

MONOT

A JOURNAL OF COMPOSING RO



PUBLISHED BY
LANSTON MONOTYPE MACH
PHILADELPHIA

THE Lanston Monotype Machine Company announces it was given a decision in its favor in its suit brought against the Elrod lead and rule caster, for infringement of its Machine Patents and Process Patents. This decision was rendered July 13th, by Judge Hugh Morris of the United States District Court at Wilmington, Delaware. Judge Morris held that the Monotype Casting Machine and Process claims were valid and infringed by the Elrod machine and the operation thereof.

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EDWARD D. BI
EDITOR

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MONOTYPE COMPANY OF CALIFOR

THE WORD
MONOTYPE

MEANS 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 COM-
POSING MACHINE AND AS A
TYPE-AND-RULE CASTER

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1921
LANSTON MONOTYPE MACHINE COMPANY

TRADE MARK
MONOTYPE
REG. U. S. PAT. OFF.

PRACTICAL ADVANTAGES OF SINGLE TYPES

BY WADE H. PATTON

THIRTY years ago all composition was produced with single types made by a half dozen type foundries. The cost of this type, which ranged from thirty cents a pound upward, made it impracticable for any composing room to be adequately equipped for handling large work. Printers generally were disposed to prolong the use of type after it should have been discarded.

The perfection of type-making machines has increased the use of movable type. Instead of a half dozen foundries to supply the demand, more than ten thousand casting machines are now required.

In the early nineties the average cost of type per pound, in packages, was approximately forty-five cents; today, through the use of casting machines in composing rooms, the cost per pound is much less than that amount. In these times of high prices, type is perhaps the only commodity that can be manufactured for less than its cost thirty years ago.

While other methods of composition have been introduced during this period of thirty years, the growth of the use of single type has not abated—in fact, the quantity of single type in use has increased remarkably.

As a direct result of the decreased cost of type, we have non-distribution systems and huge standing-form departments. I connect these two advantages because standing forms are in themselves a very profitable and important part of non-distribution systems.

Thousands of forms are now kept standing for repeat orders at the cost of metal investment and storage. With foundry type, the large investment makes this impractical. With other than single-type composition methods the cost of making the changes that occur at each reprinting would wipe out or greatly reduce the profit. Single types are especially adapted for storage of railroad tariffs, price-lists, catalogs, ruled blanks, and commercial forms of every description that are reprinted at intervals. The more complicated and costly the composition, the greater the necessity for single types.

The low cost of making individual types and strip material, contrasted with the increased cost of distribution, is the factor that has made non-distribution profitable, while standing forms contribute largely to its success.

Adequate tools of the proper kind are a prerequisite to efficiency. Plentiful supplies in composing rooms logically have followed the decreased cost of manufacturing type. This condition has come upon us gradually, and we who are

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fortunate enough to have our own type-making machines are apt to forget the days when we picked, pieced, changed lines, and taxed our ingenuity to build type forms. Who can compute the time wasted, or the cost of the jobs spoiled in this manner? Compositors using other methods of composition are handicapped just as we used to be. As a matter of fact, on account of the high prices of foundry type, they are apt to be less adequately supplied than the hand-printer of the past.

We all know that it costs money to make corrections. It will be generally agreed that an average hand-compositor, single-type machine operator, and operator of other composing machines will make approximately the same number and character of errors in a given quantity of composition.

There are executives who contend that the cost of correcting single type is more than that of correcting composition of other kinds. Apparently, they ignore the less critical reading, the habit that many operators have of charging time used for corrections as composition, the necessity of using two men and a machine for the most trivial change, the double time of the proofreader required for reading entire lines and examining adjacent lines to be sure that other errors and transpositions have not occurred; they will not appreciate the cheapness and simplicity of changing single characters by hand.

Can the reader imagine resetting a line of fifty characters at a lower cost than changing one of the characters—the former operation requiring a machine and two men, the latter requiring one man? Besides, in resetting lines, the liability of making new errors is greatly increased in slug composition. Only faulty analysis, defective records, or mere opinion without any solid premises could lead to such a conclusion.

In make-up work we find another advantage that contributes largely to the increasing use of single type. A great many men who never have made up a book or form composed of movable type are employed in composing rooms. It would be idle to say that such printers can skillfully handle single type—they cannot. The real printer, accustomed to the handling of single-type composition, will make up as many pages of single type as can be made up of any other composition in a given length of time. The close approach to mechanical perfection in single type, as compared to the well-known defects of other composition, adds to speed and accuracy in make-up; the facility with which lines of movable characters may be readjusted contributes to efficiency in running around cuts and in avoiding undesirable breaks at the ends of pages.

The same factors that contribute to efficiency and economy in make-up are also advantageous at the stone. Stone work is expedited by the uniform dimensions of single-type pages, by the feasibility of mounting cuts on quads, and by the ease with which accurate register is obtainable. There may be some difference of opinion as to the relative advantages in locking-up of single-type and other composition for inferior grades of printing, but stone-men are nearly unanimous in preferring new single type when high-grade results are required.

In make-ready at the press, in the opinion of many competent judges, single type shows one of its greatest advantages. Of course, if single type is used after it has become worn, there is no economy, but, in view of the low cost of manufacture and high cost of distribution, there can be no good reason for using

defective or worn material. In many pressrooms, make-ready time, running time, and non-productive time are almost equal. It has been claimed, and the claim corroborated by authentic records, that the use of new single type and strip material in all forms will effect a saving of fifty per cent in make-ready time. Even reducing this claim of saving to ten per cent, the saving in dollar and cents thus effected is appreciable.

Single types are manufactured without limitations as to width of body spacing between words, whether hand or machine, can be proportioned to the fatness or leanness of the face and point-size used. With other forms of composition, mechanical restrictions cause unnecessary white space on each side of the character, and this is aggravated by wide spacing in small point-sizes, a defect that is most pronounced when six and eight point are used. These mechanical defects of typography not only detract from the appearance of the printed page and make reading more difficult, but they actually mean, in many cases, a waste of approximately twenty per cent in the cost of a job of printing.

The advantages of single type from a standpoint of practicality and economy may be summarized as follows: low cost of manufacture; elimination of distribution; efficiency from adequate supplies; profits from standing forms; cheapness of correcting; minimum of proofreading time; facility of make-up and lock-up; press make-ready saving; reducing paper, composing room, press room and bindery costs by close-fitting characteristics.

Single type has a number of minor advantages: The ability to use hand and machines concurrently in the composition of rush jobs, without lack of harmony in the product; the accuracy and nicety with which letterspacing may be done, an impossibility with other methods of composition; the accurate adjustment of close-fitting box-headings, and the composition of very narrow and very wide measures.

THE CONVERT

By ROBERT GRIGG RUGGLES

A PRINTER was harrassed and weary, his face a grim portrait of care,
As he thought of his empty cases, their boxes depleted or bare;
Leads and slugs cut and battered till piecing was daily a grievous expense;
Rules rounded and nicked until patching was only a useless pretense.

His thoughts were a jumbled confusion of curses and prayers intertwined,
As visions of scenes in his workrooms assailed his discomfited mind;
Of jobs that were set with the tweezers, of other jobs picked till they pried;
Of type faces ancient and hoary whose usefulness long since had died.

Now, with spaces and quads overflowing, and sorts just a cinch to obtain,
With new type, leads and rules for each order, his spirits have risen again.
At ease in his mind and his pocket, he finds through each prosperous day,
That for quality, quantity, service and profit *you can't beat the Monotype way*;

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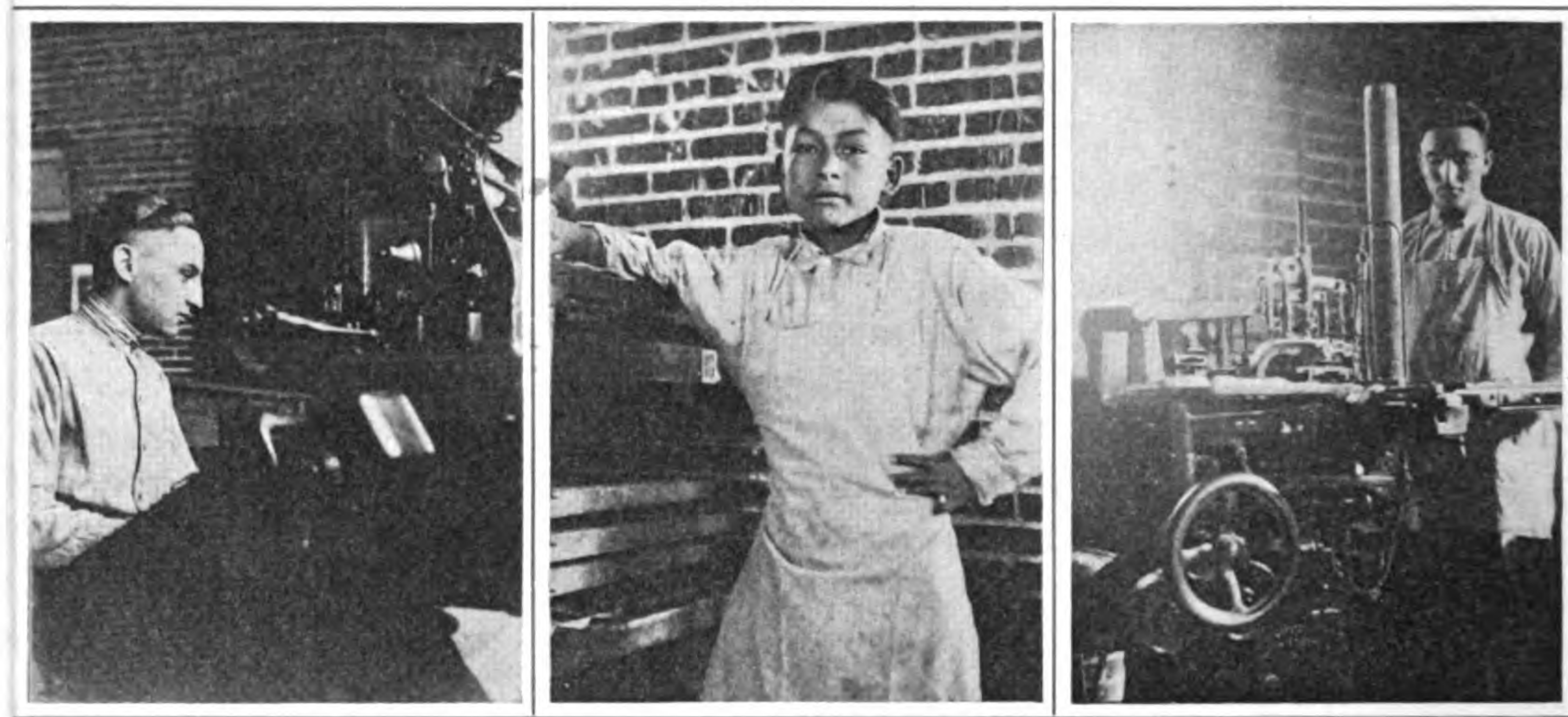
AT Haskell Institute, Lawrence, Kans., is a school printing shop, well equipped to start the young Indians on the printing trail. To the uninitiated, the idea of an Apache, a Commanche or a Sioux deserting tribal customs to take up the art preservative seems unusual. But a visit to that shop, where there are 26 young Indians enrolled, will prove a revelation, for every one is busy and interested, whether a first-year Sioux or a fourth-year Chippewa.

The course of study is so arranged that hand composition is the subject of the first year's instruction. Folding, jobbing, tabbing, operating the stitching machine, feeding presses, and care of machinery, all are given due attention in their proper sequence.

The Printing Department has grown considerably, both in floor area and equipment, since 1917. Those who have visited school shops and are familiar

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with the usual equipment and activities of such shops, would be surprised if they paid a visit to Haskell's up-to-date Printing Department.

The Monotype keyboard is operated by a Chippewa; the correcting alleys are manned by a Sac and Fox, a Sioux, a Cherokee and a Winnebago. In the job alley is a Cherokee who may be setting an admission ticket or a Choctaw working on a letterhead.

The school issues a publication called *The Indian Leader*, conducted entirely, from typesetting to the business office, by Indians of various tribes.

The Monotype Caster is operated by a Cherokee and the quality of the printing shows that he understands his job.

Fourth-year apprentices are offered training on both the Monotype keyboard and caster and all look forward to this privilege with eagerness. Four students will complete the combined academic and trade-course in printing in June and someone will get four workmen above the average in training, eager to show the stuff that is in them.

A student who completes the four-year course at Haskell has an all-around knowledge of printing superior to that of the apprentices in commercial shops.

The department is in charge of William C. Beddow, Instructor of Printing. He came to Haskell after 17 years in the Government Printing Office at Washington and the careful instruction he gives the students in the rudiments of correct typography and the success he has had in this position, indicate that the 17 years were well spent.

Mr. Beddow says: "You might think the Indian boy is thick-headed. That is not so. He is most pliable. The boys and girls are trained very easily in the ways of the white man. Once anything is told them, they never forget. The Monotype is very interesting to them. Several of the boys will graduate this Spring from the school and also from the printing department. Some of them are going to take positions as operators and others are going on to college to prepare for some of the professions. Those taking up positions as operators are going to make good because they not only have learned how to do things mechanically but also have received a very liberal education equal to our high schools, while they were wards of Uncle Sam."

It so happens that many worthy and successful efforts are expended in our out-of-the-way places and credit does not come to those who practically shut themselves from the world of business and devote their lives to the service of others with that as their principal emolument. We are glad to call attention to the admirable work that Haskell Institute and Mr. Beddow are doing in educating the sons of the original Americans to be worthy citizens of America today.

THE COMMERCIAL PRESSE

THAT is the name of a House Organ that commands attention by its very appearance. It is printed in a dark brown ink, with green decorations, and is set in the Monotype new series No. 61. It is as good editorially as it is typographically. Issued by the Commercial Press Co., Racine, Wisconsin.

An entire page is devoted to telling their customers that they are equipped with Monotypes and advancing that as a reason for further patronage. They say: "Art in typography finds its highest expression in Monotype composition. For that reason the greater proportion of the finest book, periodical and commercial printing is Monotype set."

You who are interested in house organs might do well to send for a copy of this excellent one.

ENVELOPE STUFFERS

POOLE BROS., Chicago, are sending out a series of short inspirational tallies with their mail, printed in a variety of color combinations. They are written by L. A. Edelman. Following are samples of the wording:

"Tomorrow will *not* take care of itself; do something good *today* for tomorrow."

"Bees go for their sweets; unsuccessful salesmen wait for theirs."

"To satisfy yourself with salary, satisfy the boss that you are producing."

A History of the Printing Business is

History of Achievement It is a story of progress,

From the first crude attempts of both Coster and Gutenberg, to the comparatively fine printing

The industry is on an upgrade to a field of almost unlimited possibilities. There have been periods during which there was no progress, even others when there was retrogression; but each time it took

Whenever the industry took on new life, it again progressed and is progressing today. The first type cast cannot be compared in mathematical accuracy and large usefulness with that made to- day, but the fact remains that the first types cast were made singly and that the same single types

Single types are used today for high-class printing. Their use is becoming universal, made so by the increasing de- mand for better printing. The invention of a typesetting machine, subsequently followed by other similar ones, which attempted to change the principle of single type composition have been successful only from the commercial standpoint of cheapness of production which is necessarily combined with inferior product; and even its economy of production is a disputable point when the two are compared

Advertising matter is by far the greater amount of printing produced today; every advertiser is expending intensive efforts in an endeavor to have his particular appeal read; many of them have overlooked one of the potent forces—easily read type. A characteristic of single types is that they stand forward unashamed to deliver their message; they are a positive help to the reader because of the compactness of the words. The economy of single type composition has just begun when it leaves the casting machine. Every handling of type matter, including make-ready on the press, is quicker and surer and cheaper than other methods. The economy of composition is not determined until the press begins to print; the pressman is as much interested

CRYING Periods 12

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POSSIBILITY OR Newspaper and Job ON REPEAT ORDERS

BETTER Keyboards

CATCHER Compositors

QUICKNESS Caxton, printer

A SINGLE TYPE Master Printers 345

NON-DISTRIBUTION

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Gutenberg;**

**UNLIMITED
Resources 14**

**THE OPENING
Successful at \$2**

**COMMERCIAL JOB
Their use is coming**

SPEED AND ACCURACY

**MACHINE
*If the print***

**TWELVE IN
*As Instructor***

**KNOWLEDGE:
*For Apprentices***

**SCIENCE AND ART
*Cast Separately also***

PREFERENCE IS GIVEN

The economy of single type composition has just begun when it leaves the casting machine. Every handling of type matter, including the make-ready on the press, is quicker and surer and cheaper than other methods. The economy of composition is not determined until the press begins to print; the pressman is just as much interested in single types as the compositor;

The economy of single type composition has just begun when it leaves the casting machine. Every handling of the type, including make-ready on the press, is quicker and surer and cheaper than other methods. The economy of composition is not determined until the press begins to print; the pressman is just as much interested in single types as the compositor; master printers are even more interested in both because

Dingy Shops Closed

The Economy of Type

Printing Produced Quickly

Shops are Continually Busy of Late

Single Types are Used for Modern Printing

Officers of Georgia

Characters Easily read

Operation of Casting Simple

Advertising Circulars Always Help

There are Unlimited Possibilities in Printing

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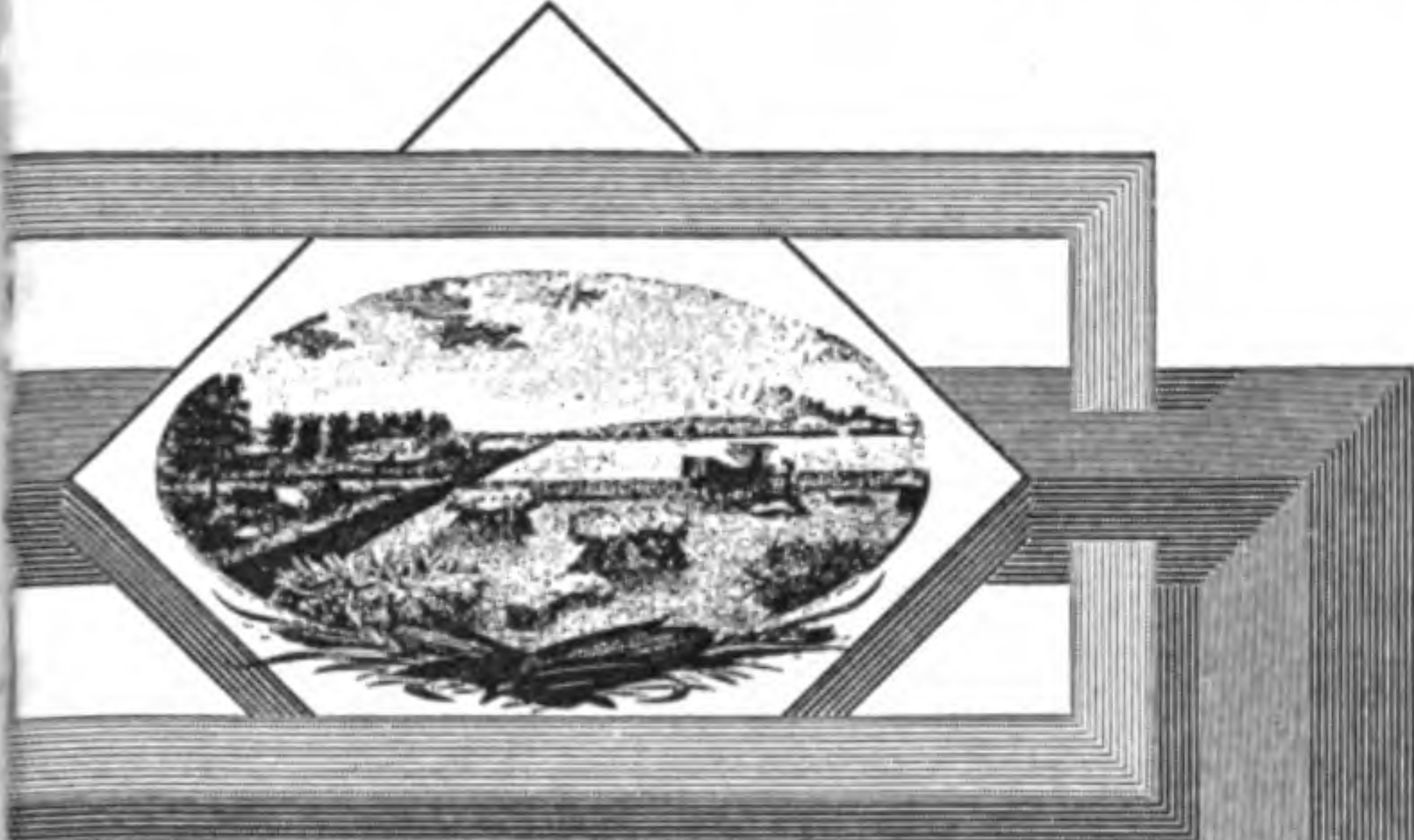
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IN the *Trade Compositor* for March, George N. Voorhees, Department of Research, U. T. A., makes a statement that may well be accepted as an axiom: It has been well said that the Cost System only goes half way when it gives the hour in terms of dollars and cents—which may be all that is needed for work that already has been performed. But, in order to arrive at the efficiency of any department or operation, or to estimate on new work, that hour must also be known in terms of units of production."

It has been our contention for years that the cost per hour of operating a machine is insignificant; the amount of work that is produced by that machine during that hour is the vital thing. A machine that costs \$5 an hour to operate and produces \$7 worth of salable product is a better machine than one that costs \$4 an hour to produce \$5 worth of salable product. Finding the hour cost is only one step in finding the cost of a product.

After the true cost of machine production is thus found, there is another thing that helps to determine comparative costs: If subsequent operations after the product leaves the machine lower or raise costs in other departments, that also should be considered in determining the efficiency of different machines doing the same kind of work.

But in estimating costs of machine composition in a particular plant it is absolutely necessary, as Mr. Voorhees stated, that "an hour must also be known in terms of units of production."



LABOR

IT IS only by labor that thought can be made healthy and only by thought that labor can be made happy; and the two cannot be separated with impunity

RUSKIN

RULE WORK

THE clever rule twisters of the 80's have nothing on some adepts of today. Walker Bros., Fargo, S. D., recently mailed some wall cards that are both clever and artistic. Herewith is shown one of them which was printed in black and dark brown; the design is entirely made up of Monotype rules. The mechanical ingenuity is equaled by the artistic conception. These cards prove that distance from congested centers is no bar to really fine printing—if equipped with Monotypes.

Blame is safer than praise. As long as all that is said is said against me, I feel a certain assurance of success.

—EMERSON.

THE UBIQUITOUS QUOTATION MARK

WHY some writers should persist in using such ugly things as quotation marks needlessly and in profusion is beyond understanding. In the first place, the quotation marks used in our printing are misfits, commas and apostrophes used to imitate something of which we have never made replicas. Their purpose is just what their name implies, to quote words or sentences or paragraphs taken from the speech or writing of another person.

But the uses to which they are sometimes put are ludicrous. They are used as an apology for the misuse of words; if a writer uses a word which he feels is unsuitable, he puts quotation marks about it and his conscience is clear. If he intends a word to mean something that it does not mean, nor ever could, he puts quotation marks about it and passes the buck to the reader, leaving him to find the word that should have been used. If he uses slang in a dignified composition, quotation marks are supposed to justify it. We may yet see quotation marks with nothing between them, with the expectation that the reader will supply the word that the writer would have inserted if he had thought of it.

A good writer will substitute words or even change the construction of sentences to avoid using a word that requires some sort of distinction to convey the intended meaning.

That it is possible even to record dialogues without quote-marks may be determined by reference to the Bible, where innumerable instances occur. The use of quote-marks is largely a habit and like all habits is over indulged.

There are cases in which words that are not direct quotations may be quoted, such as a sobriquet not well known to the readers, but they are not numerous. Certainly, quotation marks are poor apologies for lazy diction.

If there were no other reason, the appearance of a page should constrain printers to strive for their elimination where not absolutely necessary.

U. T. A. COMMENCEMENT

THE Commencement Exercises of the U. T. A. School of Printing at Indianapolis were held on Friday, June 10.

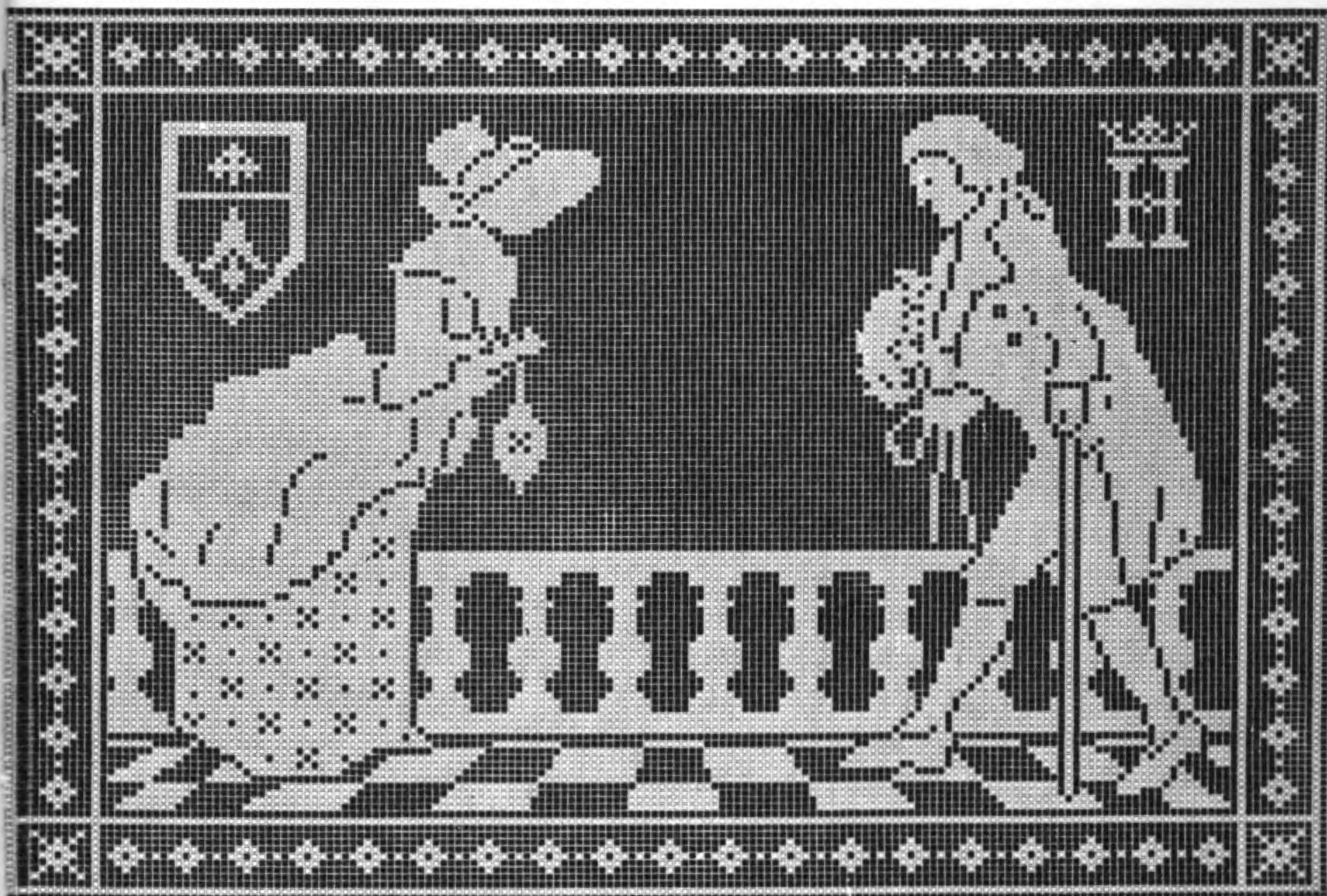
Not only was this the largest class ever graduated from the school, but the exercises were attended by more influential men in the printing business than in any previous year.

The interest of leading printers in this school, with the increasing number of them who are sending students, is a most encouraging sign. They realize that really skilled printers are becoming scarcer and that more of them must be provided. The school offers the easiest and best method; it is conducted under the auspices of the U. T. A., the very men who will employ the graduates.

It is a surety that graduates from this school know the business more thoroughly than any who have learned merely by experience, without special instruction. Employing printers who secure their services are fortunate.



*Service lies in helping
customer to help himself.
Quality and economy
Monotype helps.*



PICTURES ON THE MONOTYPE

THE ingenuity and artistic instinct of Garnett Bennett, Monotype operator for Brandon Printing Co., Nashville, has proved an asset of his employer. Above is reproduced a crochet pattern which is a combination of his skill and Monotype versatility. It was composed complete on the keyboard and cast just as straight reading matter. The result has been that these designs, which were formerly photographic reproductions of finished drawings, are now composed on the Monotype from rough sketches, with quite a saving for the customer and goodwill for the Brandon Company.

Aside from his mechanical ingenuity, Mr. Bennett is to be congratulated upon the decidedly artistic effects he has produced and upon the example of aspiration he has furnished for others. He is sure to progress.

THE STUDY OF PRINTING

THE study of printing, as represented by the work of the early printers, shows very clearly that their work from the very beginning took on a personal as well as a national character, and preserved for us not merely specimens of their work, but historical and artistic documents that reflect perfectly the mannerisms and intimacies of their own times. The arts of design, social customs and literary tastes in vogue at the period in question are thus made clear.—*Ars Typographica*.

CANADIAN PRINTER

AMONG the many notable physical improvements of the Murray Printing Company, L. is an important one. It is a magnificent six equipped and up-to-date in every way. Co provided; also handsome and commodious of There are 60,000 square feet of floor space designed to meet the special requirements of one of the most up-to-date printing buildings has progressed so far in the 28 years since it v Murray, the elder, and John S. Murray, D Murray, who now conduct the business.

The Murray Printing Co. is a pioneer in Canada. It was the fourth firm in Canada ago, and has used them exclusively ever since installed in 1904, serial numbers 904 and 905 in operation. These machines have been kept or improvements that have come out since to giving every bit as good service as their third a few years ago.

We extend to our Canadian brethren felicitations their success.

THERE is an honor in business that is the every man justly; that loves life; that respects more highly than goods or prices or profit. furnishings or his house. It seeks for him in ships are serene and secure. His strength is

SUCCESS AT FORT

CHARLES E. MITCHELL has been elected Bank of New York. That, in itself, may lack has reached the top of his chosen profession lowly start, and in competition with the best country contains a lesson for us all.

But even more important than his success early in life and never wavered for an instant tangents, but kept his way unfailingly and

On telling the reasons for his success, he stand out from all the rest: "And don't run many of us, like electricity, take the line of in choosing a path, only consider which is



Monotype single letters, close-fitted, make printing superior, which is a strong element in future sales.

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instead of which is the best and surest way to get there, disregarding entirely the extra effort that that way might entail?

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Is opportunity restricted today? It is not! Never in the history of the world have more and greater opportunities knocked at our doors. It is a sufficient number of men to open doors for them that is lacking; men who will sacrifice pleasure, who will grasp an opportunity and hold on with bulldog tenacity through disappointments and seemingly hopeless conditions, never for a moment admitting to themselves that there is even a chance of failure. That requires character—grit, determination, judgment, tenacity, unwavering faith—the sum total of a man's victories over self.

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A man with necessary attributes will rise above those less well equipped just as surely as a cork will rise to the surface. The time to begin to acquire these attributes is in the formative years of adolescence; if we lacked guidance in those days or have not sought them assiduously as the years have passed, the time to begin anew is *now!*

Honor to Mr. Mitchell for showing so strikingly that opportunity is a vital thing, that untiring effort and an abiding faith will be rewarded in the degrees of their sincerity.

CURIOSITY

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BOARDING a street car the other day, I noticed a man seated near the front with an upright box resting on the floor between his legs. On the top of this box there were several narrow strips of wood forming a grating; the box had the appearance of being a conveyor for some kind of animal. I paused and peered inside; the box was empty. I passed on and sat down. Possibly twenty people got on that car and did exactly as I did; they looked in the box and turned away with a look that, if it was not disgust, was at least dissatisfaction. They were disappointed because their curiosity had been aroused and had not been gratified. The box was empty.

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Is not that thought comparable to much of the advertising upon which postage is wasted today? How many advertisements make their approach with a sounding trumpet and demand attention by their very blatancy? And how many of them after demanding attention with their noise and unusual stunts, are empty?

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"The American Triumvirate" is the title of a handsome book sent to its friends by Wynkoop Hallenbeck Crawford Co., New York; it is worthy of a place in any library purely as the work of a bookmaker. But it is also a reprint of the three greatest documents of history—The Constitution of the United States, The Declaration of Independence and Lincoln's Gettysburg Address. These documents are the sum of the aspiration of the human race—they are the greatest achievements of a great people. Their dissemination, until their texts and their meanings are known and understood by every person in the world—especially in the United States—is a duty; they offer an opportunity for education in the rights of man and for preserving our civilization.

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HOW USERS ADVERTISE THE MONOTYPE

SYMS-YORK Co., Boise, Idaho, advertise in *Inzpot*, a well edited and well printed house organ, the fact that they have their own type foundry, the Monotype. They say: "The Monotype is almost a print shop in itself, and is truly a master machine."

CARNEGIE INSTITUTE OF TECHNOLOGY—In an article on "The Monotype" in their monthly publication, the "Bagpipe," the following appears: "The Monotype achieved immediate success, in which the Non-Distribution System has played an important part."

BUCK PRINTING Co., Boston, Mass.—They win the prize for originality. In a line at the bottom of the address side of all envelopes mailed is the phrase in large type: "Monotype equipment."

HUGH STEPHENS PRINTING Co., Jefferson City, Mo.—"Imprint" says: "All Hugh Stephens customers, as users of Monotype product, will have the benefit of Mr. Frederic Goudy's acknowledged skill in typography and art. He is employed by the Monotype Company in further extending and improving the wide range of Monotype faces and exhibiting correct use in composition." Thus the Hugh Stephens Company have cleverly appropriated to themselves, as Monotype users, the advantage of Mr. Goudy's association with the Monotype Company and are using it as a sales element.

WILMINGTON PRINTING Co., Wilmington, N. C.—In a broadside announcing removal to their magnificent new building they list equipment, beginning with the "eight Monotype keyboards and seven Monotype type-casting machines" which they have in operation.

FAITHORN COMPANY, Chicago, Ill.—Three pages in their house organ "The Stamp" are used for describing and illustrating their Monotype equipment and telling why superior printing can be done because of it. The descriptive matter, written by Thomas A. Ismond, Superintendent, includes: "Leading national magazines have adopted the Monotype, as they cannot get the superior results desired by any other method."

SMITH-GRIEVES Co., Kansas City, Mo.—A combination broadside and booklet illustrating and describing their organization and equipment, shows their Monotypes in operation. They say: "With these machines we also make our own type—this insures you getting brand new type for every job, adding a better appearance to your printed matter—another saving in time and worry."

PIERCE PRINTING Co., Fargo, N. D.—In "Directad" they publish a story of their Monotype equipment. Among other things, they say: "Our plant is now run on what is known as the Non-Distribution System. The advantages to the buyer are obvious, for type was made to read, and handset type, used until it is worn down like an old shoe heel, is a vastly less efficient tool with which to transfer it to paper than new material fresh from casting machines. We are quite some proud of this department and in offering its services to our customers we know there can be no better anywhere,"

DAILY AMERICAN, Aberdeen, S. D., ran series of advertisements appealing for a thousand yearly subscriptions in order to enable them to buy a Monotype for cash. A reduction in subscription price was offered as an inducement. Their Monotype arrived just a few days before the last of the thousand new subscribers was secured. The advertising campaign was original, striking—and successful. Everybody's happy!

DAVIDSON BROTHERS, Wolfville, N. S., advertise the Monotype in a full page in the *Acadian*, a newspaper which they publish in addition to their job printing business, telling their customers in a convincing way that they should be patronized because they are equipped with Monotypes.

We quote: "Through the installation of Monotype, we are now able to turn out double the volume of work, because we have no 'Washing Days'; in other words, we do not have to stop production in order to distribute the type and material from finished work to enable us to get started on the next job. There is no machine, nor a combination of machines, made that can do what the Monotype does."

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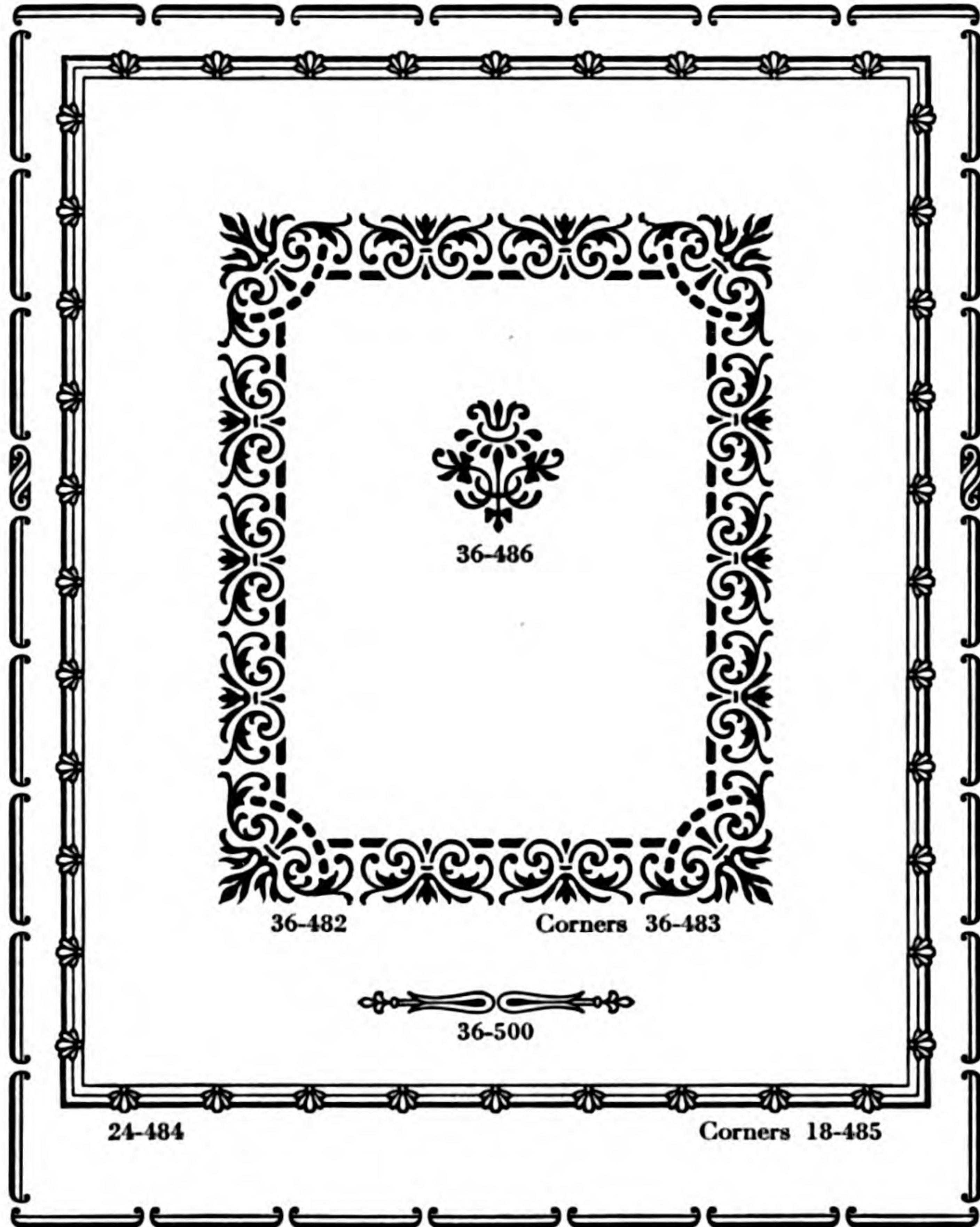
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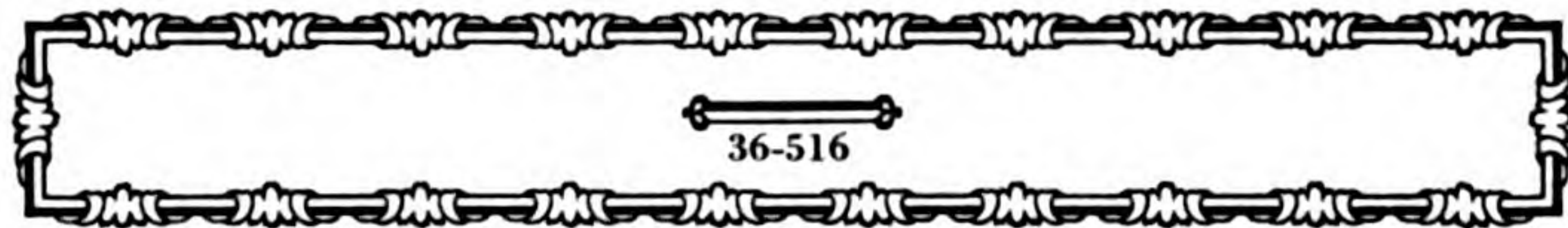


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<p>24-567, 568</p>	<p>18-567, 568</p>	<p>14-567, 568</p>	<p>36-564</p>	<p>14-562</p>	<p>18-562</p>	<p>24-562</p>
<p>24-563</p>	<p>36-567, 568</p>	<p>36-565, 566</p>	<p>36-562</p>	<p>24-561</p>		
	Monotype Decorative Brackets					
<p>24-564</p>	Fourteen point to thirty-six point				<p>24-565, 566</p>	
<p>18-564</p>	<p>14-564</p>	<p>14-561</p>	<p>36-563</p>	<p>14-565, 566</p>	<p>14-563</p>	<p>18-563</p>

Brackets with two numbers are rights and lefts; the others are reversible