

"NPJ" ROUND TABLE

(CONTINUED)

makeready and a full-bodied ink which possesses sufficient color to permit of maximum color strength when a reasonable amount is run. Compounds used properly will aid in overcoming offset under certain circumstances, as they may cause a free working of the ink and aid in the drying or the setting of it. These compounds have their place and come in handy at times, but it is foolish to expect them to make up for all of the other things which might enter into the offset of the ink."

—American Pressman.

JOHN J. DEVINY GAINS PROMOTION

He has become first assistant director in charge of production of the Bureau of Engraving and Printing, Washington. Mr. Deviny is nationally known as former president of the International Association of Printing House Craftsmen.

THE PIKEY PRINTER

*TRAMPING printer came to town
(Said his name was Ikey),
Put him on an eight-point case,
Asked if we had "Pikey."*

*"Up in Bumville where I worked
(Speaking now is Ikey),
"Set ten columns ev'ry day,
All in good old Pikey."*

*"When I die, as die I must
(Mournfully speaks Ikey),
"Set my obit up in type
That justifies with Pikey."*

*"When you put my tombstone up
(Hopefully talks Ikey)
"Grave on it in letters deep—
Grave in twelve-line Pikey:"*

*"'Neath this sod a tramp print lies'
(Epitaph for Ikey),
"Wasn't much on eight-point type;
But simply hell on Pikey.'"*

AMERICAN PRINTER.

WHAT THE EDITORIAL MEN SHOULD KNOW

Earl Hamer, in the *Wrong Font*, takes up a point with which your editor is wholly in accord and hopes to keep a'pounding till it gets over. Mr. Hamer shows the faults due to a lack of correlation between typesetting and the newspaper writing and copy-reading. It is a mighty costly lack. The journalism schools do not seem to wake up to it. The proposition is one of their opportunities. Mr. Hamer says in part: "Many times, while holding down a newspaper desk, I have sent out heads only to have them land back on the desk with the notation, 'just out of rubber type'; or else the 'devil' would enter and remark that the type condenser had been misplaced, so a new head would have to be written. I am confident I can prepare better heads now than I could with my previous ten years experience on newspapers, simply because I know a little something now about type. Every newspaper man knows that they have 24-point, 30-point, 36-point, and 'scarehead' type in the plant where they work, but that is usually as far as they get. They do not, for the most part, know why it is 24, 30, 36, or any other size or what the 'point' part has to do with it. To them it is just type, which those in the back part have to handle. That 'good-looking sheet,' which the city editor and reporter brags about, is not entirely a result of the reporters' and city editor's work. The 'good looks' are a result of the manner in which the typesetters handled the copy the reporters furnished the city editor and he in turn sent to the typesetters."

"NO ERROR DAY" ACHIEVED AGAIN

The Hastings (Neb.) *Daily Tribune* tells of a Linotype operator who recently turned out a whole day's work without a single mistake. The linometer registered 1672 lines. Previously, making a like record, the registry was 1718 lines in 8 hours. Henry Carmerzell, foreman, says: "His name is Jack P. Turley. He's a 'new club' all by himself, similar to its prototype, the 'Hole in One Club' of the golfers."

Rebuildings; New Homes; Additions

Troy (Ala.) Messenger—Bought new home.
Wheatland (Calif.) Herald—To build.
Woodland (Cal.) Daily Democrat—In new home.
Avon Park (Fla.) Highlands County Pilot—Building home.
Gainesville (Fla.) Sun—Building home.
Villa Park (Ill.) Argus—In new home.
Fort Wayne (Ind.) News-Sentinel—In new home.
Nevada (Ia.) Representative—In new home.
Atwood (Kans.) Square Deal—Building home.
Hiawatha (Kans.) World—Building home.
Howard (Kans.) Citizen—To build.
New Haven (Mich.) Rolling Fork Echo—In new home.
Park Rapids (Minn.) Enterprise—Added complete new electrical equipment.
Columbus (Miss.) Commercial-Dispatch—In new home.
Billings (Mo.) Times—In new home.
Medford (Ore.) Pacific Record Herald—Erecting new home.
Chester (S. C.) News—Building home.
Plainview (Tex.) Evening Herald—To build.
Hilo (Hawaii) Hawaii News Publishing Co.—Weekly paper.

GLOSS OF PAPER CAN BE TESTED

Dr. L. R. Ingersoll, University of Wisconsin, Madison, Wis., has perfected the "Glarimeter", the only known instrument for measuring the gloss of paper. It has been adopted by the U. S. government in connection with legal standards to determine news print specifications. Paper mills and large publishing houses use it. The principle used is polarization; the process requires about 15 seconds. The scale ranges from about 20 to 60. Ordinary magazine stock tests around 30.

MANUFACTURERS : SERVICES

AMERICAN CASLON ITALIC SERIES

Especially appropriate for direct-mail printing, complete with new swash letters—by the American Type Founders Co. The company has twenty-five other members of the Caslon family. (Get a specimen folder, if you haven't one; it is a charming line, sturdy, beautiful.)

NEW C. & G. STEREOTYPE SAW

Advance proofs from the Cheshire & Greenfield Manufacturing Co. indicate that the saw is of particular interest to the smaller publisher who needs a type-high stereotype saw which will not cost a great deal of money. Mr. Greenfield said: "The new model will handle plates from a 1-inch single column to a full-sized page. It has all the essentials of higher-priced saws, and we are proud of its beauty of design." A large portion of "foreign" advertising comes to publishers in matrix form. Flat casting boxes in newspaper job plants are plentiful, and more are being put in. Then comes the question, what to do with the plate when cast; it must be sawed to fit. Many of the regular precision saws have not the necessary capacity to handle the diversified sizes. Newer devices which are inexpensive and give the printer/publisher what he needs, are desirable additions to the day's offerings. Specifications of the C. & G.: Size of table, overall, 36x33 in.; base, 24x20½; floor space, 36x33; normal position height, 38 in.; net weight without motor, 365 lbs., etc. This company makes the famous C. & G. Trimmer, three sizes.

MORE FOLDWELL BROADSIDES

The Chicago Paper Co. has issued another broadside showing the uses to which Foldwell Split-Color can be used, especially for broadsides, booklet covers and the popular four-page letter. The broadside is well illustrated and clearly shows just how to use Split-Color to a variety of advantages.

"A NEW STEEL THAT HOLDS ITS EDGES"

Title of a folder by the R. J. Dowd Knife Works, Beloit, Wis., announcing a new "Special A" Dowd Knife for printers. "No matter how slight the trim, a clean sure cut is always assured, retaining uniform type margins," says the announcement. The Dowds have been making paper knives for 77 years.

"AN IMPORTANT MESSAGE FOR YOU"

A practical discourse on the Kelly Press, by Frank B. Stiles, superintendent of the Stetson Press, Boston, Mass.; copies distributed free of charge, in neat booklet form, by the American Type Founders Co. The discourse is filled to the brim with practical suggestions, based on experience in the shop.

B. W. RADCLIFFE WITH INTERTYPE

B. W. Radcliffe has been appointed advertising manager of the Intertype Corporation, New York City. He will have charge of direct-by-mail and other advertising and sales promotion work of the Standardized Intertype Composing Ma-