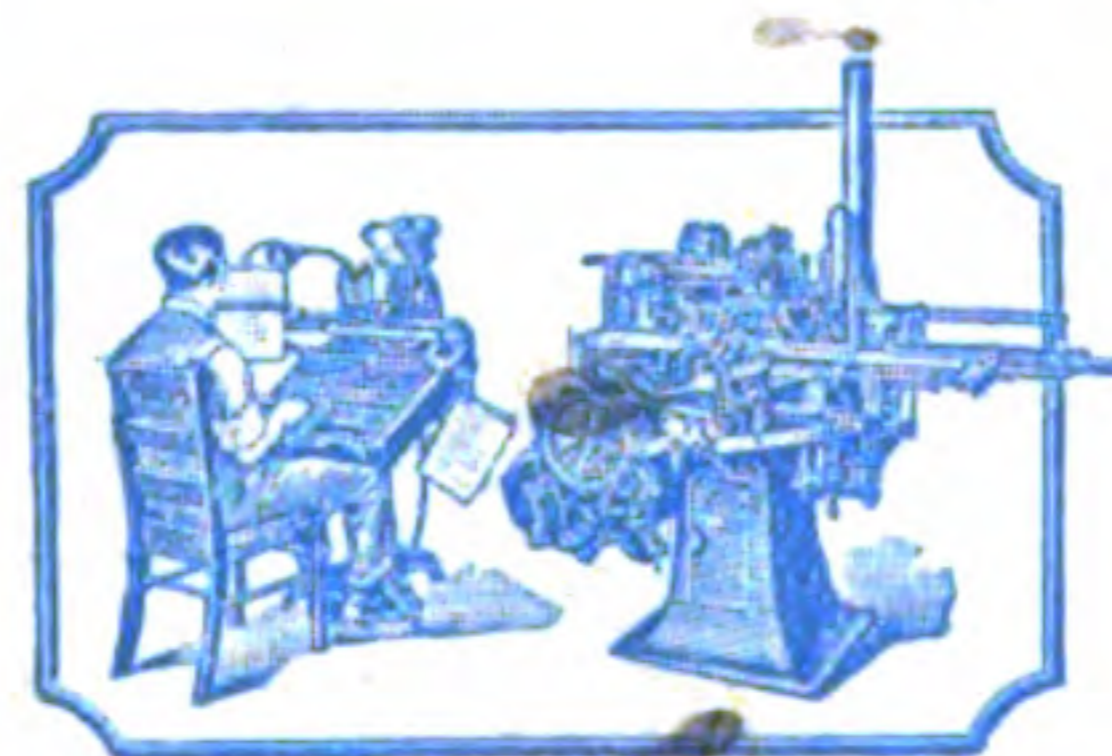


U · T · A · CONVENTION NUMBER

MONO  
TYPE

A JOURNAL OF  
COMPOSING-ROOM  
EFFICIENCY



VOLUME 8 . SEPTEMBER · 1920 . NUMBER 6  
PUBLISHED BY LANSTON MONOTYPE MACHINE COMPANY

# SINGLE TYPE COMPOSITION

STANDS THE TEST  
OF TIME

**S**INCE the days when the early printers produced their masterpieces all the best work has been printed from new single type carefully composed and accurately spaced.

The Monotype is the first and only machine that has been able to produce this excellence of composition that is so important for quality printing, and this alone would entitle it to be considered the greatest invention in printing machinery.

But the Monotype does even more, for it produces this quality composition at modern speed, and provides its own new type for every job. It also supplies new single type and material for the job that must be set by hand.

There is a place for a Monotype in every printing plant.

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 COM-  
POSING MACHINE AND AS A TYPE-&-RULE CASTER

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TYPE  
Volume 8  
Number 6



# MONOTYPE

A · JOURNAL · OF · COMPOSING-ROOM · EFFICIENCY  
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COMPANY · PHILADELPHIA

VOLUME 8

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## The U. T. A. Convention

**T**HE Thirty-fourth Annual Convention of the United Typothetæ of America, which will be held in St. Louis, on September 13, 14 and 15, 1920, will be the most important gathering of printers ever brought together and probably the largest.

There is every indication that there will be a record attendance of delegates and alternates, as well as members, besides an unusually long list of visitors, owing to the central location of the meeting place. It is not, however, the number of persons present that will give it precedence in importance, but the nature and character of the subjects that will come up for discussion.

Since the last convention a large amount of organization work has been done and new Typothetæ placed in territories where the printers were, hitherto, strangers to business co-operation. This will bring many new faces and inquiring minds.

The three-year plan has progressed so far that in a number of cities surveys have been made, showing the great benefit of using the cost system and co-operation in bringing into the coffers of the printer legitimate profits. While these facts have been published from time to time as ascertained, the full report of them will be a surprise to many.

The large increases in the cost of material and in wage scales have provided the necessary jolt to waken up to the advantages of associated effort and collective bargaining some who have always felt that they could "go it alone."

All these things have had the result of creating an interest in the work of the U. T. A. and producing a phenomenal growth in membership, so that it today ranks as the largest association of the firms interested in one business in the world.

As we go to press a splendid program is being prepared for the edification of those attending the convention, to which every employing printer is invited to listen.

Among the prominent features will be the opening address by President William Green, of New York, who always has something to say that is worth hearing and who says it so that you cannot misunderstand nor forget it.

Secretary Jos. A. Borden will speak on "The Time for Action," and anyone who knows Secretary Borden can easily guess that he will tell us that "now is the time."



Edward T. Miller, Executive Secretary, is on the program for a talk on "The Typothetæ, an Institution." This will be well worth hearing.

Henry P. Porter, Boston, chairman of the Educational Committee, who, for years, has devoted a large part of his time and energy to making printers realize the importance of educating the boys and young men who are to be our future printers, will have a paper entitled "The Educational Committee's Newest Contribution."

The heads of the departments of the U. T. A. will discuss the departmental service that is available to members of the Typothetæ who desire to make use of their privileges. Don V. Gerking, Assistant Secretary, will tell of the "Relation of the Fieldmen to Members;" A. J. Rich, will dilate upon the "Development of the Educational Program;" Chas. L. Estey, Publicity Department, will have a message on "Helping the Printer to Help Himself;" Walter R. Colton, Bureau of Research and Service, will point out the technical and business service rendered by his department.

Among the other speakers will be such well-known workers for the advancement of the printing business as F. W. Randolph, Secretary Typothetæ-Franklin Association, Detroit; Albert W. Findlay, U. T. A. Executive Committee, Boston; T. E. Donnelley, Chairman of Committee on Standardization of Paper. Luther C. Rogers, a prominent New York attorney, will talk on "Income Tax."

This is to be a strictly business convention, as it should be, with such weighty matters before it as the paper shortage question, the scarcity of skilled labor, and the tendency to restriction of production, and the high cost of everything. But there is no doubt that the St. Louis printers, famed for their hospitality, will see to it that the hours between business sessions are filled with pleasure, and it is certain that every visitor will come away from St. Louis feeling that it has been a pleasant and profitable trip, and glad that he "took in the convention."

The convention headquarters will be at Hotel Statler.

## International Trade Composition Association

**T**HE new, progressive and rapidly growing organization of trade composition plants will hold its First Annual Convention in St. Louis, September 14th, 15th and 16th, overlapping the U. T. A. Convention two days.

Formed as its constitution says: "To encourage a feeling of friendship between trade composition houses, to bring about more intimate acquaintanceship, and to promote the general outlook of all concerned. To encourage a high standard of efficiency and to maintain among its members a just and equitable method of conducting business."

With these high ideals the new association found itself in accord with the aims of the U. T. A. and it was only natural that it should become an official branch of United Typothetæ of America.

This gave the International Trade Composition Association at once a standing in individual circles and made available to its members the highly developed service features of the largest industrial organization in existence, instead of a long and expensive campaign; they are provided with a highly efficient organization ready for work.

Trade composition houses will be taken into the local Typothetæ on the same basis as printer members, and will form composition divisions within their locals. They will have all the advantages of the co-operation in local trade matters and cost system installation that the printers have.

There is no doubt that there will be a large attendance at St. Louis and that much constructive work will be accomplished by the International Trade

Composition Division of the United Typothetae of America. Some name, but then you don't have to say it every time you want to talk of the Trade Composition Association.

The present officers are:

President, E. J. McCarthy, Smith-McCarthy Typesetting Co., Chicago.

First Vice-President, A. O. Jennings, A. O. Jennings Co., New York.

Treasurer, David W. Mathews, Mathews Typesetting Co., Chicago.

Secretary, Frank M. Sherman, Chicago.

Second Vice-Presidents and Members of Board of Control: California, A. F. Jeuer, San Francisco; Illinois, Willis E. Johnson, Peoria; Indiana, Jerome Miller, Ft. Wayne; Iowa, William Meek, Des Moines; Kansas, B. V. Kelley, Topeka; Louisiana, John T. Wentz, New Orleans; Massachusetts, K. A. Loring, Boston; Michigan, Herman L. Lewis, Detroit; Minnesota, Charles E. Phelps, Minneapolis; Missouri, Lawrence E. Smith, Kansas City; Nebraska, J. M. Hogan, Omaha; New Jersey, William Patrick, Newark; New York, George T. Lord, New York; Ohio, B. A. Baarlaer, Cincinnati; Oregon, R. H. Bigham, Portland; Pennsylvania, J. T. Fuhrman, Jr., Pittsburgh; Tennessee, Edward H. Lowe, Nashville; Texas, Hal D. Draper, Houston; Wisconsin, Charles H. Hayward, Milwaukee.

Every owner and manager of a trade plant and every printer doing trade work should make it a point to attend this convention and learn the troubles and worries of his competitors and friends in the business, and how it is proposed to overcome them and give a square deal all around.

## Consider the Monotype

By HARRIS TURNER, Proprietor *Turner's Weekly*, Saskatoon

WE have been considering it for some time, for it clicks away back in the shop demanding consideration. It must be considered, for it is the only thing that sets type in the plant. Consideration is its middle name. We bought it for a consideration, but that is another story—a continued one.

This is the story of our life. Like all printing establishments we were born poor and have acquired honesty. Honesty goes hand in hand with printing machinery. As soon as one acquires type-setting devices, one acquires honesty—the machine companies see to that. No honesty and—presto—no machinery. All this talk about honesty is to give the reader the general impression that we may probably tell the truth in the following narrative.

Unlike many noted contemporary printing establishments, we did not discard about a million dollars' worth of slug-casting machinery to make room for the Monotype. You will say that this sounds fishy and ask why. We answer that it is because the Monotypes beat us to it. The secret is out. When we found this orphan printing plant in the bullrushes the Monotypes were there, unpaid for, a little down at heel, wheezing a little on the upgrade, shying at strange operators, but there, nevertheless, pushing out the new-born type with its little automatic pusher, leaving its white litter in wobbly little rows upon a rust-eaten galley. Since then we have used no other.

I (pardon this lapse into the first person, but, after all, only one of us can use this typewriter at a time, and I am on the job at present) feel that this is not the sort of thing required.

When your Mr. Smith came in the other day he spoke thus: "No, I don't want to sell you fellows a thing; I like you boys and just dropped in for a chat. Those Monotypes are working fine. Say, why don't you write up a little story about your plant and send it down to the company? They would print it in MONOTYPE, which goes to every printing office in the United States and Canada. It wouldn't do you any harm. Just something about the way the Monotype has helped you; how you get along with it; what it has done for you."

This is the result. It doesn't seem to sound just right, somehow. I meant to write something that would give an idea of us. To be decent, I should honestly come out and say the printing which goes out of this office has

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attracted attention wherever it has gone—and it has gone far. This is a fact, and there is a reason for it, and Mr. Smith wants us to tell it. We have no objection. When I say “we” this time, I do not mean “I,” but am giving the concentrated opinion of the firm, which is several of us, and hence “we.” We print with perfect type that comes right off the Monotype. The rules that make the columns, the borders, and the slugs that keep the type from trespassing, are new, fresh from the slug and rule Caster supplied by the Monotype Company. We know that from the individual type coughed out by the Monotype we can get better results than from any slug line. But there is no use going over all the stuff that the advertising men of the Monotype Company are paid to unfold. All we want to do in order to make good our word is to say that we are satisfied that we could not obtain results nearly so good from any other type-setting machinery of which we have knowledge. Damn it, it’s quite impossible to write a testimonial without getting into the patent-medicine terminology. We take pleasure in certifying that the Monotype keeps us in good business health, and we wouldn’t be without it.

## The Hub of the Composing Room

**T**HE modern composing room, planned on lines of efficiency and economy, must naturally have as its center the Monotype, which is the source of supply sufficient to create efficiency. Printers are discovering this every day and swinging from the old way to the new Monotype way of making compositors productive by giving them material to produce with.

The following letter from the Murphy-Travis Company, Inc., Minneapolis, tells of one firm’s experience and their satisfaction with Monotype efficiency:

“About two years ago the Murphy-Travis Company were induced to install a Monotype outfit. It was our idea that this machinery could be *added* to our composing room, and this opinion was based on some forty years of active experience as printers. We very soon discovered that the new outfit was quite revolutionary, in that it became necessary to make it the unit around which the composing room was to be built. With your assistance we effected this revolution, and thereby disposed of many fonts of type which had been in our possession for more than a quarter of a century. It soon became necessary to add another Caster, and we installed the complete Non-Distribution System, all of which has proved very satisfactory.

“We specialize in patch-in checks and salesbooks, and these are all Monotyped in sizes from 6 to 18 point. Checks are set with four sizes of type in one mat case (6, 8, 10 and 12 point), using the “R” arrangement. The type is then spaced out and spotted in on our many styles of lithographed stock, and has proved a great saving to the printer on the floor, as he is not obliged to go to the cases for the new type on every job, which we are convinced has been a very considerable saving in presswork.

“We recently issued a very large wholesale jeweler’s catalog, some pages of which contained over a hundred cuts with descriptive matter under each. The entire catalog was set on the Monotype and results obtained were all that could be desired.

“The installation of the Monotype has been a wonderful convenience and very noticeably improved the character of our printing. We feel this so strongly that we are tempted to employ that much-used and often-abused remark: ‘We do not see how we ever got along without it.’”

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A Monotype Non-Distribution composing room requires less floor space for the amount of production than any other.

## S. T. Jacobs

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**M**R. S. T. JACOBS, the subject of this sketch, is president of Central Typesetting and Electrotyping Company, of Chicago, the largest trade plant in the world. When asked for an interview, he signified a preference for writing down his own career and line of endeavor in the following words:

"I was born in Sedalia, Missouri (which is as good a town as I know of to come from), on January 20, 1876. At the tender age of six I started in attending the public schools, and by the time I attained the age of thirteen I realized



MR. S. T. JACOBS

the hardship attendant upon living in a small town with few schools, because by that time I had been expelled from each and every one of them, and found it necessary to go to work or become a bum. Thinking the next best thing to becoming a bum was to learn the printer's trade, I started in at the Sedalia *Democrat*, finally reaching the exalted position even at the age of sixteen, of telegraph editor—*i.e.*, assuming the duties of meeting the noon train from Kansas City and carrying the boiler plate telegraph news, shipped in by the Western Newspaper Union to our office. Just about this time, while acting as telegraph editor, proving galleys, taking care of the mail list, feeding the cylinder press, sweeping up and distributing dead ads (this was before the days of the Monotype and the Non-Distribution System), I was unfortunate enough to run a scraper through the press and was informed by the proprietor that this would cost me an 'even week's salary', *viz.*: \$3.00.

I at once informed the proprietor that if I was charged this \$3.00 I would resign, with dire results to the aforesaid Sedalia *Democrat*. Much to my dismay, he raised the ante and told me he would give me \$6.00 if I would quit.

"So I drew my \$6.00 which, added to the large amount I had saved from my salary, enabled me to travel first-class to Chicago, where I understood the scale was at that time \$18.00 per week, and you were required to work only sixty hours. Of course, I knew that was a lie, as no living man could pay \$18.00 a week for a printer and live, but I wanted my information first hand.

"Reaching Chicago, I finally discovered a job up a dark hallway, which was probably so dark that the average printer couldn't find the place, and remained there until I could no longer stand off my landlady for room rent, said effort being due to the fact that the man I was working for believed in setting type by hand and trying to see how cheap he could sell it, and, incidentally, failing to observe payday.

"Position followed position, until it finally dawned upon me that the only way for me to hold a position was to go into business for myself, which I did with \$1500, borrowed from a relative, who had more sentiment than business ability. Two linotype machines, a few sets of mats, a few pounds of metal and sundry debts and mortgages were the result.



"I soon learned that the principal thing the Chicago buyer was interested in was service and quality, and oftentimes forgot to ask the price, and I followed up this information with the plant built solely along these lines, until at the present writing we have in the plant and on order twenty linotypes. I talked this service proposition and sold this service proposition to such an extent that a year ago last month I thought it advisable to buy an electrotype plant, which was located in the building, that I might better the service for the customer in saving the customary lost time between composing room and foundry. This proved a big idea, because in less than fourteen months we have doubled the electrotype plant, which is running only as a department, notwithstanding the fact that it is the largest electrotype plant in the United States.

"Then came the cry for better service, better quality, and I found that after seventeen years' endeavor and accomplishment there was one big thing I had overlooked—the Monotype. These machines will soon be installed in our plant, the largest single order ever placed in this district, I am given to understand by the Lanston Monotype Machine Company, which places us in still better position to give our customers what they want, when they want it.

"I do believe that some apology is due the Monotype Company for my tardiness in placing an order with their company, which was due wholly to the fact that I hesitated to have anything in my plant that I did not understand, and I have been so occupied with slug casting machines and electrotyping details that I have had no time to learn about the machine which, by many, has been probably truly named 'the quality machine'. I have lately learned that this machine is an absolute necessity in our plant, brought home to me by my own statement that 'If anything will do, anybody can do it'. Henceforth we will be able to truthfully change our slogan, making it now 'The largest trade plant in the country—the greatest plant in the world'."

## The Printing Buyer Benefits

**W**HILE the majority of the readers of MONOTYPE are printers or interested in the allied trades, there are some to whom it is well to point out occasionally the benefits the Monotype confers on the user of printing, which is our reason for reprinting the following article from *Imprint*, the house organ of Hugh Stephens, Jefferson City, Mo.:

"The buyer of printing must not conclude that the advantages of Non-Distribution accrue only to the printer. They are equally potent to the user of the printer's product, because Non-Distribution means

"A new face of type, no turned letters, complete proof, cleaner proof, more standing type, quicker composition, more complete series.

"Type which is put fresh into the cases will mean less errors in proof than type redistributed. There is almost as much satisfaction in knowing that your work is set in virgin type as in knowing that the furniture in your home is new, not second-hand.

"It stands to reason that it will pay you to tie up with a concern which, through the advantages of Non-Distribution, can give you the most for your money because it operates the most efficient system of job composition. 'It costs less to make new type than to distribute old type.'

"You will not be cramped and hampered for lack of sorts or letters or complete series. Your printer will be better able to give you the advantage of standing matter (with Non-Distribution) than if he is compelled to take down your type that he may use it for other customers.

"In a few more years the Monotype system of Non-Distribution will be demanded by all wise buyers of the printer's product."



# Putting Sidney, Ohio, on the Map

BY A MONOTYPER

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**S**IDNEY, Ohio, is a thriving manufacturing city of 10,000 people. It is on some maps, but it isn't on all of them. I know. I was sent out there to acquaint myself with the subject of this advertisement and I didn't know exactly where I was going. I wasn't able to get much help until I was west of Pittsburgh.



MR. CHARLES L. WERST

This modest little city, which has never had a press agent before, has a number of thriving industries; it has two banks with combined deposits of \$4,000,000; it is beautifully situated, and—

Charles L. Werst lives there.

Mr. Werst is the proprietor of a small but thriving establishment.

After fifteen years of work, he has just balanced his books and incorporated his business for \$50,000, all paid in.

In this day of business marvels, this might not excite interest unless the details are known.

The name on his stationery is "Standard Printing Company."

Printers, especially small ones, have never been known as menaces to the public good by reason of their great wealth. In fact, in numerous cases the proprietors themselves have not received a stipend with the regularity that their employees demanded.

The Standard Printing Company was started with a lot of ambition and very little else.

Mr. Werst himself is just a little surprised that he has done so well.

After becoming acquainted with him and his business and his methods I found that there are just three things responsible for a success which is marvelous, considering the circumstances.

They are industry, the determination to do his work better than his neighbor, and the foresight to install the best mechanical appliances on the market.

The first two are requisites, but would be impotent without the third.

The mechanical aid which he installed in his composing room is the Monotype Composing Machine and Type-&-Rule Caster.

Just how much effect the Monotype has had upon his growth is best put in his own words:

"When I installed the Monotype I really did not know much about it. I did not know just what it would do for me. But as far as I could see it was the only machine offered which would increase the volume of my work and still maintain the high quality which I have always insisted upon.

"In the three years my Monotype has been in operation, my business has more than doubled. The service and high quality which I am able to offer to my customers bring me assurance that my business will again double in the coming year. I have always striven to give quality, but I was unable to combine it with real service until I installed the Monotype.



"In thirty-five years of experience, I have seen the printing business revolutionized. I have seen all kinds of typesetting machines.

"I will not content myself with saying that the Monotype is the best of all of them. I will say that I would not even think of running a printing establishment without it.

"If there is anything unusual in such success as I have made, it is due to the fact that I picked out the machinery best suited for my purpose and installed it."

It gave me a great feeling of satisfaction to imbibe the atmosphere of peace and contentment which pervades this little establishment.

No one seems to be in a hurry.

The work keeps going out and the dollars keep rolling in.

I was happy to be confirmed in the belief that the Monotype is profitable in a small printing business.

Mr. Werst is happy. He admits it.

Sidney folks seem happy that Mr. Werst is one of them.

The driver of his high-powered automobile which took me to the station also seemed happy.

That made it unanimous.

## Single Type

CARE in little things leads to perfection, and perfection is no little thing," said the philosopher.

He was not thinking of a single type, which is a little thing in itself, but which, unless perfect, may prevent perfection in the finished product of the printing plant, however carefully managed.

This little single type—an almost insignificant trifle of metal—has in it the greatest of possibilities as a maker of the success of the publisher, the advertiser and the printer, and as comfort or annoyance to the person who is called upon to read the printed matter in books, newspapers and advertisements.

Single types are not read as individual letters when properly used, but as groups forming word images which the eye takes in at a glance. For this purpose they must be brought together so closely that the eye is able to see the group instantly and the mind is not distracted by the space between the letters and compelled to spell the words. This is done by proportioning the body of the type to the letter which it carries.

This placing of the letter on the type body and proportioning that body so that close grouping is possible is technically known as fitting (close fitting) and is possible only with types that are cast singly by the old foundry methods and by the Monotype of today. Any machine that assembles matrices to cast slug lines must allow a space between the letters equal to the thickness of two matrix walls, which is several times as much as is necessary for draft in single type.

This white space between the letters dilutes the color of the page, changing its artistic appearance and making the matter harder to read.

Again, single types are cast more perfectly than a line of type in a slug; and, if a single type should accidentally happen to be defective it can be replaced easily by another perfect single type, while an imperfect letter in a slug line calls for making a new slug with the attendant risk of error and the probability that it, too, may have an imperfect letter.

So much for the technical side of single type. They can be made easier, better and more quickly; can be fitted more closely and are more readily corrected. They are more easily and comfortably read and do not distract the mind from the subject matter.



To the printer and publisher there is another factor of single type that is of great importance, especially in these days of paper shortage and high cost. Matter set in close-fitted single type occupies less space than the wider fitted slug type and therefore reduces the amount of paper and presswork required by making fewer pages.

This great economy of single types is particularly a Monotype achievement, as the Monotype does not make oversize bodies or spread out by loosely spaced lines. Its composition is practically that of the skilled compositor of old, who regulated his spacing to suit the face of type used. That is why practically all the better class of magazines and books, and the finest *editions de luxe* are Monotype set.

But that is not all. There may be occasions where the printer or his customer desires to have wide-fitted type to match some previous publication or to fill out a certain number of pages without undue leading. Single types as made by the Monotype give him this advantage, as he can use the same matrices and place each letter on a slightly larger body by merely changing the set scales and wedges when running it. No other machine or method was ever invented that will do this. Imagine the cost of getting foundry type of a closer or a wider set for a particular job! The Monotype gives this advantage without any extra cost.

Another tremendous saving in the use of single types is in the corrections (both office and author's). Here the minimum of effort is required, often merely the pulling out of one type and inserting another, and even where serious changes are made by authors it is simply a matter of a little hand work with no waiting or added expense for the machine. This is exclusively a single type advantage.

Taken by and large, from every point of view, the advantages are all with single type, and that is why all the finest and most important printing since the time of the old masters has been done with single type, set one at a time and carefully spaced according to the character of the face of type employed. It is altogether within reason to suppose that more and more of this will be a fact in the future, when buyers of printing realize the benefits of having their work done with single type and Monotype printers will get the increased business and profits.

## High Cost of Type a Burden

ENVELOPES of various sizes and classes form a large and important part of the purchases of business houses all over the country, and nearly every printing buyer knows that Sewell-Clapp-Envelopes, Chicago, occupy a commanding position in the field of their specialty. Like every other user of foundry type, this firm found its composing room maintenance bills to be quite high, aside from the loss of time because of distribution; and when the cases became low, still more time was wasted in hunting and picking for sorts. Good, new, usable type was what they needed, because envelope printing must be clear and easily read, regardless of every other consideration—finally they reached the point where they had to have it, and installed Monotypes.

These troubles and perplexities exist for them no more. The Monotype Type-&-Rule Caster pours into the composing room a steady stream of new type, new rules, new material of every kind, and the composing room pours into the pressroom or the electrotyping room a constant stream of corner cards with "new type for every job." Every compositor has all the equipment that he needs, and wastes no time in non-productive effort. Every job printer is called upon more or less frequently to print envelopes. But, alas! Not every job printer has a Monotype!



# Printing as a Profession

## *An Engineering College that Makes a Business of Producing Efficient Printing Executives*

BY JOHN T. HOYLE

IT is not as well known as it should be that the Department of Printing—one of the schools embraced in the Carnegie Institute of Technology—now entering on the seventh year of its existence, is the only institution of its kind in this country devoted exclusively to the business of training young men for executive positions in the printing industry.

We have many excellent schools of printing which aim to train apprentices and print-shop employees generally for better positions in the specialized branches of the industry; but here is a school which takes the young man of little or no actual workaday printing experience and gives him a broad academic education such as is afforded by the best engineering colleges in the land, with this important difference—that all the training given has for its aim and purpose the fitting of the student upon completion of the course to step into any place in the printing business that affords the proper opportunity, and in a comparatively brief space of time work up to the highest positions attainable.

The Department of Printing is really a laboratory of printing, equipped as a practical shop, where the student works in turn at hand composition, machine composition, presswork and bindery work, and meanwhile is getting a practical working acquaintance with such subjects as physics, chemistry, photo-engraving, photography, proofreading, drawing and design, joined to a business training that includes instruction in cost accounting, banking and finance, advertising, estimating, buying and selling, employment management, and shop administration. In short, the young man who completes the course is in the same position as any other graduate of an engineering college, equipped to take a place halfway up the ladder in his chosen profession.

The school has naturally been in favor among employing printers, who have seen in it the opportunity to give their sons a liberal arts education, a thorough acquaintance with business subjects, and a broad printing training unobtainable elsewhere under similar conditions. Graduates of the course are so equipped that, when the time comes, they are able to get under the burden that has rested on the shoulders of the chief executive or owner.

But many others besides employers' sons have availed themselves of the advantages afforded by the school, with the result that graduates and students of the department are now occupying positions as assistant superintendents, assistant managers, estimators, salesmen, typographical designers, cost accountants, advertising writers, teachers of printing, production or service men, or as executives in the particular mechanical field for which they have fitted themselves. The regular course is four years in length and leads to the degree of Bachelor of Graphic Arts.

For those who for any reason are unable to take the regular four-year course, many special courses are available, involving nine months or more, and allowing the student to give part-time only to his studies. The school year begins on October 1st next, and we would strongly urge employing printers with sons growing up for the business, as well as all those who, already employed, are desirous of taking a decided step forward in the world, to send for literature regarding the Department of Printing to the Registrar of the Carnegie Institute of Technology, Pittsburgh, Pa. In particular, the booklet, "Executive Training for the Printing Industry," an especially attractive piece of work that will be read and preserved by students of printing.

# The Merchants Printing Co., Ltd.

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**K**ITCHENER is a flourishing manufacturing city situated in the Province of Ontario, Canada. Its population is about 22,000. It is growing rapidly, too, and it will not be long until it will have doubled this population. There is a printing office in this city that should be an example to other job offices in cities of like size—The Merchants Printing Co. It is the job office that has kept stride with the rapid growth of this busy little city. Kitchener



MR. E. ROY SHANTZ

buyers of printing do not have to look to the larger cities to have their "big" jobs printed, for The Merchants Printing Co. has equipped itself with facilities for handling any job, from a small factory form to a large catalogue.

Mr. E. Roy Shantz, proprietor of this job plant, is one of the live young business men of Kitchener, and is the one responsible for the success of The Merchants Printing Co. His progressiveness and foresight in surrounding himself with competent and expert help has been the means of developing this model plant—all within the short period of five years. Mr. Shantz attributes a great deal of his success in the job printing field to the fact that he chose the Monotype for his composing machine. He gives us the following review of the growth:

"In 1916 the press equipment in our shop consisted of three platens and one cylinder. It was in the spring of that year that we first felt the need of a

type-setting machine. We installed a Monotype, for after a thorough investigation we decided that it was the only machine that could answer the varied requirements of a job office. When placing our order for this machine there was some doubt in our minds as to whether we could get enough work to keep it busy. Shortly after the machine got started, however, those doubts were dispelled, for we found that whenever we run out of copy the Monotype can be used to advantage and very profitably on casting type for the cases up to and including 36 point, leads, rules and spacing material of all descriptions for the hand men.

"The change from hand-set to machine-set matter did not lower our standard of quality. On the other hand, it improved. Contrary to their expectations, customers who believed that hand-set type was the acme of quality soon saw that Monotype composition was an improvement because of the uniform spacing between words, and for the reason that brand new type is used on every job. This naturally resulted in their preference for Monotype composition. This improvement in quality, together with a steady influx of manufacturing concerns to Kitchener, resulted in a very noticeable growth of our customer list, so that during the past four years we have had to constantly exercise our policy of progressiveness, until today our plant has grown to the following size: One Monotype Standard Equipment, One Monotype Type-&-Rule Caster, two cylinder presses, six platen presses, four of which are equipped with automatic feeders.



“Until recently our one Monotype handled this steady growth of business admirably. I do not think we could have made the progress we have had we not chosen the Monotype. We recently re-arranged our pressroom and added some new equipment, at the same time making it one of the most efficient and best equipped pressrooms in Canada for a shop of our size. In fact, we put the pressroom on such an efficient basis that we soon discovered that its capacity was beyond that of the composing room. In other words, the output of the composing room was not sufficient to keep the presses busy all the time. It therefore became very evident that the composing room must be put on the same basis of efficiency as the pressroom if we were to get the maximum of production from the entire plant. Of course, the capacity of our composing room might have been increased by putting on one or two more compositors, but that was easier said than done for the help problem in Kitchener has been just as critical as throughout the rest of the country. By going over our records we found that there was a loss of from 25 to 35 per cent of each man’s time as a result of distribution. Not only that, but full justice was not being given to distribution and the result was that dead matter was gradually accumulating and taking up valuable space on slides, stones, etc.

“Therefore we decided that the best solution of the difficulty was to do away with distribution entirely. As growth of business was keeping the Monotype busy practically all the time on composition, we could not depend on our one Monotype to cast enough material to make possible complete Non-Distribution. We then decided to install a Monotype Type-&-Rule Caster to be used exclusively for our Non-Distribution System.

“This new Type-&-Rule Caster has just been installed, and while our Non-Distribution System is not completely under way, judging from the savings already accomplished it will more than come up to our expectations. Our non-productive time is gradually disappearing, and I dare say that, in a very short time, Non-Distribution will have saved us the equivalent of two men’s time. Not only is distribution fast disappearing, but by reason of each man having everything to work with right at his finger tips, the capacity of each salable hour has been greatly increased. Finally, we accomplished what we set out to do—we have increased the capacity of our composing room to conform with that of the pressroom without having to increase our payroll, with the exception of a helper on the Monotype machines.

“To any of your prospects who feel that ‘seeing is believing’ we extend a cordial invitation to visit our plant. To those printers who are contemplating the installation of a composing machine, I will say that had we chosen any other than the Monotype that I do not believe our plant could have developed as successfully as it has, for our experience has been that a Monotype is really the nucleus of a successful job office.”

## Increased Production—Same Cost

**W**HEN the Monotypes were installed in the ad room of the Milwaukee *Journal* there was employed a force of eighteen men and subs, who were turning out from 550 to 700 columns of advertising per week. After the first month the same number of men were doing over 1000 columns a week. During November, December and January, they did from 1150 to 1250 columns a week without increase of working force.

According to their figures, the saving for the first two months was 25 cents per column, and they are doing much better now, but the figures are not given for publication.

This is only one example of Monotype efficiency; there are hundreds of others in the newspaper plants of the United States and Canada.

## Plate-Gothic Efficiency

**A**S printers become more familiar with the advantages of the Monotype Plate-Gothic Combinations for general job work, and especially for blank work, they gain in proficiency in handling them to increase composing room efficiency.

The blank, a part of which we show below, is one of a series of twenty-five which were set at one handling on both Keyboard and Caster in the plant of the Sleepack-Helman Co., Chicago, the only hand work being the insertion of the down rules and the first five cross rules in the heading. The completed page is 45 by 60 picas in size

The type face used was 12-point Monotype 343J, which was keyboarded completely with the exception named above, and was cast on 6-point body, the overhang of the type resting on the shoulders of the dashes. The electro-type used on this page was made after the job had been run.

The printer who has been accustomed to making such pages up with type lines and rule will appreciate the advantages in labor saving, which are in addition to the improvement in style afforded by the Plate-Gothic Combinations.

MONO  
TYPE

Volume 8  
Number 6



SHEET NO. 1		THE YOUNG VALVE GEAR				
STANDARD PARTS MANUFACTURED BY THE PYLE-NATIO						
ORDER NO.		SERIAL NO.	DATE ISSUED	NO. OF SETS		RAIL
ITEM	NAME OF PART			CARD NO.		PATTERN NO
1	LINK			25	C	DO NOT FIN. SLO OR BLOCK UNTI CARD NO. IS GIVE
2	" BLOCK			25	C	
3	" CHEEK—RIGHT INSIDE			25	C 10060	25 P 169
4	" " " OUTSIDE			25	C 10060	25 P 168
5	" " LEFT INSIDE			25	C 10060	25 P 170
6	" " " OUTSIDE			25	C 10060	25 P 171
7	" EXTENSION			25	B	— — —
8	" SUPPORT—RIGHT			25	C	25 P
9	" " —LEFT			25	C	25 P
10	" " BEARING CAP			25	C	25 P
11	COMBINATION LEVER			25	B 111	25 P 94
12	" LINK			25	B	— — —
13	RADIUS BAR			25	B	— — —
14	" " LIFTER TOP			25	B 156	25 P 281
15	" " " BOTTOM			25	B 156	25 P 282
16	ROCK SHAFT ARRANGEMENT			25	C	— — —
17	" " INNER			25	B	— — —
18	" " OUTER			25	B	— — —
19	" " ARMS—RIGHT INSIDE			25	B	25 P
20	" " " —LEFT "			25	B	25 P
21	" " " —RIGHT OUTSIDE			25	B	25 P
22	" " " —LEFT "			25	B	25 P
23	REVERSE SHAFT ARRANGEMENT			30	C	— — —



## Handling Metal Cost

ONE item of manufacturing cost that is often improperly handled in making up the cost of composition is that of the metal.

This item affects the cost of machine composition (both Monotype and slug machine) also the cost of hand composition to greater or less extent, according to the character of the plant.

The following pointers regarding the correct method of handling metal costs will help the printer who desires to know the truth regarding his costs.

To keep metal cost correctly the metal should be considered as a separate department on Form 9H, to which all the costs of owning and storing the metal as standing jobs or in the Caster Department should be charged. These costs are storage, interest, taxes, insurance, handling. There is no depreciation on metal in any form—the depreciation occurs in melting and affects only the part that is melted; this melting is a part of the Caster Department work and becomes part of its hour cost, and is thus carried to the composition or sorts making in proportion to the amount of each.

In every plant using machine composition (Monotype or slug) a considerable amount of metal will be tied up in standing jobs. This metal does not benefit the manufacturing departments in any way, being held to reduce the cost of manufacture for the benefit of the Sales Department. It is therefore an expense incurred for the Sales Department and should be so charged.

It may seem difficult to gauge the proportion of metal held for standing jobs by the Sales Department with extreme accuracy but it is possible to closely approximate it, and in most plants it will be found to be greater than the amount actually used in composition and type making.

Therefore a certain part of the total cost as shown in the "metal" column should be charged to the selling column and the balance to the caster column and slug machine column.

This requires but one extra line on Form 9H and a column headed "Metal" or "Metal Costs."

This charging of metal to the caster, slug machine and selling will place the cost where it belongs and reduce the cost of manufacture of machine composition of all kinds.

The metal itself as an investment should be carried as an inventory ledger account the same as machinery and fixtures. New metal bought is charged to the metal investment inventory and metal sold is deducted from same, and the monthly net total used for the 9H Report for calculating interest, taxes and insurance; the storage will probably always be the same, the handling will be mostly portorage and will vary but slightly—in many plants one man has charge of the storage racks, and his wages should be charged to this column.

The only defect of this method is that the part of metal cost prorated to the caster carries a larger proportion of storage than is just, but to be more exact would require more clerical work than correctness will warrant.

## A Monotype Type Foundry

THE trade composition plants equipped with Monotypes are branching out so as to supply their customers with display type for hand composition, but the Pacific Typesetting and Type Foundry Co., of San Francisco, has, as its name implies, featured the type-making value of the Monotype.

This plant is unique in that the type foundry is distinctly separate from the typesetting business, and plans are being made to push the foundry end.

This is another recognition of the quality and convenience of Monotype material (type, rule, leads, slugs) and will without doubt prove successful.





### A MERITED PROMOTION

**M**R. WM. C. MAGEE, for several years assistant to the late Mr. Joseph Hays, has been appointed to succeed him as Typographic Manager of the Lanston Monotype Machine Company.

Mr. Magee brings to his new position a thorough practical knowledge of



MR. WILLIAM C. MAGEE

typography gained from practical experience in high-grade printing, as compositor and foreman, as well as a complete mastery of the Monotype through experience as operator in a commercial plant and as instructor in the Monotype school.

This training, coupled with a natural artistic trend of mind, particularly fits Mr. Magee for his work as Typographic Manager and assures Monotype users of a continuance of the excellent typographic service that has made Monotype reputation.

### THIS ISSUE OF MONOTYPE

is set in our Series No. 150, in combination with Monotype rules and borders. This face is an attractive Roman, useful for both book and job work. The composition, printing and binding were done in the commercial printing plant of S. H. Burbank & Co., Inc., Philadelphia.

## Monotypography

PERRY & ELLIOTT Co., of Lynn, Mass., send some well-printed blotters emphasizing the fact that they are "producers of good printing." The blotters prove it.

AN unique little blotter comes from the Brown Print Shop, Richmond, Va. It is envelope size and is died out to shape representing a card in an open envelope. The composition is in our 861 Series and the presswork in four colors is good.

THE specimen book of Monotype faces, issued by the Machine Composition Company, Boston, is a good example of careful composition and presswork. There are six pages of introductory matter, giving a general description of the invention of movable type and of the Monotype, together with suggestions as to the advantages of Monotype composition. It is one of the best we have seen.

A STRIKINGLY attractive folder bearing the legend "Announcement Number One" calls attention to the oldest newspaper in Canada, *L'Evenement*, Quebec, and the appointment of Florian Fortin as managing director, and the newest daily paper in Canada, *Le Nouvelliste*, Three Rivers, of which Romeo Bourque is manager. It consists of a cover, printed in two colors on the first page, with two inserts on deckle edged stock—one for each journal. These are also printed in two colors. The job is one that will secure attention.

### WILLIAM DENNIS


The death of Senator William Dennis, of Halifax, occurred on July 11, in Boston, following an operation.

Mr. Dennis was born in Cornwall, England, and came to Canada at the age of seventeen. Entering the newspaper business as carrier he successfully became reporter, editor, manager and proprietor. At the time of his death he was owner of the *Halifax Herald*, the *Evening Mail* and the *Sunday Leader*.

An outstanding figure in Canadian journalism and politics, he will be greatly missed. For forty-six years he gave the best of his energies to his newspapers, and it was through his untiring energy that they became great powers in Eastern Canada.

His will makes his son William H. Dennis his successor in the management of his journals.





12 Point  
No. 493


# BORDERS

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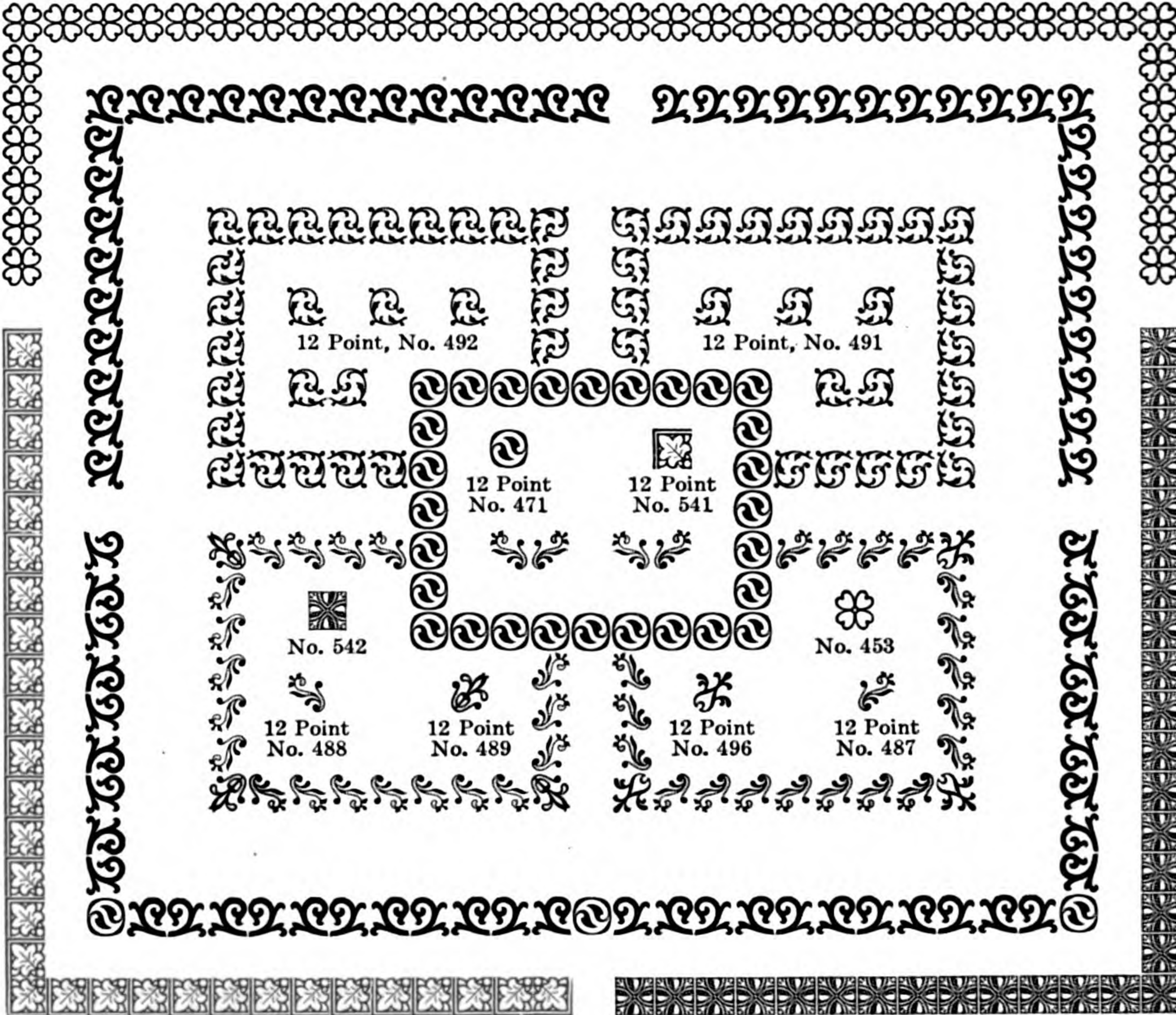
This is an advance showing  
of some of the latest borders.  
Others are in preparation.

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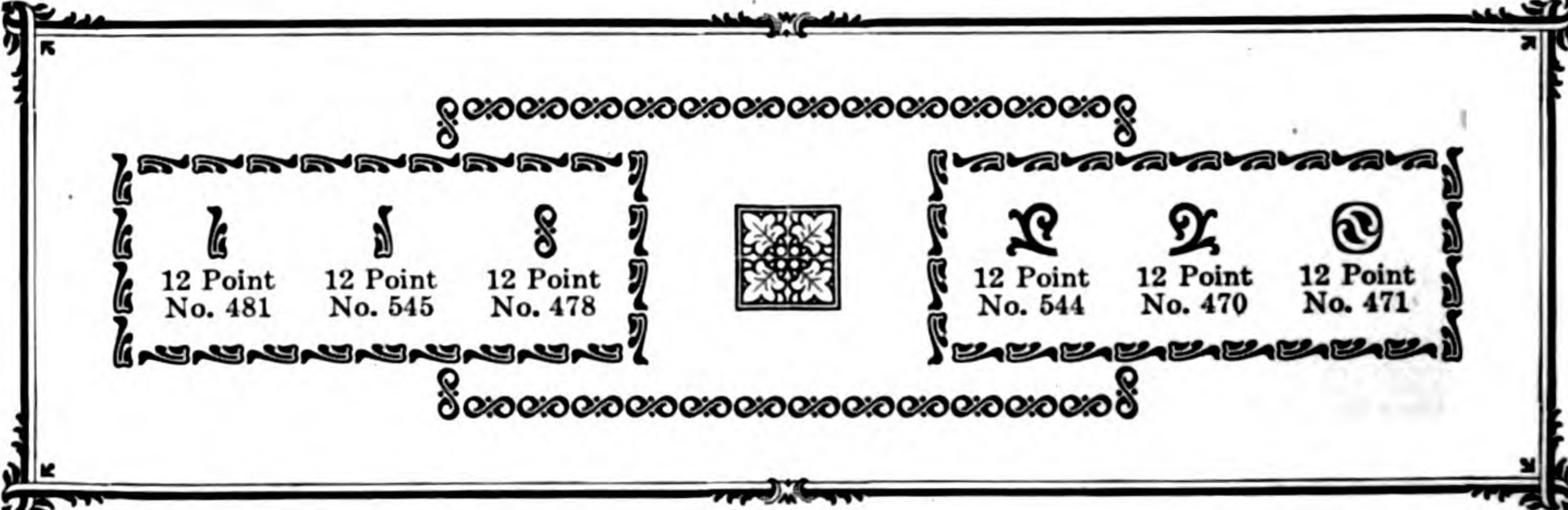
36 Point No. 548	24 Point No. 547	6 Point No. 546
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12 Point  
No. 496



12 Point, No. 492	12 Point, No. 491
12 Point No. 471	12 Point No. 541
No. 542	No. 453
12 Point No. 488	12 Point No. 489
12 Point No. 496	12 Point No. 487



12 Point No. 481	12 Point No. 545	12 Point No. 478
12 Point No. 544	12 Point No. 470	12 Point No. 471