

By-Products

"It is constantly the case that the by-products of a complex industry are found to be the sole source of business profits."—ENCYCLOPÆDIA BRITANNICA

The Monotype is the fastest and most flexible composing machine. Its by-products are

Type for the Cases: The value of this type, made in spare moments, pays the maintenance cost and a handsome return on the money invested in any Monotype plant.

Quality: The man who thinks he can't pay for Quality gets it as a by-product without cost if he uses the Monotype, and "Quality pays handsomely—it is the only lever to raise prices and increase profits."

During the Fiscal Year ending June 30, 1914, the Government Printing Office at Washington spent but \$246.12 for foundry type. In addition to handling 71 per cent. of all composition, the Government Printing Office Monotypes gave a "by-product" of over 100,000 pounds of type.

"Until type foundries make type of steel, depreciation on foundry type is a needless waste of real money."

To all Buyers of Printing and Sellers of Composition

Why we advertise the **ADVANTAGE** of machine-set **MONOTYPE** composition or hand-set **MONOTYPE** type:

Because foundry type once used is old type and old type is not as good as new Monotype Type—which is new for every job.

Because the correction of matter set in foundry type includes the waste of compositors' time and your money changing bad letters for good letters. When Monotype matter goes to press it's all new type.

Because the cost of composition in foundry type does not end with the compositor but with the press-

man who shares with the compositor the labor of changing bad letters for good letters.

Because the use of foundry type means more make-ready on press. Monotype type saves make-ready because every type is new and accurate in height-to-paper.

Because more than half of the high-grade catalogues and over 90 per cent. of the best books and magazines printed in the United States are Monotype set. Over 1200 faces to select from.

The proof of **MONOTYPE** quality is obvious; the profit on **MONOTYPE** work shows in the cost sheet of every **MONOTYPE** printer.

As a profitable by-product every standard **MONOTYPE** composing machine casts type and spacing material for the cases, 5 to 36 point.



Lanston Monotype Machine Co.

Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

Toronto
Lumaden Building

Cuba, the West Indies and Mexico
A. T. L. Nussa, Teniente Rey, No. 55, Havana