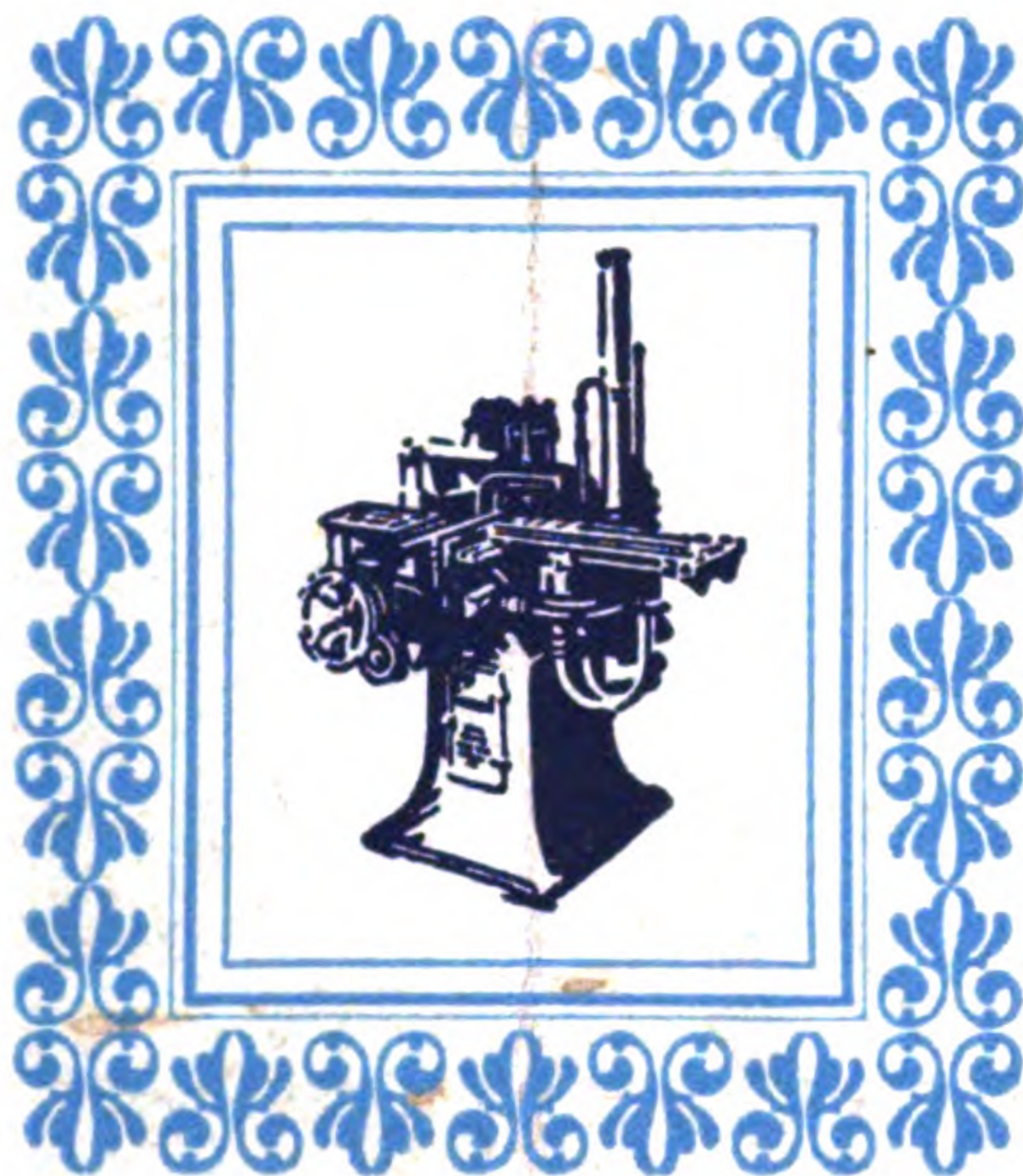


JUL 29 '19

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MONOTYPE

A JOURNAL OF COMPOSING
ROOM EFFICIENCY · JULY 1919



VOLUME 7 · NUMBER 1 · PUBLISHED BY THE
LANSTON MONOTYPE MACHINE COMPANY

VERSATILITY QUALITY ECONOMY



EVERY TYPE IN EVERY ISSUE OF MONOTYPE
UP TO AND INCLUDING 36-POINT IS MADE
ON THE MONOTYPE · EVERY SPACE · BORDER
· RULE · LEAD · AND · SLUG ·

NO COMPOSING MACHINE OR TYPE CASTER
OFFERED TO THE PRINTER SO COMPLETELY
FULFILLS EVERY REQUIREMENT OF THE
COMPOSING ROOM ON ALL KINDS OF WORK

WHEN YOU ASK YOURSELF "WHICH MACHINE?"
ASK US TO SEND YOU POSITIVE PROOF OF THE
MONOTYPE'S CONTINUOUS PERFORMANCE ON
PROFITABLE WORK: ANY KIND OF COMPOSITION
BY-PRODUCTS · TYPE FOR THE CASES · RULE
· LEADS · SLUGS · SPACE MATERIAL ·

COMPOSING MACHINE
THE MONOTYPE
TYPE & RULE CASTER

A JOURNAL OF COMPOSING ROOM EFFICIENCY PUBLISHED BY
THE LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA
VOLUME 7 JULY · 1919 NUMBER 1

MONOTYPE

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 Efficiency In Newspaper Ad Rooms

By EDWARD D. BERRY



THE mere impression of type upon paper is no longer regarded as printing—the field for its sale is becoming more limited each day. The art of printing has been on the up grade for the last generation and is fast climbing to its proper place among the fine arts. It is a far cry to the position it held in the olden days, when royalty would come to a print-shop to see the first impression taken from a form, but it is now in its renaissance.

But there is a more practical side to this advance, especially in commercial printing. An advertisement must be easily read; to make it easily read is the province of the compositor and his mechanical aids.

The demand for better composition is being felt by newspapers all over the country. Many large newspaper advertisers have their ads set in job composing rooms, which make a specialty of high-class ad composition, in order to get better displayed, more readable ads. They have demonstrated to their own satisfaction that the extra cost of having them set in "ad shops" instead of in the ordinary newspaper ad room is infinitesimal when compared to the increased returns they get.

Better advertising composition begets new advertisers and more space from old ones, and more ads bring increased circulation; for people do read newspaper ads—they look for them. The ad pages are a buyer's directory; the best directory always has the most readers.

More and better ads bring larger circulation, larger circulation brings more ads—it is an endless chain.

Ads set with Monotype material never have that machine-made appearance. The perfection of the Monotype product makes them so far superior to those set with any other mechanical aids that a printer, and even a reader, will recognize the difference at a glance, even though the reader does it subconsciously.

An equipment that will produce better ads, at a lower cost than is now paid for inferior ones, and take care of the increased number which is sure to follow, would seem to be so attractive to newspaper proprietors that its installation is almost imperative. That the Monotype can do this can be shown irrefutably.

The Monotype eliminates the necessity of setting by hand a section in which a small amount of reading matter must fill a large space or its alternative of putting too much space between the lines. With the Monotype the matter can be set in the correct size of type to fit the space.

The "tone" that is indispensable in an advertisement of a high-class store is the product of two artistic elements—suitable and harmonious selection of type faces and sizes, and the proper distribution of white space—or, to be more exact, the assembling of type and of white space in balancing areas. And this cannot be achieved when the space is dispersed between lines of type that are too small to give necessary weight of tone to the area to which they are assigned.

Advertising has been reduced to a science—large advertisers know what they want and will have it. The papers which cater to them will make the money.

A large department store in Chicago will not have ads set in the ad room of a certain daily paper although they feel that they must advertise in that paper. The deduction is logical that they will not use any more space in it than is necessary.

The introduction of composing machines and the consequent specialization which followed have increased the demand for good, all-around printers to direct the handling of their product. This condition has been felt everywhere, and nowhere more than in newspaper ad rooms since they have tried to meet the demand for better ads. Here, the Monotype is a direct aid.

Composition as it should be is a part of the course of instruction in the Monotype Schools, where most of the operators are made; and the pleasant and profitable work and the constantly increasing demand for operators are drawing the cream of the trade to these schools. Only the better qualified and more ambitious men will devote the time necessary to complete the course; these operators are good printers when they come to the schools—they return to their trade better printers.

The setting of the display lines—from full cases of Monotype type—and the making-up—with Monotype spacing material taken from full cabinets—completes an ad that comes from the Monotype caster. The choice between the costly drudgery of setting the straight matter by hand and the still more costly efforts to make a good ad from inflexible and inadequate slug composition is eliminated.

The "handling" of a page ad in a Monotype ad room is a matter of scientific ease. The layout-man marks all the copy—the Copy-fitting System making positive his "casting-up" of the next matter—and the completed ad has all the uniformity and pleasing appearance of a smaller ad set by one man; there is no resetting to fit a space, no discordant type faces, no undue spacing; and the work moves through the composing room with mechanical precision.

The Monotype Type-&-Rule Caster furnishes an adequate supply of type, rule, borders and spacing material to keep the cases supplied with an abundance of faces to harmonize with the body type, giving uniformity to an ad.

And, too, there is the psychological factor. It has been my experience, that any given man with an abundance of material, in a well-ordered

workroom, will turn out more work than the actual physical superiority of the workroom apparently would warrant, because he is satisfied with his opportunities to employ his skill, is happy and contented, and his work is a pleasure. There is an entire absence of the nervous irritability that is a concomitant of "sorts-hunting," and the compositor employs that energy in improving the quality and quantity of his work. That this factor is a potent one is acknowledged by everyone who has studied composing-room efficiency.

"The (Baltimore) Sun" is a typical Monotype newspaper. I recently had the pleasure of inspecting this plant in detail, and unhesitatingly say that it seems to have reached the highest possible point of efficiency in newspaper ad composition. It sets an average of over 1200 columns of ads a week entirely on the Monotype, with the exception of the display lines larger than 36 point. It produces better ads at a lower cost than formerly, and the ease and promptitude with which this vast amount of composition is handled is a daily manifestation of Monotype efficiency.



WHAT INDIA IS DOING

THE people of the Western Hemisphere are very apt to think of those of the East as peculiar and so different that there is no possibility of assimilation. It is, therefore, somewhat of a surprise to receive from the Government Press of the Mysore State at Bungalore, India, a book of 218 pages, 8½ x 13 inches, printed in good English from Roman type set and cast on the Monotype.

It is still more surprising to learn from the letter accompanying the book that it was entirely set on the Monotype by native operators, working under native supervision.

And the wonder grows when we look the volume over and find 118 pages of rule and figure work, besides a number of smaller tables scattered through the other pages.

The title is "Progress of Education in the Mysore State," and the book is itself convincing evidence of that progress.

It is well printed and illustrated with a number of halftones, and surely is a testimonial to the ease of handling the Monotype, even in the hands of a non-mechanical people.



The Monotype applies skilled labor to better advantage and increases production.

Starting Right In Its New Home

The "Lexington Herald" Installs Complete Non-Distribution
On Occupying Its New Home

THE taking possession of a new home is always an important event in the life of any individual or organization, but to a newspaper it is the beginning of a new epoch of progress, and thereafter everything that happened before that momentous event is spoken



THE "LEXINGTON HERALD'S" NEW HOME

of as "before we moved," or "before the new building was finished."

When the new building happens to be as handsome and as well adapted to its purpose as the new home of the "Lexington (Kentucky) Herald," the pride with which reference is usually made to the first occupancy is certainly justifiable.

The "Herald's" new building is located at the corner of Short and Walnut Streets, Lexington, Ky., and covers a space 40 by 60 feet. It contains four stories and a basement. Built with a reinforced concrete frame and gray pressed brick, with sandstone trimmings, it presents a decidedly imposing appearance.

The offices on the first floor are finished with oak trim and gray walls, the floors being parquetry, the lobby looks invitingly bright and cheerful with marble trim and linotile floors.

An elevator at the center of the side of the building serves all the floors for passenger use and is reached through the lobby or from the side street. There is also a sidewalk lift at the front which is used to carry the news stock direct to the storage room under the sidewalk, which opens right into the pressroom.

The basement contains the pressroom, the stereotype foundry and the storage rooms for various supplies. A matrix lift connects it with the fourth floor to secure quick service in the handling of matrices between the stereotypers and the molding room, which adjoins the composing room.

On the second floor a liberal space is set aside for the library and file rooms, as well as for the accounting department and private offices.

The editorial department occupies the entire third floor and is conveniently arranged.

The composing room and the matrix making department have possession of the fourth floor, and here we find what interests us the most—the Monotype Type-&-Rule Caster and a full equipment of storage cabinets for the Non-Distribution System. For, on moving to its new quarters, the "Herald" installed the complete Non-Distribution System in its ad room.

The Monotype is well located in the center of the front of the room with the storage cabinets at the left, between it and the ad room stands and make-up tables. This makes a labor-saving and convenient layout and reduces the amount of footwork for the ad men to the smallest possible fraction.

The steel make-up tables for the paper occupy the center of the room, with the matrix molding department close at hand in the rear, while the composing machines are ranged along the right side of the room from the front to the foreman's office in the right-hand rear corner.

The "Herald's" new building is ideal in its location at the corner of two principal streets, and is lighted on four sides by large windows, which occupy a liberal portion of the wall space. For night work, the entire building is profusely

Type and Rule Selections from the

6 Point No. 13A, 8½ Set Arrangement C
THE BEST KIND OF ORIGINALITY IS THAT
 which comes after a sound apprenticeship; that which
 shall prove to be the blending of a firm conception of all

7 Point No. 13A, 9½ Set Arrangement C
THE BEST KIND OF ORIGINALITY IS THAT
 which comes after a sound apprenticeship; that
 which shall prove to be the blending of a firm con-

8 Point No. 13A, 9½ Set Arrangement C
THE BEST KIND OF ORIGINALITY IS
 that which comes after a sound apprenticeship;
 that which shall prove to be the blending of a

6 Point No. 328J, 8½ Set Arrangement C2
THE BEST KIND OF ORIGINALITY IS THAT
 which comes after a sound apprenticeship; that
 which shall prove to be the blending of a firm con-

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8 Point No. 328J, 9½ Set Arrangement C2
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 ship; that which shall prove to be the

6 Point No. 466J, 7½ Set Arrangement C1
THE BEST KIND OF ORIGINALITY IS THAT WHICH
 comes after a sound apprenticeship; that which shall prove
 to be the blending of a firm conception of all useful precedent

12 Point No. 298J, 10 Set Arrangement C4
THE BEST KIND OF ORIGINALITY IS THAT
WHICH COMES AFTER A SOUND APPREN-
TICESHIP; THAT WHICH SHALL PROVE TO

30 Point No. 298 Electro Display Matrices
THE BEST KIND

24 Point No. 2751 Electro Display Matrices
THE BEST KIND O
a sound apprentices

12 Point No. 246 Electro Display Matrices
THE BEST KIND OF ORIGI

18 Point No. 193 Electro Display Matrices
THE BEST KIND O
a sound apprentice

6 Point No. 231J, 6 Set Arrangement C
THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES
 after a sound apprenticeship; that which shall prove to be the blending of a
 firm conception of all useful precedent and the progressive tendencies of an
 able mind. For, let a man be as able and original as he may, he cannot afford

8 Point No. 231J, 8 Set Arrangement C
THE BEST KIND OF ORIGINALITY IS THAT
 which comes after a sound apprenticeship; that which
 shall prove to be the blending of a firm conception of all
 useful precedent and the progressive tendencies of an able

14 Point No. 231
 The Best Kind of Originality is that

18 Point No. 231
 The Best Kind of Originality

24 Point No. 231
 The Best Kind of Ori

36 Point No. 231
 The Best Kind

3-18RL

3-3428RL

3-410RL

3-51RL

6-348RL

6-620RL

6-367RL

6-2425RL

Monotype series No. 231, shown above, and used in the
 tion of a popular old face, now available on the Monotype
 selected at random from among new specimen sheets
 in the series. Several complete new series of Monotype
 now nearing completion and will be shown in "Monotype"

New Monotype Specimen Sheets

10 Point No. 231J, 9½ Set

Arrangement C

THE BEST KIND OF ORIGINALITY IS
that which comes after a sound apprenticeship;
that which shall prove to be the blending of a

12 Point No. 231J, 11 Set

Arrangement C

THE BEST KIND OF ORIGINALITY
is that which comes after a sound appren-
ticeship; that which shall prove to be the

Electro Display Matrices

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Electro Display Matrices

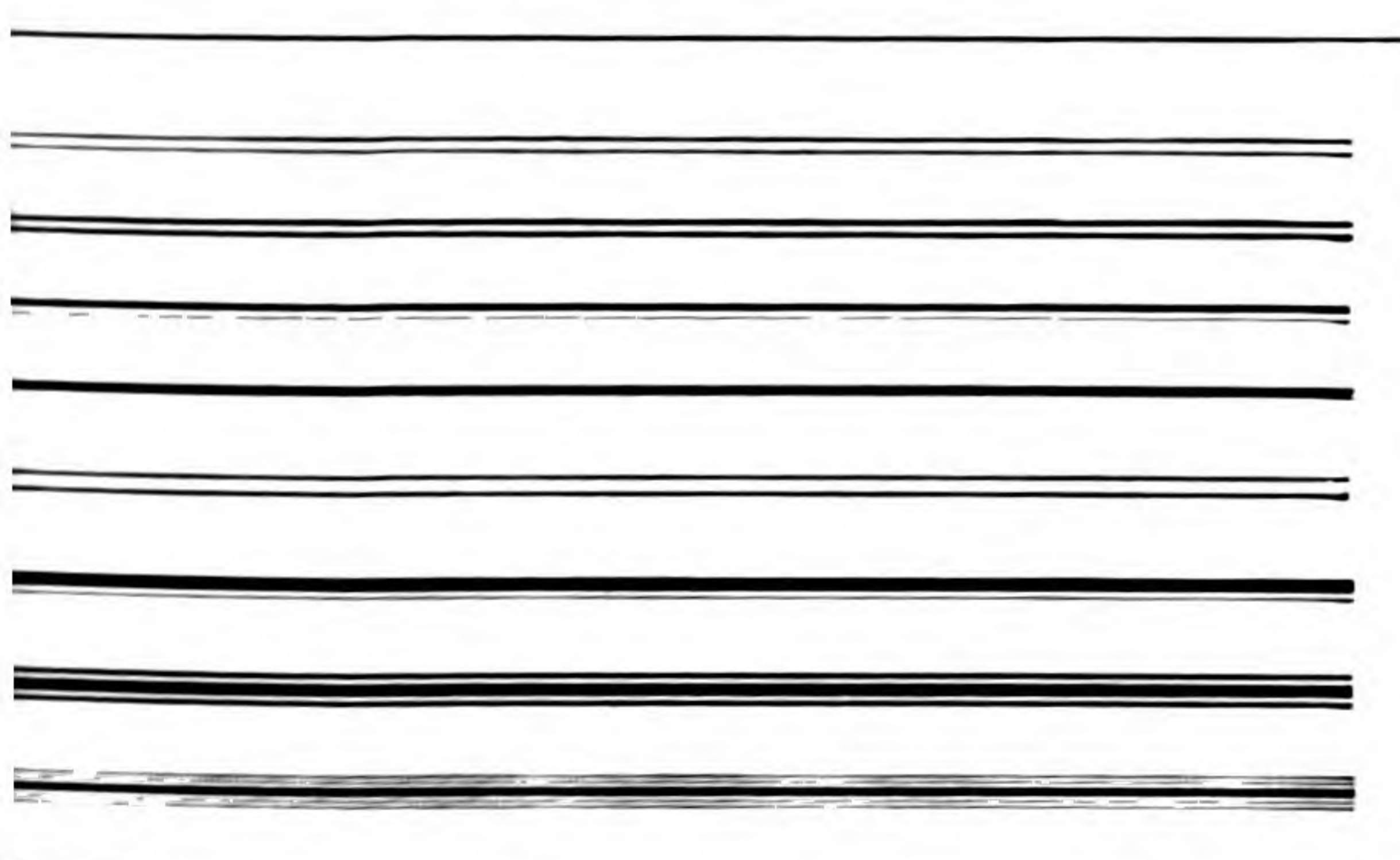
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Electro Display Matrices

iginality is that which

Electro Display Matrices

of Originality



throughout this issue of "Monotype," is an adapta-
type. The balance of the specimen lines have been
recently issued, which show all the point sizes made
otype faces that will prove exceedingly popular are
otype" in the near future.

4½ Point No. 323B, 6½ Set

Arrangement C2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND
APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF

5 Point No. 323B, 7 Set

Arrangement C2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A
SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE

6 Point No. 323B, 8½ Set

Arrangement C2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES
AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL

8 Point No. 323B, 11½ Set

Arrangement C2

THE BEST KIND OF ORIGINALITY IS THAT
WHICH COMES AFTER A SOUND APPRENT

7 Point No. 323J, 10 Set

Arrangement C2

THE BEST KIND OF ORIGINALITY IS
THAT WHICH COMES AFTER A SOUND

9 Point No. 323J, 12½ Set

Arrangement C2

THE BEST KIND OF ORIGINAL
IS THAT WHICH COMES AFTER

24 Point No. 323

Electro Display Matrices

THE BEST K

18 Point No. 1111

Electro Display Matrices

*THE BEST KIND OF
a sound apprenticeship*

24 Point No. 286

Electro Display Matrices

THE BEST KIND
a sound apprentices

30 Point No. 285

Electro Display Matrices

THE BEST S
a sound app

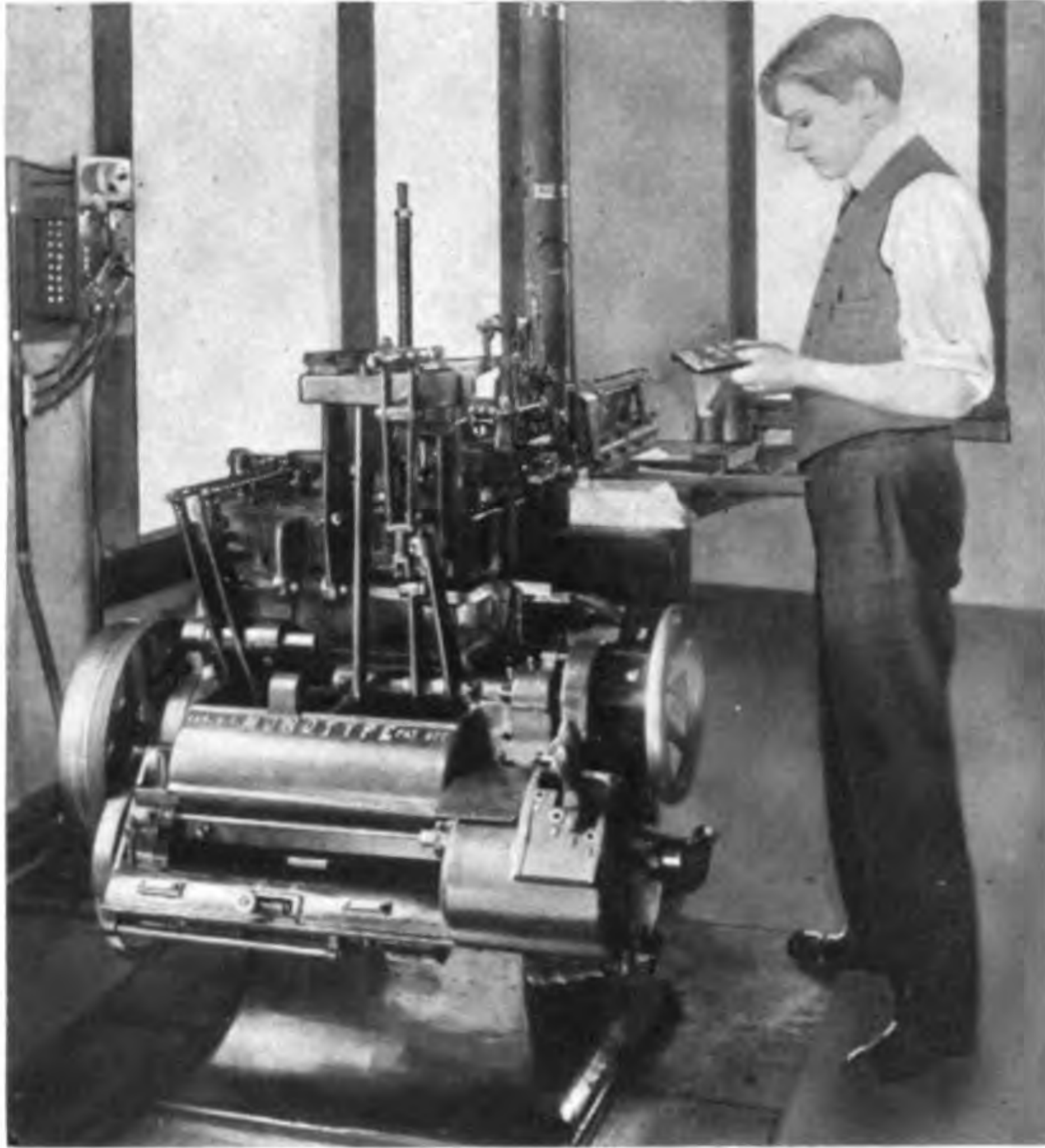
36 Point No. 288

Electro Display Matrices

THE BEST KIND OF
a sound apprentices

lighted by indirect lighting systems, which practically give full daylight effect for all the workers.

The "Lexington Herald" is to be congratulated upon its new home and its adoption of the



MONOTYPE IN "HERALD" COMPOSING ROOM

Non-Distribution System; but it seems almost superfluous to wish it success when it issues a circular guaranteeing its advertisers twenty-five per cent more circulation than for the previous year.

We do, however, wish it success so great that it will be compelled by increasing advertising patronage to add to its Monotype equipment in the near future.



A REAL AD-MAN'S CABINET

ONE of the big wastes in the average ad room, or in any other composing room so far as that goes, is the waste of time and energy by compositors in walking from cabinet to cabinet, from galley rack to make-up table or stone. Experts have worked for years to overcome this waste, and many good cabinets and combinations have been devised, but the latest and most complete is the one just invented by Mr. Philip W. Fawley, Superintendent of the "Binghamton Press" composing room, Binghamton, N. Y., which is now in use in the "Press" ad room.

Mr. Fawley has applied for American and foreign patents, and has decided to call his invention "The Binghamton Press Cabinet."

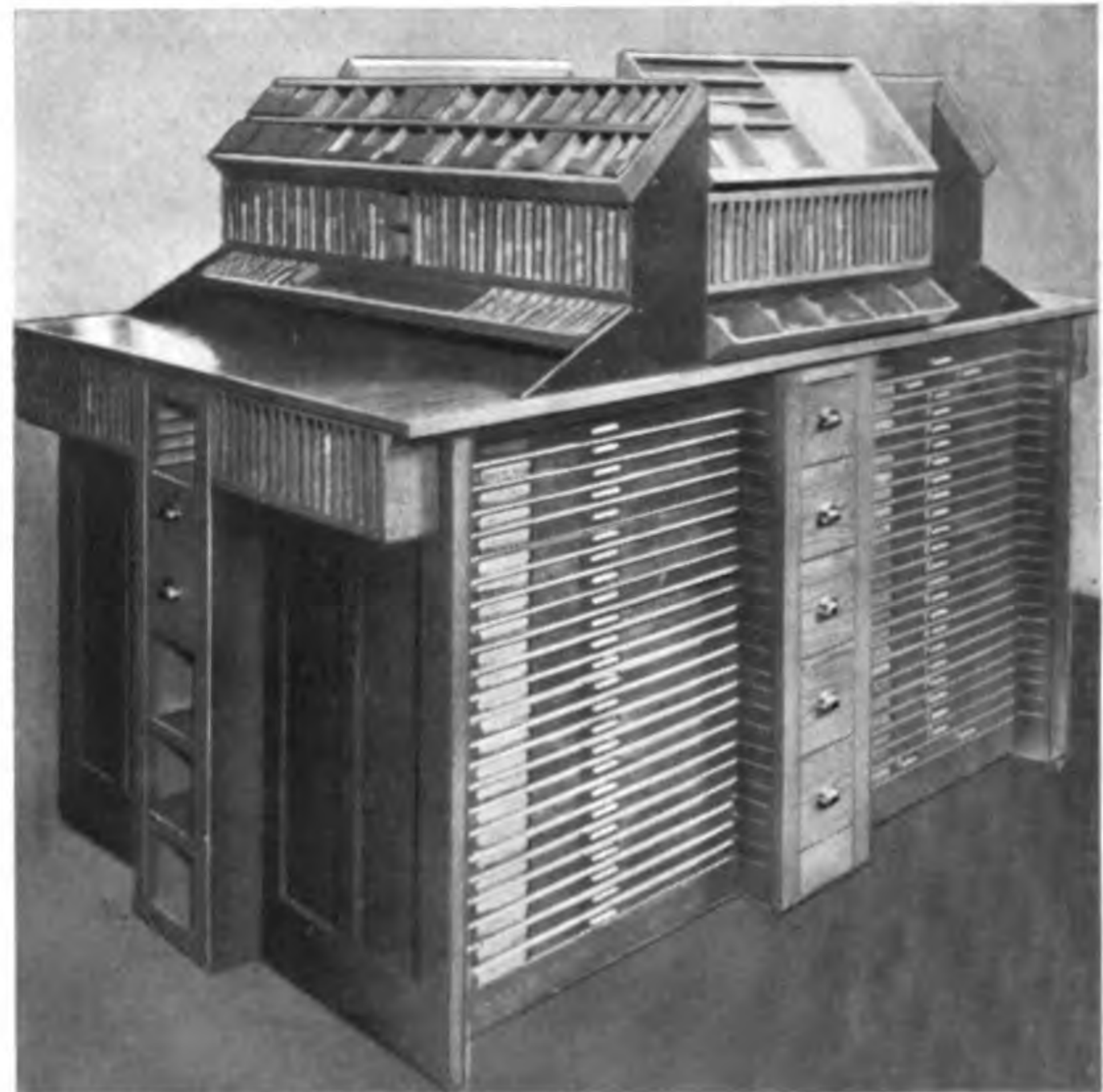
This cabinet makes it possible for a compositor to set all the display and assemble the advertisements ready for the proof-press without moving from his tracks. In a Non-Distribution ad room the cabinet is practically a complete composing room in one moderate-sized cabinet.

It is 7 feet 5 inches long by 4 feet 10 inches wide, and provides room for four compositors. Each man has his own individual layout of material always in easy reach, without reaching over or disturbing the others at any time.

There are, besides the cases, 178 compartments providing definite places for every kind of material an ad man will need. It will carry 13,500 feet of 2-point leads cut to lengths, 3,414 feet of slugs in all lengths (900 pounds). There is also room for 800 feet of rules and strip borders (200 pounds), 250 feet of cut rules, besides 1,000 pounds of quads and spaces.

Space is provided for ten individual rule cases and for four drawers with partitions for corner pieces, borders or other special characters.

Our illustration gives quite a good idea of the general appearance of this novel cabinet, but to appreciate its splendid efficiency it must be seen in actual use. For economy of space and reduction of "footwork" to a minimum, it certainly comes very near perfection.



THE BINGHAMTON PRESS CABINET

Mr. Fawley has devoted considerable time to the study of ad-room economics and has created a truly labor-saving piece of composing-room furniture. We wish him success in placing it before the trade. He certainly deserves it.

Non-Distribution Installed to Maintain Quality

The Gerlach-Barklow Company, Art Calendars, Direct-by-Mail Media, Joliet, Ill.

By H. LEE MASON, Assistant Superintendent

IN April, 1907, the possibilities of a calendar company for Joliet were first discussed. It was not until June that preliminary steps were taken to organize the company. After that, the erection of a plant, the buying of pictures, the making of plates, and the manufacturing of samples had to be done.

That all this was accomplished, and a superb line put into the field by the first of January, 1908, is evidence of the ability of The Gerlach-Barklow Company to do things right.

The wonderful success of this company has been a surprise. The original idea was to form a company with a capital of \$100,000, but it was started with \$200,000, and the capital has been twice increased, so that now the capital stock of the company is \$2,500,000, and it receives the highest rating given by the mercantile agencies.

Not only is The Gerlach-Barklow Company strong in finances but it is also strong in the several departments of its factory. It was fortunately able to secure the services of experienced and progressive men in the calendar field, which insured high-class work. Therefore, it has been able to make such a big success.

The plant is the largest in the world devoted exclusively to the making of art calendars and direct-by-mail advertising media. The original plant, erected in 1907, soon proved to be inadequate, and in 1909 two additions were erected, making a total of 300 by 102 feet, covered by a three-story building. Large as our present building is, we have found it inadequate to our needs and have rented quarters outside for storage. Ground has been purchased adjoining our present plant for an addition which will give us 25,000 feet more floor space.

The plant is equipped with the most modern machinery, and the power is furnished by individual electric motors. The building, being isolated, is splendidly lighted, and the sanitary conditions are as nearly perfect as possible.

In April, 1917, a Monotype Type-&-Rule Caster was installed, thereby placing the printing department on a strictly Non-Distribution basis. This is another way in which Gerlach-Barklow quality is dished up—every job is composed with brand new type, giving the customer a good, clean, well-printed advertisement. Just the satisfaction of being able to set each job entirely in new material is enough of itself

to warrant the installation of the Non-Distribution System, to say nothing of the convenience to the printer of having close at hand large quantities of new type, rules and spacing material.

The saving in make-ready time on presses is nothing to be sneezed at—just imagine making ready new type all the time—think of the time saved in not having to spot up worn lines and rules, nor being compelled to carry forms back to the lockup stone to have the wornout type changed from time to time! This alone would pay for the Monotype equipment in a short time.

Conditions surrounding the manufacture of Gerlach-Barklow calendars and direct-by-mail advertising media are well-nigh perfect.

The working force has always been more like a family than the ordinary factory force. The responsible heads of nearly all departments have been associated with the company since its foundation, but have not gotten into a rut; they are still progressing, as is evidenced by the adoption of the Monotype and complete Non-Distribution in a specialty plant.

Our product is sold in all parts of the United States and its colonies, as well as in Canada and other parts of the world where the war has not interfered with business.

A combination of loyalty at home and in the field are the two important factors that have made it possible for The Gerlach-Barklow Company, at the end of eleven years, to stand as the foremost factor in the art calendar and direct-by-mail advertising business.

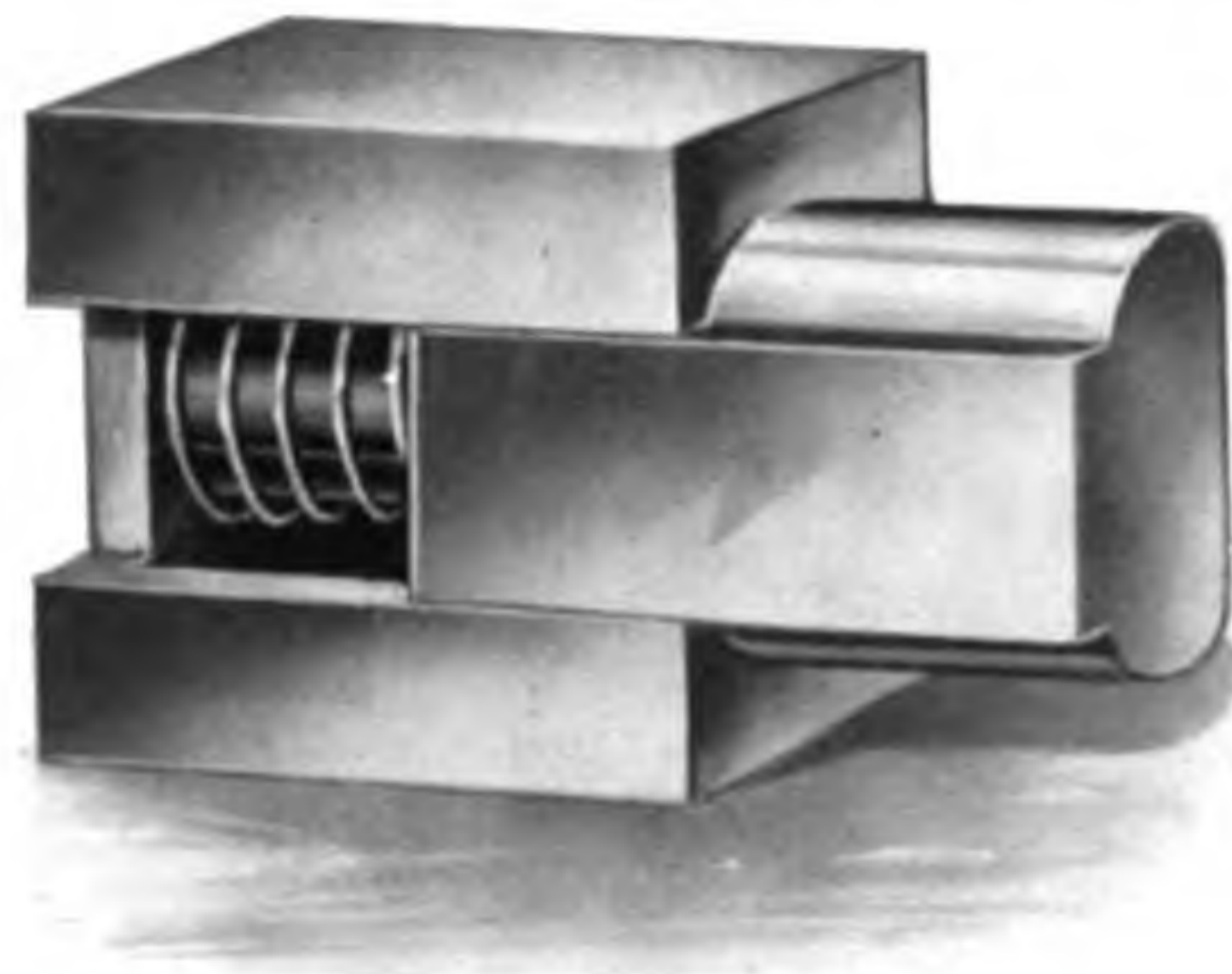


THE GERLACH-BARKLOW COMPANY PLANT

A MONOTYPE CONVENIENCE

MONOTYPE users who have many narrow columns to set have often been inconvenienced by the lack of a column support small enough to use with them and have been obliged to resort to makeshift methods.

In order to add to the convenience of the caster operator when setting narrow columns, such as reading matter beside cuts, box headings, tabular stubs, etc., we have provided an extra short column support (X52F) which will handle measures from six to nine picas wide. Illustration shows the support, natural size.



This extra-narrow column support is made similar to the standard column support, except that its short length will not admit of the handles, and they are therefore left off.

Every Monotype caster room should have a supply of these little conveniences, which will soon save their cost in the saving of time now wasted in preparing some temporary makeshift to use instead.

New type, less make-ready, more press time to sell, bigger profits. The Monotype supplies the new type.

A PRACTICAL BOOK ON PRESSWORK

TEACHERS of presswork in schools of printing have long felt the need of a good manual of practice, sufficiently exact, yet condensed; but it remained for Mr. Craig R. Spicher, Instructor in Presswork at the Carnegie School of Technology, to supply the need by writing "The Practice of Presswork." This is a handy little volume of 240 pages; covers not only the details of press manipulation, but also the things that a pressman should know about paper, hand and machine composition, engraving, etc. The book will certainly be valuable in class instruction, and should also prove of permanent value to pressmen as a book of reference.

It is well printed on white wove antique paper from 10-point Monotype Series No. 21, with side heads of Series No. 97, which gives an attractive and readable page. It is bound with buckram back and board sides.

PERSONAL NOTES

Our old friend "Hank" Allen is back again in the real printing game, having given up secretarying at Denver on account of the climate. Henry Allen is now manager of the Omaha Printing Company, Omaha, Neb., where we expect that he will make a good record for himself and the company.

David Henry Mallalieu (our "Mal") is now secretary of the Chicago Trade Composition Association, succeeding Mr. Lyons. "Mal" was vice-president of the Smith-McCarthy Typesetting Co., and Mr. McCarthy was reluctant to let him go, but did so for the good of the cause of co-operation. Here's wishing "Mal" success in his new position. Mr. Mallalieu and Mr. McCarthy were both old Monotype men and worked together at the keyboard and as salesmen for the Monotype Company. For some time they have been partners in the composition business.

The Edwards & Franklin Co. is the way the new name of The Edwards Company, Youngstown, Ohio, now reads. J. Howard Edwards is president and treasurer, and W. H. Franklin, Jr., is secretary and general manager. They will continue to turn out the same high grade of work.

The Herald Press, Montreal, Quebec, has taken a big step ahead in securing the services of Travice A. Todd as general manager. He has appointed Harry Brown, late of the Barta Press, Boston, as plant superintendent. Judging by the previous record of these well-known printers and the appearance of the Herald Press house organ "Graphica," it will be necessary for other Canadian printers to look to their laurels when the new management gets into working trim. The already high reputation of the Herald Press is sure to be increased.

MONOTYPOGRAPHY

A neat booklet from the Express Printing Company, Connersville, Ind., announcing their complete catalog-building service, is printed in two colors from Monotype Series No. 37, on antique wove paper with deckle edges. It is an unusually attractive job.

"Eagle Notes," the little house organ of the Eagle Printing Co., Pittsfield, Mass., contains some wise advice to buyers of printing. It consists of eight pages, 3¼ x 5¼ inches, printed in Monotype Series No. 36.

From Cahill-Igoe Company, Chicago, comes an attractive folder bearing the title "Service In Its Broadest Sense," and describing the service that this live firm is prepared to give its customers. Being Monotype printers, the Cahill-Igoe Company are ready to make good in their "Cahill-Igoized" printing for direct mail appeal. The folder is printed on white hand-made stock in the national colors.

One of the handiest and most complete little specimen books of Monotype faces that has reached us for some time comes from the Pioneer Binding & Printing Co., Tacoma, Wash. It shows the faces "made and used" by the Pioneer plant. In addition, it gives tables of constants for changing typewritten copy to set ems, and to chargeable ems, some instructions in copyfitting, determining the number of set ems in a line, the words to a square inch, and the opening up of type faces.