

PART III

Newspaper and Advertising Composition

NEWSPAPER WORK will always have a great fascination for Linotype operators, especially those who wish to become speedy. The prospect of setting straight matter all the time is a great drawing power to the man who operates the machine. Then, again, it must be taken into consideration that the newspaper operator is engaged in recording events of the day, which makes the work all the more interesting. Furthermore, the operator working in a newspaper shop does not ordinarily have to make machine changes that are necessary in the book or job office.

For many years too little attention was paid to the proper selection and uses of faces of types used in newspaper production. More recently, the awakening type-consciousness of publishers has brought about better typography and more legible composition—resulting in higher standards.

Newspaper Tables. However, the newspaper operator has his share of difficult composition at times, inasmuch as he is called upon to set stock tables, racing charts, weather bureau reports, classified advertisements and regular display advertisements containing the larger faces of type.

Newspaper Styles. Every office has its own particular style in regard to capitalization, punctuation, the use of proper names, and other printing customs. On many metropolitan dailies the operator is provided with a little book containing the printed style of the office. He must follow this style faithfully in order to avoid having his proofs marked up by the proof-reader. The student operator may familiarize himself with the styles of various newspapers by using reprints from the news and editorial columns of the large dailies as copy while practicing as a beginner.

Display Advertisements. The advertisements are generally sent to the machine operator carefully laid out, with the kind of type and the size specifically designated. Spacing again plays an important part in the proper composing of these advertisements. As this subject was thoroughly covered in a preceding section, it will not be taken up again here.

Display of Want Ads. Several years ago the most popular faces used for display in want ads were condensed outline faces large enough to be eye-catching, but not so black as to give the pages a spotty appearance. Now, however, Gothics 17, 18, 19, 20, Metrothin No. 2, Metrolite No. 2, Memphis Light, and Spartan Medium are much more popular for display in want ads. Figure 76 suggests how attractive and otherwise effective Gothics 17, 18, 19 and 20 can be when employed to dress up want ads. (See page 159 also.)

27d—Agencies—Men

MARION CAMPBELLO

24 WEST 93D St. ROOM 914
INTERVIEWS 9-1

SECTY, Knowledge Patents.....\$55
SECTY, Advertising.....\$50
SECTY, Knowl. bkkpg., 1-girl office.....\$50
STATISTICAL Typist.....\$50
SECTY to Editor, knowl. French.....\$45
SWITCHBD Opr., 30-38 yrs.....\$40
TYPIST, Biller & Tel. wk., adv. st.....\$38
CLERK, Beginner.....Lunch 4.....\$32
TYPIST, Part Times Afternoons.....\$1 hr.

EDWARDSON

790 Nassau St., Rm. 806

Secty. Adv. College, 5-day.....\$65
Secty. Steno. Technical, 5-day.....\$55
Secretary Steno. Law.....\$50
Secretaries, many all locations.....to \$55
Stenos., many to \$45; Bookkeepers.....to \$50
Typ. Rap., \$40; File Clerk, Typist.....\$45
Clk. Claim Ins., \$34; Office Mach.....to \$45
Clerks to \$33; Typists.....to \$35
P.B.X. Typ., \$40, Coll. Math. Maj.....\$40
June Graduates Placed Now
Start when you Graduate

Real Estate—For Sale

WESTBURY. Attractive pre-war semi-bungalow, fully landscaped, modern, 4 rooms; bath, 1st floor; 2 bedrooms, 2d floor; full basement; hot water heat, near stores, bus route and L. I. R. R. Price \$11,500. Phone Westbury 2-0418

GREAT NECK **\$27,500**

Colonial brick & frame center-hall residence on about ¼ acre landscaped; 8 rooms, 3½ baths, recreation room; 2-car garage; slate roof; good location.

GREAT NECK **\$29,500**

Attractive center-hall brick residence in beautiful HARBOR HILLS; large living room with picture window and mirrored fireplace wall, dining room, large modern kitchen, breakfast nook, powder room, screened porch, 3 beautiful bedrooms, 2 ultra bathrooms; beautifully landscaped.

F. K. METCALFE

27 Grace Av. Great Neck 2-69120

HUNTINGTON. 5½ rooms, 3 bedrooms, Youngstown kitchen, breezeway and garage. Plot 75 x150, paneled fireplace, radiant oil heat, fenestra windows, venetian blinds, screens included. Less than year old; convenient to the buses, station, stores & schools. \$15,000, \$3,600 cash required. Owner, Phone Huntington 6174 or Y3216 Times.

Help Wanted—Male

CLERKS, security, receiving and delivery.
Permanent position in financial institution. Wall Street experience preferred, but position is open to clerks with business experience, who will receive training. Write, giving full particulars and salary desired. Dept. 21-G, box 61, Station M, Newtown.

CLERKS and Messengers for large engineering firm; modern offices; fine working conditions. Essential workers need release statement.
NIBBS & LOCK, 72 West St., Newtown.

CLERICAL Workers, day-night shifts; 40-hour, 5-day week, plus overtime. Newtown, give draft status, salary, experience. G 1024 Herald.

CLERK, main desk; high school graduate preferred; hours 12 midnight to 8 A. M. Salary, \$25 a week. Apply Mr. Haviland, 53 Thorn Ave.

CASHIER for residential hotel, expd. only.
C. R. N. office bookkeeping machine. Salary \$30 week and one meal. Apply Auditor or Assistant Manager at NINTH AVENUE HOTEL, 9th Ave. at 7th St., Sat. 9-5 P.M.

Help Wanted—Female

ASST BOOKKEEPER, experienced accounts receivable, state qualifications. Y 97 Herald Tribune.

BOOKKEEPER, experienced, complete charge, good salary. W. M. Lederpush Loose Leaf Corp., 830 2d ave., N. Y. C.

BOOKKEEPER ASSISTANT, payroll and accounts payable; 5 days, 35 hours. State age, salary. Y 42 Herald Tribune.

BKKPR and Asst., typing, 5 days, \$45-50 NINTH AVENUE AGENCY, 725 9th av.

BOOKKPER, small factory payroll exp., 40 hours, state age, salary. LA 3-2106.

BKKPR-STENO, exp; \$48, 37 hrs; 2 wks' vac. Associated Pencil Co., 1739 Bway.

CLERK in retail book shop, 5-day week. Salary \$30. Write G 65 Herald Tribune.

CLERK—Typist, file, good oppty.....\$30-35
COHEN AGENCY, 300 W. 42d St.

COMPTOMETER OPERATOR

Established firm offers future for competent young woman with steady record of employment; H. S. grad, under 35; all operations. Gen'l Coal Co., 60 Rector.

FIGURE 76

Body Type Used for Newspapers

THE SIZES generally used for newspaper composition are as follows: For the want ads, stock and market tables, etc., it is customary to use 5½ or 6 point. The general-news body type is usually 7, 7½, 7¾ or 8 point, and leaded at least one point.

With the development of the Linotype Legibility Group—Ionic No. 5, Excelsior, Paragon, Opticon, Corona and Times Roman—the reading public has come to realize the ease and comfort possible in the columns of thousands of newspapers that use these type faces.

Newspaper Headings

MOST OF THE heads in a newspaper are now composed the Linotype way, in many instances the largest as well as the smallest heads. While hundreds of faces are available on the Linotype, the most popular faces for general-news heads in newspapers are members of the Bodoni, Century, Cloister, Cheltenham, Erbar, Memphis, Metro and Spartan families, as well as the popular Ryerson type face.

The head shown in Figure 77 has many faults. In the first place, it is an old-fashioned head—the kind that is passing out in favor of simplified flush-left heads, referred to again in this chapter.

It will be observed that the first deck of the head in Figure 77 is in condensed Gothic capitals; the second deck is in capitals and lower case of

MIXING TYPE FACES IN MAIN HEADS IS A COMMON FAULT

Right Underneath Gothic Head Comes Another Deck Set in Cheltenham Bold Extra Condensed—No Harmony Between Two Faces—Caps in Top Deck Are Hard to Read; No Hooks for Eye to Catch Hold of.

FIGURE 77

Cheltenham Bold Extra Condensed—faces in two different typographic categories and which, consequently, do not get along well together. The first deck is unnecessarily heavy, and those condensed capitals are not easy to read. The second deck, while somewhat more legible, contains far too many words, and thus discourages reading.

But the main point to be brought out here is that unrelated faces should not be used together. If the operator has any choice in the matter, he should see to it that only related faces are employed together in heads.

Linotype Duplex Display Matrices. 14 point was the largest type face available in two-letter matrices until the advent of Linotype duplex-display matrices, in 1935. Duplex-display matrices usually combine two 18-point, or two 24-point, head-letter or display faces on one matrix. In some combinations, however, they offer two different sizes on one matrix, such as 24-point Bodoni Bold Condensed with 18-point Bodoni Bold Italic, etc.

Flush-left Heads. Hundreds of newspapers are now using the sort of flush-left heads pioneered by *The Linotype News*, but many of those papers are not arranging the words in such heads as effectively as they could.

While it is impossible at times to divide the lines of first decks “according to phrasing,” because of the more limited unit count imposed by comparatively large display faces, it usually is possible to divide second-deck lines at the ends of phrases—a treatment that makes for easier reading. (Advertising designers have known for years that display lines should be “broken up for sense” for the quick comprehension of readers; that parts of natural word sequences should not be carried at the ends of preceding lines or at the beginnings of following lines, but that all of the words in a natural sequence should be presented, if possible, in the same line.)



FIGURE 78

The head shown at the left in Figure 78 is an amateurish and ineffective head. Two of the lines of the first deck are too short, and give the head a sloppy appearance. The lines of the second deck have been improperly divided for easy reading.

It will be observed that a word (“to”) appears at the end of the first line of the second deck that properly belongs at the beginning of the second line of that deck, and that another “to” appears at the end of the second line that properly belongs at the beginning of the third line.

Of course the head at the right in Figure 78 is a decided improvement over the one at the left. The first deck is stronger, and all lines of both decks have been divided “according to phrasing”; “broken up for sense.”

The head at the left represents the sort of flush-left heads that appear too often in newspapers whose editors or copy-desk executives have not given the flush-left treatments the study they deserve. The head at the right represents the professionally planned and executed head—one that helps the reader to comprehend quickly the statements displayed.

Lower Case Being More Widely Used for Heads. Newspapers that have adopted caps and lower case for heads have nearly all done so only after lengthy study of the comparative legibility of this form as compared with the old-fashioned, all-capital style. The headwriter can make his heads more complete when lower case is used in the main deck, on account of the increased number of letter units at his command. Space for one or two extra letters means a great deal in formulating heads. Another advantage is the closer spacing between words which is possible with capitals and lower case. Frequently there is only room for a thin space, but this does



**Seventeen Men
Leap 196 Yards
In Eleven Jumps**

**Then They Spin Round
And Turn Cartwheels
Quickly Out of Town**

FIGURE 79

not impair legibility as in the case of two words set in all capitals and not spaced wide enough apart. The accompanying example (Figure 79) shows a modern head with a first deck in 34-point Erbar Medium Condensed and a second deck in 14-point Metromedium No. 2.

Good Judgment Is Essential in Setting Heads. In order to carry out the idea which the headwriter wishes to convey, the operator must exercise good judgment in the fitting of words into the line, and providing the proper space between the words. Certain instances will be found where the operator will find it necessary to substitute a word for the one furnished in the copy, in order to make a line fit.

Use of First Elevator Filling Pieces. These filling pieces, commonly referred to as "flaps," are mounted on top of the vise cap; and can be turned over under the first elevator slide so as to prevent the first elevator from descending its full distance at the time of the cast, in order to achieve proper line-up of display matrices and molds. The filling pieces are used either one or two at a time, and are required whenever casting one- or two-letter display and head-letter matrices 18 point and over. When casting

one-letter matrices 18 to 36 point one filling piece is used. When casting 18 and 24 point two-letter matrices or any one-letter display matrix on 45-point alignment both filling pieces are necessary. With the two-letter display matrices a special two-letter display mold is also necessary.

When jim dashes are used between and immediately below the decks of newspaper heads (although most modern heads call for the use of white space in place of such dashes) the dashes usually are cast with a border block and dash slide, but the regular machine em-dash matrices may be used in making newspaper dashes. The operator should always drop the

McSpaden's 207 Second; Snead in Tie

**Guldahl and Kunes
Equal Sammy's 208;
Worsham, With 217,
Still Has Chance**

By the Associated Press

Miami, Fla., Dec. 16.—Ben Hogan, steadying after an almost disastrous start, rolled out today his best score

FIGURE 80

dash lines in their proper places as the type is set. The “30” dash used at the end of a story should be longer than the dashes used in the head. Each paper usually has a definite style for dashes, and the style of the paper should govern the use of dashes.

The item in Figure 80 illustrates a popular form of heading credit line and city and date line.

City and Date Lines. Local news items usually are started as a regular paragraph, with no city or date line at the beginning. However, from other cities news usually carries the name of the city and state from which the item is received, and the date. (See Figure 80.) Some papers prefer to have the name of the city in all capitals, while others use capitals and lower case. The name of the state is usually abbreviated, as is also the date. The date is usually followed by an em dash.

Newspaper Credits. News items are gathered from many sources. It is frequently desired to give special credit for various articles, such as *Special*

to the News; By a Staff Correspondent; the name of the paper from which the item is clipped, or the mark or symbol used by a news service organization. There are many ways in common use in which these credits are set. A common way for authors' names or special correspondents is to set the name in a centered line in small type, bold face, or italics.

Logotypes are frequently used in the date lines to give credit to the news association furnishing the article. The Associated Press has adopted the letters AP; the United Press, UP; and the International News Service, INS. The letters are generally inclosed in parentheses and placed in the line immediately following the date, followed by an em dash.



**Seek 3 Honors
As Hi Debaters
Capture Nine Firsts,
Twenty Other Prizes**

FIGURE 81

Figure 81 shows a modern head with the first deck in 30-point Memphis Medium Condensed and the second deck in 14-point Memphis Bold.



***This Attractive New Head Face
Is 24 Metromedium No. 2 Italic***

FIGURE 82

Figure 82 shows a head in 24-point Metromedium No. 2 Italic—an excellent face for a two-column feature head.

Subheads. Subheads are frequently used in the item to break the monotony of solid reading matter and to help attract attention to the various parts. Subheads are usually limited to one line each, and should be shorter than the full measurement to be effective. They may be centered or set flush at the left.

Proper Arrangement of Heads. Many other styles of heads are used in various newspapers. Each paper has its own particular style, and careful study should be made by the operator of the prevailing style of any paper on which he is working. The illustrations shown give an idea of the general construction of heads and the principles generally followed in their composition on the machine.

Boxed or Partly Boxed Heads or Stories. Many newspaper publishers or editors feel that a brief story in a box, or set off with extra white space, at the top of a front page, has a much greater chance of getting read by the average reader than does the leading news story on the page, even though that story be played up with a multiple-deck head in large type faces.

Boxes—the type lines of which are too wide, too near the enclosing rules, and not sufficiently leaded—are not as attractive as they could be, nor as easy to read. The shape is important. Square or nearly square boxes are unattractive. They look squatty. Oblongs are better. And the rules should not be too heavy.

But it is possible to get some excellent box effects without the use of side rules—merely top and bottom rules or dashes—and the publishers and editors of most modern newspapers prefer the box effect to the box.

Such box effects are easier to put together than boxes, which have to be carefully joined at the corners if the printed results are to be as effective as they should be. The setting of box effects merely calls for the indenting of heads and body lines, and the placing of rules or dashes at the top and bottom—all of which can be easily and quickly accomplished.

One of the box effects in Figure 83 makes use of rather heavy zigzag rules, which tone in well with the 14-point Metroblack No. 2 head. The braces used with the other box effect get along well with the 14-point Bodoni Bold used for the head.



**Crosstown Routes
Get New Coaches**

Twenty-one new transit type coaches, seating thirty-one passengers each, will be placed in service in the next few days on the crosstown routes of the Fifth Avenue Coach Company, it was announced Tuesday. The coaches are streamlined and the engines are mounted in the rear.

The routes the coaches will serve extend on Fifty-seventh Street from Sutton Place to Eighth Avenue and on Seventy-second Street from York Avenue to Central Park West, via Fifth Avenue, Fifty-seventh Street and Broadway.



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Get New Coaches**

Twenty-one new transit type coaches, seating thirty-one passengers each, will be placed in service in the next few days on the crosstown routes of the Fifth Avenue Coach Company, it was announced Tuesday. The coaches are streamlined and the engines are mounted in the rear.

The routes the coaches will serve extend on Fifty-seventh Street from Sutton Place to Eighth Avenue and on Seventy-second Street from York Avenue to Central Park West, via Fifth Avenue, Fifty-seventh Street and Broadway.



FIGURE 83

It should be borne in mind that the rules or dashes used in box effects should harmonize in weight and design with the head faces employed.

Note that both the heads and the body lines of these box effects have been held to a width of 10½ picas. This gives the lines ample shoulders of white space, and lets them stand out clearly on the page.

Departmental Heads. Newspapers and magazines nearly all contain special departments, run on the inside pages, which often are embellished with double-column heads, usually in partly boxed form. Such heads will be observed on editorial, society, sports, and other pages in newspapers,

HINTS

TO ROD AND GUN ENTHUSIASTS

FIGURE 84

and special departments conducted in current magazines. Figure 84 shows one example of the many that can be produced by using the proper face-rule combination.

The use of decorative material for departmental heads and boxes has decreased almost to the vanishing point in recent years. Simple rule treatments are much more effective than ornate effects, with rare exceptions.

Newspaper Tables

MANY SMALL TABLES appear in newspaper composition which, unless the setting of them is understood by the operator, may prove more or less puzzling. Bear in mind that it is just as easy, if not more so, to set tabular work on the Linotype, as it is to set it by hand. The same principle is applied to tables used in newspaper columns as prevails in setting tabular matter of any description. This subject was fully covered in Part II, under Commercial Composition.

Quadding with the Left-Hand Vise Jaw. In the composition of short measures which will ultimately be doubled up to make a full column measure, as in the case of certain types of tabular work appearing on sport pages it is a simple matter to reduce the guess work and extra quadding by merely moving the left-hand jaw in to the proper measure. This is particularly true of even-pica or half-pica measures. In the case of measures other than even multiples of half-picas the jaw may be pulled in to the next largest multiple and a proper amount of spaces run down before the start of the line.

In the example shown both halves of the table were set on a 12-pica slug with the jaws set for 6 picas. The first half of the table carries the down rule. This system will be found useful in setting baseball, football, and bowling scores, together with work of a similar nature which is frequently doubled up in a column.

Brooklyn	94	60	.610	Cincinnati	75	78	.490
St. Louis	92	61	.601	Boston	60	94	.390
Chicago	85	68	.556	Phila.	51	103	.331

Vise Jaw Set 6 Picas. 12-Pica Slugs	}	Brooklyn	94	60	.610
		St. Louis	92	61	.601
		Chicago	85	68	.556
	}	Cincinnati	75	78	.490
		Boston	60	94	.390
		Phila.	51	103	.331

Odd Width Columns. At times the operator may find it necessary to set the vise jaws for non-standard column widths. It is unnecessary that he learn here the procedure, but he should be aware that there are several convenient means of altering the vise-adjustment mechanism for "off-standard" widths of newspaper columns.

Set the Total Line First. Set the total line first when starting a table of any kind. In double-column measure be sure to place equal spacing between all of the columns, allowing enough space for the headings that are centered over the figure columns. One line may have to be set over again in order to arrive at the proper spacing between the columns of figures.

Leaders for Newspaper Work. The general subject of leaders has been covered on page 61. To overcome the condition of leaders punching through the paper and damaging press blankets, two different kinds of leaders designed for newspaper composition exclusively are available.

Newspaper Leaders are the "regular" dot or hyphen leader punched .005 shallower than type high to minimize punching through, and are supplied in two dots or strokes to the em. They vary in weight to match the face and point size with which they are to be used. (Matrices marked NP.)

Radial Leaders, primarily for newspaper use, have a uniform weight of dot in all point sizes, and are made with a rounded or radial printing surface to prevent perforating paper and damaging press blankets. Punched .005 shallower than type high. (The matrices are marked S5.)

The Weather Table. The example shown in Figure 85 is that of the weather table, used generally in the metropolitan daily newspapers. It will be observed that this table contains three variable columns. The first, direction of the wind, falls at the end of the first 6-pica line, and is automatically taken care of by building up all abbreviations for wind directions to the same width. "Lt." must be taken out of the assembler and aligned with two figures. The last column, the condition of the weather, is also automatically taken care of by placing spacebands at the right end of the line only. Both halves of the table are set 6 picas.

Another Method of Setting the Weather Table. Figure 86 illustrates another method of arranging a weather table, by using a cut to depict weather predictions. The text matter is set 5½ picas alongside of the cut which illustrates the condition of the weather. Following this is a little table giving

YESTERDAY'S WEATHER IN NEW YORK

Maximum temperature, 12.10 P. M.....	56
Minimum 9 P. M.....	49
Mean	52
Mean same date last year.....	50
Average same date for forty-six years..	56

MONDAY, OCTOBER 1
 Sunrise, 5:55 a. m.; sunset, 5:25 p. m.
 Moon rises 1:08 p. m.; sets 10:22 p. m.

U. S. WEATHER FORECAST **DAILY NEWS BAROMETER**

LOCAL—Fair today; tomorrow increasing cloudiness, followed by showers. Cooler at night; fresh south winds.
NEW YORK STATE —Fair today; tomorrow increasing cloudiness, followed by showers; cooler at night; fresh south winds.



TEMPERATURES IN NEW YORK YESTERDAY

MAXIMUM, 1 p. m.....		.87	
MINIMUM, 6 a. m.....		.68	
1 a. m.....	.74	9 a. m.....	.74
2 a. m.....	.73	10 a. m.....	.77
3 a. m.....	.72	11 a. m.....	.79
4 a. m.....	.71	Noon.....	.84
5 a. m.....	.70	1 p. m.....	.87
6 a. m.....	.68	2 p. m.....	.84
7 a. m.....	.70	3 p. m.....	.87
8 a. m.....	.71	4 p. m.....	.86
		Midnight.....	.71

THE WEATHER ELSEWHERE

Place	Highest Temp.	Wind Dir.	Wind Vel.	Precipitation	Weather
Albany	.52	NE.	10	.08	Rain.
Atlantic City	.60	NE.	44	1.56	Rain.
Boston	.58	NE.	Lt.	.01	Pt. cl'dy.
Bismarck	.74	SE.	Lt.	.00	Clear.
Buffalo	.50	NE.	14	.00	Pt. cl'dy.
Chicago	.50	NE.	14	.02	Cloudy
Charleston	.74	S.	Lt.	.00	Clear.
Denver	.76	N.	Lt.	.00	Clear.
Eastport	.54	NE.	Lt.	.00	Pt. cl'dy.
Indianapolis	.50	N.	10	.00	Clear.
Los Angeles	.70	W.	Lt.	.00	Clear.
Miami	.84	N.	12	.00	Clear.
Minneapolis	.60	N.	10	.00	Clear.
New Orleans	.80	N.	Lt.	.00	Clear.
Norfolk	.66	N.	14	.00	Cloudy.
Philadelphia	.58	NE.	24	.10	Rain.
San Antonio	.80	NE.	Lt.	.00	Clear.
San Diego	.68	NW.	12	.00	Clear.
San Francisco	.68	W.	12	.00	Clear.

FIGURE 85

FIGURE 86

the temperatures at various hours of the day, the composition being done on three slugs. Each column measures four ems. Vertical rules are cast on the ends of the first two sections.

	Sandy Hook		Governors Island		Willetts Point		Jamaica Bay (Canarstie)		Great South Bay (Babylon)	
	A.M.	P.M.	A.M.	P.M.	A.M.	P.M.	A.M.	P.M.	A.M.	P.M.
Oct. 15.....	11:01	11:35	11:35	—	2:10	2:28	11:46	—	0:53	1:16
Oct. 16.....	11:59	—	0:13	12:37	3:14	3:34	0:20	12:44	1:50	2:14
Oct. 17.....	0:38	1:01	1:21	1:44	4:35	4:57	1:23	1:46	2:53	3:16
Oct. 18.....	1:43	2:05	2:30	2:50	5:55	6:19	2:28	2:50	3:58	4:20
Oct. 19.....	2:48	3:07	3:33	3:50	7:02	7:24	3:33	3:52	5:03	5:22
Oct. 20.....	4:00	4:15	5:00	5:35	8:12	9:00	3:38	4:54	6:08	6:24
Oct. 21.....	5:05	5:35	6:00	6:35	9:14	10:15	4:42	6:00	7:10	7:28
Oct. 22.....	6:08	6:38	6:53	7:00	10:15	11:34	6:00	7:02	8:32	9:00

FIGURE 87

High Water Chart. Figure 87 shows the high water chart for local fishermen. This table is set on two slugs and is doubled up to the full measure. Care should be taken that the columns of figures are equally spaced and that plenty of space is allowed for aligning the headings over the columns. Last column is started with a figure space, followed by a spaceband.

Daily Radio Programs. The setting of the radio program, Figure 88, is comparatively simple. It is just a matter of lining up the figures and the letters A.M. and P.M. The letters are approximately the same size. The runover lines are indented 2½ ems, aligning under A.M. and P.M., as the case may be. The

word "Noon" extends a little bit farther in, but, as it occurs only once, it is customary to ignore that point. A thin space is placed after the figure column and between the letters A.M. and P.M. Many other styles of radio pro-

454.3m—WNBC—660k

6.45 A.M.—Health exercises.
 8.00 A.M.—The Roaring Lyons.
 8.15 A.M.—Federation morning devotions.
 8.30 A.M.—"Cheerio."
 11.00 A.M.—Isabelle Brylawski, violinist.
 11.15 A.M.—"Decorative Interior Decoration."
 11.30 A.M.—Isabelle Brylawski, violinist.
 11.45 A.M.—"Prohibition from a new point of view."
 12.00 Noon—Frank Farrell's Orchestra.
 4.00 P.M.—Parnassus Trio.
 4.30 P.M.—Women's League, United Synagogue of America.
 5.00 P.M.—Plantation Orchestra.
 6.00 P.M.—Waldorf-Astoria dinner music.
 7.00 P.M.—Edward Steele, pianist.
 7.15 P.M.—"What's a good book to read?"
 7.30 P.M.—After dinner music.
 8.00 P.M.—Great moments in history.
 "Sheridan's Ride."
 8.30 P.M.—Air weavers.
 9.00 P.M.—Eveready Hour; correct time.
 10.10 P.M.—The Cavalcade.
 11.00 P.M.—Jansen's Orchestra.

FIGURE 88

grams are in vogue, but the majority of them are so easy to compose that no explanation is deemed necessary with regard to their composition.

Baseball Tables

COMPOSITION OF THE baseball tables may be accomplished by the operator with ease by doing a little calculating with regard to his spacing. The same procedure is followed as in arranging any other narrow doubled-up

NEW YORK (A)	PHILADELPHIA (A)
ab. r. h. e.	ab. r. h. e.
Woodling,lf 8 0 3 0	Waitkus,1b 7 0 2 0
Rizzuto,ss 7 0 1 0	Ashburn,cf 9 0 2 0
Berra,c 9 0 1 0	Sisler,lf 9 0 0 0
DiMaggio,cf 7 1 1 0	Ennis,rf 7 0 0 0
Mize,1b 8 0 1 0	Jones,3b 7 0 1 0
Hopp,1b 1 0 0 0	Hamner,ss 6 0 2 0
Brown,3b 8 1 3 1	Seminick,c 5 0 1 0
Johnson,3b 1 0 0 0	cLopata,c 1 0 0 0
Bauer,rf 9 0 2 0	Goliat,2b 7 1 1 0
Coleman,2b 7 1 1 0	Konstanty,p 2 0 0 0
Raschi,p 3 0 1 0	Meyer,p 0 0 0 0
Reynolds,p 3 0 1 0	Roberts,p 2 0 0 0
Total 71 3 15 1	Total 62 1 9 0
cFouled out for Semnick in ninth.	
New York.....010 000 000 002—3	
Philadelphia.....000 010 000 000—1	
Two-base hits—Mize, DiMaggio, Bauer.	
Three-base hits—Hamner, Coleman. Home	
run—Brown. Stolen base—Ashburn. Double	
play—Mize and Rizzuto. Left on bases—New	
York 17, Philadelphia 21.	

FIGURE 89

table. The vertical rule is placed at the ends of the first section. One en and a thin space are allowed between the columns of figures. Each of the slugs in both sections must measure 6 picas when the full measure is 12 picas. This

baseball table is always crowded in appearance. The names are abbreviated when necessary to get them into the stub.

Baseball Summary. In the summary of a baseball game (Figure 89) the vertical rule was placed on the ends of the lines in the first section. The line-up of letters over the columns is easy to figure. The summary of runs by innings in this case is divided into groups of three, with an em space separating them for ease of reading.

It will be found, when setting the "line-up" table 12 picas, that at times two figures occur in each of the columns in the total with the exception of the last one. Then, even with the thin space between these columns, the total will be carried over out of the proper position of alignment, but this cannot be avoided. The standing of the teams (Figure 90) is shown, after it has been doubled up.

NATIONAL LEAGUE STANDING								
	W.	L.	Pc.		W.	L.	Pc.	
Phila.	90	63	.588	St. Louis	73	74	.513	
Brooklyn	89	64	.582	Cincinnati	65	86	.430	
New York	85	68	.556	Chicago	63	89	.414	
Boston	83	70	.542	Pittsburgh	56	95	.371	
YESTERDAY'S RESULTS								
BROOKLYN 7, Philadelphia 3.								
Cincinnati 5, Pittsburgh 0.								
St. Louis 2, Chicago 0 (1st, twilight).								

FIGURE 90

Total Runs During the Week. The table, Figure 91, gives the number of runs for each team in both the American and National Leagues for a week. One machine em and a thin space were allowed between the columns and an

AMERICAN LEAGUE										NATIONAL LEAGUE									
Leader for the day—Detroit 16. Low—Chicago 3.										Leader for the day—St. Louis 6. Low—Pittsburgh 0.									
TEAMS.	M.	Tu.	W.	Th.	F.	Sa.	Su.	Ts.		TEAMS.	M.	Tu.	W.	Th.	F.	Sa.	Su.	Ts.	
Washington	15	•	8	4	2	3	9	—	41	Philadelphia	9	2	4	7	2	15	4	—	43
New York	•	7	•	15	4	4	•	—	30	Boston	•	•	•	1	12	22	3	—	38
St. Louis	•	•	•	•	13	8	8	—	29	New York	2	6	5	•	•	5	6	•	29
Chicago	•	•	•	•	9	13	3	—	25	Brooklyn	•	•	•	•	10	1	•	—	16
Philadelphia	•	•	•	•	•	•	•	—	23	St. Louis	•	•	•	•	•	•	•	—	15
Philadelphia	•	4	•	1	•	13	5	—	23	Cincinnati	3	4	•	•	2	•	•	—	14
Detroit	•	2	•	•	•	•	•	—	16	Pittsburgh	•	1	•	•	3	2	•	—	4
Cleveland	•	1	•	•	•	•	•	—	19	Chicago	•	0	•	•	•	•	•	—	5
Boston	•	•	•	•	•	•	•	—	18	Daily totals	16	16	9	13	32	59	28	—	173
Daily totals	21	11	13	26	42	45	50	—	208										
*No game.																			

FIGURE 91

en and a thin space after the em dash in the last column. The line-up of the days of the week over the columns must be accurate in order to present a neat table. The spaceband was placed after the name of the city, in the stub, and the lines were well filled.

Composite Baseball Score During the World's Series. Figure 92 presents the summary of two games of a world's series:

NEW YORK (A)															
G	AB	R	H	2B	3B	HR	RBI	BB	SO	BAT'G AVG	PO	A	E	F'LD AVG	
Woodling, lf.....	2	8	0	3	0	0	0	1	2	0	.375	3	0	0	1.000
Rizzuto, ss.....	2	7	0	1	0	0	0	0	0	0	.143	2	3	0	1.000
Berra, c.....	2	9	0	1	0	0	0	0	1	1	.111	14	0	0	1.000
DiMaggio, cf.....	2	7	1	1	0	0	1	1	2	0	.143	6	0	0	1.000
Mize, 1b.....	2	8	0	1	0	0	0	0	0	1	.125	13	0	0	1.000
Hopp, 1b.....	2	1	0	0	0	0	0	0	0	0	.000	6	0	0	1.000
Brown, 3b.....	2	8	1	3	1	0	0	0	0	0	.375	0	0	0	.000
Johnson, 3b.....	2	1	0	0	0	0	0	0	0	1	.000	0	2	0	1.000
Bauer, rf.....	2	9	0	2	0	0	0	0	0	0	.222	6	0	0	1.000
Coleman, 2b.....	2	7	1	1	1	0	0	1	1	0	.143	6	8	0	1.000
Raschi, p.....	1	3	0	1	0	0	0	0	0	0	.333	0	3	0	1.000
Reynolds, p.....	1	3	0	1	0	0	0	0	1	2	.333	1	2	0	1.000
Totals	2	71	3	15	2	0	1	3	7	5	.211	57	18	0	1.000

PHILADELPHIA (N)															
G	AB	R	H	2B	3B	HR	RBI	BB	SO	BAT'G AVG	PO	A	E	F'LD AVG	
Waitkus, 1b.....	2	7	0	2	1	0	0	0	1	1	.286	17	2	0	1.000
Ashburn, cf.....	2	9	0	2	1	0	0	1	0	0	.222	6	0	0	1.000
Sisler, lf.....	2	9	0	0	0	0	0	0	0	4	.000	6	0	0	1.000
Ennis, rf.....	2	7	0	0	0	0	0	0	0	1	.000	5	0	0	1.000
Jones, 3b.....	2	7	0	1	0	0	0	0	0	1	.143	7	3	1	.909
Hamner, ss.....	2	6	0	2	1	1	0	0	1	0	.333	2	3	0	1.000
Seminick, c.....	2	5	0	1	0	0	0	0	1	2	.200	6	1	0	1.000
*Caballero	1	0	0	0	0	0	0	0	0	0	.000	0	0	0	1.000
Silvestri, c.....	1	0	0	0	0	0	0	0	0	0	.000	1	0	0	1.000
*Whitman	2	1	0	0	0	0	0	0	1	0	.000	0	0	0	.000
Lopata, c.....	1	0	0	0	0	0	0	0	0	0	.000	1	0	0	1.000
Goliat, 2b.....	2	7	1	1	0	0	0	0	0	1	.143	5	4	0	1.000
Konstanty, p.....	1	2	0	0	0	0	0	0	0	1	.000	1	0	0	1.000
Meyer, p.....	1	0	0	0	0	0	0	0	0	0	.000	0	1	0	1.000
Roberts, p.....	1	2	0	0	0	0	0	0	0	1	.000	0	0	0	.000
‡Mayo	1	0	0	0	0	0	0	0	1	0	.000	0	0	0	.000
Totals	2	62	1	9	3	1	0	1	5	11	.145	57	14	1	.986

FIGURE 92

The type used in setting Figure 92 was the 7-point Ionic. One machine em was allowed between the columns, with the exception of the columns under G and AB, and SO and Bat'g Avg; in those two instances 1½ machine ems were used. In order to set the headings over the columns, take the first line out of the assembling elevator and make the line-up on the copyboard. The spaceband was placed between the name of the player and his position.

Football Tables

THE SETTING of the football line-up (Figure 93) is somewhat complicated, due to the names being on each end of the line and the line-up in the center of the column. Accurate centering of the position letters or word is accomplished by building up the variable words on each end of the line, with

PENN.	Pos.	VIRGINIA
Moses	L. E.....	Scott
Evans	L. T.....	Johnson
McCann	L. G.....	Turner
Capone	Center.....	Meadows
Hovey	R. G.....	Ford
Prudente	R. T.....	Miller
Hanon	E. E.....	Weir
Coulson	G. B.....	Barkley
Bagnell	L. H. B.....	N. Scott
Adams	R. H. B.....	King
Corbo	F. B.....	Kern
Referee—Orrel J. Mitchell—Georgetown.		
Umpire—Arthur J. Barry, Princeton. Lines-		
man—Bunn W. Hackney, Jr., North Caro-		
lina. Field judge—Robert J. Jamieson,		
Franklin and Marshall.		

FIGURE 93

leaders, to a uniform width. Then if an additional equal number of leaders and spacebands are placed on each side to fill the line, the letters or word are sure to be in the exact center of the line when the slug is cast on the machine.

NOTRE DAME	Pos.	N. CAROLINA
Ostrowski (170)	L. E.....	White (168)
Flynn (210)	L. T.....	Ruffin (215)
Burns (185)	L. G.....	Bestwick (190)
Groom (200)	Center.....	Holdash (195)
Wallner (187)	R. G.....	Slate (189)
Toneff (250)	R. T.....	Kuhn (239)
Kelly (183)	R. E.....	Higgins (191)
Williams (175)	G. B.....	Rizzo (182)
Gay (178)	L. H. B.....	Bunting (160)
Barrett (190)	R. H. B.....	Port (185)
Landry (200)	F. B.....	Hayes (195)

FIGURE 94

In a football line-up shown by Figure 94 the same procedure of lining up the names and position of the players was followed as previously described, with the exception that in the last column, where the weights of the players are shown, a thin space was used to give a correct line-up to the table.

Golf Tables

TWO GOLF tables are presented in Figure 95, neither of which require much study to solve, as the columns are generally equally spaced. In the first example one machine em was used between the columns; two ems were allowed at the end of the first two lines to take care of the total. In setting

	GOLF									
Out—										
Men's par.	4	4	3	5	4	4	3	5	3	—35
Mrs. Gill.	.6	5	4	6	4	4	4	6	4	—43
In—										
Men's par.	4	3	4	5	3	4	4	4	4	—35—70
Mrs. Gill.	.5	3	5	7	4	5	5	4	5	—43—86

Only one other score under 90 was made today. That was an 88, posted by Mrs. Courtland Smith, of Glen Ridge, former State champion.

The summary of today's play:	
Mrs. R. F. Gill, Canoe Brook...	86 4—82
Mrs. S. P. Nash, Baltusrol....	95 9—86
Mrs. C. Smith, Glen Ridge....	88 1—87
Mrs. A. C. Cardinal, Arcola....	104 16—88
Miss Louise Patterson, Pl'field.	95 6—89
Mrs. C. P. Cole, Arcola.....	108 18—90
Miss Jean Campbell, Montcl'r...	108 18—90
Mrs. B. F. Ryan, Baltusrol....	97 4—93
Mrs. Jay Lee, Hackensack....	98 3—95
Mrs. S. V. Brundage, For't Hill.	107 10—97
Mrs. F. S. Dickinson, Y'takah.	106 9—97
Mrs. J. W. Rover, Yountakah...	107 8—99
Mrs. L. F. Clarendon, H'nsack...	119 20—99
Mrs. H. M. Patterson, Pl'field...	144 25—119

FIGURE 95

the stub of the second table, place a thin space after "Mrs." to give a line-up to the first initials. It was necessary to abbreviate names of the clubs, in some instances to get them in the line. An em dash was used to separate the last two columns.

Tennis Tables

THESE TABLES are always small, usually occupying only two lines each. In setting the tennis tables, as shown in Figure 96, the spaceband is placed after the name, an en space between the single figures, with an em space in the last column. The heads are set in the bold capitals of the font, and the columns are evenly spaced all the way across. The stub on the set analysis is a great deal longer than the one shown in the stroke analysis.

KRAMER VS. GONZALES										
FIRST SET										
Kramer	1	4	2	4	3	4	3	4	4	5—34 6
Gonzales	4	2	4	1	5	1	5	1	0	3—26 4
STROKE ANALYSIS										
Kramer	12	12				7			7	0
Gonzales ...	12	8				2			0	0
SECOND SET										
Kramer	0	4	1	2	4	2	2	2	—17 2	
Gonzales	4	2	4	4	1	4	4	4	—27 6	
STROKE ANALYSIS										
Kramer	9	12				5			0	0
Gonzales ...	5	7				6			0	0

FIGURE 96

Racing Results and Charts

RACING RESULTS at the first glance appear to be difficult to compose, owing to the triple line-up, set on one slug. In Figure 97 it will be observed that it is necessary for the operator to build up the names of the jockeys before casting the slugs, placing spaceband after horse's name. Take the longest jockey name out of the assembling elevator, lay on the smooth side of a slug

HAVANA RESULTS

FIRST RACE—Purse \$700; claiming; three-year-olds and upward; five and one-half furlongs.

Play Hour, 115.... (Henslein) 4-1 8-5 4-5
 Gussie P., 107..... (Dale) — even 1-2
 Kalakaua, 100..... (Catrone) — — 6-5
 Time—1:07 3-5. Liboro, Bellefonte, Voor-
 floor, Pilades, Seapen, Baalbeck II, Zoona,
 Clean, and Bachelor's Error also ran.

SECOND RACE—Purse \$700; claiming;
 three-year-olds and upward; five and one-half furlongs.

Lew Pope, 115..... (Groos) 8-1 3-1 8-5
 Lt. Farrell, 107.... (Fishman) — even 1-2
 Capple, 107.... (Pickens) — — 3-1
 Time—1:07 3-5. Ceres, Adventuress, P. T.
 Barnum, Acquitted, Little Jennie, Eileen M.

FIGURE 97

and align the other names with it. The word "even," in the next to the last column, will require the same method of equalization with the figures.

The Racing Chart. This table (Figure 98) is set on two slugs, the full measure being 24 picas in width. The first slug is 15 picas and the second 9 picas. The break on the first slug occurs after the column headed "Fin.," one em space being allowed after the superior figures. The second column starts with an en space. The superior figures and letters are .050; fractions .100. The superior figures and letters are selected from those of the same body size as the regular figures, so they align with a figure space. The face was the 5½-point Ionic No. 5, with Bold Face No. 2 and the slug 6 point.

FIRST RACE—For two-year olds; claiming. Half mile. Purse \$1,200. Time—:47 1-3. At post 2:32; off 2:35. Start good. Won easily; place driving. Winner—William Garth's ch. f., 2, by Trap Rock—Cloak. Trainer—William Garth.

Starters	Wt.	P.	St.	½	¼	Fin.	Jockey	Straight	Place	Show
Wrap	106	9	6	3½	1½	1*	J. Mergler	\$8.80	\$6.70	\$4.70
Caterpillar	111	7	4	1½	2*	2*	Barrett	—	25.40	21.00
Gaucha	114	6	3	2½	4*	3*	Baker	—	—	14.30
Yaller Gal	107	10	5	4*	3*	4*	Barnes	—	—	—
Oncora	113	3	1	5*	5½	5*	Robertson	—	—	—
Misty Morn	110	12	7	8*	6*	6*	Schaefer	—	—	—
Billy McFadden	110	8	8	6½	7½	7*	Pascuma	—	—	—
Era	116	2	2	7½	8*	8*	Smallwood	—	—	—
Mind Bet	110	5	11	10*	10*	9*	Smith	—	—	—
Kind Words	114	4	9	9*	9½	10*	Morris	—	—	—
Sun Sylphe	110	1	10	11	11	11	Manning	—	—	—
Georgia Herget	102	11	*				Francis	—	—	—

*Left at post. Scratched—Nellie Hewitt, Rose of Araby, Caravan, Curdle, Roseling, Contractor.

FIGURE 98

Stocks and Bonds

MANY STYLES of setting the stocks and bonds tables may be observed by the reader of the daily newspaper. Some of these tables are set double column, while others are single of special column-width. Figure 99 illustrates one way of composing this kind of market table.

Domestic bond sales and changes during the day are recorded in the newspaper in a table on the financial page. The fractions run in the keyboard in a regular layout. The plus mark is put in by hand. For the minus

DOMESTIC BONDS				
Sales (000 omitted)	High	Low	Last	Chge.
1 Alum 7s '33...	106	106	106	—
37 Am G & El 6s..	100½	100	100½	+
21 Am P & L 6s..	100	92½	92½	—
2 Am Roll M 6s..	103	103	103	—
20 Am Seating 6s.	99½	99½	99½	—
6 Am W Wks 6s..	97½	97¼	97¼	- 1/8
3 Anacon Cop 6s.	102	102¼	102¼	- 1/8
10 Appala'n Pr 5s.	94¾	94¾	94¾	- 1/8
16 Assoc G&El 6s.	102	101½	101½	- 1/4
18 Assoc S H 6½s.	97½	97½	97½	—
5 At Fruit Inc 8s.	19	19	19	—
9 Beaver Bd 8s..	99	98¼	98¼	- 1/2
1 Alum 7s '33...	106	106	106	—
37 Am G & El 6s..	100½	100	100½	+
21 Am P & L 6s..	100	99½	99½	—
2 Am Roll M 6s..	103	103	103	—
20 Am Seating 6s.	99½	99½	99½	—
6 Am W Wks 6s..	97½	97¼	97¼	- 1/8
3 Anacon Cop 6s.	103	102¾	102¾	- 1/8
10 Appala'n Pr 5s.	94¾	94¾	94¾	- 1/8
18 Assoc S H 6½s.	97½	97½	97½	—
5 At Fruit Inc 8s.	19	19	19	—
9 Beaver Bd 8s..	99	98¼	98¼	- 1/2
5 Bell T Can 5s.	100¼	100¼	100¼	- 1/4
1 Buff Gen El 5s.	102	102	102	—
1 C NR Equip 7s.	111¾	111¾	111¾	+
29 Cities Svc 6s...	93¾	93¼	93¾	+
1 do 7s D.....	112¼	112¼	112	+
2 Cs G B 5½s E.	106¾	106¾	106¾	+
1 Cons Tex 8s....	84	84	84	+
6 Cont Cor 6s....	98¾	98½	98¾	+

FIGURE 99

use the em dash. Periods and commas are not used in the names, which are run together where necessary. One em is allowed between three figures and a fraction. Two em dashes are used in the last column to indicate no change in price. Set a full line first. Then remove from the assembling elevator all of the figures and spaces over to the leaders. Bring the assembler slide back so that the leaders are against the star wheel. Make a mark under the pointer with a lead pencil. This will indicate the end of the stub on each line. As a general rule only one line is allowed for each listing. It is necessary, therefore, to abbreviate, even in some very unusual forms, the names of the bonds or stocks being listed.

Classified Advertisements

A WIDE VARIETY of styles for classified advertisements may be found among newspapers. Every paper has created its own style in this regard, but the important point seems to be to get all the words possible in a line, and at the same time present a readable advertisement.

The operator must put every word possible into the line without crowding or stopping the star wheel. Follow the style of the paper. The example was set in 5½-point Ionic, using short descenders on the g, j, p, q, and y in the lower case, and the capital Q. In the illustration shown (Figure 100), which is a much-used style, it will be noted that the first word is set flush,

BUILDER—Experienced on junk bodies; must be fast. Apply 1703 Charlotte st.
 CAR WASHER—Experienced. Apply 4040 Main st.
 CAPABLE young man to solicit for Page's hand painted photographs. Make good commission. Call 3735 Olive.
 CLEANER—First class wet cleaner. Colonial Cleaners. 1705 E. 31st st.
 CLEANER and Presser—Steady work. Missouri Steam Dye Works. 3228 E. 12th.
 COLLECTOR—Experienced on monthly contract accounts. Apply 222 Dwight bldg.
 COLLEGE Men—Have an attractive offer for summer months; good money; pleasant work. Mr. Piper. 222 Dwight bldg.
 CREW Manager; man experienced on magazines; advancement; good income. Mr. Ira Clark. 702 Orear-Leslie bldg.
 DISHWASHER, White—Must be neat and sober. Apply after 2:30 p. m. at 2730 East Bellevue.

FIGURE 100

in capitals. The second line is indented one em, and any additional lines are set full measure. Another common style is to set the first line full measure, and indent all following lines one en, or in some papers, one em. The white space of the indentation gives a small amount of display to the item. In nearly all newspapers the classified advertisements are separated by hair-line rules. The operator should always drop one of these rules in his stick as soon as he has finished setting the type of each individual advertisement. Figure 76 shows another example of classified advertisements.

Newspaper Advertisements on the Linotype

UNIVERSAL USE of the Linotype for producing the neat display required in the newspapers has solved most of the problems which formerly confronted the compositor and the advertisers. The range of faces available for this class of composition is so large that it is not possible to cover them all in a limited space. A few examples, however, are shown.

New, Attractive Faces. The advertiser is assured, by the use of the many "families" of Linotype faces available, of new, clean matter, which attracts the eye instantly, when produced on the Linotype.

Range of Linotype Faces. Most newspapers publish a large amount of advertising in which the prices of articles appear in display figures from 10 to 42 point, in connection with two or more lines of descriptive matter. The form of display frequently used is shown in Figure 101:

GO-CARTS—Reclining back go-carts, full sized reed body; very strong and fancy; rubber tire steel wheels; upholstered in Venetian Damask; loose cushion, with a beautiful sateen parasol. Only a few will be put on sale. Price..... **\$19.65**

FRENCH MODEL CORSET—Modeled for unusually graceful or medium figures. Made of fine Coutil. Has very low bust, trimmed around top with scalloped Swiss embroidery and is boned with best non-rusting aluminum wire. Our price.... **\$3.50**

SUITS—Our fabric group suits are made of pure woolsens of a grade usually in suits priced considerably higher. Their colorings and patterns are distinctive. Lined with silk. A small lot of these wonderful suits will be placed on sale tomorrow at the extremely low price for this day only..... **\$65**

FIGURE 101

How Display Advertising Is Set. Formerly it was customary to set the text matter, space out that part of the line where the display figures belong, and then cut the slugs, inserting the display figures by hand. With the advertising figure equipment text matter and display figures can be set at one oper-

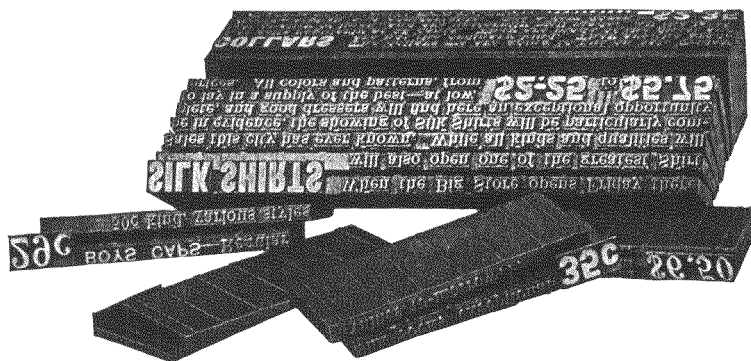


FIGURE 102

ation. This is done by setting the display figures at any desired point in the line of text matter, the figures casting on the first slug and against the lip of the mold, thus overhanging one or more other slugs when they are assembled in the machine galley. The first slug carrying the overhang is not

trimmed, while at a corresponding point in the succeeding line or lines blank space is left for supporting the large overhanging character. This does away with cutting the slugs and inserting the display figures by hand and the subsequent distribution of the type.

By having the price figures cast on the slugs, the possibility of a drop out is entirely eliminated. Not infrequently a hand-set price will drop out and when it is put back a transposition very often occurs. With display advertising figures this is impossible.

Large letters as well as figures can be set to overhang on the slug by means of the advertising figure equipment.

The body of the slug should be 6 points when using 14-point side-heads or advertising figures, the latter lining up with the wording on the second line; in using 18-point matrices the slug would be 8 point (Figure 102), and the advertising figures will line up with the wording on the second slug. The 24-point figures, when cast on a 10-point slug, will align with the second line of the 10-point matrices. 30-point figures will align with the second line of 12 point.

Equipment Necessary. The advertising figure equipment consists merely of the universal knife block, a special mold with a wide lip on the cap and with the rib grooves parallel, and the necessary matrices.

In order to set the entire range of sizes of advertising figure matrices two molds are necessary.

Advertising figures up to and including 30 point, punched in the normal position, can be cast on the regular advertising figure mold, which uses liners from 5 to 12 point.

The regular advertising figure mold is of the same general style as the universal adjustable mold. Its point of difference consists in having the ribs ground parallel, and the wide lip on the cap. For straight composition it can be used with facility up to and including 12 point.

The special advertising figure mold is used for figures, 36 to 48 point. Only matrices with characters in the auxiliary position can be used with this mold. Advertising figures cannot be used when they are punched in the normal position. All characters punched in the auxiliary position (except those on the 45-point alignment) can be cast with the special advertising figure mold.

The quick-opening advertising knife block is a special refinement of the universal knife block to facilitate instantaneous opening of the knives for the overhanging slug. A small lever is pushed downward to open the right-hand knife—the lever is pulled upward to return the knife to its original setting for accurate trimming of slugs.

Vertical slug matrices differ from ordinary matrices in that the characters when cast appear one below another on the vertical slug, instead of side by side as on the usual slug where the matter reads horizontally.

Complete capital alphabets of Vertical Characters of Gothic Condensed No. 2 are available in 6, 10 and 12 point, and are convenient for food-store-ad work when handled like this:

The slug:

C A N S

D O Z

L B S

The slug is cut to the proper length and inserted between the large display figures as shown here:

6 ^C_A^N_S 29c

5 ^D_O^{Z 48c}

4 ^L_B^{S 25c}

Vertical characters for use particularly in tariff and time table work are available in some other 6-, 8-, 10- and 12-point faces.

Spartan Duplicate Matrices. With most Linotype matrices, different sizes align at the top when cast together. But with Spartan Duplicate matrices, the small size descriptive matter of food-store items can align with the center of display matter. Both description and display are assembled in one line and cast on a single slug on the regular advertising figure mold—at keyboard speed approximating that of straight matter. These matrices are made in several sizes: 6 point for use with 12 point, 8 point for use with 18-point display, 10 point for use with 24-point display, etc. Their characters in the normal position align with the top of other sizes. Their second characters, when the matrices are raised to auxiliary position, align with the center of the type sizes just mentioned. The following examples illustrate the use of Spartan Duplicate matrices:

LEGS OF SPRING LAMB Prime Lb. 70c
Quality

LEGS OF SPRING LAMB Prime Lb. 70c
Quality

First line: 12-point Metroblack No. 2 and both regular and auxiliary position of 6-point Spartan Duplicate cast on regular advertising figure mold with 6-point liners. Second line: Word "Quality" is regular position of 6-point Spartan Duplicate cast on same mold with same liners.

RADISHES Garden Fresh 2 large 15c
bunches

RADISHES Garden Fresh 2 large 15c
bunches

First line: 18-point Metroblack No. 2 and both regular and auxiliary position of 8-point Spartan Duplicate cast on regular advertising figure mold with 8-point liners. Second line: Word "bunches" set in regular position of 8-point Spartan Duplicate, cast on same mold with same liners.

RADISHES **l**ic**l**e **l**ar**g**e **8****c**
 bun**ch**

RADISHES **l**ic**l**e **l**ar**g**e **8****c**
 bun**ch**

First line: 24-point Metroblack No. 2 and both regular and auxiliary position of 10-point Spartan Duplicate cast on regular advertising figure mold. Second line: Word "bunch" is regular position of 10-point Spartan Duplicate cast on same mold with same liners.

Advertising Figure Layout—Diagram 32

WITH A FEW exceptions, advertising figure matrices can be cut to run in the following magazine channels (Figure 103), enabling the operator to set both regular and display figures directly from the keyboard. The winged key button can be used to advantage when such a keyboard layout is arranged.

Figure 1 runs in the fl channel	Figure 8 runs in the Z channel
Figure 2 runs in the ffi channel	Figure 9 runs in the @ channel
Figure 3 runs in the fll channel	Figure 0 runs in the th channel
Figure 4 runs in the ? channel	The ç runs in the & channel
Figure 5 runs in the ! channel	The . runs in the (channel
Figure 6 runs in the ° channel	The , runs in the) channel
Figure 7 runs in the X channel	The \$ runs in the ! channel

FIGURE 103

Figures can also be cut to run in the auxiliary magazines of Linotypes so equipped—two sets of setwise size of .218" or less in the 2S-channel; two sets, up to .249" in the left and .221" in the right, in the narrow 34-channel; two sets of all sizes in the wide 34-channel (.315" in left and .311" in right).

In ordering display advertising figures, be sure to specify whether they are wanted to run as sorts or in the magazine.

When a machine is ordered, an advertising figure mold may be made part of the regular equipment without extra charge. The universal knife block is now regularly applied to all new machines; the quick-opening advertising knife block is optional at slight additional expense.