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The Blue Streak Linotypes: master models 31 & 32.

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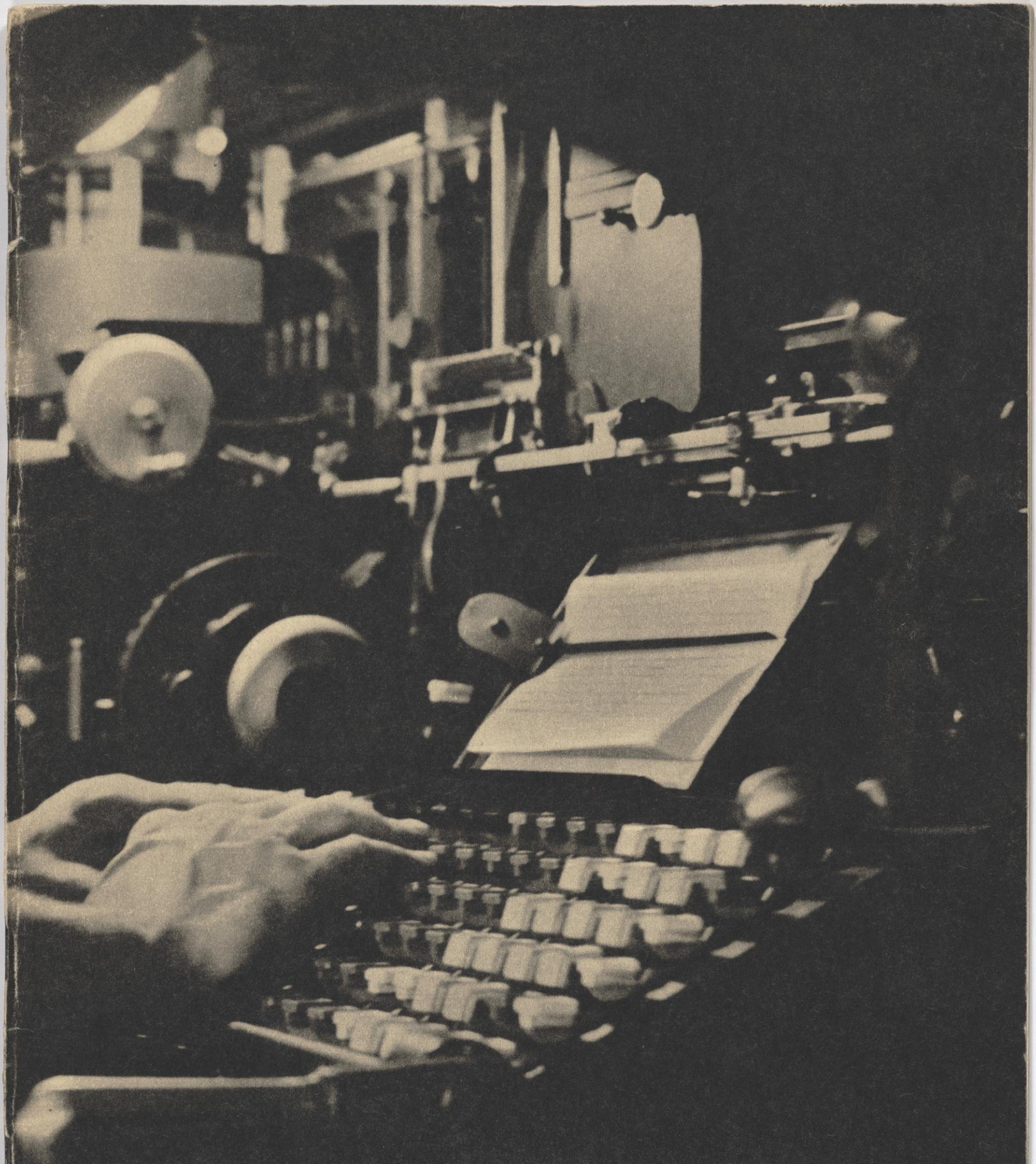
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The Blue Streak Linotypes
MASTER MODELS 31 & 32



THE BLUE STREAK LINOTYPES

MASTER MODELS

31 AND 32

Made by Master Mechanics for Master Craftsmen

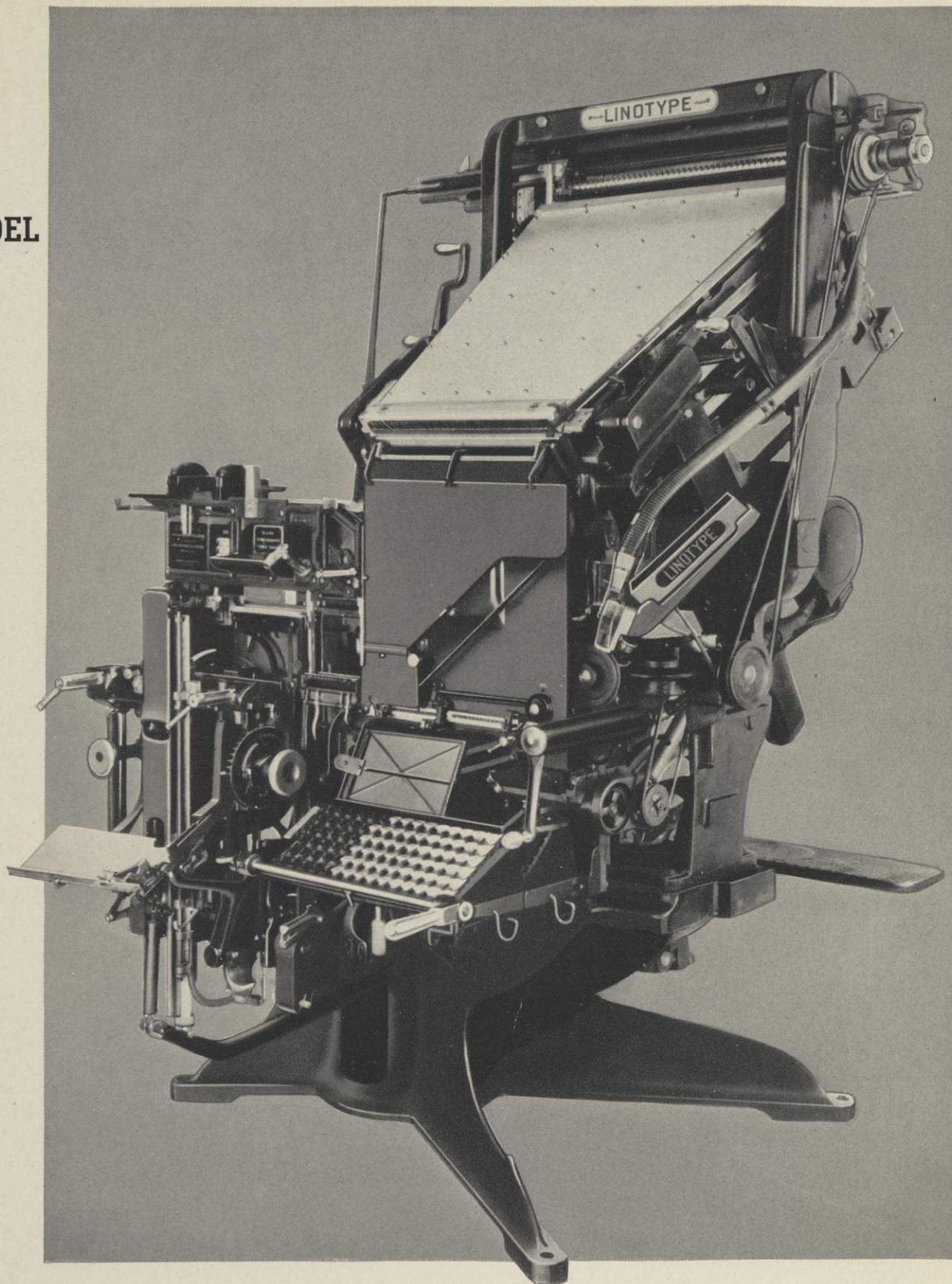
Why Master Models? Because they have grown out of the world-wide use and operating experience of several previous generations of Linotypes. They embody the time-tested principles of the popular Models 8 and 14, which have so often been called the "bread-and-butter" mass production machines of the world.

Carrying on the traditions of the 8 and 14, the Master Models are single distributor Linotypes, composing from one magazine at a time (Model 31) or from one main and one auxiliary magazine at a time (Model 32). To provide an instant face and size selection, the Master Models may carry four (or less) main magazines which, on the 32, are supplemented by four (or less) auxiliary magazines.

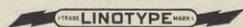
Master Models carry the Blue Streak features, important improvements and refinements, which have brought new operating comfort and efficiency . . . plus further developments resulting from engineering study of today's composing-room needs.

MASTER MODEL

31



THE "BREAD-AND-BUTTER" MACHINE OF THE BLUE STREAK FAMILY



MASTER MODEL 31 is a four magazine, single distributor Linotype. This means, however, that it has a capacity of four magazines, not that there must be that number. If full capacity is not required, the Model 31 may be furnished with three, two or one magazines.

Likewise, Model 31 is first of all a text machine. For many years, Linotypes of its same general type have set the text matter for the great bulk of newspapers, magazines and books all over the world. Yet Model 31 is not limited to text composition. Its 2-in-1 version carries 72-channel magazines to produce display matter as well. The magazine capacity of any 2-in-1 model may be divided into various combinations of display and text magazines, and these combinations varied at will. The new Channel Chooser facilitates such rearrangements, adding materially to the flexibility of these machines.

The Model 31 is also widely used to handle advertising and heading composition.

To make every face carried on the machine quickly available to the operator, Master Models are equipped with the One-Turn Shift. This Blue Streak feature has attained wide popularity because it saves so much time and adds materially to the ease of operation. A single easy turn of the convenient handle shifts from one magazine to the next. With four magazine equipment, it requires but three turns to run the complete gamut from magazine one to magazine four.

With four magazines and duplex matrices, a fully equipped Model 31 places a variety of

eight faces at the operator's finger-tips. Such a selection is frequently all that is required. However, in plants where many different faces are used on comparatively few machines, the matter of magazine changing becomes an important element in production time.

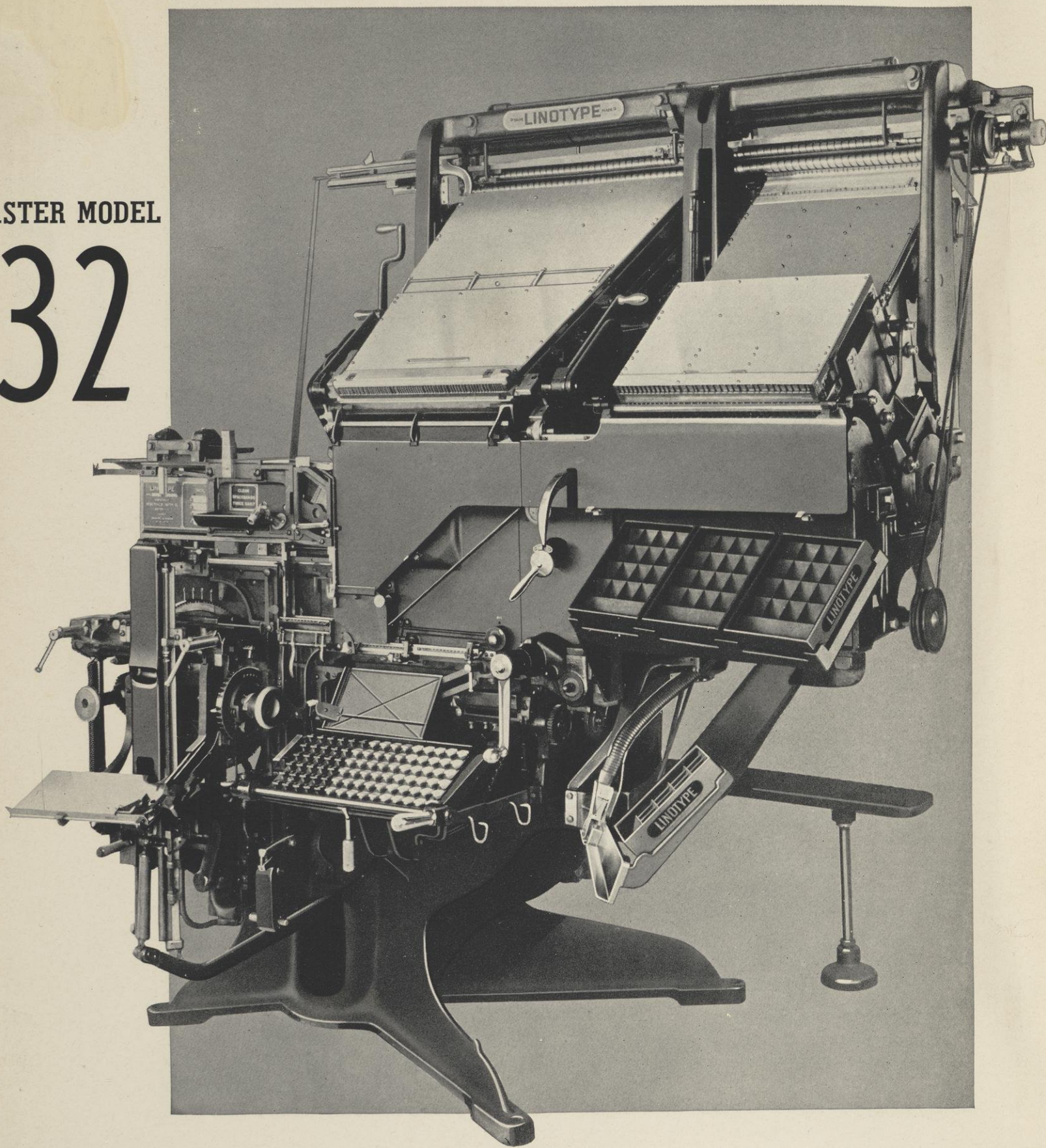
The inbuilt change mechanism on Master Models not only gives maximum speed to this operation, but also makes it physically safer for the machinist or operator making the change. This is true because all main magazines pivot into natural, vertical position before they are lifted . . . thus eliminating the strain of awkward, angular lifts.

Of course Model 31 is a member of the famous Blue Streak Linotype family and carries those standard Blue Streak features which have gained the enthusiasm of plant executives, operators and machinists, alike. Every feature has proved its value by speeding production, reducing maintenance, making operation easier. They are developments which have grown from over fifty years of research by a skilled engineering staff. They have been thoroughly tested in our factory and in hundreds of composing-rooms all over the world. Some of these features are described on other pages, not as mere selling points but as improvements which really save money on production costs.

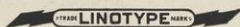
On other pages are some suggestions of typical equipment for Model 31, and a few specimens which can hardly more than hint at the scope and flexibility of this Linotype.

MASTER MODEL

32



EIGHT MAGAZINE CAPACITY PLUS THE BLUE STREAK FEATURES



MASTER MODEL 32 is fundamentally a Model 31 plus auxiliary magazines. Main magazine equipment and operation of the two models are identical. But, in addition to a capacity of four main magazines, the Model 32 may have up to four side or auxiliary magazines. These are wide, with 34 channels which accommodate display faces up to full 36 point or condensed 60 point.

While Model 32 is usually considered an eight magazine Linotype, it may be equipped with a lesser number, if desired. There may be four, three, two or one main magazines and four, three, two or one auxiliary magazines, as required.

An extremely wide variety of composition can be produced on the Model 32 Linotype. With display running in wide auxiliaries and text sizes in main magazines, a comprehensive selection is always instantly available. The display range may be even further augmented on the 2-in-1 Model 32, where main magazines with 72 wider channels for larger faces can supplement the regular 90-channel magazines. As on the 31, the ratio of display to text magazines is readily changed with the aid of the Channel Chooser.

On Model 32, the matrices from any one auxiliary can be composed with matrices from any one main magazine and will be automatically distributed. This makes it possible to cast large two- and three-line figures or words overhanging from a top slug. Such composition is used extensively in advertising production, and saves much time which

would otherwise be consumed by sawing and fitting slugs.

Another magazine arrangement which frequently proves useful on certain types of composition is the divided main and auxiliary combination. The caps and figures of a display font are run in an auxiliary magazine with the lower case in cap channels of a main magazine. This leaves the center and lower case channels of the main magazine to carry a set of caps and lower case of text size. Thus, two complete upper and lower case alphabets are carried in one main and one auxiliary.

Arrangements of this kind, as well as of the conventional type, are handled easily and speedily on Linotype's single power-driven keyboard. The operator uses the same keys to set from both main and auxiliary magazines. The touch of a shift key, like that on a typewriter, transfers the action from one bank to another. "Scooting," pivoting and reaching are eliminated.

All magazines on the Model 32 are shifted by the One-Turn Shift. A touch of the Unit Control as the turn is started, directs the shift action to either main or auxiliary side. Shifting requires practically no effort at all, because of ball and roller bearing construction in the elevating mechanism and a compensating counterbalance for magazines accomplished by flat spiral springs with adjustable tension.

Following pages describe Model 32's Blue Streak features and show a few specimens of the kinds of work it can accomplish.

2 in 1

Master Model Blue Streak Linotypes

Both Models 31 and 32 may be furnished as 2-in-1 Linotypes, which are combination display and text machines.

The 2-in-1 construction makes it possible to use both 72-channel and 90-channel main magazines on the same Linotype. The 72-channel magazines will carry display faces up to 30 point or condensed 42 point to supplement the text sizes which are carried in the 90-channel magazines.

As the two types of magazines are interchangeable in any position, 2-in-1 Master Models are always completely flexible. From their main magazines one can set all text, all display or any combination of the two. This selection is illustrated below.

It is significant that changing this display-text ratio is a simple operation requiring but a few minutes of the operator's or machinist's time. Thus, facilities of these models may be varied to suit different requirements. As this can be done at any time, one can be assured that the machine which fits today's needs will also fit those of the future . . . if it's a 2-in-1 Master Model Linotype.

More details of this flexibility will be found on page sixteen where is described the Channel Chooser, an important feature of 2-in-1 Master Models. This recent development causes the reed mechanism to automatically fit itself to the type of magazine brought into position by each shift.

TRADE MARK LINOTYPE

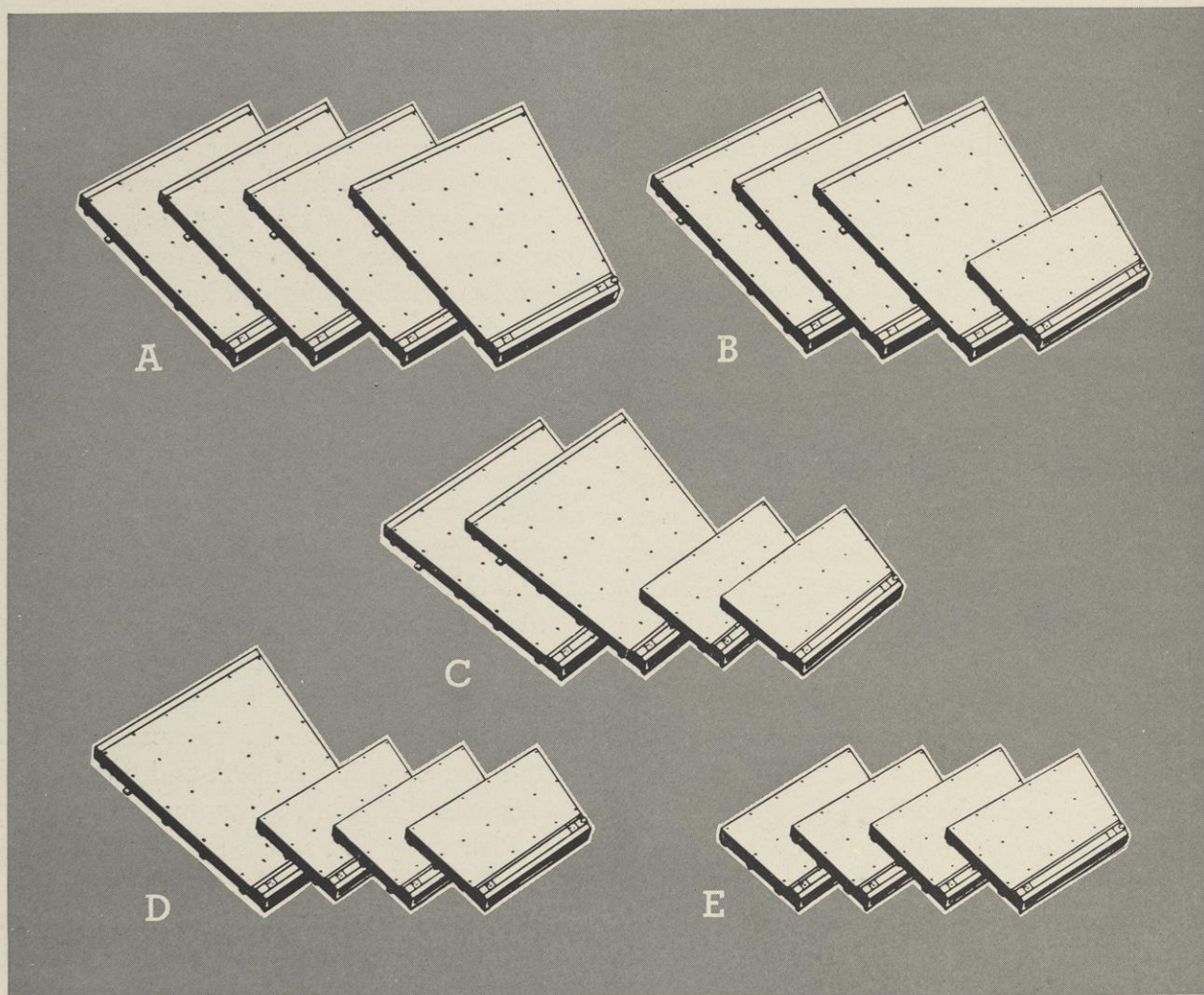
A
Four 90-channel
magazines for
all-text composition

B
Three 90- and
one 72-channel magazines
for text with display

C
Two 90- and
two 72-channel magazines
for half text and
half display

D
One 90- and
three 72-channel
magazines for
display with text

E
Four 72-channel
magazines for
all-display composition





BLUE STREAK FEATURES



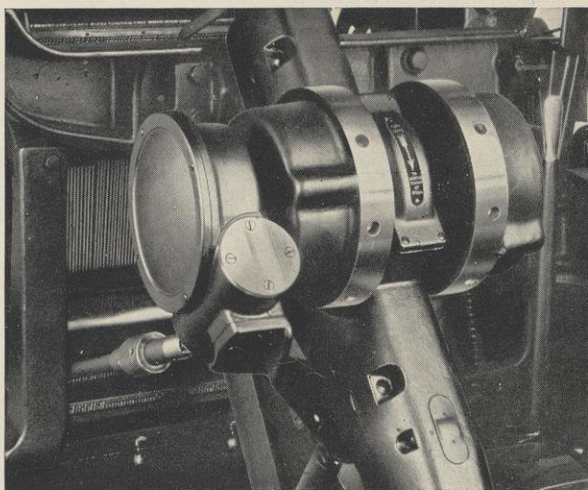
With the One-Turn Shift, it's just a single effortless turn of this handle from any one magazine to the next.

The importance of this feature is emphasized by greater magazine capacity. More magazines are used on a machine to save time. But, if they are to save maximum time, every one must be made *instantly* available.

The One-Turn Shift does just that. For instance, it takes just three turns to shift from magazine one to magazine four or vice versa . . . two turns between magazines one and three or magazines two and four . . . and only one turn for all the rest!

On all Blue Streak models the One-Turn Shift is conveniently located at the right of the keyboard, and it revolves in the manner easiest and most natural for the operator. A shift is thus made with minimum interruption of actual matrix assembly.

One-Turn Shift



And Why
It Turns
So Easily

2 in 1

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TRADE LINOT

A

Four 90-channel
magazines for
all-text composition

B

Three 90- and
one 72-channel magazines
for text with display

C

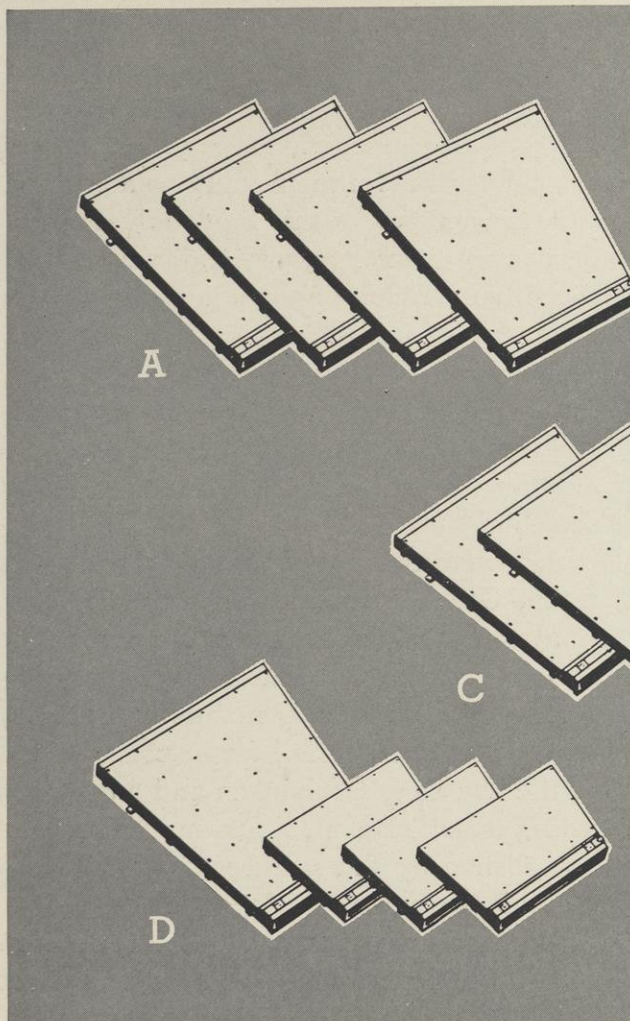
Two 90- and
two 72-channel magazines
for half text and
half display

D

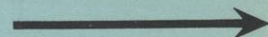
One 90- and
three 72-channel
magazines for
display with text

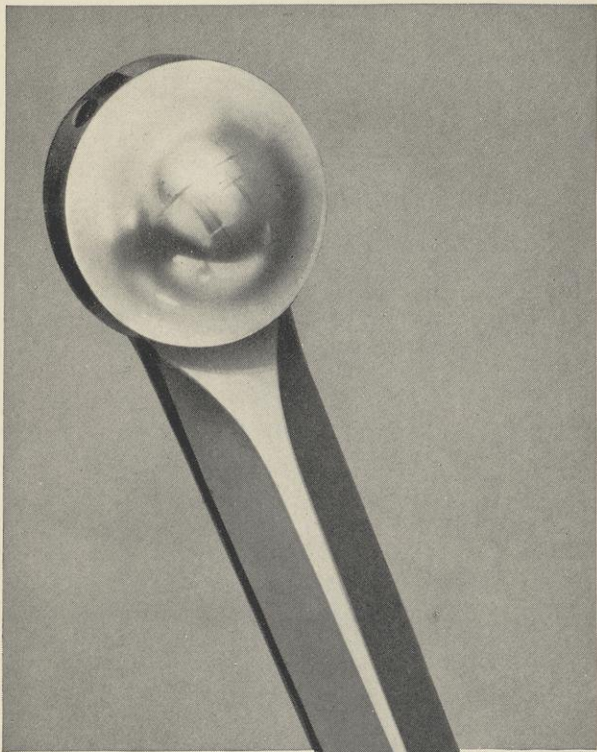
E

Four 72-channel
magazines for
all-display composition



Those important Linotype
contributions to composing-
room efficiency as applied
to the Master Models.





BLUE STREAK

With the One-Turn Shift, it's just a single effortless turn of this handle from any one magazine to the next.

The importance of this feature is emphasized by greater magazine capacity. More magazines are used on a machine to save time. But, if they are to save maximum time, every one must be made *instantly* available.

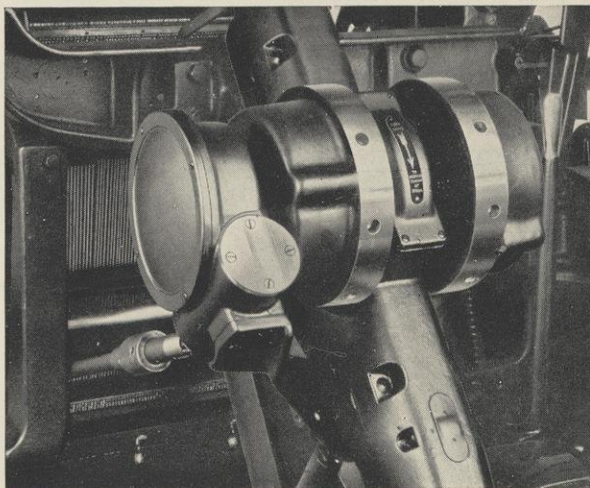
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One-Turn Shift

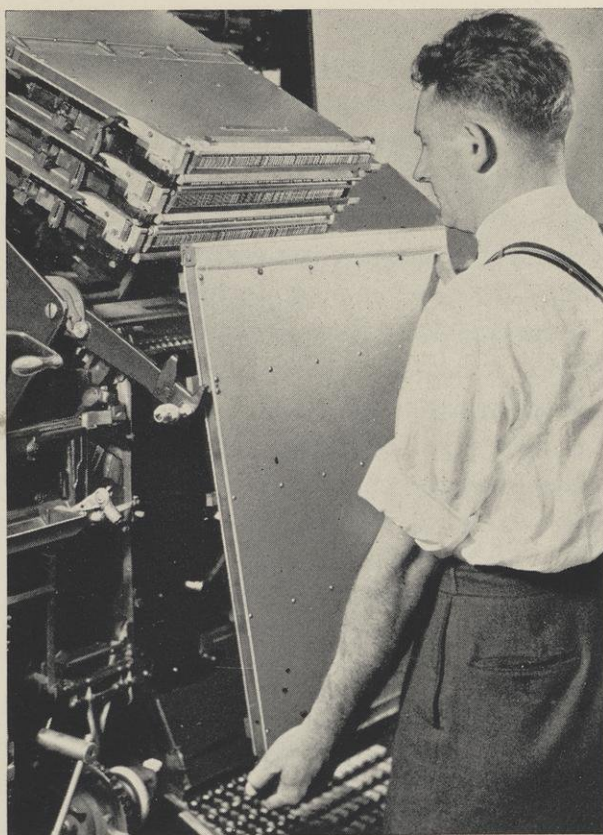
This elevating mechanism is the behind-scenes reason for that effort-free action of the One-Turn Shift. Magazine weight is counterbalanced by flat spiral springs enclosed in the drums on either side. These springs can be adjusted to balance their tension with the weight of magazines, frames, etc. This compensating action, plus a construction with ample ball and roller bearings, makes magazines fairly float up and down at the touch of the shift handle.

On Model 32, the auxiliary magazines are elevated by a mechanism of the same type.



And Why It Turns So Easily

Quick Safe, Easy Magazine Change



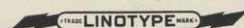
On the Master Models, magazine changing not only reaches a new peak of speed, but this function has been planned for ease and physical safety as well.

Magazines slide in and out on two permanently attached rails, which pivot back out of the way when not in use.

When a magazine is removed, these rails retain the weight of the magazine until it is clear of the machine and until it pivots into a convenient, vertical position. Then it can be lifted in the most natural manner without dangerous strain to the lifter.

This operation is reversed to replace magazines. They are easily hung on the ends of the rails which carry practically all their weight as they are turned to operating angle and slid into position. As in removal, vertical handling avoids the danger of body strain for operator or machinist.

As the left rail is brought forward, it raises the magazine clear of its escapement.



Linolite Magazines

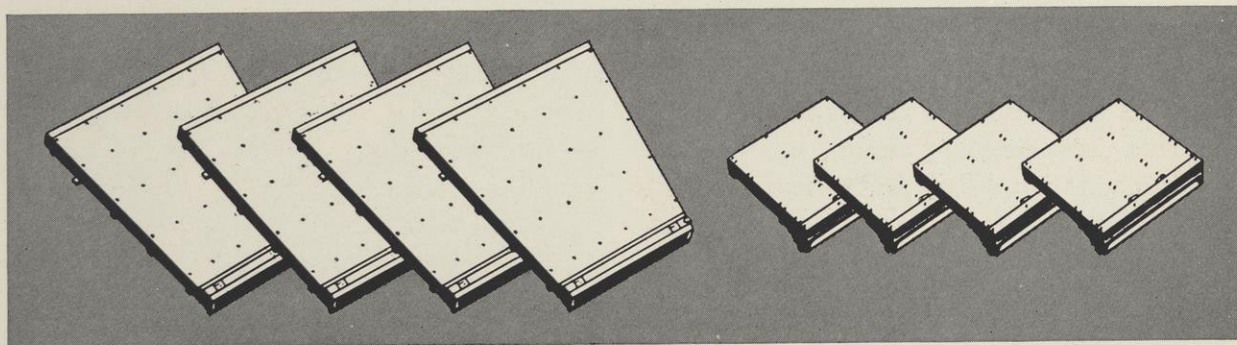
Here's another reason for easy magazine changing on Blue Streak Master Models. They're all equipped with exclusive Linolite magazines. These magazines are made of a special light-weight alloy which is stronger and more durable than brass.

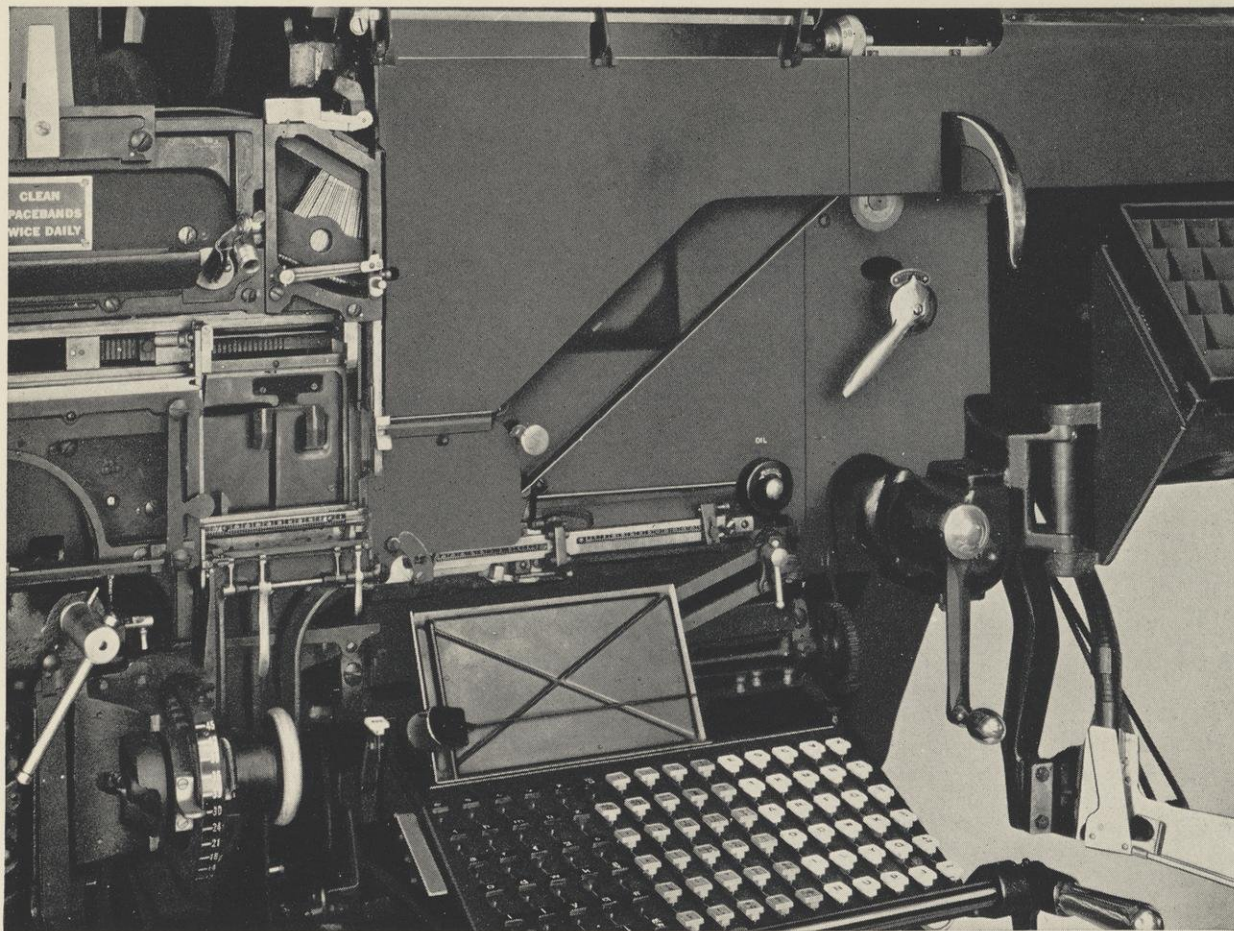
The weight of a full size Linolite magazine is 22 pounds lighter than a brass magazine of identical size and construction. Think what this means to the operator or the machinist

who must make frequent magazine changes.

In addition to the considerable saving of fatigue, Linolite magazines have been found much easier to clean and maintain. They have an inside surface which assures free sliding of matrices with minimum wear.

Linolite magazines for Master Models are available in full length, split or three quarter length mains, in either 72- or 90-channel capacity, as well as for auxiliaries.





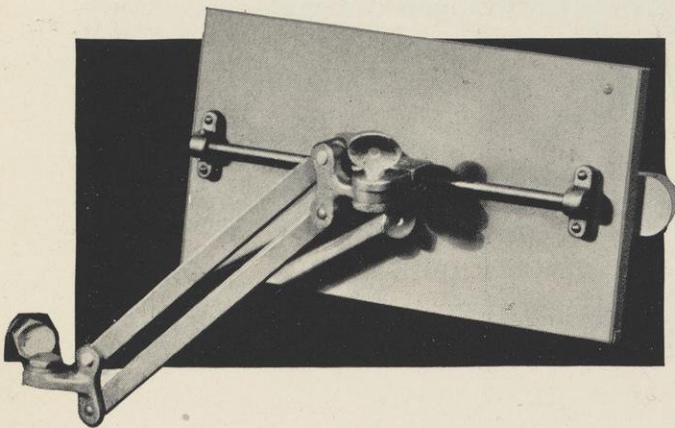
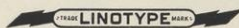
**Optic-Aid
Front**

The Optic-Aid front is a Blue Streak feature which has been widely acclaimed by operators everywhere. By shielding moving parts and reducing glare within the operator's range of vision, Linotype has materially reduced eye-strain and nerve-fatigue.

But operators are not the only ones who

like this improved design. Men interested in plant efficiency have found that removing this source of distraction and annoyance increases production.

The front also serves as a protection against dirt and dust. It may be opened readily for complete accessibility.

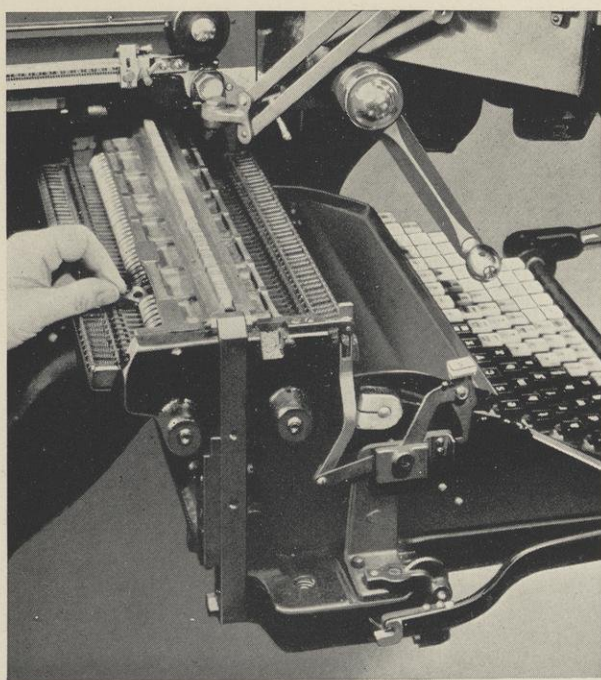


The Copy Holder on Blue Streak Master Models may be instantly adjusted to any position or turned to any angle. The operator can set it to suit his individual taste or best fit his vision. Once adjusted, it is held firmly in place by a parallel bar construction and screw clamps.

It handles both large and small size sheets of paper, as they come.

**Adjustable
Copy Holder**

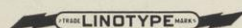
Swinging Keyboard



It takes only ten seconds to make every part of this exclusive Linotype keyboard just as accessible as if it were on the work bench. As a single unit, it swings outward on a pivot located at the right-hand side to make cam yokes, stopping strips and other parts immediately available for servicing, cleaning or inspection.

Machinists who have been accustomed to fumbling in the dark or working from awkward positions will especially appreciate this time-saving feature.

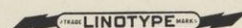
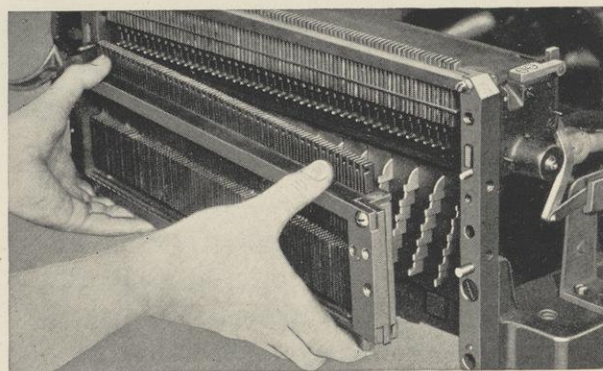
Keyboard cams, both front and back, can be easily removed with the fingers as shown in the illustration. No tools are required. Such accessibility and ease of maintenance encourage proper care and cleaning of parts, assuring continuous trouble-free operation.



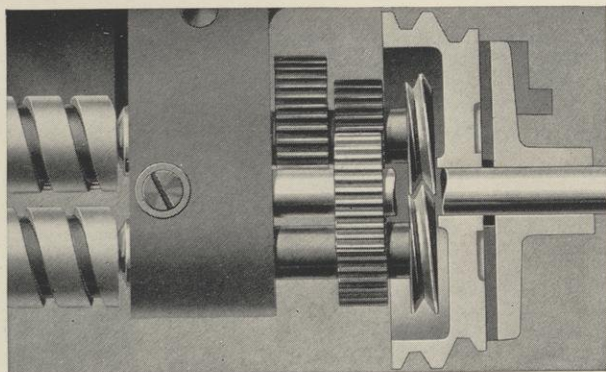
Unit Removal of Key Bars

Another feature of the Swinging Keyboard is the Unit Removal of Keyboard Bars. These bars, which transmit the operating action of the keyboard to the escapement, are contained in a frame which can be quickly removed for cleaning by merely loosening two screws.

The keyboard rubber roll and its shaft are also quite easily removed . . . merely a matter of loosening one screw.



Spiral Automatic



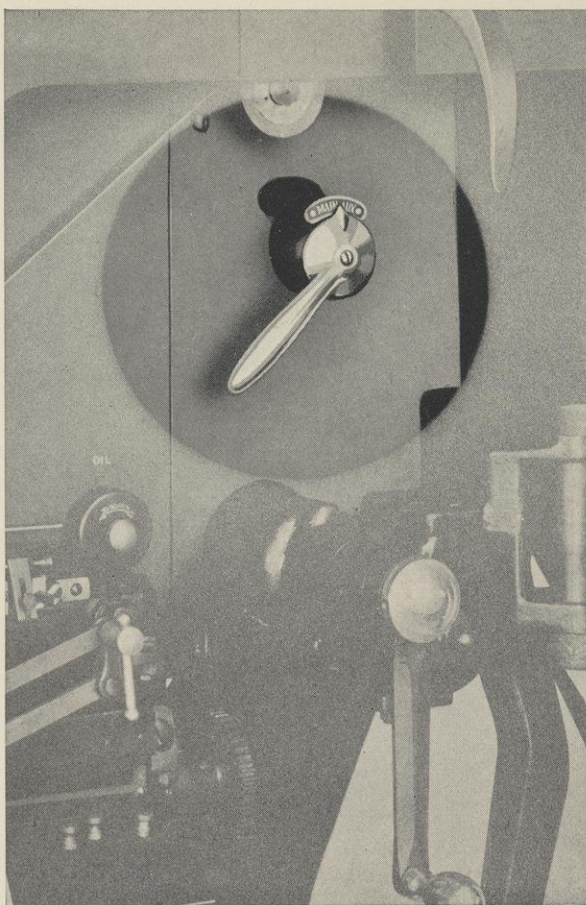
This almost human distributor device prevents damage to matrices or to channel entrance partitions. By a simple rotating wedge action, the distributor screws automatically stop the instant any excess drag is felt on the lower screw. It eliminates the old stop-bar mechanism which was formerly used for this purpose. Now channel entrance partitions can be permanently anchored in correct position.

On Model 32, both main and auxiliary magazines are shifted by the same One-Turn Shift. This is accomplished with the Unit Control, a lever which is conveniently located just above the crank handle. By moving it either right or left at the start of the turn, the operator directs the shift action of the One-Turn Shift to whichever bank of magazines he desires. An idler gear is caused to mesh with the proper elevating mechanism.

The Unit Control also operates the matrix guard and distributor screw guard at the same time. This protects matrices against damage and makes it unnecessary to move channel entrances before shifting.

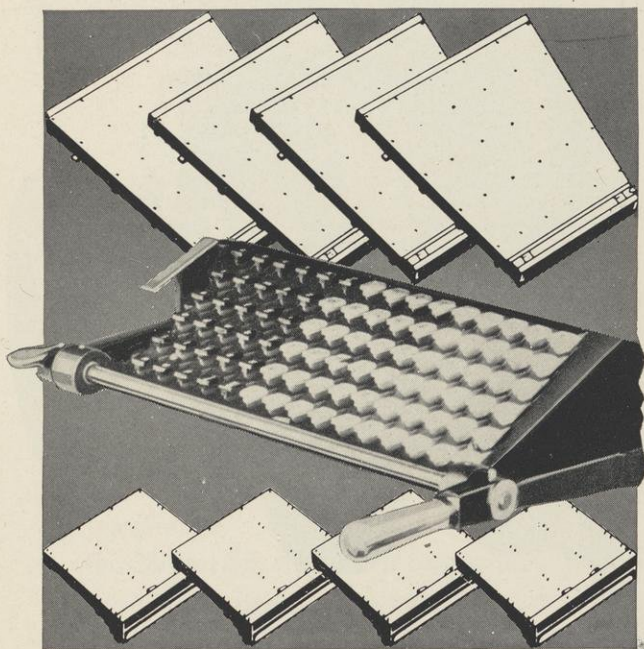
The lever can be released as soon as the crank handle turn is started. It automatically springs back into neutral as the turn is completed and locks the magazines in correct operating position.

No other operations are necessary to shift magazines on Master Models. The mere touch of this Unit Control and a turn of the One-Turn Shift does the whole job.



Unit Control Of Main And Auxiliary Magazines

LINOTYPE



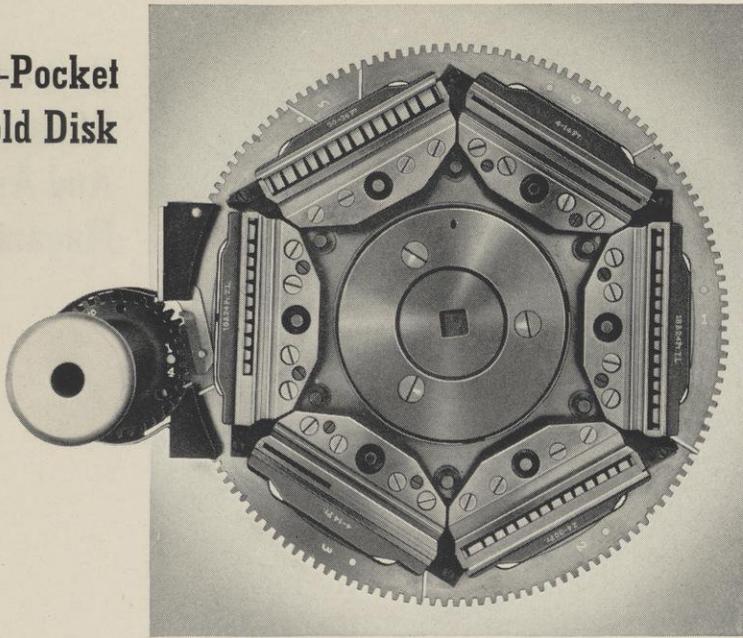
From a single keyboard the operator of a Model 32 controls the matrix assembly from as many as eight Linotype magazines. Without moving or changing position, he can set from either main magazines or auxiliary magazines. The keyboard action is directed to either bank of magazines as simply as shifting on a typewriter.

A key marked AUX is located at the upper left corner of the keyboard. When he desires to set from the auxiliary, the operator touches this key, uses the cap and figure keys, which then operate the auxiliary channels. He returns to the main magazines by merely releasing the key.

By eliminating the reach to a separate keyboard, constant operating tempo is retained.

Eight Magazines Operated From A Single Keyboard

Six-Pocket Mold Disk



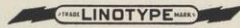
The Six-Pocket Mold Disk is an important Blue Streak feature which may be applied to either of the Master Models. By placing a

50% greater mold selection at the operator's instant disposal, it reduces and often eliminates the need of liner changes . . . another Linotype way of enabling him to devote more time to actual production.

With Linotypes carrying up to eight magazines, equipments frequently demand an increased variety of slug sizes. Six-Mold Disk is the answer. It is especially popular on newspaper head machines where, for example, three of the molds can cast slugs of two column width while the other three are lined for single column casting.

Like other Linotype disks, the Six-Pocket Mold Disk is water-cooled to prevent overheating, minimize warping of molds, and to improve the texture of slugs.

A safety device on the Mold Turning Pinion makes it impossible for the Mold Disk to mesh anywhere but in the correct position.

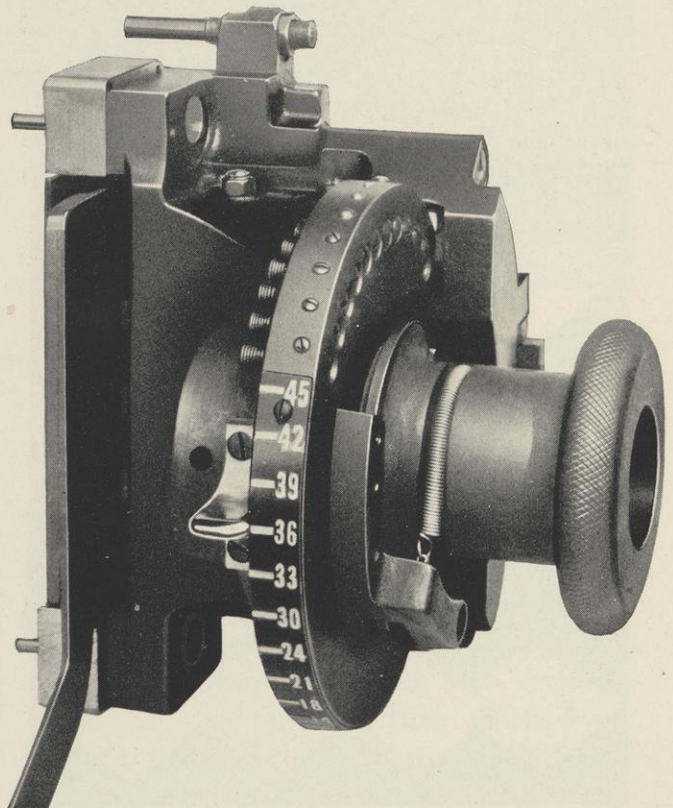


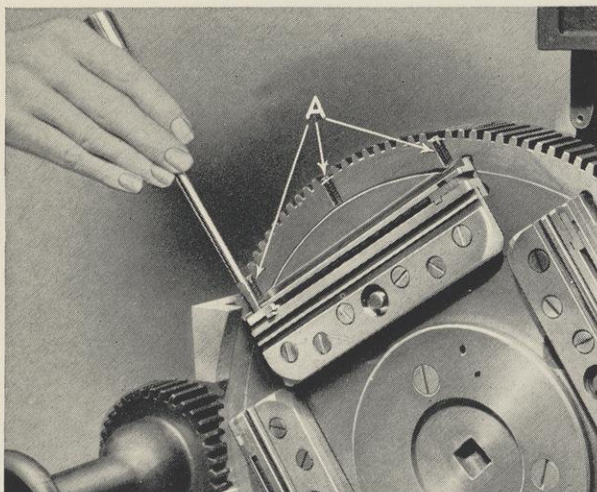
Knife Block With Independent Adjustment

Every size of the Universal Precision Knife Block can be independently adjusted without altering other settings. A "full" or "close" setting of any size may thus be retained without the necessity of readjusting every time the operator uses another size.

Selection of sizes from 5 to 45 points is made by turning the convenient knurled knob. A slight turn of the knob engages it with adjustment mechanism which is unlocked at the same time. After dialing to desired size, the knob again disengages, locking block in correct position.

A three-bearing construction gives rigid support to the right-hand knife and assures exactly parallel movement throughout the entire range. The design of this block makes it an easy matter for the operator to keep his knives in perfect alignment so they will trim to produce uniformly accurate slugs.



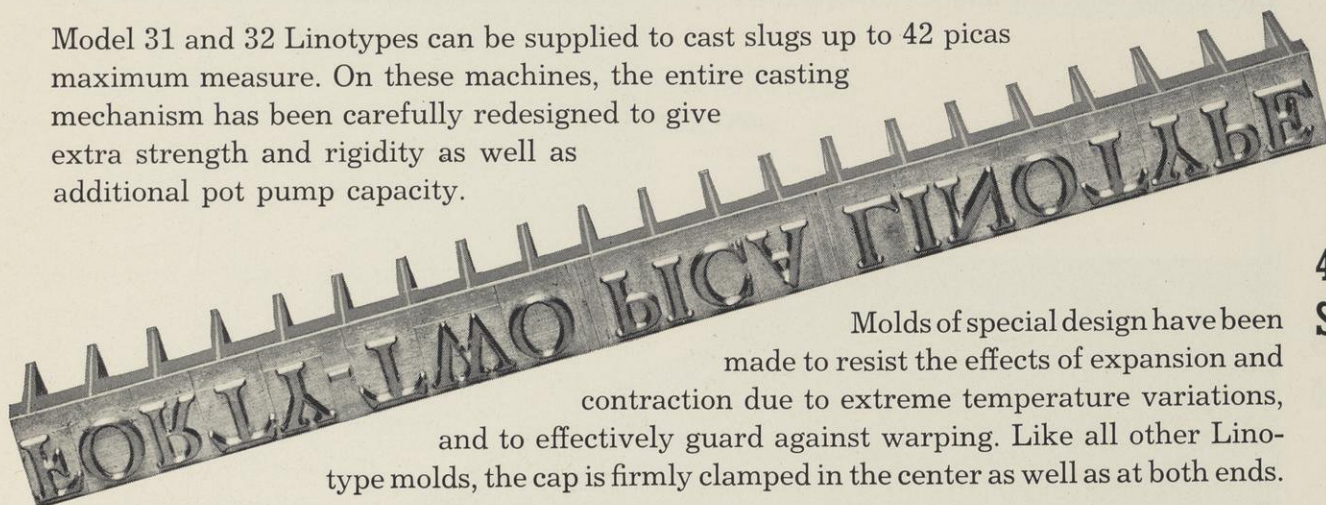


In the standard Linotype Mold Disk, it is not necessary to remove molds from disk to change length and thickness of slugs to be cast. After merely loosening three screws, (A), the Quick-Change Liners are slipped out with the tip of a screw-driver, and others then quickly inserted.

This three-screw construction plays an important part in the production of accurate Linotype slugs. The center screw, especially, gives a vital support to the middle of the mold cap and is a very important factor in the prevention of springing.

Quick-Change Liners

Model 31 and 32 Linotypes can be supplied to cast slugs up to 42 picas maximum measure. On these machines, the entire casting mechanism has been carefully redesigned to give extra strength and rigidity as well as additional pot pump capacity.



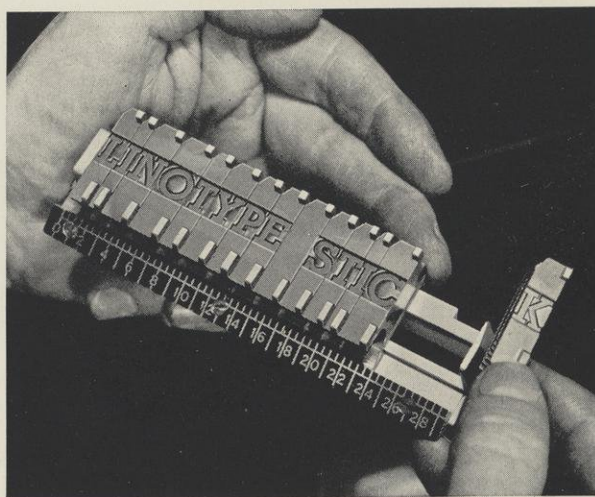
42 Pica Slugs

Molds of special design have been made to resist the effects of expansion and contraction due to extreme temperature variations, and to effectively guard against warping. Like all other Linotype molds, the cap is firmly clamped in the center as well as at both ends.

The display possibilities of Master Models are not limited to faces which will run in their magazines. By hand-setting occasional display lines, or even by inserting just a few characters by hand, the size range may be extended considerably.

For all-hand-set lines, matrices are assembled in the Assembling Elevator Hand Stick which is optional equipment without extra charge.

On Model 32, the lower case characters of wide display faces are frequently carried in auxiliary magazines with caps running pi.

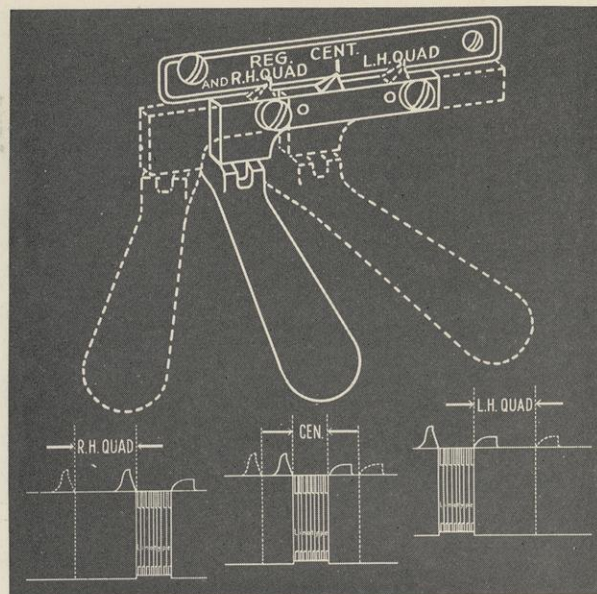


Hand-Set Display

Automatic Self-Quadding

Probably the most irksome and time-consuming part of Linotype operation was formerly centering and quadding. But quad counting and hand arrangement are becoming a thing of the past. Now it can all be done automatically by the Self-Quadder.

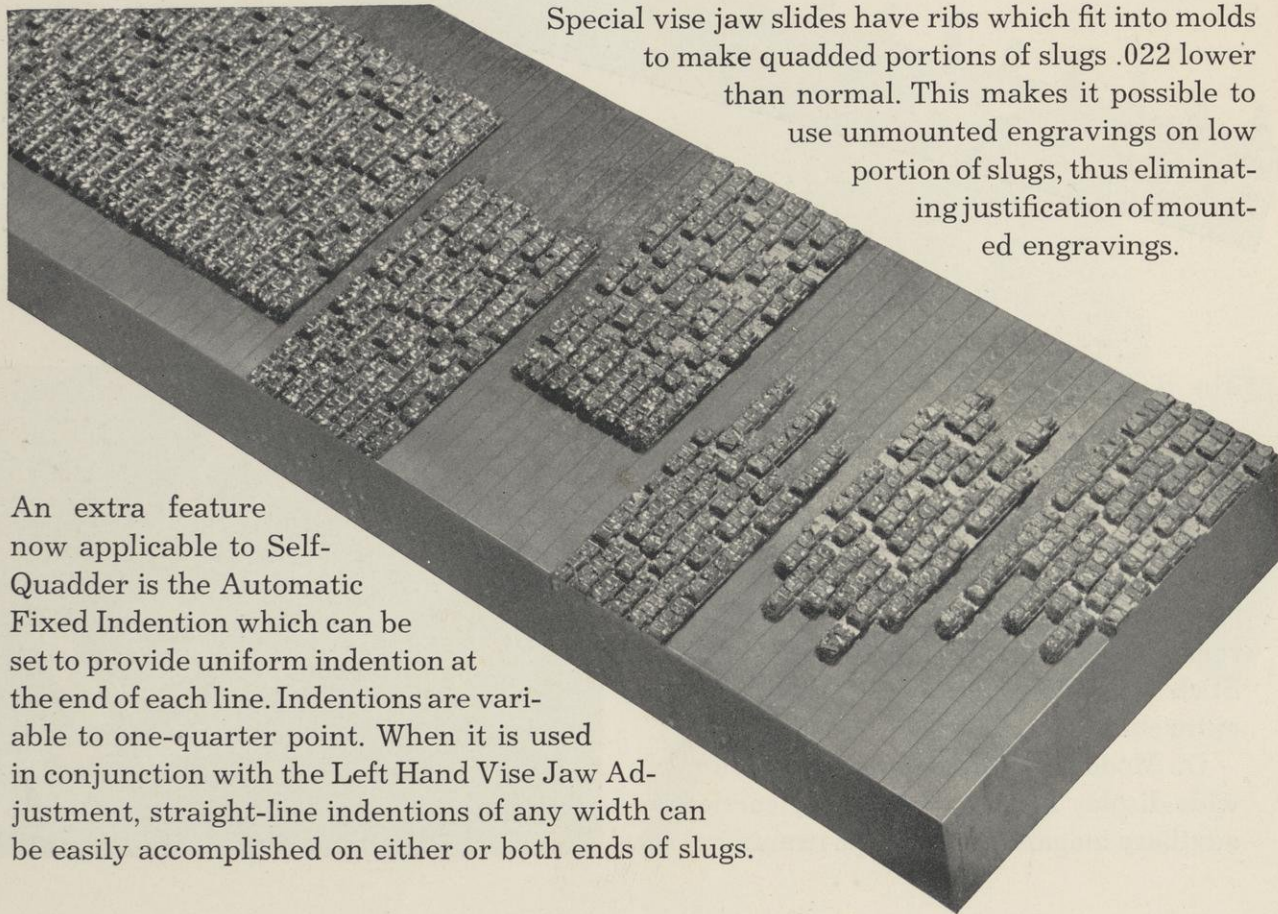
By a convenient little lever, the operator moves an indicator to R.H. QUAD, CENTER, or L.H. QUAD. As the line goes through, the vise jaws locate themselves to place characters on the slug as indicated. One matrix or nearly a full line, with or without spacebands, cast equally well. Without a matrix, the jaws come together and cast a blank slug. All Blue Streak Linotypes can be equipped at the factory with automatic Self-Quadder.



LINOTYPE

Low Slug Quadding

Special vise jaw slides have ribs which fit into molds to make quadded portions of slugs .022 lower than normal. This makes it possible to use unmounted engravings on low portion of slugs, thus eliminating justification of mounted engravings.



Automatic Fixed Indention

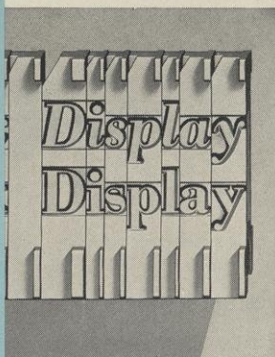
An extra feature now applicable to Self-Quadder is the Automatic Fixed Indention which can be set to provide uniform indention at the end of each line. Indentions are variable to one-quarter point. When it is used in conjunction with the Left Hand Vise Jaw Adjustment, straight-line indentions of any width can be easily accomplished on either or both ends of slugs.



LINOTYPE DUPLEX DISPLAY



faces in Duplex Display is comprehensive and constantly growing. There are combinations of light with bold, bold with light, and roman with italic, as well as faces of completely different families on the same matrices. In some instances, 18 and 24 point faces are in combination. Duplex Display matrices may be used on Master Models or on any Linotypes.



Duplex Display

Typical Duplex Display Faces

COMBINATIONS

Gothic No. 16 with Cheltenham Bold
Memphis Bold with Italic
Memphis Bold with Light
Memphis Bold with Medium
Memphis Bold Cond. with Medium Cond.
Memphis Extra Bold Cond. with Medium Cond.
Metroblack No. 2 with Metrolite No. 2
Metroblack No. 2 with Italic
Metrolite No. 2 with Italic
Metromedium No. 2 with Metrothin No. 2
Metromedium No. 2 with Italic
Pabst Extra Bold Cond. with Italic
Poster Bodoni with Italic

COMBINATIONS

Gothic No. 13 with Cheltenham Bold Cond.
Gothic No. 16 with Cheltenham Bold
Memphis Light with Bold
Memphis Bold with Light
Memphis Bold with Italic
Memphis Medium with Italic
Memphis Bold with Medium
Memphis Bold Cond. with Medium Cond.
Memphis Extra Bold with Italic
Memphis Extra Bold Cond. with Medium Cond.
Metroblack No. 2 with Metrolite No. 2
Metroblack No. 2 with Italic
Metrolite No. 2 with Italic
Metrolite No. 2 with Metroblack No. 2
Metromedium No. 2 with Metrothin No. 2
Metromedium No. 2 with Italic
Pabst Extra Bold with Italic
Pabst Extra Bold Condensed with Italic
Poster Bodoni with Italic
Textype with Italic


COMBINATIONS

and with 18 point Bodoni Bold Italic
Condensed with 14 point Gothic No. 16

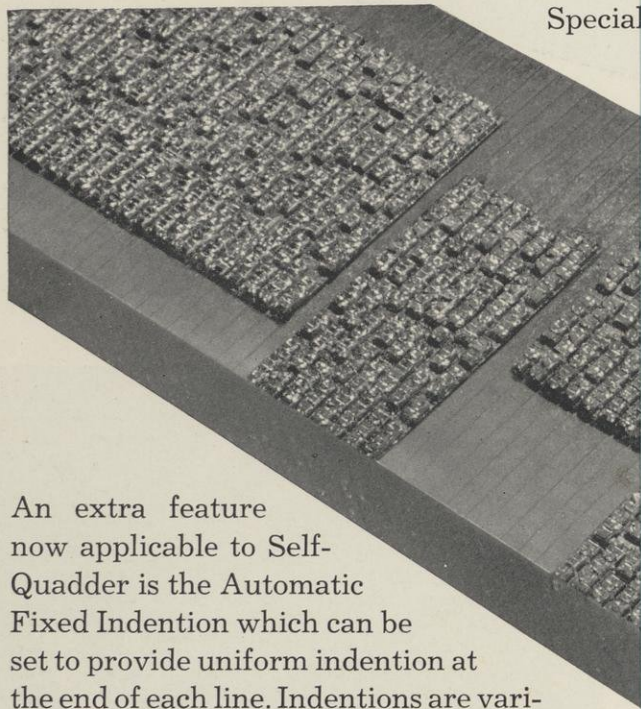
Automatic Self-Quadding

Probably the most irksome and time-consuming part of Linotype operation was formerly centering and quadding. But quad counting and hand arrangement are becoming a thing of the past. Now it can all be done automatically by the Self-Quadder.

By a convenient little lever, the operator moves an indicator to R.H. QUAD, CENTER, or L.H. QUAD. As the line goes through, the vise jaws locate themselves to place characters on the slug as indicated. One matrix or nearly a full line, with or without spacebands, cast equally well. Without a matrix, the jaws come together and cast a blank slug. All Blue Streak Linotypes can be equipped at the factory with automatic Self-Quadder.

 LINOT

Low Slug Quadding

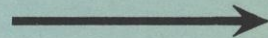


Special

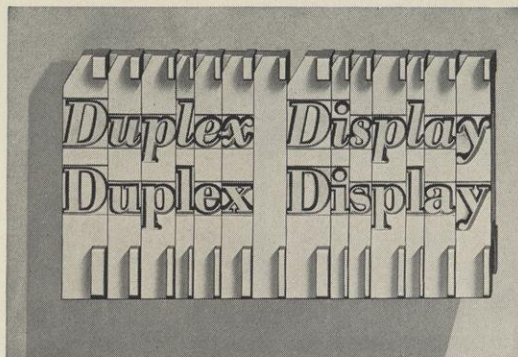
Automatic Fixed Indention

An extra feature now applicable to Self-Quadder is the Automatic Fixed Indention which can be set to provide uniform indention at the end of each line. Indentions are variable to one-quarter point. When it is used in conjunction with the Left Hand Vise Jaw Adjustment, straight-line indentions of any width be easily accomplished on either or both ends

Each font of 18 and 24
point matrices doubles
the number of faces ob-
tainable.



Linotype's Duplex Display Matrices extend two-letter advantages into 18 and 24 point sizes. In effect, they just double your variety of faces with the same amount of magazine and matrix equipment. Since 1892, Linotype users have enjoyed the double utility of two-letter matrices... but, until recently, they have been limited to smaller sizes. Linotype's selection of



faces in Duplex Display is comprehensive and constantly growing. There are combinations of light with bold, bold with light, and roman with italic, as well as faces of com-

pletely different families on the same matrices. In some instances, 18 and 24 point faces are in combination. Duplex Display matrices may be used on Master Models or on any Linotypes.

Duplex Display

24 POINT COMBINATIONS

Bodoni with Italic
Bodoni Bold with Italic
Caslon No. 3 with Italic
Century Bold with Italic
Cheltenham with Italic
Cheltenham Bold with Italic
Cheltenham Bold Condensed with Italic
Cloister Bold with Italic
Erbar Bold Cond. with Erbar Light Cond.
Erbar Medium Cond. with Light Cond.
Garamond Bold with Italic
Garamond Bold No. 3 with Italic
Gothic No. 13 with Cheltenham Bold Condensed

Gothic No. 16 with Cheltenham Bold
Memphis Bold with Italic
Memphis Bold with Light
Memphis Bold with Medium
Memphis Bold Cond. with Medium Cond.
Memphis Extra Bold Cond. with Medium Cond.
Metroblack No. 2 with Metrolite No. 2
Metroblack No. 2 with Italic
Metrolite No. 2 with Italic
Metromedium No. 2 with Metrothin No. 2
Metromedium No. 2 with Italic
Pabst Extra Bold Cond. with Italic
Poster Bodoni with Italic

18 POINT COMBINATIONS

Benedictine with Italic
Bodoni Bold with Italic
Bodoni Book with Italic
Bodoni with Italic
Caslon with Italic
Caslon No. 3 with Italic
Century Bold with Italic
Century Bold with Century Expanded
Century Expanded with Italic
Cheltenham with Italic
Cheltenham Bold with Italic
Cheltenham Bold Condensed with Italic
Cloister Bold with Italic
Cloister with Italic
Erbar Light Cond. with Erbar Bold Cond.
Erbar Bold Cond. with Erbar Light Cond.
Erbar Medium Cond. with Erbar Light Cond.
Garamond Bold with Italic
Garamond No. 3 with Italic
Garamond Bold No. 3 with Italic

Gothic No. 13 with Cheltenham Bold Cond.
Gothic No. 16 with Cheltenham Bold
Memphis Light with Bold
Memphis Bold with Light
Memphis Bold with Italic
Memphis Medium with Italic
Memphis Bold with Medium
Memphis Bold Cond. with Medium Cond.
Memphis Extra Bold with Italic
Memphis Extra Bold Cond. with Medium Cond.
Metroblack No. 2 with Metrolite No. 2
Metroblack No. 2 with Italic
Metrolite No. 2 with Italic
Metrolite No. 2 with Metroblack No. 2
Metromedium No. 2 with Metrothin No. 2
Metromedium No. 2 with Italic
Pabst Extra Bold with Italic
Pabst Extra Bold Condensed with Italic
Poster Bodoni with Italic
Textype with Italic

MIXED SIZE COMBINATIONS

24 point Bodoni Bold Condensed with 18 point Bodoni Bold Italic
18 point Pabst Extra Bold Condensed with 14 point Gothic No. 16

Typical Duplex Display Faces

CHANNEL CHOOSER

ON 2-IN-1 MASTER MODELS

Change Magazine Arrangements To Meet Varying Requirements

An important consideration in selecting a combination text and display machine is its ability to meet both present and future requirements. The combination which handles today's work most efficiently may not be the most desirable for tomorrow's.

The flexibility of Linotype's 2-in-1 Master Models makes them ready for any kind of composition. Their 72-channel display magazines and 90-channel text magazines may be interchanged at any time. Thus, the ratio of text capacity to display capacity is completely variable at all times. When more display composition is required from a Master Model, it can be quickly equipped with more display magazines. When more text is required, equipment for that work can be expanded as easily.

A new feature which contributes much to this flexibility is the Channel Chooser. On its dial, located at the rear of the keyboard, are indicated eleven combinations of 72- and 90-channel magazines. After one determines the number of display and text magazines, he arranges them in the positions which will give the most efficient operation. This can be done in a few minutes by any machinist or operator. The dial of the Channel Chooser is then turned to the combination corresponding to the magazine arrangement. After being set, the Channel Chooser automatically brings into action the correct set of keyrods for each magazine as shifts are made.

It will be noted that, through a variety of positioning possibilities, the five combinations of display and text magazines (as shown on page six) are materially expanded by the Channel Chooser.



Some faces which will run in 72-channel magazines on Models 31 or 32:

30 point Bodoni Bold

HOW is one to 123

36 point Bodoni Bold Condensed

HOW is one to 123

24 point Caslon Old Face

HOW is one to asse 1 2 3

30 point Caslon Bold Condensed

HOW is one to a 123

24 point Century Bold

HOW is one to as 123

30 point Cheltenham

HOW is one to as 1 2 3

48 point Cheltenham Bold Extra Condensed

HOW IS ONE T 123

34 point Erbar Bold Condensed

HOW is one to as 123

42 point Erbar Light Condensed

HOW is one to a 123

24 point Garamond Bold No. 3

HOW is one to asse 123

24 point Memphis Bold

HOW is one to α 123

36 point Memphis Bold Condensed

HOW is one to a 123

24 point Metroblack No. 2

HOW is one to a 123

30 point Pabst Extra Bold Condensed

HOW is one to 123

On Model 32 these faces will run with lower case in 72-channel magazines, caps and figures in auxiliary:

36 point Bodoni Bold

HOW is one 123

36 point Caslon Bold Condensed

HOW is one 123

36 point Century Bold

HOW is on 123

36 point Cheltenham Bold

HOW is on 123

36 point Cloister Bold

HOW is one 123

48 point Erbar Bold Condensed

HOW is one 123

48 point Erbar Light Condensed

HOW is one to 123

36 point Garamond

HOW is on 1 2 3

36 point Granjon

HOW is one 1 2 3

30 point Memphis Medium

HOW is one t 123

36 point Metromedium No. 2

HOW is on 123

36 point Pabst Extra Bold Condensed

HOW is one 123

2 in 1
Plus Range

MASTER MODELS

OTHER FEATURES

Easy Adjustable Channel Entrance. Sliding in a groove or track. May be readily adjusted to compensate for wear on old magazines.

Straight-Line Escapement. With direct action from keyrods to escapement pawls, there is increased sensitivity and decreased weight resulting in ten per cent less wear on keyboard rubber rolls.

Improved Assembling Elevator boasts three new features: (1) Reinforced Front Plate to prevent springing; (2) Covered Pawls to allow spaceband sleeve to ride on stationary rail; (3) Adjustable Gate to provide means for compensating for wear on hinge rod bearings.

Interlocking Assembler and Assembler Entrance Covers prevent matrices from catching and burring. This feature protects matrices, aids assembly and improves the Front appearance.

Reinforced Keyboard Cam Yoke Frames prevent springing of the trigger hinge bar, and insure maintenance of keyboard sensitivity.

Satin-Finish Chromium Plating brings a smartness of appearance to the Master Models. The durability of the chromium and the non-glare of its finish find favor with machinist and operator alike.

Optic-Aid Finish which reduces fatigue, improves efficiency, and facilitates machine maintenance.

Universal Ejector with blades rigidly supported between heavy guides and set for any measure by a single movement of a handle.

Lock for Auxiliary Magazines preventing accidental dislodging when changing magazines.

Automatic Matrix Guard on Auxiliary Side to facilitate shifting magazines.

Direct-Line Assembler Slide Return actuating the return with direct horizontal spring tension.

Automatic Font Distinguisher adjusts itself to the required point size when magazines are shifted, preventing wrong fonts from entering magazine.

Removable Double "E" Device with improved indicating knob, for an extra channel of "e" matrices.

Vertical Mouthpiece Wiper thoroughly cleans face of mouthpiece and vents after each cast.

Adjustable-Stroke Slug Lever operating from cam on first elevator slide.

Auxiliary Line Safety prevents sending through a line raised in the assembling elevator when the machine is set for casting display faces.

Down-Stroke Knife Wiper cleans on the downward stroke, effectively freeing knives of chips.

Em, En, Thin Space Release automatically releases any one or all of these fixed spaces in combination with or independent of the spaceband when the spaceband lever is touched.

Sturdy Foundation with extra-wide base and extra-heavy frame to provide rigid support, reduce strain and vibration, and maintain permanently accurate alignment of mechanisms.

Water-Cooled Mold Disk provides constantly circulating water to maintain correct temperature for solid close-grained slugs, and minimizes warping of molds or disk.

Sectional Distributor Bars provide for future maintenance by permitting ultimate replacement of short section instead of complete bar.

Straight-Line Assembler Drive with spiral-bevel gears for smooth matrix assembly.

Keyboard Rigidly Supported at both ends.

Assembling Elevator matrix lug supporting rail keeps matrices from jumping up if assembling elevator is "banged up."

Pot Leg Bushings are substantial and adjustable to assure perfect lockup.

Vise Jaw Adjustments easily made with one hand.

Automatic Assembler Chute Finger to accommodate any thickness of matrix.

Automatic Sliding Line Stop operated by the "transfer," slides all the way back into the Elevator Jaws, ready for the next line regardless of its length.

Short Line Safety (when the Self-Quadder is not in use) prevents casting short lines, protecting operator and preventing interruption of production. Also provides means for sending through full lines without casting, should they be incorrectly set.

Delivery Slide Long Finger Hinged to facilitate removing matrices from assembling elevator.

Slow-Speed Assembler with removable star wheel.

Second Elevator Guide insures exact alignment between second elevator bar and distributor box bar, prevents wear on matrix teeth.

Adjustable Intermediate Channel Front Plate assures exact matrix alignment during transfer.

Assembler Entrance Cover enlarged to shield moving parts, and hinged for convenience in swinging back when needed.

Positive Spaceband Delivery assures minimum of matrix transpositions.

Lateral Adjustment of distributor beam and parts provides simplicity in maintenance.



WHAT MASTER MODELS CAN DO

A few specimen pages
with equipment sugges-
tions for various kinds of
composition with Master
Models 31 and 32.



I accepted a position as foreman in the shop of Samuel Keimer. It was his work to train the several employees and to improve the efficiency of the shop. The wage which Franklin received was comparatively high and the al attraction of full week-ends, as *th Saturdays and Sundays.*

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ntioned, suggested that they go ther, he agreeing to furnish the it from his father. Thus the ven-

ner, al- from a ed and elivery . It was on in a matter.

CHAPTER I.

RS HAD BEEN LOST

*Do Often Form
Eventual Success*

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MASTER

OTHER FEAT

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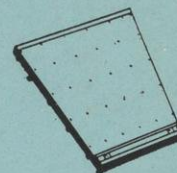
Master Model 31

suggested equipment for

BOOK COMPOSITION

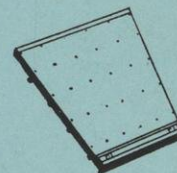


FOUR MAIN MAGAZINES



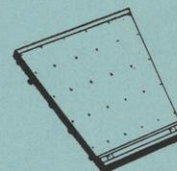
First Main Magazine (90-channel)
10 point Janson with Italic and Small Caps

HOW is one to assess and evaluate a typ 123
HOW is one to assess and evaluate a typ 123



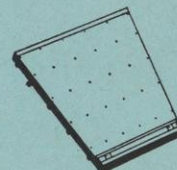
Second Main Magazine (90-channel)
10 point Janson with Italic and Small Caps

HOW is one to assess and evaluate 123
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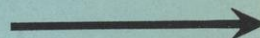
Third Main Magazine (90-channel)
12 point Baskerville with Italic and Small Caps

HOW is one to assess and evaluate 123
HOW is one to assess and evaluate 123



Fourth Main Magazine (90-channel)
10 point Baskerville with Italic and Small Caps

HOW is one to assess and evaluate a type 123
HOW is one to assess and evaluate a type 123



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ccasion. High Words pass'd on both
s Warning we had stipulat'd express-
een obliged to so long a Warning. I
ssary, for I would leave him that in-
y Hat walk'd out of doors, desiring
w, to take care of some thing.

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ther, he agreeing to furnish the
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BASKERVILLE COMEBACK

Lost in obscurity for nearly a century and a half . . . then to become one of the most popular book faces. There would have to be a story behind that comeback!

BASKERVILLE's matrices were taken to France about the time of the French Revolution and disappeared during the disorders of the period. From time to time, type founders tried to recut the letter, but with indifferent success . . . and the types that circulated under the name of "Baskerville" shed little glory on the great Baskerville tradition.

Then, in 1929, a complete font of the lost Baskerville matrices was dramatically rediscovered in Paris. It was William Edwin Rudge who carried them to London in a suitcase that he never allowed out of his sight. It was George W. Jones, designer of Granjon and Estienne, who supervised the Linotype cutting from these original matrices. It was his sympathetic understanding that made this reproduction truly Baskerville in every line and curve.

And s
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CHAPTER I.

MILLIONS OF DOLLARS HAD BEEN LOST

*Seeming Failures Do Often Form
a Foundation for Eventual Success*

THE RECORDS of invention costs are vague. No one knows how many millions of dollars were lost in different countries by men in the effort to find a faster way of setting type. Many men had tried. Not one had succeeded. Mark Twain was one who lost a fortune trying to perfect a machine that would set foundry type. Typefounders, feeling instinctively that eventually some one would devise a machine, had spent their hundreds of thousands, hoping that they might be lucky enough to control such a machine.

Most of the inventors concerned themselves with the problem of speeding up the handling of the old kind of type. *That was not the real problem.* It was only part of something greater. The real problem was that of changing spoken words into printed words faster than it had ever been done before. It was solved, not by printers and publishers, but by stenographers, patent attorneys, machinists,

MEMORANDUM

TO
FROM

SUB
CLI

ALBERT'S, INC.
announces

SALE

of gentlemen's
HABERDASHERY

\$2.50 CRAVATS, special \$1.95
\$1.00 SILK SOCKS, now79

Fielding Flower Shop

1675 Rockaway Boulevard
Brockport, Michigan

TO _____

THE KIRBY TEA ROOM

MENU

Saturday, October Tenth

RELISHES

Tomato Juice Bluepoint Oyster Cocktail Fruit Cocktail
Fresh Seafood Cocktail Sauerkraut Juice
Sherry Grapefruit Cocktail

ENTRÉES

Roast Prime Ribs of Beef au Jus \$1.25
Fresh Eastern Mackerel with Lemon95
Broiled Lamb Chop with Crisp Bacon95
Tenderloin Steak, Charcoal Broiled 1.25
Ham Loaf Baked with Tomato Sauce90
Creamed Chicken and Mushrooms in Patty Shell 1.25

A FANTASY IN THREE ACTS

GRAPHICA

BY BERMAN EILMAN

The Characters

Spoof, an Elfkin William B. Lowds
Oakie, another Elfkin Walter C. Henger
Tatiana, Faerie Queen Rosemary Mae Fewit

PRINTING

WITH MODERN EQUIPMENT

Printing done by Johnson is more than just printing. Each job is a piece of typographical art with that distinctive appearance which marks it as a work of the master craftsman. But Johnson prices are not "artistic," because these craftsmen use Blue Streak Linotypes as a tool to accent the skill of their hands.

THE JOHNSON PRINTING COMPANY

Master Model 32

suggested equipment for

COMMERCIAL COMPOSITION

FOUR MAIN MAGAZINES

First Main Magazine (90-channel)
18 point Metrolite No. 2 with Metroblack No. 2

HOW is one to assess 123
HOW is one to assess 123

Second Main Magazine (90-channel)
12 point Metrolite No. 2 with Metroblack No. 2

HOW is one to assess and evalu 123
HOW is one to assess and evalu 123

Third Main Magazine (90-channel)
10 point Metrolite No. 2 with Metroblack No. 2

HOW is one to assess and evaluate a t 123
HOW is one to assess and evaluate a t 123

Fourth Main Magazine (90-channel)
8 point Metrolite No. 2 with Metroblack No. 2

HOW is one to assess and evaluate a type face 123
HOW is one to assess and evaluate a type face 123

FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
60 point Erbar Light Condensed caps and figures

HOW IS 123

Second Auxiliary Magazine (34-channel)
48 point Erbar Light Condensed caps and figures

HOW IS ONE 123

Third Auxiliary Magazine (34-channel)
24 point Metromedium No. 2 with Italic caps and figures

HOW IS ONE T 123
HOW IS ONE T 123

Fourth Auxiliary Magazine (34-channel)
36 point Metromedium No. 2 caps and figures

HOW IS O 12

ler Meet in the Classified Columns

Employment

HELP WANTED—FEMALE

CHORUS GIRLS—Season engagement; fairs. Room 202, Empire Theatre Building. Monday.

CHORUS GIRLS—IMMEDIATE WORK Gloria Studios, 116 East 42nd

MODELS, Typists, Check Girls exchange for Beauty Course. Salary. Phone 3702.

INDUSTRIAL

FLOOR Girls—Experienced on infants' underwear. Bernstein Manufacturing, 951 Broadway, 6th Floor.

HELP WANTED—SALESWOMEN

LADIES—Start own steady business spare time, selling ladies', men's hosiery, underwear. Famous brands; low priced; high percentage.

CASLON, 672 BROADWAY (14TH ST.)

LADIES earn \$5 up daily, booking orders, new premium sales plan. Personal fit Hosiery, Lingerie, Distinctive Men's Wear. Apply mornings, Seamsilk, 293 Broadway.

LADIES—Sell hosiery, 45c, to friends; lingerie, housecoats. Free hosiery, commissions daily. Eberhardt, 631 Fifth Avenue.

WILL train a few selected women as corsetiers, earn while learning. Madam Boscola, 172 West 47th St., Room 1206.

HOUSEHOLD—FEMALE

GIRL work in doctor's office. Light house-keeping. Sleep in. References. 176 West 14th St.

SITUATIONS—FEMALE

DAY'S Work—Light colored girl; refined; no laundry. Phone 3-0433.

LAUNDRESS, experienced, takes wash home; open-air drying; references. Phone 9543.

TYPIST needs homework; accurate manuscripts, business records; reasonable. Windsor 8-1891.

INSTRUCTIONS—FEMALE

Beauty Culture—Exceptional Low Rate—Positions.

WESTERN BEAUTY SCHOOL
500 North St., Cleveland, Ohio

HELP WANTED—MALE INDUSTRIAL

PAINTER, experienced; free rent exchanged for services; permanent. Phone 2-1152.

HELP WANTED—SALESMEN

MAN WITH CAR. NO CANVASSING Average weekly earnings, \$40. 34 Pennsylvania Ave. Call 10-11 A.M.

MEN (2) with cars, opening for lucrative permanent employment in aluminum industry. No canvassing. Mr. Jackson, 9-11 Tuesday, 120 W. 42d. Room 2700.

SALESMEN with car, real estate, commission basis, rentals, sales; leads furnished. Desert Realty, 1625 Flatbush Ave.

SALESMEN—Oil Burners—25% commission; experienced only. Jones, Phone 9-0586.

SITUATIONS WANTED—MALE

A-1 Accordionist, young, experienced, desires connection with good orchestra. Phone 3-8608.

ACCOUNTANT desires weekly-monthly accounts, small firms. Reasonable. Phone 6-9873.

COLORED BOY, 18, experienced, printer's helper, or anything. Phone 3422.

SUPERINTENDENT, small house; good living rooms; essential, small family. Phone 5-1268.

Rooms

FURNISHED—WEST SIDE

45TH, 79 W.—Redecorated singles, doubles; baths, showers, maid service; \$4 up.

47TH, 83 W.—Hotel Regent. Singles, \$6 weekly, private bath, \$8; doubles, \$8, \$11; daily, \$1.25; double \$2. Phone 3-7090. Friendly atmosphere, club privileges, luxurious lobby.

58TH, 66 W.—Singles, doubles, \$3-\$6, running water, shower, telephone, piano.

68TH, 73 W.—\$2.50-\$4.50. Cooking privileges. Telephone, Second Floor.

70TH, 411 W.—Large doubles, singles; private baths; kitchenettes, \$4-\$7.50.

72D (West End Ave.)—Room private family; separate entrance; adjoining bath.

76TH (270 Amsterdam)—Outside all im-

76TH, 175 W.—Attractive single studio, private bath, shower, kitchenette, quiet, \$8.

FOR SALE—One \$85 heatrola for \$12. Good condition. Dial 7641.

FOR SALE—1 South Bend Malleable coal range. Call 9765.

FISH—3 lbs., 25c, dressed, delivered; oysters, 30c pt. Meats, produce and confectionery. West End Market.

3-PC. LIVING ROOM SUITE—Must move today. Bargain. Dial 2-2693.

SIX-FT. PLATE GLASS floor showcase, for \$15. French Equipment Co., 128 West Stewart Ave.

Real Estate For Rent

Apartments Furnished

DELIGHTFUL well furn. 3- or 4-room apt. Adults. 917 Madison Ave.

FOR RENT—Completely furnished lower flat. References required. Phone Mr. G. Rogers, 7653.

4 RMS., 1st floor, exclusive section, private entrance, refrigeration. Dial 7663.

COMPLETELY furnished 3-room apt., private entrance and bath. Phone 6023. 744 Maddriver St.

2 OR 3 ROOMS, completely furn., newly decorated, h. w. heat, lights, water and tele. furn. 2504 Hubert St., Phone 7642.

Business Places for Rent

FOR RENT—On and after October 10, 1106 Wickersham Ave., N. W., store room, approximately 900 ft. floor space. John A. Slug. Phone 5513. 312 74th St.

Real Estate For Sale

HOMES FOR SALE

FOR F. H. A. LOANS SEE DYKLE GREEN, GREEN RETAIL ESTATES, 424 AUDREY BLDG.

\$4,250.00 BUYS CLOSE-IN RECONDITIONED HOME—

This house has just been painted 2 coats on the outside, wallpapered and painted on the inside, 8 rooms, breakfast room, bath, furnace heat to each room, concrete basement, double garage, and all street assessments paid, \$450.00 down, the balance to be paid over a period of 10 years. This house is located at 1010 W. 17th Street, on bus line, convenient to school, church and store. Dial us for further information.

DOYLE REAL ESTATE COMPANY
Phone 2-1159 420 N. Revriss Street

ATTRACTIVE six-room bungalow near Wiley School, furnace, cement basement, garage, bus line convenient. Phone owner, County 1754.

ARGONNE BLVD.—5 rooms, bath. Nice bungalow with shrubbery; garage. All street assessments paid. Reasonable. John H. Neilson, 111 National Bank Bldg.

NEW 4-ROOM colored home, rented, near Cherry St. School; 12% return on investment. Phone owner, Regent 7011.

SPECIAL BARGAINS—733 Brown St., 7 rms., reconditioned to suit; 2445 Mahogany Ave., 6-rm. bungalow, good condition. Terms. Lilot Real Estate Co., 2162.

TWO REAL BARGAINS—In nice 5-room homes, with all conveniences. 2518 Mondlo St., price \$1,750. 152 Dalestew Ave., \$2,750. Small down payment. Balance in monthly payments, less than rent. Eastman Building & Loan Association.

A HOME—336 Gilmer St., 6-room bungalow, newly painted, price \$1,750, 10% cash, \$17.00 monthly. Lot 50x150. A chance to escape increasing rents. Phone 8805.

SIX ROOMS—(Brick). Sale or exchange. A six-room home with all modern conveniences. Just outside city. For appointment call 8943. Frank D. Mormon & Co., 333 Brady Bldg.

LOTS FOR SALE

TWO BUILDING LOTS—50x200 feet each. Just off Polo Road. See Mrs. Martha Drewman, Route 2, Polo Road. Phone 3352.

SIX-GRAVE PLOT—In section 13 of beautiful Lakewood Memorial Park. An excellent opportunity to buy a lot in one of the first sections opened. Reasonable price. Phone 8312.

BUILDING LOTS—Nice. Fifty feet from pavement. One block of Ardmore School

MEMORANDUM

TO
FROM

SUB
CLI

ALBERT'S, INC.
announces

SALE

of gentlemen's
HABERDASHERY

\$2.50 CRAVATS, special.....\$1.95
\$1.00 SILK SOCKS, now......79

Fielding Flower Shop

1675 Rockaway Boulevard
Brockport, Michigan

TO _____

PRINTING

WITH M

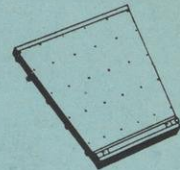
Printing done by Jol
a piece of typograp
which marks it as a
prices are not "ar
Streak Linotypes as

THE JOHNSON PRINTI

Master Model 31

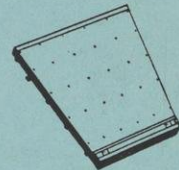
suggested equipment for
NEWSPAPER COMPOSITION

FOUR MAIN MAGAZINES



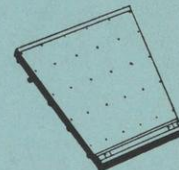
First Main Magazine (90-channel)
28 point Erbar Bold Condensed

HOW is one to assess 123



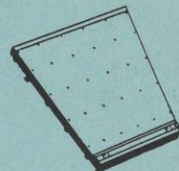
Second Main Magazine (90-channel)
12 point Metroblack No. 2 with Italic

HOW is one to assess and evalu 123
HOW is one to assess and evalu 123



Third Main Magazine (90-channel)
7 point Ionic No. 5 with Bold Face No. 2

HOW is one to assess and evaluate a type face 123
HOW is one to assess and evaluate a type face 123



Fourth Main Magazine (90-channel)
5½ point Ionic No. 5 with Bold Face No. 2

HOW is one to assess and evaluate a type face in terms 123
HOW is one to assess and evaluate a type face in terms 123

Rental Increases Are Exaggerated, Says H. C. Morgan

Only the Exceptions
Have Been Publicized—
Not Average Cases

Indication that cases of substantial rental increases in apartment houses are more publicized than numerous, is contained in the current market letter compiled by H. C. Morgan, editor, for the Safety Title Insurance Co. Authorities on apartment renting conditions believe something should be done about the amount of misinformation, outside the market, concerning rental increases during the past year, writes Morgan.

Average About 6 Per Cent

"Ample statistical data has been presented," he declares, "to show that, on an average, rents in the better type of apartments were increased about 6 per cent last year. There were a few instances where large apartments, which for years had been leased at extremely low rentals, were raised 15 or 20 per cent, but these instances were comparatively rare. The exceptions, however, are discussed and publicized more widely than are average increases and so the landlord comes in for a considerable amount of unjust criticism.

Tax Increases Expected

"Despite the fact that the better houses are 90 to 100 per cent rented, surveys show that there are no evidences of rent gouging. Comparatively few have been able to get even as much as 10 per cent increase. And, in view of a recent hint of a four-point increase in the tax rate next year, the owner isn't likely to enjoy any of the benefit of this year's higher rentals. It is widely recognized that a great majority of the apartments on Columbus, Main and Madison Streets and in the side streets still are 35 per cent below the old scale of rentals."

Referring to another problem of the apartment house owner, Morgan says:

"The greatest curse has been the one-year lease. It was introduced to give the owner the benefit of possible rent increases, but to date these vaunted increases have not been commensurate with the cost for redecorating apartments.

"If a tenant moves, as he frequently does when an owner asks for an increase, the apartment must be done over. If he stays, he insists on some

Ardston Given Setback By Huntsville Nine

Ardston's long winning streak was stopped yesterday when Huntsville batters rapped out a total of 27 hits, getting them off of three different twirlers. The score:

ARDSTON	HUNTSVILLE
ab r h po a	ab r h po a
Hearn, cf., 5 2 1 1 0	Ou'lette, cf., 3 1 1 1 0
Marc'la, ss 5 0 1 3 6	Beeno, 2b., 5 2 3 0 4
Pierce, lb., 4 0 1 9 0	Br'ken, rf., 5 1 1 2 0
Met'kie, 3b. 5 0 0 3 1	Brown, c., 5 2 4 7 1
P'cine, rf. 5 0 2 0 0	Blasser, ss. 5 1 3 1 2
H'miller, lf. 4 1 1 2 0	Durand, 3b. 2 1 0 3 1
Fields, 2b., 4 0 2 3 1	Piure, lb. 5 2 3 1 1
Beale, c., 2 0 2 0 0	Dun'sis, lf. 5 0 1 2 0
Aiken, p., 2 0 0 0 0	Lef'vre, p., 4 2 2 0 2
Bowe, p., 0 0 0 0 1	
Wells, p., 1 0 0 0 1	
Dillon, 3 1 2 0 0	

Buyer and Seller Meet in the Classified Columns

Classified Ads will be accepted from listed telephone subscribers and charged at the regular rates. These accommodation charges are for the convenience of our patrons and payment is due within seven days after insertion.

Ads ordered for seven days and stopped before that time will be charged only for the actual number of times that ad appeared at the rate earned.

Announcements

LOST AND FOUND

\$1500 REWARD
Bracelet; 20 emeralds, 6 emerald cut diamonds, 20 baguettes, 400 round diamonds. Lost vicinity 58th and 6th, or 49th and Fifth. H. J. Pica, 764 Hutton Place, Dial 7932.
FOUND—Gold bar pin with pearl. Inquire Manager, Barnes Theatre.
LOST—A bunch of keys. \$1.50 reward if returned to Classified Ad Department, Modern Newspaper.
WHITE AND liver female pointer, Ridge-wood. Reward. Green 0139.
PERSIAN cat, light gray, yellow eyes, male, vicinity 1100 block 10th. Generous reward. Please call Brown 1100.
POLICE DOG, male, lost Tuesday; answers to name of "Jack"; 2 scars on nose; reward. Call White 5000.

Personal Notices

I WILL NOT be responsible for any debts except those made by me in person. Edgbert.

Automotive

USED CARS

BUICK 1936 ROADMASTER
4-Door Touring Sedan. 6 wheels. Radio, heater. Very low mileage. Spotless inside-outside. Mechanically guaranteed. \$695. Mero, Broadway at 240th.
BUICK 1938 4-Door Touring Sedan (executive's car); great sacrifice. Allied Motors, 3960 B'way (166th). Wads. 7-8303.
CHEVROLET 1938 Master Deluxe Town Sedan, built-in trunk, knee-action wheels, heater, official's car, little used, carefully driven. On sale with written warranty.
ERBAR CHEVROLET CO., INC.
Grand Concourse at 16th St.
Open Eves. and Sun. Phone 7631
CHEVROLET 1936 Master Deluxe Sport Sedan, 4 doors with built-in trunk; bargain, \$375; easy terms. Over 50 other Chevrolets. Priced low. Memphis Chevrolet. Broadway at 75th.
CHEVROLET 1937 Master DeLuxe Town Sedan; black, built-in trunk, like new throughout, \$559. Trades accepted. American Chevrolet, 763 South Main Street.
CHEVROLET 1937 Master 2-Dr. Sed....\$445
CHEVROLET 1936 Master 4-Dr. Sed.... 365
VARIETY MOTOR CORP.
Phone 7653 Suitable Terms.
CHRYSLER 1937 "6" 7-Passenger Sedan.
Fully equipped. Almost new, \$865. Acme Garage, 675 Jerome Ave. Phone 2-9708.
DE SOTO 1938 executive's car, 4-Door Trunk Sedan, heater, radio, white walls, 6-ply tires; discount \$250. Gothic Sales, 247 West Columbus.
DODGE 1937 5 Passenger Deluxe Sedan. Almost new throughout. Opportunity new car buyer. Guaranteed special \$595. WINDSOR MOTOR SALES, Phone 3051.
DODGES, 1935's, Sedans, \$339; \$121 down, \$3.81 weekly. Pickford Company, Phone 6371.
FORD 1935 Sedan, beautiful car; tremendous bargain, \$240. Merg Motor Sales, 421 South Maddriver.
FORD 1937 Convertible Sedan, also 1937 Sedan. Deeply cut for quick sale. Better rush. CLASSIFIED CADILLAC, 82 Atlantic.
FORD 1935 2-Door Deluxe Sedan, radio; clean as a pin. \$295. 124 Patterson Street (corner Monroe).
FORD 1935 Coach; excellent condition; must sacrifice; \$245. Phone 3218.
LASALLE 1936 5-Pass. Deluxe Sedan...\$625
BUICK 1934 Victoria, Deluxe... 395
JESUP, 148 E. Elizabeth St. Call 9-8197
NASH 1936 Touring Sedan
NASH MOTOR SALES CO.
Broadway at 110th St. Black 7-7520
OLDSMOBILE 1937 2-Door Sedan, very little mileage; new car condition; only \$575. Garage, 127 W. 2nd St.
PLYMOUTH 1937 Deluxe Sedan, \$485. Personal Motor Sales, Phone 8833. Terms.
PONTIAC 1937 Touring Sedan practically new; radio, heater; tremendous discount.

Employment

HELP WANTED—FEMALE

CHORUS GIRLS—Season engagement; fairs. Room 202, Empire Theatre Building. Monday.

CHORUS GIRLS—IMMEDIATE WORK
Gloria Studios, 116 East 42nd

MODELS, Typists, Check Girls exchange for Beauty Course. Salary. Phone 3702.

INDUSTRIAL

FLOOR Girls—Experienced on infants' underwear. Bernstein Manufacturing, 951 Broadway, 6th Floor.

HELP WANTED—SALESWOMEN

LADIES—Start own steady business spare time, selling ladies', men's hosiery, underwear. Famous brands; low priced; high percentage.

CASLON, 672 BROADWAY (14TH ST.)

LADIES earn \$5 up daily, booking orders, new premium sales plan. Personal fit Hosiery, Lingerie, Distinctive Men's Wear. Apply mornings, Seamsilk, 293 Broadway.

LADIES—Sell hosiery, 45c, to friends; lingerie, housecoats. Free hosiery, commissions daily. Eberhardt, 631 Fifth Avenue.

WILL train a few selected women as cost-setters, earn while learning. Madam Boscola, 172 West 47th St., Room 1206.

HOUSEHOLD—FEMALE

GIRL work in doctor's office. Light house-keeping. Sleep in. References. 176 West 14th St.

SITUATIONS—FEMALE

DAY'S Work—Light colored girl; refined; no laundry. Phone 3-0433.

LAUNDRESS, experienced, takes wash home; open-air drying; references. Phone 9543.

TYPIST needs homework; accurate manuscripts, business records; reasonable. Windsor 8-1891.

INSTRUCTIONS—FEMALE

Beauty Culture—Exceptional Low Rate—Positions.

WESTERN BEAUTY SCHOOL
500 North St., Cleveland, Ohio

HELP WANTED—MALE INDUSTRIAL

PAINTER, experienced; free rent exchanged for services; permanent. Phone 2-1152.

HELP WANTED—SALESMEN

MAN WITH CAR. NO CANVASSING
Average weekly earnings, \$40. 34 Pennsylvania Ave. Call 10-11 A.M.

MEN (2) with cars, opening for lucrative permanent employment in aluminum industry. No canvassing. Mr. Jackson, 9-11 Tuesday, 120 W. 42d. Room 2700.

SALESMEN with car, real estate, commission basis, rentals, sales; leads furnished. Desert Realty, 1625 Flatbush Ave.

SALESMEN—Oil Burners—25% commission; experienced only. Jones, Phone 9-0586.

SITUATIONS WANTED—MALE

A-1 Accordionist, young, experienced, desires connection with good orchestra. Phone 3-8608.

ACCOUNTANT desires weekly-monthly accounts, small firms. Reasonable. Phone 6-9873.

COLORADO BOY, 18, experienced, printer's helper, or anything. Phone 3422.

SUPERINTENDENT, small house; good living rooms; essential, small family. Phone 5-1268.

Rooms

FURNISHED—WEST SIDE

45TH, 79 W.—Redecorated singles, doubles; baths, showers, maid service; \$4 up.

47TH, 83 W.—Hotel Regent. Singles, \$6 weekly, private bath, \$8; doubles, \$8, \$11; daily, \$1.25; double \$2. Phone 3-7090. Friendly atmosphere, club privileges, luxurious lobby.

58TH, 66 W.—Singles, doubles, \$3-\$6, running water, shower, telephone, piano.

68TH, 73 W.—\$2.50-\$4.50. Cooking privileges. Telephone, Second Floor.

70TH, 411 W.—Large doubles, singles; private baths; kitchenettes, \$4-\$7.50.

72D (West End Ave.)—Room private family; separate entrance; adjoining bath.

76TH (270 Amsterdam)—Outside all im-

76TH, 175 W.—Attractive single studio, private bath, shower, kitchenette, quiet, \$8.

FOR SALE—One \$85 heatrola for \$12. Good condition. Dial 7641.

FOR SALE—1 South Bend Malleable coal range. Call 9765.

FISH—3 lbs., 25c, dressed, delivered; oysters, 30c pt. Meats, produce and confectionery. West End Market.

3-PC. LIVING ROOM SUITE—Must move today. Bargain. Dial 2-2693.

SIX-FT. PLATE GLASS floor showcase, for \$15. French Equipment Co., 128 West Stewart Ave.

Real Estate For Rent

Apartments Furnished

DELIGHTFUL well furn. 3- or 4-room apt. Adults. 917 Madison Ave.

FOR RENT—Completely furnished lower flat. References required. Phone Mr. G. Rogers, 7653.

4 RMS., 1st floor, exclusive section, private entrance, refrigeration. Dial 7663.

COMPLETELY furnished 3-room apt., private entrance and bath. Phone 6023. 744 Maddriver St.

2 OR 3 ROOMS, completely furn., newly decorated, h. w. heat, lights, water and tele. furn. 2504 Hubert St., Phone 7642.

Business Places for Rent

FOR RENT—On and after October 10, 1106 Wickersham Ave., N. W., store room, approximately 900 ft. floor space. John A. Slug. Phone 5513. 312 74th St.

Real Estate For Sale

HOMES FOR SALE

FOR F. H. A. LOANS SEE DYKLE GREEN, GREEN RETAIL ESTATES, 424 AUDREY BLDG.

\$4,250.00 BUYS CLOSE-IN RECONDITIONED HOME—

This house has just been painted 2 coats on the outside, wallpapered and painted on the inside, 8 rooms, breakfast room, bath, furnace heat to each room, concrete basement, double garage, and all street assessments paid, \$450.00 down, the balance to be paid over a period of 10 years. This house is located at 1010 W. 17th Street, on bus line, convenient to school, church and store. Dial us for further information.

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LOTS FOR SALE

TWO BUILDING LOTS—50x200 feet each. Just off Polo Road. See Mrs. Martha Drewman, Route 2, Polo Road. Phone 3352.

SIX-GRAVE PLOT—In section 13 of beautiful Lakewood Memorial Park. An excellent opportunity to buy a lot in one of the first sections opened. Reasonable price. Phone 8312.

BUILDING LOTS—Nice. Fifty feet from pavement. One block of Ardmore School.

World-Famous Traveler Now Seldom Leaves Home

**Mutton Quad Says
His Work Has Been
Assumed by Quadder**

Mutton Quad, who at one time traveled more extensively than any other matrix in his Linotype machine, now just sits at home in his channel and reminisces about the "good old days" before they put him in a new Blue Streak Master Model with Self-Quadder.

He still makes a trip once in a while, but it is seldom indeed compared with his constant journeying of pre-Quadder days.

"Boy, how they used to keep me on the go for centering work," he says. "I'd tear down the chute, past the star wheel and into the assembler elevator. There I usually had quite a wait while the operator moved us around by hand. There had to be just the same number of us quads on each side of the elevator, and of course no operator could guess just how many there would be room for . . . he had to count us and move us around by hand after he got us in the elevator."

No More Delays

"The assembler elevator was the only real unnecessary delay in our whole trip," continued Mutton Quad. "After that we hurried right on down to the tropics and made a short pause for our real work, the casting. Then we took a quick flight up to the distributor and back home again, where we got in line to await our turns for the next call."

Explains New Way

Mutton Quad then went on to explain why his services are now rarely required. "Instead of using us quads to hold letter matrices in the center or on one end like he used to, the operator now lets the Linotype Self-Quadder do it all automatically."

"He just sets a little lever to 'Right-Hand Quad,' 'Left-Hand Quad,' or 'Center.' Then he assembles his letter matrices and sends them through. Soft, I calls it."

Mutton Quad went on to explain that they don't even use him for Fixed Indentations any more, as the Linotype Self-Quadder on his machine also does that automatically.

Public Applauds Work Of New SPCRE Group

Another alphabetical combination has been brought into being by a large group of kind-hearted newspaper editors, who have organized the Society for the Prevention of Cruelty to Readers' Eyes. Charter Members consist of those papers which are set in one of Linotype's Legibility Faces.

These faces are designed to make newspaper reading as easy and comfortable as possible, and to reduce to a minimum the resulting wear and tear on the reader's eye.

Problem Solved By Party Leader

**Crisis Quickly Averted
By Prompt Action
Of the Administration**

WASHINGTON, D.C.—As further developments in the new economic program are disclosed by administration spokesmen, it becomes more apparent that were it not for the great adaptability of the Model 32 Linotype, relations between composing-rooms and business offices of the nation's newspapers would be greatly strained.

It has been an open secret for some time that composing-rooms have resented the growing practice of retail stores, who insist on buying large newspaper space and filling it up with prices of articles for sale. This condition is especially true in the department store and bargain store field.

Cause of Breach

Newspaper business offices have been urging merchants to buy these large space advertisements by emphasizing circulation figures and buying power of readers. While composing-room employees have conceded that advertising is useful in times of economic stress, the real bone of contention lies in the type of copy submitted by the advertisers. The last minute rushes of copy, calling for all kinds of type sizes and numerous figures, has practically ruined the day—in fact several days—for many a composing-room.

Administration spokesmen, however, have reassured the public that further trouble can be minimized, as leaders of both factions have unanimously agreed that the Model 32 Linotype is the one solution of this vital problem which has been more aggravating than the order of succession to the title of Public Enemy No. 1.

No Bargain Parachutes for Him

Oscar Lisher, famous parachute jumper, in a speech before the State Newspaper Mechanical Conference, said that he never shopped around for a bargain parachute. He explained that while he sometimes hunted for bargains in shirts or socks, he always insisted on the best available in parachutes. "When it's something your life depends upon, you can't afford to take chances on something they tell you is just as good," said Lisher.

Edmund J. Burten, mechanical superintendent who followed Lisher on the program, said that he felt the same way about buying parts for a Linotype. He pointed out that the life of his machines depended a lot on the replacement parts used. "Because of the precision construction of a Linotype," said he, "every part must be made with a consideration of its fellow parts. A piece that is a thousandth too large or too small, or a bit too hard or too soft, may do irreparable damage to adjacent parts . . . and cause an expense many times the possible cost saving of buying a cheap part. For that reason," he continued, "I always insist that nothing

Executive Tells His Side of the Mutt Quad Story

**Boss Says He's Sorry
They Couldn't Afford
To Keep Him Working**

"It's too bad that we can't give more work to Mutt Quad," said composing-room foreman Elwood C. Efficient when questioned today about the case.

"Mr. Quad did a good job in his day," continued Mr. Efficient, "but he wasted too much time on every trip. We just couldn't afford to keep him traveling for us."

"It wasn't so much his own time that concerned us, but the excessive amount of the operator's time which was consumed when he was traveling. With a Linotype Self-Quadder on the job, we find that the operator can often set a second line in the time he used to spend fiddling with Mutt and the other Quads. You can see how that will almost double production on some kinds of work."

He pointed out that Mutt's brother, Three-to-an-Em Quad, would now see more service than ever . . . as he can take the place of spacebands when the Self-Quadder is in action.

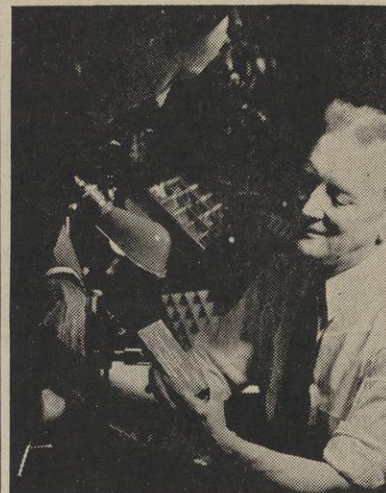
Gives Modern Version To Old Bedtime Story

"This little pig brings them to market," laughed grocer Ed Tobaine as he leaned over and lifted a pig of Linotype metal, when visiting the Modern Newspaper plant yesterday.

Mr. Tobaine explained the gag by saying that when converted into Linotype slugs and made up into ads, the "pigs" certainly brought a lot of shoppers to his store.

"And have you noticed that you get your proofs on time every week since we installed those Blue Streak Master Models?" remarked John C. Blitz, advertising manager, who was showing him through the composing-room.

Reason for Retirement



**Operator Explains Why Quads
Now Get Very Little Action**

Boys Play Prank, Boss Gets Idea

**Publisher Made Happy
Over Demonstration
In Dramatic Fashion**

PRESSVILLE—Everybody here agrees that P. J. Palmer is one of the best publishers that ever set foot inside a newspaper office. But P. J. gets so engrossed over the editorial and advertising developments that he sometimes forgets about mechanical things.

The boys in his composing-room realized that some of their equipment was becoming obsolete. They knew it was costing the company money, too, and they wondered how to put the idea across to the big boss. Here's what they did:

They went out and dug up a junker car, vintage of 1922. Some one painted "Taxi" on it in big, yellow letters. After considerable repair work, they got the old bus so it would puff down the street in pretty fair fashion.

One afternoon, at about the time "P. J." always left the office, they parked the old relic right at the front door. Jim Frank borrowed a cab driver's cap and tipped all the other taxi men in the neighborhood to disappear.

When Mr. Palmer walked out, he glanced around for a decent taxi. "Cab, sir?" inquired Jim, whom "P. J." didn't recognize in the disguise.

"Do you think I'd ride in an old thing like that?" asked the big boss.

"It ain't so old," was the reply. "You've got several Linotypes in there that are lots older."

"Yes, but they're running right along, setting type every day."

"Well, this machine still runs pretty good, too. It will take you where you're goin'."

"But one of the new cabs will get me there so much quicker," explained Mr. Palmer.

"So would Blue Streak Linotypes. You know, plants that have bought them report that they've speeded up production as much as 40%," said the actor-operator.

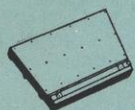
"P. J." began to get suspicious. "My man," he said, "you seem to

Master Model 31

(TWO-IN-ONE)

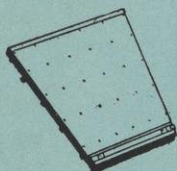
suggested equipment for
NEWSPAPER COMPOSITION

FOUR MAIN MAGAZINES



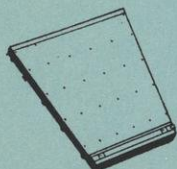
First Main Magazine (72-channel)
36 point Memphis Bold Condensed

HOW is one to 123



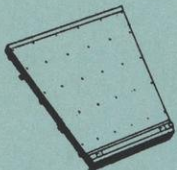
Second Main Magazine (90-channel)
24 point Memphis Bold Condensed with Medium Condensed

HOW is one to assess a 123
HOW is one to assess a 123



Third Main Magazine (90-channel)
12 point Memphis Bold with Italic

HOW is one to assess and eval 123
HOW is one to assess and eval 123



Fourth Main Magazine (90-channel)
7½ point Excelsior with Memphis Bold

HOW is one to assess and evaluate a type fa 123
HOW is one to assess and evaluate a type fa 123

ING NEW GAME EPING COUNTRY

Early Settlers Burned Homes To Get Nails

Redistribution a Relic
Of Old Colonial Days,
Says Efficiency Expert

Comparing type with nails, Bolder B. Pabst, efficiency expert, related some interesting historical facts to members of Production Boosters Club last night.

He told how, in early Colonial times, settlers who were moving from Virginia to Ohio, Kentucky and points west would frequently burn down their houses before starting on the trip.

"This was done so that they could recover the nails from the ashes and use them for building new houses in the wilderness," he said. "In those days nails were rare, valuable and hard to procure. They had to be used over and over again."

Similar to Printing

"At that time type, too, had to be redistributed and reused just like nails. While no buildings were burned in the process, it involved a waste of time almost as costly," explained Mr. Pabst.

He went on to explain how the redistribution of type was a necessary printing waste from the days of Gutenberg until 1886, when Mergenthaler perfected the Linotype.

"Composing machines are still the only method which eliminates manual distribution and they reach the peak of production efficiency in the Blue Streak Master Models," he said.

Warns Against "Ash-Hunting"

Pabst went on to point out that many of the modern printing plants of the present day would no more think of "throwing in" type from one job to get material for another than would a carpenter search around through ashes of a burned-down house to find nails for his next building job.

"It just isn't necessary," he said, "because of the surprising flexibility of the Blue Streak Linotypes. Especially versatile are the 2-in-1 models which carry both 72-channel magazines for display and 90-channel magazines for text. These are in the main bank and can be arranged to achieve the utmost efficiency."

'Makes Fewer Mistakes,' Comments Bowler's Boss

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'Take a Magazine'

Being Widely Played

By Operators, Executives

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If any one finds a combination which requires more than three turns, he is awarded a prize. However, no one has ever won a prize as yet, because all Master Model Linotypes have the famous One-Turn Shift.

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You choose number two main magazine, then you choose number three main magazine. Turns required: One.

You choose number four main magazine, then you choose number two main magazine. Turns required: Two.

If You Want to Gamble

Of course, if you want to bet, the best suckers are those who have been operating any machine except a Blue Streak Linotype. Many of them think that a shift can't be made with LESS than three turns. They frequently find it hard to believe that one turn will make a shift.

Operators point out that, to make the game really exciting, you should play it at the keyboard of a Blue Streak Linotype. There you get the added thrill of experiencing that EFFORTLESS action of the One-Turn Shift.

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He said that the dominant strength of the Linotype organization is a great asset when publishers think in

World-Famous Traveler Now Seldom Leaves Home

Mutton Quad Says
His Work Has Been
Assumed by Quadder

Mutton Quad, who at one time traveled more extensively than any other matrix in his Linotype machine, now just sits at home in his channel and reminisces about the "good old days" before they put him in a new Blue Streak Master Model with Self-Quadder.

He still makes a trip once in a while, but it is seldom indeed compared with his constant journeying of pre-Quadder days.

"Boy, how they used to keep me on the go for centering work," he says. "I'd tear down the chute, past the star wheel and into the assembler elevator. There I usually had quite a wait while the operator moved us around by hand. There had to be just the same number of us quads on each side of the elevator, and of course no operator could guess just how many there would be room for . . . he had to count us and move us around by hand after he got us in the elevator."

No More Delays

"The assembler elevator was the only real unnecessary delay in our whole trip," continued Mutton Quad. "After that we hurried right on down to the tropics and made a short pause for our real work, the casting. Then we took a quick flight up to the distributor and back home again, where we got in line to await our turns for the next call."

Explains New Way

Mutton Quad then went on to explain why his services are now rarely required. "Instead of using us quads to hold letter matrices in the center or on one end like he used to, the operator now lets the Linotype Self-Quadder do it all automatically."

"He just sets a little lever to 'Right-Hand Quad,' 'Left-Hand Quad,' or 'Center.' Then he assembles his letter matrices and sends them through. Soft, I call it."

Mutton Quad went on to explain that they don't even use him for Fixed Intentions any more, as the Linotype Self-Quadder on his machine also does that automatically.

Public Applauds Work Of New SPCRE Group

Another alphabetical combination has been brought into being by a large group of kind-hearted newspaper editors, who have organized the Society for the Prevention of Cruelty to Readers' Eyes. Charter Members consist of those papers which are set in one of Linotype's Legibility Faces.

These faces are designed to make newspaper reading as easy and comfortable as possible, and to reduce to a minimum the resulting wear and tear on the reader's eyes.

Problem Solved By Party Leader

Crisis Quickly Averted
By Prompt Action
Of the Administration

WASHINGTON, D.C.—As further developments in the new economic program are disclosed by administration spokesmen, it becomes more apparent that were it not for the great adaptability of the Model 32 Linotype, relations between composing-rooms and business offices of the nation's newspapers would be greatly strained.

It has been an open secret for some time that composing-rooms have resented the growing practice of retail stores, who insist on buying large newspaper space and filling it up with prices of articles for sale. This condition is especially true in the department store and bargain store field.

Cause of Breach

Newspaper business offices have been urging merchants to buy these large space advertisements by emphasizing circulation figures and buying power of readers. While composing-room employees have conceded that advertising is useful in times of economic stress, the real bone of contention lies in the type of copy submitted by the advertisers. The last minute rushes of copy, calling for all kinds of type sizes and numerous figures, has practically ruined the day—for many a composing-room.

Administration spokesmen, however, have reassured the public that further trouble can be minimized, as leaders of both factions have unanimously agreed that the Model 32 Linotype is the one solution of this vital problem which has been more aggravating than the order of succession to the title of Public Enemy No. 1.

No Bargain Para

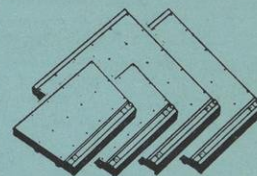
Oscar Lisher, famous parachute j State Newspaper Mechanical Co shopped around for a bargain para he sometimes hunted for bargains insisted on the best available in pa your life depends upon, you can't a thing they tell you is just as good."

Edmund J. Burten, mechanical Lisher on the program, said that buying parts for a Linotype. He p machines depended a lot on the rep of the precision construction of a l must be made with a consideration that is a thousandth too large or to soft, may do irreparable damage t an expense many times the possibl part. For that reason," he continue

Master Model 32 (TWO-IN-ONE)

suggested equipment for
NEWSPAPER COMPOSITION

FOUR MAIN MAGAZINES



First Main Magazine (72-channel)
30 point Bodoni Bold Condensed

HOW is one to as 123

Second Main Magazine (72-channel)
24 point Bodoni Bold with Italic

HOW is one to a 123
HOW is one to a 123

Third Main Magazine (90-channel)
12 point Bodoni Bold with Italic

HOW is one to assess and evalua 123
HOW is one to assess and evalua 123

Fourth Main Magazine (90-channel)
7 point Paragon with Bold

HOW is one to assess and evaluate a type fac 123
HOW is one to assess and evaluate a type fac 123

TWO AUXILIARY MAGAZINES



First Auxiliary Magazine (34-channel)
42 point Bodoni Bold caps and figures

HOW IS 123

Second Auxiliary Magazine (34-channel)
36 point Bodoni Bold caps and figures

HOW IS 0 123

Monte Carlo Croupier Excited Over Game

"It is the only game I know of in which every player can win," exclaimed Chip Scooper, veteran of the gambling tables, when told of the new game, "Take a Magazine."

Scooper went on to explain that the point of the game could be easily applied to every-day work and made profitable to publishers, printers and operators alike.

"The time saved in making less turns is bound to boost production," he explained, "and that's what executives look for these days."

"And how much easier for the operator to make one turn instead of many!"

Readers Like Eye Appeal

Legibility Quintuplets Win Popularity Contests With Looks, Personality

The most popular girls in the newspaper world today are the Linotype Legibility sisters. Everywhere they go they win the applause of huge audiences. Every one who sees them comments on their nice faces.

The real reason for their popularity is their "eye appeal" for readers. It seems that when a reader's optics once light on the shapely curves of a Legibility, they just can't resist going back to the newspaper where they saw her.

While the Legibility girls are smart in appearance, it's their friendliness that's really responsible for their sensational success. They say "come back and see me sometime" in a way that just naturally calls for a daily rendezvous.

The names of the Linotype Legibility sisters are: Excelsior, Ionic, Paragon, Opticon and Textype. While they are quite alike in optical qualities, they vary a little in weight . . . and thus every publisher has an opportunity to choose the one which best suits his individual tastes and requirements.

Probably the most ardent admirers of the Legibility Group are the opticians in various communities who immediately sense the good influence which they have on eyes-about-town.

ORATION A WEED

says most so-called decoration used in advertising is a kind of weed, taking up valuable room and yielding neither fruit nor flower.

This nationally-known designer would have the good looks of a de-

THRILLING NEW GAME IS SWEEPING COUNTRY



An operator and his boss playing "Take a Magazine." The boss realizes time-saving element, smiles broadly.

Operator Gets Perfect Score

Sudden Improvement On Bowling Alleys Reaches Spectacular End

Elmer C. Patterson, Linotype operator at the Daily Cry, rolled a perfect score on the Maple Pin Alleys last night. The three-hundred pin accomplishment occurred during a match between the "Ad Alley Gang" and the "Editorial Eggs," both teams of the newspaper's bowling league.

The really surprising thing about this feat is that only two months ago Patterson was ranked as a class "B" bowler. Suddenly he started getting more strikes than C. Hubbell. His average jumped like a jack-rabbit, only it always went up. In no time at all, he was a class "A" roller and feared by the best sphere swingers in town.

Secret of Success

Alley fans couldn't figure out this sudden skyrocketing of his scores. He was hooking the ball about the same as usual, but it always seemed to head for the pocket like a homing pigeon for its roost.

Last night, after he put a cross in all ten frames, the folks gathered around to extend congratulations and try finding out what caused the change.

"I couldn't figure it out myself," explained Elmer, "then it dawned on me that my scores started improving the day they put me on that Blue Streak Linotype. It has that new Optic-Aid Front and there aren't any whirling parts in front of my eyes. I noticed right away that I didn't have so many headaches and that my eyes weren't so tired when

Early Settlers Burned Homes To Get Nails

Redistribution a Relic Of Old Colonial Days, Says Efficiency Expert

Comparing type with nails, Bolder B. Pabst, efficiency expert, related some interesting historical facts to members of Production Boosters Club last night.

He told how, in early Colonial times, settlers who were moving from Virginia to Ohio, Kentucky and points west would frequently burn down their houses before starting on the trip.

"This was done so that they could recover the nails from the ashes and use them for building new houses in the wilderness," he said. "In those days nails were rare, valuable and hard to procure. They had to be used over and over again."

Similar to Printing

"At that time type, too, had to be redistributed and reused just like nails. While no buildings were burned in the process, it involved a waste of time almost as costly," explained Mr. Pabst.

He went on to explain how the redistribution of type was a necessary printing waste from the days of Gutenberg until 1886, when Mergenthaler perfected the Linotype.

"Composing machines are still the only method which eliminates manual distribution and they reach the peak of production efficiency in the Blue Streak Master Models," he said.

Warns Against "Ash-Hunting"

Pabst went on to point out that many of the modern printing plants of the present day would no more think of "throwing in" type from one job to get material for another than would a carpenter search around through ashes of a burned-down house to find nails for his next building job.

"It just isn't necessary," he said, "because of the surprising flexibility of the Blue Streak Linotypes. Especially versatile are the 2-in-1 models which carry both 72-channel magazines for display and 90-channel magazines for text. These are in the main bank and can be arranged to achieve the utmost efficiency."

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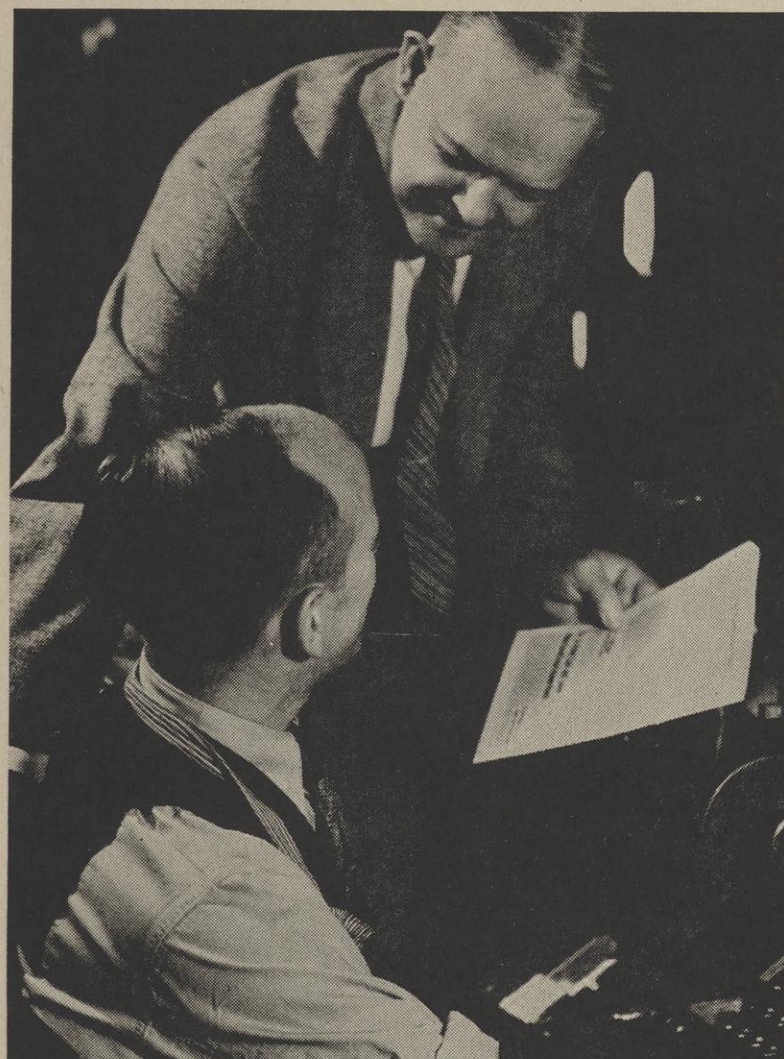
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THE MODERN NEWSPAPER

VOL. 1, NO. 1

PROGRESSIVE CITY, ANY DAY THIS YEAR

SINGLE COPY 5 CENTS



Director Memphis Boald congratulates Dr. A. Lino Operator upon his obstetrical work in delivering many additional slug-children. *Story on Page 25*

TODAY'S HEADLINES

Fascinating new game called "Take a Magazine" is sweeping the composing-room world. May become more popular than bridge. *Story on Page 23*

World-famous traveler, Mutton Quad, sits idly at home in Linotype channel. Duties being ably assumed by Automatic Self-Quadder. *Story on Page 22*

TODAY'S EDITORIAL

Today the Modern Newspaper makes its appearance, and it appears with the good-will and best wishes of thousands of people in the community it

Divorcée Admits Trip to Reno Was an Error

Former Screen and Stage Star Finds It Was Not Husband Who Caused Headaches

"Oh why did I ever leave him?" moaned the former Mrs. Addison B. Serif, ex-Follies girl and one-time cinema actress. "It was not Addy's fault at all," she explained as she looked wistfully into space while being interviewed by reporters today.

"I was just cross and irritable, that's all," she admitted. "I was always nervous and having headaches. I thought it was Addy being around that caused them. And now that I've lost him, now that it's too late—I've found the real reason."

Blames Newspaper

When asked the real cause of her headaches, Mrs. Serif said that she placed the blame wholly upon the newspaper she had been reading.

"I am confident that was the reason," insisted the sad divorcée, "because I continued to have headaches after Addy and I had separated, but now that I've switched to a paper set in one of those Linotype Legibility faces with the result that it is much

"Was All a Mistake"



Former wife of Addison B. Serif who now says she really regrets divorce.

New Master Models Eat Up Food Ads

Model Thirty-Two Is a Positive Glutton On Grocery-Store Copy

Brave Editor Faces Guns of Ex-Jail Bird

Life Endangered by Gunman After Error Is Made in Newspaper

MININGTOWN—Horace K. Libel calmly faced a desperate gunman here today in his own offices. Mr. Libel is Editor of the Wild West Daily, an important newspaper in these parts.

As he was sitting at his desk, a tough guy with a drooping mustache, ten-gallon hat and two pistols stomped in the front door and demanded: "Who is running the blankety-blank newspaper?"

"I am," replied the diminutive editor in a nonchalant manner.

"Well then," said the visitor, "maybe you're the guy what wrote that article sayin' William H. Mudge is an ex-jailbird, a counterfeiter, blackmailer, gunman, kidnapper and desperado, eh?"

The little editor took a long draw on his pipe and said, "Sure, I'm the fellow—what about it?"

"Well just this," said the man of shady reputation, "I'll have you know that I am William K. Mudge and not William H. Mudge and by gar, if you have got anything further to say about me, you'd better get my name straight next time you want to

Director of Composing-Room Enthusiastic Over Increased Birth Rate in His Realm

New Partnership Works Perfectly

Flush-Left Headings And Self-Quadder Are Like Ham and Eggs

COMPOVILLE—"We have never seen such perfect teamwork," was the reaction of Ely C. Simms, composing-room foreman of the Daily Newspaper which has recently adopted the flush-left style of heading for its news columns and also installed a new Blue Streak Linotype with Self-Quadder.

"The combination saves us time from start to finish," he explained. "First the heading style saves just gobs of time for the boys in the editorial department. No longer do they have to sit around hunting synonyms that will give an exact character count. These headings are flexible enough that they can say what they mean and use natural words to do it. "And on this new Blue Streak Linotype we set those heads in no time at all."

The most difficult composition be-

Claims Name Is Inadequate

WASHINGTON — Testifying before a Senatorial investigating committee here today, Gus C. Jackson said that the 2-in-1 Master Model Linotypes were not properly named. "They should be called 13-in-1," said Jackson.

"I can readily understand how the name originated," he testified. "It is because one really has a display machine and a text machine both in a single Linotype. But now with the Channel Chooser, it is a simple mechanical operation to convert any one of these models into what is really thirteen different machines."

Mr. Jackson, who is foreman of an important daily newspaper, went on to explain how the 2-in-1 Master Models carry both 72-channel magazines for display and 90-channel magazines for text matter. He pointed out how either the Model 31 or the 32 could be equipped with four of the 72-channel magazines or with any one of eleven combinations of the two types of magazines.

"The beauty of these Linotypes," he said, "is that they can be changed at any time to meet different requirements. For instance, when we bought this machine, we thought that one display magazine and three text magazines would just fill our needs. Later we discovered that two text magazines and two display magazines would give us more efficiency. One of our machinists made the change in a few minutes. With a machine which had to be built to order at the factory, this would have been impossible and we would still be operating with the less efficient combination."

"Some flexibility," said one of the Senators who had listened to the testimony.

Is Happy Over Lost Flicker

"I never realized how annoying that flicker was till you took it away."

Such has been the comment of every operator who has spent even a few minutes at the keyboard of one of the new Blue Streak Linotypes with the Optic-Aid Front.

To the average operator, the whirling of belts and pulleys, and the movement of the reeds has become

His Demand for More Slug-Children Given Hearty Response by Master Model Maters

Composing-room Director Bodoni B. Memphis Boald was all smiles today. He had just read the birth rate on slugs in his realm. It showed a very substantial increase. "The results even exceeded my expectations," he told the Minister of Machinery, who is said to have suggested the measures recently taken in this matter and now stands ace high with Bodoni as the result.

In Serious Situation

A short time ago the Director was confronted by the serious problem of an inadequate supply of slug-children when press time arrived. What was he to do? There must be a production increase. Every one knew that. But how to accomplish it?

Many suggestions were offered by his technical advisers, but all were frowned upon because they entailed enormous budget increases. At last Machinery Minister Caslon came forth with a real solution: "Boss," he said, "I've just seen those new Linotype Master Models. And are they prolific! They turn out slugs like nobody's business."

Order Given

"I think you've got something there," enthused the chief, who can always see a good investment if it will keep operating costs down. "I'll issue an order at once. Send for our Mergenthaler man!"

The resulting order and its sweeping effect over the entire department is now a matter of history. "We shall not fail you," said the Master Maters as they went into action.

Congratulates Dr. Op.

Today, in a burst of enthusiasm over the figures just announced, the Director publicly congratulated obstetrician Dr. A. Lino Operator upon his good work. "You and your professional brothers deserve the hearty congratulations of every white-shirt in the office," said Memphis Boald.

Tobacco Plant Gets Results From Want Ad

"Wanted—Twenty girls to strip. Address Box 223," read a classified advertisement recently used by a local tobacco plant. Yesterday the manager of the company reported that the results were very satisfactory. While some of the applicants had no experience with tobacco

FOUR MAIN MAGAZINES

First Main Magazine (72-channel)
34 point Erbar Medium Condensed lower case in lower case channels

how is one to asse
how is one to e

and 42 point Erbar Medium Condensed lower case in cap channels

how is one to assess a
how is one to asse

Second Main Magazine (90-channel)
28 point Erbar Medium Condensed lower case in lower case channels

how is one to assess a
how is one to asse

and 24 point Metromedium No. 2 with Italic lower case in cap channels

how is one to asse
how is one to asse

Master Model 32

(TWO-IN-ONE)

suggested equipment for
NEWSPAPER
COMPOSITION

Third Main Magazine (90-channel)
14 point Metromedium No. 2 with Italic

HOW is one to assess a 123
HOW is one to assess a 123

Fourth Main Magazine (90-channel)
7 point Opticon with Bold Face No. 2

HOW is one to assess and evaluate 123
HOW is one to assess and evaluate 123

FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
42 point Erbar Medium Condensed caps and figures

HOW IS O 123
HOW IS ONE 123

Second Auxiliary Magazine (34-channel)
34 point Erbar Medium Condensed caps and figures

HOW IS ONE 123
HOW IS ONE TO A 123

Third Auxiliary Magazine (34-channel)
28 point Erbar Medium Condensed caps and figures

HOW IS ONE TO A 123
HOW IS ON 123

Fourth Auxiliary Magazine (34-channel)
24 point Metromedium No. 2 with Italic caps and figures

HOW IS ON 123
HOW IS ON 123

MODERN FOOD STORES

STORE HOURS:

MONDAY TO THURSDAY . . . 8 A.M. TO 6 P.M.

FRIDAY AND SATURDAY . . . 8 A.M. TO 9 P.M.

Prices which pamper modest budgets are always in evidence at Modern Stores . . . but never at the sacrifice of quality. That's why thrifty folks who know real value make these stores their food headquarters.

Fresh Killed
NORTHWESTERN

YOUNG TURKEY

Selected young birds specially fattened for Modern Stores. Every one tender. Freshly dressed, ready for roaster.

PER LB.

34^C

FRUITS AND VEGETABLES

Specials for Saturday

GRAPEFRUIT *Extra Large Thin Skinned* 3 for 19^C

FLORIDA ORANGES *Juicy Dozen* 35^C

FANCY APPLES *Fancy Table* 7 lbs. for 35^C

L.I. POTATOES *New U. S. No. 1* 5 lbs. 13^C

GREEN BEANS *Stringless Tender* . . per lb. 5^C

FRESH SPINACH *Clean Garden* 3 lbs. 9^C

FLORIDA CABBAGE *New Green lb.* 3^C

TEXAS CARROTS *New Tender* 3 lbs. 9^C

Best Grade
SUGAR CURED

SMOKED HAMS

Specially smoked and sugar cured to give them that smooth, rich flavor. Guaranteed mild and tender.

PER LB.

21^C

FRYING CHICKENS LB. **27^C**

L. I. DUCKS *Extra Fancy Per Pound* 18^C | CAPONS *Fresh Killed—Fancy Per Pound* 27^C

TOP ROUND ROAST LB. **28^C**

LOIN CHOPS *VEAL lb.* 34^C | BACON *SLICED . . . Per lb.* 17^C

Canned Goods Specials

APPLES *GRADE A per can* 5^C

BEETS *GARDEN 2 cans* 17^C

BEANS *Stringless per can* 6^C

CORN 3 large cans 25^C

PEARS *DELICIOUS per can* 16^C

JUICE *TOMATO 3 cans* 21^C

TUNA *ATLANTIC per can* 12^C

BUTTER *FRESH per lb.* 33^C

SUGAR *PURE CANE 5 lbs. (bulk)* 24^C

EGGS *FRESH, LARGE Grade "A" doz.* 29^C

COFFEE *BEST per lb.* 19^C

MILK *EVAPORATED* 10^C

Cereals . . . Specials!

OATMEAL *Per Pkg.* 13^C

THRIFTY *Per Pkg.* 9^C

WHEATS *Per Pkg.* 10^C

Fish Specials!

OYSTERS *Per Doz.* 15^C

CLAMS *Per Doz.* 16^C

HALIBUT *Per Lb.* 19^C

Master Model 32

suggested equipment for

FOOD STORE COMPOSITION

Straight Slugs . . . No Cutting-In

FOUR MAIN MAGAZINES

First Main Magazine (90-channel)
6 point Cheltenham Bold with Italic

HOW is one to assess and evaluate a type face in te 123
HOW is one to assess and evaluate a type face in te 123

Second Main Magazine (90-channel)
8 point Cheltenham Bold with Italic

HOW is one to assess and evaluate a type 123
HOW is one to assess and evaluate a type 123

Third Main Magazine (90-channel)
10 point Cheltenham Bold with Italic

HOW is one to assess and evaluate 123
HOW is one to assess and evaluate 123

Fourth Main Magazine (90-channel)
12 point Cheltenham Bold with Italic

HOW is one to assess and eval 123
HOW is one to assess and eval 123

FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
18 point Pabst Extra Bold Condensed with 14 point Gothic No. 16 caps and figures

HOW IS ONE TO ASSE 123
HOW IS ONE TO ASSE 123

Second Auxiliary Magazine (34-channel)
24 point Pabst Extra Bold Condensed with Italic caps and figures

HOW IS ONE TO 123
HOW IS ONE TO 123

Third Auxiliary Magazine (34-channel)
30 point Pabst Extra Bold Condensed caps and figures

HOW IS ON 123

Fourth Auxiliary Magazine (34-channel)
48 point Pabst Extra Bold Condensed No. 1 caps and figures

HOW I 123

Week-End Food Values

Entry and Save!

make these stores their food headquarters. After you check these savings on finer foodstuffs, you'll want to lay in a supply of staples for future meals.

Modern Brand
Ground to Suit
POUND BAG

23^C

Fresh Creamery
Roll or Print
PER POUND

35^C

For Rich, Foamy Suds
Small Pkg. 9c
LARGE PACKAGE

21^C

Red Sphere Brand
of Ripe Tomatoes
LARGE BOTTLE

14^C

Pineapple Juice

Fresh Hawaiian Pack
Large No. 2½ can

3 cans 25c

PRESERVES 2 pound jar **27^C**

PAPER TOWELS 3 Rolls **25^C**

DOG FOOD Canine Brand 3 cans **11^C**

Paper Napkins pkg. **5c**

SUGAR Cane 5 lbs. **23c**

3 lb. Can **46^C**

Baldwin, lb. **3^C**

ringless, lb. **6^C**

Best Green Asparagus

Tender Tips
Special

2 lbs. 19c

LAMB CHOPS Cut from Loin **25^C**
Special, pound

SLICED BACON Fancy, Lean **19^C**
¼ lb. package

SMOKED HAM Whole or Half **25^C**

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Per Pound

TOP ROUND

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per can
CORN 3 large 25^C
cans
PEARS DELICIOUS 16^C
per can
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3 cans
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per can

BUTTER

SUGAR

EGGS

COFFEE

EVAPORATED MILK

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suggested equipment for
FOOD STORE COMPOSITION

Straight Slugs . . . No Cutting-In

FOUR MAIN MAGAZINES

First Main Magazine (72-channel)
24 point Metroblack No. 2 with Italic lower case in lower case channels

how is one to assess
how is one to assess

48 point Erbar Bold Condensed lower case in cap channels

how is one to a

Second Main Magazine (72-channel)
34 point Erbar Bold Condensed

HOW is one to a 123

Third Main Magazine (90-channel)
12 point Metromedium No. 2 with Italic

HOW is one to assess and evaluate 123
HOW is one to assess and evaluate 123

Fourth Main Magazine (90-channel)
10 point Metromedium No. 2 with Italic

HOW is one to assess and evaluate a type 123
HOW is one to assess and evaluate a type 123

FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
36 point Metroblack No. 2 caps and Gothic No. 41 figures

HOW IS 123

Second Auxiliary Magazine (34-channel)
60 point Erbar Bold Condensed caps and figures

HOW IS 123

Third Auxiliary Magazine (34-channel)
24 point Metroblack No. 2 with Italic caps and figures

HOW IS ONE 123
HOW IS ONE 123

Fourth Auxiliary Magazine (34 channel)
48 point Erbar Bold Condensed caps and figures

HOW IS 0 123

Note These Special Week-End Food Values

Stock Your Pantry and Save!

Prices which pamper modest budgets are always in evidence at Modern Stores . . . but never at the sacrifice of quality. That's why thrifty folks who know real value

make these stores their food headquarters. After you check these savings on finer foodstuffs, you'll want to lay in a supply of staples for future meals.

Grapefruit Juice

Mel Donte Brand
Large No. 2 Can

2 cans 19c

COFFEE
BUTTER
CHIPCO
CATSUP

Modern Brand
Ground to Suit
POUND BAG

23^C

Fresh Creamery
Roll or Print
PER POUND

35^C

For Rich, Foamy Suds
Small Pkg. 9c
LARGE PACKAGE

21^C

Red Sphere Brand
of Ripe Tomatoes
LARGE BOTTLE

14^C

Pineapple Juice

Fresh Hawaiian Pack
Large No. 2½ can

3 cans 25c

SOAP Naptha, Cake 4c

String Beans per can 6c

CRACKERS Crispy, pound pkg. 21^C

SALMON Pink, 16 oz. size 2 cans 23^C

MAYONNAISE 16 oz. jar 17^C

PRESERVES 2 pound jar 27^C

PAPER TOWELS 3 Rolls 25^C

DOG FOOD Canine Brand 3 cans 11^C

Paper Napkins pkg. 5c

SUGAR Cane 5 lbs. 23c

New Green Cucumbers

Fresh from
the Vine

4 for 10c

KRISCO 3 lb. Can 46^C
APPLES Baldwin, lb. 3^C
BEANS Stringless, lb. 6^C

Best Green Asparagus

Tender Tips
Special

2 lbs. 19c

RADISHES Garden Fresh Large Bunch, Special 2^C

NEW ONIONS 3 pounds for 10^C

SPINACH Garden Fresh 3 pounds 10^C

LAMB CHOPS Cut from Loin Special, pound 25^C

SLICED BACON Fancy, Lean ¼ lb. package 19^C

SMOKED HAM Whole or Half 25^C

TODAY'S BIG NEWS

Turn to
Page 24

GRACIOUSNESS

To those accustomed to truly gracious living, to those who have the taste to appreciate as well as the means to enjoy the superlatives of life, the Lombard offers a residence of pleasing perfection. Yet rates are surprisingly modest.

LOMBARD
FIFTH AVENUE • 49TH ST.

Before you set
another
advertisement

*you owe it to yourself
to read*

The Mysterious Memphis House

by A. Typographer

●A story that will put you in a frenzy of thrills, bewilderment and awesome delight. This tantalizing tale is another achievement in baffling mystery by the author of *Murder in the Composing-Room*.

PUBLIC INC.
82 Seventeenth Avenue
New York City

TUESDAY at the Memphis Shoppe

an interesting preview of the new

FALL FROCKS

The elegance of this glorious Autumn season is expressed in the expensive-looking simplicity of these new dresses. They are flattering, sophisticated, fashion-right, and withal very practical. The dresses in this showing will run the gamut from town to country . . . from office to private life. Their fineness is under-rated by the low price.

\$15

Paris Memphis Shoppe

CLEARANCE SALE TOPCOATS

Topcoats of this character are seldom priced below \$50. Included in the sale are those famous misty tweeds imported from Scotland and tailored with that perfection upon which Roger Brothers have established a reputation of 37 years. There is a wide selection of styles in a complete range of sizes, but not every style is available in every size.

\$35

ROGER BROTHERS
601 MAIN BOULEVARD

FUR SALE

Luxury is reflected in every detail of these gorgeous garments. Flawless pelts of favored furs have been molded to the silhouettes of approaching seasons by our furriers. Thrill at their magnificence, marvel at the lowered prices . . . \$250 to \$5,000

FURS INC.

Master Model 32

suggested equipment for
DISPLAY ADVERTISING

FOUR MAIN MAGAZINES

First Main Magazine (90-channel)
18 point Memphis Extra Bold Cond. with Memphis Medium Cond.

HOW is one to assess and eva 123
HOW is one to assess and eva 123

Second Main Magazine (90-Channel)
24 point Memphis Extra Bold Cond. with Memphis Medium Cond.

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Third Main Magazine (90-channel)
12 point Bookman with Italic and Small Caps

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Fourth Main Magazine (90-channel)
10 point Bookman with Italic and Small Caps

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FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
36 point Memphis Medium caps and figures

HOW IS 123

Second Auxiliary Magazine (34-channel)
30 point Memphis Extra Bold Condensed caps and figures

HOW IS ONE TO 123

Third Auxiliary Magazine (34-channel)
24 point Memphis Bold with Memphis Medium caps and figures

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Fourth Auxiliary Magazine (34-channel)
18 point Memphis Bold with Memphis Medium caps and figures

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It Pays to Look Well

Have your tonsorial needs
attended to at

The College Barber Shop

P. M. BROWNE, Prop.

RICHMOND GRILL

- For just a snack or for a complete
- five-course dinner, drop into the
- Richmond Grill. You will find fine
- food and prompt service enhanced
- by an atmosphere of colonial charm.
- Reservations by phone.

Dine and Dance in The Blue Room

Basketball

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17 MAIN STREET

TODAY'S BIG NEWS

Turn to
Page 24

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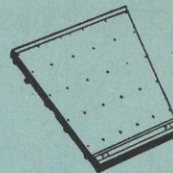
ROGER BROTHERS

601 MAIN BOULEVARD

Master Model 31

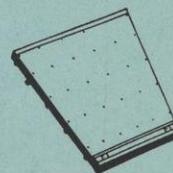
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COMMERCIAL COMPOSITION

FOUR MAIN MAGAZINES



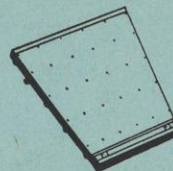
First Main Magazine (90-channel)
18 point Bodoni Bold with Italic

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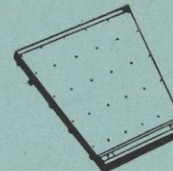
Second Main Magazine (90-channel)
14 point Bodoni Bold with Italic

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Third Main Magazine (90-channel)
12 point Bodoni Book with Italic and Small Caps

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HOW is one to assess and evaluate a 123



Fourth Main Magazine (90-channel)
10 point Bodoni Book with Italic and Small Caps

HOW is one to assess and evaluate a type 123
HOW is one to assess and evaluate a type 123



CAMPUS PHOTOGRAPHY . . .

By JOHN JOHNSON

Most of us have paid good money to witness football games and then, at regular intervals, found the view blocked by candid camera addicts taking action shots of the players. At the time we usually passed the matter off with a few unprintable expressions of profanity and gave it no further thought. It was just a necessary evil!

But last Fall, when the number of picture-takers began to exceed the total of players on gridiron and bench, it became apparent that a notable rise of interest had really taken place at Yulevard. Of course, to appreciate the true upswing in enthusiasm, one must harken back to the "good old days" . . . or were they so good?

Several years ago one occasionally met some one wandering about the college, carrying a camera around with him and lining seniors up against a wall to photograph them. He usually turned out to be some one aspiring for the exalted title of Photographic Editor of *The Yearbook*. Each year that publication seemed to be fortunate to get somebody who could take a half-way successful "firing squad" picture (victim photographed facing camera, hands clenched behind his back). Occasionally, a camera addict was to be found who,

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P. M. BROWNE, Prop.

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- Richmond Grill. You will find fine
- food and prompt service enhanced
- by an atmosphere of colonial charm.
- Reservations by phone.

Dine and Dance in The Blue Room

THE YEARBOOK



Hugo L. Hector
Coach



John Mackolstein
Captain

Freshman Basketball

COACH HUGO HECTOR's corps of fledgling courtmen pranced across the pinewood with enough skill last Fall to win six out of ten regularly scheduled basketball contests. The Scarlet freshmen totaled 342 points against 153 for the combined opposition. The three defeats were inflicted on enemy territory by 2-point margins, the Coach Hector babes conquering all challengers in their own playground.

Various combinations were used throughout the season, but Coach Hector finally hit upon a quintet in Mackolstein at right forward, Siegolski, left forward, Edwards at center, Freen, right guard, and Shellenberger at left guard. The star alternates were Thompson, Jacobsen, Moore and Mante.

The season opened with a 32 to 19 victory over the powerful Elmwood team, the baby basketballshooters displaying championship potentialities. Mercury H. S., however, downed all optimistic illusions when it nosed out a fighting Yulevard five, 24 to 22.

After this setback, the frosh team gathered speed as it went along and amassed ten successive vic-

tories. Following the Mercury brawl, Eden Institute put up a puny defense, and the first year men scampered away with a 49 to 12 win. Rothville H. S. was the

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Pressing, Cleaning
the Finest Quality

E CLEANERS

17 MAIN STREET

BRASS PIPE

MEMPHIS BRASS COMPANY

TEN RULES FOR INSTALLING BRASS PIPE

1. Cut the pipe with suitable cutters or with a hack-saw, and ream it, removing all burrs.
2. Use good sharp dies with teeth unbroken and suitable for the metal to be threaded.
3. When threading, keep the end of the pipe as near to the vise as is possible.
4. Cut full threads of standard gauge and size.
5. Cut the threads until the end of the pipe is flush with the rear of the die. Not more than two threads should show when pipe so threaded is screwed home in the fitting.
6. A lubricant, while not absolutely necessary, facilitates threading.
7. For the best appearance in the finished job, always use friction jaws in the vise and wrenches which may be required in the above operations. A stillson type or mar the pipe.
8. Use only good brass, or re standard pipe size threads thickness. *Do not use iron pipe jobs.*
9. An allowance for expansion for each ten feet of length cold water lines.
10. Even with careful threading lubrication with a suitable visible in order to insure

BRASS PIPE TO BRASS

Brass fittings should be used in brass the standpoint of appearance and all metals in contact with each other free position from electrolytic action. Brass threaded and of proper weight are available in standard sizes of brass pipe. On page 8 you making the composition used in app Memphis Brass Pipe and Memphis In standard fittings, the flat band is i

Select fittings of generous weight, with metal free from porosity, and with threads in proper alignment. Such fittings may be installed easily and economically.

Standard brass fittings (125 lbs. pressure) are obtainable in two patterns, commonly described as "flat band" and "round bead" types. Heavier fittings for 250 lbs. pressure are all of the flat band type and they are made in standard cast iron pattern. In standard fittings, the flat band is increasing in popularity, because more metal is provided at the point most strained when making up a joint; also the wide surface area permits a wrench "to take hold" more easily.

WRENCHES

Friction-type pipe wrenches are strongly recommended for use with brass pipe. Wrenches of this type *will not scratch or mar* the pipe surface. They grip the pipe around its entire circumference, thus any tendency to crush or distort the walls of the pipe is avoided. When unusual precaution is desirable on highly finished surfaces, a soft cloth may be wrapped around the pipe where the wrench is applied.

Friction wrenches of the strap type, having a fabric or

GIFTWARE OF DISTINCTION

The name Caslon on a piece of giftware lends a certain prestige which adds that extra thrill to the joy of being a recipient. Perhaps you have experienced it yourself; perhaps you have been around when some one else paused in the process of gift unwrapping and gave that special expression of satisfaction by exclaiming "and it's *real* Caslon!" Or maybe you've just heard about Caslon preeminence.

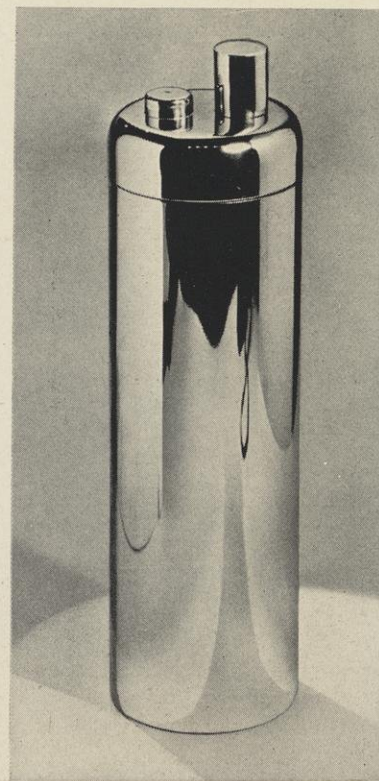
COCKTAIL SHAKER

No. 1143—with gold cap . . . \$10.00

No. 1144—with silver cap . . . 6.00

No. 1145—with chrome cap . . 3.00

A smart new shaker that derives its distinction from its absolute simplicity. The unique easy-pouring spout is integral with the cover, while the cover opening provides easy access for filling and cleaning. Chromium finish with either gold, silver or chrome spout cap. Inside is satin chromium. Capacity, 2 quarts.



Master Model 32

suggested equipment for

COMMERCIAL COMPOSITION

FOUR MAIN MAGAZINES

First Main Magazine (90-channel)
10 point Bookman with Italic and Small Caps

HOW is one to assess and evaluate a 123
HOW is one to assess and evaluate a 123

Second Main Magazine (90-channel)
8 point Bookman with Italic and Small Caps

HOW is one to assess and evaluate a type face 123
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Third Main Magazine (90-channel)
12 Point Garamond No. 3 with Italic and Small Caps

HOW is one to assess and evaluate a 123
HOW is one to assess and evaluate a 123

Fourth Main Magazine (90-channel)
10 point Garamond No. 3 with Italic and Small Caps

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FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
30 point Memphis Bold caps and figures

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Second Auxiliary Magazine (34-channel)
12 point Memphis Bold with Italic caps and figures

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Third Auxiliary Magazine (34-channel)
30 point Garamond Bold No. 3 caps and figures

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Fourth Auxiliary Magazine (34-channel)
18 point Garamond Bold No. 3 with Italic caps and figures

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concerning the policy of the Ford Motor Company, their Mr. W. J. Cameron said:

"In the last eight years (seven of which were deep depression years) Ford Motor Company scrapped about 46 per cent of its equipment. The actual value involved was \$175,000,000. And most of the objects scrapped were in excellent condition, measuring up to the standards by which, at that very time, the Ford Motor Company was ranked as being the most modern manufacturing plant in the world. A concern mainly intent on money could have kept that equipment in service for years to come. Many antiquated manufactories exist whose out-of-date machinery and methods are a heavy charge on the public year in and year out. The equipment scrapped by the Ford Motor Company was not worn out or broken, nor obsolete in the ordinary sense. The power plant, \$20,000,000 worth of which was scrapped, was as good as the day it was built—maybe better—but a more economical system of making power had arrived, and if the Company was to give to its product and to its customers and to its employees the benefit that comes only from using the most improved methods, there was just one thing to do. In the Ford Motor Company a thing is obsolete, no matter how good it is, the moment some-

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By Radiation

Workers of
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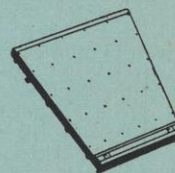
PERIODICALS

FOUR MAIN MAGAZINES



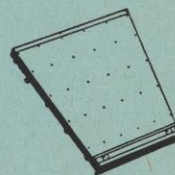
First Main Magazine (90-channel)
24 point Bodoni Bold Condensed with 18 point Bodoni Bold Italic

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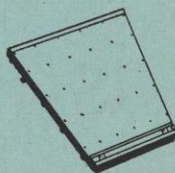
Second Main Magazine (90-channel)
10 point Bodoni Bold with Italic

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Third Main Magazine (90-channel)
11 point Scotch No. 2 with Italic and Small Caps

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Fourth Main Magazine (90-channel)
9 point Scotch No. 2 with Italic and Small Caps

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HOW is one to assess and evaluate a type face 123



Equipment Obsolescence in the Printing Plant of Today

By Harley J. Gustavus

"When is plant equipment obsolete?" That is a question which has been widely discussed by both manufacturers and printing concerns for a great many years. It will probably be argued pro-and-con as long as manufacturing concerns continue to exist upon the face of this discordant sphere.

When a faithful old machine is still running along, performing its duties in a fairly dependable fashion and producing with a speed and efficiency that was considered sensational only 15 to 20 years ago, one hesitates to consign it to the scrap heap. Perhaps it's sentiment. Perhaps mechanical men become attached to machines like old servants and hesitate to fire them, even though they realize that a younger man could serve them much better.

But can we afford to let sentiment enter into ma-

concerning the policy of the Ford Motor Company, their Mr. W. J. Cameron said:

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Tomatoes and Managers Grow By Radiation

Same Light Does Not Strike All Workers of
Business Organization Because Rays Must
Pass Through Different Managers

From "Shining Lines"

AT THE SMITHSONIAN INSTITUTION in Washington some of the funds of the Research Corporation are being used to support work on the relations of plant growth to radiation. Earth composition and sunlight are prime factors in the growth of plants. One of the numerous interesting Smithsonian experiments has to do with tomato plants.

A synthetic earth in the form of a liquid is placed in twenty-four separate pails. In each is placed a live tomato plant, of exactly the same character and condition of health.

Prisms are constructed which separate sunlight into twenty-four different elements. One of these elements alone is directed to each separate tomato plant.

Some of the plants grow rapidly. Some turn to one side. Some turn to another side. Some are shrivelled. Some are blackened. Some are utterly destroyed.

By process of elimination the rays helpful to plant growth are separated from the harmful ones and prisms are reconstructed which combine the helpful rays and turn them upon each plant, thus admitting of further experiment in changing the constituents of the synthetic earth in which the plants grow.

Gradually, as Dr. Elon H. Hooker, the noted chemical engineer, says, by a process of "fit and try" a form of sunlight and a soil constitution

of plant life to its highest efficiency and may, through greenhouses, be transferred to use.

How much like tomato plants are individual workers in a business organization. I have been thinking about our own. We who are in charge at headquarters are the ones who create the ideals and policies and practices of the company. In a sense we must be like the sun. The managers of the branch agencies and officers are like the prisms. Through them the ideals are communicated to their associates.

What happens in each branch and what happens in the territory served by each branch depends to a great degree upon the quality of the manhood of the prism called the manager. In the departments of the Brooklyn plant, foremen and other executives are also prisms. They diffuse the light of management in the form of orders and requests. The results they obtain depend upon the success with which they do their work in helping each employee to grow more useful to himself and the company.

Good management is always a creative thing. It helps things grow. It is an all-inclusive thing. A management that is good for a few and bad for many is an inefficient management. Successful management sees to it that the public, labor and capital, the three great partners in business, receive what belongs to them at the right time.

IS DURABILITY A VIRTUE?

*That they make Linotypes "too good" may be a dis
to printers and publishers as well as Mergenthaler*

We Begin to Wonder

*As the years roll by, we begin to wonder if
the Mergenthaler Linotype Company has
not actually penalized the printing and
publishing industry by making its machines
too durable, inadvertently encouraging use
of superannuated equipment.*

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If those old Linotype
falling to pieces, it wou
them. But, even thoug
several more years, tha
expense to you. They w
day you continue to use
Streak Linotype would

ABOUT ANTIQUE

A COMPARISON

by Henry A. Oldm

A Duncan Phyfe armchair changed owners
not long ago at the American Art Association-
Anderson Galleries, New York City, for a con-
sideration of \$3,050.

Many a practical-minded printer or pub-
lisher, considering that transaction, would say:

"I wouldn't trade my easy chair and footstool
for it. Antiques are nice for those who can af-
ford them, but no \$3,050 chairs for me."

Yet that same printer or publisher may be
paying even more
ing it.

Let's look into h
line casting machi
fifteen years ago.
improve them. T

Today's Blue S
new features, such
front, Self-quadder
play. Every one o
From plants that
letters telling us h
has been stepped
fifty per cent.

Yet operating c
as much as on the
or publisher may
antiques, without
composing-room I
Was a mighty effi
of course, we have
That's progress.

Linotypes have m
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THEATRE SHOWINGS

THIS WEEK'S NEW PLAYS

BY HUGO FARGO

EVALUATING TYPE

MOONGLOW THEATRE

Several seasons ago Enrique
Graphique came to the attention of
drama lovers in an impressive play
called *Typographic Sanity*. Theatre-
goers who loved the better things in
typography gave their hearty appro-
bation by packing the house at every
performance for one full year. When
it finally closed, there were many who
expressed deep regret and hoped they
would not have long to wait before
witnessing another performance by
Graphique.

The wait has been long, but not in

previous offering, *Pieces of Brass*, the
deficiency of lines is made up by the
superb acting of Graphique.

But, to return to the plot, these mat-
rices, eager for action, are waiting to
be released. When once free they rush
down into the assembler elevator and
soon show up at the mouthpiece of
the casting mechanism. A revolution-
ary element called the Self-Quadder
shows up at this point to give a very
pleasing touch to the whole thing.

Throughout the entire play, every
one seems to be fighting for time, but
this is all cleared up by installation of
a Master Model and all live happily
ever after.

THE URGE TO DO

ADALLEY THEATRE

This is a drama in which a truly
lousy bit of acting by Elmer Wiler
ruins the admirable philosophy of a
well-laid plot.

In *The Urge to Do*, its author, Key-
board Tickler, has attempted to bring

Master Model 32

suggested equipment for
PERIODICALS

FOUR MAIN MAGAZINES

First Main Magazine (90-channel)
12 point Granjon with Italic and Small Caps

HOW is one to assess and evaluate a 123
HOW is one to assess and evaluate a 123

Second Main Magazine (90-channel)
10 point Granjon with Italic and Small Caps

HOW is one to assess and evaluate a type fac 123
HOW is one to assess and evaluate a type fac 123

Third Main Magazine (90-channel)
8 point Texttype with Italic and Small Caps

HOW is one to assess and evaluate a type in 123
HOW is one to assess and evaluate a type in 123

Fourth Main Magazine (90-channel)
18 point Garamond No. 3 with Italic

HOW is one to assess and 123
HOW is one to assess and 123

FOUR AUXILIARY MAGAZINES

First Auxiliary Magazine (34-channel)
24 point Garamond Bold No. 3 with Italic caps and figures

HOW IS ONE T 123
HOW IS ONE T 123

Second Auxiliary Magazine (34-channel)
24 point Erbar Bold Cond. with Erbar Light Cond. caps and figures

HOW IS ONE TO ASSESS 123
HOW IS ONE TO ASSESS 123

Third Auxiliary Magazine (34-channel)
18 point Erbar Bold Cond. with Erbar Light Cond. caps and figures

HOW IS ONE TO ASSESS AND EV 123
HOW IS ONE TO ASSESS AND EV 123

Fourth Auxiliary Magazine (34-channel)
12 point Erbar Light Cond. with Erbar Bold Cond. caps and figures

HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123
HOW IS ONE TO ASSESS AND EVALUATE A TYPE 123





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