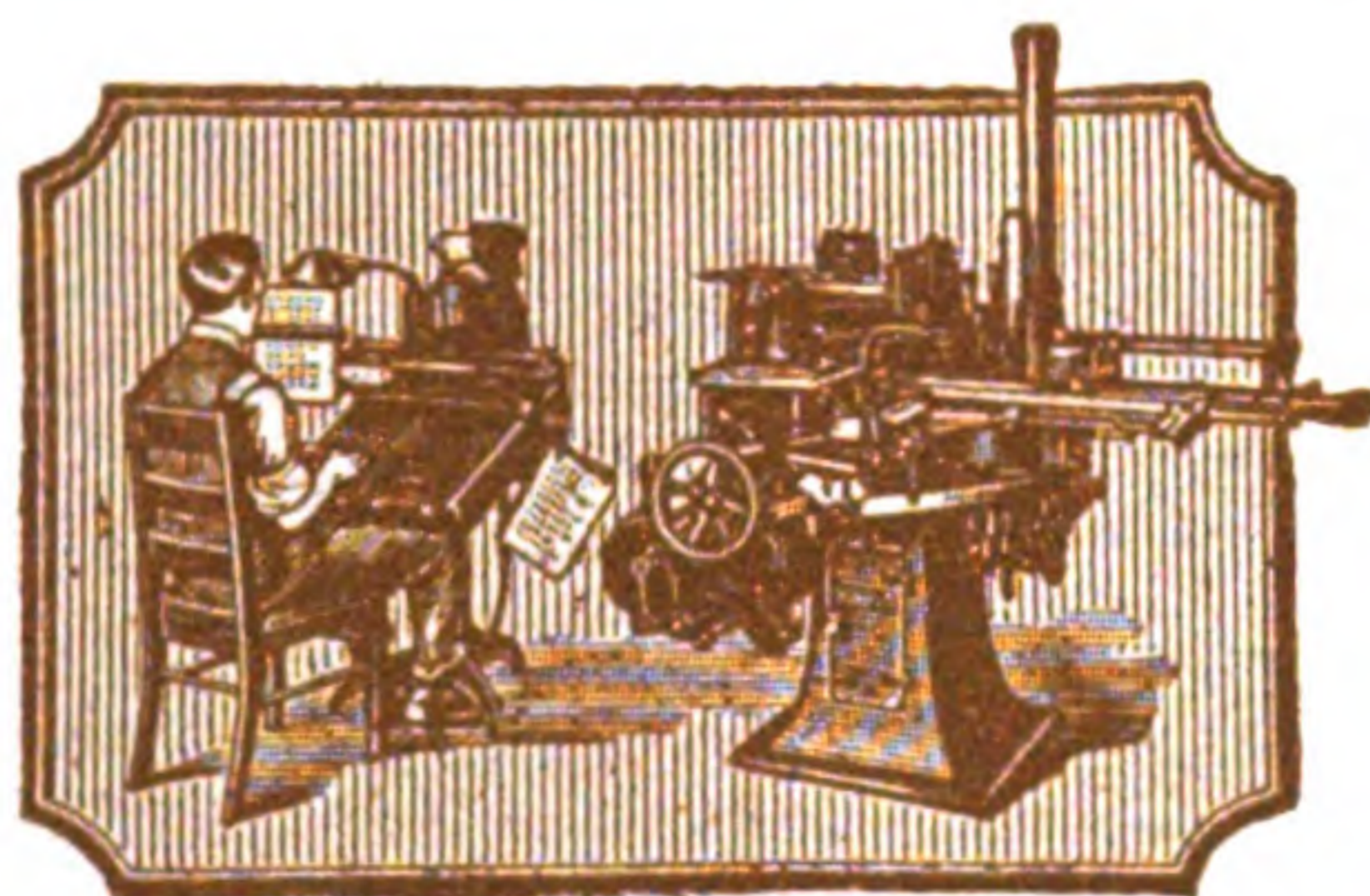


MONOTYPE

A Journal of Composing-room Efficiency, published by the 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



-JUNE--:-1920-
VOLUME 8—NUMBER 3

Paper Conservation

an imperative

Business Necessity

During the war we economized in the use of paper that the material and labor might be available for the government. It was our patriotic duty.

Now, the demand for paper is growing faster than the supply, and its conservation has become a duty—a business necessity.

We must use less paper though business must advertise and the newspapers be published. How can we do it?

The Monotype produces type that is so closely fitted that composition done on the Monotype requires ten per cent. less space than slug composition without reducing the size of type. Here is a solution: Use Monotype composition for all printing. It gives a double advantage, for it helps to conserve a necessary commodity until its production shall catch up with the demand, and at the same time reduces the cost of production of printing.

The Monotype is the only
composing machine that
can give these advantages

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

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JOSEPH HAYS

Joseph Hays

It is with sincere sorrow that we announce the death of Mr. Joseph Hays, Manager of the Typographic and Advertising Departments of the Lanston Monotype Machine Company, on May 18, 1920. In his death there passed a prominent figure in the printing business and one the results of whose work will continue to benefit the craft for many years.

Mr. Hays was born in Lancaster County, Pa., in 1866, and came to Philadelphia with his parents when a boy, learned the printers' art in the plant of George H. Buchanan Co., and then worked in some of the better class composing rooms, becoming foreman of the composing room of the Curtis Publishing Co. about 1893.

When the Printers Board of Trade movement was started he became interested, and in 1902 accepted the position of assistant secretary of the Philadelphia Board. In 1903 he was selected as the Manager of the Printers Board of Trade of Boston, where he was so successful as an organizer that in 1904 the Philadelphia Typothetae persuaded him to become its manager, a position which he held for three years, during which time he was one of the moving spirits in the creation of the basis upon which the Standard Cost System is built.

In October, 1907, he joined the Monotype forces as Assistant Sales Manager, and remained with us until his death, receiving several merited promotions. Of this period he spent three years in Chicago as Western Manager and about a year in Canada.

Having made a particular study of the works of old masters of typography and being gifted with an unusual appreciation of symmetry and color in type faces, he was particularly fitted for the position of Typographic Manager which he held for about four years prior to his death.

Practically every employing printer in the United States and Canada knew "Joe" and loved him, for his sterling character commanded respect and his willingness to serve made a friend of almost every man with whom he came into close business or social contact.

He always kept in touch with the printers organization work and was in demand as arbitrator of many disputes, wherein his eminent sense of fairness and justice gained the respect of both parties.

An active worker in the Masonic fraternity, he was a member of Philadelphia Lodge, No. 72, F. & A. M., a Knight Templar, a member of the Mystic Shrine, and a thirty-second degree Mason.

He was also active as a member of the Rotary Club, the Poor Richard Club, the Manufacturers Club of Philadelphia and of the Philadelphia Chamber of Commerce.

Joseph Hays was a man of great probity of character and of sterling worth.

They Appreciate Monotype

Two very gratifying endorsements of the Monotype have come recently in the form of repeat orders—the very best expression of satisfaction—from two important New England industrial establishments who have private printing plants using Monotypes.

The Hood Rubber Co., Watertown, Mass., installed their original Monotype in December, 1916, and after three years of successful use ordered the second which is now installed.

The American Optical Co., Southbridge, Mass., have just doubled their equipment by installing

a second Monotype, the first having been in operation three years.

The business expansion of both these firms has greatly extended their requirements for printed matter, and they have confirmed the fact their judgment in installing the original Monotype was in each instance sound by these repeat orders.

The Peterboro, N. H., *Examiner* has recently added to its Monotype plant another complete standard equipment of Keyboard and Composing Machines, thus giving evidence of its appreciation of the Monotype.

Trade Composition in Boston

Monotype composition for the trade is gaining a strong foothold in the East and has had a most substantial increase in Boston during the past few months. Two additional Monotype plants have been installed to furnish this service to the printers in this section, and even with this increase all of them report a greater volume of work than they can turn out. Printers who do not operate their own composing machines are, in constantly increasing percentage, finding the complete answer to their composition needs in the Monotype trade plant.

The Monotype Composition Company, the oldest Monotype trade plant in Boston, has extended its facilities by the addition of two Style D Keyboards, and is now operating eight Keyboards and five Casting Machines to their full capacity, with a second shift on the Casting Machines. Still under the active management of its founder, Mr. John Kiernan, it is meeting the requirements of its customers in its usual good style, and the present outlook is very bright for still further expansion.

The Machine Composition Co., 138 Pearl St., formerly a strictly slug machine plant, added three Monotype Keyboards and two Casting Machines about six months ago, with a large assortment of Matrices and other equipment to enable them to give complete Monotype service. The service rendered has been appreciated by the printers to such an extent that an additional Casting Machine and another Keyboard has been installed to meet the increased demand. Mr. Kimball Loring, President of the company, is devoting considerable energy to the Monotype end of the business, which promises still further growth. The advertising matter issued in behalf of their Monotype department is worthy of note, for it is live-wire stuff, and carries in itself an assurance of high-class service.

Smith & Vial, 137 Pearl St., have started with an equipment of four Keyboards and four Casting Machines. While they have been operating but three months, their capacity has been continuously taxed and a generous volume of business seems definitely assured them. Mr. C. A. Smith, was formerly associated with the Slingerlands Printing Co., Slingerlands, N. Y., and is a practical Monotype man of several years' experience. Mr. Charles Vial, was for several years connected with the Monotype Company, being assistant manager of the New England District when he resigned in order to join Mr. Smith in business, taking with him the best wishes of the Monotype organization for the success we feel sure will attend him and his associates.

Modern tendencies are toward mechanical expansion of the worker's skill. The Monotype makes the skill of the operator five times as effective as that of the old hand compositor.

Rapid Growth of a High-Grade Boston Plant

THE QUALITY OF PRODUCT MAINTAINED AND IMPROVED
DURING PHENOMENAL INCREASE IN PLANT AND OUTPUT

Written for the "Monotype"

Three and one-half years ago Mr. John E. Lewis became the head of the Atlantic Printing Company, Boston, then engaged exclusively in the production of various trade publications. Two years later he was joined by Mr. Norman E. McPhail. These men, both widely known in printing circles in New England and elsewhere,



MR. JOHN E. LEWIS AT HIS DESK

are now in active conduct of the business, and under their guidance it has shown a growth and general progress equalled by few if any printing houses in New England.

During this period they have purchased the plants of the Atlantic Press, Cambridge, Mass., and the Trade Press, the private printing plant of the Hallet & Davis Piano Company, absorbing them into their own plant. The acquisition of these plants, together with other equipment additions made necessary by increasing volume, have more than doubled the capacity of the plant since the present management took charge. An addition to their building, now nearing completion, will double their floor space and give the room their increased volume now urgently demands.

The typographic standard of the numerous publications they produce has been greatly improved and a number of new ones added. The latest is "The Open Road," a monthly magazine for "older boys." Associated with this enterprise are some of the leading men of Boston's civic and business circles. Its main purpose is the building of character in coming manhood, and its year of existence has shown remarkable

success. This firm was instrumental in launching "Young America's Opportunity," issued monthly by Boston University.

An entirely separate department in the plant is devoted exclusively to the production of high-grade catalog work, for which they have earned an enviable reputation. Much attention is also given to house-organs, which to some extent has become a specialty, and in which they have introduced many new and valuable modern ideas. Their own organ, "The Vagabond," is a typical example of the original, fresh and attractive matter produced in this department. A triangular arrangement with the Thomas Drier Advertising Agency and Jack Bliss, the "dingbat man," assures highest house-organ service from inception to the finished product.

With a wide knowledge of the merits of every sort of composing equipment, and experience with practically every type of machine, the Atlantic Printing Company operates Monotypes exclusively, their equipment consisting of one Style D and five Duplex Keyboards and five Casting Machines. All type and spacing material, all leads, slugs, rule, borders, etc., are made on the Monotype, the value of having abundant supplies of such material being attested by the efficiency which is so conspicuous.

This efficiency is materially contributed to by the operation of Non-Distribution, cutting non-productive time to the absolute minimum, assuring highest quality from all new material on every job, keeping the composing room clean and unencumbered, and effecting numerous economies which constitute a satisfactory return on the investment, besides having its share in the contentment of the employees.

And there is no more loyal organization anywhere. Every Atlantic employee is an Atlantic booster. The eminently fair treatment accorded all employees, both in matter of wages and general working conditions, finds frequent expressions of appreciation. One of these recently



A PARTIAL VIEW OF CASTER ROOM, ATLANTIC PRINTING CO.

took the form of a voluntary testimonial, signed by all of their 169 employees, thanking the heads of the firm for the consideration shown them in several wage increases and in other ways, and pledging their efforts to the company's success.

This firm has now secured the control of the Heintzelman Press, Cambridge, Mass., and are operating it as a separate manufacturing plant. Associated with them in this plant is Mr. S. Morelli, for many years superintendent of composition at the F. H. Gilson Co., Boston, Mass., which experience equipped him as one of the leading experts of the country on technical book composition. This technical book work will be made a specialty in the Cambridge plant, where four Keyboards and three Casting Machines are being used in its production.

The Atlantic Printing Company is being rapidly recognized as entitled to rank with the very first of New England's printing houses, and it promises a continuation of the progress which recently has sent it so rapidly to the front.

The Monotype Steadily Advancing

New England is the home of the highest grade machinery and tools of precision, and it is but natural that its newspapers and printers should be imbued with the same critical disposition towards the machinery they use. It is therefore, with considerable pride that we watch the continual steady growth of the use of the Monotype in the New England District.

New England newspapers are adding to their Monotype equipment as they become better acquainted with the many advantages it offers.

In Boston the *American*, the *Globe*, and the *Post* have added new Monotypes recently. The *American* now has three machines; the *Globe* operates four machines (of which two are composing machines), and two Keyboards; the *Post* equipment has grown to seven, four being composing machines, with four Keyboards. *The Herald and Traveler* operates three Casting Machines and two Keyboards. *The Transcript* is installing its initial Monotype equipment, consisting of two Type-&-Rule Casters with complete type and material-making equipment.

The *Worcester Telegram* has recently increased its equipment; while the *Worcester Gazette* is making satisfactory use of the complete Non-Distribution System, as is the *Pittsfield Eagle*.

Another recruit to the list of New England newspapers using Monotype is the *Portland, Me., Express*.

The day is not far distant when waste of human effort in such avoidable operations as distribution will be considered a crime. Why not stop it now?

Successful Monotype Printers

The progressiveness of a city is often reflected in that of the business houses located in it; or, perhaps it is the other way about. At any rate Lynn, Mass. is a thriving city and some of the Monotype printers there are also growing with it and enlarging their equipment.

Thos. P. Nichols & Sons Co., who have been Monotype users since 1907, are still Monotype enthusiasts after thirteen years and have recently added another Keyboard and Casting Machine to meet increasing business.

The Perry & Elliott Co. have used Monotypes for eleven years and have had to install another Keyboard and Caster to keep up with a rapidly growing business built on quality and service.

Both of these well-known firms are producers of quality printing and both have found that the Monotype alone will supply the kind of composition that will meet the requirements of their customers and secure their repeat orders.

THE reduced advertisement which appears below is the first of a series of six commencing with the June issues of the advertising journals. If you do not receive them we shall be glad to send a full-sized copy for your study.

Short Talks to Advertisers



NUMBER ONE

Getting Your Message Across

To induce reading and assimilation of "copy" is the ultimate of all advertising effort.

To that end, the best thought is employed in preparing argument, thousands of dollars are spent in illustration, and yet—many do not achieve *hoped-for* returns.

One of the most potent aids to attractive, readable sales promotion is frequently overlooked—the *kind of type* used.

In impressive and effective pieces of advertising the type is in *single* letters. The reasons for this will be explained in this series of short talks.

In the mean time, ask your printer about "Monotype"

Talk No. 1—Getting Your Message Across
 Talk No. 2—Single Types
 Talk No. 3—"Motor Habits" in Reading
 Talk No. 4—Alignment
 Talk No. 5—The "Art" of Composing Type
 Talk No. 6—Ben Franklin and the Monotype



Lanston Monotype Machine Company

PHILADELPHIA
 NEW YORK BOSTON
 CHICAGO TORONTO
 Monotype Company of California, SAN FRANCISCO

A Remarkable Private Printing Plant

Quite a large portion of the people of this country know The Travelers Insurance Co., of Hartford, Conn.; in fact, it seems that nearly every one has heard of this well-known insurance company, which covers a very considerable percentage of the total population with its various forms of protection; but relatively only a small number have any conception of the many-sided activities of this company, which has contributed so materially to the fame and progress of Hartford, of which city it is one of the largest enterprises. One of these activities, probably as little



CASTER ROOM, TRAVELERS INSURANCE CO.

known as any, though by no means through any lack of importance, is its printing department.

Since its founding, nearly sixty years ago, the "Travelers" has seen remarkable growth, and naturally there has been a corresponding increase in the amount of printed matter necessary to the transaction of its business and the carrying of its message to the people in every part of the country. This volume of printed matter reached the point, in 1903, where the officials deemed it wise to build their own plant. Ground was broken for it in March of that year, and on November 16th, the completed plant was ready to commence operation.

In conformity with the general policy of this progressive company, its printing department has kept full step with the progress of the times, until at present it is doubtful if there could be found in the entire country a more modern, more efficient, more practical plant of this character. Order, cleanliness, good light and ventilation prevail in all its departments, and the modern equipment everywhere provided makes it really a model institution. It is under the capable superintendency of Mr. R. S. Kase, a thoroughly practical printer of wide experience and progressive ideas.

The machine composition is done exclusively on Monotypes. Starting in 1905 with an initial installation of one Keyboard and one Casting Machine, the Monotype Department, has grown to three Keyboards and four Casting Machines, evidencing by these repeat orders the satisfaction found in the original installation.

Besides producing all of the high grade composition required to meet the exacting quality standard of the Travelers that can be set by machine, the Monotypes, also produce all the type for their hand composition and all the leads, slugs and rule, thus making full use of the complete range of Monotype capability. No shortage of material of any kind exists here at any time,

and the compositor is unhampered in the exercise of the craftsmanship.

As would be expected in an establishment of such an up-to-date character, complete Non-Distribution is practiced, all type and other material being thrown away after use and new material used for every job. As with all Non-Distribution plants, this practice has been fully vindicated here in increased efficiency, increased plant capacity, better quality and general smoothness of plant operation. Surplus type is carried in storage cabinets, from which cases can be immediately replenished and reserve supplies of leads, slugs and rule are carried at all times cut to the measures in general demand.

Modern steel equipment is used throughout the entire composing room, up-to-date in every detail. The general arrangement is very efficient, providing working conditions most desirable for the compositors. Mr. Lyle L. Rescott, a highly skilled craftsman, is General Foreman of the Composing Department, while the Monotype equipment is in charge of Mr. George H. Kaler.

The press equipment consists of ten cylinder presses, six hand-feed and four automatic platen presses, two off-set presses and one automatic envelope machine. All of this equipment is constantly busy and part of the time a double shift is necessary to keep up with the demands of the various departments of the Travelers. The cylinder presses are in charge of Foreman A. Magnuson, while Mr. Frank Balf has supervision of platen press production.

A complete bindery department is operated, part of this equipment being six numbering machines, four cutting machines, two folding machines, drills, sewing machines, perforators and other usual bindery accessories. This department is in charge of Foreman Paul R. Korder.



THE KEYBOARDS, TRAVELERS INSURANCE CO.

It will readily be seen from this brief description of the equipment and the accompanying views of portions of the plant that considerable production emanates from The Travelers Printing Department. During 1919, they produced 65,000,000 pieces of printed matter of varying sizes, with a commercial value of easily half a million dollars. Steady employment is provided for 135 people, whose good treatment and good working conditions make a loyal working force.

This is a private printing department worth going a good way to see. Unquestionably it will share in the general growth of The Travelers and it is easy to visualize it as twice its present size at no great distance in the future.

John Clark Winston

A prominent figure in the political and publishing circles of Philadelphia passed with the death of Mr. John C. Winston, president of the publishing house of John C. Winston Company, after an illness of four weeks.

Born in Darlington, Ind., November 22, 1856, of Quaker stock, he came to Philadelphia in 1876, graduated from Haverford College in 1881, and



JOHN C. WINSTON

entered the publishing business by taking a minor position with a firm which later sent him to Indianapolis in charge of their branch office.

Returning to Philadelphia in 1884, started in a small publishing business which developed into the big firm bearing his name, which was incorporated as the John C. Winston Company in 1900. They specialized on bibles and subscription books and became nationally known as bible publishers.

In 1905 the Winston Co., absorbed the old established firm of Henry T. Coates and Co., successors to the famous Porter & Coates, and later the American business of Wm. Collins Sons & Co., London and Glasgow.

The Winston Company are enthusiastic users of Monotypes and have done excellent work.

Always aggressive, Mr. Winston became prominent in city and state politics and was an earnest worker for the reform movement which resulted in the recent granting of a new charter to the City of Philadelphia. He was called the father of this charter because of his earnest work for it.

Under this charter he accepted the position of Director of Public Works, which he held at the time of his death. While always an active worker for the betterment of political conditions, this was the first public office that he could be prevailed upon to accept.

Type designs that are successful are the ones that are easy to read. Look over the Monotype Specimen Book.

Monotypography

An unusually pointed expression of the value of a house organ is given in these words "The reason we publish this house organ! It pays!" which appear on the last page of cover of the Earnshaw-Everett Press Corporation house organ for April. It contains 24 pages and cover 4 x 6 inches, and says a lot of other good things about direct advertising.

"The Spartan" is the appropriate title of the house organ of the Spartan Press, Boston. It has eight pages and an extended cover printed in two colors from Monotype No. 38 Series. An attractive job, the reading of which is not nearly so strenuous as its name would imply.

The March issue of "Critique," the house organ of Perry & Elliott Company, Boston, contains some mighty good advertising for the printers. It is specially written and effectively applied, and should bring good results. This neat little booklet is printed in two colors all through and contains 16 pages 5 1/4 x 7 inches, with extended cover.

Under the striking caption "You're away ahead of Gutenberg in Equipment" the Machine Composition Co., Boston, tell the story of their service to printers, because their equipment is so far above that of Gutenberg. This story is told in a 4-page circular, 8 1/2 x 11 inches, printed in two colors. The type used is Monotype, well displayed and the argument is convincing.

From the Elm Vocational School, Buffalo, we have quite a pretentious specimen book of the work of the students. It shows that they are making progress under the tuition of Mr. T. E. Welsh. There are 16 leaves 9 x 12 inches in size, enclosed in an extended cover. They are set in Monotype type and well printed.

There are house organs and house organs: mere collections of clippings and jokes; or bald, repellent, blatant advertising; or, best of all, well-edited miscellanies that keep the reader in a good humor while he absorbs the idea that good printing is an essential part of all successful advertising campaigns. "Impressions," issued by the McCormack-Armstrong Press, Wichita, Kansas, is one of the latter class, interesting and instructive. It contains 12 pages and cover, 4 x 9 inches in size, and is composed in Monotype Series No. 172.

"Plus Ultra" an illustrated monthly magazine, published by Cavas y Caretas, Buenos Aires, Argentine, is all that its name implies in typography and presswork. There are numerous halftones in one, two, three and four colors, as well as artistic line drawings. Of course, it is composed on the Monotype. A feature of this magazine is a page devoted to the "Heraldry of Argentina," illustrated in correct colors.

Another Monotype Increase

That widely known financial daily, the Boston News Bureau, has used Monotypes exclusively for eleven years with complete satisfaction. In meeting its requirements of reaching its subscribers with the day's financial news, with the utmost speed, it has found an all-Monotype plant the best and most dependable equipment.

Evidence of its satisfaction with Monotype performance has just been expressed in the most substantial way by a repeat order for an additional Keyboard and Casting Machine, bringing its total equipment to six Keyboards and five Casting Machines.

"The Best is the Cheapest"

The following is copy of a testimonial received from George F. Cairns, operator at the plant of the *San Diego Union*.

"For several months past I have intended writing to you in regard to using your Lead and Rule Mold Oil.

"On my arrival at the *San Diego Union* they were using a castor oil bought at one of the local stores. With this oil the mold had to be cleaned at least three times a week.

"It was a difficult problem to convince the *Union* that the Monotype Oil at \$5 per gallon would really be cheaper than the oil they were paying \$2 per gallon for.

"Well! I figured the time lost cleaning molds at 75 cents per hour (which is only the operators time) and figured the time cleaning molds with Monotype Rule Mold Oil, and the Monotype Oil was so much cheaper, that I sent in an order for five gallons.

"If you feel that a Monotype mold is worth three hundred dollars, the best oil is the cheapest.

"I cannot praise your oil too highly."

The Men Who Keep Monotype in the Vanguard in Yankee Land



Front Row Seated: Walter B. Gress, Salesman; Charles Vial, Asst. Mgr.; Herbert H. Morley, Manager; Joseph J. Dallas, Salesman; J. A. Mullarkey, Office Mgr. *Left to Right—Rear Row Standing:* Halton M. Erne, Inspector; Joseph M. Kechane, Stock Clerk; J. Leo Hagan, Inspector.

As far back as the memory of man goeth it has been a proverbially hard job to convince a Yankee that he should buy your products. Naturally a trader and as keen on a bargain as the traditional Scotchman, he also had—or the most of them have—the inborn mechanical instinct that makes it difficult to sell him machinery unless it is right.

The men whose pictures appear above are the representatives of the Monotype Company to whom was assigned the task of making the Monotype popular in the New England District; it was taken as they gathered together at the close of the year 1919 to compare notes as to their success in convincing the Yankee of the value of the Monotype and getting his cash in exchange for it. Of course, they succeeded and made a big showing for the year, accounting for their share of the big business that made the last year the greatest in Monotype history.

And equally, of course, they were enthusiastic about it and pledged themselves to still greater results for 1920.

It may seem rather late to speak of a get-together meeting held last Christmas, but it is none too soon to tell that the results of that interchange of experiences and heart-to-heart talk of conditions in the New England District has begun to bring results in the shape of orders and reorders.

Under the leadership of Mr. Herbert H. Morley these men are bending every nerve to the carrying of the good news of the Monotype Ad

Composition and the Non-Distribution Systems to every printer in New England and giving him a chance to improve his opportunities for increasing his production and pleasing his customers by improved quality by using the Monotype and the Monotype Systems.

Since the photograph on this page was made Mr. Chas. Vial, has resigned from the Monotype force in order to engage in business for himself as one of the firm of Smith & Vial, Boston, carrying with him the best wishes of his former business associates in the New England District and in the general offices of the Monotype Company.

Mr. Joseph J. Dallas, whose picture appears in the front row has succeeded Mr. Vial as Assistant Manager of the New England District where he is well and favorably known to the printing trade.

The occasion which gave the chance for this picture was one of the series of get-togethers in the various districts and included several sessions for business discussions, followed by an excellent dinner and a theatre party. The effect has been renewed loyalty and enthusiasm on the part of all present.

If you are a printer who can use a Monotype, and that includes all printers, you may expect a visit from one of these live wire Monotypers who knows what the Monotype will do for you and knows the facts that you should know about the Monotype and its wonderful efficiency systems.

Monotype quality appeals to good printers.

The 61 Series

A NEW TYPE FACE FOR BOOK WORK WHICH POSSESSES THE CHARM OF THE
ENGRAVED PAGES OF THE EIGHTEENTH CENTURY

STRICT adherence to fundamental principles underlies all lasting forms of art. Because of this, the present-day craftsman, firm in his knowledge of modern technique, finds in the classical epochs of graphic expression an inexhaustible source of inspiration.

During the past ten years we have seen this evidenced by the revival in France of tasteful text pages possessing the charm associated with the copper engraved book composition of the eighteenth century. The influence of this period, its clean-cut letters, harmonious groupings and restrained ornamentation are responsible for the undoubted excellence of so much modern French book work.

Recognition of the possibilities in America for a letter especially designed for typography of this character has resulted in the development of this series by the Monotype Company. In producing it every effort has been made to retain the simplicity and refinement of copper plate engraving. Of course, it is impossible to reproduce with type all of the liberties taken with work engraved by hand; but in this revived type face we have the continuity in passing from the down-stroke to the up-stroke and the acuteness in the formation of terminations which

accompany the vigorous and precise touch of the engraver on copper.

We place this type at the disposal of the book printer with the idea of offering him a means of securing the character of the engraved pages of the eighteenth century sustained by titles and the ornamental borders drawn from the purest sources.

Electro Display Matrices in sizes from 14 to 36 point of both Roman and Italic are in preparation. A study is being made with the view of cutting a bold face and its italic to harmonize with this series.