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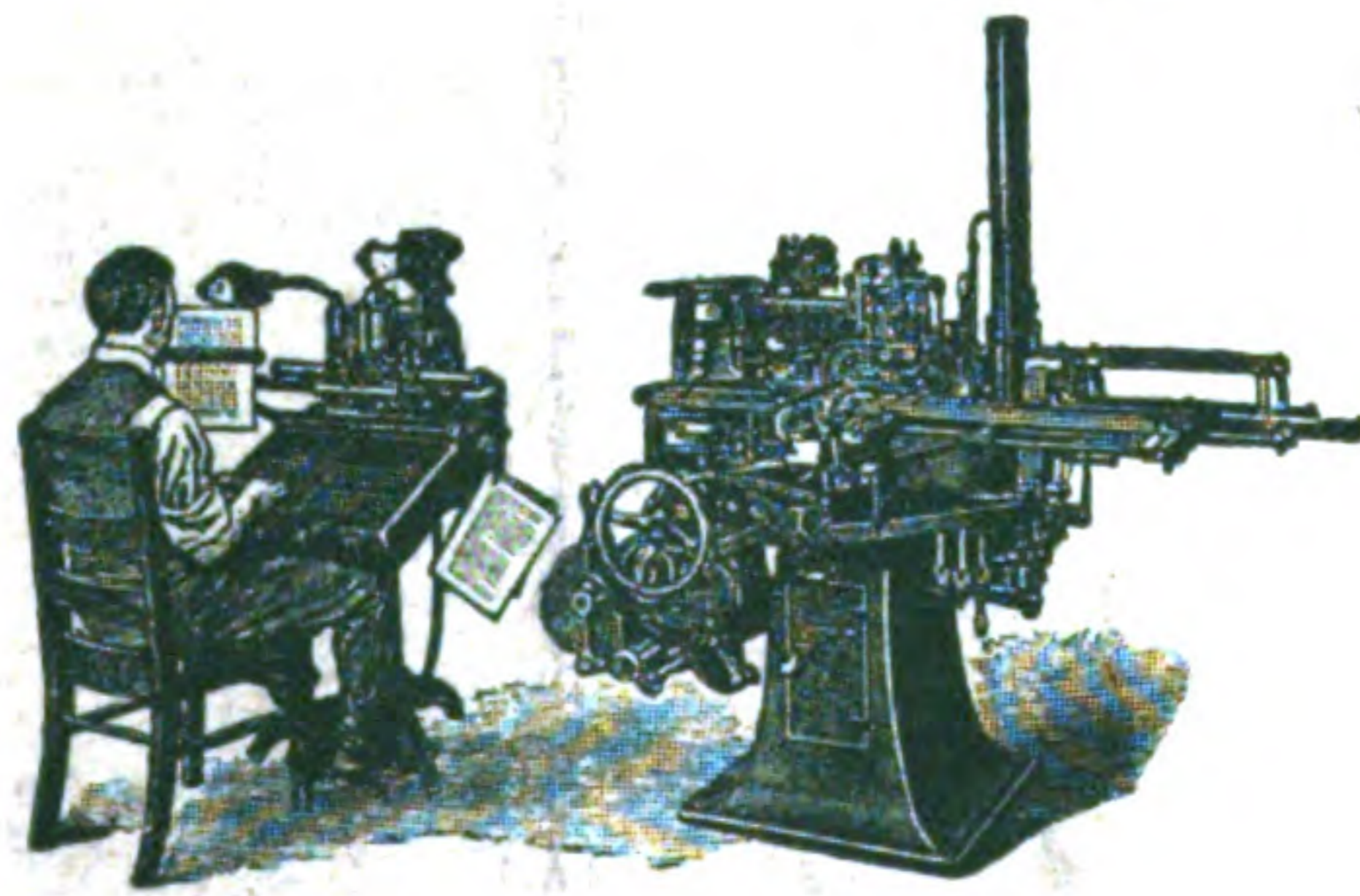
Christmas, 1919



# Monotype

A Journal of  
Composing-room  
Efficiency

VOLUME 7  
NUMBER 6



Published by the  
**Lanston Monotype Machine Co.**  
Philadelphia



**The  
Monotype  
Company**

wishes every Monotype user  
and all other printers in  
every part of the  
world

**A Merry Christmas**

thanks its customers  
for their orders that have  
made the past year's business the  
largest in Monotype history, and  
expresses the hope that many  
of those outside printers  
will become Mono-  
type users  
during

**A Happy & Prosperous  
New Year 1920**



LANSTON MONOTYPE MACHINE COMPANY

## End of the Year-- Its Opportunities



CUSTOM has fixed in the minds of business men the idea that the close of the Calendar year is the proper time to balance accounts and decide whether the profits of the twelve months have been satisfactory, and also to find just where those profits are—in the hands of their customers, in improved plant equipment, or real cash in bank.

There is no doubt that this annual reckoning is a good thing as it forces upon the man or men responsible a realization of the true conditions and shows the efficiency of the management by bringing together the concrete facts, so that the cause of the profits or their lack may be determined and plans made to better conditions for the next year.

The records of the year 1919 will show many printers—those who have kept correct cost systems—that there has been a deficiency in the volume of workers that it has been possible to secure as compared with the amount of business offered, and that the cost of production has in most cases increased enormously.

Analysis of conditions as shown by the cost records prove that the average printer is still allowing a low percentage of efficiency to eat up a large part of the income, thus reducing the profits and retarding production. This is foreshadowed by the partial reports made by various printers organizations.

The outlook for the coming year is that there will be an increased demand for printing without any corresponding increase in the number of those whose labor is necessary to produce it.

Let us consider this in the light of the past year's records. The average composing room efficiency has been about sixty-two per cent. and it has been found necessary to work overtime to meet the customers demands. What are you going to do to remedy this?

The records do not show enormous profits, such as men are apt to associate with rush times, and in many cases the real profits have been absorbed in plant expansion. Possibly

# Monotype

A JOURNAL OF  
COMPOSING-ROOM EFFICIENCY

PUBLISHED BY

Lanston Monotype Machine Co.  
PHILADELPHIA



## Christmas, 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-and-Rule Caster.



VOLUME 7  
NUMBER 6

you have a larger plant but it is no more efficient. This is especially true of the composing room.

Yet it is in the composing room that the future offers you the great opportunity for real advancement, and increased efficiency; with the result of larger profits.

Consider carefully your cost records for the past

year and you will find that it is in the composing room that the greatest percentage of non-productive time occurs. Why is it? There is a reason.

Are you still using the original method of handling type by treating it as "tools" to be carefully preserved and replaced in the box ready for repeated use, or are you using the modern method of non-distribution that uses type as "material" and discards it after one use? The answer to this question will give you the key to present conditions and an opportunity to increase future profits.

The present is the time to consider these things and it is imperatively necessary that you not only consider them now, but also that you resolve to get in step with progress and act.

A glance over our own records shows that many printers have taken advantage of their opportunities during the past year and modernized their plants by installing the Monotype Non-Distribution System, which has increased their composing room efficiency from about sixty per cent. to ninety per cent. or more, and also their profits. They also show that hundreds of others are thinking it over and will without doubt act soon. The latter should take advantage of the opportunities that face them as the old year closes and the new year opens.

The opportunities of the coming year are a bigger business at fair prices, a lower production cost by the Monotype system, and larger net profits because of greater production from the same plant investment and pay-roll. Are you ready to take advantage of these opportunities? We are ready to help you, if you will let us know that you are interested.

Monotype, Christmas, 1919

## A Progressive Canadian Publishing House

By O. S. HUTCHINSON.



Like all other progressive printing firms, the MacLean Publishing Company, Toronto, was badly handicapped during the war years by the difficulty of securing help to take care of a steadily growing business.

These conditions brought forcibly to our attention the matter of solving our difficulties by means of more and better labor-saving material and machinery.

Among other new things we installed two Monotype Type-and-Rule Casters, and matrix equipment covering seventy-two fonts of type, lead and slug molds, border mats, etc., the underlying idea being toward a complete non-distribution system.

It has been a little over a year now since the Monotype Type-and-Rule Casters have been in operation in our plant, which has given us the opportunity to judge of their usefulness and versatility in connection with our business.

Our work consists of publishing fifteen specialized trade papers and magazines, all owned, edited and printed by the MacLean

Publishing Company. This calls for thirty-two complete publications a month, ranging from sixty-four to four hundred and fifty pages each, and entailing about one hundred and twenty-five pages of composition a day.

Something like two-thirds of our page space is occupied by advertisements, so that it can readily be imagined what a large amount of display type and borders and rule is required to supply our needs. The old method of buying type by the font, and rule by the foot, would be about as useful to us as undertaking to dig the foundation for a large building with a hand shovel.

We started our Monotype equipment with a definite plan. First of all we confined our selection of type to two families—the Caslons and Cheltenham—as we believe that these two families will cover almost any reasonable demand in ad-work, and tend to give that degree of uniformity in display composition so vital to a good-appearing publication.

Our composing room is laid out with six ad alleys and a job department. Each ad

## Monotype, Christmas, 1919

alley consists of two special Cabinets, accommodating two to three men each. We equip each ad alley with a full set of 72 fonts of type, all alleys being laid out identically the same, ample provision being made in each for quads and spaces from 6- to 36-point. Then, we had lead and slug racks made for each alley, the underlying idea of the whole scheme being to do away with the necessity of a com-



MONOTYPE CASTERS, MACLEAN PUBLISHING CO.

positor having to ramble all over the shop to get required material.

In addition to making six complete sets of 72 fonts of type, and the spaces necessary for each alley, we made duplicate cases of the most commonly used faces and used the Monotype Storage Cabinets for other fonts. We also had extra cases made for the heading type, initial letters and special characters. Large bins were provided for storage of all spacing material, and a large quantity of rule and border was cast up to take care of any possible emergency.

We consider the Monotype Type-and-Rule Caster and Non-Distribution System a big step in the evolution of the printing industry. If it is logical to melt the used plain matter, what argument can there be for distributing the individual display type, especially when such an economical method for providing new material as the Monotype equipment affords is provided?

Under the old conditions, we could keep three or four distributors regularly employed, and even at that, we would be continually

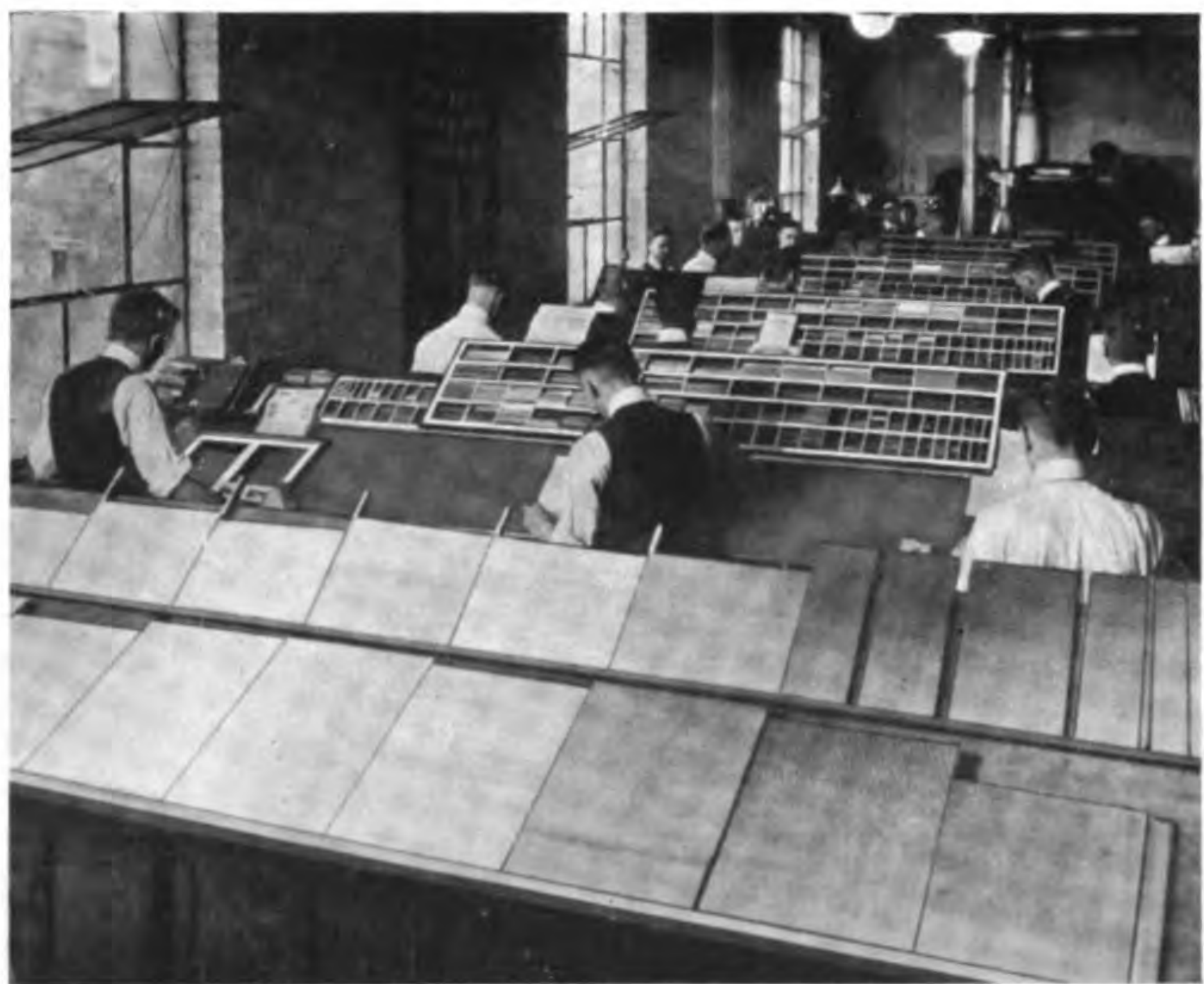
behind. With the Monotype Type-and-Rule Caster and Non-Distribution System, one man and an apprentice are able to keep our cases constantly filled with new type, and keep right up-to-date with regular distribution and incidently release cuts and other material so that they can be quickly classified and stored.

Under the Monotype System, our compositors have profited greatly. They appreciate the value of full cases of new type, with abundance of accessory material. They are working more easily and contentedly. All their efforts are now spent on constructive work, and the tedious, disagreeable task of hunting sorts is entirely eliminated.

The better morale created in the composing room is also evidenced in the press room. The battered and worn type is now eliminated, making the pressman's work lighter and decreasing considerably the time formerly spent on make-ready.

To sum up the advantages of the Monotype Non-Distribution, as we have found it in our office after one year's trial, the following, taken from our records, is the logical conclusion as to its merits and profitableness:

During our first year's experience with two Monotype Type-and-Rule Casters, with one man operating the two machines, without overtime, we have cast up 468 cases of new type, averaging 37 lbs. per case, and have put into storage about seven tons of material—sorts, leads, slugs, rule, border, etc. Apart from this we have kept our cases full of new type on Non-Distribution up to 24-point.



VIEW OF AD ALLEYS, SHOWING LEAD AND SLUG RACK

## Monotype, Christmas, 1919

The Non-Distribution System enabled us to use for productive work the services of at least two men whose entire time was formerly required for distribution.

As a matter of convenience in cases of emergency, the value of the Monotype cannot be estimated. Since installing the Monotype we have had occasion to change two of our magazines from 9x12 to 11x14-inch size. This change necessitated a large quantity of new material in new lengths. Almost as fast as the make-up department was able to determine the kind and lengths of the different material required, we were able to lay it down in generous quantities with no more expense than the time of recasting old material.

Since the Monotypes were installed, our work has increased to the extent of about 300 pages per month, but we are now able to handle this extra work without appreciably

increasing the staff, and with overtime almost entirely done away with.

The keynote of the MacLean Publishing Co. in relation to its customers is "Service," and there is nothing that gives us keener satisfaction or pleasure than to find ways and means to prove our right to this slogan.

The means which the addition of the Monotype affords us to improve our service to our clients on account of being able to produce their advertisements in clean, sharp, up-to-date type, with new type for every ad, places us in far more cordial relationship, which is of inestimable value in holding the goodwill of our clients.

As evidence of our complete satisfaction with the Monotype Non-Distribution System, we have placed our order for additional composing machine equipment, to be used in getting out some of our leading publications.



### Utilizing a Monotype Facility Landed the Order

By CHARLES J. THOMSON, of Westcott & Thomson, Philadelphia.

The Monotype Company have, as every printer knows, always made a feature in their advertising of the ability of the Duplex Keyboard to compose any piece of copy in two sizes of type and two different measures at the same time and with practically no extra cost or loss of time. From time to time we have utilized this feature in many ways and realized its desirability in connection with the other advantages of the Duplex Keyboard such as setting two sizes of type, that were to be collated, without having to go back over the copy, and setting wide measures, but it was not until recently, when asked to produce a complete prayer book and hymnal in two sizes and guarantee that in each size the matter would positively run line for line, that we fully realized the value of the Duplex.

Any printer who has ever had the experience of setting even a small amount of matter in two sizes of type and two measures and making it up into uniform pages which shall be identically alike knows the difficulty. In fact, many would prefer to have the pages photo-engraved rather than to reset one size from the other. But in this case photo-engraving could not be considered as the customer wanted the very best quality that could be obtained from new type and specified that the job was to be set in Monotype.

With this I am sending electrotypes of parts of identical pages from the two books, one of which was set in 10-point and 8-point in 20 pica measure and the other in 8-point and 6-point in 16 pica measure. The pages were surrounded by a single rule about six points from the type, so there was no room for variation.

The book was a Church Service Book and contained the usual prayers, responsive readings, and hymns, making a total of 1029 printed pages, about equally divided between the ritual and the hymns.

After carefully examining the copy we were convinced that the Duplex Keyboards would enable us to set practically every line of it with one handling, and we made our estimate accordingly, allowing for accidents and the usual unforeseen things that naturally occur in such a large amount of copy. The price seemed ridiculously small as compared with that of double composition, or even with the cost of photo-engraving, but the results have justified our estimate and we are perfectly satisfied.

The composition not only came through without any trouble and with a big saving of time, but there was also a very large saving in the proof-room, as one size having been read it was really only necessary to transfer

# Monotype, Christmas, 1919

the marks to the other proof and glance over it for turned or dropped letters.

We are prompted to write you about this because we feel proud of our achievement, of course, but mainly because we feel that printers generally do not realize the great value of the Duplex Keyboard in such cases. Naturally, big jobs like this do not come along every day, but there are many jobs where its advantages mean a saving of time and a lessening of chance for error and omissions.

EDITOR'S NOTE. The setting of the two books at one time not only produced the work at a lower cost for composition and electrotyping but it produced a better job. There can be no comparison between a new, clear, sharp type face and the best of photo-engraving from an impression on paper from that face, to say nothing of the possibility of an imperfect impression. If the job had cost as much or even more than it would have by reproducing photographically the smaller size, it would be well worth it because the quality is there and nothing less would have satisfied the customer; but there really was a big saving by using the Monotype Duplex Keyboard.

## An Exhibit of Good Printing

One of the features of the recent convention of the United Typothetæ in New York City was a splendid exhibition of samples of good printing. An attractive portion of this was the co-operative exhibit by the printers of Cincinnati which occupied one corner, a photograph of which we reproduce on page 55.

This exhibit was originally used to show local buyers of printing that good work could be done by local printers. We believe that similar exhibits by printers in other cities would prove beneficial in producing orders for quality printing.



What did you pay for distribution during 1919? Was it worth it?

¶ *The Minister shall say:*

**B**ELOVED in the Lord! Let us draw near with a true heart, and confess our sins unto God our Father, beseeching Him, in the Name of our Lord Jesus Christ, to grant us forgiveness.

Our help is in the Name of the Lord.  
*Response.* Who made heaven and earth.

I said, I will confess my transgressions unto the Lord.  
*R.* And Thou forgavest the iniquity of my sin.

¶ *Then shall the Minister say:*

**A**LMIGHTY GOD, our Maker and Redeemer, we poor sinners confess unto Thee, that we are by nature sinful and un-

7

508

### GENERAL RUBRICS

#### A TABLE OF LESSONS FOR MORNING AND EVENING

DAY	MORNING	EVENING	DAY	MORNING	EVENING
<i>2d Sunday after Epiphany.</i>			<i>Septuagesima Sunday.</i>		
M.	Mt. . . 4:18-25	Gen. . 17:1-22	M.	Mk. . . 5:21-43	Ex. . . 5:1-23
T.	Mt. . . 5:1-20	Gen. . 18:1-33	T.	Mk. . . 6:1-29	Ex. . . 6:1-13
W.	Mt. . . 5:27-48	Gen. . 19:12-29	W.	Mk. . . 6:30-56	Ex. . . 11:1-10
T.	Mt. . . 6:1-23	Gen. . 21:1-8	T.	Mk. . . 7:1-30	Ex. . . 12:1-28
F.	Mt. . . 7:1-14	Gen. . 24:1-28	F.	Mk. . . 8:10-38	Ex. . . 12:29-42
S.	Mt. . . 7:24-29	Gen. . 24:29-67	S.	Mk. . . 9:2-32	Ex. . . 13:1-22
<i>3d Sunday after Epiphany.</i>			<i>Sexagesima Sunday.</i>		
M.	Mt. . . 8:14-22	Gen. . 25:27-34	M.	Mk. . . 10:1-31	Ex. . . 14:1-31
T.	Mt. . . 8:28-34	Gen. . 27:1-45	T.	Mk. . . 10:32-52	Ex. . . 15:1-21
W.	Mt. . . 9:9-17	Gen. . 27:46-28:22	W.	Mk. . . 11:1-33	Ex. . . 15:22-16:15
T.	Mt. . . 9:27-38	Gen. . 29:1-20	T.	Mk. . . 12:13-44	Ex. . . 17:1-16
F.	Mt. . . 10:1-16	Gen. . 31:43-55	F.	Lk. . . 4:14-44	Ex. . . 19:1-25
S.	Mt. . . 10:17-42	Gen. . 32:3-32	S.	Lk. . . 5:12-39	Ex. . . 20:1-23
<i>4th Sunday after Epiphany.</i>			<i>Quinquagesima Sunday.</i>		
M.	Mt. . . 11:11-24	Gen. . 33:1-20	M.	Lk. . . 6:1-26	Ex. . . 24:1-18
T.	Mt. . . 12:1-21	Gen. . 35:1-15	T.	Lk. . . 6:27-49	Ex. . .

508

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7

## The Monotype System

Printers generally are so used to thinking of the Monotype as merely a composing machine or as a type-casting machine, that, in considering its usefulness to them, they figure only the amount of composition to be done or the cost of their annual type purchases. A few think of Non-Distribution, but the great majority do not seem to realize that the Monotype is but the mechanical part of a wonderful efficiency system for the composing room. A system that is applicable to every printing office.

While the Monotype produces composition at a lower cost than any other machine, and while it will supply the hand composing room with an abundance of type, borders, rules, leads, slugs, and spacing material, up to 36-point body, at a lower cost than they can be secured by any other method, these are really the minor part of its service to the Monotype printer.

The day of hand composition on solid matter is gone, never to return, and it is useless to compare its records and cost with that of modern machine composition; but we still have, and always will have, hand composition of job work, of display advertisements, and of certain special work. Therefore, the Monotype must be considered in its relation to this condition.

One of the first principles of the Monotype System is that all of its facilities shall be utilized to the fullest extent to reduce the total or final cost of composition, "copy to press," and this includes hand composition as well as machine.

The fact that the Monotype makes all the material needed by the hand compositor to turn out the highest grade of work, and does it at a fraction of the cost of the old style foundry material, is made the basis of the Non-Distribution System, which is a part of the Monotype System, and forms its second principle.

Non-Distribution is absolutely impossible without the Monotype, and without Non-Distribution it is impossible to secure the greatest benefits of the Monotype System. They are inseparably interlocked. Partial use of the Monotype System for composition and type making will give only partial benefit.

One of the big advantages of the Monotype System is the saving of time in the hand composing room by abolishing all distribution,

sorts hunting, and picking, the things which formerly made non-productive fully thirty per cent. of the total pay-roll time in the average printing plant. This saving amounts to more than all others and reduces the actual cost of hand composition fully twenty per cent.

But this is not all. The complete Monotype System includes the setting of every possible line on the Monotype machine and provides matrices for setting a greater proportion than any other machine this amounts to much more than most printers realize. The making of new type for every job and plenty of it, and all the space material required, without any makeshifts. The elimination of all non-productive time. The making of productive time more productive, by means of proper economic arrangement and an abundance of working material.

Another important feature of the Monotype System is the economic arrangement of the composing room for the reduction of "foot work," and the duplication of fonts to prevent "interference." This results in cutting down the amount of physical exertion required to produce the work and therefore increases the actual productiveness of the compositors while making their work easier, pleasanter and less fatiguing.

The Monotype System also includes the proper preparation of the copy, that the operator and compositor may be able to clearly understand what is wanted and put it into type with the fewest motions and least effort. To accomplish this with greater facility a part of the Monotype System is devoted to scientific "Copyfitting," which enables the layout man, or the foreman, to fit the copy to the type and the space within one per cent. of accuracy. "Copyfitting" is only possible with Monotype type.

Yes! The Monotype System means a complete revolution in your composing room. A revolution which will increase its capacity without calling for enlarged floor space; practically double its facilities for handling business, and decrease the cost per hour of hand composition as well as the cost of machine composition. It also makes a big saving of make-ready time in the pressroom because of the all new type in every form.

The Monotype System carries with it the necessity for a proper cost system, one which will place the cost where it belongs and will



# Monotype, Christmas, 1919

proportion it properly; but every successful printer must have a cost system, anyhow.

It is true that the Monotype machine is the foundation of the Monotype System, but it is, after all, only a small part of its working. The big thing is really what it does in the hand composing room and in the pressroom, where the savings are out of all proportion to the cost.

"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 and rule caster."

The printer who has not studied the Monotype System and the tremendous benefits that it will give him in his own plant should do so at once. We shall be glad to assist any printer in making this study, and will do so without any obligation upon his part, if he will let us know that he is interested.



The Monotype might well be called "Money-type" because it makes money for every printer who uses it as a composing machine and a type foundry in his composing room.



New type for every form means the minimum amount of make-ready.

## Monotypography

THE Westbrook Publishing Co., Philadelphia, have issued a neat little booklet of "Information and Suggestions about the preparation and printing of school magazines." This company makes a specialty of school and college periodicals and have turned out some very good work.

THE Atlantic Printing Company, Boston, send copies of the first issue of "The Open Road," a magazine of sixty-four pages and cover, 8½ x 12 inches. It is composed in 10 point Monotype Series No. 36, three columns to the page and illustrated with half-tones. It is hardly necessary to say that it is well printed.

FROM Rogers & Co., Chicago, comes a splendidly printed example of dignified and elegant booklet printing in the Semi-Centennial Souvenir of the Yale and Towne Manufacturing Company. It is profusely illustrated with small half-tones and composed in Monotype Series No. 337. It is an excellent example of elegance and simplicity.

"PRINTERS' NECESSITIES" is the title of the new house organ of Moore-Telford, Limited, Toronto, Canada. This house is making a specialty of Monotype work for the trade, both straight composition and job work. Their house organ contains twelve pages and cover printed in black and orange and is composed in Monotype Series No. 98.

A HOUSE organ to sell house organs is the October issue of "Graphica," the house organ of The Herald Press, Montreal, Canada. Of course, it is well printed and well edited; the personnel of the Herald Press management insures that, and it looks like a business maker. Sixteen pages 5¾ x 8½ inches in red and black on antique laid stock. It is set in Monotype Series No. 37.



EXHIBIT BY PRINTERS' TYPOTHETAE CONVENTION

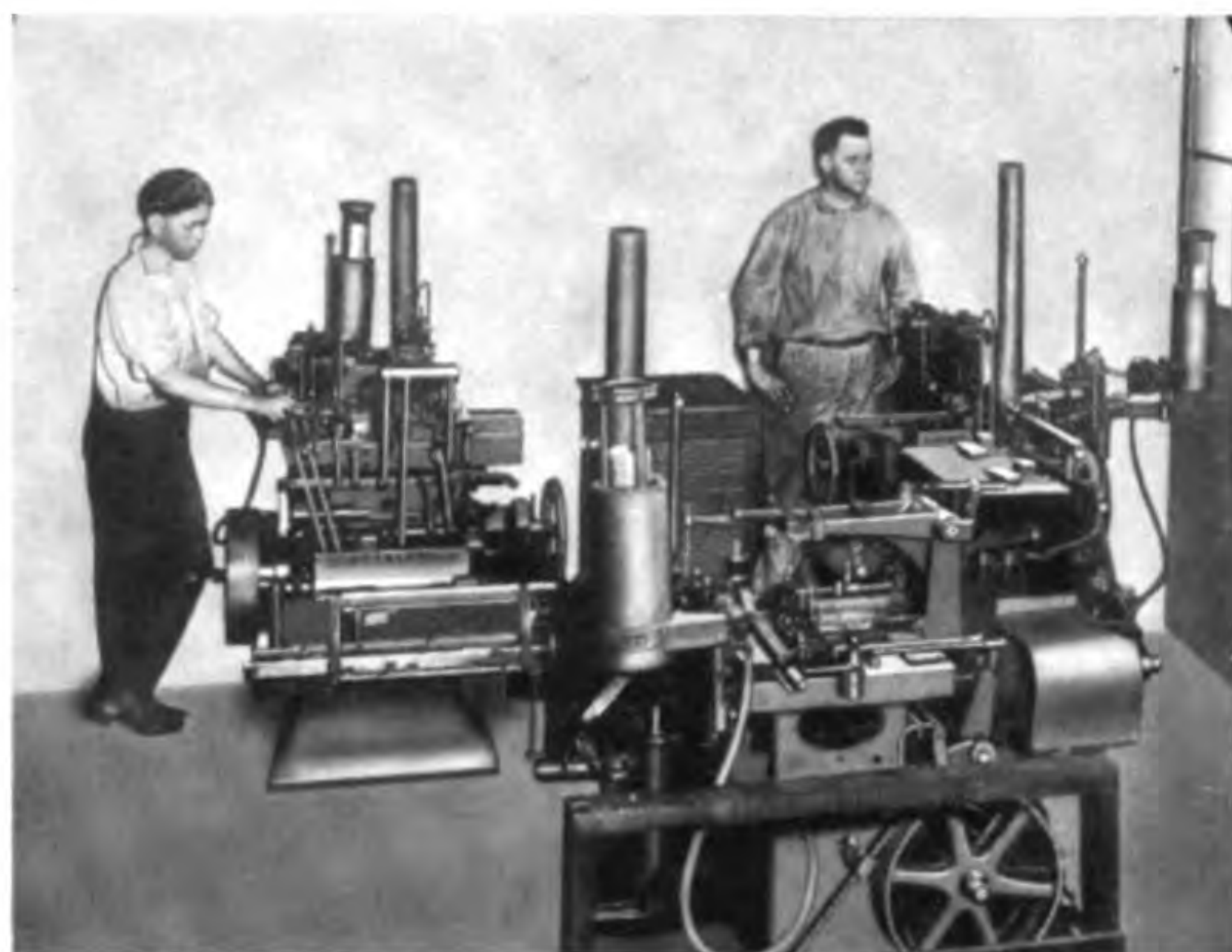
## Monotype, Christmas, 1919

### The Birmingham News

The growth and progress of an industrial centre may often be judged by the growth of the newspapers published in that centre, or possibly we should put it that the vitality and virility of the newspapers in any locality are bound to have a progressive effect upon its industrial and civic growth.

The latter hypothesis, we are sure, is the correct one with regard to Birmingham, Ala., the home of the "Birmingham News," one of the liveliest and most progressive newspapers in the Southeastern States.

The News installed its first Monotype Type Caster in 1913, and expressed its satisfaction



THE "BIRMINGHAM NEWS" MONOTYPE ROOM

therewith in no uncertain terms, continuing to use the one machine until, in 1917, increased advertising compelled it to add a second Type-and-Rule Caster and install the Non-Distribution system.

Again, in February, 1919, the "News" felt the pressure of increasing advertising business and added a third Monotype Type-and-Rule Caster, complete with cutting attachment.

Our illustration shows the convenient arrangement of those three machines in the composing room of the "Birmingham News," which is one of the finest in the South—a plant which is equipped with every modern convenience and uses the complete Non-Distribution system.

The "Birmingham News" is so thoroughly progressive, and its mechanical equipment so complete that its new building is the Mecca that attracts every live newspaper man who travels in the South; and he is well repaid for his visit in the ideas he can gather for economy and efficiency in newspaper making.

### A One Man Record

Much has been said pro and con as to the real value of the one Monotype plant, despite the fact that there are many of them and that they are making good.

Here is an example which shows that the one operator combination Monotype plants can not only do good work but quick work as well. The following extract from a letter just received shows what we mean:

"The enclosed is the first proof taken after galley was lifted from the Caster. This is the last of a set of reports to be used at an annual convention, and was late in being compiled. The Secretary came into my office at 10.30 A. M., leaving the copy. At 10.45 work was started on the Keyboard, and at 12.45 the job was finished, proved and corrected, and was mailed at 1 P. M. as I went out to lunch.

"Personally, I think this is a pretty good record, having to make all necessary changes and adjustments on both Keyboard and Caster and doing the work in two hour's time. At the time this report came in I had another job on the Monotype, but, owing to the exigencies of the case, I had to give this the preference."

The job consisted of 105 lines of 8 point, 25 picas wide, part of it figure work; with the heading and signature made three pages. You will note that the two hours time included composition, proving, correction, and make-up—the correct way to count composition.



### A Long Run from Monotype

Before us as we write are two four page circulars printed in 10 point Monotype Series No. 16. To all appearance they are just two samples from the same job, but the letter that came with them says: "Sample number one is from a first run of 20,000 copies, which was a rush order and hustled out. The type was held and sent to press four times for additional copies. The second sample is the last of 90,000 impressions."

After reading the letter we carefully examined the two samples and found that the last impression really looked as good as the first and could only be detected by the fact that close comparison showed about a dozen slightly battered letters.

To all appearances this type was good for another 100,000 at least.

This job was printed by Gibson Bros., Washington, D. C., for the Junior Red Cross, and cast in their regular Monotype metal.