

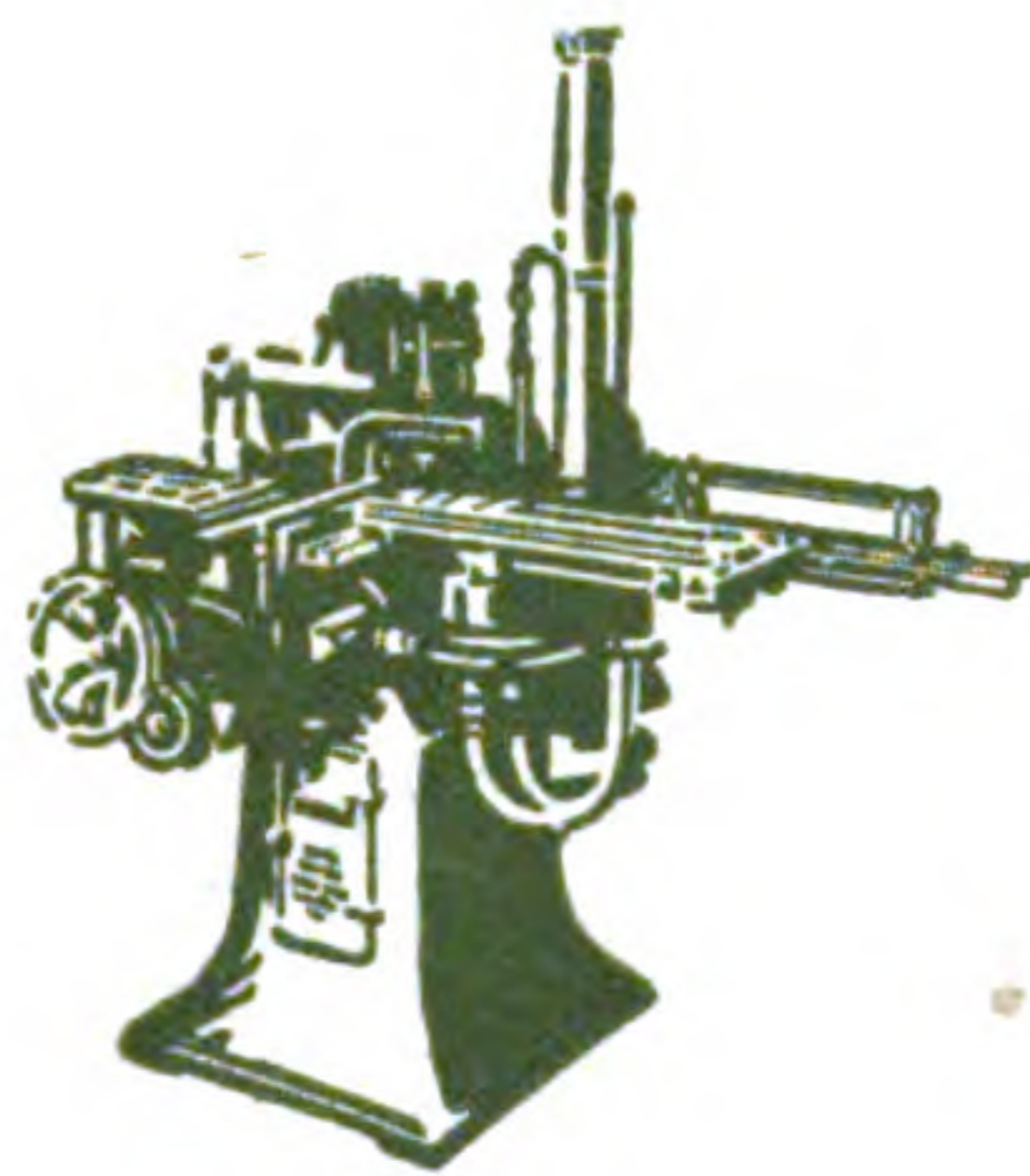
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MONO TYPE

*A JOURNAL of
COMPOSING-ROOM EFFICIENCY
for AUGUST · 1919*

VOLUME 7 · NUMBER 2



LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

Prepared for Peace



THE PRINTER who has installed the Monotype Composing Machine and who is using the Monotype Non-Distribution System is prepared to meet the demands of the great industrial revival that is sure to come as the nations of the earth turn themselves again to peaceful pursuits. Even now there is evidence of a big increase in printing and advertising that is going to tax the facilities of printers to the utmost.

Some of the wise ones already have prepared by installing Monotypes (the only machines that handle all classes of composition from the de luxe volume to the plainest news matter) and the Non-Distribution System, which keeps the hand compositors supplied with all the material to make every hour productive.

Act now and place yourself in a position to share liberally in the coming prosperity. This is

True Preparedness

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



SERVICE is giving the customer what he wants when he wants it—if you talk him into taking what he doesn't want you are wasting your time and his good-will. The talk that gets Repeat Orders is the continuous conversation of the good job that speaks for itself.

MONOTYPE

*A Journal of
Composing-room
Efficiency*

Published by the LANSTON MONOTYPE
MACHINE COMPANY · Philadelphia, Pa.



QUALITY pays handsomely—it is the only solid foundation on which to build a business. The customer you get by low prices is here today and gone tomorrow; the customer you get by Service and Quality is bound to you—he is one of the assets of your business.

VOLUME 7

AUGUST · 1919

NUMBER 2

Preparedness a Business Essential

A LITTLE ADVICE FROM AN OLD PRINTER

ONLY a few short months ago one could hardly pick up any newspaper or periodical without being confronted with an article or an argument anent the importance of "preparedness"—meaning preparedness for meeting and repelling threatened invasion.

The necessity for preparedness is by no means past. Peace has its battles, its victories; and the men who go into the business marts without preparedness to meet their opponents with superior weapons and keener strategy are very apt to see the victory and the spoils go to the other fellow.

One of the first results of peace is a demand for those things that will help the peoples of the war-stricken nations to resume their normal vocations and again become producers and increasers of the real assets of the world wealth. Even now they are courageously trying to transact business amid the ruins and debris of the late conflict. The men who believed in preparedness and put it into practice in their offices and plants are now getting these orders and profits as a reward.

Printing is necessary to the economical transaction of business of any kind, therefore the big demand that is even now being made for American goods, and which is expanding with marvelous rapidity, will make a corresponding call upon the resources of the printer.

Some printers have seen the big boom coming, and practicing the lesson taught by their country's experience in war-making, have installed modern machinery and methods or increased their facilities.

On pages 4 and 5 we reprint a portion of the house organ of one printer who believes in preparedness and who has put his belief into action by increasing his Monotype equipment and letting his customers and other buyers of printing know that he is prepared to handle their business.

This big increase in business is going to be epoch making in that it will not follow the old, worn footpaths, but will force new and more economical methods of production. Already there is a

shortage of skilled labor in our composing and press rooms which must be met by the introduction and increase of labor-saving machinery and methods that will enable the available forces to do the work. Man power must be conserved.

While there is time to do it, the Monotype composing machine should be installed, or the present Monotype equipment increased. The Non-Distribution System should be started and got into smooth running order before the avalanche of orders comes and you are hopelessly swamped.

Preparedness now will save worry, trouble and loss of profits later.

The Monotype composing machine not only sets all the book, catalog, pamphlet, booklet and other solid and tabular matter, mathematical and pedigree work, but it also will set from forty to sixty per cent of the small job work at the keyboard, through the new Plate Gothic Combinations just introduced. This includes business cards, circulars, programs, announcements, menus, statements, invitations, note and letter headings, tags, etc. This ensures a bigger and better output from the same composing room force and at a lower cost per unit.

The Non-Distribution System not only eliminates the profit-destroying operations of distribution and picking, but it releases the labor formerly tied up by them and allows it to be used for real production,

thus supplying the needed trained workmen to meet the big demand for composition.

The installation of the Monotype composing machines and the Monotype Non-Distribution System is real preparedness. It is being prepared to make the most of every facility and being able to increase production to the limit without sacrificing quality to speed or fatigue.

Monotype preparedness does not stop with benefiting the composing room; it reaches over into the press room where it increases production by saving more than half of the make-ready time because of the new type in every form. This saving is equal to many hours of overtime, and it costs nothing.

Preparedness is a business necessity for the printer today, and the beauty of it is that real preparedness pays big dividends. The turning of non-productive into productive time in the composing room, and make-ready time into running time in the press room, gives immediate returns in profits.

Remember, however, that the first syllable of *preparedness* is *pre*, meaning before. Making a grand scramble to catch up when the orders are coming in, and doing stunts to keep customers satisfied with partial service while you try to get men and machinery, is not preparedness.

The business is coming—is here—the shortage of skilled labor is already felt; be wise in time and prepare to take care of your share of the business by putting your plant in condition—especially the composing room. Install Monotypes for composition and the Non-Distribution System as a time- and labor-saver, and the result will be the best returns that you have ever secured from any investment of a like amount of money and thought.

Preparedness is just common horse sense. It is the obvious course for every printer who expects to stay in the business and make money. Act now!

The Monotype Composer

THE best books, the best magazines, are far and away better printed today than even ten years ago, and all the best of them are set on the Monotype.

The real compositor of today is the Monotype compositor, because the Monotype is the machine that not only supplies the best quality of composition, but also supplies it most economically.

Monotype type is real type set by a method that gives the compositor (operator) all the control over the details of composition that the hand compositor ever had, and more, because it produces type just as it is wanted to fit special conditions.

The best book work and straight matter must always continue to be done by the Monotype, and the increasing demand for quality is rapidly enlarging the amount of printing that calls for Monotype composition because it gives quality.

Type Always New and Plentiful

By GEORGE ORTLEB

Superintendent of the Von Hoffmann Press, St. Louis.



GEORGE ORTLEB

THERE are many elements that contribute to the making of a success or failure in the printing business, but there is none of greater importance than the condition of the type that is used—it should be always new and always plentiful to secure the largest measure of successful production.

We always knew this, but since the introduction of the Monotype Type-&

Rule Casters into the plant of the Von Hoffmann Press, two years ago, we have realized the long-deferred hope and happy dream of all employing printers—the absolute elimination of distribution. This big change has increased our efficiency more than seventy-five per cent as compared with the old time-wasting methods of former years.

We use one grade of metal exclusively for all our work—Monotype, slug machine and type and rule casting—and make practically all the type, borders, rules, leads, slugs and spacing material used in our establishment. Our metal troubles, as such, have ceased to exist.

Every job and every publication that we issue has a complete “new dress” every time that it is printed—and looks it, too.

Nothing is saved but time. But what is more valuable? Everything goes into the “hell-box” as soon as the job is finished, and is remelted and the metal used impartially for any work in hand—type casting, rule and slug making—it is all the same to us now.

We have plenty of type and a pleasing variety of faces, while the Monotype Specimen Book offers a collection that challenges admiration, upon which we can call at any time and which it would be difficult to duplicate from the assortment that is available with any other machine.

The books of the Von Hoffmann Press show that we have increased our business more than a thousand per cent within the past two years. We have been using the Monotype during that period. *Verbum sap.*

Plenty of new material always at hand makes the compositor twenty-five per cent more efficient.

Non-productive hours eat up profits; Non-Distribution kills non-productive time.

Non-Distribution Proves Profitable

THE *ARDMOREITE* HANDLES AN EIGHTY-FOUR PAGE SPECIAL BECAUSE IT USES THE MONOTYPE TYPE-&-RULE CASTER

AMONG the most prominent of the daily newspapers in Oklahoma the *Ardmore Daily Ardmoreite* stands out conspicuously, although published in one of the smaller cities. It is issued daily and Sunday, and is notable not only for its editorial prestige and from the standpoint of financial success, but also for the excellence of its mechanical and typographical get up.

Its well-equipped composing room contains a Monotype Type-&-Rule Caster, which enables it to use the complete Non-Distribution System. All the display heads for the news matter and more than eighty per cent of its advertising matter are Monotype type, and all the leads, slugs, rules, borders and column rules are the product of the Monotype Type-&-Rule Caster.

Before the end of the first six months of the new management, the new owners saw the possibilities of the Monotype Non-Distribution System and installed a Monotype Type-&-Rule Caster with matrices for six series of type faces.

When the present publishers of the *Ardmoreite* took possession of the property, a little over two years ago, it was merely a good small town local daily, and more than forty per cent of its revenue came from the job printing department. In less than a year the growing plant was moved into a new building, specially constructed for its use, having two stories, each with a floor space of 50 by 120 feet.

The press room was equipped with a 24-page newspaper press and a complete stereotyping outfit of the most modern style.

In less than thirty days after the Monotype was installed work was begun on an 84-page special issue, which was completed without in any way interfering with the regular daily and Sunday editions of the paper. The immensity of this undertaking will be appreciated by newspaper men when we tell them that it was printed on book paper of a width narrower than the regular sheet and required that the width of the columns be reduced and all new leads, slugs, rules, etc., cast for it. The *Ardmoreite* composing room force realize that they never could have accomplished the task without the Monotype.

This special edition, on book paper, from new type, was a splendid one mechanically and added to the growing prestige of the *Ardmoreite*. It was also financially a success and netted the office over \$5000. The editor and the publisher say that the Monotype



J. WALTER PRATT
Foreman the *Ardmoreite*

is to be credited with a good slice of this profit, as it could not have been made without the Monotype.

The *Ardmoreite* composing room is on the second floor of the new building and occupies almost the entire floor. It is 50 by 100 feet. In one well-lighted corner is the Monotype, presided over by Mr. Hope Hatcher, whose time is pretty thoroughly employed in keeping the sorts cabinets and cases properly filled and making spacing material as needed.

The foreman reports since installing the Monotype that he has been able to transfer one floor man from distribution and break-up to more productive work. He says: "It is possible now to have a clean, well-printed paper every day, because the new type makes sharp plates, and the continuous wear that formerly took the edges off the foundry type is eliminated. Monotype is always new."

No little credit is due Mr. J. Walter Pratt, foreman of the composing room, for the appearance of the newspaper itself and the making of the best use at



HOME OF THE *ARDMOREITE*

all times of the facilities placed in his hands by the Monotype, with which he was familiar when he came to Ardmore, as he had been the ad man in the composing room of the Beaumont, Texas, *Enterprise*, where the same facilities are available.

The *Ardmoreite* carries a full leased wire seven-day Associated Press report and maintains its own special representative at the state capital. It is the only evening paper in Oklahoma with a circulation of "5000 to 10,000" as shown by a recent Barbour tabulation in the *Editor and Publisher*. While its

The Balance of Power

WE MAINTAIN our plant at an exact balance, which we prove by tests made under the most severe conditions. Each department is provided with mechanical equipment in proportion to the production of the department from which work is received. This enables the Press Room to proceed with the printing as rapidly as the forms are supplied by the Composing Room, while the Bindery is equipped to complete the operation without delay.



In Time of War We

19
Monotype
Keyboards

In anticipation of an industrial revival, service by adding to our equipment, an guarantee unequalled service on all class discharged from the U. S. Army and Na these experienced operators "back in requirements will be



MONOTYPE KEYBOARD DEPARTMENT

Meeting t

When it is a question
We have the machin
the equipment in our
which now includes 19
Machines. This means
type-setting capacity i
road printing plant.

This equipment greatly
capacity, and in an em
time limit established,
your service problem a

When Y

Con. P. Curran Printing Co.

**THE FOREMOST
PRINTING HOUSE**



Type Setting—the Monotype Way

IN TYPE setting, we claim, and we can prove, a greater consistent production than any other exclusive printing plant in the United States. Composition for railroad tariffs, catalogs, booklets, time tables, books of rules, etc., is set on the Monotype, giving a clear-cut, distinct impression that can be obtained only from new type, and the Monotype method insures new type on every job. Monotype composition enables the compositor to make corrections with the least delay.

Prepared for Peace

we prepared to meet the demands on our
 l now have the machines and the men to
 es of printing. The names of “our boys”
 vy again appear on our payroll, and with
 arness” you may feel secure that your
 net in every particular.

15
Monotype
Casting Machines

ie Demand

of service, our answer is:
 s. We recently added to
 Monotype Department,
 keyboards and 15 Casting
 a 25 per cent increase in
 excess of any other rail-

increases our type-setting
 gency, with an arbitrary
 e are in a position to solve
 id issue your publication

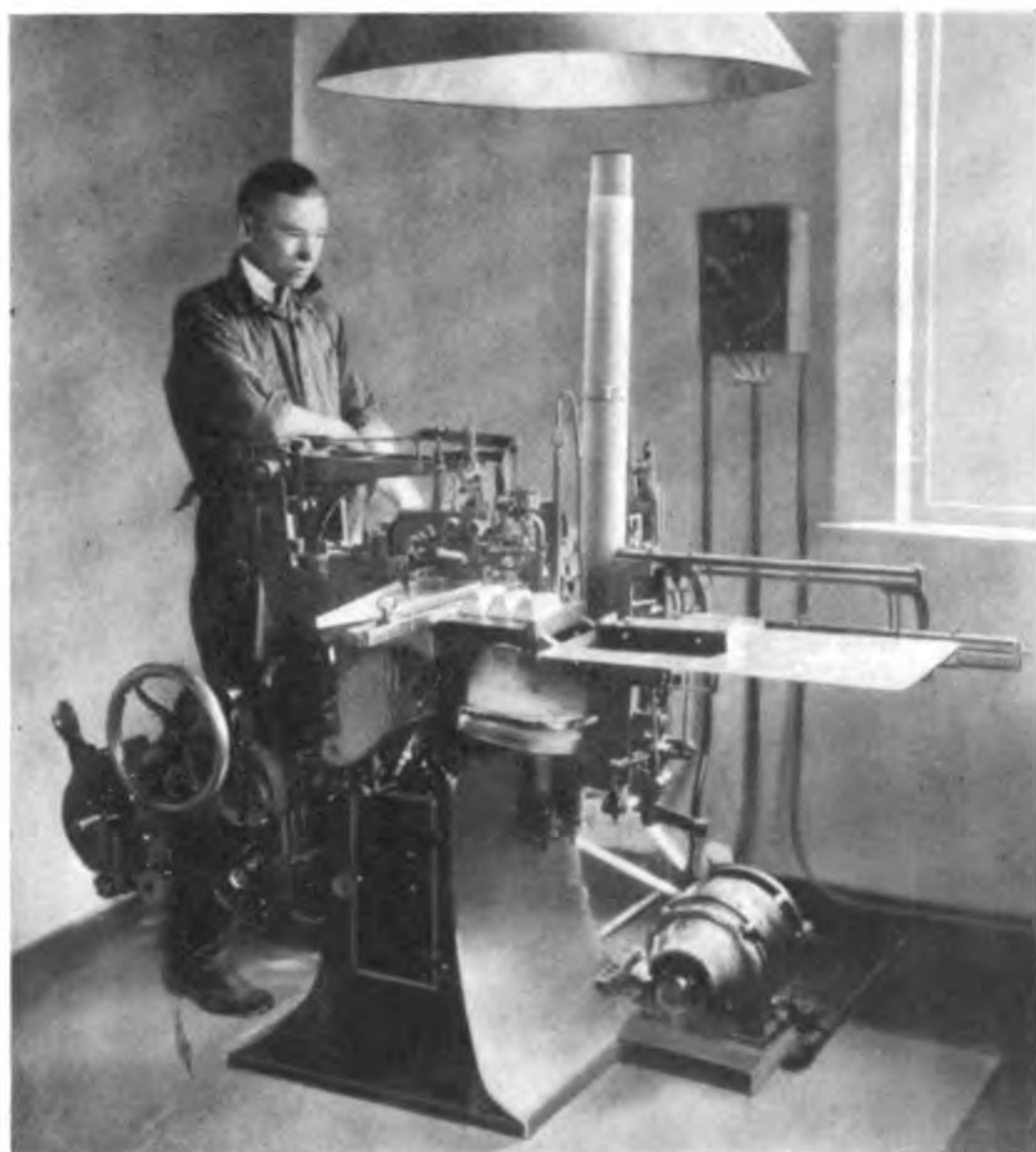
u Want It



A CORNER IN THE MONOTYPE CASTING MACHINE DEPARTMENT

RAILROAD SERVICE
IN THE WORLD

St. Louis, Mo.



HOPE HATCHER AND THE MONOTYPE

foreign advertising rate is low, it maintains a local rate with a profitable minimum and advanced rates for transient business, political and amusement advertising.

The *Ardmoreite* is a splendid example of what Non-Distribution will accomplish for a small city daily.

Publishing an 84-page special in a plant equipped for 24 pages, and that without creating any disturbance in the composing room or the press room, is some accomplishment, and Mr. Pratt deserves great credit for the manner in which he handled the proposition. He admits that he could not have done it without the Monotype.

This Means You

EVERY printing plant should be equipped with Monotypes.

Did you get that word *every*? Oh, you are "not that kind of a printer; your work is special and your plant must be different."

Oh, fudge; that's the same old excuse that they all used to make when the Typothetae or the Board of Trade organizer came along and they wanted to get rid of him easily. But it does not fool any one who knows printing plants.

Just read over the following reasons why a Monotype is a good investment—such a good one that the wise printer cannot afford to do without it in the present days of high-paid labor.

You are a job printer or a general printer? Then you are interested in the Monotype—

Because of its economy of composition cost; not only in the mere setting of the type, but in the entire

handling of composition from "copy to press"—the correct way to consider it.

Because the Monotype adds to the facilities for handling the occasional big job and for unlimited business expansion. A Monotype printer never has to refuse a job because he has not enough type to set it.

Because it reduces the space required to accommodate the composing room, and consequently the rent, heat, light and other fixed expenses.

Because it makes possible the Non-Distribution System, which eliminates the waste time and makes every hour of every compositor a productive hour.

Because the constant supply of new type and material improves the quality of the work, both in the composing room and in the press room.

Because the abundance of the right material just at his finger tips makes the compositor more efficient without driving or forcing, and with less mental and physical fatigue.

Because it reduces the amount of make-ready required fully fifty per cent by furnishing all new type for every form. This means an addition of about twenty per cent to the running time in the press room.

Because new type, better presswork and increased service make satisfied customers.

Because many jobs now electrotyped to save the wear on foundry type can be run direct from Monotype type and the price of the electrotyping and foundry lock-up saved.

Because the investment in a Monotype Non-Distribution composing room is much less than that required with foundry type or any other kind of equipment of the same capacity. This means a lower overhead expense.

Because the Monotype Non-Distribution System eliminates the necessity for buying sorts, leads, rules and slugs, thereby saving all of their cost.

Because it gives more comfortable and pleasant work to the compositors and makes them more contented and efficient by relieving them of the worry of picking and the drudgery of distribution.

The use of the Monotype is a matter of economy in doing business, of pride in the quality of the output, of comfort and pleasure in the composing room, and of better profits.

Can you afford to do without a machine and method that does this? Of course you cannot. Then you want the Monotype and the Non-Distribution System as quickly as it is possible to get it installed and running. Every day that you delay is costing you real money.

Good factory management consists in producing at a cost which is less than the selling price without sacrificing quality. The Monotype is a big help to good management in a printing office.

Monotypes a War Necessity

EVEN war cannot be conducted without printing—the great economizer of labor and time. This has been proven during the last four years, but more especially the last two, by the establishment of numerous printing plants at general headquarters and division headquarters of the Allies in France.

The printers who entered the service found the familiar Monotype right on the job, as is evidenced



CENTRAL PRINTING PLANT, A. E. F., FRANCE

Reading left to right the operators are: S. S. Wojcierznk, Hammond, Ind.; F. A. Widen, Madison, Wis.; V. B. Ernst, St. Louis, Mo.; Wm. H. Davis, Wilkes-Barre, Pa.; J. W. Wilner, Boston, Mass.; E. M. Dierl, St. Louis, Mo.

by the photographs from which our illustrations were made, and the following letter which came with them from Corporal Frank Powers, 317th Supply Company, A. E. F., then stationed at Paris, France:

Lanston Monotype Machine Company,
Philadelphia, Pa.

Enclosed find pictures of the Monotype Department of the Central Printing Plant, which is located in Paris and does most of the printing for the American Expeditionary Force. There are three branches of this plant but this is the largest and most complete, being equipped with Monotypes.

There are four casters and eight keyboards, which at present are being run by the French and Americans. The machines are old style, but have done, and are doing, good work. We expect to stay here until after peace is signed, and we expect to do the bulk of the work.

Hoping that you will give this a little space in "Monotype" to show what the Monotype is doing for the A. E. F., I am,

Sincerely yours,

CORPORAL FRANK POWERS.

The pictures really tell the story so well that there is little more to be said, except that the Monotype has done its share for the winning of the war at home, on shipboard, at headquarters, and at the front, and that the Monotype operators who handled these machines deserve just as much credit for patriotism and fidelity to duty as those who actually faced the machine guns and rifles.

Non-Distribution Did It

THE most elaborate souvenir issue of a daily newspaper that we have ever seen has been published by *The Standard*, Montreal, under the title of "Canada's Aid to the Allies."

It contains 152 pages and cover, 18 x 23½ inches, profusely illustrated with excellent halftones, a number of which are full-page size, including fine portraits of the king and queen, highest officials, and groups of Canadian military units. A number of the advertisements so necessary to the financing of an undertaking of this kind consist of honor rolls of the firms paying for them.

This most pretentious piece of newspaper publicity was produced by the Federated Press, Limited, Montreal, for the Standard Publishing Company. It is well-printed, well-illustrated, well-edited; but the part that most interests us is that it is all composed in Monotype type, from the solid 6-point to the full pages of 24-point, and the large amount of display amounting to 84 pages. Here is what the Federated Press has to say regarding it.

You may be especially interested in this publication inasmuch as it is one of the largest jobs we have handled since the installation of the Non-Distribution System. Every bit of type in it up to 36-point was cast on the Monotype from our own matrices. Some idea may be formed of the amount of type used from the



CENTRAL PRINTING PLANT, A. E. F., FRANCE

Operator T. J. Powers is shown to the right and Operator S. Rich to the left

fact that it weighed 9,120 pounds. To handle a job of the size, including the presswork (2,000,000 impressions) and binding, with a comparatively small plant, such as ours, is a heavy undertaking, especially as it had to be completed within six weeks. It is safe to say we could not have handled it in the time required without the assistance of the Monotype and the Non-Distribution System. We understand that ours is the first complete system to be put into effect in Montreal. With it we were able to handle the composition comfortably and look after our regular work at the same time.

"The Sun" Honors Returned Soldiers

ON Sunday, June 29th, *The Sun*, Baltimore, Md., gave a dinner at Saunders Range, a government rifle range near that city, in honor of seventy-two of their employees who had taken up arms in the world war just ended, and who had been discharged from the service, and of the four soldiers who have made the supreme sacrifice on the fields of France and will not return.

The dinner was arranged by the *Sun* management, at the suggestion of Mr. Van Lear Black, in cooperation with its employees, a committee of whom was appointed to handle the details of the affair, which was a decided success. Nearly the entire *Sun* force attended; about 500 being present, every one of whom is actually employed in some department.

Dinner was served in the main mess hall of the Range and was presided over by Mr. Thomas Lyons as toastmaster.

Each returned soldier was presented with a unique medal commemorating his service to his country. The medals were especially appreciated because they were made entirely in the *Sun* office by its employees.



A drawing made in the Art Department was photographed and etched in reverse on zinc in the Photo-Engraving Department; the medals were cut into circular shape, the two sides soldered together and the edges turned smooth on a lathe. A reproduction of the two sides of the medal is presented herewith.

The presentation was made by Mr. Folger McKinsey, the "Bentztown Bard," of the Editorial Staff. He paid eloquent tribute to the four soldiers who now lie among their comrades in far-off France, and commended those who returned on their willingness to have lain beside them if necessity had demanded. He finished his address with an original poem presenting his concept of the thoughts and feelings of the boys while "over there."

Mr. Black followed with kindly and fitting remarks on the sacrifice the boys had made and remarked that the sterling qualities which they had shown "over there" did not surprise him, for those qualities had always distinguished them "over here."

The dinner was punctuated throughout by the singing of parodies on a number of popular and patriotic songs, composed by Mr. Arthur Tewes, of the *Sun* composing room.

The spirit of harmony and good feeling which prevails in all departments and between departments of the *Sun* office, and the understanding which exists between the management and its employees, were exemplified on this day by the democracy and good-fellowship which pervaded the entire affair. The soldiers returned to work with a finer sense of appreciation of the regard of their fellow-workers and of the country for which they had endured untold hardships and risked their lives that it might be preserved.

Unselfish Patriotism Rewarded

IT is always a pleasure to record the honors that come to a man who has unselfishly done what he conceived to be his duty without thought of reward.

Therefore we extend hearty congratulations to Mr. John J. Bushell, editor of the *Colonist and Daily News*, Hamilton, Bermuda, who has been honored by his king with an appointment to the "Order of the British Empire" for his whole-souled efforts in the cause of the empire during the recent world struggle.

Monotypography

From the Arts & Crafts Press, San Diego, Calif., we have a "Monotype Composition Specimen Book," which is just what it purports to be, as each specimen is set in a solid paragraph containing enough matter to show the characteristics of the face used. The book also contains several tables for calculating the amount of composition in various jobs. It is printed in two colors and consists of 20 pages and cover. The presswork is good, as it should be from Monotype type.

The May-June issue of "The Dover Type," the house organ of the Dover Press, Fall River, Mass., has for one of its principal themes "Distinctive Printing, the kind that sells goods and boosts reputations." Of course, it is Monotyped and neatly printed on machine-finished paper. The sub-title of this ambitious house organ shows why the Dover Press is making it a good job—"The Type of Dover Work."

An imposing but merited title is that of the "Hugh Stephens Imprint, a Magazine of Ideas." It is issued by the Hugh Stephens Printing Company, Jefferson City, Mo., and the May issue is particularly good both typographically and from a literary point of view. There are several inserts in color, and the text is partly printed on antique stock and partly on coated stock to show the effect of the stock on composition in Monotype Series 37.

A run of 200,000 impressions direct from type is somewhat of a test, not only for the type but also for the skill of the pressman. Before us, as we write, is a sheet taken from the end of a run of 200,000 in the press room of the Murray Printing Co., Ltd., Toronto, Ont., which looks remarkably good. They say: "Everything in this form is Monotype product, including type, rules and borders, except one 60-point headline. We had no trouble whatever with this form and had occasion to change only about four letters. The metal was not extra hard, being our regular composition metal." The job is an eight-page monthly journal, containing a number of halftones, as well as the solid Monotype matter.

"Etchings," the house organ of Gatchel & Manning, Philadelphia, is produced with Monotype material, and the June issue shows what can be done when the Monotype printer works in harmony with the engraver. It was composed and printed by the Wm. F. Fell Co., Philadelphia.