

that the "Matter with the Printing Business" is that printers have figured themselves rich on supposititious values. It is folly's wisdom to figure yourself rich on foundry type at so much a pound. Linotype metal is a staple. The Linotype machine is a staple. The "Linotype Way" makes the printer his own master and shows him without sophistry "How to Make Money in the Printing Business."

THE COPPERPLATE GOTHIC FAMILY.

The use of American type is not confined to this country alone, for it finds its way to all parts of the world, and wherever used printers have found that it stands always for the very best in design. The American Type Founders Company has achieved a most enviable reputation for thoroughness in every detail of typemaking.

From the first the American Type Founders Company appreciated the value of originality in a type-design. Later they have gone further and developed the design into family groups — each member adhering faithfully to the family characteristics, while at the same time possessing individual traits.

The Copperplate Gothic Family is the latest illustration of the type-family idea, and as usual the American has

LIGHT COPPERPLATE GOTHIC
HEAVY COPPERPLATE GOTHIC
COPPERPLATE GOTHIC ITALIC
COPPERPLATE GOTHIC BOLD
LIGHT COPPERPLATE GOTHIC CONDENSED
HEAVY COPPERPLATE GOTHIC CONDENSED
LIGHT COPPERPLATE GOTHIC EXTENDED
HEAVY COPPERPLATE GOTHIC EXTENDED

absolutely cleaned up the situation, leaving nothing more which might be suggested. In the above illustration we show specimens of each different face in the six-point size.

Eight complete series, and each possessing the same distinctive qualities of the Copperplate Gothics as used by steel and copperplate engravers. In each of these eight faces there are four sizes on six-point body, four sizes on twelve-point and two each on eighteen and twenty-four point bodies.

The Copperplate Gothic Light Extended is the latest member of the family, and specimens of this are shown above.

A most sumptuous showing of this magnificent Copperplate Gothic Family has just been mailed by the American Type Founders Company to their complete mail-list, which is supposed to include every printing-office in the country. This specimen is in reality a text-book, in showing practical examples of every-day printing to illustrate the use of this type family for letter-heads, cards, announcements and other forms of commercial printing. If not already received, it will pay every printer to write the foundry for a copy of this specimen.

TYPE ACCURACY.

Since the advent of the Thompson Typecaster, printers have come to appreciate what it is to have accurate types. Typefounders have always boasted of their type accuracy, but it is only in recent years that the product of different foundries would work together. Neither was the alignment of the faces identical, nor different faces uniform, though of the same body and the product of the same foundry. All this is now changed, and the Thompson Typecaster represents the acme of perfection in typecasting machinery. It is the first real improvement in typecasting machinery since the inventions of Foucher and of Barth, in 1888. Simpli-

fied and condensed, its mechanical accuracy has never been approached in any other machine designed for the general market. Type made in the mold of this machine to-day will be identical with type made a dozen years hence, and nothing depends on the skill of the operator. It's all in the machine. And this is the real contribution of the manufacturers of the Thompson Typecaster to the art of casting type. The variations in temperature, the shrinkage in cooling, and all the problems involved in the casting of type have been reduced to mechanical terms, and the various interchangeable-mold parts are so calculated and designed as to compensate for all variations whatsoever.

The extreme conservatism of the manufacturers of this machine commends itself to the public. Instead of flooding the market with a partially developed machine, and doing their experimenting at the cost of the purchasers, it was only after four years of experimenting with different models and working out of the problems involved, that the Thompson Typecaster was built for the market, and then only after months of practical working under commercial conditions.

Even then, only ten machines were built, and such was the confidence inspired by these methods that seven of this lot were spoken for by Chicago printers before they were completed, and these are to-day the best advertisement this company boasts of. Three were sold in the Orient, where they are successfully operated by native labor. Every one of this lot is in successful operation to-day.

Established in their own factory now, the manufacturers of the Thompson Typecaster are building this machine in large quantities, and are now prepared to meet the lively and sure demand for this machine. Their motto is, "The fittest will survive."

AUTHORITATIVE STATEMENT RELATING TO THE POLICY OF THE AMERICAN TYPE FOUNDERS COMPANY.

On pages 788 and 789 we print a statement of the policy of the American Type Founders Company in its conception of its duty to the printers of the world in the esthetic side of the typefounding art, as expressed by the succession of new faces produced in the extensive art department of that company.

The highest service any manufacturing concern has done for the printers in the last decade is the production of these business-compelling type-faces in the art department of the big type company. This art department is the only institution of the kind in the typefounding industry. Hitherto type-designs were picked up from more or less accidental sources. The American Type Founders Company now evolves them scientifically. Thus it is that its competitors are kept so busy making distorted imitations of its great type successes that they have produced no dominating type-designs.

In other industries in which there is art expression, or fine art, the quality of the art increases the cost of the article according to its merit. In typefounding, however, the conditions are such that the very best art in type is practically given to the printer, because, pound for pound, it costs no more than inferior imitations or defective designs. Nevertheless, the fine art in types is the most valuable part of them, and no printer can be as successful in his occupation as he might be until he comprehends this fact.

We trace these admirable variations from meritorious basic models to the scientific evolutionary processes pursued in that unique institution, the art department of the American Type Founders Company. Strange to say, it is the



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Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

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Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to honestly fulfill the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
 JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
 RAITHEY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
 RAITHEY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
 PENROSE & Co., 109 Farringdon Road, London, E. C., England.
 W. M. DAWSON & SONS, Cannon House, Breems buildings, London, E. C., England.
 ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
 ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
 F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
 G. HEDDELER, Nürnbergerstrasse 18, Leipsic, Germany.
 H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
 JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.
 A. OUDSHOORN, 179 rue de Paris, Charenton, France.
 JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

EDITORIAL NOTES.

THE joys of looking forward to leafy June are not enhanced by the reminder that your Uncle Samuel is thinking of collecting his corporation tax about that time. Old-fashioned folk who have been content to remain as mere firms or copartnerships can watch the struggle between the Government and the corporations with equanimity.

THE price-cutter who thinks his specialty is a form of business talent, has his mental eyes on the ground. If he would look up and around he would see that when he wishes to shake the habit his customers and the general public will prove obstacles. The patron of the price-cutter seldom reforms—because he is not that sort of a man.

THE printing trades are menaced by the proposal to raise the rates on second-class mail matter. The periodical publishers are gathering data to assail the assertions of the authorities. Every person connected with the allied crafts should get busy. He should attend meetings called to discuss this issue, and, above all, write his congressman and the senators from his State protesting against the change. Write the letter of protest now.

OUR friends the union pressmen seem to be disposed to indulge in a time-honored practice. Recently the membership voted in favor of establishing a tuberculosis sanatorium, and now the official organ is printing communications from members protesting against going ahead with the work. The reasons are various and perhaps correct, but this is a poor time to speak. If the opposition makes any progress in its crusade against the home we shall probably see a lively squabble in this union—which won't be especially novel, either.

THOSE who have investigated the subject from that particular angle, say that type pressmen succeed better on offset presses than do lithographic pressmen. The reason for this is said to be that the first-mentioned have acquired a greater knowledge of mechanics, which they can apply to the long-hoped-for rapid press. So convinced is the educational commission of the pressmen's union of this, that it is urging its members to bestir themselves in proving their aptness to qualify as offset pressmen. We are pleased to record this item, which speaks so eloquently of human progress. When Walter set up the first steam press, we are told the work was done secretly for fear the hand pressmen would demolish the new machine. Mr. Walter may have been unduly alarmed or over-