

More Unitypes

We are now selling UNITYPE machines in large numbers, which attests the correctness of our diagnosis of the matter with the printing business and its needs, as set forth in our pamphlet.

To ascertain costs of production, however laborious or distasteful that may be, and invariably use them in the preparation of every estimate, is the first pressing need; while the second is, to use for each kind of work only such machinery as is particularly adapted to perform it with economy and dispatch. These two practices *must* be put in force before a printing business, however large it may be, can be considered as upon a manufacturing basis, and be expected to stand, in profits returned, among manufacturing establishments.

We mention UNITYPE sales merely as an indication of the fact that we are making rapid progress in getting printers to figure out the costs of their composition, and to consider the rearrangement or re-equipment of their plants in conformity with established manufacturing custom. These are signs of healthy progress. There is as much folly in doing a job without *knowing* it will bring a fixed profit, as in doing it wastefully upon one machine instead of economically upon another. Both questions require to be thought out by every printer for himself.

With the second question we can be of material assistance—we quote from “The Matter With the Printing Business,” page 14:

“ In the printer’s case three composing machines are offered him. Each is particularly adapted to part of his work ; but no one of them to all of it. Therefore, in order to bring his establishment to the highest pitch of earning power, he must know the kind of work to which each machine is fitted, and apply that machine to that work only. It is precisely because of this imperative need of such a subdivision of work among machines—as necessary among machines as among men—that we have published this paper.

“ It is not our intention, however, to analyze the field of printing and assign to any machine, other than the UNITYPE, the particular province to which it belongs. But of the UNITYPE we unreservedly say that wherever books, catalogues, magazines, or similar matter is set, there lies the work of which no other machine can yield so much at so low a cost.”

Wood & Nathan Company

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