

THE PRINTING INDUSTRY  
TODAY & TOMORROW

Special Number of  
THE MONOTYPE RECORDER

LONDON  
THE LANSTON MONOTYPE CORPORATION LTD  
MARCH APRIL MAY 1930

# THE MONOTYPE RECORDER

A Journal for Users and Potential Users of the  
"MONOTYPE"  
Type Composing and  
Casting Machine

VOLUME XXIX

Number 235

MARCH · APRIL · MAY 1930



LONDON

The Lanston Monotype Corporation Limited

43 Fetter Lane, E.C.

# THE PRINTING INDUSTRY

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A Special Number of  
THE MONOTYPE RECORDER

DEDICATED TO

## THE FEDERATION

OF MASTER PRINTERS AND ALLIED TRADES  
OF GREAT BRITAIN AND IRELAND



LONDON

The Lanston Monotype Corporation Limited

MCMXXX

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*The cover design is composed of specially-cut ornamental units, which were cast on the  
"Monotype" Super Caster*



WILLIAM MAXWELL

WILLIAM MAXWELL · PRINTER OF BOOKS

PRESIDENT OF THE FEDERATION OF MASTER PRINTERS  
AND ALLIED TRADES OF GREAT BRITAIN AND IRELAND

1929—1930

THE FEDERATION OF MASTER PRINTERS honoured itself when it bestowed on Mr William Maxwell of Edinburgh the highest honour which it can officially give. Chosen as the chief executive of one of our most important industries, Mr Maxwell is a man whose ability and natural leadership would inevitably have put him in the forefront of any industrial movement, and enabled him to handle with tact and constructive vision the intricate problems which confront any such organization. He is not only the possessor of that rare gift of the executive mind, but is one of the foremost figures in modern book printing.

Book printing is an industry. For the last thirty years or so it has been alternately stimulated and handicapped by the tendency on the part of connoisseurs to think of it as an art. Stimulated, because this new point of view makes people look at books and criticize them; handicapped, because printing by its very definition is a means of multiplying copies of a work rather than making a single copy beautiful through the work of single artists. Since the time of William Morris we have had thousands of "precious" editions, attempting in some way to achieve the Book Beautiful. But the industry of book printing as apart from book illustration—of book printing in order to furnish all potential readers with copies of an author's work—has continued in an unbroken line from Gutenberg's day to our own. At first the printer was not only his own typographer, but his own publisher. One by one the Master Printer has discarded those occupations which do not form an essential part of his craft: publishing, type-

founding and the design of books. Even the design of advertisements is passing out of his hands.

But anyone who assumed from this that a good book printer today was merely one who took orders from publishers, and executed them, as any other manufacturer would, as quickly and as economically as possible to specification, would be betraying a lack of knowledge of the essential qualities and beauties of the printed book, qualities which cannot be assured in advance by the finest types, the most expensive paper, or the most luxurious binding. They are qualities which depend on the actual performance of composing machine and press, or rather upon the training and daily practice of compositors, pressmen and other craftsmen under the intelligent and never-ending personal direction of a real printer. Spacing, inking and press-work are to a book what good manners are to the human being, or good tailoring to a costume. If they are noticeable they are obtrusive, but where their perfection may be taken for granted they have achieved an invisible triumph.

This is the lesson which the modern typographer, as distinct from the master printer, must learn if he is to make a book anything more than a pretentious failure. It is learned in among the machines and beside the ink rollers, out in the bindery and among the paper stacks. And when a master printer with this hard-earned knowledge adds to it a genuine enthusiasm for fine books, a thorough knowledge of type-faces and their function, and the respect which every literate man must have for the processes of multiplying and immortalizing thought, then that printer may be hailed as a worthy successor to a line of craftsmen to whom civilization owes deep gratitude.

Mr Maxwell, Managing Director of Messrs R. & R. Clark, Ltd., Edinburgh, is such a printer. A Scotsman and a man of education, his qualities of leadership and craftsmanly enthusiasm would have joined his name to those of a long line of Scottish book printers whose work maintained the standard set by Foulis and his successors in the eigh-

teenth century, even had there been no revived interest in the art of the book. But practical as his training has been, his mind has remained sufficiently flexible to avoid enslaving itself to tradition, and he has thus been able to profit from association with some of the leaders of book typography, as well as from the friendship and co-operation of the great authors of our generation.

British master printers are not as a rule excitable folk, and they are not given to tempestuous public demonstrations. A stranger who knew this would, therefore, have been surprised to witness the scene at Eastbourne last spring when Mr Maxwell was formally and unanimously elected to the presidency of the Federation of Master Printers. The putting of the vote was answered by a crash of applause, the whole company rising and cheering long and enthusiastically. But the reason for that vociferation became more apparent when the new leader rose and stood facing the house, a tall rock of a man with the jaw of a general, and twinkling eyes which seemed to seek out and hold at attention every member of the clamouring audience. And when his first words of acknowledgement, made pungent and musical by his Scottish inflection, had reduced the house to tense silence, it at once became evident that the man who was speaking had the gift of arousing enthusiasm, respect and personal devotion in any group with which he was associated. No perfunctory remarks would have sufficed after such a reception, and Mr Maxwell's words, simply spoken in the stress of genuine emotion, were a profession of faith in the ability of his craft, and a dedication of his powers to its service. His reference to his Scottish parents gave a momentary glimpse of such deep and simple filial tenderness as to give his hearers a most unparliamentary lump in the throat.

The parents to whose simple piety he referred came from Orkney and settled in Leith, where Mr Maxwell was born in April 1873. His forbears were, as he has said, "people of the soil and of the sea," a people characterized by inherent courage and independence, and a deep

religious sense, expressed not in ritual but in daily life and thought. The supposed origin of the family name is given by Sir Herbert Maxwell in his *Scottish Family Names*. In the middle of the twelfth century a powerful Scottish chieftain named Maccus had on his estate a well of particularly fine water, which was regularly visited by such water drinkers as Scotland then contained. As Scottish farmers are often better known by the name of their farm than by their family name, so Maccus came to be known by his well, and the transition from Maccus Well to Maxwell was both obvious and easy. Maccus's descendants were equipped by valour and loyalty, but also possessed the contemporary lack of respect for property rights and became leaders in the wild Border fighting which continued for centuries. Many a daring raid on Sassenach and other sheep folds was celebrated in the traditions of the clan. The last Border clan fight took place between the Maxwells and the Johnstons, and there is every reason to believe that the Maxwells won. Certain of the more unruly and danger-loving fighters had death sentences commuted to banishment to the Orkneys, and in those remote islands the Maxwell strain gained still more hardihood by intermarriage with descendants of the Scandinavian races.

When he was thirteen years old Mr Maxwell cut short his parents' plans for the continuance of his education and went into the office of a Leith firm of provision merchants, but he realized that the real education still lay ahead, and he took up numerous lines of study at evening classes which he attended four nights a week over a period of several years, eventually winning the bronze medal of Leith Science College. At fifteen he had become confidential clerk to the head of the firm. In 1892, looking about for work with a better future, he answered an advertisement by Messrs R. & R. Clark of Edinburgh, and was appointed shorthand and correspondence clerk to the late James Kirkwood, second partner of the firm, the others being Robert Clark, who founded the firm in 1847, and his son, Edward, who was then twenty-eight years of age and had been a partner for only a year or two.

Mr Maxwell's career with this firm, one of the most important Scottish book printing houses, was one of steady progress and constantly growing acquaintance with all the activities of the business. Mr Kirkwood ceased active work about the year 1900, and Mr Maxwell got opportunities for coming more and more in touch with the managerial side of the business. In 1914 he became Secretary of the Company, a position which he retained upon becoming Director on the first of January 1920. At the death of Mr Edward Clark in 1926, Mr Maxwell became sole Managing Director of the organization. Meanwhile he had held various minor offices in the Edinburgh Master Printers' Association, assuming the vice-presidency in 1923. The presidency would have devolved upon him in 1926, had he not been forced to forgo that secretly cherished ambition, in order to take on the more difficult presidency of the Scottish Alliance, of which he had been appointed vice-president in 1924.

It would be difficult to find a more tactful and level-headed executive than Mr Maxwell in the stormy period that immediately succeeded his accession to the Scottish office. The general strike was followed by the task of negotiating the terms of resumption of work, and the human understanding which he brought to this arduous and delicate task contributed largely towards the goodwill which has since been maintained between the Scottish Alliance and Scottish employees. An eloquent testimony to this fact was given by Mr Robert Watson, Secretary of the Scottish Typographical Association, when at the dinner during the delegate meetings at Dumfries in 1928, he referred to the cordial relations in the Scottish trade since the settlement in May 1926, and added that if there was any man to whom the S.T.A. were indebted for these conditions, that man was William Maxwell.

Meanwhile, Mr Maxwell's influence had been felt as member of the Council of the Federation of Master Printers and of the Joint Industrial Council, so that his next step was inevitably the vice-presidency of the Federation, to which he was appointed in 1928, and which in

May 1929 led to the presidency in succession to another honoured Master Printer, Mr E. C. Austen-Leigh.

Mr Maxwell is a "bonnie fechter," but he never fights so gallantly as in the cause of education and helping people to help themselves. The printing industry will not soon forget his activities in connection with the organization of special classes at the Heriot-Watt College in Edinburgh, where a large number of unemployed compositors were turned into competent "Monotype" keyboard operators, with an assured future, through intensive training under instructors whom the Lanston Monotype Corporation specially detailed in response to representations made by Mr Maxwell. His keen constructive interest in the training of apprentices is not mere vague enthusiasm, for he advocates a rigorous selection of boys so that special talents may be best utilized in special branches of the craft. No mere written examination, he thinks, can suffice to determine the fitness of a lad for a printing career; medical examination, industrial psychology tests, and genuine paternal interest, combine to find square holes for square pegs.

So much for the career of a leader of organized industry; but this sketch must also mention his achievements as a craftsman. Mr Maxwell's collection of typography contains most of the finest modern books produced by private and other presses of our own day, and many examples of the finest periods of ancient printing. Many of his own books, produced for leading London publishers, are worthy of inclusion in such a collection, and show his ability to deal with many different type styles. Our readers will forgive us for again quoting Mr Maxwell's words on the "Monotype," spoken during his investment ceremony at Horley in May of last year.

"I may claim," he said, "to have been one of those who more or less pioneered the 'Monotype' for bookwork, and to have created what is certainly the largest plant in Scotland for 'Monotype' production. I regard the 'Monotype' as a marvellous machine . . . there are very few problems you put up to the Mono-

type Company that they are not able to tackle. I am glad to feel that I am associated with them in helping still further to perfect the machine. Mr Burch has accused me of inducing them to add to their type faces, and has told me what a failure they would be, but he has always been generous enough ultimately to admit how great has been their success with certain founts. We are indebted to the Monotype Company, not only for helping us to make good books, but for helping us to a revival of typography such as we have not seen in this country since the early part of the nineteenth century."

The Lanston Monotype Corporation for its part acknowledges the inspiration of the necessity to produce typographical material which should be up to the strict and high standard required by such a printer as Mr Maxwell. The practical advice received from him has been of service to the entire body of book printers.

Amateurs of the printed book were interested in the autumn of 1928 to receive from the bookshop of J. & F. Bumpus, Ltd., of London, the announcement in catalogue of a collection of printing by the firm of R. & R. Clark, Ltd. It is not uncommon to find a collection of printed books designed and commissioned by one house and produced by several printers. Here, almost for the first time in this country, the process was reversed, in order to demonstrate that the essential personality of a printing office, expressed in fine, honest technique, can be recognizable through designs produced in many different styles for the desires of different typographers and publishers. This catalogue, printed in "Monotype" Scotch Roman by R. & R. Clark, belongs in every typographical collection, as do the booksellers' catalogues designed and produced by Mr Maxwell for Messrs Dulau, Bumpus, Elkin Mathews, and others, all models of their kind.

Mr Maxwell has been of service to many famous authors, and he is to be congratulated on having satisfied the instructed tastes of Mr Bernard Shaw in the matter of composition. Everyone knows

on the part of the politically conscious and articulate minority (the majority can hardly be said to have any political views)

THE INTELLIGENT WOMAN'S GUIDE

Political strong men to bring to heel predatory capitalists, unscrupulous financiers, and corrupt stock exchanges. Discredited democratic claims for discipline. France suffers from the most arbitrary and unscrupulous Government.

that the old Suffragists and Suffragettes dreamt of, or would have advocated if they had dreamt of it: namely, a demand for the abandonment of parliamentary government and the substitution of a dictatorship. In desperation at the failure of Parliament to rescue industry from the profiteers, and currency from the financiers (which means rescuing the livelihood of the people from the purely predatory side of Capitalism), Europe has begun to clamor for political disciplinarians to save her. Victorious France, with her currency in the gutter, may be said to be advertising for a Napoleon or a political Messiah. Italy has knocked its parliament down and handed the whip to Signor Mussolini to thrash Italian democracy and bureaucracy into some sort of order and efficiency. In Spain the king and the military commander-in-chief have refused to stand any more democratic nonsense, and taken the law into their own hands. In Russia a minority of devoted Marxists maintain by sheer force such government as is possible in the teeth of an intensely recalcitrant peasantry. In England we should welcome another Cromwell but for two considerations. First, there is no Cromwell. Second, history teaches us that if there were one, and he again ruled us by military force after trying every sort of parliament and finding each worse than the other, he would be worn out or dead after a few years; and then we should return like the sow to her wallowing in the mire and leave the restored profiteers to wreak on the corpse of the worn-out ruler the spite they dared not express whilst he was alive. Thus our inability to govern ourselves lands us in such a mess that we hand the job over to any person strong enough to undertake it; and then our unwillingness to be governed at all makes us turn against the strong person, the Cromwell or Mussolini, as an intolerable tyrant, and relapse into the condition of Bunyan's Simple, Sloth, and Presumption the moment his back is turned or his body buried. We clamor for a despotic discipline out of the miseries of our anarchy, and, when we get it, clamor out of the severe regulation of our law and order for what we call liberty. At each blind rush from one extreme to the other we empty the baby out with the bath, learning nothing from our experience, and furnishing examples of the abuses of power and the horrors of liberty without ascertaining the limits of either.

FACSIMILE REPRODUCTION OF A PAGE PROOF WITH MR BERNARD SHAW'S AUTOGRAPH CORRECTIONS

*The Intelligent Woman's Guide to Socialism and Capitalism* as a thoroughly distinguished piece of typography; but not everyone is aware of the close co-operation of author and printer necessary to achieve so fine a result. Mr Maxwell is very proud of his presentation copy of *The Intelligent Woman's Guide* with Mr Shaw's autograph inscription, "To William Maxwell, my collaborator in the making of this book."

Opposite we are privileged to present a facsimile reproduction of a page from the last impression of *The Intelligent Woman's Guide* with Mr Shaw's autograph corrections. We are indebted to Mr Shaw for his great courtesy in granting this permission, and to Mr Maxwell for having approached Mr Shaw with our request.

There are times when the book printer may be tempted to envy the more varied and adventurous activities of specialists in advertising. But nothing could equal the pride which the maker of books has in labouring to make concrete and immortal the writings of great authors. Mr Shaw, the greatest writer of our day, has made permanent contributions to English literature. Centuries from now, collectors of first editions will realize that he was well served by the printer whom he honoured with his friendship.

William Maxwell's great-grandfather lived in the days when the press-gang descended upon towns and villages. To escape from their clutches, he put out to sea in a small boat, and lay at low tide on a rock, taking to his boat when the tide had crept over the rock, and keeping alive for eight days on fish and seaweed. The experience did not prevent his being a remarkably strong and healthy man at the age of ninety-nine. Members of the Federation, and all those with whom Mr Maxwell comes into contact, believe that it is this inherited hardiness that has borne him through the difficulties of a strenuous year, and that will prolong the powers and influence of a well-beloved friend of the printer's craft.

## THE NEXT PRESIDENT

An Interview with ALFRED J. BONWICK, J.P.  
Vice-President of the Federation of Master Printers

THE ELECTION OF A NEW PRESIDENT OF THE FEDERATION OF MASTER PRINTERS is perhaps the most important single item in the programme of the Annual Convention of that body. The President-elect of the Federation is not taken unaware by the highest honour which the printing industry can bestow, for his year of Vice-Presidency constitutes a very real and practical initiation into the strenuous duties to come. His eligibility depends upon service rendered in the past to his own Alliance and through the Alliance to the national organization. In Mr Bonwick's case he served the Home Counties Alliance as President in 1928-29, and since the resignation of Mr E. G. Arnold he has acted as Chairman of the Contracts, Legislation and Transport Committee of the Federation.

Mr A. J. BONWICK needs, therefore, no introduction to the vast majority of readers of *The Monotype Recorder*. In addition to being the London Managing Director of Loxley Bros., Ltd., of London and Sheffield, he is Managing Director of the Garden City Press, Ltd., of Letchworth and also has interests in Trade Publications. The executive and legislative ability which was so ably developed during his Parliamentary career, and the special knowledge of printing conditions which he was able to put at the service of the Government as a member of the Committee of Enquiry into Government Printing Establishments, makes his participation in Federation activities particularly welcome at a time when matters of legislation and policy, national and international, are so profoundly concerning the printing world.

The future President, on being approached for an interview with *The Monotype Recorder*, was reminded of the remark often made by Mr



ALFRED J. BONWICK, J.P., PRESIDENT-ELECT OF THE FEDERATION

Maxwell that the Federation this year had profited by what almost amounted to a joint Presidency. Mr Bonwick, in modestly deprecating the part which he had played, said that it had been a very real pleasure to serve as Vice-President to Mr Maxwell. He had been treated by Mr Maxwell as an equal colleague and not as the junior officer. Their relationship had been marked by confidence, candour and unanimity. Their friendship existed before Mr Maxwell's Presidency began, and the closeness of their association during the past year had increased that friendship. "I have admired," said Mr Bonwick, "the energy and the ability with which Mr Maxwell has discharged his duties. I am grateful to him for having done so much, that there remains very little for me to do. He has had a hard year; I think it will be my good fortune to have an easy one. In a very real sense I shall enter into his labours. He brought to his office many years of experience of the printing industry, but I cannot claim that experience, for I served with an Advertising Agency for ten years, then for ten years occupied the Managerial Chair of a weekly newspaper and then came into the printing industry. But the experience I gained in buying thousands of pounds worth of printing has been of material service to me in trying to sell printing to others. I think I can claim to know what the buyer of printing wants and the kind of service he expects from his printer.

"The printing industry," continued Mr Bonwick, "is in process of change, and to my mind the change is for the better. During the last five years we have seen a new attitude develop on the part of those responsible for production: a new realization of what printing is, and what part it plays in the world's business. The rising interest in the selling of printing only reflects this broader and more studied point of view. A new type of man is being attracted to the industry today, a type equally able to grasp the wider usefulness of printing and to take part in industrial discussions with a background of genuine experience and technical knowledge. The young men who are coming into the industry realize that if with their technical knowledge they know some-

thing of commerce and economics, they will be better equipped to control the printing businesses of the future."

Dealing with the question of salesmanship, Mr Bonwick said: "It is inevitable that as time passes, printing will be more and more bought and sold on the strength of ideas rather than bargained for as a bulk commodity. And the most valuable ideas will emanate from the individual printer; group activities on his behalf can only be guideposts to his own initiative, though what he does on his own behalf in this connection will reflect credit upon the entire industry."

Asked to say a word about legislation, the Vice-President said: "Much has been accomplished during the last few years towards industrial peace, and it is a happy augury that the printing industry faces as little unemployment and discord in this year as any large commercial section of the country. Much, however, remains to be done, and legislators concerned with general industrial settlements will look to the printing industry as perhaps the most important barometer in testing new developments. We know that the co-operation and admirable example of the printing industry in adjudicating its own affairs has deserved, and will continue to receive, all possible Governmental approval.

"In my opinion—whatever political party is in control of the destinies of this country—it will be impossible for Industry to escape new proposals dealing with the conditions under which the workers perform their duties, and it is a good sign that the printers of this country are taking a keener interest in all matters of legislation. Thanks to the strenuous years of labour which Mr Arnold performed as Chairman of the C. L. & T. Committee, the average printer now realizes that the vast majority of measures which find their way to the Statute Book definitely affect him.

"But I must not go on," said Mr Bonwick. "Perhaps, however, you will let me say that I am looking forward with pleasure to my year of office. Although I cannot expect to emulate Mr Maxwell, I hope that my Presidency will not be a failure."

## THE REGULATION OF WAGES AND WORKING CONDITIONS IN THE PRINTING AND ALLIED TRADES

By Lieut.-Col. H. RIVERS FLETCHER, O.B.E.

Chairman of the Labour Committee of the Federation

ONE OF THE MOST IMPORTANT FUNCTIONS of every employers' organization is the regulation of working conditions and the establishment and maintenance of minimum wage rates for the various processes in the particular industry.

With the variety of processes practised in the printing trade, and constant changes in methods of working and machines, the task is by no means simple or easy for employers or workers. There have been, for instance, many changes over from hand composition to machine setting, great developments in photo litho, offset litho, and photo-gravure, besides innumerable developments in automatic feeding, and other labour saving devices, and such developments are, in the opinion of many, likely to extend still further.

Employees are to be congratulated on the way in which they have adapted themselves to the altered circumstances; on their willingness, by attendance at technical classes, etc., to get the best out of the new machinery, and to work the new processes to the best advantage.

Employers, on their side, have invested huge sums in the improved machinery available, besides themselves spending much time and money on the experimental work which is essential before success can be assured.

The Printing Industry is well organized on both sides, and it cannot be gainsaid that workpeople and employers who are not connected with their respective organizations have derived benefit from the arrangements made from time to time.

During the war, and the immediate post-war period when the cost of living fluctuations rendered wage adjustments essential, the move-

ments agreed to by the Federation and Unions were adopted with few exceptions by the whole trade. Today the standard is set by the national agreements, and if and when these are altered employers outside the organization follow them.

There are many labour problems of serious import which must be faced in the immediate future. I have only space to mention a few: an adequate supply of labour in all sections of the industry; the selection and training of apprentices to meet the needs of the trade; the amicable settlement of demarcation problems raised by developments in machines and processes; the adoption of piece work rates or bonus systems which many consider would with proper safeguards tend to increase output, reduce costs, enable the workers to earn more, and induce the employers to put in better machinery and equipment, and thus give the community better and cheaper service.

There has always been a readiness to welcome the introduction of new machinery and automatic devices, and any dislocation of labour caused thereby has been usually so gradual as to inflict no great hardship, and this knowledge should help all concerned to face the future hopefully.

There is, however, the possibility that future developments may result in the transference of work from one branch of the industry, catered for by one Trades Union, to some other, possibly controlled by another Union, and I foresee that the spirit of "Give and Take" will have to be exercised by the authorities in their dealings with such future developments.

The Federation is so organized in local Associations grouped in Districts, called Alliances, that all Labour Committees are thoroughly representative of the whole country, so that information as to varying local conditions is readily available when discussions take place. When decisions are reached, the local representatives are able to take back to their districts the facts considered.

The Joint Industrial Council of the Printing and Allied Trades of

#### THE MONOTYPE RECORDER

Great Britain and Ireland is regarded as one of the most useful of these bodies, and has proved extremely valuable, through its Conciliation machinery, in overcoming many difficulties.

It is estimated that Federation members employ 90 per cent of the labour engaged in the industry, and it is not quite in accordance with British ideas of sportsmanship that the odd 10 per cent remain outside the organization, which in time and money costs a good deal to arrange conditions and frame regulations which all concerned comply with.

In view of the labour and other problems ahead, every employer should consider if he is doing everything he can to bring the membership up to 100 per cent.



H. RIVERS FLETCHER, O.B.E.

## THE PRINTING TRADES UNIONS AND THEIR INDUSTRIAL INTERESTS

By A. E. HOLMES

Secretary of the Printing and Kindred Trades Federation

**F**EW PEOPLE who have studied the affairs of the Trades Unions connected with the printing industry would be willing to impute to them a narrow conception of their duties to either the members or the industry with which they are concerned. Practically all of these limit their activities to men and women working in the industry, and all are jealous that unions having responsibilities in other industries shall refrain from trespassing upon their preserves. There are excellent reasons for this attitude. We do not desire to involve other unions and other industries in matters which appertain to printing; we prefer to manage our own affairs; and have no desire to be affected by matters which arise outside our own sphere of employment and with which we have no direct concern.

I trust that the foregoing will not be taken as any indication that our unions lack sympathy in the affairs of other working class organizations; they are set forth as proof that in business matters we are devoted to printing interests, and none other. By this means we avoid cross-currents. We are the counterpart of the Federation of Master Printers and Allied Trades, with whom our working agreements are made—and maintained.

Upon the financial benefits given by the unions I do not propose to dilate. The usual provision is for unemployment pay, superannuation and death benefits, and in some instances treatment at convalescent homes, several of which are maintained out of the weekly subscription to the Society concerned (see Health Leaflet No. 12 issued by the Joint Industrial Council). One of the largest national letterpress

unions paid unemployment benefit during 1928 to the extent of £42,113:11:0 and £51,062:7:7 in superannuation benefit to 1493 members, an average of just over £34 to each. Unemployment during 1928 cost the most influential letterpress Society in London £35,105 exclusive of State Unemployment Insurance, and the enormous figure of £137,993 was paid in superannuation benefit to 1781 recipients, an average of about £77:10:0 each. A Scottish letterpress Society paid £10,173:4:2 to unemployment members during 1928, and £9,225:6:0 in superannuation benefit to 250 members, an average of almost £37 each. A prominent union of semi-skilled workers paid £34,928:12:0 in unemployment pay, and £9,520:19:6 in superannuation benefits.

These figures indicate the keen desire of the unions to make provision for their members in misfortune. Some regard must also be paid to the fact that they certainly do relieve the general public of responsibility which they would otherwise be compelled to incur in looking after those who are in need. Our unions control large sums of money which are carefully invested to enable them to meet any financial emergency.

I would unhesitatingly describe the printing industry as a peaceable industry with very few disputes, very little fluctuation in conditions of employment, and with quite a good working understanding between employees and employers. Our Joint Industrial Council is as successful as that in any other industry, and we think more so. Both sides of the Council desire its successful existence, and in this way it is assured.

The motive which encourages men or women workers to form trades unions is recognition of the mutuality of their interests. The same motive inspires all forms of organization. The individual worker is always at a disadvantage because of limited bargaining power, and rarely can his voice be raised to a pitch loud enough to be heard. The printing trade is fairly well organized, and the voices of our unions have successfully expressed the desires of their members—conditions of employment are fairly good. But conditions of employment do not

exhaust the activities of our unions; there is a keen desire to broaden the workers' outlook on life and to play some part in improving the position of the industry by which they live. How can this best be done?

Time was when employers and employees accepted their respective spheres of industrial responsibility—one to manage the business in the commercial sense, and the other to obey instructions for the reward of weekly wages. No responsibility was allotted to the worker beyond the execution of the duties imposed upon him; no particular outlook beyond earning his wages; no opportunity to adequately provide for his declining years, to say nothing of providing for his family in case of death. But during the past sixty years or more there has been instituted free and compulsory education; not too freely given and insufficiently compulsory at first, but becoming more so as time and experience have proven its advantages.

From many points of view it can be said that no industry has benefited more than printing as a result of free education. A mentality has been attained which declines to conform to the old order of things. Either we must direct this improved mentality towards industrial matters and provide opportunity for the workers actually to participate in the business side of the industry with which they are concerned, or we must expect its sole expression through political channels. The more definite the refusal of the employers to utilize the mind of these enlightened workers in industrial matters, the more definite will become the aim to express their ambitions by political means. The working man is no longer in leading strings. I believe that he can be made a helpful partner with advantage to himself and to the community. I am certain that he cannot in future be held down to life as a wage-earner only.

Some thirty years ago a movement was initiated amongst the unions which had as its object the harmonizing of the interests of all concerned, and gradually the Printing and Kindred Trades Federation

evolved. As time went on the unions relinquished their individual rights to negotiate upon such matters as the weekly number of hours. Local wages agreements were discontinued and area agreements followed. Later still national wages came into being, and this method of deciding wages obtains at the moment. These changing methods brought the unions more closely into touch nationally, and correlatively impressed upon the Federation of Master Printers the importance of considering matters from a more national standpoint than had hitherto appeared possible. This improved condition of organization on both sides undoubtedly had a big influence in bringing into existence the national Joint Industrial Council, the employers selecting their representatives from their national Federation and the unions appointing the Printing and Kindred Trades Federation as counterpart.

During the past ten years activities have very much centred around the welfare of the Joint Industrial Council. Committees of this body have been formed, and none is of greater importance than that dealing with health problems in the industry. As a fact it was appointed before the Council was actually constituted. Every matter relating to the hygienic conditions of the trade has been brought under the consideration of the Health Committee, and recently an exhaustive report was published by the Medical Research Council, upon the Incidence of Sickness in the Printing Industry. After investigations carried out in collaboration with the Health Committee eyesight tests were made, and an exceptionally able report on this question was prepared by a past President of the British Optical Association.

The unions are now considering possible means for dealing with tubercular cases in the industry, in the hope that some means will be found for providing weekly pensions for people so suffering, making it unnecessary for them to continue at work and thus remain a danger to their fellow employees and also to themselves.

Another Committee deals with the apprenticeship question, and a scheme has been accepted which is to be worked by local committees

who are expected to supervise the bringing in of boys and girls to the industry and to keep in touch with them during their apprenticeship, as well as with the technical authorities in each district to ensure that their education is more complete than it hitherto has been.

The only other Committee I would refer to is the Betterment Committee which, although not one of the standing committees embodied in the constitution, has been sitting for the past three years. It is hoped that it will continue to sit in order to make recommendations for the general improvement of working conditions in the trade, and the more useful application of labour to the industry itself.

All these things are of immense interest to both sides, but the great point of what has been said previously in this article is how best, and in what way, we should utilize the improved knowledge and wider outlook of the better educated workers engaged in the industry? As I have said, it is better to utilize their services than to stand by and see them devote themselves in directions which may not lead to the same harmonious results as one could desire. Part of the constitution of the Joint Industrial Council is that there shall be established District Committees and also Works Advisory Committees, and it is in this direction that I am especially anxious that an effort should be made to give expression to the constitution of the Council. In this matter, however, it seems difficult to get the employers in some districts, and the unions in others, to take up the work with that zest which would ensure the same degree of success as has been attained by the national Council itself. District Committees can administer the apprenticeship scheme, amongst other things; Works Advisory Committees can watch the interests of the men and women as well as those of the firm concerned in matters appertaining to production inside the office. But in this latter direction there appears to be a constant fear on the part of the employers that the workers desire to usurp the functions which the employers have exercised for so many generations. I do not believe that fear is justified. Here, more than anywhere else, should be found that

#### THE MONOTYPE RECORDER

co-operation between the two sides which would give to the workmen a better understanding of the printing industry from the employers' side, and at the same time give to the employers a better understanding of the workmen's side of the industry. If confidence between the two can be established on these lines I feel certain that the industrial interests which I am so anxious to maintain can be so developed, and become of such great interest to the active-minded workers as to induce them to look towards the development of their interests from the industrial standpoint rather than to cut themselves off from such an opportunity and devote themselves to a political creed which does not always take into consideration the interests of the general body of industry.



A. E. HOLMES

## RATIONALIZATION AND THE PRINTING INDUSTRY COMBINATION OR SPECIALIZATION?

By A. E. GOODWIN

Director of the Federation of Master Printers

**I**N CONSIDERING THE PRINTING INDUSTRY of the future it is fitting that we should consider what effect Rationalization, a movement which everyone is talking about, will have upon the future of our great industry.

What is rationalization?

You will find many definitions, and hear many strange explanations given of the term.

In many industries, however, we have seen rationalization at work! Even in our own industry there are many attempts to put it into practice.

The definition considered the best, as given by the late Howard Hazell, runs as follows: "Rationalization is the use of methods of technique and organization, to secure the minimum waste of either effort or material. It includes the scientific organization of labour, the standardization of material and products, the simplification of processes and improvements in the system of marketing and transport."

Every employer will say he approves of such objects. In endeavouring to secure them, however, rationalization has usually meant bringing under one control a number of works producing the same or similar commodities.

It is not a *new* idea even in the printing and newspaper world.

It can be developed in two ways.

*The Perpendicular:* By unifying control of raw materials right through from the forests of North America and the pulp mills and paper mills to the product of the presses of a hundred printing offices.

*The Horizontal:* By simply unifying control of a group of printing offices in one or many districts, buying all supplies in the open market, and delivering their products to any number of customers.

The latter method is more in favour in this country. It is the only method of interest to smaller printers, with whose position I wish first of all to deal. I know of many instances where this has been going on quietly for many years. An energetic, enterprising printer in a district looking out for opportunities of expansion acquires other small businesses which, for one reason or another, come on the market, sometimes taking over proprietors and staff, and by selling surplus plant and disposing of premises, reducing selling and administrative expenses. Thus he achieves on a small scale the advantages of rationalization.

From time to time the printing industry is alarmed by statements that new machinery or processes are about to revolutionize the whole trade: mechanical composition would displace *all* hand typesetting, the offset process *all* other litho processes, and later that photography would soon supersede typography entirely—but in the printing world all changes come slowly.

Today in many directions there are signs of revolt against mass production, and a growing belief that better service and better value can be obtained from craftsmen and traders who have a personal interest in their concerns.

At an American Printers' Conference recently a speaker pointed out that in that land of billionaires like Henry Ford and others, the little business man seems almost to have been pushed out of the picture. Nothing is further from the truth; the little business man is not only America's leading citizen, he is the most important figure. This speaker says that the great bulk of essential effort is done by his kind. In almost every industry in America the most efficient and most economical unit of production is—not the largest, but the largest which permits personal supervision by the proprietor. Lower depart-

mental costs are achieved and greater productivity than in the larger organizations.

That there is a struggle going on between the big combinations and the smaller business men is to be seen on every hand. The chain stores and the local tradesmen—the larger printers and specialists, and the local firms with plant and equipment only suitable for local needs.

Advocates of amalgamation and consolidation are heard everywhere. But the nation cannot afford to lose the smaller businesses. Many proprietors of printing concerns might be better off financially working as managers for some of the combines, but money is not everything.

Some who have sold their businesses and are in a surer financial position do feel they have *lost* a great deal in sacrificing their independence and freedom. They certainly cannot be expected to put in the same hard work, time and energy they did when running their own businesses, and so the nation loses also.

How can the smaller printer meet the situation?

By better organization—the development of effective collective action—I mean effective co-operation by the units as they exist.

The little business man is essentially an individualist—he should learn to make greater use of his trade organization. He should keep his plant as efficient as possible, realize its limitations, know where he can get adequate assistance, study his customers' needs, make himself a competent adviser of all who serve the community in any way, and he can then face the future fearlessly.

During 1929 there were rumours of a million combine in the general printing trade, and we shall hear of others, but the day of the smaller printer is not done, and never will be so long as he *serves* the community faithfully and well.

The movement is more likely to make headway amongst the larger and medium-sized firms.

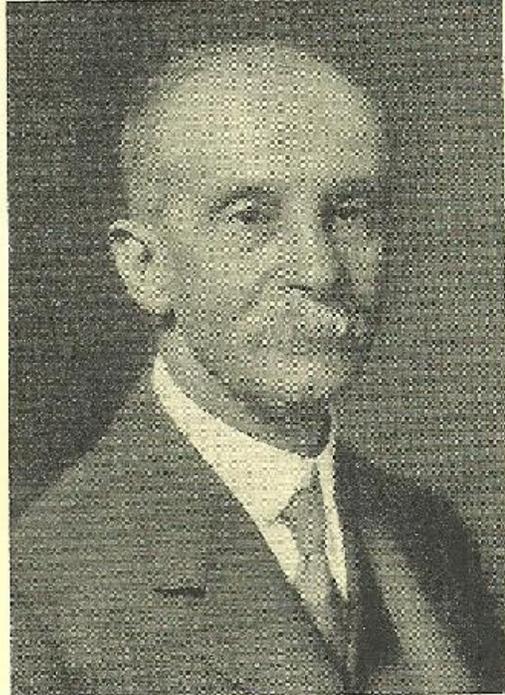
There are undoubted advantages in getting cheaper capital, obtaining

expert management, a clever sales force, and being able to meet the demands of the big buyers of print.

The association of London with provincial firms has obvious advantages, and where actual merging does not take place we are likely to see close working arrangements.

But some of the experiments already made indicate that a careful study of the types of businesses, and the personal qualifications and temperament of principals, needs to be made to ensure success.

It may be a matter for congratulation at the moment that the profits made in the general printing trade are not sufficiently attractive for financial adventurers to give their attention to it, but rationalization on really reasonable lines must proceed.



A. E. GOODWIN

## CREATING SALES

WHAT THE FEDERATION IS DOING FOR PRINTERS' PUBLICITY

By F. H. BISSET

Secretary of the Federation of Master Printers

**B**USINESS, IT IS SAID, is none too good. Each day brings its story of some local epidemic of price-cutting. And the trouble about price-cutting is that it is not merely a virulent but also a highly infectious disease. With always the lurking possibility that what is epidemic may become endemic. And the remedy? Except for those afflicted with an incurable suicidal or homicidal mania, the remedy is a larger corpus of orders for the printing industry to draw from. And that, doubtless, will come—in time. Meanwhile, two alternatives confront us.

We may fold our hands resignedly and await the return of the flood-tide of general industrial prosperity. In which case, when it comes most of us—or our businesses—will probably be dead. Or, at the best, mainly concerned about not getting our cold feet wet.

Or we may decide to take the initiative and set about *creating* a larger corpus of printing orders. To do this is to experience something of the joys of the creative artist, with the added and solid satisfaction of knowing that our creative effort is doing something, however little, towards the revival of better times, which in turn will mean more printing orders, which in turn will mean still better times, which in turn, etc., etc.

Thus the wheel of prosperity comes full circle, and we—we are helping to turn it. This is business with a thrill to it, because it is creative. And in truth the only kind of business which in the end of the day is worth while is one which creates, which builds—something, whatever it be. So the printer must be a builder, a builder it may be of books,

or a builder of businesses. It is with the builder of businesses that we are here concerned; the builder of other men's businesses, for it is thus that he builds his own. So far, so good.

But it is just at this point that the heart of many a good and worthy printer fails him. He hesitates and puts off, "letting 'I dare not' wait upon 'I would,' like the poor cat i' the adage." He has been brought up as a craftsman, not as a writer much less an advertising "expert." He has been impressed (and oppressed) by the devastating cleverness of much of the large-space advertising which he sees in the newspapers and magazines. Perhaps he has happened across some of the Olympians of the world of advertising, and acquired something suspiciously like an inferiority complex.

Let him take heart of grace. Much of the fearful and wonderful advertising which thus daunts him is subconsciously designed not so much to sell the commodity advertised as to impress and subdue the rival nabobs of an oligarchy in its way as concentric and self-obsessed as any Hollywood.

The great purchasing public of our self-conscious country may admire or be amused by clever or smart advertising, but, when it comes to the acid test of buying, it has an instinctive distrust of cleverness, and "acts accordin'." In advertising and selling, as in so much else, there are many things that are "hid from the wise and prudent, and revealed to babes."

The printer, be he large or small, has at least one special advantage over all comers. He knows at first hand the technical resources and idiosyncrasies of his craft. Let him concentrate on the maxim that the purpose of creative printing is *to sell*. Let him get under the skin of his customer. Let him remember the story of the country lad, looked upon as rather a simpleton, who found the lost cow the whole community had been searching for in vain. Asked how he had managed to find her, his reply was, "Oh, I jest sat down and thought where I'd go if I was a cow. Then I went, and there she were." The first rule of salesman-

ship! And it is easier to get into the mind of a customer than into the mind of a cow. So, let the printer "act accordin'."

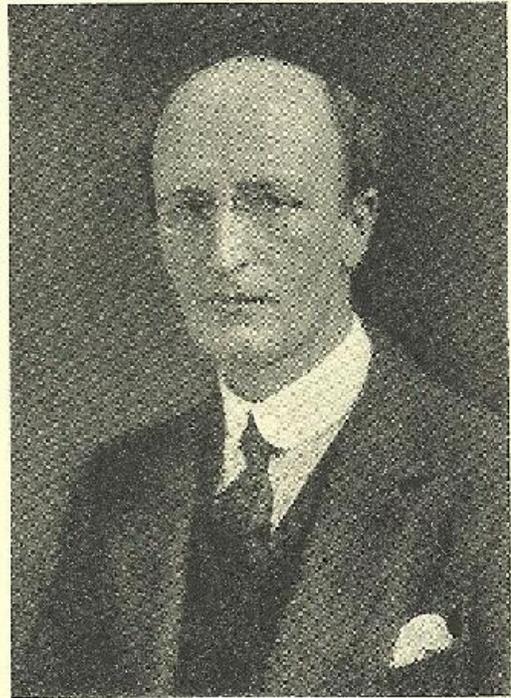
And let him utilize the assistance freely provided for him by the "publicity and selling" activities of his Federation. Then he need not hesitate to go ahead. For several years the Publicity and Selling Committee of the Federation of Master Printers, under the energetic and far-seeing chairmanship of Mr Alfred Langley, has been driving home to printers, with increasing force, the value of creative printing, of printing that builds businesses. It has urged strongly upon printers the necessity for going out to sell not merely printing but ideas. How? By studying systematically the customer's selling problems and difficulties, and assisting him to solve them. By showing the customer how *they* can help *him* to sell more goods, or more service, whatever be the commodity in which he deals.

By means of booklets, leaflets, broadsides, blotters, stuffers, mailing cards, folders, sales-letters, posters, display cards, poster stamps, seals, and what not, the Publicity and Selling Committee has sought to stimulate individual initiative and enterprise. And of recent months it has provided for the free use of members of the Federation, in the form of monthly insets in the "Members' Circular," creative ideas and suggestions of really substantial practical value.

Now it is about to render a service which may well prove to be one of the most valuable and useful of the many services which the Federation has undertaken for the good of the industry, by providing a Selling Course in Salesmanship specially designed for the printing trade. Much time and thought have been given to the enterprise. The highest expert guidance has been secured. And a text-book is being prepared as the first instalment of a scheme laid out to provide ultimately a complete constructive course in salesmanship for the industry. A proposal is also under consideration for the setting up at Federation headquarters of a representative Reference Library of works dealing with the craft and industry of printing, and especially with publicity

and marketing. Ere long, doubtless, a Lending Library will follow.

The activities of the Federation of Master Printers will thus provide its members (and potential members) with facilities for a complete self-education in craftsmanship, in costing, estimating, and office organization, in advertising and salesmanship. The young master printer in particular is thus afforded opportunities of self-equipment of which his predecessors never dreamed. But youth is a matter not of years but of outlook, and the opportunities are no less great to the youthful-hearted printer, however old in years, who takes as his daily motto, "We Build Business by Building Businesses."



F. H. BISSET

## MONOTYPE USERS' ASSOCIATIONS

By J. A. STEMBRIDGE

Chairman of the National Committee

**T**O THE WEST OF ENGLAND must be given the credit for the idea of Monotype Users' Associations. Wiser than their fellows, the "Monotype" users in that land of adventurers realized that the problems of one must be the problems of the many, and could be discussed and solved if associations were in being. In 1916 they took the lead, and the West of England and South Wales Monotype Users' Association was formed. London and District, the Northern Counties, and the Midlands soon followed their example.

To co-ordinate their activities a National Committee was formed in 1917, with Mr E. G. Arnold of Leeds, past President of the Federation, as its first chairman, followed by Mr Fred Waterhouse of Bolton, and then by the present writer.

The first secretary was the late Mr Reginald J. Lake, and in 1919 Mr A. E. Goodwin took up the position.

The Associations have from the outset been affiliated to and kept in close touch with the Federation of Master Printers. The London and District Committee was extremely useful in its early days in advising the L.M.P.A. when negotiating with the London Society of Compositors on the first piece-scale for "Monotype" keyboard operators. The National Committee reached agreement with the Typographical Association for the rate of wages and working conditions for keyboard operators, and has also made agreements with the National Society of Operative Printers' Assistants and the National Union of Printing and Paper Workers regarding caster attendants; in connection with this latter class of labour, negotiations are at present in progress with the Typographical Association.

A pleasing feature of the Associations is the readiness of members to help one another by the pooling of information. Various booklets have been issued on "Monotype" costs, and those who read can mark and learn, and profitably digest the information therein contained.

A useful report will shortly be issued as to average output on various classes of work on keyboards and casters from information supplied by "Monotype" users in all parts of the country. A close study of this will repay all "Monotype" users, as it will no doubt reveal unsuspected possibilities of output.

The National Committee has also organized competitions for junior and senior keyboard operators, the results of which have astonished many, and demonstrated the wonderful capacity and versatility of the "Monotype."

The meetings of the District Associations are made the occasion for the friendly gathering together of those specially interested in the problems of mechanical composition, and provide a welcome opportunity for the discussion of topics of interest to the industry.

Only a nominal subscription of 5s. per caster per annum is fixed, and the majority of "Monotype" users are members, but the work and influence of the Associations would be more effective if they included the 5 per cent still outside their ranks.

So much for their past and present activities. What can be done in the future? With 100 per cent membership behind them, the officials could talk with full authority in any conference. On technical matters there would be a wider field from which to garner information. There might be more critics, who, if constructive in their criticisms, would make the organization the live force that all its officials desire it to be.

Much also might be done to improve typography. Why should not the officials of each Monotype Users' Association co-operate with the Lanston Monotype Corporation in their endeavours to raise the standards of typesetting and layout? All Monotype-set printing is not perfect. Types which are perfect in themselves may be so unsuitably com-

#### MONOTYPE USERS' ASSOCIATIONS

bined or arranged as to produce an effect which offends all lovers of good typography. There has been, since the war, a tendency and a necessity to concentrate on increased production, but it is pleasing to note the gradual improvement in typesetting, and the interest in beautiful type, this being partly a result of the demand by discriminating advertisers for printing of character and beauty.

To the Lanston Monotype Corporation must be given much credit for this revival, as they have cut many beautiful type-faces, and also have shown printers how to use them. May this interest in typography continue.



J. A. STEMBRIDGE

## AND WHAT OF THE FUTURE?

By ROLF UNWIN

President of the Home Counties' Young Master Printers' Association

**T**HROUGHOUT THE COUNTRY and in every industry youth is constantly moving forward and taking up positions of more and more importance as those of maturer years relinquish their hold on situations which they have not the desire to retain. It is, therefore, with considerable gratitude that one realizes what a splendid preparation for future responsibilities the Home Counties' Alliance of the Federation of Master Printers have given future master printers by establishing the Young Master Printers' Movement; a movement which has been officially recognized by the Federation Council and has been taken up by practically every Alliance in the country.

It is perhaps doubtful whether those who were responsible for the establishment of this "youth movement" realize to the full the wonderful thing it is going to mean to the master printers of the future.

Those who are members of the Y.M.P. groups are in the best possible position to learn the intricacies of the printing trade. As the majority of them have only recently left college or school, their minds are naturally receptive to new ideas and suggestions as they constantly appear, and it seems most proper that there should be the opportunity, such as the Y.M.P. movement will afford, for the discussion of these many developments.

It is rather difficult to foresee all the problems which are likely to come forward for discussion, but at least one subject stands out very prominently—that of salesmanship. Every Y.M.P. is keenly interested in this subject, and he has again and again seen the fruitlessness of the old sales methods, which consisted almost entirely of regular "milkmanlike" calling on customers with the forlorn query "Anything for me

#### AND WHAT OF THE FUTURE?

today?" always on the lips of the traveller. Already this class of printer's traveller is disappearing, and the creative salesman is making his mark by selling *ideas* in print rather than merely collecting odd orders that may happen to be about. It is definitely up to the Y.M.P. to see that the old type of traveller never returns.

Printing is still very largely sold on estimate figures, with the result that prices are cut to the bone. There is very little profit for anyone, and the fear of losing work on price to another firm is always present. Fear in business is a man's worst possible partner.

Under the price-cutting scheme it is obvious that there is a limited number of orders to be obtained, and in nearly every case when a firm gets an order on price, it means someone has lost an order. Creative salesmanship on the other hand definitely makes business for itself; it literally presents orders to the customer for him in his turn to plan with the printer. The question of price-cutting does not come into it at all.

The fear that prices will drop still lower when trade in general seems to be poor can no longer have power over the creative salesman, because he realizes that salesmanship definitely stimulates and helps to *stabilize* trade. He is selling something more than printed paper; he is selling ideas, the product of thought *with* his printed job; and the price of ideas cannot be cut.

The Y.M.P. movement has been established at a time when a big change is beginning to take place in the sales methods of the printing trade. The power of advertising is being recognized more and more, and the printer is at last realizing that it can help him. The idea has been grasped, but only by comparatively few of the more enterprising members of our Federation. The remainder, while they admit that it isn't a bad idea, fail to see the vital necessity for advertising and establishing a creative sales policy; and they fail because to a large extent they have not been alive to the *power* of advertising.

The young master printer is in an entirely different position. He is

## THE MONOTYPE RECORDER

now at his most impressionable stage; at the same time advertising has never been a greater power than it is at the present day, with the result that the Y.M.P. has almost without realizing it been trained to think advertising—he has been born into an advertising world! With him, therefore, rests the future task of establishing the sales methods of the printing trade on a really enterprising and up-to-date basis. He will no doubt have to meet resistance from some of the less forward of his fellow craftsmen, but it is imperative that he win through, and during these early years he must prepare himself in every possible way to achieve this end.

The young master printers are proud of the recognition they have gained from the Federation of Master Printers, and of the personal interest and encouragement which has been extended to them by the leaders of the craft. They realize that those at the head of our craft to-day have done pioneer work during past years on behalf of the printing trade against adverse conditions, which the younger man, thanks to their courage, will not have to face to the same extent. The young master printer is fully aware that the responsibilities which are to be his in the future are not to be taken lightly; that participation in national printing affairs must come from training, technical, economic and general, and that friendly understanding of the workers' problems must rest on actual experience and a genuine desire to grasp their point of view.

The future of the Federation is in the hands of the young master printer. Many new and complex problems confront him, but through the establishment of the Y.M.P. groups in all parts of the country, he will be able to meet them in a spirit and with a mental equipment not unworthy of those who are the great leaders of our craft to-day and of those who have gone before.

# THE FEDERATION ANNUAL MEETINGS

EDINBURGH MAY 31st to JUNE 4th 1930

*Headquarters:* North British Station Hotel

*Business Meetings:* Freemasons' Hall, George Street

*Receptions, etc.:* Music Hall and Assembly Rooms, George Street

## SATURDAY 31st MAY

8. 0 p.m. Reception and Dance in the Assembly Rooms, George Street, by invitation of the Lord Provost, Magistrates and Councillors of the City of Edinburgh

## SUNDAY 1st JUNE

3. 0 p.m. Special Church Service in St. Giles Cathedral. Sermon by Rev. Charles L. Warr, M.A., Hon. R.S.A. Dean of the Chapel Royal in Scotland and Dean of the Order of the Thistle: Extra Chaplain-in-Ordinary to the King
7. 0 p.m. Young Master Printers dine together in Imperial Hotel
- 7.30 p.m. Concert in Assembly Rooms, George Street

## MONDAY 2nd JUNE

- 9.30 a.m. Cost Congress in the Freemasons' Hall, George Street
- 9.30 a.m. Ladies' Golf Competition
2. 0 p.m. Short Charabanc Tours for Ladies
- 2.15 p.m. Publicity and Selling Session
8. 0 p.m. Reception and Dance and Whist Drive by invitation of the Scottish Alliance in The Assembly Rooms, George Street

## TUESDAY 3rd JUNE

9. 0 a.m. Young Master Printers' Session in Freemasons' Hall
- 9.15 a.m. Ladies' Motor Tour to Scott Country
- 9.30 a.m. Annual General Meeting concluding with an Address by J. Cameron Smail, O.B.E., F.R.S.E., Principal of Heriot-Watt College, on *The Craftsman of the Future*. Young Master Printers' Session will conclude in time to let the Y.M.P.'s hear this Address
2. 0 p.m. Conducted parties for sight-seeing in Edinburgh
2. 0 p.m. Golf Competitions for Men
7. 0 p.m. Reception and Annual Banquet in the Music Hall and Assembly Rooms, George Street. Among the Speakers will be the Lord Provost of Edinburgh (The Rt. Hon. Thomas B. Whitson) and the Rt. Hon. the Lord Mayor of London (Sir William Waterlow, K.B.E.), Mr. Esme Percy and Mr. Hugh Walpole

## WEDNESDAY 4th JUNE

- 8.50 a.m. Steamer Excursion on the Firth of Clyde for the whole party. Special train from Edinburgh to Craigendoran, thence special steamer Waverley to Kyles of Bute, Arran, etc. etc., and train back to Edinburgh arriving at 7.25 p.m.
9. 0 p.m. Concert and Dance in the Ball Room of the North British Station Hotel

## DOES "SERVICE" PAY?

A director of a well-known printing office sends us the following significant evidence in support of the policy of "selling printing with ideas":

"My returns for the first year in London (1929) have just come through, and I find that of fourteen new accounts opened twelve of them were directly the result of putting up an independent suggestion which the customer liked and took. Three of those accounts between them amount to over £1000, and this seems to me a good argument for printers trying to be more creative. A single suggestion for a set of show cards which cost the firm about £8 for putting up rough ideas and sketches produced £400. It is sometimes a little difficult to get facts and figures to illustrate one's beliefs. I am merely sending these in the hope that they may be of some small help to you. Naturally you will not disclose our identity.

"The suggestions contained in the *Recorder* for free publicity seem most attractive, and I am going to try to utilize them very soon."

This is "campaigning" with a vengeance!

If such constructive sales methods are to gain ground among printers there will come a time when only the largest contracting firms, known for highly specialized work, can afford to *choose* whether they shall or shall not wait for the customer to furnish the ideas. Before the success of "creative salesmanship" succeeds in forcing the hand of the general jobbing printer and adding another kind of competition to a business which will never be entirely free from price-competition, we hope to have some communication from the Opposition Party. Those who have had definite experience controverting the "service" policy are invited to send us facts which would balance such evidence as the above letter or the example "Nine out of Twelve Ordered" mentioned on page 22 of the *Recorder* No. 232.

At the same time we are naturally anxious to receive further letters from "idea-salesmen." The anonymity of contributors will be strictly preserved unless permission is granted to give specific authority. Only *bona fide* letters not specifically solicited will be published.

## TO OUR NEW READERS

Owing to the importance of the Special Articles contributed to this number of *The Monotype Recorder*, we realize that these pages will come into the hands of a number of readers who have not hitherto received our bi-monthly journal. We take advantage of this wider circulation, therefore, to explain the aims of the *Recorder* as a journal of the Printing Industry, rather than as a mere "House Journal" of this Company.

*The Monotype Recorder* is received and, to judge by our correspondence, read by some thousands of "Users and Potential Users of the 'Monotype' Type Composing Machine and supplies." Amongst "Users" in the strict sense we number a very large proportion of the printing offices in this hemisphere, while in the broader sense we include all the important publishing houses, a large and increasing list of advertising

## TO OUR NEW READERS

agencies, and other firms whose yearly purchase of printing represents a large and important investment. Amongst "Potential Users" we feel we are justified in including the names of printing offices not yet converted to the efficiency of "Monotype" composition, and in special cases, the names of students or operators recommended as "subscribers" by a Training School or executives. Every attempt is made to keep our mailing list up to date, but as no subscription fee or other charge is made for the Recorder it is particularly urged that changes of address, names of particular addresses (when desired) and other details be forwarded to the Lanston Monotype Corporation.

### THE "J. W. PRINTER" CAMPAIGN

"J. W. Printer," the mythical individual whose signature appears on this month's inset, was created as a symbol of the modern "Monotype" user who employs printed publicity as "samples" of the wares he offers to others. J. W. Printer's imprint on a piece of publicity means that any printer using the "Monotype" may adopt or adapt the copy of that item for his own advertising, without fee or special permission, and that any illustration used may be photographed from the specimen for line-block reproduction.

Seventeen items have so far appeared in this series of free sales-suggestions, which we believe to be unique of its kind, and "Monotype" users in many different localities have utilized these items, which appeared in the following issues:

No. 226 (Special Advertising Number), July 1928: Seven blotters, six with line illustrations.

No. 230, May 1929: Four blotters (three illustrated) and an illustrated envelope filler (inset).

No. 231 (Special "Selling of Printing" Number): A sample "invoice heading as an advertisement."

No. 232: A small circular showing an interesting use of the second colour and featuring the Reply Form. (Also: Sample non-technical description of the "Monotype" and sample advertisement with free block.)

No. 233: A "Signature blotter" (inset); a suitable accompanying Reply Form (in text).

The present inset (an Executive's Letter Heading) is not so much designed to bring in large and profitable orders as to build up prestige and a reputation for high quality work among new customers.

### SERVICE TO INDIVIDUAL USERS

Special non-technical descriptions of the "Monotype," suitable for advertising, anniversary numbers, etc., will be gladly furnished by us on application, as well as advice and suggestion on how to ensure the most publicity value out of a fine type-face, and free blocks of the "Monotype" Keyboard and Caster.\*\*

News and opinions regarding any place of printing activity are always welcome. A Technical Queries Department, recently inaugurated and suspended in this number owing to pressure on space, will form a regular feature hereafter. An occasional article on printing history, incorporating new researches, will add to the interest of *The Monotype Recorder*.

A Canadian typographer, we hear, has recently referred to our journal as "the most delightful house-organ in England." Flattering as this is, we hope rather to deserve the title given us by another eminent printer, that of "one of the leading Trade Journals of the Printing Industry."

\*Feeling that present Printing Trade Journals adequately cover actual printing news and most technical details, we have recently concentrated on the vital problem of Selling Printing.

THIS SPECIAL NUMBER  
of  
THE MONOTYPE RECORDER

was designed by William Maxwell. It was set, printed and bound  
under his direction at the printing house of R. & R. Clark, Limited,  
Edinburgh, and published by the

LANSTON MONOTYPE CORPORATION LTD  
MAY, 1930

*The types used are "Monotype" Centaur roman and Arrighi italic*

Grateful acknowledgement is hereby made to  
those leaders of the Printing Industry who have  
contributed the articles, interviews and portraits  
which appear in this number

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