

Odds and Ends

Stephen A. Powell has removed from 480 Pearl Street to 7-9-11 Laight Street, New York City.

"Fireworks is going higher" according to the *American Stationer*. We hope some of it will wait until the 4th of July.

A. W. Faber, of lead-pencil fame, has fled to the land of the mosquito, having consolidated his factory, general offices and stock rooms in one location at 41-47 Dickerson Street, Newark, N. J.

Salesmen are visiting the trade to dispose of holiday stocks of Christmas and New Year post-cards. It makes one feel behind the times to see Christmas cards intended for next December, and new year cards dated 1908.

Owing to the absence this season of a sufficient number of the genus *Girl* at Portsmouth, N. H., the New York Paper Goods Company was forced to remove from that place to Boston, where the supply runs larger. The factory work increased faster than the number of deft feminine hands to do it.

Are royalty fees on imported books properly a part of the foreign market value of same, subject to duty? This question is to be decided by a test suit brought by E. P. Dutton & Co., New York, and in the event of adverse decision the case will be taken to Washington. The outcome is being watched with interest by the big publishing houses who import books.

"No dividends can be paid until over-capitalization is made up," says Nelson E. Goodnow, of Boston, who has brought suit against the American Writing Paper Company to prevent dividends on alleged excessive capitalization; claiming that eleven million dollars' worth of the stock has never been actually paid for. The Court decided in favor of the company however.

Paul Schmidt & Co., Chicago, recently imported fancy post-cards of silk and paper which were assessed fifty and thirty-five per cent duty. The contention that the cards should be entered at twenty-five per cent (printed matter) was overruled, the decision being that "they were useless for transmission of messages, owing to the elaborate creations."

It has frequently been pointed out as an example of the limits to which the demands of organized labor can go that lathers finally got their wages up to six dollars per day, which considering that the rate was for practically unskilled labor was considered to be away out of proportion. Within the last two months the employers, regardless of the consequences, made a reduction to four dollars per day. In April the Wood, Wire and Metal Lathers' Union of New York ordered a strike to enforce a demand for \$4.50 per day.

Imports of stationery at the port of New York for one week early in April included the following: Books, 356; packages, \$39,320; engravings, 22, \$1,438; ink, 7, \$289; lead pencils, 48, \$6,457; newspapers, 228, \$4,576; printed matter, 706, \$80,575; paper, 2,041, \$62,444; steel pens, 1, \$36; all others, 12, \$1,662. Note that more than \$80,000 worth of "printed matter" was thus brought into one port in a single week from abroad. What's the matter with the American product? Are we all so busy that buyers have to go far afield for their work? Those "eighty" would have met quite a pay roll in this country.

When the modest owner of a printery reads such a document as the latest annual report of the Union Bag and Paper Company it makes him think that, possibly after all he might have gone into something better than mere printing. Among other things the president gives particulars in his recent annual report of

the acquisition of more than a thousand square miles (not feet) of "timber limits;" which leaves the concern with 2,300 square miles of Canadian timber limits to draw from in an honest endeavor to make both ends meet and keep the butcher paid up. This does not include the Adirondack holdings—which constitute a gold mine in themselves.

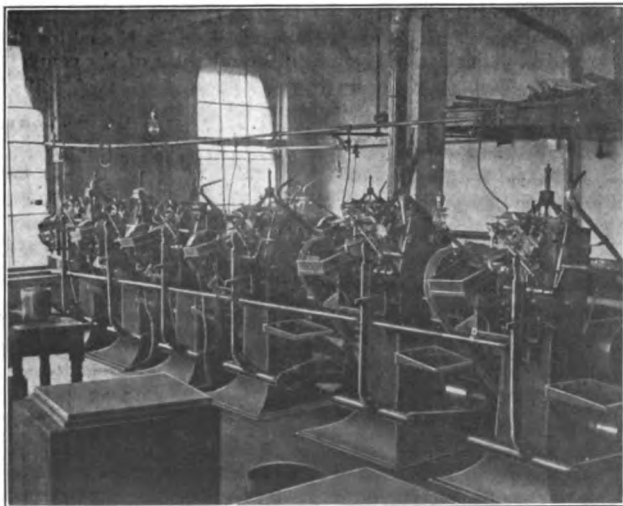
Munsey's latest—unless something has come out since seven o'clock last night—is called the *Ocean*. It's a wet sheet for the other fellow who was going to do the same thing; but yet, "and notwithstanding," there isn't anything dry in it; and its circulation is equal to yours or ours. Of course the price is ten cents. The advance in price of magazines of the popular type leaves the ten-cent reader open to new ten-cent periodicals to meet his needs. The chap we refer to wants three magazines a month for his thirty cents, rather than two. As to what's inside—that's another story. In fact, it's largely that. These ten-centers, built mostly for news stand sales, remind us of the modern sky-scraper; being made up of a good many stories; but they're different, in that they don't "come high."

The Western Type Foundry

On this page are shown reproductions of two views in the Western Type Foundry, of Chicago and St. Louis. This is a progressive young concern, the steady growth of which is attested by the fact that it is doing six times the amount of business today that it did in its first year, 1901. It keeps three fitters constantly on new faces, issuing a new one about every six weeks.

The firm is composed of C. H. L'Hommedieu, W. O. Peterson, Edward F. Enking and Chas. H. Schokmiller. Mr. L'Hommedieu, with seventeen years' experience, is an old hand at the type business. Chas. H. Schokmiller, the manager of the St. Louis branch and foundry and superintendent of the typecasting department, was formerly mechanical engineer for two prominent type foundries, for which he designed and built nearly all the machinery they are now using. One foundry in particular discarded all of its old pattern machines and replaced them with a complete plant of his planning and construction. In type foundry circles he has a merited recognition as being one of the best mechanical engineers in this special line—because of his large and practical experience with type founding tools and machinery. The Western Type Foundry, tho its plant is as yet comparatively small, can boast of having the best casting machines and appliances that it is possible to procure for the production of up-to-date type.

It casts all its type on point body, point line and point set. We are advised that with a few exceptions the "point" line system is identical with the "Standard" line system, as invented by N. J. Werner, of St. Louis, and published by him in 1890, and adopted by its first users four years later. The exceptions, or changes (on several large bodies,) were adopted at the suggestion of Mr. Werner, in order to make the lining system conform to later experiences and improvements, so that the point line which the Western Type Foundry uses is the very best extant. This is vouched for by the original inventor, who, it is said, is the first and only one who gave scientific attention to the matter, and who solved the problem of uniform lining in a truly practical manner. The point set system was first practically applied by Haller Goldschach, of Berne, Switzerland, previous to 1889, and no other person or firm can claim inventive honors relating to it. The Western Type Foundry, however, is entitled to the merit of "knowing a good thing when it sees it," and of applying this along with the other good things in the manufacture of type.



Two views in the plant of the Western Type Foundry

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Suggestive Aids of Practical Value

By W. W. Hiscox

Every printer should have an accessible file for paper samples, type specimens and machinery catalogs. Samples and specimens are educational, and are valuable as text well worthy of study. Indexed file cases can be utilized in the filing of specimens. After they are filed, arrange a plan whereby they may be consulted without loss of time. Many half hours are wasted monthly in printing offices because of a lack of system in filing.

A file case for letters is as much a necessity for a printing office as an imposing stone. Do not lack for the necessities, for money saved by not purchasing labor-saving devices is opportunity wasted. What good is a dollar unless it is helping to make more money.

The same printers' ink used to get business for mercantile firms, will help increase the business of the printer; but advertising, like any other project, to be successful should have some definite plan back of it. Outline an advertising campaign for the print shop, and have some sort of a system so that the plan will be accomplished without friction. Orders for printing can be secured by advertising in the right way.

Printers in the country should plan to visit the large shops in the cities once a year, and the city proprietors will find it beneficial to call on their country brothers at least once a year. Both will be benefited by the exchange of calls. Model offices are not alone confined to the cities; in fact there are more model offices in the large towns than in the cities.

Imprints are good, but trade-marks are more attractive and bring better results. Every printer should have a trade-mark to distinguish the individuality of his shop and to familiarize the public with the excellence of his print. Trade-marks may be made very attractive in two colors.

Make electrotypes for repeat orders. There is a profit in it. No reduction should be made to customers on repeat orders, unless there is an agreement accordingly.

On long runs use duplicate or triplicate sets of electrotypes.

Dummies should not be furnished free of charge unless the order is assured.

Do not make a reduction on a small job in anticipation of a larger contract. When a job is given with that

understanding, advise the customer that on receipt of the big order you will give him a rebate on the first. Promises are often made to secure temporary immediate advantages.

Do not make a promise that you know you cannot keep. If a job cannot be delivered at the time promised, advise the customer of the unexpected delay, and give him a reason. He will think more highly of you, and will be more apt to favor you with continued trade. But never disappoint a customer twice in succession. If need be, record the first disappointment on a card, so that when the second order is received every effort may be made to see that the work is well done, and delivery made on time.

Much time and money will be saved in a printing office by debarring visitors and callers from free access to the different departments, other than the business office. If a person must talk with one of the employees during working hours call the employee to the business office.

There is much in a printing office which the public would be pleased to see. The operation of the presses and type-setting machinery has a certain attraction. Therefore, it will pay to have a weekly visiting day, when the public will be welcomed. On such days the printing office should be thoroly cleaned and every courtesy shown those who accept the invitation. It is a good advertisement, and one which will make friends for the printer, and lead to orders.

It is well to remember that delicate script faces require careful distribution to preserve them. Script cases are made especially so that the type may be placed on its feet. This precaution will make script type last as long as it may be in style.

It is economical to buy type in series, and to double up on the number of sizes which will be used the most. Good display does not require many different faces—only one or two. Where only one or two series are used in a job, the type may be set quicker, not necessitating running about from one cabinet to another.

While printing is not a mail-order business, many and profitable orders may be secured by advertising in magazines of general circulation, and by the liberal use of