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MONOTYPE

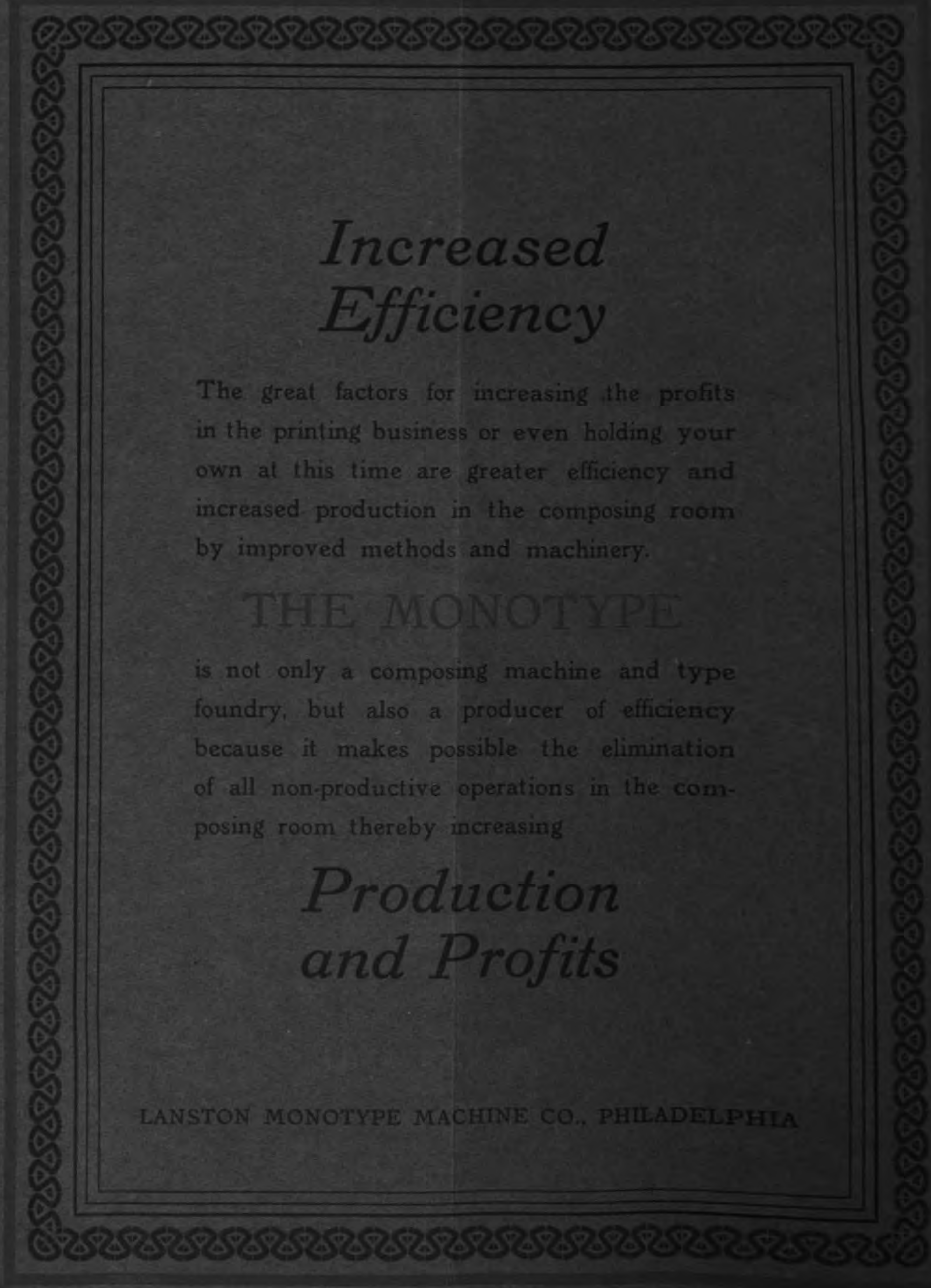


*A Journal of Composing-
room Efficiency, published
by the Lanston Monotype
Machine Company
Philadelphia*



VOLUME 7 NUMBER 5

November, 1919



Increased Efficiency

The great factors for increasing the profits in the printing business or even holding your own at this time are greater efficiency and increased production in the composing room by improved methods and machinery.

THE MONOTYPE

is not only a composing machine and type foundry, but also a producer of efficiency because it makes possible the elimination of all non-productive operations in the composing room thereby increasing

Production and Profits

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

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

Published by LANSTON MONOTYPE MACHINE COMPANY, Philadelphia

Volume 7

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The Monotype School Exhibit at the Canadian National Exhibition

TORONTO, ONT., AUGUST 26 to SEPTEMBER 6, 1919

Two and a half years ago the Lanston Monotype Machine Company of Philadelphia opened a keyboard school in Toronto as a service to their Canadian customers. For a beginning six keyboards were installed, with such good results that, in November, 1918, three more keyboards and five casting machines were added, and the school moved to larger quarters in the Lumsden Building—the same building in which the Monotype Canadian offices are located. Complete courses, are now given in keyboard operating, casting machine operating, and combination operating, under the supervision of skilled instructors.

This school has been particularly beneficial to the soldier-printers. The majority of the students are printers who have returned from the Great War disabled to such an extent that they cannot return to their former trade as compositors; but they find that they can easily adapt themselves to the Monotype. Operating the Monotype is simply another branch of the printing trade where these men can put to good use the knowledge acquired as hand compositors before enlisting. Thus, in a very short time, they are fitted back into a branch of their former trade, which otherwise might not have been possible, had it not been for the nature of the lighter work offered by the Monotype.

One young printer, who became a successful keyboard operator, says: "After I was wounded and began to think of civil life, I wondered what I would do. As I had lost both my legs I didn't

think there would be anything outside of book-keeping for me, but after hearing about the Monotype keyboard I took the course, found the work interesting and entirely suited to my disability. Thus, before very long, I was back in the printing game again, earning my money the same as I did as a compositor before enlisting."

The Monotype school is recognized by the Department of Soldiers' Civil Re-establishment as one of the best mediums of re-education for the returned printer, so that printers who apply to them for retraining are sent to the Monotype school. Most of the soldier students take the course under an arrangement with the Soldiers' Civil Re-establishment whereby they are given the regular vocational allowance by the Canadian government to cover living expenses during the course.

Of the hundreds of thousands of people who attended the Canadian National Exhibition, in Toronto, this year, very few could have missed the exceptionally attractive display of the Soldiers' Civil Re-establishment in the Process Building, showing the great work which the government is doing in retraining soldiers for civil life. Among the schools shown was the Monotype school. It was one of the most interesting attractions of the exhibition, if we are to judge by the crowds who continually thronged about the Monotypes, watching the returned men learning to do mechanically what they formerly did by hand.

Not only did the Monotype school exhibit give the public an idea of what the Monotype means to

MONOTYPE: A Journal of Composing-room Efficiency

the returned soldier-printer, but it was also educative to a great many persons not directly interested in printing, who went away with a clearer conception and understanding of the printing craft and just what operations enter into the produc-



MONOTYPE SCHOOL, CANADIAN EXHIBITION

tion of type from which are printed the papers, magazines, books, catalogs, etc., which they read daily.

Two casting machines and two keyboards were shown, with returned soldiers operating all of them. Daily bulletins were published by the Soldiers' Civil Re-establishment Department; these were printed on a press next to the Monotype school exhibit, from type produced on the Monotype machines. In this way the students were working continuously on practical work.

One of the casting machines was used all the time for producing display type and borders from 14- to 36-point and 2- and 6-point continuous leads, slugs and rules. Among the number of printers who viewed the exhibit, were several who had not previously seen the lead-and-rule casting



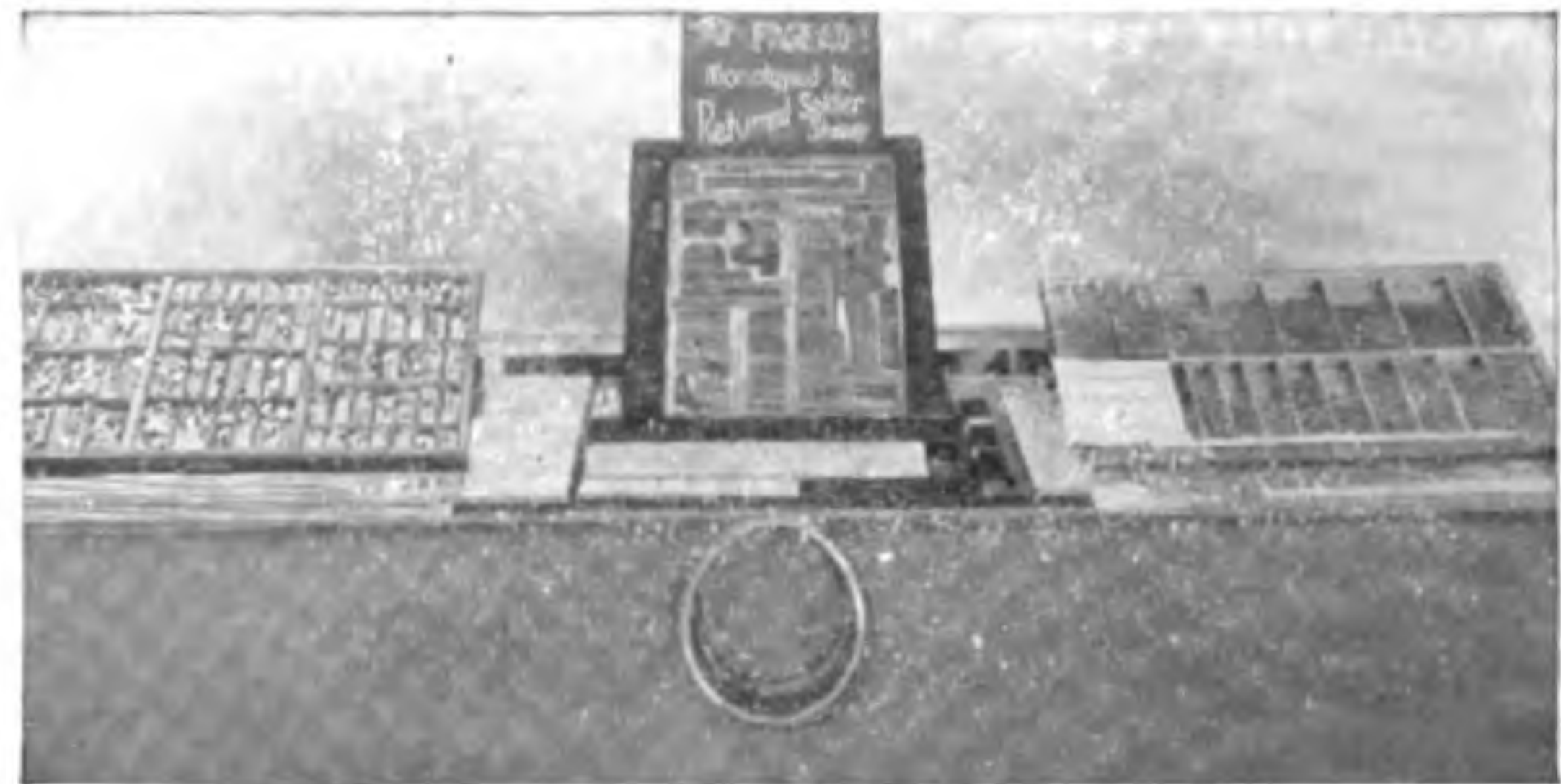
ANOTHER VIEW, MONOTYPE SCHOOL EXHIBIT

feature of the Monotype. They were amazed to see continuous strip material for the hand compositor coming out of the machine at the rate of six feet a minute, and being cut automatically into labor-saving lengths before it left the machine.

Another attractive exhibit was the type form of a full-page newspaper ad made up entirely of Monotype material. Every piece of material in the ad was produced on the Monotype with the exception of the two cuts. The display type, border, box rules, leads, body type, two-line price figures, and the base material for the cuts, were all made by the Monotype. It demonstrated fully the possibilities on newspaper ad work.

Among the distinguished persons who were conducted through the exhibit for a personal inspection were: H. R. H. the Prince of Wales; Major-General Burstall, late G. O. E. 2nd Canadian Division; Sir Lionel Halsey, 3rd Sea Lord of British Admiralty; Sir James Lougheed, head of the Department Soldiers' Civil Re-establishment; General Currie, Commander-in-chief Canadian Overseas Forces; General Mewburn; Mayor Thomas Church, of Toronto, and others.

The Monotype Company is to be commended upon the work it has done for returned soldiers. Not only are they helping to solve the big prob-



MONOTYPE TYPE, RULE, AND A FULL PAGE AD.

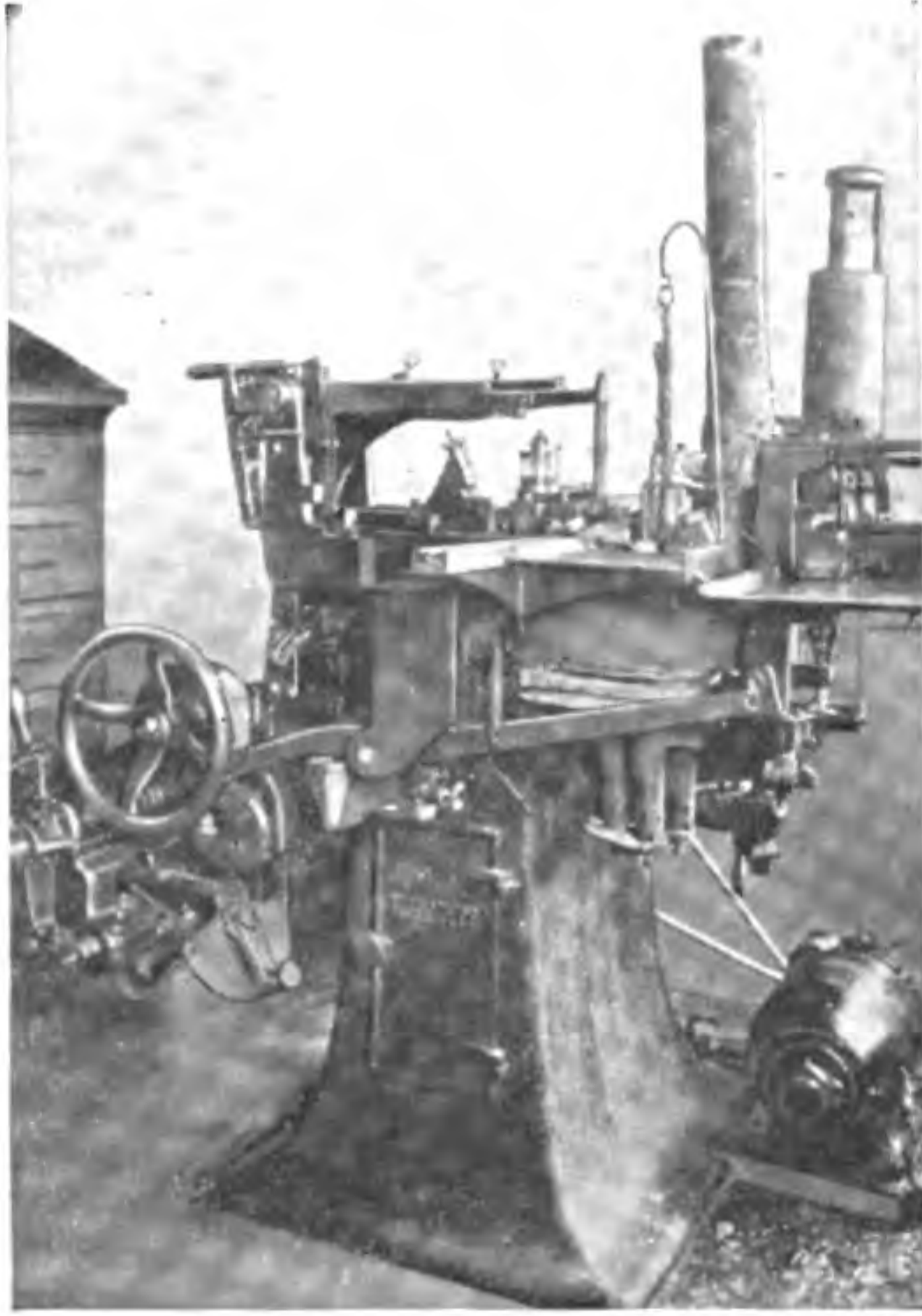
lem which has confronted the Dominion of Canada, but they are turning out competent operators to keep up with the constant demand, thus rendering a splendid service to their customers.

It used to be said that the all the profit was made in the pressroom. Now, the Monotype makes profit in the composing room and increases press room profits.

Tabular work set like straight matter and faster. That is only one Monotype advantage; there are numerous others.

This issue of "Monotype" is composed in Series No. 78. All lines larger than 36-point face have been enlarged photographically.

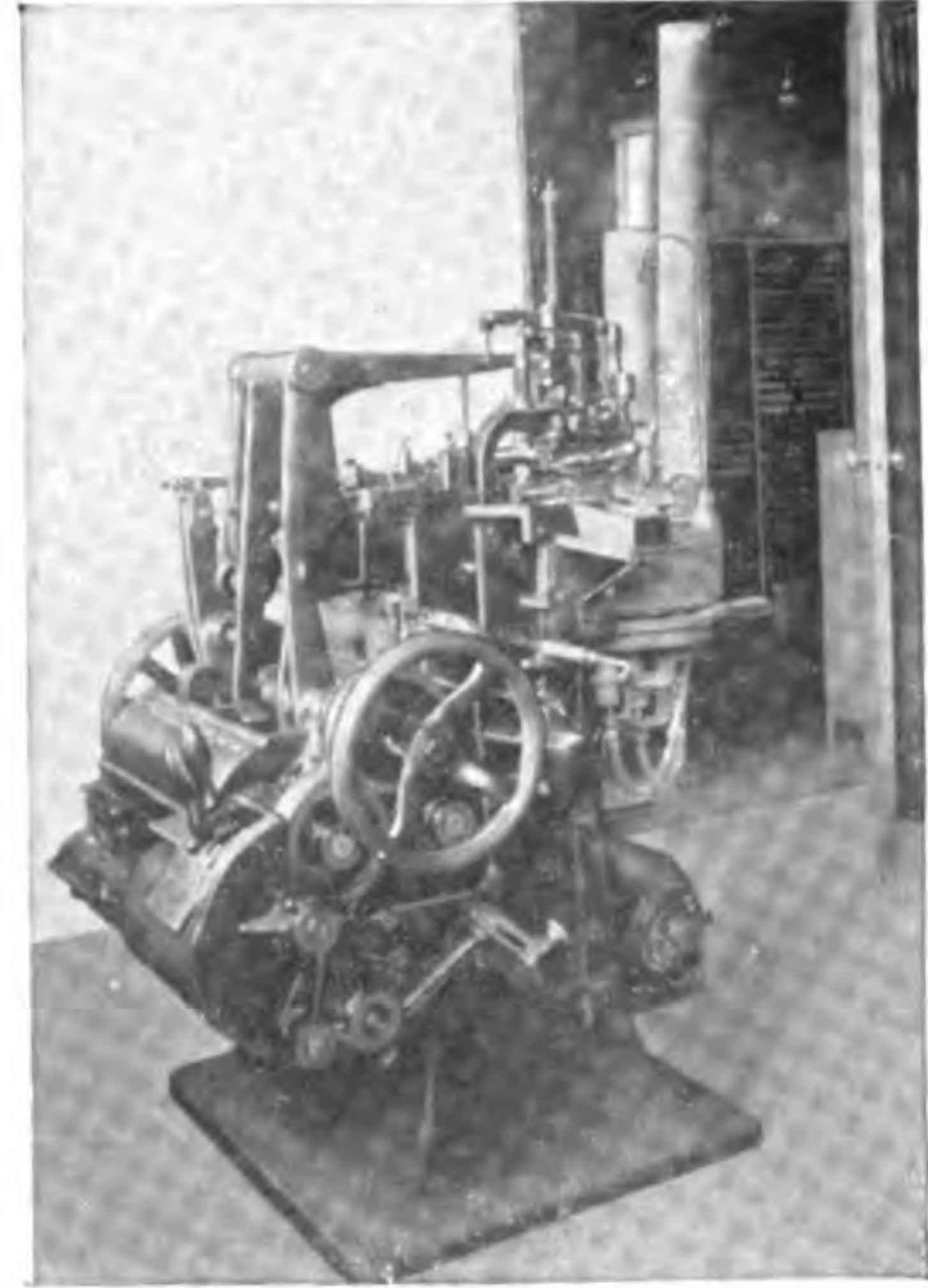
Six Years of Continuous Satisfaction



Though one of the oldest morning newspapers in the South, the *Atlanta Constitution* seems perennially young and wide awake, not only in its business and its editorial management, but also in its mechanical departments, particularly the composing room.

In 1913, the *Constitution* installed its first Monotype Type-and-Rule Caster (illustrated on the left) and found it most satisfactory in providing material for the ad-room and the composing room.

The *Atlanta Constitution* was among the first of the big dailies in the Southeast to install the Non-Distribution system.



In 1916, the *Constitution* found it necessary, owing to a tremendous increase of business, to add a second Monotype to take care of the increase. This gave it a two-machine equipment which has been giving eminent satisfaction right along. The new machine is shown at the right and through the open door beside it we get a glimpse of a corner of the sorts storage cabinets.

Owing to the shape of the room the photographer was unable to get both machines in one picture, and as they were running continuously there was no time to clean up the metal that had splashed over. This shows the activity of the machine even if it does not add to the beauty of the picture.

Meeting the Unusual Conditions

The present avalanche of business compared with the scarcity of workers in the composing room has placed printers in a position in which they must face the unusual conditions of today, and not only face them but find a way out.

Speaking of this condition Mr. Geo. M. Gray of the Gray Printing Co., Fostoria, Ohio, says: "It looks to me that it behooves the heads of the various printing institutions to make their plants just as efficient as possible, so that labor is as small an item as possible of the total production. That is one reason why we are adding a Monotype to our place. We are endeavoring to make our plant as efficient as possible from beginning to end."

The price of printing will go up, and while conditions remain as they now seem to be there will be little difficulty in getting the price; but to really benefit by these conditions your plant must be

equipped to handle automatically a large volume of business for every employee—larger than ever before. The only way to do this is to begin by making your composing room one hundred per cent. efficient with Monotypes and the Non-Distribution system. Thereby turning waste into production and making production easier for your employee by relieving him of the drudgery of distribution and worry of picking.

When the Price Counts

"When you know what a machine will do for you, it is time to ask its price, but not before," says our esteemed cotemporary *The Type-Metal Magazine*.

This is good sound advice, which it is safe to follow to the limit. If the machine will not better the conditions in your plant and increase its efficiency and production you cannot possibly be interested in its price.

On the other hand, if the machine will improve the quality and quantity of your product, or reduce its cost, the price is a matter of secondary importance; you can usually afford to spend more than the price at which the machine is being sold.

For example, the Monotype by means of the Non-Distribution system increases the efficiency of the composing room and improves the quality of the product. The cost of the Monotype is a secondary matter in proportion to what it will do for you in your plant, because the price is paid but once for the successful machine while the benefits are continuous and will refund the entire outlay long before the usual depreciation period has elapsed.

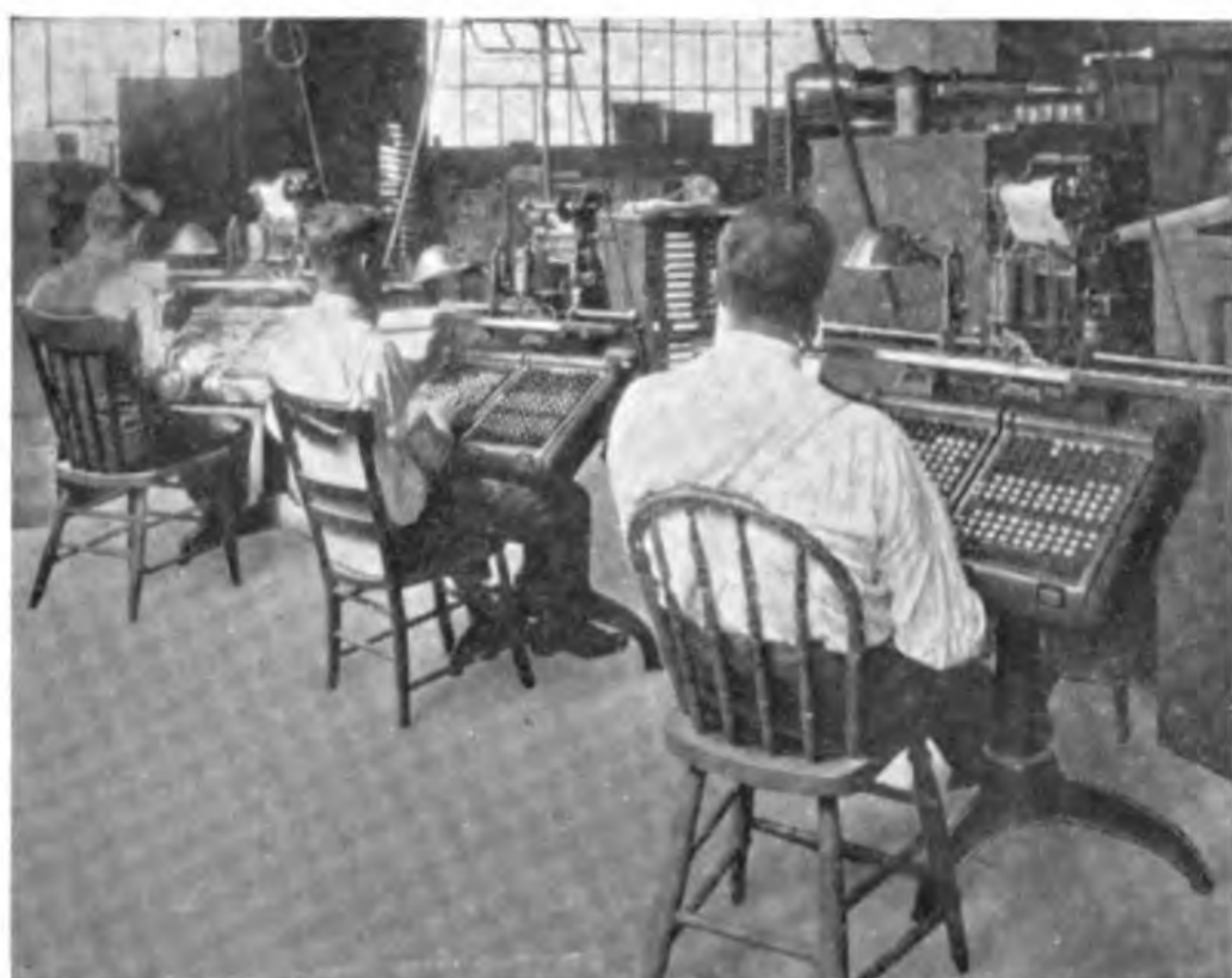
The Plate-Gothics in Detroit

By M. B. PARLIMAN

Dynamic Detroit played a most important role in helping Uncle Sam and the Allies to win the great war, and is now playing an equally important part in assisting the world to get back into the old peaceful ways.

The whole world needs Detroit's automobiles, tractors, tires, stoves, ships and other manufactures in its daily work and progress as much or more than during the war and the handling and distribution of these products calls for a large amount of printing, much of which is, and more of which can be done, from type composed and cast on the Monotype. Therefore the introduction of the Plate-Gothic Combinations met an enthusiastic welcome from the Detroit printers.

The manufacturers and business men of Detroit use a great variety of stationery, office and factory



KEYBOARD ROOM, DETROIT TYPESETTING CO.

forms, records and book headings which should be composed in Plate-Gothics on the Monotype. Several of the trade composition plants of Detroit realized this and saw the opportunity that it afforded them for business expansion. They installed the necessary equipment at once, got out a series of printed samples showing the Plate-Gothics in actual commercial use, and called the attention of the Detroit printers to the fact that they could help them to handle the rush of business by composing, casting and assembling a large proportion of their job work which could be done in the Plate-Gothics and thus allow them the use of their compositors for other more intricate work and make-up.

As every printer knows, many of these jobs for which Plate-Gothics is the most suitable type are rush job; therefore, printers soon found it more

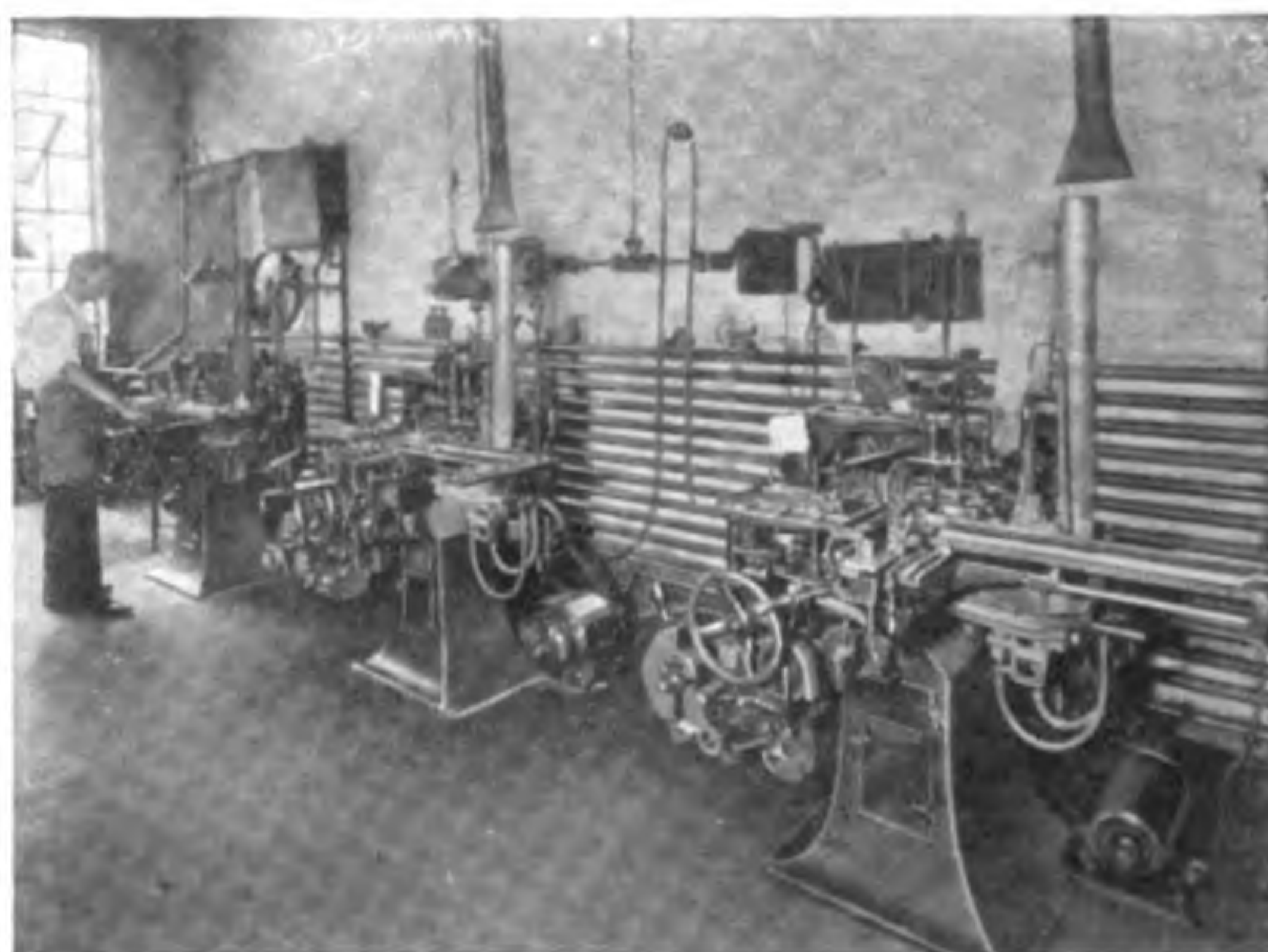


KEYBOARD ROOM, CONWAY BRIEF CO.

profitable to send the copy to the trade plant and in a few hours receive back the job ready to lock up than to disorganize the day's work in the composing room by taking several men from other work to cover the rush.

Many printers, naturally, will install their own Plate-Gothic equipment, as these faces can be used for fully one-third of all the small job work, letter heads, statements, cards, bill heads, blank forms, programs, menus, labels, etc., that pass through an ordinary commercial printing plant. But great credit is due such firms as the Conway Brief Co. and Detroit Typesetting Co. for their instant recognition of the opportunity for the trade plant in this work, and good business judgment in promptly adding the Plate-Gothics to their Monotype equipment.

We have received some excellent examples of Plate-Gothic composition from Detroit and look for more as the value of this great improvement in

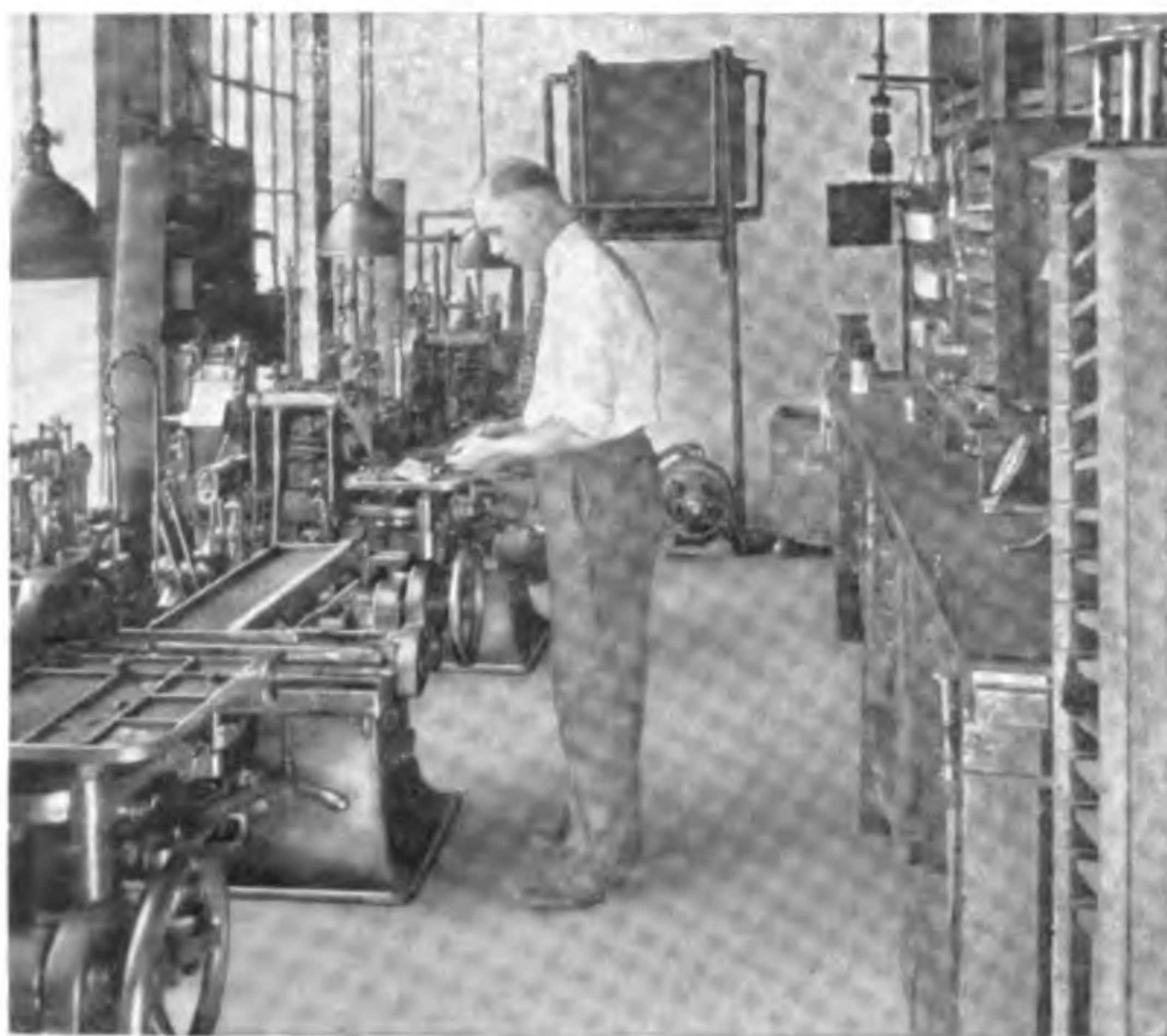


CASTER ROOM, CONWAY BRIEF CO.

Monotype practice becomes better known among progressive printers.

By using Monotype cross rule Matrices in connection with the Plate-Gothic Combinations it is easy to set completely, at one operation, on the Monotype, hundreds of jobs which were formerly considered as too intricate for any machine and difficult for hand work, such as index cards, report blanks, schedules. Another advantage is that these jobs can be kept standing without tying up expensive foundry type and brass rule, which means a considerable saving in composition and the cost of holding foundry type, in addition to the saving of investment.

Electrotyping is rendered unnecessary as duplication of the Monotype form merely means the running of the ribbon through the caster again, which costs less than electrotyping and has the big added advantage that the duplicate standing



CASTER ROOM, DETROIT TYPESETTING CO.

forms can be easily and quickly corrected, while changes in electrotypes are expensive and cannot be made as quickly as is desired in many cases.

The demand for the Plate-Gothic Combinations in Detroit is simply an index of the reception they are meeting everywhere, and of the place the Monotype is making for itself in the job composing room.

You can't afford to keep foundry type standing from month to month, but you can afford to hold jobs in Monotype a year and a day, and then some.

Composition from "copy to press" costs less with the Monotype and non-distribution.

There is never any need to piece Monotype rule. It can be made any length.

"From Copy to Press"

There is one much-abused word in common use among printers. That word is composition. It is carelessly used to designate either the single operation of composition by hand or machine, or the whole series of operations conducted in the composing room. This is not only confusing, but misleading and dangerous when printers get to discussing and comparing the cost of this so-called composition—meaning to one printer machine product only and to another the same product prepared for printing from.

Why not adopt the habit of considering and comparing only the completed product of the composing room, machine work, or hand work, or a combination of the two with the other necessary steps required to make them usable? Why not make all records and comparisons on the basis of completed cost, and adopt the phrase "Copy to Press" to designate this first section of the manufacture of printing covering all the operations of the composing room.

This would not make any difference in the details of cost keeping, but would discourage the use of the hour cost of a single operation or machine as a basis of comparison between plants or between machines. The cost of a particular operation may be lower for one machine while the complete cost, using that machine, would be much higher, because it would require more hand work to finish the job and lock it up for press.

In the Monotype composing room the saving by the elimination of all distribution and picking and buying of foundry type and sorts is sufficient to make the cost, "copy to press" considerably less than it can possibly be in a plant using foundry type and distributing it back into the cases, or in one using any other composing machine.

Taking these things into consideration it would seem that the only true comparison of cost is that of "copy to press" on the basis of the completed job, whether measured in pages, square inches, or ems. There is certainly no justice in comparing the cost of two or more machines each of which is doing a different proportion of the completed job, and each of which requires a different amount of hand work to complete the product. "Copy to press" as a basis of comparison will not do away with careful estimating, nor the need of efficient management, but it will enable a printer to know just what his work costs. It may be recorded in two or more items, as machine composition, hand composition, make-up, lock-up, etc., but the total will be the real cost that will be comparable with the same or a similar job done by some other machine, or in some other plant.

Systematizing the Storage of Tariff Pages

By J. J. FINNEGAN

That Monotype readers may realize the great improvement made in handling the storage of tariff pages in the plant of George F. Lasher, Philadelphia, it is necessary to say something of the old as well as the new method.

The Lasher plant handles the tariffs for a big eastern railroad system, and has constantly on hand over 8000 pages of "live type," which must be kept standing and reissued from time to time with slight corrections.

The old system consisted of wrapping pages in heavy paper, labeling and storing them in stacks in wooden racks. This required constant and expensive attention. Several "tariff hands," each having his own individual idea as to how the location and number of pages connected with each job should be entered in the "log," assisted in the work. It can be readily seen, therefore, what great losses were incurred by this system of storage. Frequently, when reprint orders were received, reference to the record book showed the marking of the location had been overlooked, or pages were labeled incorrectly. With the objective of improving this inefficient method a meeting of the heads of the various departments was called. Among the suggestions offered was that of a system of galley racks with a card index. This was adopted and steel galley racks and specially constructed steel stones installed.

The racks, when erected, occupied an area of 98 square feet of what was formerly waste floor space, leaving a two foot passage-way in the rear to allow for cleaning out the inevitable waste and rubbish that accumulates in out of the way places. The stones, five in number, 8 feet by 4 feet were mounted on heavy steel bases with open sides and arranged with galley racks, thereby dispensing with the time-worn sliding board system.

This gives a capacity of 500 galleys, 250 galleys on either side, a total of 1000 pages per stone; and a combined total of 5000 pages.

Additional racks were also built, accommodating 6000 pages, making a grand total of galleys for 11,000 pages, thus storing the original 8000 pages and leaving space for 3000 new pages.

As an index to these storage accommodations, each rack and galley is numbered, and a cabinet provided with two drawers, labeled "in" and "out." As each page is stored, it is recorded on a card which is placed in the "in" drawer.

When reprint or pick-up copy is received any one in the department can go to the "in" drawer and find the location of the particular job, num-

ber of pages and necessary data. Take for instance Tariff 5215, the card for this would read:

Tariff number 5215—supplement No. 10—3 pages, galleys Nos. 45-46.

The removal of this particular tariff from the galleys is followed by the placing of its card in the "out" drawer, indicating that tariff No. 5215 is going through the process of printing.

After the printed copies have been delivered the forms are "unlocked" and "tied up" by the stone hand, who, referring to the "out" drawer, locates card No. 5215, places the pages on the same galleys as before, and returns the card to its place in the "in" drawer.

In this manner, all pages are accounted for systematically, thus reducing to a minimum the former expenses of the "research bureau" and the occasional resetting.

Of course, all tariffs are Monotyped. The composing room is equipped with three keyboards and three casting machines, including the latest improvements. One of the most indispensable of these improvements is the continuous lead and rule casting unit, which keeps the composing room plentifully supplied with this material, so necessary in a tariff shop, and which has eliminated the former big bills for brass rule and waste of time changing rules from page to page.

Our Specimen Page

The enthusiastic reception that has greeted the Monotype Plate-Gothic Combinations wherever they have been shown has induced us to use a page of "Monotype" to give a demonstration of their commercial use. All the jobs shown on this page were keyboarded in the regular way, and cast and composed on the casting machine just like any ordinary matter. The only hand work being the assembling of the lines and spacing out, and the insertion of a few rules.

A more extended showing of the Plate-Gothic Combinations is in preparation and will be issued very soon; but the work on page 47 will give job printers an idea of their usefulness and the big saving that they will accomplish by this advance in Monotype composition. Fully one-half of the small job work can be set on the Monotype by the printer equipped with Plate-Gothic Combinations.

Printers who have an idea that the value of the Monotype in the job plant is limited would do well to call on us to show them how much it will do to increase their profits.

TELEPHONE: SOUTH 4671

MEMORANDUM

WM. H. HOSEA COMPANY, SEEDS
1230 DARIEN AVENUE
BOSTON, MASS.

FROM _____ TO _____

ADMIT ONE

COLONIAL TEA DANSANT
OLYMPUS GARDEN

MONDAY, FEBRUARY FIRST
FOUR TO SEVEN P. M.

EXHIBITION DANCING

WM. H. HOSEA COMPANY, SEEDS
1230 DARIEN AVENUE
BOSTON, MASS.

OFFICE HOURS

9 TO 10 A. M.
3 TO 4 P. M.
7 TO 8 P. M.

A. J. CARLEN, M.D.

746 CLINT STREET
BUSTLETON

NO OFFICE HOURS ON SUNDAY
EXCEPT BY APPOINTMENT

POPLAR 1678

JAQUIN RIVER GARDENS

CORPORATION

GROWERS AND DISTRIBUTORS OF

ORANGES, LEMONS AND CITRUS FRUIT

JAQUIN, CALIFORNIA

SAMUEL A. HARGRAVES
PHILADELPHIA OFFICE MGR.

123 NORTH NEW MARKET STREET
PHILADELPHIA, PA.

**HENRY JACKSON
& COMPANY**

MEMBERS OF THE STOCK EXCHANGE



**VICTORY
BONDS**

DANCES

DATED AT _____

GENTLEMEN: I HAVE READ AND ENJOYED
YOU MAY SEND ME THE SAMPLE SET F

NAME _____

ADDRESS _____

BUSINESS _____

BUSINESS ADDRESS _____

1. FOX TROT _____

2. ONE-STEP _____

3. WALTZ _____

4. JAZZ _____

EDWARD ELTON HENRY, 2D

SEPTEMBER SECOND

**THIRD
ANNUAL FROLIC
AND DANCE**



EMONON GLEE CLUB

MAY 1, 1920

Plate-Gothic Faces are Attractive, Legible, and Easy to Print

Not Made in a Day

GOOD COMPOSITORS ARE THE RESULT OF LONG TRAINING TO FORM HABITS OF EFFICIENCY

The good compositor is now in greater demand than at any previous time in the history of printing, and he is getting larger wages, despite the introduction and use of thousands of type-setting machines.

Therefore, it is a matter of vital importance to the industry that employing printers not only conserve the supply of good compositors by making their work more pleasant and attractive, but also that they provide the means for making their labor more efficient and productive without adding to the physical and nervous strain.

The good compositor is the product of years of careful training; there is no other way to produce him. It may be possible to teach the principles of the art in a short time, but years of constant practice are necessary to give skill in applying these principles. It is, therefore, a criminal waste to allow a good compositor to be handicapped by the necessity of hunting and picking for sorts, or distributing to get material with which to carry out his ideas.

Many newspapers, all over the country, have recognized this fact and have adopted the Non-Distribution System in their ad rooms. Some job-printers have also seen the light and are reaping the advantage in increased profits and better quality of work.

For many years the composing-room management allowed high-priced compositors to chase around for sorts and to distribute, because there did not seem to be any other way. Now, the Non-Distribution System provides the way out and makes it possible to turn every hour of every composing-room employee into a productive hour, by giving him enough material to work with.

It will not be long before a majority of printing offices will be using the Non-Distribution System, and the minority will have hard scratching to keep within sight of the rear of the procession.

We are now on the eve before one of the greatest booms for the printing business that has ever happened, and with it will come such a demand for compositors that printers will be compelled to utilize every available means of increasing production in the composing room.

Why not take time by the forelock and install the Non-Distribution System now and reap additional profits by making every hour of every compositor a productive hour without increased cost to you and with greater pleasure and less fatigue (physical and mental) to him?

It is impossible to train enough compositors to handle the big business that is coming soon

as the result of the reconstruction of business all over the world; but it is possible to render the present force fully fifty per cent more productive by installing the complete Monotype Non-Distribution System.

Monotography

It is generally admitted that the automobile trade has issued some of the finest printed matter ever used for advertising, but it has remained for Evans-Winter-Hebb, Inc., Detroit, to produce one of the finest specimens that we have ever seen. It is a book of 78 pages 9x12 inches, exquisitely printed in two colors on heavy coated paper, profusely illustrated by halftones and duotones, and beautifully bound in oozle leather, with gold side stamp. It bears the title "Cadillac Participation in the World War," and is almost as much of a record in book making as was the Cadillac record in the war—such a volume as makes the eyes of the lover of the beautiful in printing sparkle and his heart tingle. The type face used for the body of the work or print is Monotype Series No. 337. Accompanying this splendid piece of typography are two catalogs issued by the Cadillac Motor Car Co. and printed by Evans-Winter-Hebb, Inc. Both of these are extremely fine pieces of printing showing taste and good judgment in the selection of type faces and arrangement one being in Monotype Series No. 337 for the body letter, and the other being composed in Monotype Series No. 21. It is a pleasure indeed to handle and study such excellent examples of modern printing and realize that the typographic art is making progress despite the pessimism of those who think it has been ruined by commercialism.

The U. S. Navy Recruiting Bureau includes in its manifold duties the running of a printing plant in New York City. That it is run right and capable of doing first-class work is proved by the pamphlet before us as we write. It is a book of 24 pages 9 by 12 inches and cover, printed in two colors throughout. It is illustrated with numerous halftones and duotones. The type used is Monotype Series No. 36. The text and illustrations are in black ink, while the borders and ornaments are in a buff tint. The borders are specially designed with naval emblems. The book contains a description of the Newport Naval Training School.

Under the title of "Book of Select Type Faces," the New York Monotype Composition Company, Inc., New York City, has issued a compact and well-printed book of specimens of the type faces that they are prepared to furnish their customers at short notice in composition. It contains 82 pages, 7 by 10 inches, bound in a loose leaf style of paper cover to allow for future expansion as new faces are added. It shows enough of each face to enable customers to make intelligent selection.

The September issue of "Eagle Notes," the house organ of the Eagle Printing and Binding Co., Pittsfield, Mass., contains some good things, besides being a neat and attractive specimen of their printing. We clip this one: "Enthusiasm is the proof that a man believes in himself and his business."

From the Eddy-Marsh Company, Providence, R. I., comes a very clever little circular announcing their signing up for the U. T. A. Three-Year Plan. It contains a couple of pertinent quotations from the new printer's drama, "The Sick Print Shop."

The J. C. Hub Manufacturing Co., Cleveland, Ohio, has installed Monotype equipment and otherwise added to its composing room facilities to aid in handling its increasing business.