THE OPERATOR OF THE 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 "con-
troller paper," after being transferred to the type-caster acts through
the medium of the perforations to direct the type-caster to make 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 the controller paper and then receive. These holes will later
control the selection of characters being made at the type-caster as well as
establish the width of the type-body on which each character is
$1234567890$

AS THE OPERATOR STRIKES KEY AFTER KEY A MECHANISM
On The Keyboard Adds The Width Of Character After Character
until a bell warns the operator that the line is nearly full. Then the
operator 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 width of
the spaces between the words required to completely $1234567890$
6 Point, 98JBK, 74 Set—Line Standard .003"—Machine Typsetting

USUALLY THE ROMAN AND ITALIC ARE DESIGNED TO HAVE THE SAME SET AND ARE COMBINED IN THE SAME KEYBOARD Arrangement For Machine Typsetting; Although It Sometimes happens, particularly in bold-face types, that the italic font may have a set different from the roman. Monotype type faces intended for machine typsetting are made as close-fitting as is consistent with good design and proper printing surface. This normal close-
fitting may in most cases be made even closer by reducing the set-
size of the face and thus reducing the width of the body on which
each character is cast. Likewise, Monotype faces may $1234567890$

IN MONOTYPE MACHINE TYPESetting EACH LETTER
Is Cast on Its Own Individual Body, the "Set" Width Of The
roman and the italic characters being established separately.
Usually the roman and italic are designed to have the same
set, and are combined in the same keyboard arrangement for
machine typsetting; although it sometimes $1234567890$
7 Point, 98JBK, 8 Set—Line Standard .070"—Machine Typsetting

THIS PAPER, CALLED the "CONTROLLER PAPER."
Being Transferred To The Type-caster Acts Through
The Medium Of The Perforations To Direct The Type-caster
to make 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 char-
acters and spaces desired. As he strikes the keys punches rise
and make holes in the controller paper and then $1234567890$
BEFORE THE TYPE-CASTER BEGINS OPERATIONS
It Is Equipped With The proper Point-size Mold, Wedges
to fix the width of each type body, and a matrix-case in
which are placed matrices representing different letters
of characteristic design. The controller paper $1234567890$

AS HE STRIKES THE KEYS, PUNCHES RISE AND
MAKE HOLES IN CONTROLLER PAPER AND RECEDE.
These Holes Will Later Control The Selection Of Characters
being made at the type-caster as well as establish the width
of the type-body on which each character is cast. As the
operator strikes key after key a mechanism on the keyboard
adds the width of character after character until a bell warns
the operator that the line is nearly full. Then $1234567890$

EVEN MATRIX HAS A PREDETERMINED FIXED
Position In The Case As Indicated By Matrix-case
layout. The controller paper is put in its place in the

EVERY MATRIX HAS A PREDETERMINED FIXED
Position In The Case As Indicated By Matrix-case
layout. The controller paper is put in its place in the

BECAUSE EACH CHARACTER IN THE

Monotype Matrix-case Is An Individual Unit Independent Of All Other Characters, it is thus possible to secure combinations of roman, italics, bold-face and special figures in wide variety to fit the individual $1234567890$

MANY TIMES IT IS DESIRED TO SET
Matter In Measures So Narrow That It
is impossible to avoid either wide spacing
between words or spacing in $1234567890$

EACH AND EVERY CHARACTER MADE ON
A 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
its own body, independent of others in $1234567890$

THE CONTROL PAPER IS PUT IN ITS
Place In The Type-caster And The Making Of
type and spaces for each line is begun. The holes
in the controller paper serve, with $1234567890$

USUALLY THE ROMAN AND ITALIC ARE
DESIGNED TO HAVE THE SAME SET, AND ARE
Combined In The Same Keyboard Arrangement for
machine typsetting; although it sometimes

IT HAS BEEN NOTED THAT THE LAST
Thing The Operator Does In Completing A
line is to strike the keys which control the size
of the spaces between words $1234567890$

11 Point, 98JBK, 11 Set—Line Standard .115"—Machine Typsetting

12 Point, 98JBK, 12 Set—Line Standard .125"—Machine Typsetting

PRINTED IN U.S.A.


PRINTED IN U.S.A.
Bookman Old Style, No. 98

HEMISTER, WHO WAS
The Originator of This Face,
used a modified antique as his
model and called his new series
“Oldstyle Antique.” When this
14 Point – Line Standard .1512" – For Hand Composition

USED ON GLOSSY OR
Antique Stock With An
almost equal attractiveness owing to its $12345
18 Point – Line Standard .1903" – For Hand Composition

DURING THE
Earliest Days It
enjoyed a $67890
24 Point – Line Standard .2663" – For Hand Composition

HAS BECOME
A Most Popular
Type for title use
36 Point – Line Standard .3908" – For Hand Composition

FURNITURE
Or Metal Base
material is cast
30 Point – Line Standard .3483" – For Hand Composition

IT IS USED
in a new line
42 Point, New Bookman, No. 398 – For Hand Composition

Monotype Bookman
Good Strip Rules
48 Point, New Bookman, No. 398 – For Hand Composition

The Giant Size
60 Point, New Bookman, No. 398 – For Hand Composition

72 Point, New Bookman, No. 398 – For Hand Composition
THIS ITALIC MEMBER Of The Popular Bookman Series was first made available on the Monotype in 1909, and preserves the legibility and sturdiness of the original roman. Display sizes vary in design and color, being probably cut at different times by different type cutters. Design of this type is not unlike a sloped roman letter. This is particularly noticeable in the formation of the ceriphs. In most italic faces both upper

THE MADISON SQUARE GARDEN Annual Horse Show Opens This Month with five hundred of the country's finest horses, making up the chart for $67890

ZIPPER GLOVES IN BROWN And Green In All Sizes. This Is A real opportunity to wear the latest

MIDDIES THRILL HUGE Crowd As Navy Sinks State in annual turkey-day classic