

Caslon Bold, No. 79

THE OPERATOR OF THE MONOTYPE KEYBOARD DOES NOT ACTUALLY SET TYPE OR PRINT LETTERS OR OTHER CHARACTERS. What he does is to strike keybuttons on the keyboard and thus make perforations in a long strip of paper in the form of a roll. This paper, called the "controller paper," being transferred to the type-caster, acts through the medium of the perforations and directs the type-caster in making certain characters and spaces to fill justified lines. The operator, knowing the point-size and set-size of the type to be cast and the width of the line, sets the em scale of the keyboard, and then proceeds to strike keybuttons representing the characters and spaces desired. As he strikes the keys, punches rise and make holes in \$1234567890
5 Point, 79J, 6½ Set—Monotype Machine Typesetting

AS THE KEYBOARD OPERATOR STRIKES KEY AFTER KEY A MECHANISM ON THE KEYBOARD ADDS THE WIDTH OF EACH CHARACTER UNTIL A BELL WARNS THE OPERATOR THAT THE LINE IS NEARLY FULL. The operator then glances at the justifying scale and elects to either finish the final word or divide it. He touches the special keys indicated on the justifying scale, which will automatically control the thickness of the spaces between the words required to completely fill the line. Then he starts another line, etc. All operations of the keyboard punches, the character-width adding mechanism, the justifying scale, etc., are automatic and the \$1234567890
6 Point, 79J, 7 Set—Monotype Machine Typesetting

THE TYPE-CASTER BEFORE IT CAN BEGIN TO OPERATE MUST BE EQUIPPED WITH THE PROPER POINT-SIZE MOLD, WEDGES TO FIX THE WIDTH OF EACH TYPE BODY AND A MATRIX CASE IN WHICH ARE PLACED THE MATRICES REPRESENTING VARIOUS LETTERS AND CHARACTERS DESIRED. Each matrix has a predetermined fixed position in the case, as indicated by the matrix-case layout. The controller paper is put in its place \$1234567890
7 Point, 79J, 8 Set—Monotype Machine Typesetting

THE CONTROLLER PAPER IS PUT IN PLACE IN THE TYPE-CASTING MACHINE AND THE MAKING OF TYPE AND SPACES FOR EACH LINE BEGINS. The holes in the controller paper now serve, with the aid of compressed air to bring the desired matrix over the opening in the mold and to fix the width of body of the character or space to be made. Hot metal is then forced into the mold \$1234567890
8 Point, 79J, 8½ Set—Monotype Machine Typesetting

THE TYPE HAVING BEEN CAST ANOTHER MATRIX GOES INTO POSITION AND ANOTHER CAST IS MADE, AND THE OPERATION IS CONTINUED AUTOMATICALLY UNTIL A FULL LINE OF WORDS AND SPACES HAS BEEN COMPLETED, WHEN THE LINE IS PUSHED ONTO THE GALLEY AND ANOTHER ONE STARTED. This goes on continuously at a rate up to 150 casts per minute depending upon the point-size of the type in use. It has been noted that the last thing which the operator does as \$1234567890
9 Point, 79J, 9 Set—Monotype Machine Typesetting

IN SETTING A LINE THE LAST THING THE OPERATOR DOES IS TO STRIKE THE KEYS WHICH WILL CONTROL THE SIZE OF THE SPACES BETWEEN WORDS REQUIRED TO JUSTIFY EACH LINE. Inasmuch as the size of the spaces in each and every line must necessarily be established in the type-caster before the line is started, the holes which were last punched at the keyboard will be the first used in the type-caster. \$1234567890
10 Point, 79J, 10½ Set—Monotype Machine Typesetting

CHARACTERS IN FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Æ

abcdefghijklmnopqrstuvwxyzæ ß

\$1234567890 .,:;!?

Standard C2 Arrangement for sizes up to and including 12 Point. Special Arrangement for 14 and 18 Point.

(Can be combined in Special Arrangement with Caslon Bold Italic for Monotype Machine Typesetting in sizes up to and including 12 Point.)

Machine Typesetting—3 to 12 Point, 82 Characters; 14 and 16 Point, 78 Characters

Long Descenders in 6, 8, 10 and 12 Point: g j p q y

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Æ

(Small Caps are available in 9, 10, 11 and 12 Point and can be combined in Special Arrangement with Caslon Bold and Caslon Bold Italic.)

THE SEPARATENESS OF KEYBOARDING AND TYPE-CASTING, WHICH IS A FEATURE OF MONOTYPE MACHINE TYPESETTING, LEAVES THE KEYBOARD OPERATOR FREE OF ANY CONNECTION WITH THE TYPE-CASTER, AND MAKES IT POSSIBLE TO DO EITHER THE KEYBOARDING OR THE TYPE-CASTING AT ANY TIME OR PLACE DESIRED, EACH OPERATION BEING APART FROM THE OTHER \$1234567890

11 Point, 79J, 11 Set—Monotype Machine Typesetting

EACH AND EVERY CHARACTER MADE ON THE MONOTYPE MACHINE IS CAST ON A SINGLE-TYPE BODY, THE CHARACTER THUS BEING THE UNIT. IN THIS RESPECT MONOTYPE CAST TYPE IS EXACTLY THE SAME AS FOUNDRY TYPE, AND THEREFORE FUNDAMENTALLY DIFFERENT FROM THE PRODUCT OF SLUG-CASTING MACHINES IN WHICH THE LINE IS THE UNIT. IT IS THE CASTING OF EACH LETTER ON \$1234567890

12 Point, 79J, 12 Set—Monotype Machine Typesetting

IT WAS IN 1885 WHEN APPLICATION WAS MADE FOR THE FIRST PATENT FOR A TYPESETTING MACHINE CONSISTING OF TWO SEPARATE UNITS, ONE A KEYBOARD AND THE OTHER A TYPE-MAKING MACHINE. PATENT FOR THIS INVENTION WAS GRANTED IN 1887. THE KEYBOARD EMBODIED AN \$1234567890

14 Point, 79J, 14 Set—Monotype Machine Typesetting

THE FIRST MONOTYPE DID NOT CAST ANY TYPES. WHAT IT DID WAS PRESS SINGLE TYPES OUT OF COLD METAL. THIS METAL WAS SUPPLIED IN A LONG \$1234567890

18 Point, 79J, 18 Set—Monotype Machine Typesetting

Caslon Bold, No. 79

THIS BOLD DESIGN IS A Most Substantial And effective display letter having its genesis in a desire for a bold letter to be used with Caslon types. While there is little similarity in character of design of Caslon Bold and Caslon Old Style, this bold is very effective when used in combination with the original roman when emphasis is

14 Point—For Hand Composition

A BOLD SERIES TO Be Used With Caslon types. It can be used in a wide range of work, and it is effective when used in the ad \$12345

18 Point—For Hand Composition

Fine Printers Are \$1357

42 Point—For Hand Composition

Largest Sizes Shown

48 Point—For Hand Composition

Use Caslon Bold

60 Point—For Hand Composition

Good For Ads

72 Point—For Hand Composition

CHARACTERS IN FONTS

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & Æ Æ
a b c d e f g h i j k l m n o p q r s t u v
w x y z fi fl ff ffi ffl æ œ ct st
\$ 1 2 3 4 5 6 7 8 9 0 £ . , - ' ; ! ?

Display—14 to 36 Point, 84 Characters; 42 and 48 Point, 77;
60 and 72 Point, 72 Characters

CAN BE PROPERLY
used in a wide \$67890

24 Point—For Hand Composition

SIMPLE DESIGN
a feature in Caslon

30 Point—For Hand Composition

FORCEFUL IN
news headlines

36 Point—For Hand Composition

Caslon Bold Italic, No. 791

THIS ITALIC SERIES
Has Characteristics Of its companion bold letter. It is sturdy, forceful and has had extensive use in display advertising forms and also for headings. Caslon Bold and Caslon Bold Italic had their origin in a desire for a display letter to be used with Caslon types. There is some similarity between an

14 Point - For Hand Composition

BETTER DESIGNS
Also More Readable printing are yours if you own a Monotype. New type and faster service adds \$12345

18 Point - For Hand Composition

CHARACTERS IN FONTS
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z & Æ Æ
a b c d e f g h i j k l m n o p q r s t u
v w x y z æ œ fi fl ff ffi ffl
\$ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

Casting for Hand Composition - 14 to 36 Point, 81 Characters; 42 to 72 Point, 77 Chars.

NEW PUMPS BEST
for the entire \$67890

24 Point - For Hand Composition

NINE INJURED
as taxicabs collide

30 Point - For Hand Composition

HEADLINES
for news items

36 Point - For Hand Composition

Furniture Sale \$3457

42 Point - For Hand Composition

Mansett Boulevard

48 Point - For Hand Composition

Olympic Sports

60 Point - For Hand Composition

Pacific Island

72 Point - For Hand Composition