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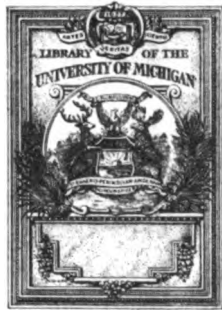
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The Printing Trade News.

its edge without piecing. It is just the thing for type that is placed in mortises and is a great help to speedy lockup, while it prevents harm to material from battering with punches or other instruments of destruction. The fluid is used before the form is locked up and is applied by squirting it over the face of the type and working it in with the fingers. Made by Arabol Manufacturing Co., New York.

Victoria Platen Press.

This is generally conceded by well-informed persons to be the world's finest platen press. It is especially built for art work. It has an ink distribution superior to other makes, the four form rollers being of such extraordinary circumference as to avoid ample inking for the heaviest form. The impression is the very strongest. It has many valuable labor-saving features and is easy to operate. For further particulars write Frank Nossel, representative, Victoria Platen Press Manufacturing Co., 38 Park Row, New York.

National Perforating Machine Co. Comes East.

It is reported in the trade that the National Perforating Machine Co., Kansas City, Mo., will on March first occupy its new plant at Athol, Mass., and thereafter will be known as the National Printing Machinery Co. The Athol factory covers more than four acres and is one of the largest devoted to printing machinery in the East. The National rotary proof press is one of the most economical machines in the printing line and draws proofs more rapidly than any other. The company also makes a type-high cut surfacer, a type-high gauge and the National rotary perforating machine.

Secure a Good Salesman.

Paul Shniedewend & Co., proof presses, etc., Chicago, are having a very prosperous season, business coming by cable, telephone and letter. Several of their machines have recently been purchased by European printers who wished delivery as speedily as possible. The company lately had the good fortune to secure a salesman in Charles V. Smart, who fully appreciates the merit of the Shniedewend proof press and is able to present its claims to the best advantage because of his personal knowledge and pleasing manner. Hence it is not surprising that he meets success in his new line.

Keeps Them Busy Right Along.

H. B. Rouse & Co., register hooks, etc., Chicago, started the year well, with the orders in all their lines of printers' tools, including mitering machines, lead and rule cutters, coming in a satisfactory way. The plant is kept busy all the time. Whenever a dull period comes—which is rarely—the stock accumulating is cleaned right up by rush orders following. The company makes no effort to get testimonials, being content with the silent eloquence of numerous repeat orders.

Morrison "Perfection" No. 4 Box Machine.

This stitcher, like all the "Perfection" line, is simple in construction and operation and is built for long wear. No. 4 is designed especially for "set up" boxes of either regular or fibre board and will take boxes up to 44 inches square by 90 inches deep. Various stitches can be made and several sorts of wire may be used. No. 4 is furnished with solid or movable clinches, as desired. This machine is built in two sizes. Further particulars from the manufacturers, the J. L. Morrison Co., New York.

The Latest Typesetting Machine.

The latest in typesetting machinery is the Linograph, of the Linograph Manufacturing Co., Minneapolis, Minn., of which P. O. Pedersen is president; J. C. Pedersen, vice-president, and H. Pedersen, secretary and treasurer. The Linograph is 5 feet, 4½ inches high, sells for \$1,500 and delivery is promised in about ninety days. Stock is also offered for sale. Further particulars of the Linograph Co.

Hospitable Type Founders

The American Type Founders Co., Communipaw, Jersey City, N. J., has established a dining menage in the big plant, where visiting guests are entertained daintily and happily. F. B. Berry, manager of the typographical department, invites all printers and publishers visiting in the East to drop in and lunch with him and see the plant.

"Detergine" Telephone Call Book.

The Duryea Manufacturing Co., 69 Wall street, New York, manufacturers of the well-known roller wash, "Detergine," "Wooster" belting and lubricating oils, are sending their friends in the trade a neat and useful indexed telephone call book, inclosed in a durable aluminum cover prepared for attachment.

Miehle December Sales.

The sales of the Miehle press continue without let-up. Sixty-four presses were sold during December to fifty-one printing concerns in the United States, Mexico and Sweden. All previous records were broken in January, with total sales of seventy-nine Miehle presses.

Thos. H. Daly Co. Now the Printers' Roller Co.

The old and well-known Thos. H. Daly Co., having been reorganized, is now doing business as the Printers' Roller Co., 97-99 Cliff street, New York City. Special attention is given to a superior line of flexible padding composition.

Rapidly Pays for Itself.

There are few machines that pay for themselves so rapidly as the Acme staple binder. Afterward the printer has an invaluable asset. Any printer can use it on work up to ¼-inch thick on any sort of stock. Made by the Acme Staple Co., Camden, N. J.

The Stonemetz Press Gradually Gains.

The Challenge Machinery Co. is gradually making headway in the sale of the Stonemetz press, while Diamond paper cutters and other machines are going out to printing houses in good style.

How Printers' Rollers Are Made.

Will be shown in a series of ads. to be run in this paper by Hart & Zugelder, Rochester, N. Y., the well-known roller makers, makers of the H. & Z. non-melttable roller—"the face that won't come off." A picture of their extensive plant is shown on another page.

Whitlock Premier in Great Demand.

The works of the Whitlock Printing Press & Manufacturing Co., Derby, Conn., were operated night and day during the year 1910 in order to keep up with the demand for their new Premier two-revolution press, which is universally popular with printers.

Swink Two-Revolution Press.

The Swink Printing Press Co., Delphos, O., are busy keeping up with the demand for their high-grade two-revolution flat-bed cylinder press at a reasonable price. It has been indorsed by practical printers and the demand is increasing by leaps and bounds.

The Brown Line of Folders.

The line of folders made by the pioneer house, Brown Folding Machine Co., Erie, Pa., has never been surpassed by competitors. While very conservative in their statements, the Brown Folding Machine Co. is strong on making good and this has made the Brown folder printerdom's favorite.

Reaches the Entire List.

The small edition of the PRINTING TRADE NEWS reaches our entire list of subscribers. It is read in all sections of the country. It is an exceptional advertising medium, but available only to those houses which carry space in our magazine number, which is published the third Saturday of each month.

NATIONAL BOND

will make more money for the printer than any other paper made. There is no other paper as good for the price. All regular sizes with envelopes to match. UNION CARD & PAPER CO., 45 Beekman Street, New York.

The Printing Trade News.

Article No. 2 on Good Printing.

Article No. 2 of the series entitled "Three Factors in the Economical Production of Good Printing With Special Reference to Rollers," appears on Page 7 of this issue above the signature of the O. J. Maigne Co. After announcing that the period had arrived when changed requirements existed as to rollers in the pressrooms, the article states that the O. J. Maigne Co. is committed to the quality idea in the making of composition rollers, and that the company's product is the best that study, skill and experience can manufacture.

Made the First Curved Plates.

The Charles Craske Co., the New York electrotyping firm, which makes steel nickeltypes spoken highly of in the trade, and one of the workrooms of which is shown in its advertisement in this issue, made the first curved plate for the New York *Herald* in 1861, and thereafter made them for all the leading New York dailies until the latter installed their own foundries. The Craske Co.'s business was started in 1854 and has been one of the foremost electrotyping houses of New York ever since.

Electrotype Machinery Catalogue.

We have received the first supplement to the catalogue of electrotyping machinery and appliances of the F. Wesel Manufacturing Co. Wesel's catalogue for electrotypers has 151 pages. This supplement has 66 pages, everything new, or if not new, so much improved as to demand new illustrations and descriptions. It is 66 pages of live wire items and demonstrates the leading position that Wesel has taken in this line of manufacture.

MANUFACTURERS' NOTES.

The Bourke-Rice Envelope Co. is so busy that further additions to equipment are contemplated.

After a month's serious illness, A. E. Barnhart, of Barnhart Bros. & Spindler, is gradually recovering.

The Dearborn Type Foundry, Chicago, continues its steady progress by adding to its stock new specialties.

Martin Driscoll and James C. Cashman are no longer stockholders in the Buckie Printers' Roller Co., having severed their connection with it entirely.

The Universal Automatic Typecasting Machine Co., Chicago, reports that inquiries continue to come in freely. There is a great demand for the new specimen book.

The Goss Printing Press Co. is still running its plant night and day. The addition to its plant is very near completion. The London branch will start operating in May.

Among the companies known to the printing trade which paid dividends on April 1 were the Mergenthaler Linotype Co., the American Writing Paper Co., and the United States Printing Co.

George B. Munsey, well known in printing trade circles, through former business connections, is now representing Gatchel & Manning, of Philadelphia, in New York and other Eastern sections.

The Peterson Linograph Co., of Minneapolis, has moved from the Lumberman's Building to a loft at Ninth and Western avenues, that city, where machine shop tools on a limited scale are being installed.

There are 3,000 monotypes in daily use. The Lanston announcement states that 38 per cent. of the machines in the United States are repeat orders. There are 831 different fonts in the Monotype Matrix Library.

J. F. Chambers, who has been stationed on the Pacific Coast, with headquarters in San Francisco, for the Lanston Monotype Co., has been transferred to the East and is now covering Western New York, reporting to Mr. Greene's office in New York.

March was a fine month for A. F. Wanner & Co., Chicago. Manager Suddard said they had the largest business in the company's history. The different machines they have on exhibition make a comparison easy, the buyers thus being able to decide which are most suitable to their respective plants.

Recent telegraphic orders for Lino-Tabler equipments, received simultaneously, were from Fort Worth, Tex.; New Haven, Conn.; Omaha, Neb.; Utica, N. Y., and Salt Lake City, Utah, where the Tribune-Reporter Printing Co. equipped its

entire battery of quick-change linotypes, one of the largest in the West.

The Boston *Post* has introduced the Kohler system of electrical control, which includes a new feature of great interest to publishers. This is a high-speed drive automatic paper brake. With this in operation the press is brought to a stop automatically whenever the roll breaks, thus saving a great deal of time and annoyance.

John D. Babbage, Jr., is now associated with the sales department of the Lanston Monotype Machine Co., having resigned from the service of the American Type Founders Co., with whom he has been during the past four years. Mr. Babbage's last post with the foundry was as manager of its Nashville, Tenn., branch. He has ordered his *PRINTING TRADE NEWS* sent to Philadelphia.

The United States Circuit Court for the Southern District of New York has dismissed the suit instituted against Watzelhan & Speyer, representing the Mechanical Chalk Relief Overlay Process, for alleged infringement. The process is being used in hundreds of the best pressrooms of the country. Watzelhan & Speyer, 183 William street, New York, furnish details of the process upon application.

The Latham Machinery Co. reports good March business, with April starting out exceptionally well, several orders for large stitchers being received in the first three days. H. O. Latham has just returned from a trip through Michigan. The company is so used to letters expressing satisfaction with its machines that it considers it unnecessary to publish them, judging the trade is sufficiently posted without anything of that nature.

George W. Loop, who for many years has been identified with the type and printers' supply business in New York City and the New England States, has recently become identified with the New York office of the Lanston Monotype Machine Co. Mr. Loop has a rare personality which has made him many friends among the trade in the East, and the Lanston Co. is to be congratulated upon securing the services of such an able representative.

The Commercial Bureau Co. has established at 50 Church street, New York, the Manufacturers' Library, which is free to buyers from all sections and where all are provided a free reading room, trade literature of all kinds, telephones, stenographers and private rooms for conferences. The company designs to bring buyers and sellers together, providing at the headquarters catalogues, trade publications and other necessities for visiting buyers.

The Acme Staple Co., Camden, N. J., manufacturers of the Acme Staple Binder, reports that trade is good with it, it being about four weeks behind with its orders. This binder is in use in many plants throughout the United States as well as in Europe. The machine is an old standard binder and is of value to the small country job office. The price of \$35 for the No. 6 machine makes it within the reach of all. Sold by all dealers everywhere.

George C. Andrews, formerly of the Andrews-Marsh Manufacturing Co., has announced to the trade that he has secured the co-operation of Joseph E. Dudley, thereby assuring prompt and accurate service on orders for equipment and material for printing plants. In addition to the old line, a new positive register hook has been perfected and patented. This hook can be adapted to any make of diagonal grooved blocks. Mr. Marsh's new address is No. 1 Madison avenue, New York.

H. B. Rouse & Co., Chicago, had rather slow business in the beginning of March, but then orders began to pour in so fast that the month made a good showing. Their register hooks and bases, Universal blocks, mitering machines, lino-slug cutters, American lead and rule cutters, job sticks, rule cases, form trucks, etc., are such a formidable array of high-class tools that any dullness can only be temporary so long as there is printing to be done.

The Automatic Press Feeder Co., 316 Dearborn street, Chicago, is the latest automatic sheet feeding device to attach to 10x15 Gordons which is offered to the trade. The machine is called the "Kirkman," and it is claimed will separate, register perfectly side and bottom, feeds the sheets into the press, then delivers them back of the press, stone-high, into automatic jobber, printed side up, in plain view of the operator. The press, according to the announcement, can be made ready as easily as for hand-feeding.

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