrated, printed on coated book paper, and bound in silk cloth with round corners.

THE November issue of "Ginger," the house organ of Noble Scott Limited, Toronto, is a good specimen of commercial Monotype work, as well as a spicy bid for business. Its twelve page and cover are well printed and the contents well edited.

ON November 5, 1918, the *Kenosha Evening News*, Kenosha, Wis., issued a special edition of thirty-two pages with the caption of "The Dollar Special," which name was given because it contained the advertisements of Kenosha business men who annually hold a special one-dollar sale day. The *News* reports that the Monotype enabled them to get out this year's "Dollar Special" in less than one-half the time needed when they were using foundry type and had to stop and distribute. Printers will realize the demands for sorts made by this special when we call attention to the fact that ads and pages were bordered with dollar marks (\$), with long repetitions of \$1.00, and that every ad had from ten to fifty lines naming "One Dollar" prices. The *Kenosha Evening News* management is delighted with the results of Monotype Non-Distribution in their ad room.

IN the combined lithographic and printing plant type faces get the most severe test, as they are often used for making transfers and for enlargements and reductions, all of which require a clear, sharp face. That Monotype type fills the bill is attested by the lot of fine samples of printing and litho work sent in by the Fort Wayne Printing Co., Fort Wayne, Ind. Some of the transfers are practically as sharp as stone engraving. The Fort Wayne Printing Co. are taking their own medicine and advertising by sample.

REALIZING the value of a handy specimen sheet to the busy printer and publisher, the Eddy-Marsh Company, Providence, R. I., have issued "A Ready Reference Specimen Card," which in four pages, five and one-half by eight and one-half inches in size, shows specimens of thirty-seven faces, ranging from six- to twelve-point, and four faces of rules.

THAT ever-new advertising medium—the monthly calender blotter—is being effectively used by the Sun Printing Company, Pittsfield, Mass. Mr. E. J. Erwin, of that company, sends a couple of very neat and well-designed samples, the last line of which reads "All the type and borders on this blotter are made on our new Monotype. Note the clear, sharp impression."

It seems that a number of patriotic printers have conceived the idea of setting the Declaration of Independence in the form of a Liberty Bell, similar to that illustrated in the September issue of MONOTYPE. One of the best we have seen was composed by Mr. P. C. Darrow, of the Darrow Printing Co., Chicago. This was set in Monotype six-point 1A and partially justified by hand. It is printed on a white card and surrounded by a patriotic border in red and blue.



YOU NEED ONE

Vacuum Keyboard Cleaner

Every Monotype office needs one of these handy cleaners

Removes the punchings from the keyboard quickly, neatly, and efficiently. No need for taking off the paper. No punchings scattered on the floor. The keyboard may be cleaned by a boy without interfering with the work of the operator. The time required is only a few seconds.

METHOD OF OPERATION:

The punchings are drawn up through the suction pipe by a current of air from the blast pipe and are carried into the receiving chamber. The blast pipe will fit the hose which is regularly used for cleaning purposes around the keyboard or casting machine.

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

TORONTO

Monotype Company of California

SAN FRANCISCO