

pressure—it being necessary to work three shifts in order to complete the edition on schedule time—there was no difficulty whatever in handling the composition on the Linotypes. The intricate and exacting character of this work demonstrates the ability of the Peterson operators, and Mr. Amidon, and his efficient force are to be congratulated upon completing the matter in such brief time.

It is said that this 1914 edition of the Advertisers' Directory cost nearly \$20,000. It is printed on a good grade of stock, is gilt edged and indexed, bound in red silk cloth, and stamped in gold. This volume makes the twenty-fifth, and in appearance it surpasses all previous editions. The exceptionally fine presswork was done by the Regan Printing House, Chicago.

### THE FIRST LINOTYPE IN BURMA

*On the road to Mandalay,  
Where the flyin'-fishes play,  
An' the dawn comes up like thunder  
Outer China 'crost the Bay!*

About four hundred miles south of Mandalay is located the American Baptist Mission Press, in Rangoon. In 1816 Rev. George H. Hough brought the first printing press with a font of Burmese type to Rangoon. This was the nucleus around which has been built the splendid business now handled by the Mission Press.

Now a Linotype has been added to the plant, and to show how efficient the machine is proving the Society sends us a volume containing matter covering the Judson Centennial Celebrations in Burma (176 pages). This publication possesses exceptional historic interest for the reason that it is the first book composed on a Linotype in Burma, on the first machine of this kind installed in that country.

The composition was done by a native operator, who had never before seen a Linotype at work. It is a neat and clean piece of work, and compares favorably with many of our best American publications. An old style face was used, and the operator evidently exercised unusual care in spacing his lines, as there are very few divisions of words. The make-up of the

pages shows similar care, and the book, as a whole, is a most creditable piece of work. It is printed on a good grade of antique stock, and the presswork is excellent. The hand made paper used for the cover was made in Burma.

No doubt this lone Linotype will soon be followed by others, for one machine cannot supply composition enough to bring the printed word to Burma's teeming millions. It will not be long before the "tinkling of the Temple bells" will be accompanied by the clicking of Linotype matrices in the newspaper plants of Rangoon, Moulmein, Mandalay, and elsewhere. But Burma's only Linotype is composing a great volume of matter for the Mission Press, and is doing its share in the spread of the Gospel.

### LINOTYPE TRADE MARKS

To safeguard our customers against imitators, Linotype matrices and parts made by us will hereafter bear the following marks:



The plain triangle is stamped on one side of each matrix. All genuine Linotype parts will bear the round cornered triangle inclosing the letters M L Co.

Both of these are trade marks. They are the property of the Mergenthaler Linotype Company, and can be applied only to goods manufactured by it.

The plain triangle will ordinarily have figures on each side, thus: 10Δ28. These figures, however, are not part of the trade mark. The figures to the left indicate the body size and the figures to the right are arbitrary numbers indicating the face. Thus the device 10Δ28 indicates that the matrix is made by us and that it is 10-point Cambridge with Italic and Small Caps.

In ordering matrices and parts for your Linotypes, be sure that you secure those bearing these trade marks. They stand for the best design, workmanship, and material; for goods

made only by the originators of the Linotype; for goods free from patent litigation; for goods guaranteed perfect in every respect.

### THIRD PATENT SUIT LINOTYPE VS. INTERTYPE

We desire to announce that we have instituted a third action in the United States District Court for the Eastern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

W. S. Coe . . . . .	No. 619,393
Isaiah Hall . . . . .	No. 665,212
Isaiah Hall . . . . .	No. 665,326
J. R. Rogers . . . . .	No. 740,470
J. M. Cooney and } . .	No. 759,501
H. L. Totten }	
P. T. Dodge . . . . .	No. 761,289
H. A. Agricola, Jr. . .	No. 789,646
J. R. Rogers . . . . .	No. 792,851
P. T. Dodge . . . . .	No. 797,412
T. S. Homans . . . . .	No. 825,054
D. S. Kennedy . . . . .	No. 888,176
J. R. Rogers . . . . .	No. 945,608
D. S. Kennedy . . . . .	No. 1,104,512

We have recently announced a first and a second action, now pending, brought by us against the International Typesetting Machine Company for infringement of twenty-eight United States Letters Patent.

MERGENTHALER LINOTYPE COMPANY,  
Tribune Building, New York, N. Y.

### A REWARD OF MERIT

Ever since its foundation, the Friedman Print, New York, has striven to produce only the better grades of job and publication printing. So well has this mission been accomplished that during four years the concern was compelled to enlarge its quarters five times. Recently the Friedman Print combined with the Carey Press, and now operates under the name of the Carey Printing Company.

The plant has just moved into the Hill Building, Thirty-sixth Street and Tenth Avenue, a modern structure specially built for printing purposes. The entire five floors of this model plant show unusual forethought, and is the kind of an equipment one would expect to

find installed as the logical outcome of long experience and sound manufacturing judgment.

The several departments have been so planned and arranged as to reduce handling of material from start to finish to a minimum of time and cost.

Eight years ago the Linotype equipment of the Friedman Print consisted of but two Model 3 machines. Now the Linotype department contains a battery of twelve, including three Quick Change Model 8 three magazine machines. A Linotype Lead and Rule Caster is a useful aid.

Under the care of Sol Cantor, machinist and foreman, the very highest quality of Linotype composition is being produced. "Linotype it, from a card to a catalog," has always been the watch-word of this firm. This company in its new home will continue to turn out all kinds of the best book, job, and publication printing.

### AN INTERESTING FACT

It is an interesting fact that from the 30,000 Linotypes in daily operation not two lines are ever cast with exactly the same combination of words (excluding, of course, recasting of lines and reprint). Studios people often draw one's attention to the combinations possible in a series of words, etc.; but have you ever realized the billions—nay trillions—of combinations produced on the Linotype and especially in 13-em lines? I might also state that hardly ever were two lines cast alike (again excluding recasts) since the first Linotype began operation.

—Clifford W. Parker.

### SIX MILES FOR A SEMICOLON

Some of the lights of literature in bygone days were great sticklers for perfection in printing. Victor Hugo confessed to a passion for punctuation. He made his printers furnish him with eleven revises of the proofs of "La Legende des Siècles," the last ten of which were required only in order that the commas might be put in the right place. Thomas Campbell was equally fastidious. He once walked six miles to a printing office to have a comma changed into a semicolon.—*Chicago Tribune.*