
MONO TYPE

F. B.

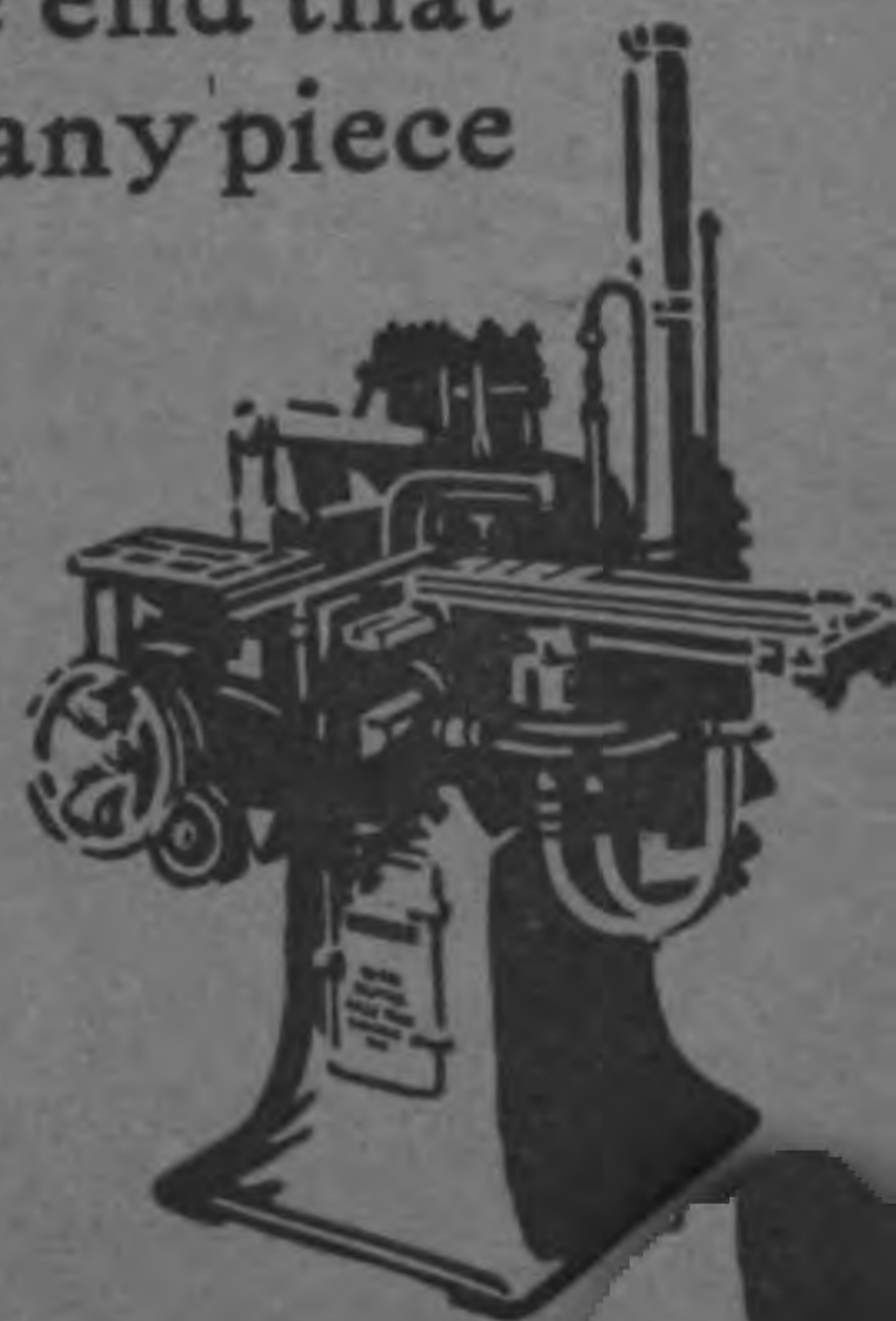
A Journal of Composing Room Efficiency

**LANSTON
MONOTYPE
MACHINE
COMPANY**

**PHILA
DELPHIA**

Scientific management means scientific measurement—the application to manufacturing of laboratory accuracy in determining the time required to perform different units of work, to the end that the time required to complete any piece of work may be accurately stated before the work is started. The difference between scientific measurement and “estimating” is the difference between knowing and guessing.

(See “A Rational System for Measuring Composition,” page 51)



Does the Type Caster Pay?

Ask Monotype Users—They Know

We printed last month on this page the names of eighty daily newspapers making their type in their own plants on Monotypes.

This month some of them tell why:

The Washington Star, Washington, D. C.

Our records show that in three months we made on the Monotype Caster 7135 pounds of type, the machine being in actual operation for 567 hours; average 12.6 pounds per hour. Wages \$206.94, metal \$570.80, rent of Matrices \$60.00, interest, depreciation, and gas \$60.00. Total \$897.74; average cost 12.58 cents per pound.

The Columbus Dispatch Columbus, Ohio

Since the Caster has been installed we have made several tons of type ranging in size from twelve point to thirty-six point, inclusive. Our advertisers are more than pleased with the appearance of their ads, as we are always able to give them clean, new type faces, in pleasing variety and unlimited quantity. We are not exaggerating when we say that the Caster paid for itself within a year after its installation, and we say again, as we have many times in the past, that the machine is a wonder, and consider it a distinct advance in printing machinery for the daily newspaper.

St. Paul Daily News St. Paul

With the Caster and our system of storing sorts and extra figures, of which we use a great many in department store advertising, we find the saving in time and expense to be considerable. The quads and spaces cast on the machine are also a great help during the rush season.

The Beaumont Enterprise, Beaumont, Texas

We have been operating a Monotype Caster and have found it a better machine than you claim. We have eliminated distribution entirely, that is, 36 point and under, as all our type is cast from regular Linotype metal. When breaking up our forms it is only necessary to take out the brass slugs and rules.

The New Orleans Daily States, New Orleans

We have eliminated the cost of lost time in picking for sorts and have been able to give our advertisers clean-cut type to print from in every issue of our paper, which, we figure, is quite an asset to the paper, as you know we were the first newspaper in New Orleans to install the Monotype Caster. The Monotype has certainly proved itself a wonderful success in our office.

The Houston Chronicle Houston, Texas

We find that with a competent operator it is cheaper to manufacture type on the Monotype machine than to pay the printer to distribute it into the case. We have entirely eliminated distribution of type in our display headings and advertising columns, except of the sizes larger than 36 point.

The Atlanta Journal Atlanta

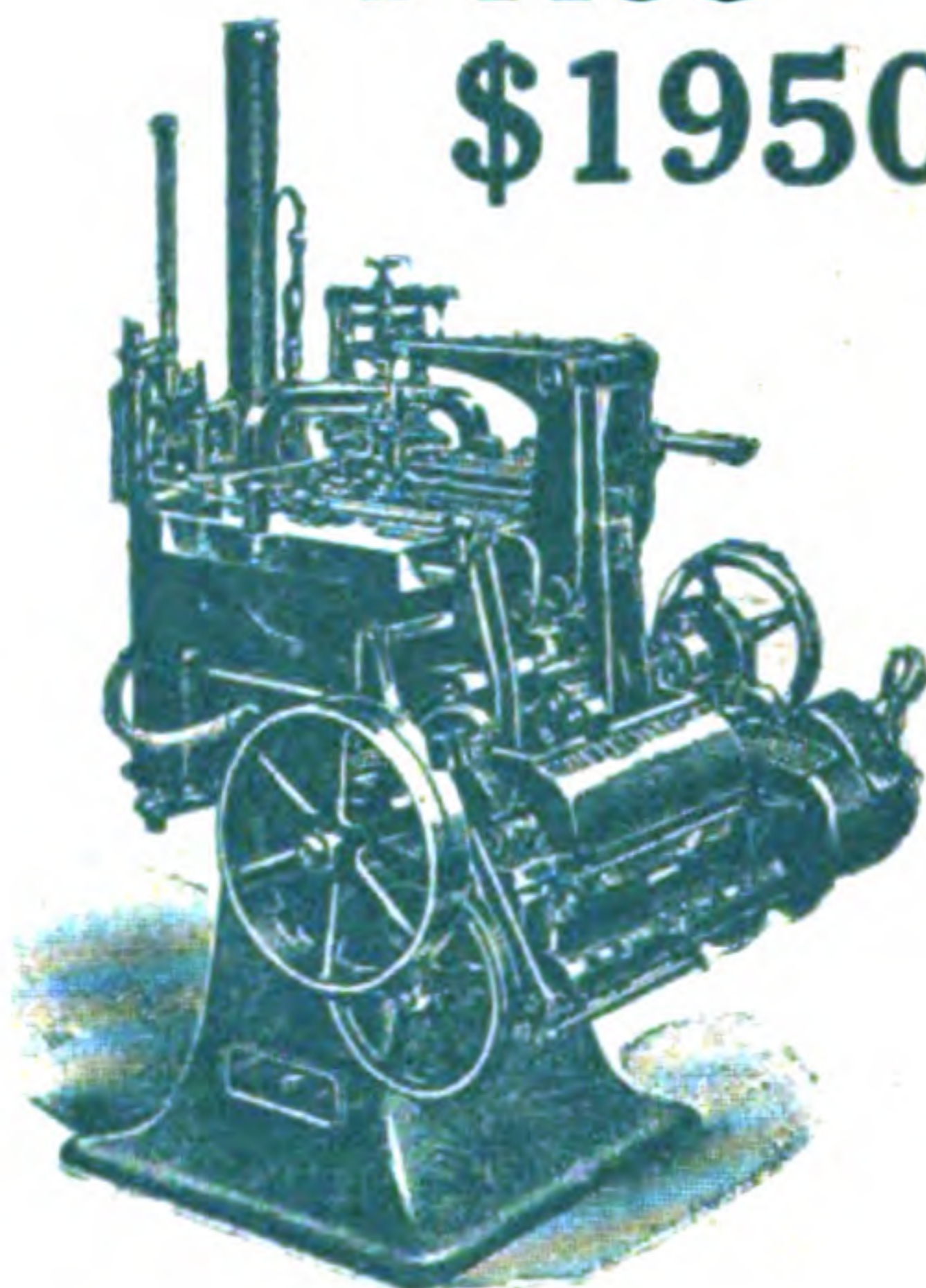
We found an enormous amount of old worn-out type in the composing room which we left when we moved into our new building. We have cast up many thousand pounds of new type from this. It is easy now to keep on hand an abundant supply of new type, which costs very little in comparison with the cost of that which we

have heretofore purchased. We are highly pleased with the Monotype and take great pleasure in commending it to publishers who may happen to be interested.

The Wheeling Daily News, Wheeling, W. Va.

We have had a Monotype Caster in use about one year and are pleased to say that we have found the work very satisfactory. We have made a great saving and the product of the Caster is entirely up to your representation, both as to quantity and quality. Hand time on display ads has been reduced.

Price
\$1950



Price includes molds for casting type, high and low quads and spaces in 6, 8, 10, 12, 14, 18, 20, 24, 30 and 36 point.

Why Distribute? New Type is Cheaper