

VOLUME 6

NUMBER 4

February, 1919

# MONOTYPE

*A Journal of  
Composing-room Efficiency*

Disabled soldier printers are the very best material from which to supply the demand for Monotype operators. They know printing and easily acquire the required skill in handling the machine through the Monotype Schools

See page 52

PUBLISHED BY

*Lanston Monotype Machine Co.*

PHILADELPHIA

## IN MEMORIAM

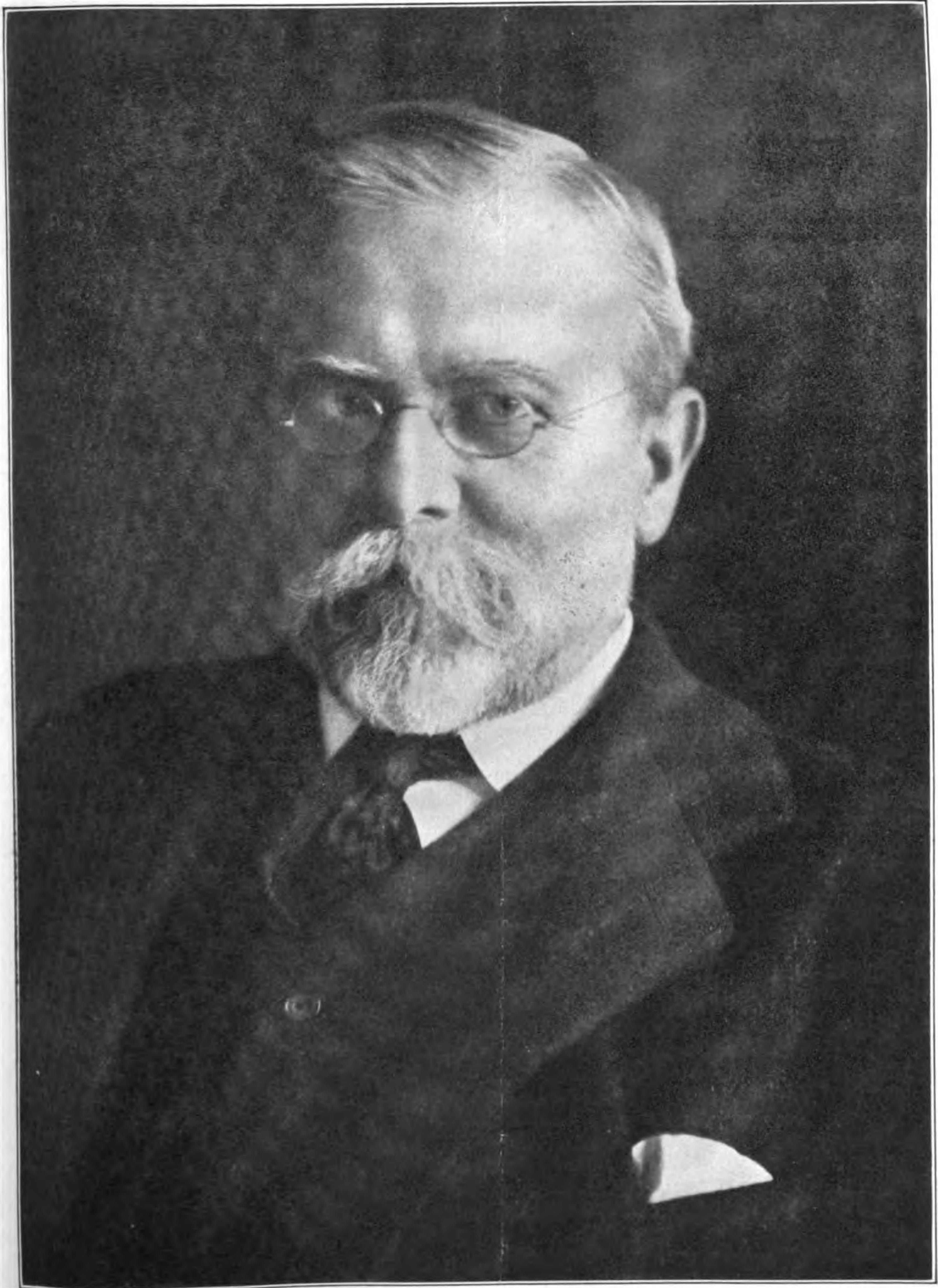
It is with profound regret that the Lanston Monotype Machine Company announces the death, on January 29, 1919, of J. Sellers Bancroft, its General Manager, Treasurer and Mechanical Engineer.

Mr. Bancroft entered the service of the Monotype Company in 1902 and thereafter at all times gave to it, as executive and engineer, the benefit of his sound judgment. His well poised business capacity was at all times available to this company, almost in preference to his individual interests. He impressed his personality on the management, and the present commercial success of this company is, to a large extent, due to his ability and devotion to and direction of its affairs.

Mr. Bancroft was fair and impartial in his dealings with his associates and inspired in them their appreciative and respectful admiration.

In addition to his wide grasp of business, he was learned in the arts and the sciences to an unusual degree, and the present mechanical success of the Monotype is, in a large measure, due to Mr. Bancroft's extraordinary engineering skill and mechanical ability.

Many years prior to his entering the service of the Lanston Monotype Machine Company he was connected with the firm of William Sellers and Company as General Manager and Mechanical Engineer.



J. SELLERS BANCROFT

# MONOTYPE

*A Journal of Composing-room Efficiency*

PUBLISHED BY THE

*Lanston Monotype Machine Company, Philadelphia*

---

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 COMPOSING MACHINE AND AS A TYPE & RULE CASTER

---

VOL. 6

FEBRUARY, 1919

No. 4

---

## *Training Disabled Men in Monotype Operation*

By DOUGLAS C. McMURTRIE

Director, the Red Cross Institute for Crippled and Disabled Men  
President, Federation of Associations for Cripples

If the average foreman of a printing plant is told that a man with three fingers of one hand missing can be taught to be a good caster runner or a capable monotype machinist, or that a man with both legs gone can learn to operate the Monotype keyboard successfully, his reaction will be "It can't be done." The foreman, in most cases, would be unwilling to give the cripple a chance to make good in his shop, even if the cripple protested that he was competent to do the work as well as the normal man.

In the past this attitude toward the disabled man was by no means confined to one industry alone. It was general. The cripple was regarded as an unfortunate, a human waste product, to be relegated to a life of idleness or dependence upon charity. Happily the economical and social status of the cripple is in process of change.

For several years a number of persons have worked conscientiously in the interest of the disabled man. They have endeavored to prove to the general public, to the employer, and to the cripple himself that it is perfectly possible to train the physically handicapped man for some trade in which his disability will not prevent him from competing successfully with his able-bodied fellow worker. These persons early saw the need of providing re-education facilities for soldiers and sailors of the American forces who might return disabled, and they proposed, in May, 1917, to the American Red Cross the founding of a special vocational school for cripples. Their proposal was accepted, and there came into being the Red Cross Institute for Crippled and Disabled Men, at 311 Fourth Avenue, New York City.

In the Institute plan of re-education no line was drawn between the war cripple and the industrial cripple, for it was apparent that the cripple of industry, as far as number was concerned, was greater than that of the crippled soldier or sailor.

The Red Cross Institute set about to make a survey of New York City's cripples; inaugurated an employment bureau to handle disabled applicants for positions; created a research department to gather and compile the experiences of the European belligerents in retraining their disabled men; established departments of industrial surveys and public education, and instituted training classes in several trades in which cripples might be taught so that they could go out into the world as self-respecting and self-supporting citizens.

One of the trades chosen was printing, with special reference to operation of the Monotype casting machine and keyboard. The trade was considered a good one to teach the cripple, because the employment is not seasonal, the industry is a growing one, the wages are good, and the work is not arduous. A man with two or three fingers missing can learn to be a caster runner in about two months, and can become a full fledged operator in a six months' course. A man who loses one or both legs can be trained to operate a keyboard, provided that he has already had considerable experience in the printing trade.

At present the printing department of the Red Cross Institute is specializing in producing caster runners and machinists. Men receive practical training, under actual working conditions, to fit them for work in a commercial shop. The Institute prints many of its own publications, and the pupil is therefore afforded every opportunity of seeing how the work is actually done. The course aims to give a man a thorough knowledge of changing molds, aligning type, handling keyboard ribbons on the casting machine, oiling, drilling pump bodies and nozzles, changing the machine from one point size to another, changing from composition to display type, and the other details involved in a thorough mastery of the Monotype System.

The equipment in the shop of the Red Cross Institute consists of four casting machines, two keyboards



CASTER SECTION OF RED CROSS MONOTYPE SCHOOL

(one single and one double), two compositor's frames or cabinets, one imposing surface, a cylinder press, and a platen press. The Monotype installation includes a full set of accessories—molds, matrices, wedges, etc. Two of the casters are equipped with display type attachments, and one with the attachment to produce continuous rules, leads, and slugs.

The first pupil to be enrolled in the department was a man who answered the call of war work to enter an ammunition plant, only to lose three fingers of his left hand in an accident. He took the course in the Institute as a caster runner, and is now assistant to a Monotype machinist in a large plant. Another pupil whose left arm is paralyzed was graduated from the course and is now in one of the best plants in New York State earning good wages. Of several men now in training one is a victim of infantile paralysis, another is deformed from birth, and a third is a man with only one leg. All these men are expected to make good because they have the will to succeed.

No program of re-education, however perfectly conceived and planned, will succeed in the fullest measure if it does not enlist the hearty support of the public, the employer, the disabled man's family, and the disabled man himself. If the public will give the cripple a chance to make good—not charity—if they will look upon him as a normal man with every right to an opportunity to prove his worth; if the employer will give the cripple a chance to make good on the basis of competency alone; and if the man's family will encourage him to take advantage of the training facilities that are provided for his benefit, the future that awaits the disabled man is one of promise.

### *Preparedness for Peace*

When the United States entered into the great world war we heard much about the lack of preparedness, and as the months went by we saw a fearful expenditure of money and effort in the overcoming of this lack.

Peace is coming, and unless we are prepared we shall witness the same fearful waste in accommodating ourselves to peace that we did in attaining a status of war efficiency.

From a recent advertisement of Messrs. Wynkoop, Hallenbeck, Crawford Company, we clip the following timely paragraphs:

"Some manufacturers—the far-sighted ones—have been recognizing that the full-to-capacity working of their plants either on Government or War work, is not of indefinite duration.

"They realize that the time when there will be voids in their plants is not so far distant that they can longer afford to defer shaping up their sales-publicity plans. Have you that business vision?"

This warning applies as well to printers as to other business men—to the printer who is not carefully sizing up his plant and placing himself in position to meet the new conditions that peace will bring.

If we are to judge by past history and present indications, business is entering a period of unusual prosperity, which will mean a greater demand for printing without allowing time to make more printers to handle the work.

The only way to meet this condition is to fully utilize the time of all the compositors now available by eliminating the waste time. The method of doing this is to install the Monotype and the Non-Distribution System.

Preparedness is economy, lack of it waste and extravagance. To be prepared is to act now and install Non-Distribution at once. It will begin to pay dividends as soon as you get it working. To delay means that your present losses keep on piling up, and also that it may be more difficult to get and hold composing-room labor when most of your competitors are using the Non-Distribution System which makes it easier for the compositor.

Lack of preparedness is a very costly proposition at any time, and especially so at this time of critical change in the world's ideals, when publicity such as only printing can give is an absolute essential.

Be wise in time, and prepare for peace and prosperity by installing the Monotype and Non-Distribution.

### *A Soldier-Operator*



The young man shown in our illustration is Private Louis Nurcombe, one of the printer-soldiers who have graduated from the Toronto Monotype School. He is a good keyboard operator and is rapidly acquiring speed in actual work.

Private Nurcombe's home is in Red Deer, Alberta, and he enlisted in the 12th C. M. R. Calgary, in 1915, at the age of eighteen, and was quickly sent to active duty at the front. At the battle of Vimy Ridge he lost both of his legs just below the knees.

Time is money to the printer who is faced with hours of author's corrections. The Monotype will help to cut those hours to the minimum.

Monotype versatility increases efficiency.

## Evolution of the Soldier-Printer

According to the dictionary evolution is an unfolding or development of something that already exists; a growth, as from the seed to the flower. Consider for a few minutes how appropriate the term to many of the printers who are now returning from the service of their country.

When the call came for men to protect Liberty and fight for Freedom for all oppressed peoples no class of men answered more promptly nor in greater percentage of their trade than the printers; and none fought more bravely, nor endured more steadfastly the trials of camp and battlefield.

These men have now finished their task and are coming back to resume their old places in the printing office with a wealth of added experience regarding the value of efficiency and the necessity of discipline and proper planning to secure accomplishment. They have lost nothing of their former knowledge of the basic technics of their trade and it is due to them that their re-entrance into the trade circle is made as easy as possible and that they be not subjected to loss in coming back. Fortunately, the business outlook is bright and this re-establishment of the returned soldier-printer will be accomplished with a minimum of effort.

But some of them have given more, and are returning less able to undertake the active work of the composing room on the floor and at the case, and places must be found for them where their knowledge of printing can be made available with less physical exertion and more comfort.

This must not be looked upon as a matter of charity or philanthropy, but as a duty which we owe to the men who have paid more or less dearly in physical pain and suffering for the privilege of maintaining liberty of person and freedom of thought and expression for you and for all mankind. For goodness' sake, don't get the idea that you are growing a halo by aiding in this work of evolving from the disabled printer-soldier a new workman with opportunity to make a decent living in the trade, for you are only doing your duty.

Right here, allow us to remark that it seems almost Providential that the temporary absence of these men should so strongly call attention to and emphasize the lack of efficiency in the old-style way of handling the composing room as to create a rapid growth in the Non-Distribution System and an increasing demand for Monotype operators.

We say Providential, because these disabled soldier-printers are the very best material from which to supply this demand. They know printing, and the manual skill required to operate the Monotype keyboard is easily acquired by spending a short time in the Monotype Schools with their special course of instruction for the re-education of the soldier-printer. On graduating from the school they will be better printers than before and will find positions waiting for them at remunerative wages.

To those more mechanically inclined, even though their disability may leave less freedom in the use of their fingers than is needed for rapid keyboard work, the caster offers an opportunity to secure a place in their chosen trade which will afford even better financial returns than their old positions. The study period is

a little longer, but the eventual returns are better to the man fitted mentally for the work.

This faint outline of what is due the printer-soldier and what can be done for him is not complete without a word regarding the Monotype Company's share in this work.

The Monotype Schools are now teaching returned soldiers how to operate the Monotype and fitting them to again take their places in the commercial world as units of the great American manufacturing community. A number have been graduated and are satisfactorily filling positions in printing plants in widely scattered parts of the United States and Canada. This work is being done without any charge to the student for tuition fee, and in a most thorough manner. The results so far achieved warrant us in saying that the printing fraternity are neglecting the one greatest opportunity ever offered them if they allow these men to drift off into other industries and do not round up all the printer-soldiers capable of taking these courses and send them to the Monotype Schools.

The evolution of the composing room that has been started by the Non-Distribution System is going to continue until it includes every plant employing a half-dozen or more workers in the composing room, and the demand for Monotype operators is going to fully equal the supply for several years to come. You can, therefore, readily see that pure selfishness would indicate that your wisest course will be to re-educate your disabled printer-soldiers into Monotype operators were there no higher motive.

But why not allow the higher motive to prevail and forget the selfish? Why not recognize your patriotic duty to these men who did not hesitate to do their patriotic duty to their country and yours when the "kultur-mad" destroyers were aiming to grab the whole world and despoil it?

These men who have so nobly done their part are, in many cases, sensitive about their misfortunes and backward about asking for assistance to get back in the ranks of their trade. We have done our duty in establishing the schools. Now do your duty by getting close to these men and persuading them to embrace the opportunity. You know them, and they will follow your advice. You owe it to them. It is not charity, and do not act as if you thought so. It is their right.

---

### Edward J. Krehbiel

On December 14, 1918, the printing trade of Cincinnati suffered a severe loss in the death of Mr. Edward J. Krehbiel, vice president of the C. J. Krehbiel Company, by pneumonia.

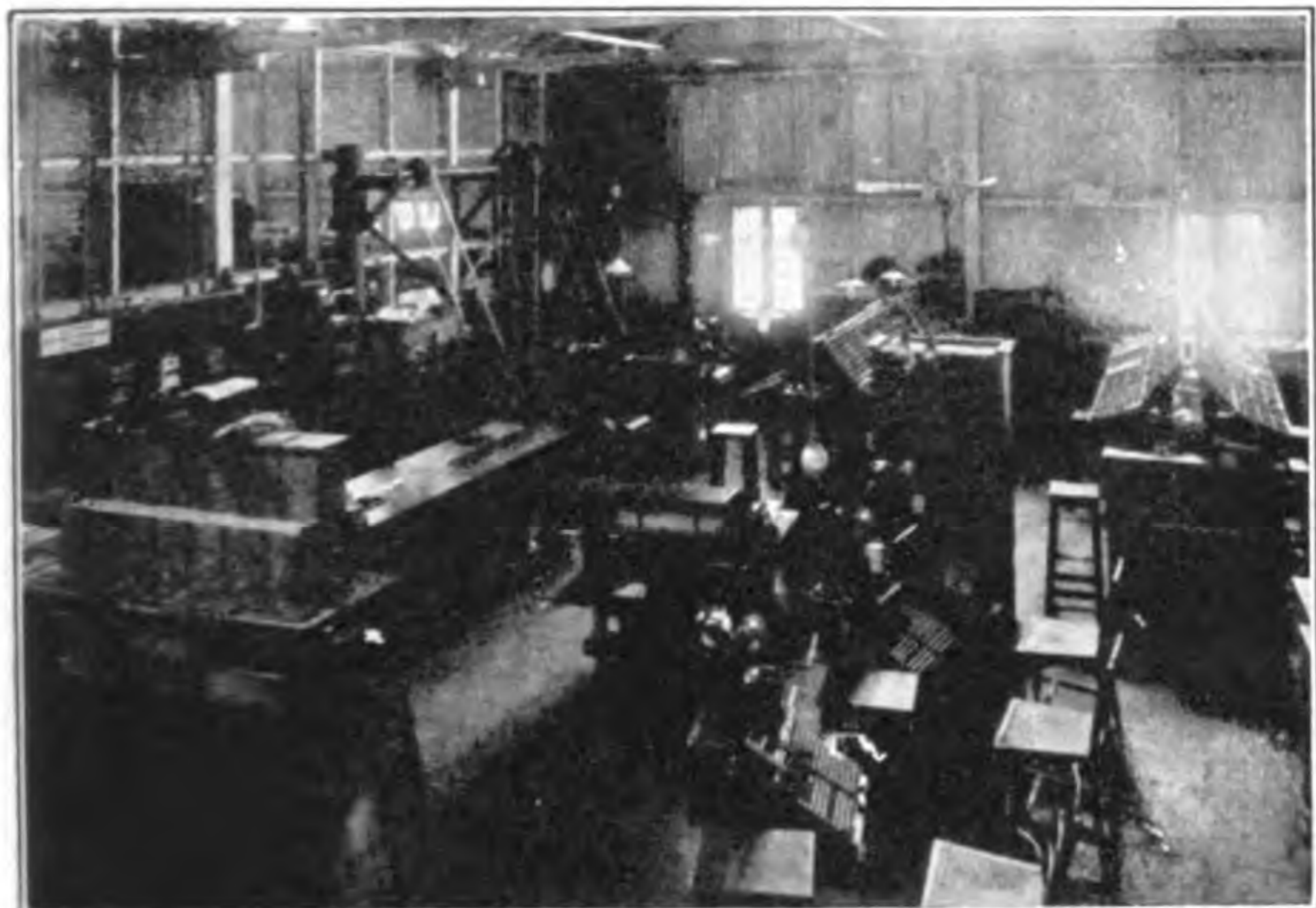
Mr. Krehbiel was born in Cincinnati forty-four years ago, and has grown up in the printing business with his father, who was the founder of the Krehbiel Company. Of recent years Edward had relieved his father of a large part of the burden of management.

Mr. Krehbiel was an active worker for trade betterment, vice president of the local Typothetae, and a firm friend of the Monotype. Though naturally quiet and courteous he was an inspiration to his fellow printers.

He was a thirty-second degree Mason and quite active in Masonic as well as social and business circles, and leaves a large circle of friends by whom he will be greatly missed.

### Bombay Government Central Press

Considerable attention has been given to the elaboration of cost keeping in printing plants, and much discussion had about the cost records, when it would have been better had more attention been paid to ef-

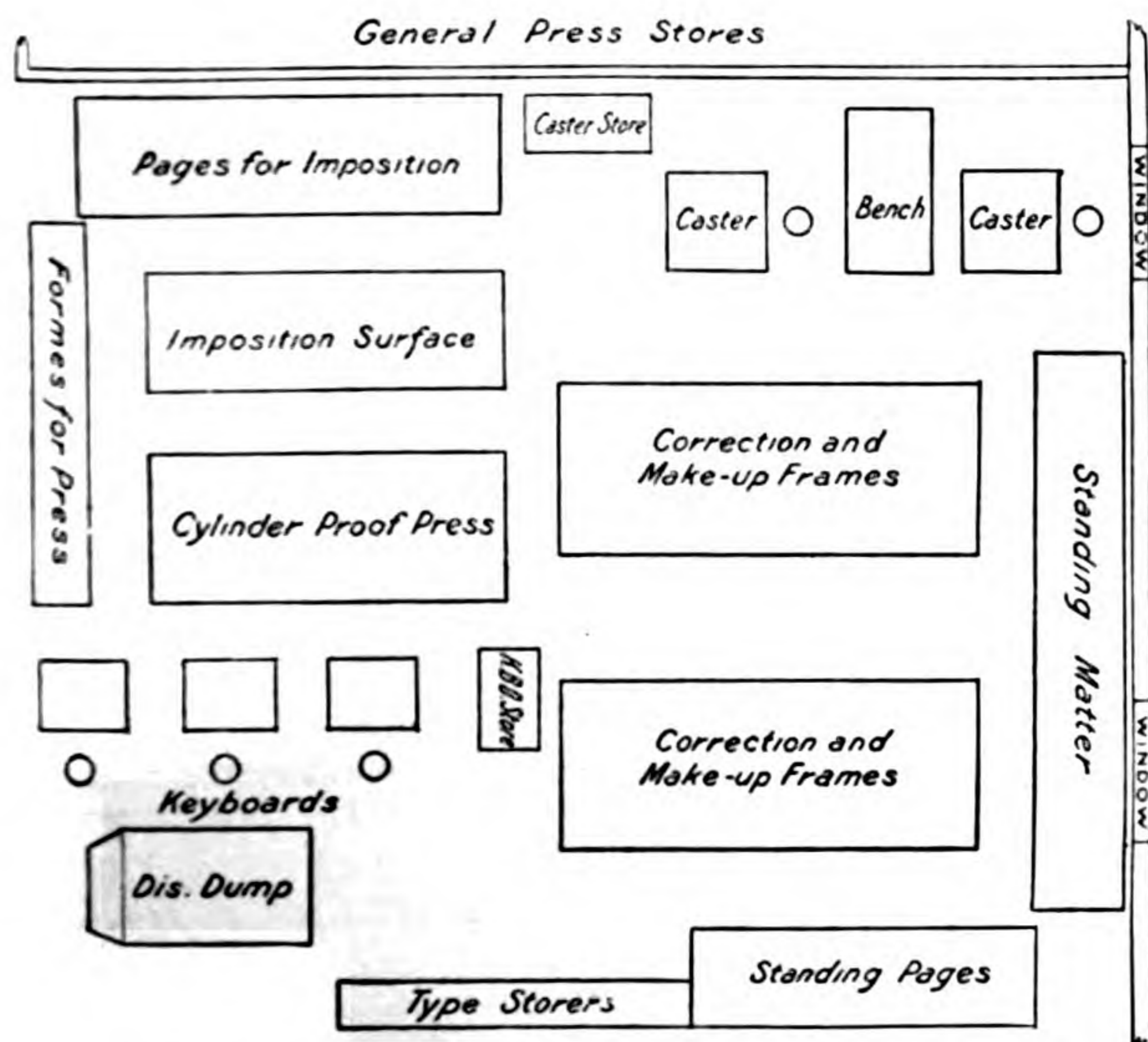


MONOTYPE ROOM, BOMBAY GOVERNMENT PRESS

ficiency of production through better arrangement of the plants. No cost system yet devised can recover lost time and energy.

Realizing these facts the Bombay Government Central Press, Bombay, India, has given special attention to laying out its Monotype department so as to reduce all non-productive labor to the minimum, with the result that all operations included in Monotype composition, except proofreading, are centralized in the Monotype department—from giving out the copy to sending the forms to press.

This plant also furnished a departure from present day methods of payment for labor, the whole department being one large companionship of piece work.



FLOOR PLAN, BOMBAY PRESS MONOTYPE ROOM

On the face of it this system might be condemned as out of date. But, when it is considered that the operator who sets the type is not the deciding unit in the total cost of the labor, it will be realized that there may be something in a scheme which aims to secure the best work from every worker by assurance of a reward commensurate with the work performed.

We are glad to be able to give a reduced diagram of the layout of the successful Monotype department of the Bombay Government Central Press.

### The Monotype Schools

The Monotype is no longer a new and strange invention; printers all over the world are familiar with its appearance and work, and there is a rapidly growing list of satisfied Monotype owners who are each day finding more ways of utilizing its versatility.

Naturally this means an ever increasing demand for Monotype operators from all over the United States and Canada, which it is our aim to see properly filled with competent trained workmen.

Therefore, the Lanston Monotype Machine Company is maintaining several schools for the education of printers in the operating of the Monotype. These schools give each pupil individual instruction and advance him as rapidly as his ability will warrant.

The course of study is divided into two distinct sections. One covering the keyboard operation, and the intricacies of the various kinds of tabular and special composition as well as plain and ordinary matter. The lessons are so constructed as to give the student a gradual advance from a first knowledge of the fingering of the keys necessary to attain ease and speed to the final training in handling difficult copy and recording it on the controller ribbon.

The other division is devoted to the work of the casting machine, and in this department the student is taught how to care for the caster, make the necessary adjustments for securing perfect work, attach the various units that adapt the Monotype to special purposes and create its flexibility. They are also carefully instructed in that most important work of a machine operator—the instant detection and correction of a wrong adjustment that might cause trouble or loss of time in getting a perfect product. This section of the school appeals to the man with a mechanical trend of mind and the instruction fits him to earn good wages.

A few pupils take both the keyboard and the caster courses and thereby become what are termed combination operators. This class of operator is in demand for the one machine plants, or where there is not enough composition to keep a keyboard operator constantly employed.

These schools afford a most excellent opportunity to printers who are anxious to improve their condition and still continue in their chosen craft, as the Monotype operator occupies an advanced position in the trade and one which carries with it increased emolument.

At the present time the Monotype Schools are devoting a large part of their facilities to co-operating with the United States and the Canadian authorities in the re-education of returning soldiers whose service to the cause of Liberty has rendered them less able to do the heavier work of the composing room, while they are still just as good printers as ever and as greatly needed.

### *Psychology of Business Optimism*

Business conditions are psychological. Whether panic or prosperity confronts us, they are the concrete expression of the condition of mind of the majority of the people.

If all the people can be encouraged to think of and look for prosperity they will do the things which create prosperity and all will benefit, because we will have prosperity. Optimism is reactive and helps the optimist as well as the public.

Advertising of the right kind is optimistic, and helps business because of this fact. The advertiser thinks of business success and puts the success thought into his advertising and into the minds of his salesmen; by constant repetition, the thought of his goods and of their ability to buy them is fixed in the minds of his prospects. The result is sales. Negative advertising does not produce business but pessimism and panic—it is destructive, not constructive.

Printing is the means by which—or rather the principal means—by which the optimism of advertising is spread among the people. To be effective printing must be psychologically correct. It must be bright and cheerful, attractive and easily read, appeal to the optimism of the reader, and look prosperous to produce prosperity for the advertiser. Printing on cheap paper from worn old type will not incite in the mind of the recipient a psychological condition favorable to buying.

The only way to have printing that is psychologically correct and make it a producer of business optimism is to have it done on good paper from new type by good printers who are in the correct frame of mind because themselves prosperous. The only printers who can fulfill all these conditions are the printers who are using the Monotype and Non-Distribution.

Success begets success, and the printer who has the success thought firmly planted in his mind and who has equipped his plant so that he can get the maximum returns from his investment is psychologically in that condition which attracts success. The struggle to do modern business with the equipment of the past is destructive to optimism and consequently to the success idea.

The future of the printing business looks very bright to us and to our optimistic customers who are prepared by increasing their Monotype equipment, or by installing Monotypes for the first time, and who are contemplating the added profits which Non-Distribution is going to bring to them.

Business will be good because the American business man wants it to be good, expects it to be good, will exert every effort to make it good, and believes in his ability to make it good. Business will be good because of the optimism of American business men co-operatively put into action. To lay down means disaster. They do not think of it; they are looking toward success.

Printers looking toward success will see the advantages of the Non-Distribution System and quickly make it a part of their equipment. Optimistically viewing the future they will see the wisdom of acting upon their convictions and being ready for the success that their state of mind is sure to attract to them.

Do you credit your Monotypes with the saving they make in the press room? You should.

### *Versatility vs. Variation*

In the early days of mechanical engineering it was the habit of builders of machinery to try to make as many specialized patterns or models of their machines as possible rather than to so design them that they would be adjustable and adaptable to the varying needs of the user. Therefore, we find the printing machinery market glutted with many types of apparatus which do only one thing and leave much to be desired in a plant doing general work.

The Monotype, on the other hand, has been designed so that while it is the composing machine par excellence it can readily be adapted to casting type, borders, rules, leads, slugs, and spacing material for hand composition without in any way impairing its usefulness for composition. It is adjustable for any class of composition that can be set by hand or any other machine as well as for some that can be done by it alone, and will do the work better.

This versatility is a most valuable asset for the printer who owns a Monotype, because it enables him to eliminate all the non-productive time and meet the growing shortage of labor, not only without discomfort and worry but with added profit.

The regime of the composing room is undergoing a change and the day is at hand when the machine will replace hand work to a still greater extent, and when all such unnecessary non-productive operations as distribution will be eliminated, and picking for sorts be considered a crime. The only way to meet this and stay in business is to install the Monotype now, inaugurate the Non-Distribution System at once, and be partly repaid for your investment before your competitor is driven to make the change.

Even a combination of varieties of other machines will not do the work that the versatility of the Monotype makes it possible to handle with ease.

### *Standing Jobs*

An important source of revenue to the Monotype printer is his "standing jobs." They also aid in maintaining his reputation for service.

Modern business success is based upon service and quality, and these depend to a considerable extent upon facilities.

Quick delivery is one phase of service that counts in holding trade, especially in times of scarcity of labor and stress of changing business conditions such as the whole world is now experiencing.

With the old composing-room equipment of foundry type quick service was only possible at high cost and great risk of error and spoilage; while with the Monotype and the Non-Distribution System it is not only easy of accomplishment but highly profitable.

In the Non-Distribution composing room it is possible to hold indefinitely those jobs which are likely to be "repeaters," without crippling the facilities for other work or adding extra cost. When the repeat order comes there is no time lost in replacing picked sorts. It is ready for the lock-up unless the customer makes alterations and changes.

The Monotype and the Non-Distribution System not only eliminate all the waste time in the composing room, thus reducing the cost of original composition, but they



also allow of "standing jobs" being placed on the shelf or in the "live rack" intact and ready for immediate use when needed. By this method there is a real saving of the entire cost of composition.

Standing jobs are profit makers and many printers know it who have been unable to put their knowledge to profitable use because handicapped by a foundry type equipment that must be kept circulating by distribution.

The Monotype printer is not limited in the amount of standing jobs that he may carry and is justified in holding any job that is likely to come in again in a reasonable time; and a reasonable time in a Monotype plant is much longer than in an old style foundry type plant, for it only costs a small fraction of a cent per year per square inch of type surface to cover the interest and storage.

### The Machine That Lasts

Buyers of printing machinery, especially composing machines, do not give enough thought and consideration to the lasting quality of their purchases. This does not mean the mere wearing properties of the materials of which the machine is made, nor to the capacity of the machine to turn out work for a long period. Machinery that receives ordinary good care seldom or never wears out within the usual period allowed for depreciation. Yet printing offices and printers' machinery dealers all over the country are cluttered with machines that have failed to last.

New machines are constantly being invented and manufacturers of older styles are bringing out new models to adapt them to current needs. This reduces the value of all existing machines in proportion as they fail to measure up to the new model. They are no longer perfect—they have failed to last.

This is not the case with the Monotype, because there is only one model and all improvements are built on the unit system and can be applied to any existing Monotype at any time, making it the latest and completest machine. The Monotype lasts because it can always be kept as efficiently able to meet the demand of present conditions as it was to meet the conditions existing when it first left the factory. A Monotype lasts because it is never superseded by a new model and may easily be adapted to any necessity by adding the proper units for the work wanted.

The machine that lasts is the machine that defies depreciation, because it is always new at a lower cost than the reserve usually set aside to cover depreciation.

Buy the machine that lasts and always does better work; that is always new and capable of adaptation to any changes that may occur in the character of your composing room output—The Monotype.

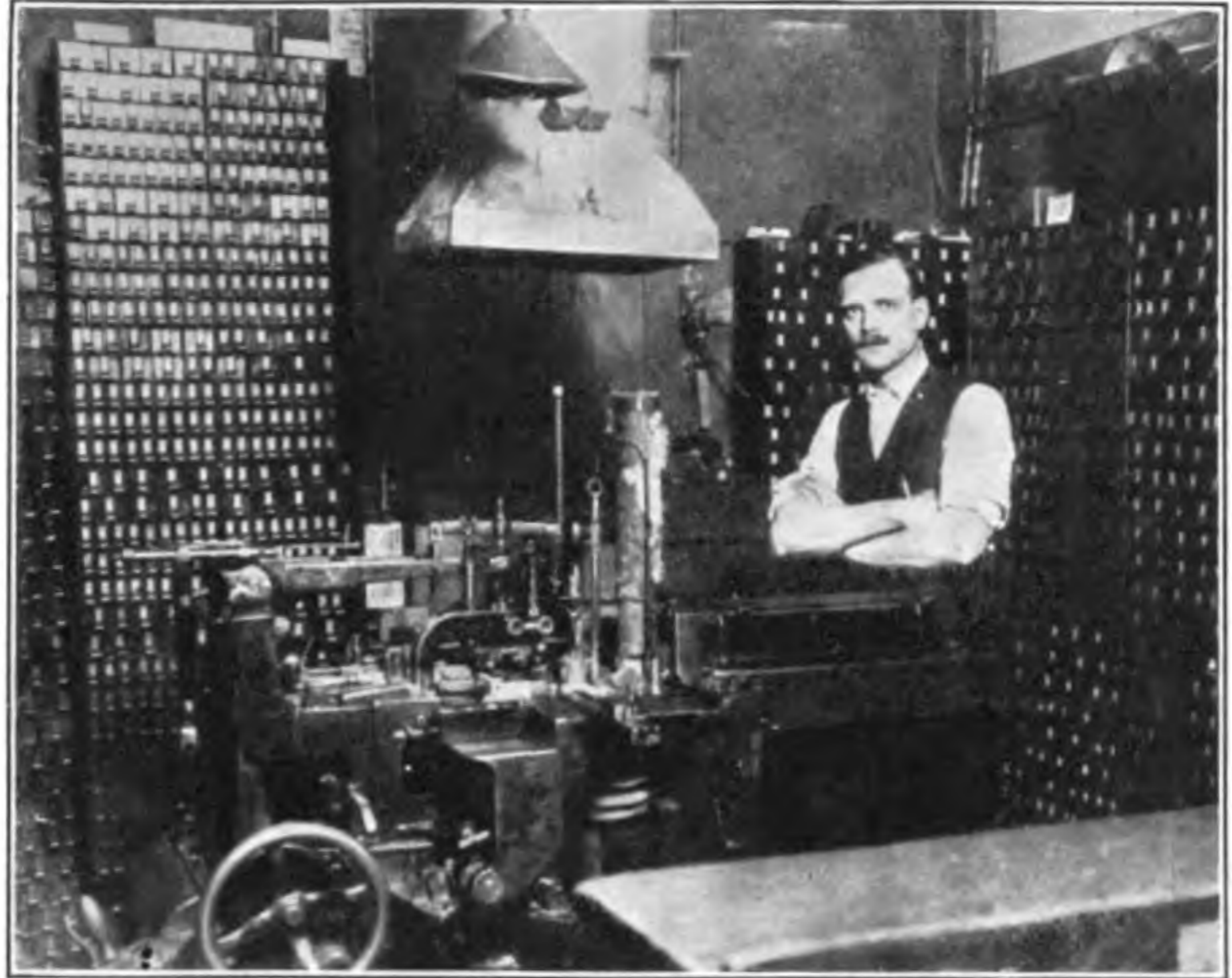
Even when used only as a convenient facility the Monotype is valuable. It utilizes to the best advantage a limited supply of metal and converts old foundry type into new faces. Its odd moments are used to supply a by-product of leads, slugs, and rules, and type to fill the cases for the hand men, while its busy hours turn out the best composition to be obtained by any process, hand or machine.

Why continue to waste good money for distribution?

### The Monotype on the West Coast

The wide-awake and progressive newspapers on the Pacific Coast are rapidly adopting the Monotype and Non-Distribution in their ad rooms and are getting results that will make the Easterners look to their laurels and hustle if they want to hold the palm for production and efficiency.

One of the most progressive and aggressive of the Coast papers is the San Francisco *Bulletin*, which installed the Non-Distribution System about two years



E. H. STIVERS AND MONOTYPE, SAN FRANCISCO BULLETIN

ago and has one Monotype Type-and-Rule Caster as the basis for the system, which is giving perfect satisfaction in its ad room.

Under the expert supervision of T. E. Moore, machinist in charge, and operator E. H. Stivers, this Monotype is turning out daily all the type and material needed to keep things moving smoothly in the *Bulletin* ad room, and doing it in one eight hour shift, which is certainly going some.

Operator Stivers deserves commendation for the excellent showing that he is making of the capabilities of the Monotype.

Our illustration presents Mr. Stivers and his Monotype surrounded by sorts cabinets, an arrangement that minimizes the physical effort required to care for the sorts and conserves time as well as energy.

Mr. J. G. Daveler, foreman of the composing room, says that the Non-Distribution System is a complete success in the *Bulletin* composing room and an actual saving every day in the year.

### Thomas C. Canary

This promising young Monotype machinist died at Fort Omaha, Neb., and was buried from his former home in Louisville, Ky. Tom was well known as a Monotype expert for five years previous to his enlistment in the air service as a ground mechanic. He saw service in Texas, at Fortress Monroe, and at Omaha, where he became a victim of the "flu" and pneumonia. He was a practical printer as well as a Monotyper, and popular among his fellows in the craft.

### The Monotype at the Front

The following extract from a recent letter from Private Robert J. Schott, formerly Monotype operator on the Bridgeport, Conn., Post, but now with the Engineering Division, Ordnance Department, A. E. F., in France, shows that the Monotype is doing duty at the front;

"I thought it might interest you to know that I am keeping right in trim with the keyboard and casting machine, while over in France.

"At the present time I am assigned to one of the offices for the Engineering Division of the Ordnance Department at this place, where the machines are installed. They had a Frenchman from the Paris Monotype office to teach two of the Air Service men how to run and take care of them. Well, anyway, he left about three weeks ago, and I have been asked to go over almost every day since, to help them out, as they don't understand much about them.

"The officer in charge is trying to have me transferred but somehow he can't seem to do it. Every time that I go over now, they send one of their men here to do my job until I get back."

### Continuous Production

There is a difference between perpetual motion and continuous production, though perpetual motion would necessarily be continuous. The former is impossible, while the latter is being demonstrated daily in the modern printing offices equipped with the Monotype.

Continuous production does not mean the keeping of one machine in perpetual motion, nor even everlastingly at it, though the Monotype, by its versatility, almost accomplishes the latter. It does mean making continuous the production of a combination of machines because all parts of the combination do not stop at any one time.

When the Monotype keyboard stops for any reason the caster keeps right on producing at the regular speed; when difficult copy delays the operator and slows up the keyboard the caster does "not even hesitate."

Even when copy runs out and the keyboard is "dark," the caster keeps up production by making type, rules, borders, leads, slugs, and spacing material for the hand composing room, thus insuring continuous production for the Monotype and also for the hand composing room.

Should the caster be delayed for any reason or stopped the keyboard operator keeps right on preparing the controller ribbons and is not affected in any manner as to the speed of his work. The caster completes it when it is ready to do so.

This continuous production feature of the Monotype, through the independence of its two machines, makes possible the utilization of all the caster time by employing some of it in producing type and material for the hand composing room, thus making the compositor continuously productive by supplying him with abundance of material to employ all his time in productive work and eliminating all the old waste of distribution.

Continuous production makes possible continuous profits by reducing the actual cost of the work and by creating more productive hours over which to divide the general expense and the department expense in lighter burden.

The Monotype continuous-production non-distribution composing room has a very much lower hour cost and a very much higher ratio of production than the composing room run on the old plan. It also gives a larger real production per productive hour because the workers are so well supplied with material of the right kind that they do more work with less physical exertion.

### Monotypography

ONE of the best printed camp journals that it has been our privilege to see comes from the Long Branch, Ontario, camp of the Royal Air Force of Canada. It is Monotyped, of course, and the make-up and presswork are excellent, as is to be expected when we learn that it was printed by the Atwell Fleming Printing Company, Toronto, Ont. Mr. Fleming says that the Monotype has helped him to improve the quality for which his house has always been noted.

THAT the Baker, Jones, Haushauer Company, Buffalo, recognize that a printer's advertising should be an example of the kind of printing that he is producing for his customers is shown by the handsome pamphlet they have issued under the title of "College Annuals." It contains 27 leaves printed on one side in two colors, and with the exception of the title and introductory matter, which account for six pages, the entire book consists of reprints of pages from college annuals that have been printed by this firm. As a whole the book is a splendid specimen of composition and presswork, and is bound with silk cord into a cover of heavy brown stock, which is printed in gold and brown and embossed.

AN unusually well-printed County Fair Premium List comes from the Washington Envelope Corporation, Port Townsend, Wash. Not only is the printing from new Monotype type clean and good, but the display and general get-up of the book are well above the average for such work—in fact it is a good job.

SEVERAL attractive and striking folders have been received from the Smith-McCarthy Typesetting Co., Chicago. They are excellent advertisements of their complete composing-room service, and are illustrated with views of their plant and offices. Of course they are set in Monotype type.

FROM an advertisement in *The Royal Gazette*, St. Johns, N. F., announcing the addition of Monotype equipment to its plant, we quote the following: "Perhaps you do not recognize the fact that the greatest fault of most ordinary printing is that it is done from worn-out type which shows the marks of the use to which it has been put, and that if you could always have good type—new type—it would improve the quality of your printing, even if you used the same grade of paper as now. That is what we studied in our plant, and that is why we installed the Monotype. You can always get something extra nice if you are willing to pay for it, but it is seldom that you get it at reduced cost; yet that is just what the Monotype in our plant does for you."

THE quality idea is emphasized in a well-planned and excellently printed folder issued by W. H. Wagner & Son, Freeport, Ill. Its title, "How to select type faces," indicates its message as a specimen sheet of the Monotype faces in the Wagner plant.

"THE TROUBLE BUSTER" is the appropriate title of the live four-page weekly issued from the U. S. Army General Hospital No. 2, at Fort McHenry. A note at the head of the editorial page says that it is edited and printed by the patients and enlisted men at the post. The issue of January 4, 1919, contains a good article on the Monotype. The "Trouble Buster" is a good job of Monotype composition and printing. They have a complete Monotype equipment, including the Lead-and-Rule attachment.

PROMINENT among the printers who are effectively using Monotypes in their job composing rooms is the Thomson Printing Company, Philadelphia. A splendid lot of samples from this enterprising firm shows that new type impression that means so much in good printing. The display and color selection are excellent, as is also the presswork.

From the R. L. Stillson Company, New York, comes a most exquisitely printed brochure entitled "Work." It is the house organ of that progressive firm of good printers and naturally is unusual. There are twelve pages of text in black and several tints, enclosed in a deckle edge cover with a plate-marked panel printed in blue and black. The whole effect is dainty and inviting, and the contents are also attractive and end up on the third page of cover with this description of a good advertisement: "Not, is it beautiful; not, is it cheap; not, is it clever; does it work?" That is the kind of printing Stillson does, the kind that works, and is also beautiful.