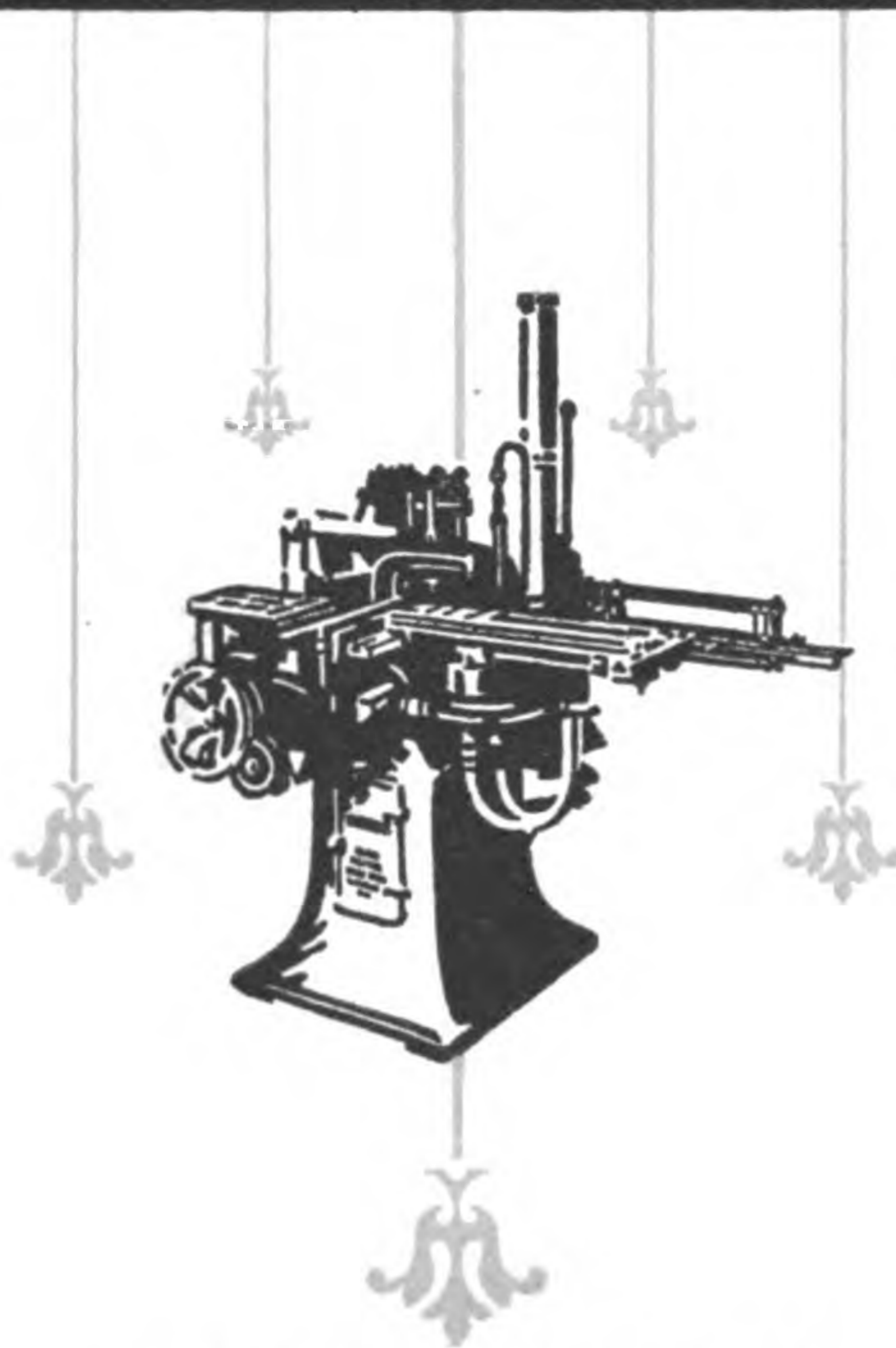


M
Se 10 1920



MONOTYPE

A Journal of
Composing-Room
Efficiency



VOLUME 8—NUMBER 2
MAY, 1920

PUBLISHED BY THE LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

The Monotype System

is a method of composing-room efficiency based upon the work of the Monotype; it produces mechanically a larger portion of the entire output of a composing room than is possible with any other kind of equipment, and provides all the material for doing the hand work on the remaining portion at a lower cost than is possible in any other way; it delivers a product that is worth more because it saves more in the further operations of printing.

THE MONOTYPE

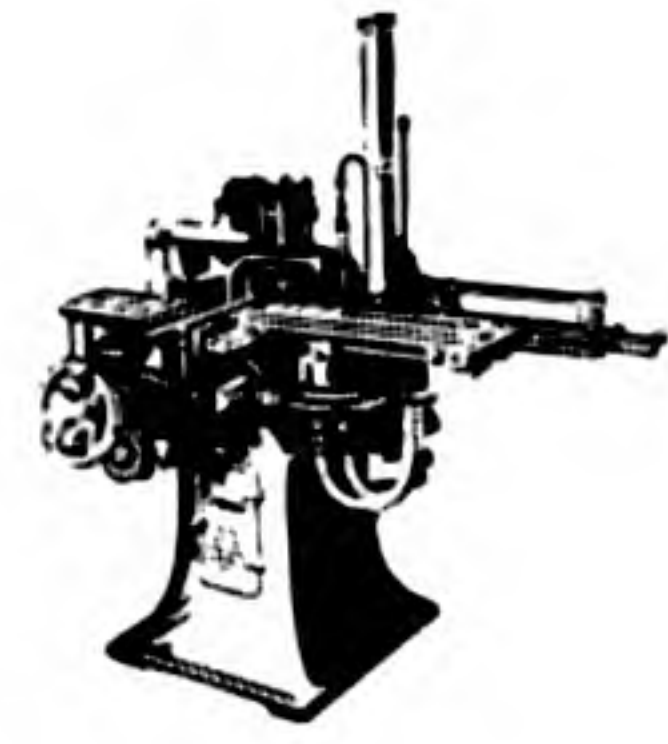


A Composing Machine
A Type Foundry
A System of Efficiency
in the Composing Room

LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA



MONOTYPE



A Journal of Composing-Room Efficiency

THE WORD MONOTYPE MEANS MUCH MORE THAN THE NAME OF A MACHINE: IT INCLUDES A COMPLETE SYSTEM OF COMPOSING-ROOM EFFICIENCY, BASED ON THE WORK OF THE MONOTYPE BOTH AS A COMPOSING MACHINE AND AS A TYPE-&-RULE CASTER

Published by the
LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

VOLUME 8

MAY, 1920

NUMBER 2

How Keeping to Schedule Completes Each Day's Job

J. P. KEATING, MECHANICAL SUPERINTENDENT, THE MILWAUKEE JOURNAL

(Reprinted from "100%")

Although the fundamentals of the manufacturing of a product and the publishing of a newspaper are the same, there are differences which complicate the newspaper man's production problems, and make the use of the most systematic methods of control more vital to him than the manufacturer.

In the first place, take the matter of delivery. The average manufacturer has a day, a week, a month's leeway on the delivery of his goods, and can schedule his production flexibly to accommodate.

But the publisher must deliver on the minute—his product may be worthless if fifteen minutes behind schedule; regular customers will buy other papers, out-of-town readers go paperless, a whole edition is stale and the money and labor that went to make it wasted.

A corollary of this difference lies in the fact that another manufacturer can produce and lay away his goods in stock, while the newspaper publisher cannot.

Is it any wonder, then, that keeping to schedule is instilled in every member of the organization, and that clogging the schedule is as alarming as clogging the breath?

The only wonder is that the great majority of newspapers depend on haphazard planning and follow-up to insure them against this great loss.

However, it was only six months ago that we took a man out of our editorial department and made him planning manager, responsible for co-ordinating the departments for working ahead intelligently with an absolute check on where and why hold-ups occur and for foreseeing and preventing them.

Seven editions to press daily for seven weeks running, without a break, is no mean record.

Planning the Sheet

Because the securing and planning of the news or editorial copy is more simple than the handling of ad copy, we will discuss it first.

A certain amount of space, which varies from day to day, is allotted by the publisher to editorial. This volume of space is determined by two factors: the news developments of any particular day and the amount of advertising.

The supply of copy, or "raw material of manufacture," is always more than sufficient for the news requirements—here manufacturers differ. In fact the publisher's problem is to select only the best matter from the mass of material and to discard the balance. The managing editor must see that telegraph, city, dramatic, woman's and sport editors have their copy in on time.

Ad copy is in at 6:30 on the evening before, and the number of columns available for editorial matter is given the managing editor in the morning, thus regulating the amount of news copy sent to the composing room. We have a standing rule that the editorial desk must be cleared half an hour before the closing time of the forms.

Handling Ad Copy

In the old days we used to take new copy up until 10 a. m. of the day on which it was to appear, and corrections all during the day and regularity of production suffered accordingly.

Now, copy must be received by 6:30 of the day previous to its insertion. Better than that, much of the department store advertising is received two and three days ahead.

This is the direct result of a campaign of education among our advertisers to send their copy in early. It is surprising how willingly most of them have co-operated; apparently the old lax habits are easily eradicated.

We have a rule now that Sunday copy must be in by Friday night, but it has not been established long enough to permit of rigid enforcement.

When copy comes in by mail or through a solicitor, a double form with center perforation is made out, and

pasted to the copy, giving description, information on cuts, insertion days, name, address, space and position.

The copy then goes to the planning manager's office. Here the ad dispatcher enters its description, size, the time received, and whether cuts are in or to come, on a form called "Daily Time Record of Display Ad Copy and Corrections." On the form are spaces where information regarding the dates cuts are received, proofs sent to advertiser, and returned O. K.'d, are entered and watched for follow-up.

Right here one of the greatest causes for hold-up is eliminated. A careful check-up of cuts and proofs is one of great assurances of a smooth flow of production.

The ad copy then goes to the compositors, with the ad room order pasted to it, while the lower half of the form goes to the make-up department for use in laying out the dummy, and later to the accounting department for billing.

The advertising dispatcher lays out his dummy on a sheet which shows the space measurements, scheduling each ad according to direction and expediency, and the sheet is sent to the make-up man who places the ads in the forms as laid out.

A carbon copy of the sheet is made up for the information of the make-up editor who directs the placing of the editorial in the forms.

The forms are then locked up and transferred to the stereotype department where they are molded, then cast, put on the perfecting presses, and run off.

The Schedule

Each edition has a schedule time for locking up forms for which the make-up editor and the man in charge of the composing room are jointly responsible.

The press time, from which other schedules are gauged, is 15 minutes after closing time in the composing room. For the editions press time is as follows: 10:00, 1:15, 1:45, 3:30, 4:35 and 4:50.

All editorial copy must be in the composing room half an hour before forms close, except in special emergencies.

The time of the different editions is governed by train times, peak crowds and release time of Associated Press dispatches.

It is not only imperative to get forms locked up and away in time to clear for the next edition, but to allow the presses to work on schedule. One of the cardinal sins in a newspaper office is to hold up a press!

Keeping an Eye on Production

The foremen of the different departments make out a daily report of each edition showing delays or difficulties and their causes, whether infraction of rules or accidents.

The stereotype form man reports when every form was received and passed and whether the forms moved along steadily or bunched at closing time. This condition is bad and is instantly tracked to its source.

The foreman of the mailing room reports when the first papers were received and when he finished mailing each edition.

From these daily reports the planning manager makes out his daily progress report, on which he has at a glance all the facts vital to the production of a day's seven editions.

It will easily be seen that in our office there is no more "passing the buck" to the other fellow when schedule is not lived up to. Responsibility is pinned without equivocation where it belongs, and fall-downs are miraculously diminished.

What It Means

What does it all do for us? Primarily, this: it makes it possible to print every edition on schedule so that our patrons may depend on us, and to do it with the minimum of labor and the maximum of efficiency.

To give the service we now render without the most careful planning ahead we would need to increase considerably our present force of sixty in the composing room, to say nothing of the added space that would be required.

We can say emphatically that planning pays.

Editor's Note.—The Milwaukee Journal, under the guidance of Mr. Keating, carries its planning to the logical conclusion of providing the best facilities for production, and consequently uses Monotype Type-&-Rule Casters in its ad room.

THE A. A. C. W. CONVENTION

The 1920 convention of the Associated Advertising Clubs of the World will be held in Indianapolis, Ind., June 6 to 10, inclusive, and it is expected to excel all previous conventions in the size of the attendance and in attractiveness.

It will open, as has been the custom for several years past, with religious services in the various churches on Sunday evening, June 6.

The Governor of Indiana has placed the State House at the disposal of the committee of arrangements for housing the meetings of the conventions and the various sections, and for the exhibit of advertising which is promised to be the finest ever shown anywhere.

A very handsome badge has been designed with space for identification card with name of delegate or visitor, so that they may be readily recognized.

It is intended that this shall be a strictly business convention, and all the time has been apportioned to meetings of the various sections and general gatherings of the association every day.

The Committee in charge of the Centennial Celebration of the founding of the city of Indianapolis have, however, arranged to give a centennial parade on the evening of June 7, in which provision will be made for the clubs to take part.

On Wednesday evening there will be a special inspection of the advertising exhibition. This will really be the reception feature of the convention.

The Monotype printer is always prepared for any job of composition no matter how big because the Monotype provides the type and material as needed.

Increased Production with Improved Service

HOW THE MONOTYPE ENABLED A FIRM OF QUALITY PRINTERS TO IMPROVE THE QUANTITY AND QUALITY OF THEIR WORK AND SERVICE WITHOUT INCREASED COSTS.

The Sleepeck-Helman Printing Co. was incorporated in Chicago August 4, 1904, with William Sleepeck as its president and treasurer; H. F. Helman, as vice-president and manager, and James McIndoe, secretary. The ideal which brought these men together in the new enterprise—the realization of which has made their business so conspicuous a success—was the production of quality printing on a service basis.

Mr. Sleepeck and Mr. Helman had worked their way up through the composing room, while Mr. McIndoe's experience had been in the press room; the personnel of the new company thus comprised the expert technical knowledge required in a general job printing business such as they proposed to conduct. Their first equipment though well-selected was installed in a modest space on Sherman Street, and consisted of two cylinder presses, three jobbers, a cutting machine, a stitcher, and a few fonts of type. Physically this has grown to the space of a floor and a half in a modern daylight building at 418 South Market Street, where they now operate ten cylinders ranging in size to 65-inch specials, four automatic-feed jobbers, two automatic-feed folders, three stitching machines, and a composing room whose equipment is second to none in the country. At the same time the volume of business, and the prestige for first-class work, has developed to the point where contracts for printing are placed with them by some of the largest national advertisers, both in this trade zone and beyond it. To Mr. Sleepeck, as sales manager, is due, in large measure, the credit for their present splendid position, though he is first to point out the merit of his associates in plant management, which in itself has fully earned the quality reputation that they enjoy.

The value of efficient production methods was recognized at the inception of their business, and each step of its progress has been planned with this end in view. Affiliation with the local printers' organization was in line with this policy, and the firm of Sleepeck-Helman Printing Co. has been prominently identified with the trade organization movement, both local and national. Coincident with this, of course, has been the growth of the sentiment in favor of accurate cost-finding for



printers. Mr. Sleepeck has devoted much of his time to these purposes, and has served in various capacities to advance the interests of the industry—in general with the United Typothetae and Ben Franklin Clubs, and in particular with the American Printers' Cost Commission. He has been president of the Graphic

Arts Association, and is now president of the Franklin Typothetae of Chicago, and member Executive Council of the United Typothetae of America.

While the Sleepeck-Helman Printing Co. has always sold quality in their product, they have sold service as well. Most buyers "want what they want when they want it," and prompt delivery is recognized as an essential part of good service. The

way that this important feature has been studied in making additions to their equipment is very interesting. Before important equipment is installed, conferences are held in which expected advantages are very carefully weighed, and plans are made to fit the new machine or system into their manufacturing methods in such a way as to realize the greatest benefit.

Naturally, with the expansion of their business, the volume of composition has grown rapidly. The facility with which trade composition could be had in Chicago, coupled with its uniform good quality, made the introduction of typesetting equipment a matter of questionable merit in their discussions for a long time. They could send a job out in the afternoon, have it set, and get the type the next forenoon. They had the possibility of using several machines in a trade plant at one time, though it must be admitted that the necessity for this volume seldom arose; nevertheless, it was worthy of consideration. They had a wide range of type faces from which to make a selection for any particular job; and the element of excess cost of composition, while it was felt, was absorbed in the particular job so handled.

But the Monotype proposition was admitted to have a great many advantages impossible to be obtained otherwise. A survey of their trade composition for a long period was made, and the maximum demand at any time was noted. This was compared with a reasonable estimate of production if the machine was operated in their plant, and it was found that almost without

exception they could handle their own work. Non-distribution came in for its share of attention as well; foundry purchases and foundry maintenance were computed, and set off against the newer method of composing-room efficiency. Incidental press room economy, through the reduction of make-ready time which must accompany the use of new type for every job, was admitted as possible, though it was heavily discounted. Inspection of their trade composition for a year or more disclosed that of the multitude of type faces available, very few were actually used in their work. It had been the practice—to reduce wear on foundry type—to electrotypes nearly all of their forms; the elimination of this item was considered. Finally, after long discussion, the decision was made to install complete Monotype composition and Non-distribution equipment, consisting of a standard equipment, a Type-&-Rule caster, matrices, molds, storage cabinets, etc.



The Keyboard, Sleepeck-Helman Co.

The experience of the Sleepeck-Helman Printing Co. with the Monotype is not unusual; it is, however, a recent occurrence in a noteworthy plant, and as such of interest to our readers. Through the courtesy of Messrs. Sleepeck, Helman, and McIndoe, we are permitted to present the story of the Monotype in their plant.

Prior to the installation of the machines, their needs were carefully canvassed by Mr. Helman, and with the assistance of our instruction men a complete schedule was worked out which provided for every detail that could be foreseen, and insured the easy introduction of the new system.

One of the first conveniences seen, in advance of any cost figures, was that a great many small pieces of composition were being handled on the machine, whereas they had previously been handset, being too small to send outside. This gave the hand compositors more opportunity for composition that rightly belongs to them, and enabled them to render more production with

less physical effort. This was again affected by the fact that every man had a plentiful supply of all the material that he needed, all of it new and conveniently placed. Further, distribution was eliminated, except for sizes above thirty-six point—another factor which increased production. And hunting and picking for



The Caster Room, Sleepeck-Helman Co.

sorts,—yes, even this plant, in the good old foundry days, was not free of this characteristic time-killer,—were cut off short, with relief to the men and economy to the management.

And as for composition: they find that more work is being set on their machine than they had previously bought, and their service standards, instead of being lowered, are actually higher; formerly they were pleased with one-day service from outside, whereas now they get half-day service from their own equipment—even better, if the job is small. Well-selected fonts of mat-



Composing-Room, Sleepeck-Helman Co.

rices, in complete series, serve their varied requirements with satisfaction to their trade and with profit to themselves. They get "what they want when they want it" to a degree that could not be had in any other way, and they control every detail of its quality; both of which considerations are vital.

Twenty-four three-font storage cabinets form the reservoir from which is drawn the type for the maintenance of the Non-distribution system. Every font from twelve-point to thirty-six point is carried in storage, the quantity in each varying in accord with the normal use of the font. The property man, in addition to his other duties, such as the care of cuts, etc., sorts up the cases and lead and rule racks, and works closely with the caster operator to see that the possibility of any shortage is avoided. Should a large job demand an unusual quantity of eighteen point No. 337, for example, an order is immediately put on the caster to replace the type used; other details have been worked out to safeguard the system and to make it practically self-maintaining. Special cabinets have been designed by our instruction department—space and quad storage, lead and rule storage, etc.—and these are conveniently placed in the composing room. In keeping with the best precepts of plant management, every convenience is furnished that will reduce the cost or increase the output; and this holds good not only in the composing room but throughout the entire plant.

What effect has this system had on the costs? That is truly an important point. To check this, three months' costs for 1918—October, November, December—were compared with the corresponding period in 1919. The secrecy which surrounds cost figures, like the divinity that doth hedge a king, must be respected thoroughly; nevertheless, we are permitted to say that while the payroll hour cost in 1919, during this period, was twenty-four cents higher than in 1918, the hand composing room hour cost was only five cents higher. Between the two periods considerable increase had been made in the wage scale. A pick-up of nineteen cents on every productive hour, accompanied by an increase in the percentage of productive time, is hardly to be despised; it will finance many improvements. The comparative cost of composition, we are assured, is quite satisfactory, to say nothing of the incidental advantages that have been enumerated.

The conclusion to which one inevitably is driven by the consideration of experiences such as the Sleepack-Helman Printing Co. have had with Monotype equipment, is reinforced by general experience in every sort of composing room throughout the country. The quality of Monotype composition and the economy of Monotype Non-distribution have been thoroughly demonstrated in hundreds of plants with varying requirements, and the record here given constitutes the Sleepack-Helman Co. a worthy addition to our list of progressive book and job composing rooms.

NEW TYPE A BUSINESS BRINGER

Rogers & Hall Co., Chicago, operate on a double shift one of the largest and most completely equipped printing plants in the United States. In addition to the actual work on the printing entrusted to their care, they assist in securing compilers, advertising men, and editors, and advise in the preparation of copy and in the

promotion of advertising campaigns. One of their strong business-pulling arguments is the fact that they conduct their own "type foundry," as they call their battery of Monotype Type-and-Rule Casters, and use type but once unless the forms are ordered held for the customer's convenience. They handle all sorts of catalogs, booklets, trade papers, house organs, price lists, proceedings of grand lodges and other organizations, directories, histories, etc., the better grade of which are set on their Monotypes. Proper quality, quick delivery, right price—these are the three essential features upon which a tremendous business has been built, and the Monotypes have contributed very materially to the development and maintenance of an efficient composing room. By the time this issue of "Monotype" is in your hands, two more Monotype equipments will have been added to their plant.

SUCCESS BEYOND ANTICIPATION

Modern business offices and factories have generally accepted the loose leaf idea for their records and forms and the making of these has become a highly specialized business. The Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich., are acknowledged leaders in the line of furnishing complete office systems which include all manner of loose leaf accounting forms. The grade of paper required in this work was found to be specially wearing on the type faces used for the headings, and the maintenance cost in this respect alone was very heavy. The Monotype was installed to obtain the benefit of the non-distribution system, which not only gave them "new type for every job" but reduced the percentage of non-productive time as well. Then we brought out our Plate-Gothic Combinations. Strictly in line with their progressive policy, this firm saw the advantages, and at once adopted them for machine composition of their book headings. Now all of this work, from the simplest one-line heading to the most intricate form, is set and cast on their Monotypes. In a recent letter Mr. Geo. P. Wigginton, president, wrote: "All the claims that you have made, I am convinced, are being thoroughly obtained, and without doubt we are going far beyond what we anticipated we would get. Our Monotype equipment is giving us splendid service and the investment is fully justified."

NON-DISTRIBUTION WINS AGAIN

On Sunday, March 7, the Syracuse, N. Y., "Post-Standard" ran an 80-page paper containing 30 pages of automobile advertising, besides the usual run of ads for the balance of the paper. This was set by their usual ad room force aided by the Monotype with but little overtime. Such an accomplishment would have been impossible without the Monotype.

But the greatest saving and surprise came on Monday morning, when the paper was broken up and it was found that there was only one hour's work distributing the sizes of type larger than 36-point.

The Monotype Made It Possible

HOW A BIG COMMERCIAL UNDERTAKING WAS HELPED BY THE MONOTYPE AND NON-DISTRIBUTION

(Specially Written for Monotype)



In 1857 Albert Pick & Company established a glass and china store in a small frame building in Chicago. Today they occupy three huge buildings there, and have warehouses and subsidiary plants all over the country. The business includes manufacturing, importing and jobbing of equipment, furnishings and supplies for hotels, restaurants, industrial plants, and community centers in cities, small towns and rural districts. By a slow and steady growth they have developed from an ordinary merchandising house to an institution that is an absolute leader in equipping completely many allied lines of business. Incident to their growth has been the absorption of the Cross-Wells Company and Burley & Company of Chicago, and the E. H. H. Smith Silver Company of Bridgeport, Connecticut,—all of which were large and well-established organizations in themselves.

The great factory and operating plant contains more than thirteen acres of floor space in the central manufacturing district in Chicago. Here are the warerooms containing entire outputs of other factories. The building is a model of convenience and utility; it has every device which will facilitate the rapid handling of merchandise. Through a complete system of lowerators, chutes and conveyors, and an organization trained to hair-trigger efficiency, Albert Pick & Company are able to prepare goods for shipment in a remarkably short time. The merchandise is loaded into the cars from private shipping platforms, adjacent to private switch tracks, that will accommodate fourteen cars at one time. They also have private docking facilities on the Chicago River—the busiest waterway in the country. Besides this model plant, the executive offices and general sales rooms fill a large six-story office building in the heart of Chicago's downtown business district.

Quite as a matter of course, the direct advertising done by this firm has grown by leaps and bounds; the advertising department, organized and conducted by Mr. Frank G. Ball, has kept well in advance of their

general expansion, and has blazed the trail for the tremendous volume of business now handled, running in excess of \$10,000,000.00 annually. In December, 1915, the decision was made to transfer their printing, so far as possible, to their own private plant, which had heretofore been conducted in a small way for certain conveniences, and Mr. Walter H. Schwiderski was put in charge as superintendent. Presses were installed, and the composing room was rapidly expanded to handle the work. General catalogs, special catalogs, flyers, and price lists at times swamped the plant, and trade composition was bought in large amounts. The varying quantity of work militated against operating their own composing machines, and the convenience of outside service made a strong appeal. At times fifty compositors were employed, and the purchases of foundry type and material grew to very respectable proportions. Overtime piled up, and all the disadvantages of a large composing room operated on the foundry system united to make production a most difficult problem. Both Mr. Ball and Mr. Schwiderski had noted these conditions, and had considered them from their various angles. The final



Corner of Keyboard Room, Albert Pick & Co.

decision was reached in September, 1917, when foundry purchases amounting to over \$4000.00 confronted them, when trade composition bills had climbed to a large amount, and when even with overtime the force employed could no longer meet their schedules.

One Monotype standard equipment, with non-distribution units, was put to work on a double shift. In a short time, the hand force was able to handle the work with but little overtime. Distribution had been greatly reduced, all their composition was being done in their own plant. Though their work continued at its highest levels, catalogs went out on time, and revised price lists were in the mails on a twenty-four hour schedule.

When one considers the instability of prices during the war period, the importance of their point is apparent.

A live advertising department backed up by efficient production and shipping departments, pointed the way to a larger business; this in turn justified still more aggressive and more intensive advertising, and soon their demands again outgrew the capacity of their printing department. In June, 1919, another standard equipment was put on the job, and the results achieved by the first installation were not only equaled but were excelled. No more concise statement could be made than to quote Mr. Schwiderski on their production records:

"In 1917 we had no machines, fifty men, and plenty of overtime; in 1918, we had one Monotype, some distribution, and very little overtime; now we have two Monotypes, no distribution, and no overtime, notwithstanding a big increase in amount of work. Everything in our catalogs within machine limits is machine-set in our own plant; all of our composing room material is made on our Monotypes, and we buy no foundry material. We are now handling at least double the volume of work that we produced in 1919, and we are doing it easily and on time. The Advertising Department gets the copy to us in a consistent way that permits us to maintain our efficiency, and the least that we can do is to get the finished job back to them when wanted."

Through the courtesy of the Advertising Department we are permitted to quote the following figures on comparative cost of production: In 1917, before in-



Monotype Caster Room, Albert Pick & Co.

stalling the Monotype, catalog No. X7 cost \$8301.65 and catalog No. Z7 cost \$3125.22. During the next two years wage scales advanced materially, and a revision was made in their method of cost-finding. Notwithstanding these considerations, after installing the Monotype No. X7 cost but \$8861.16 in 1919 and No. Z7 cost \$3420.68—the same catalogs entirely reset. To ascertain the exact saving, if any existed, the cost department took the original records for 1917 and computed them on the basis of 1919 costs; when it was learned that No. X7, produced under old conditions, would have cost \$12,910.00, and No. Z7 would have cost

\$4860.00. Summing up, the two publications in 1919 actually cost \$12,281.84; under the old methods they would have cost \$17,700.00; the indicated saving, on these two catalogs alone, is \$5488.16.

They have revised practically all of their office and factory forms, and have set them on the Monotype; the forms are kept standing, required changes are quickly made, and the printed product is delivered to



Composing Room, Albert Pick & Co.

the proper department in a short time. The composition of these forms has been put through the machines during dull periods, and the cost of setting and handling them is much less than with the old and cumbersome method of hand composition and electrotyping. Long runs on catalogs are still plated; but note this—before the introduction of the Monotype system of composition and non-distribution into their plant, the electrotypers complained of the difficulties they experienced with worn type; now this work is gladly received, and is quickly executed in first-class shape, because they have brand-new type in all the forms. This is reflected in a shortening of the schedule between the composing room and the press room, which means that the product is mailed just that much sooner.

Composing room methods have been thoroughly standardized for the class of work handled, and many facilities for economical and efficient production are in evidence in this department, planned and placed with the foresight that makes the entire business organization one of the smoothest-working in the country. Albert Pick & Company are to be congratulated upon the efficiency of the printing department, in which the Monotype equipment has so fully met their expectations.

THE TYPOTHETAE SCHOOL

On June 2 the United Typothetae School at Indianapolis will hold its annual commencement exercises. It is expected that a number of the U. T. A. officials and the Education Committee will be present. The school facilities have recently been increased by additional Monotype equipment, and it will, therefore, be in a position to receive larger classes of Monotype students for the Summer and Fall terms.

A TRADE PLANT THAT BELIEVES IN PROGRESS

Detroit is decidedly progressive as a printing centre and all of its plants are making rapid progress, but none more than the trade composition plants, many of which are equipped with the Monotype and the latest up-to-date units and faces of type for use with it.



Keyboard Department, Standard Composition Co.

Prominent among these is the Standard Composition Company, whose Monotype department we illustrate in this issue.

This active firm has an equipment of four keyboards—two Duplex and two regular—three composing machines and one Type-&-Rule Caster, all of which are kept constantly busy on work coming to them from the Detroit printers and from the surrounding territory of Michigan.

When the Plate-Gothic Combinations were first announced this live-wire firm became interested at once, and investigated their usefulness in a trade plant, with



Caster Department, Standard Composition Co.

the result that they quickly realized that the Plate Gothic was going to be a winner, and added it to their Monotype equipment so that they might be able to serve their customers better.

They have already done some excellent work with the new faces and are enthusiastic over the possibilities of

this latest development of Monotype composition in job work. Though the new feature naturally covers but a small part of the work of a trade plant they see in it a big step in advance that appeals to their progressive ideals of growth.

MONOTYPE ESSENTIAL FOR HIGH GRADE SERVICE

An advertising agency, organized and equipped to render complete advertising Service, is the real descriptive title of The Cramer-Krasselt Company, Milwaukee.

Every factor of analysis, research, trade investigation, campaign planning, copy writing, executing art work, expert space buying and checking, in addition to printing, binding, etc., is handled completely by the Agency. The client is thus relieved of any executive responsibility and the supervision of a variety of operations in different organizations.

For this reason, The Cramer-Krasselt Company uses the word "produced" in connection with all the advertising it handles, to indicate "completeness of service."

Two Monotype Composing Machines play a large part in rendering their high grade Service. Mr. Vanderjagt, of the printing department, says that their Monotypes enable them to produce the best grade of work in the quickest possible time. In fact he says that for the class of work they handle, the Monotype is indispensable.

CONVINCED THAT HE MADE NO MISTAKE

Of all men handling type none must be so critical as to its quality, ease of handling and abundance as the advertising typographer whose work must not only be right but quickly done. Therefore the following letter from J. M. Bundscho, Chicago, who has achieved a national reputation for the excellence of his typography, will prove of special interest to our readers, both those who have Monotypes and those who are considering their installation.

"Our business is exclusively that of layout and composition of advertisements and advertising literature. We employ about eighty compositors to product our composition, practically all of which must be completed within twelve hours after copy is received.

"To accomplish this necessitates an immense amount of type and other material and it is only by keeping a plentiful supply on hand that our men can produce efficiently and quickly.

"One of the first qualifications of a business such as ours is its ability to give Service. Without an abundance of material, service is impossible, and if the Monotype gave us no other advantage, we believe this alone would compensate us for the investment.

"Being the first in our field to install the Monotype, we naturally hesitated before taking this step, but after several months' experience, operating day and night, we are convinced that we made no mistake."

The Monotype Men of the Western District



From Left to Right, Top Row, Tom C. Ferris, S. Stanley Goodson, E. F. Riedelback, Robt. K. Wattson, W. C. Kirby, Assistant Western Manager, F. T. Hollister, Lester Walden, J. R. Kirby.

Middle Row, Geo. L. Morrison, Frank A. Olin, George Hrabac, Paul Menconi, Paul M. Nahmens, Geo. Spalinger, Chas. J. Ash, M. B. Parliman, Geo. H. Hanson.

Bottom Row, F. J. Callahan, W. O. Cascadden, John J. Meadth, Ernest B. Titus, Jas. H. Sweeney, Western Manager, John Pollock, F. C. Shelters, F. W. C. French, Chas. M. Skerrett.

THE WESTERN DISTRICT MAKING GOOD

Judging by their smiling countenances the members of the Monotype force in the Western District are no more averse to having their "picturs took" than other normal human beings when they get together. The photograph above was made when the Western District Monotype men assembled in Chicago, during Christmas week, to get better acquainted individually and collectively and lay plans for overtopping in 1920 the big record of Monotype sales and installations they had piled up during the year 1919, which largely helped to make that period the most successful year in Monotype history.

After the usual get-together greetings had been indulged in, Mr. James H. Sweeney, Western Manager, told them of the combined results of their work and congratulated them upon their zeal and success in creating new Monotype users all over their district, and in largely increasing the number of machines in use by old customers.

Then came a general discussion of ways and means for beating the record during the present year, and throughout this each salesman enthusiastically maintained that his territory contained the best all-round Monotype plants in the country. And, funny thing, every man jack of them cited real, tangible, definite evidence to show that he was right. At length they decided that, by and large, the Western District leads the world. It was a unanimous vote, too. They claim that they will prove it this year.

In making plans for the coming year each salesman had in mind plants which needed and deserved to have

Monotype treatment for composing-room ills, and expressed his intention to "go and get them." Perhaps yours is among them. Each installation man pledged himself to expedition and accuracy in placing every new Monotype; each inspector resolved to be always ready to assist operators over difficulty with despatch; while the manager and his assistants gave assurance that they would back up the field men to the limit.

Of course, they had a banquet. It was held at the Fort Dearborn Hotel, and they all say that the Fort Dearborn is certainly "some place for eats."

The evening was given over to a theatre party, and, if one may judge by the remarks next morning, it was a decidedly enjoyable one.

While the dinner was being served telegrams came in from Toronto, from New York, from Boston, from 'Frisco, even from Philadelphia. Finally the Chicago banqueters concluded that the whole sales organization must be having a good time on the same night, so a little quick thinking, a little action, some hasty scribbling—and telegrams went hustling back carrying holiday greetings and the best of good wishes to all concerned.

What is most pleasing in these get-togethers is the exhibition of the feeling of friendly co-operation and expressions of hearty loyalty; the promise of hard and fair fighting for the benefit of the Monotype Company and its customers—yours and ours. This is, after all, the best and most dependable service-insurance that you as a member of the family of Monotype users could have.

KNOWN WHAT THEY WERE DOING

When the A. W. Shaw Company installed their Monotypes a few months ago, they knew they were not experimenting. Their three publications: "System," "Factory" and "System on the Farm," and their books and study courses have always been Monotyped. It is hardly necessary to say why they use Monotype; the reasons are obvious. They express them in three words: Quality, Versatility and Flexibility.

Their first machine was started December 1, 1919. Though it was expected that during the organization period some work would have to be sent outside, only one job was so taken care of. The total composition for the first month was 928,944 ems. During January a total of 1,149,180 ems were set and in February 1,316,610 ems.

They are now doing in their own plant more composition than ever was sent outside. The Monotype equipment consists of three keyboards, two composing machines and a Type-&-Rule Caster. So far, they have made use of only two of the keyboards. Sorts and strip material are made on the Type-&-Rule Caster. One of the two keyboard operators is kept almost continuously on minimum runs in handling the text of advertisements.

Indications point to the necessity for a third keyboard operator to take care of the increase of their business.

The A. W. Shaw Company is to have a new building erected after their own plans for their exclusive use. A lot 218 x 120 feet has been purchased and the new factory and printshop will have a most efficient modern mechanical equipment. Of course, the question of office efficiency will not be overlooked.

LIVE PRINTERS AND LIVE TOPICS

That caption aptly describes the March meeting of the Milwaukee Typothetae, which was called to hear reports from the committees working on the printing survey of that city.

There was a record attendance of about 150, and the interest was intense, especially when Secretary W. G. Penhallow sprung on them a tabulated report of 42 estimates which he had secured from Milwaukee printers upon a set of three ordinary commercial jobs, giving the figures in detail of individual plants, but mercifully designating them by number as there was in some instances 50 per cent. variation in price for the same job by members, as well as outsiders, or from \$11.50 to \$5.75.

Mr. Herman Beyer told in no uncertain way of his conversion to the Standard Cost System and the benefits and surprises it had brought him.

Mr. Chas. H. Hayward spoke for the new Trade Composition Branch and of the metal troubles of the composition houses and asked for closer co-operation.

A most important subject—not only a live one but one affecting the very life of the printing business—was the report of the apprenticeship committee. They announced that the Boys Technical High School had

opened evening classes in printing, with a curriculum covering English, hand composition, imposition, machine composition, presswork, bookkeeping, estimating and cost finding. The committee also reported that they were canvassing the seventh and eighth grades for students in printing and had prepared a booklet setting forth the advantages of printing as a profession for distribution to a select list of boys.

The Milwaukee Typothetae are conducting cost finding classes three evenings a week and two estimate classes are forming, but they fully realize the present menace to the craft in the lack of desirable apprentices.

The officers of the Milwaukee Typothetae are: President, M. C. Rotier; vice president, Chas. Gillett; secretary, W. A. Green; treasurer, G. W. Bollow; directors, C. Buehler, R. Giljohann, W. C. Moebius, F. G. Cramer, R. Hasseler, F. Wilke; executive secretary, W. G. Penhallow; assistant secretary, Eugene Anslinger.

An added feature of interest at this meeting was the visitation in a body of the members of the recently organized Racine Typothetae, which is a 100 per cent. organization.

NOW COMPOSITORS ALL DAY

One of the largest producers of printed tags in the world is the International Tag Company, Chicago. Their own men have designed and built a number of fast and most accurate special machines that they use in this work, and through this, coupled with the efforts of an active sales force, they have achieved quantity production,—the ideal of every specialist. Every printer knows how long—really, how short—the life of any type is when used on stock of tag grade. They saw their foundry bills and their electrotyping bills grow to such proportions that they realized that they must look about for some means of bringing them down to a reasonable figure; after considerable investigation, they installed a Monotype Type-&-Rule Caster, with its attendant non-distribution system. Now, all short runs are printed direct from type; all rush orders, regardless of the quantity, are printed direct from type; every order, long or short, rush or otherwise, has at least the original form in type. They find that satisfactory results are obtained from this method, with an economy that is really surprising. Perhaps best of all is the fact that their compositors are compositors all day—not distributors part of the day—which has practically doubled their production.

THE TYPE USED

The type faces used in this issue of "Monotype" are from the Monotype No. "64" family. The text being composed in series No. 264, a most readable condensed face giving the appearance of a large face with great copy capacity as it is only 8-set. The display size of Series No. 264 are shown on the first and fourth pages of the cover, while other faces of the series are well combined in pages two and three and the headings.

→ Arrows ←

THE Century Dictionary defines "Arrow" as follows: "A slender, generally pointed, missile weapon made to be shot from a bow." But we, of the twentieth century, make use of the arrow to direct attention to some point in advertising or other reading matter which we think should be emphasized. When used in connection with some particular phrase or paragraph, they rivet the attention in a manner that is prompt and forceful. Many stunts can be quickly formed with the different combinations, to be used in a variety of ways, both as borders and pointers, and the shrewd printer will find numerous instances for its profitable application.

Class Five Point
 D ::::::::::::::: : 5Yb-476X

Five and One-half Point
 A →→→→ → 5½U-1379X

Six Point
 A →→→→ → 6S-1307X

A ←←←← ← 6Xa-610X

A →→→→ → 6Xa-601X

A - - - - - 6Y-20X

A →→→→ → 6X-764X

A - - - - - 6X-765X

A →→→→ → 6X-766X
 The above three run together

A →→→→ → 6X-20X

C ▲▲▲▲▲▲ ▲ 6Y-43X

C ∪∪∪∪∪ ∪ 6Y-44X

C ||||| ||| 6Y-49Ro

C ▲▲▲▲▲▲ ▲ 6Y-45X
 The above four run together

D ~~~~~ ~ 6-1054X

D + + + + + 6Wb-707Xj

D ! ! ! ! ! ! ! ! 6Y-199X

D ! ! ! ! ! ! ! ! 6X-570Xi

D ↑↑↑↑↑↑ ↑ 6X-988X

D †††††† † 6X-920X

D †††††† † 6X-567X

Eight Point
 A →→→→ → 8W-20X

A ←←←← ← 8W-174X

A →→→→ → 8W-601X

A →→→→ → 8Wb-1329X


D →→→→ → 8W-350Xi

The above matrices are sold at the single matrix rate of the class indicated; matrices not having the class marked are special and prices will be quoted on request; matrices above 12 point are Electro-Display Matrices.

12-740RL


12-740RL

Class A




24 Pt. 515

Class A




30 Pt. 513

Class A



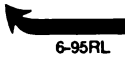
24 Pt. 509

Class A

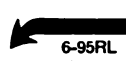


24 Pt. 508


6-95RL




6-95RL




6-95RL



6-95RL




Class A




24 Pt. 504

Class A




24 Pt. 505

Class A




12 Pt. 503N

Class A




12 Pt. 502N

Class A




24 Pt. 506

Class A




24 Pt. 507

Class A




30 Pt. 512

Class A




24 Pt. 514

Class A



30 Pt. 511

Class A



30 Pt. 510

12-point 502N, 12-point 503N, 24-point 504 and 505, 24-point 506, 24-point 507, 24-point 514, 30-point 510, 30-point 511, 30-point 512, match 6-point 95RL rule.
 24-point 508 and 509, 24-point 515, 30-point 513, match 12-point 740RL rule.

Weather Signs

These are special matrices and have been used as weather signs; prices will be quoted on request.

6X-528X	8S-939X	10U-565X
6X-568X	8Wb-957X	10U-566X
7X-322X	8Wb-958X	10U-819X
7X-323X	10U-21X	10U-821X
8W-21X	10U-389X	10U-824X
8W-389X	10U-455X	10U-825X
8W-565X	10U-459X	11S-1028X
8W-566X		

Class Eight Point
 D ↓↓↓↓↓↓↓↓ ↓ 8Wb-1528X

D ↑↑↑↑↑↑↑↑ ↑ 8Wb-1529X

D ! ! ! ! ! ! ! ! 8Wb-570X

D ↑↑↑↑↑↑ ↑ 8Wb-988X

D →→→→ → 8Wb-959X

D † † † † † † † 8Wb-920X

D →→→→ → 8Wb-579X

Ten Point
 A →→→→ → 10U-1138X

A →→→→ → 10U-20X

A ←←←← ← 10U-174X

A →→→→ → 10U-1305X

A →→→→ → 10U-823X

D ! ! ! ! ! ! ! ! 10U-570X

D † † † † † † † † 10U-587X

D >>>>>>>> > 10U-410X


Electro-Display Matrices

A → → 12x18-201X

A → → 12x18-1499X

A → → 12x18-1500X

The above three run together



A → → 18-201X

A → → 24-683X

A → → 24X-478X

D → → 24-14X

D → → 36-14X

A → → 36-1165X

EFFICIENT AND SUFFICIENT

That is what the Monotype has proved itself to be in the plant of "Successful Farming," according to Mr. E. S. Condon, foreman of that progressive and aggressive journal; but read for yourself what he says and you will no doubt catch at least a portion of his enthusiasm:

"In singing the praises of the Monotype, I am inspired not alone by its efficiency but by its dogged sufficiency. After several centuries of groping about in out-of-the-way corners looking for sorts—"shorts" would be a better word—it assuredly is a relief to know that now 'there ain't no such animal.'

"During the past year we have been grinding out monthly from 700 to 800 pages of publications, all Monotyped, hundreds of pounds of display type, quads, spaces, leads, slugs, rules and borders, and have found time to do considerable outside work that has been forced on us.

"We have been able to do this without fret or fuss or sleepless nights. Nor have we had to work the machines to full capacity all the time. As you know, my conversion to Monotypography has been slow—but it is complete. It is results that count, and for us the Monotype delivers that same."

PLATE TROUBLES ONLY A MEMORY

The Workman Manufacturing Company, Chicago, specializes in the production of manifold factory and office forms. Their customer list includes some of the largest industrial concerns in the country, and for one of these they have created a department in their plant which handles nothing but its work. Many orders run into hundreds of thousands, and it was formerly the custom to set one form by hand and have electros made. This was not entirely satisfactory, aside from the expense, because of the frequency with which slight changes were made in the forms from time to time and the delay occasioned while these alterations were being made. Then the versatile Monotype was put on the job; and, presto! the disadvantages of handling the plated

forms became a memory. Forms are now set at the keyboard and cast once or a dozen times on the caster as needed. All copy is laid out for the machine with a view to reducing the hand time. This plan succeeds so well that on some of the forms practically nothing is left to do but to lock-up the forms when the work comes from the caster. Complete non-distribution is maintained, and the efficiency of the hand compositors has been greatly increased by this system.

MONOTYPOGRAPHY

"Printograms" for March—the house organ of the John P. Smith Printing Co., Rochester, N. Y., certainly is substantial proof of the truth of the slogan of this progressive house: "We do ordinary printing extraordinarily well." Just twelve pages of black and white with a touch of color in the initials, but done so well as to attract immediate attention. It is set in Monotype Series Nos. 21 and 79. The text is well written around the thought that quality in printing always pays the user and therefore it should prove profitable advertising.

A handsomely printed catalog of a St. Louis firm of fur buyers, entitled "The World's Market Place for Furs," comes from the press of the Con P. Curran Co., St. Louis. It is composed in Monotype Series 38, and illustrated with a number of halftones. The inside pages are printed in black and a tint and the cover in three colors and gold and embossed. The size is 8¼ by 11¼. It contains 24 pages with fly leaves to match the cover, is bound with a silk cord and enclosed in envelope to match the cover.

The M. F. Shafer Co., Omaha, Neb., are doing some superior printing if we are to judge by the several samples just received which include pamphlets, programs and booklets. The gem of the collection is a program for Tangier Temple of the Mystic Shrine, which is composed in Monotype Series 38 in excellent display and printed on coated stock. A pamphlet for the Overland Tire and Rubber Co. shows a fine sense of proportion in the composition. The type being Monotype Series Nos. 37 and 79. It is printed on dull finish India coated and contains a number of especially well-printed halftones.

The Advertising Club of Shreveport, La., have issued a magnificent brochure to boost their home town. It is splendidly printed and excellently designed and bears the imprint of the Con P. Curran Co., St. Louis. There are 40 pages and cover. All the text pages are illustrated with halftones and are printed in photo brown ink and a blue tint. There are also two fine four color illustrations. The cover is printed in three colors and gold and embossed. The binding is finished with a heavy silk cord and bow. The size is 8¼ by 11¼ inches.



First Convention of the International Machine Composition Association held in Chicago, February 12 and 13, 1920