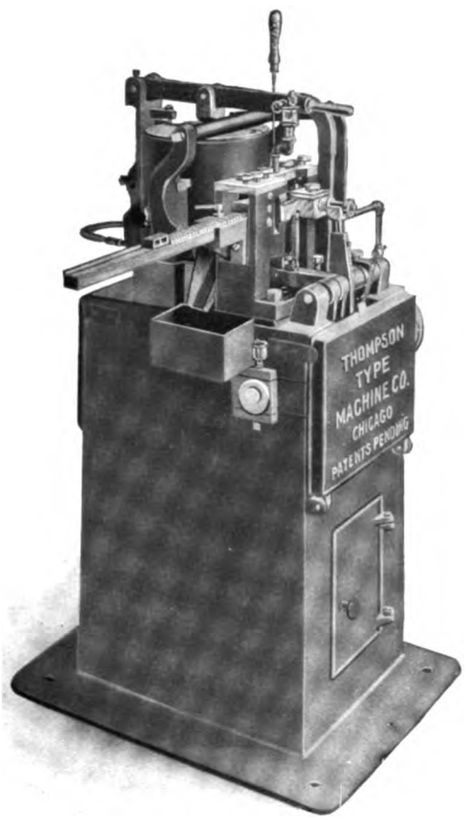
A New Typecasting Machine for Printers

The proposition of casting his own type is not a new one to the printer, but, being naturally conservative, he has made comparatively slow progress toward this end. Now that new methods are about to be introduced the subject assumes a new interest. A most promising machine for this purpose is the Thompson Typecaster, which is illustrated here. This machine has just been placed on the market and is attracting great interest. Its peculiar feature is that it casts individual type from the ordinary well-known linotype matrix, and the specimens shown are perfect in every respect. A machine is in operation and on exhibition at 130 Sherman Street, Chicago, and the speed—from fifty to one hundred and fifty type per minute—with which it turns out finished type is remarkable.

As will be observed, the Thompson Typecaster is a most compact affair, and marvelously simple. It consists of a metal pot



The Thompson typecasting machine

mounted on a swinging arm and an adjustable mold against which the pot nipple is pressed. The linotype matrix is supported in a carrier on the opposite side of the mold, and is capable of vertical adjustment, to make any desired alignment of the type. Thus inferior or superior figures or letters are cast on any body from a single matrix. The mold is quickly adjusted to the width of any matrix presented to it, the matrix is reciprocated to and from the mold, and the metal pump is operated and the type discharged on to a receiving stick ready for the case.

Any size of type is cast in the one mold, it being only necessary to change the mold blade. An entire set of these to cast 6, 8, 10, 12 and 14 point type is furnished with the machine. It takes but a couple of minutes to change from one body to another, one part only being changed. A change in the matrix to cast another type of different font, character or width is the work of a minute. By grouping two or more matrices in the carrier, logotypes can be made, up to four picas in width. The machine is equipped to cast "low" quads and spaces.

The operating parts of the Thompson machine are enclosed in a hollow base, which also encloses the motor and gas and water pipes. The mold is cooled by water and thus permits of high speeds in casting type.

One noticeable feature is the accessibility of the machine. The metal pot swings on a pivoted arm out of the way of the mold, so as to permit it to be drained or the mold cleaned. The whole cam shaft can be instantly removed, and as there are only six moving levers, the mechanism seems to be reduced to a minimum.

It is proposed to construct the Thompson Typecaster to employ Monotype, Compositype or any other matrix desired. This increases its range to 36-point type, tho it is expected the machine's greatest usefulness will be found in casting type from linotype matrices, which range from 5 to 14-point inclusive. As it is calculated that about seventy-five per cent of the type equipment in the average printing-office is within this range, it will be seen that the bulk of the type equipment can be cast from the ordinary three-cent linotype matrix. These are now made in over three hundred different fonts, and in a wide variety of job faces. Greek, Hebrew, Russian and German matrices are also in stock, as well as all needed accents for any language.

It seems that the scope of this machine is international and will be as popular in foreign countries as here. The price of $1,200 will also contribute to this end.

The inventor is John S. Thompson, who has been identified with typesetting machinery for more than fifteen years. His text books on "The Mechanism of the Linotype" and the "History of Composing Machines" are well-known on both sides of the water.

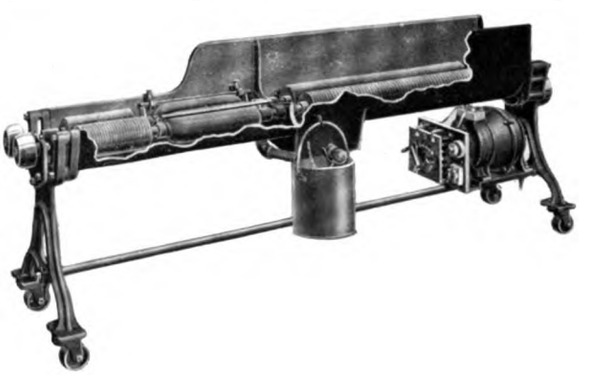
The present machine is the development of three years of effort to produce a simple mechanism to cast type which could be put in the hands of printers, and apparently a successful result has been achieved. The machine is being patented in all civilized countries of the world.

The Thompson Type Machine Company, an Illinois corporation, is preparing to manufacture the machine in large quantities. Its office is at 130 Sherman Street, Chicago.

To Increase the Pressroom Capacity

The way to increase the pressroom capacity is to obtain greater production from the presses, and anything that contributes to this is an addition to the profits, for it is generally recognized that the pressroom is the principal source of printing office profits. The Simplex Printers' Roller Washer is one of the latest of these, appealing to all printers who have seen it in operation, as it cleans and dries rollers quicker and better than is possible by hand.

The capacity of the pressroom is considerably increased by running the presses right up to the close of the day, and then having one or two porters clean up all the presses, reducing the length of time required to clean the rollers by using the Simplex, which machine obviates the necessity of rags and reduces the expense attached to the solvent, owing to its being used repeatedly. It is a most compact device, and therefore requires but little space, and being mounted on casters, it can be readily moved from press to press. It is strikingly simple in construction, there being no



Simplex roller washer

intricate parts to get out of order, and with ordinary care will last indefinitely. All the power required may be obtained by plugging in on the ordinary electric light socket.

A representative of THE AMERICAN PRINTER saw the Simplex washing up the rollers and was surprised at the rapid and effective manner in which ink of various colors was removed from the rollers, and the absolutely dry condition of the composition when the rollers issued from the machine.

The Simplex is not an experiment, being operated in many of the best plants in the country. It is sold by E. G. Ackermann, 154 Nassau Street, New York, whose advertisement appears elsewhere.

A Panegyric

Lancaster, Pa., April 16, 1907.

Editor THE AMERICAN PRINTER:

The bill and check enclosed explain all that seems necessary; yet a "good word" or two should be added, so here goes: THE AMERICAN PRINTER particularly pleases Ye Pluck Art Printer, since it publishes practical prices for pressmen; it produces pretty photo plates; it pushes publicity for printers; it promotes prosperity; it panegyrizes people who paraphrase parenthetically or parellelogramatically—and practices what it preaches.

D. B. LANDIS.

The American Printer

A Journal for Progressive Master Printers

With which is incorporated

The International Printer

Volume 44 : Number 3 New York, May, 1907 $2 a Year : Foreign $3

Suggestive Aids of Practical Value

By W. W. Hiscox

Every printer should have an accessible file for paper samples, type specimens and machinery catalogs. Samples and specimens are educational, and are valuable as text well worthy of study. Indexed file cases can be utilized in the filing of specimens. After they are filed, arrange a plan whereby they may be consulted without loss of time. Many half hours are wasted monthly in printing offices because of a lack of system in filing.

A file case for letters is as much a necessity for a printing office as an imposing stone. Do not lack for the necessities, for money saved by not purchasing labor-saving devices is opportunity wasted. What good is a dollar unless it is helping to make more money.

The same printers' ink used to get business for mercantile firms, will help increase the business of the printer; but advertising, like any other project, to be successful should have some definite plan back of it. Outline an advertising campaign for the print shop, and have some sort of a system so that the plan will be accomplished without friction. Orders for printing can be secured by advertising in the right way.

Printers in the country should plan to visit the large shops in the cities once a year, and the city proprietors will find it beneficial to call on their country brothers at least once a year. Both will be benefited by the exchange of calls. Model offices are not alone confined to the cities; in fact there are more model offices in the large towns than in the cities.

Imprints are good, but trade-marks are more attractive and bring better results. Every printer should have a trade-mark to distinguish the individuality of his shop and to familiarize the public with the excellence of his print. Trade-marks may be made very attractive in two colors.

Make electrotypes for repeat orders. There is a profit in it. No reduction should be made to customers on repeat orders, unless there is an agreement accordingly.

On long runs use duplicate or triplicate sets of electrotypes.

Dummies should not be furnished free of charge unless the order is assured.

Do not make a reduction on a small job in anticipation of a larger contract. When a job is given with that understanding, advise the customer that on receipt of the big order you will give him a rebate on the first. Promises are often made to secure temporary immediate advantages.

Do not make a promise that you know you cannot keep. If a job cannot be delivered at the time promised, advise the customer of the unexpected delay, and give him a reason. He will think more highly of you, and will be more apt to favor you with continued trade. But never disappoint a customer twice in succession. If need be, record the first disappointment on a card, so that when the second order is received every effort may be made to see that the work is well done, and delivery made on time.

Much time and money will be saved in a printing office by debarring visitors and callers from free access to the different departments, other than the business office. If a person must talk with one of the employees during working hours call the employee to the business office.

There is much in a printing office which the public would be pleased to see. The operation of the presses and type-setting machinery has a certain attraction. Therefore, it will pay to have a weekly visiting day, when the public will be welcomed. On such days the printing office should be thoroly cleaned and every courtesy shown those who accept the invitation. It is a good advertisement, and one which will make friends for the printer, and lead to orders.

It is well to remember that delicate script faces require careful distribution to preserve them. Script cases are made especially so that the type may be placed on its feet. This precaution will make script type last as long as it may be in style.

It is economical to buy type in series, and to double up on the number of sizes which will be used the most. Good display does not require many different faces—only one or two. Where only one or two series are used in a job, the type may be set quicker, not necessitating running about from one cabinet to another.

While printing is not a mail-order business, many and profitable orders may be secured by advertising in magazines of general circulation, and by the liberal use of