THE MONOTYPE RECORDER
Volume 42, Number 2, Spring 1961

Special number
dedicated
to the users of

‘Monophoto’ Filmsetters
This special number of
The Monotype Recorder coincides with
An Exhibition of Books, Periodicals and General Printing
composed by ‘Monophoto’ Filmsetters, in many countries,
to be held at Monotype House, London
from 17th May to 2nd June, 1961

The front cover, symbolising the versatility of separate matrices and the title page symbol were drawn by Colin Heath. The type face is ‘Monophoto’ Plantin Series 110, which has been used for the text pages of this number. These were filmset and printed by Offset Lithography by Brown Knight & Truscott Ltd. at their Dowgate Works in Tonbridge, Kent. No metal type was used on any page or inset of this issue.

The introduction is set in 9 pt. with a 10 pt. line feed.

Explaining film by films (p.3) is in 9 pt. with a 10 pt. line feed. The illustrations are from stills of the films.

Frank Smith’s article The quality of filmset text (p.7) is set in 10 pt. with a 12 pt. line feed.

Anthony Brown’s Telling the customer (p.9) is in 10 pt. with a 12 pt. line feed.

The articles and examples inset at this point were contributed by different users of ‘Monophoto’ Filmsetters in the U.K. and elsewhere in the world. Here users have been encouraged to “speak for themselves” with no editorial guidance or censorship apart from the reminder that the word ‘Monophoto’ is the Registered Trade Mark of The Monotype Corporation Ltd. for its Filmsetters and their equipment. Letterpress (from powderless etched plates) and gravure as well as offset have been used in these insets.

Eric Holt’s report from Australia (p.11) and that on by-passing Gutenberg in Karachi (p.13) are also set in 10 pt. with a 12 pt. line feed.

The first showing of the repertory of ‘Monophoto’ faces (pp.16 to 23) was filmset at Salfords and printed offset by B.K.T. Ltd.

Arabic in all its glory is illustrated on p.24, and some possibilities of new ways with borders and rules are shown by Sarah Clutton on pp.25 & 26.

This number is dedicated to the Pioneer Users of ‘Monophoto’ Filmsetters, and the article and pictures on pp.27 to 30 give glimpses of these plants in many countries of the world. The back cover photograph symbolises the way in which print-buyer, printer and technician are “seeing the light” of a truly epoch-making invention. This photograph, together with others used inside, was taken at Salfords by R. E. Burman. Every ‘house’ that is a customer of The Monotype Corporation Ltd. receives a copy of this issue gratis. Additional copies are available while the supply lasts at 2s. 6d.
Special number
dedicated
to the users of

'Monophoto' Filmsetters
A corner of the new Demonstration Room at Salfords where Printers from every part of the World have been inspecting 'Monophoto' machines and the methods by which their products are keyboarded, made-up and proofed. The walls are lined with commercially produced specimens presented by Users.
Metal to Film: what is involved in the transition?

Some three years ago the first public demonstration was held, at an international trade fair, of filmsetting on a ‘Monophoto’ machine equipped with separate matrices: that is, with the newly-perfected film matrix case in which any individual character matrix could be removed, repositioned or substituted as easily as the bronze matrices can be in a ‘Monotype’ matrix case — indeed, with even greater facility.

The machine itself was still a novelty to the majority of those who watched it at work on that exhibition-stand; but it was by no means a prototype or experimental model. All its technical problems had been solved, and the method of correction had already been recognized as an outstandingly successful solution of one of the major difficulties foreseen from the earliest attempts at composition by photographic means. As a machine it had so far “arrived” as to be at work on the floor of six different printing offices in different countries of the world.

The previous “master negative” had been unalterable, all its characters appearing on a single sheet of glass. The practical future of the whole invention lay in the possibility of achieving, by a feat of engineering precision, the manufacture of sets of individual matrices, absolutely light-proof and dust-proof. Only then could ‘Monophoto’ machines attain that same immense advantage which ‘Monotype’ composing machines hold out to the printer – that which is sometimes called “versatility”; in other words, easy adaptability to a uniquely wide range of work.

But the problem had now been solved. The new-style matrices could be swiftly combined and assembled into whatever particular arrangement the text called for. The word “particular” has very practical meanings to the twentieth century printer, who can never tell when the key-men of that century – the scientists and the linguists – will come up with some new concept requiring a new special character or symbol. The Filmsetter was ready for them.

The Monotype Corporation Ltd. promptly called-in all the earlier glass “master negatives” and replaced them without charge by the perfected film matrix case. Work on the reperory of type faces, hitherto tentative and experimental, now started on an ambitious scale. World-famous ‘Monotype’ faces were selected as models from which a basic range of film matrix designs could be derived. With some faces it was sufficient merely to take photographic copies of the existing type face, but for other faces, particularly those having fine lines and serifs, adroit paraphrasing has taken account of what happens to the image during and after film-setting. The programme called for courage as well as mechanical resources. Its first fruits will be seen in a later section of this number.

With separate matrices a reality, the big programme could be tackled with confidence, for the way now lay open for an invention of incalculable importance to the printing trade. ‘Monophoto’ Filmsetters had not been the first to exemplify machine composition by cold film in place of hot metal. What was new and momentous in this particular machine was its adaptability: not only to different character combinations and widths of measure, but in fact to the whole framework of the modern printing office – where the principle of “remote control” from a completely independent Keyboard machine had long been recognized as economical and adopted in the form of thousands of ‘Monotype’ Keyboards. Any user of those machines was now already equipped, to that extent, for the adaptation of his plant to filmsetting concurrently with hot-metal setting; for the same existing Keyboard, and its operator’s full accumulation of skill-through-practice, could be used with equal efficiency for either end. In other words, though no one could deny the radical nature of the proposed change from the “three-dimensional world” of metal type to that of the practically “two-dimensional” image on film membrane, and although anyone could see how much rethinking would have to be done on the far side of that technological chasm, it was now at least possible for a prosperous and busy master printer to look across that gulf – to focus his mental gaze for as much as five minutes on the possibilities that lay beyond it – in the knowledge that the transit from one side to the other would not necessarily represent a complete jump in the dark, an entire and sudden abandonment of familiar and time-tested methods in favour of others which would demand, for full critical comprehension, some initiation into the mysteries of optics, of the chemistry and physical behaviour of film, and even possibly of the highly specialized and intricate field of electrical engineering. It is safe to say that hundreds if not thousands of practical printers began for the first time to imagine themselves, however fleetingly and tentatively, as “going over to film”, as the result of being able to envisage that transit as no mere catwalk across untied planks, but an orderly progress across a bridge of familiarity that was obviously solid enough at the start to allow their own ‘Monotype’ Keyboards to be taken across intact – and, beyond that, on which the general mechanical principles of a ‘Monotype’ Composition Caster would be reassuringly recognizable in the new Filmsetter.

NEW PROMISES

Once the possibility of such a two-way viaduct had been accepted, it became easier to fix attention on the promises that filmsetting held out: e.g., the ability to store in one shallow box, or to slip into one airmail packet, the equivalent of tons of standing metal type. Film could be seen as eliminating that costly source of argument, the repro. proof. Other advantages loomed up. There was the chance to provide a full range of normal composition sizes (including the now increasingly demanded nine point) for no more outlay than is required for one film matrix case assembly... and at one and the same casting speed, with no such slowing-down of production speed as is necessitated when molten metal has to “freeze” into 42-point type. Hence there would be no extra gear-box required for large size composition; and the old joke about the raw layout man who
wanted "18-point small caps" would lose its point. New facilities could be seen for rule work, tabular work, "negative" (in the sense of white-on-black) composition, and catalogue work involving the combination of many small illustrations with descriptions and price figures. There were glimpses of new economies and freedoms in reprint work, where "standing files" of practically indestructible film would be able to provide, as no "standing forms" could, facilities for reprinting in a different face size if required — with the relatively small cost of film being "costed on the job", and no need to lock up the "capital cost" of metal.

It was a prospect sufficiently tempting to induce a number of printing houses, as we have seen, to install 'Monophoto' Filmsetters even before they had the advantage of separate matrices. These pioneer houses had the willing advice and help of the Corporation; but on one crucial matter they were "on their own", with little guidance from the manufacturers. Everything would depend on the answer to the vital question: "What will it save, in costs and time?" The Corporation had rigorously abstained from any statement on that subject: it was far too important to be confused by theoretical figures. It was enough to know that the case was in the hands of an unbiased jury and that the "witnesses" would be realistic cost-sheets on work done under competitive conditions for important and critical customers. That court was well able to condemn or acquit a new method on the evidence of its immediate and long-term costs. The dust-cover of the judge's black cap — would certainly be brought out if the verdict went the wrong way. If that horrid symbol stayed in the store-cupboard, that mere fact would be enough to cite in discussion with interested printers. Specific figures were treated as the user's private concern.

RETHINKING FOR FILM

Today, with 'Monophoto' Filmsetters at work in sixteen different countries of the world, and many more plants impatiently awaiting their delivery, it seems strange that there was little immediate response to the personal letter which went out to all firms likely to be interested, announcing the availability of separate matrices. Yet that hesitancy is easily explained. The extent of the economies and possibilities opened up by the new machine could not be fully perceived by anyone who was still thinking in terms of metal. This was not a case of "Forget everything you ever learned about typesetting and start anew with an entirely novel system!" The relative familiarity of the mechanism meant that deliberate effort had to be made to eliminate from the mind and memory those parts of a 'Monotype' Composition Caster which have to do with metal: the melting pot and pump mechanism; the whole range of moulds; anything having to do with the great array of spacing material that metal type would have demanded; any type slip gauge or micrometer which would have been used for sizing-up metal type for measure or alignment. Even the familiar normal wedge has disappeared; its function is taken over by the "unit selector" which can, when required, be rearranged to suit a layout requiring a different unit apportionment. Absent too, and cheerfully forgettable, is any special equipment for setting languages such as Hebrew or Arabic which require reverse delivery to the galley.

The process of mental jettisoning only begins with the Filmsetter itself. The Keyboard operator can "forget" half that he has learned about centring lines, for normally there is no need to tap any spaces on the left-hand side of the words. At the other end of the process the whole notion of "forms", "furniture", "locking up" etc. has to be banished from the mind, along with such now-deceptive words as "body", "leading" and "make-ready" in its current sense of accurately surface metal forms.

What makes all such words potentially confusing is not what they say but what they carry with them, in taken-for-granted associations, that must not be carried across the gulf between metal and film. For example, "negative", for instance, means to a printer no more than a size of printed letter. To many a practical hot-metal printer, however, it is an "odd size" requiring the purchase of an extra mould as well as the matrices; and if he has been trained to choose between eight and ten point as he may do not instantly appreciate the value of being able to approach them with a serene "Just say what size you want; we can set it."

THE ULTIMATE USER

The typographic designer, too, has to revise some of his previous assumptions. A panel or strip of white-on-black letters ("negative") no longer involves costly delays for the insertion of blocks. The ease with which the Filmsetter can be adjusted to this purpose may have a radical effect on layout style. "Piggyback" positions of letters so that they actually touch or overlap presents no technical difficulty to the Filmsetter. Keyboard operators are indeed chuckling over the new possibility of actually obeying the layout which assigns to a neatly-drawn rectangle twenty more words than it could possibly accommodate in the specified size of metal type.

But such fantastic humour about "punishment by literal obedience" only serves to call attention to the major problem which confronts the layout man. As the inserts to this number indicate, users of 'Monophoto' Filmsetters may choose either of two very different lines in advising the customer about layouts. They may say in effect: "Give us the copy and a rough indication of the kind of presentation you want, and leave the copyfitting and layout to us," or they may urge the customer toward new standards of precision and explicitness in layout, pointing out that the economies of filmsetting cannot be passed on to people who keep on having second thoughts. Either way, however, what they are saying first and foremost is what every printer longs to hammer into his customer's head: "MAKE UP YOUR MIND!". Filmsetting, by dramatically underscoring that advice, will act as a kind of watershed in the history of the still-young profession of typographic designer. As the slang phrase goes, it "separates the men from the boys." The user who works with 'Monophoto' Filmsetter must have a grid, a gauge and foresight; and his reward for undergoing the new discipline will include new freedom in incorporating illustrations or decorative "spots" in text, a new degree of control over the relative "colour" of the printed page (once he grasps the possibilities of the "grey scale"), fewer inhibitions about slant-wise panels, and — what he has perhaps not yet had time to notice — new ideas about the cost and time involved in combining hand-lettering with type. When a clever letterer can work direct on the developed film over the grid that offers him ready made guide-lines, and two minutes later have in his hand an Oztal proof clear and crisp enough for a line-block, his further experiments may well have some effect on the market for the sort of jobbing faces that have never pretended to be more than imitation-hand-lettering.

But all the coming adventures in typography, and for that matter all the excitement of awaiting faces specially designed for film, will have to be earned, in the layout studios and editorial offices by collaboration between the man who needs printing, and the men who can give him what he wants with all the advantages of filmsetting... as long as he will make up his mind.
PRIMER OF THE MONOTYPE

MONOTYPE—A keyboard that sets single types only in perfectly justified lines by means of a perforated paper ribbon that automatically controls the casting machine. Manufactured by Lanston Monotype Machine Company, Philadelphia, New York, Chicago, Boston, Birmingham, Toronto; Monotype Co. of California, San Francisco.

UNIVERSAL KEYS—The standard arrangement of the modern typewriter. It contributes to high speed and correctness.

PNEUMATIC—The Monotype keyboard operator depresses the keys slightly, and air pressure operates the calculating mechanism, the punches and the paper feed. The touch is light.

FREED—Rid of that which confines, limits or embarrasses. Since the Monotype keyboard operator is not concerned with metal temperatures, casting problems, or any work of the casting machine, he devotes his entire attention to the composition of his copy.

AUTOMATIC CONTROL—The Monotype keyboard ribbon automatically controls the operation of the casting machine. The caster operator is a mechanic, and does not bother his head about copy, spelling, grammar or spacing.

FLEXIBLE—Capable of being adapted or modified. The Monotype keyboard will set a hundred characters in a line so rigidly that the whole line will not vary in the least from its correct length. But the same keyboard will take these characters, if necessary, and contract or expand them at will to accommodate the available space. Monotype is the only perfect method for setting type around irregular cuts.

BARRETT—A Portable Noiseless Adding, Listing and Calculating Machine that proves its own work and PRINTS the Proof. Made by the makers of the Monotype, and backed by the service and guarantee of the Monotype Company.

LESSON IV

The Monotype Keyboard

It has the universal keyboard arrangement, is pneumatic, and is the fastest keyboard in the world.

It is separated entirely from the casting machine, and the brain and hands of the operator are freed thereby for the attainment of speed and correctness.

It punches holes in a roll of paper. This paper roll automatically controls the casting machine, selecting the character and determining its body width.

It will compose, from one matrix case, roman, italic and boldface, characters of each font being cast in their relatively proper widths. The keyboard is so flexible, however, that these standard widths of the characters may be extended or condensed at will.

The Monotype Keyboard sets tabular work with the same ease as straight matter, and will place in one line any number of individually justified columns.

It will set type better than it can be set by hand, and faster than any other machine.

This advertisement set in No. 242 series, Hess Old Style, an exclusive Monotype fact, Monotype continuous strip rule No. 4225RL and border No. 165N.
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Made With or Without Rabbed Edge
Smooth, Level and Perfectly Accurate

CHALLENGE SEMI-STEEL IMPOSING SURFACES are made in our own foundries and shops of the highest quality of iron and steel, and are as smooth, level and accurate as the bed of a cylinder press. They are far superior to a marble surface, and as no coffin is required, the edges being evenly and accurately rabbeted, a considerably larger usable area is secured.

The rabbet around the edge is just the right depth and width for the end of the regulation steel or brass galley, and permits the rapid and safe transfer of type forms or pages from imposing surface to galley, with no chance for type or spacing material to work in between surface and coffin, as is common with the old-fashioned marble surface.

The under sides of these semi-steel surfaces are strongly reinforced by heavy ribs running both ways, and will not sag under the heaviest forms, assuring as perfect a lock-up as on the press bed itself.

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PLEASE MENTION BEN FRANKLIN MONTHLY WHEN WRITING ADVERTISERS
Explaining Film by Films

It is no small undertaking to send a ton or so of intricate machinery and a qualified demonstrator on a world-tour of indefinite duration. To attempt such an enterprise with a 'Monophoto' Filmsetter would be impracticable, even apart from the expense. The solution to the problem lay in the making of a film which could, by diagrams and interior shots, as well as by showing what is normally visible, clarify the working of the machine, while the soundtrack could carry explanation of what was being seen.

Having come to this decision, the Management of the Corporation entrusted the fulfilment of the plan to the Technical Literature Department, with the encouraging rider that it must, MUST and MUST be ready for showing at a Scottish Conference exactly eight weeks ahead. Fortunately, there were plenty of practical men within the Corporation who were both able and willing to give help with the general synopsis and with the arranging of details. Meanwhile the Departmental staff, never having had a comparable assignment previously, studied the probable art-requirements and the range of new equipment that would be needed for lighting and for the actual shooting.

ON FAMILIAR GROUND
The opening scene was planned to establish that a 'Monotype' product was about to be shown. A brief glimpse of a printed leaflet then appears, with the comment that the mechanism for filmsetting such a publication is to be the subject for study. Most audiences for a film of this nature will be familiar with 'Monotype' Keyboards, so there is only a brief reminder that a perforated paper ribbon is the first stage of production. When the spool is transferred to the Filmsetter, its initial action, the raising of air pins, is as familiar as the keyboarding, for the air tower is identical with that of a Composition Caster. Equally recognisable is the resulting action of the jaws and tongs in the positioning of the matrix case, but here the resemblance between the hot-metal machine and the Filmsetter ceases.

For all its 235 separate characters, the matrix case is unlike that of a Composition Caster. Its underside is provided with notches for accurate registration of the characters, as there is no centre pin, and the characters themselves appear as transparencies on otherwise opaque squares of film. Above the selected matrix is a source of light charged with the duty of producing an image of the character in precisely the right place on a film.

Here a diagram is presented, to show how the divergent light is first converted by a condenser lens into a parallel beam, illuminating all parts of the character equally. The light then passes — says the first diagram — through a focusing lens to give a sharp image of the character on the
film. But, to save space—as in the design of binoculars—the light-beam is “folded up” by a pair of reflecting prisms, which, being adjustable for position, as is also the lens, enable varying degrees of magnification to be obtained without loss of focus and without requiring alteration to the position of the matrix or the film receiving the image. This is shown in the second diagram.

But the images must appear, not superimposed, but in sequence. This is arranged by introducing a pair of mirrors, set at right angles to each other, at a fixed interval, both being capable of travelling in a direction parallel to the line being filmed. At this point, a simple animated model consisting principally of a fine chain, is used to demonstrate the geometrical fact that although the light-beam arrives from a constant point, and is reflected to a succession of points in a plane parallel to that of the mirror-motion, the length of the light path remains unaffected.

Moreover, the movement of the focal point is exactly double the distance travelled by the mirrors.

WHAT ABOUT THE “WEDGES”? It therefore becomes essential to move the mirrors, after each exposure, a distance equal to half the width of the character projected, a motion conferred by the “normal wedge”. But, in the case of a ‘Monophoto’ Filmsetter, it is not a wedge, but a rack engaging with a pinion to act as the master-control of differential gearing, that effects the mirror motion. Justification spaces are produced in a similar manner, without any exposure being made. A further control is derived from gearing that can be very quickly changed, as required, to suit any “set”-characteristic of a font.

As has already been indicated, provision for altering point size lies in the positioning of the focusing lens and prisms; all the characters in the film matrices are approximately 8 pt. in size, from which images ranging from 6 pt. to 24 pt. are projected. To secure high typographic fidelity, two (or, in a few cases, three) sets of film matrices are used to cover the full range of projected sizes. One sequence in the film shows how rapidly the machine can be changed for working at one size to working at another, the provision of focusing bars for the prisms and lens giving their correct locations with great accuracy and speed.

The film is carried on a rotatable drum which, at the conclusion of every line, turns by an amount predetermined by the point size of the characters and the amount of “leading” required, the increments being obtainable in $\frac{1}{4}$ pt. steps. A light-proof casing encloses the drum and forms a detachable container which can be taken to the darkroom for the film to be removed and processed by the usual photographic routine.

FIRST RESULTS

In view of their inexperience, it was understandable that the production team should encounter problems and penetrate errors that older hands in the filming business would have avoided; on the other hand they enjoyed greater familiarity with ‘Monophoto’ Filmsetters than an outsider could have pretended to acquire, so that the explanations, both visual and in the commentary, are authoritative and sincere. Completion of the first showing copy was achieved just two days ahead of the Conference dead-line. The skilled demonstrator and his ton of equipment were compressed into a small round tin weighing less than 4 lb complete.

Only for the French and German versions of the commentary had outside help to be obtained, as authentic
accents and intonations were necessary if the film was to have the same impact in other countries as it quickly produced in various parts of Britain. Additional copies in English were also made for showing in various parts of the Commonwealth and the U.S.A.

During ensuing months, reports came in at intervals indicating that the showing of the film, in one language or another, was arousing considerable interest amongst the world’s printers, and firm orders for Filmsetters proved beyond doubt that this form of presentation was effective.

PRINTERS PERPLEXED
It had been expected that printers’ own craftsmen would evolve methods of making corrections and handling the requirements of make-up, but, in practice, it was soon found that the unaccustomed nature of the material—a thin gelatinous sheet in place of robust, 3-dimensional, metallic type—was a source of some bewilderment. It was therefore decided that the simple, basic procedure which had been evolved for our own demonstrations should, by further cinematography, be sent on a worldwide mission of additional instruction. From the outset, it was emphasised that our method should not be regarded as imperative—rather was it the simple application of a principle from which individual Operatives could develop their own specialised techniques, according to the dictates of their particular class of work.

The earliest shots, therefore, show the essentials of a make-up table—a transparent surface with rear illumination from a diffused light. To this is attached a translucent grid, marked in 6 pt. (or 6 Diclot) rulings and covering the whole working area of the table, so as to perform the functions of tee-square and set-square without encumbrance.

On top of this is secured the lay-out for the make-up. It, too, must be on a translucent substance, so that the grid-lines, visible through it, are accepted as the basis of alignment. Next is shown the composition of stripping film, consisting of a thin membrane, about .0005” (in which is the image-bearing emulsion), and a stable and more robust backing; with the aid of a scalpel, the two can be easily separated at a corner and then peeled apart.

The layout for the demonstration calls for a surround-treatment in solid black. For this, the darkroom processing presents a solid rectangle of black, with white lettering. If these were immediately placed on top of the lay-out, it would obscure the indications of size and shape to which it will have to be trimmed, so extensions of all interior lines of the surround are marked, well clear of the design on the lay-out, and the ordinates of intersections also noted. At this stage, a third layer on the make-up table is formed by the transfer sheet, a piece of polished plasticised material, rather larger than the layout; on to this will be stripped—says the commentary—all the component pieces of the display, in their intended relative positions. This is irrespective of the positions in which, for convenience of keyboarding, they have been filmented.

The chemically-reversed film for the surround is now positioned, membrane-side downwards, over the transfer sheet so that the wording it carries registers exactly with the position allotted to it by the layout. When it has been pressed into contact, with a roller, the membrane will have formed a vacuum-adhesive attachment to the transfer sheet, and remains in position when the backing is peeled off.
SCALPEL-WORK

After instruction in how to hold the scalpel, the Operative is shown cutting away the excess black membrane that extends outside the layout. Then, by aligning his rule with the extension markings already mentioned, he is enabled to isolate, and then peel off, the central area to reveal the white panel of the layout with its appropriations of space for the headlines and text.

Now attention can be turned to the positive film carrying the latter – the scalpel is first drawn horizontally across, to part off the headlines, body matter and foot-lines. Next, a headline is isolated by two vertical cuts, and the film is then laid, membrane-side downwards, over the transfer sheet so that the headline is exactly superimposed over the position appointed by the layout. Here, it is stripped into position by finger-pressure. A secondary headline, main body matter and subsidiary wording are, in turn, treated in the same way, and any air-bubbles eliminated.

The technique of adding rules and mitring their corners is clearly shown, before the complete make-up receives a plastic covering sheet to protect it from dust, scratches and any other accidental damage. As a further safeguard for what is now a master film, one or more sub-masters are prepared from it by a diazo printing machine, which subsequently prepares proofs on paper available in thicknesses from airmail standard to 2-sheet board, single- or double-sided.

CORRECTIONS

In the effecting of corrections, two useful procedures are clearly demonstrated as alternatives to the use of the standard Correction Device.

It is supposed that 3 pt., more white is needed between the headlines, requiring that the existing interval should first be measured with an interlinear gauge. When this distance has been ascertained, the headline is lifted out by means of a vacuum-adhesive transfer strip aided by small plastic contact breakers. The appropriate gauge is used to indicate the new alignment, and the free right-hand end of the gauge pressed into contact with a marginal area of the transfer sheet. The headline is now located in its new position, and the left-hand end of the transfer strip secured to the sheet. When the right-hand end of the strip is raised, the gauge can be withdrawn; on that strip being released, it carries the headline down to its revised position on the transfer sheet, where it is easily stripped in.

Corrections to text are made by re-tapping and film-setting the line, after which the membranes of both the faulty line and the replacement are isolated by scalpel cuts. The replacement is lifted by a transfer strip and laid precisely over the faulty line; then the left-hand end of the strip is secured to the transfer sheet, and the right-hand end raised. This gives access for a pair of forceps to pull out the faulty line. Again, release of the free end of the transfer strip ensures that the replacement line is accurately sited, for stripping in and, finally, removal of the transfer strip from the sheet.

It will be appreciated that, whereas the first film is intended to give an explanation of the working of an established and successful machine, the duty of the second is instruction in the application of knack and technique which are still in a stage of development, so it is natural for it to dwell at some length on the execution of small – apparently trivial – details. But, by such means, we are able to put even our distant users in touch with a method of handling filmset matter that we have found easy to adopt and, when adopted, fully effective. A.P.S.
The Quality of Filmset Text

In a page of text, whether set in metal or on film, nothing looks so bad as lack of uniformity. Filmset text is usually uniform in weight, but this depends upon a photographic process which can vary and, if corrections are inserted amidst the main setting, they can – possibly – stand out like a sore thumb. It needs no more than a few tenths of a thousandth of an inch in the strokes of a character to produce a difference which is clearly visible to the naked eye.

In consequence, it is vitally important that the whole of every page of text, both main setting and corrections, shall precisely match.

It must be remembered that the main text may be set at one time and the corrections produced several days, or even weeks, later, because the proofs need to be corrected, and there are also author’s corrections to be considered, which cannot arrive at the office until the author has received the proofs (probably by post), corrected and returned taken from another batch which was slightly different in photographic speed from the original film.

The developer may not be identical, as a result of (a) making up a new solution, (b) using it at a slightly different temperature, (c) having kept it for a different time, or (d) it may already have been used to develop some film. The last point – using the developer more than once – is important, because in fact the solution behaves very slightly better if it has been “matured” by previous use, but the amount of variation in behaviour is difficult to forecast.

One must be exceptionally careful in checking the intensity of light received at the image plane and in making sure that all the optical system is scrupulously clean. Otherwise, the amount of light received by the film may have decreased slightly and this may be enough to affect the quality.

The Step Wedge

The specific device by which quality control of the final product is assured, all the way from the drawing board to the print which the reader sees, is known as a ‘Monophoto’ Test Negative (Fig. 1). It consists of two glass plates sealed together and

![Figure 1](image-url)

them. Again, it is already quite usual for filmsetting to be done in one country for another and proofs sent to the customer abroad for correction and checking, so that perhaps several weeks may elapse before the corrections are received. After such an interval, slight differences in the quality of the corrections may result from a number of causes:

1. The film used for the corrections may have been mounted in a ‘Monophoto’ film matrix case, and contains various symbols which are used by the mechanic when setting up and testing the machine.

Also included in the Test Negative are nine rectangular apertures, which are numbered. They vary from 1 (which is almost transparent), through steadily increasing degrees of darkness to 9 which is very dark. These are the “steps” of the “Test Step Wedge” which is sometimes also known as the “Grey Scale”. The object of the different densities of the steps of the wedge is to enable the craftsman who develops the film to know the precise moment when development should be stopped.
Examples of Trial Exposures

To ensure accurate exposure control, the operator of the exposure film ‘step wedge’ is provided with each machine. It is a glass negative, variable in density with each machine.

To ensure accurate exposure control, the operator of the exposure film ‘step wedge’ is provided with each machine. It is a glass negative variable in density with each machine.

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Working Tests

When a ‘Monophoto’ Filmsetter is first installed in a printing shop, the keyboard department punches a piece of control paper ribbon so that the machine can be caused to filmset the nine steps of the step-wedge. That ribbon is then retained and used every time a new piece of copy is filmset, for adding the step-wedge into the film for controlling its development.

In the initial tests, a paragraph of text is filmset, using a comparatively small lens aperture, and the step-wedge is exposed at the same setting. Then the paragraph and step-wedge are filmset again with a slightly larger aperture, and so on with increasing amounts of light, until the piece of film is filled with about ten different trial settings. The whole film is then developed very carefully, for the standard time, in the developer recommended by the film makers.

After the film is dried, printing plates are made from it by all the different processes that the firm uses. The plates are then printed in the firm’s customary manner, and it is from the final results on paper that one decides at which step of the wedge one should stop development for any particular method of reproduction. The printer can then show his customers the results by the various processes, and they can decide, in the light of their aesthetic judgment, which result is required. The printer can guarantee to produce it because he knows the conditions under which the approved example was obtained.

“Lith” Photographic Emulsions

Behind all this work lies the great advantage that ‘Monophoto’ Filmsetters have a lighting system sufficiently intense to provide enough exposure for the comparatively modern photographic material known as “lith”. This emulsion is quite different from most others, and develops by a phenomenon known as “infectious development”. It produces images that are extremely dense, and have very fine grain, in a practically transparent ground. It is ideal for filmsetting, because the images very slightly increase in thickness as development continues. It is only a matter of a few tenths of a “thou” in the strokes of a character but that is all that is needed for our purpose.

This property, controlled by the step-wedge technique, gives a thoroughly reliable and flexible means of obtaining precisely the ‘weight’ of character required to suit any particular printing process, ink or paper. It compensates for minor variations which are bound to be met and provides a simple, convenient and highly efficient way of doing the job under practical commercial conditions.
Telling the Customer

A.W. Brown, Joint Works Director, Brown Knight & Truscott Limited

Any modern, highly-mechanized printing house can claim to be just as efficient as its customers will kindly permit it to be — in their own interests.

Every printer, for generations past, has known what spanners the customer can throw into his well-oiled wheels by “second thoughts” induced by the sight of his copy in print on the proof-sheets. And since the early years of this century, when publicity and commercial printing began deserting standard styles for more adventurous ways of catching the eye, the customer has had an extra spanner to throw if he chooses to. He can also have second thoughts about the layout. That too, like the manuscript copy, can be suddenly seen as not quite what was wanted after all — once the too-indefinite intentions have been subjected to the attentions of the proofing press.

Still within living memory are the days when every job could be clearly and definitely “visualised” by the compositor at his frame, simply by reference to the one accepted style in which that sort of job would be set up in type. But those days are gone forever; and what troubles printers is not the idea of the “layout” itself (an indispensable aid to getting things clear in advance), but rather the slowness with which that instrument is still evolving from its infancy in the rough sketch to its perfection as a set of definite instructions that represent all the thoughts — first, second, or twenty-second thoughts as the case may have been, but at any rate definitive ones — about the most effective way of putting that message, with or without pictures, on the printed page.

The modern printer may receive, in the morning’s mail, examples of all the different stages in that “evolution of the layout”, from the casual pencilings that do no more than appeal for the help of the staff designer, through to careful and accurate plans measured-out on the drawing boards of professional print-planners. These represent just so many steps toward the realization, on the part of those who pay money for print, that there are just two ways of getting a good bargain in the finished job. The layout must either be left to an expert or else undertaken with the precision and decision which are acquired in the course of becoming an expert. In between lies waste and delay.

From the moment that we at Brown Knight & Truscott Ltd. began to realize what savings of time and cost would be achieved with the installation of a ‘Monophoto’ Filmsetter, we realized that this new invention would demand a serious campaign of customer-education if those savings were to be passed on in the form of quicker deliveries and lower prices. It was a chance to tell the old story of the costliness of second-thoughts in a new and dynamic way which would be particularly easy to understand. Anything as intriguing as the substitution of film for lead was bound to be intensely interesting to the man who buys printing. The mere novelty of the thing would arouse friendly curiosity. We planned from the beginning, therefore, ways of “telling the customer” that would not only interest him but also enlighten him, in a friendly and tactful way, as to what he stands to gain by “taking it all seriously” — in other words, by first being precise about what he wants, and then sticking to it without any of that boggling and change-of-mind which will continue to be his temptation while he remains human.

The Monotype Corporation’s invaluable service of “information sheets” was taken as a model for one part of our educative effort. But we knew that it would not be enough to approach customers one by one, by personal interview or bulletin. What we had to spread, as widely and swiftly as possible, was not just information but a mental attitude, a “feeling” about the right and sensible way of doing something. So it called for “getting together”, in a wider sense: bringing customers together in a pleasantly hospitable atmosphere, where they could not only learn as members of an audience, and look at actual specimens and other illustrative material, but also talk the whole thing over with each other in the light of their common problems. Who ever asked, in the course of a private interview, all the questions that he feels he ought to be asking? Often it is the other fellow’s question that evokes the very bit of information that one was groping for.
The Filmsetter was in our Dowgate Works at Tonbridge. The "get-togethers" would be more convenient for the customers if they took place in London—but the Filmsetter had to be there too. So we asked The Monotype Corporation Ltd. to lend us the use of their capacious Lecture Hall, adjoining their Demonstration Room, for two afternoons—and then for a third, as the result of the undoubted success of the first two. The invited guests were sorted out with knowledge of the etiquette and problems involved. Advertising agents' production men have, today, a fairly high standard of copy and layout preparation; the typical print-buyer cannot be expected to have such standards. Nor does one embarrass one's good customers the agents by introducing them at a party to each others' clients. Each occasion was planned with care to provide the guests with the physical and mental refreshment they would want while they were keeping their ears and eyes open.

There was the conventional cocktail-bar, and some unconventional and highly stimulating explanations and reminders, particularly on the part of our expert, Mr. Goldthorp.

"Visual Aids" were invented and used. The Corporation's first explanatory film proved invaluable, and it was backed-up by mounted panels of explanatory material. The manufacturers had done their part in helping us to "tell the customer". We in turn did our part, above all at that point where the printer can best speak for himself. And that is where he says: "Here are savings. But they are not all of a kind that can be brought to you on a plate. To some extent you will have to reach out for them, just as we have done ourselves: by putting aside the temptation to wait and see what you ought to have done."

That temptation is just as much present inside the printing office as it is outside. Where the author waits to see how it looks to him in type, where the layout man takes a stab at it in 18 point Grot with the lurking notion that he can always change it in the proof, the master printer and his representative have their own similar temptations to "let it go". The layout is apparently all right: the typescript looks as if it had been fair-copied with every attention to consistencies of style. So, too often, the instructions go straight to the Keyboard: "the operator will be able to spot any little inconsistencies". The Keyboard operator has his own temptations in turn. Realising that he has made a literal or trans-
LEO TOLSTOY

WAR AND PEACE

A NOVEL
Translated from the Russian by
Constance Garnett
With illustrations by
John Groth

HEINEMANN
LONDON MELBOURNE TORONTO
The Filmsetter was in our Dowgate Works at Tonbridge. The "get-togethers" would be more convenient for the customers if they took place in London — but the Filmsetter had to be there too. So we asked The Monotype Corporation Ltd. to lend us the use of their cappacitation Road third, as the first two. I knowledge Advertising fairly high is the typical such stand customer to each other with care and mental were keeping. There was unconvencibility and remind Mr. Goldthorp: "Visual portions to and it was typography matter part in the turn did the printer can he says: "I a kind that some extent just as we temptation done."

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Nearing completion in Trinidad is the factory (here represented by Model) of Caribbean Printers Ltd., jointly owned by Booker Bros., McConnell & Co. Ltd., and Brown Knight & Truscott Ltd. On the recommendation of B.K.T. Ltd., all typesetting in this new plant will be done by 'Monophoto' Filmsetter. No hot metal will be used in the new plant.

Behind him stood the adjutants, the doctors, and the men-servants; the men and the women had separated as though they were in church. All were silently crossing themselves, nothing was audible but the reading of the service, the subdued, deep bass singing, and in the intervals of silence sighs could be heard and the shuffling of feet. With a significant air, which showed she knew what she was about, Anna Mihalovna walked right across the room to Pierre and gave him a candle. He lighted it, and absorbed in watching the people around him, he absent-mindedly crossed himself with the hand in which he held the candle. The youngest princess, Sophie, the rosy, laughing one with the mole, was looking at him. She smiled, hid her face in her handkerchief, and for a long while did not uncover it. But looking at Pierre again, again she laughed. She was apparently unable to look at him without laughing, but could not resist looking at him, and to be out of temptation, she softly moved behind a column. In the middle of the service the voices of the priests suddenly ceased, and they whispered something to one another. The old servant, who was holding the count's hand, got up and turned to the ladies. Anna Mihalovna stepped forward and, stooping over the sick man, she beckoned behind her back to Lorrain. The French doctor had been leaning against the column without a candle, in the respectful attitude of the foreigner, who would show that in spite of the difference of religion he comprehends all the solemnity of the ceremony and even approves of it. With the noiseless steps of a man in the full vigour of his age, he went up to the sick man. His delicate, white fingers lifted his disengaged hand from the quilt, and turning away, the doctor began feeling the pulse in absorbed attention. They gave the sick man some drink; there was a slight bustle around him, then all went back to their places and the service was continued. During this break in the proceedings Pierre noticed that Prince Vassily moved away from his chair-back, and with that same air of being quite sure of what he was about, and of its being so much the worse for others, if they failed to understand it, he did not go up to the sick man, but passed by him and joined the eldest princess. Then together they went away to the further end of the room to the high bedstead under the silk canopy. When they moved away from the bed the prince and princess disappeared together by the further door, but before the end of the service they returned one after the other to their places. Pierre paid no more attention to this circumstance than to all the rest, having once for all made up his mind that all that he saw taking place that evening must inevitably be as it was.

The sounds of the church singing ceased and the voice of the chief ecclesiastic was heard, respectfully congratulating the sick man on his reception of the mystery. Every one was moving about him, there was the sound of footsteps and of whispers, Anna Mihalovna's whisper rising above the rest.

Pierre heard her say: 'Undoubtedly he must be moved on to the bed; it's impossible...'

The sick man was so surrounded by the doctors, the princesses and the servants, that Pierre could no longer see the reddish-yellow face with the grey mane, which he had never lost sight of for one instant during the ceremony, even though he had been watching other people too. Pierre guessed from the cautious movements of the people about the chair that they were lifting the dying man up and moving him.
'Hold on to my arm; you'll drop him so,' he heard the frightened whisper of one of the servants. 'Lower down... another one here,' said voices. And their heavy breathing and hurried tread seemed to show that the weight they carried was too heavy for them.

As they passed him—Anna Mihailovna among them—the young man caught a glimpse over people's backs and necks of the great muscular open chest, the grey, curly, leonine head, and the massive shoulders of the sick man, which were pushed up, as he was supported under the arm-pits. His head, with its extraordinarily broad brow and cheek-bones, its beautiful sensual mouth, and haughty, cold eyes, was not disfigured by the proximity of death. It was just the same as Pierre had seen it three months before, when his father had been sending him off to Petersburg. But the head swayed helplessly with the jerky steps of the bearers, and the cold, apathetic eyes did not know on what to rest.

They were busy for several minutes round the high bed; then the people, who had moved the count, dispersed. Anna Mihailovna touched Pierre's arm and said, 'Come along.' With her Pierre approached the bed, on which the sick man had been laid in a ceremonial position in keeping with the sacred rite that had just been performed. He was lying with his head propped high on the pillows. His hands were laid symmetrically on the green silk quilt with the palms turned downwards. When Pierre came up, the count looked straight at him, but he looked at him with a gaze the intent and significance of which no man could fathom. Either these eyes said nothing, but simply looked because as eyes they must look at something, or they said too much. Pierre stopped, not knowing what he was to do, and looked inquiringly at his monstress. Anna Mihailovna gave him a hurried glance, with a gesture indicating the sick man's hand and with her lips waiting towards it a phantom kiss. Pierre did as he was bid, and carefully craning his neck to avoid entanglement with the quilt, kissed the broad-boned, muscular hand. There was not the faintest stir in the hand, nor in any muscle of the count's face. Pierre again looked inquiringly at Anna Mihailovna to learn what he was to do now. Anna Mihailovna glanced towards the arm-chair that stood beside the bed. Pierre proceeded obediently to sit down there, his eyes still inquiring whether he had done the right thing. Anna Mihailovna nodded approvingly. Again Pierre fell into the naively symmetrical pose of an Egyptian statue, obviously distressed that his ungainly person took up so much room, and doing his utmost to look as small as possible. He looked at the count. The count still gazed at the spot where Pierre's face had been, when he was standing up. Anna Mihailovna's attitude evinced her consciousness of the touching gravity of this last meeting between father and son. It lasted for two minutes, which seemed to Pierre an hour. Suddenly a shudder passed over the thick muscles and furrows of the count's face. The shudder grew more intense; the beautiful mouth was contorted (it was only then that Pierre grasped how near death his father was) and from the contorted mouth there came a husky, muffled sound. Anna Mihailovna looked intently at the sick man's mouth, and trying to guess what he wanted, pointed first to Pierre, then to some drink, then in an inquiring whisper she mentioned the name of Prince Vassily, then pointed to the quilt. The eyes and
The Monotype Recorder

The Filmsetter was in our Dowgate Works at Tonbridge. The "get-togethers" would be more convenient for the customers if they took place in London—but the Filmsetter had to be there too. So we asked The Monotype Corporation Ltd. to lend us the use of their capacitor third, as the first two. Together with the typical such stand customers to each one with care and mental were kept.

There was an unconventional and reminiscent Mr. Goldtl.

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WAR AND PEACE

Filmsetting Details

"WAR AND PEACE", the largest complete work after the Bible, consisting of 1,148 pages, including 45 pages of illustrations printed on one side of the paper only, plus 6 pages of preliminary matter was photo-set on a 'Monophoto' Filmsetter by Filmset Limited of Crawley, Sussex, an associated company of the Heinemann Publishing Group, who in conjunction with The Reprint Society produced a combined edition printed by offset lithography in Holland by Grafische Industrie, Haarlem, N.V.

The text including folios was set straight into page form in 10 on 12 point Baskerville to a 27 cm measure, having 47 lines to the normal page.

If this book had been set in metal, in page form or in galley, much more expensive over-running to save or make lines would have been involved to eliminate ugly short lines appearing at the tops of pages, short lines of conversation excepted, this difficulty was automatically overcome by the keyboard operator who having set the normal 47 lines to a page then ascertained whether a short line, such as the end of a paragraph, would turn over on to the next page. If this was the case he included this short line in the page he had set, making 48 lines, marking the spool so as to indicate to the Filmsetter operator to filmset the 48 point type of this particular page on an 112 point body instead of the 12 point body, this was done by the kind co-operation of the Monotype Corporation who altered the gearing of a standard film drum so as to move the film in increments of quarter points instead of the normal half points, the actual time taken to change the body size on the filmsetter being only a matter of seconds.

This operation would be possible on a ‘Monotype’ hot metal caster, provided a 112 point mould was available, but it would be economically impracticable due to the time involved in changing over from one body size to another.

The two previous specimen pages show a 47 and a 48 line page and it is quite impossible to visually discern any difference in their leading, also there is less than half a point difference in their depth between the top and bottom lines of each page, therefore provided that the paper is sufficiently opaque so as to eliminate 'show-through' there can be no objection to backing 47 lines on 48 lines, taking into account the enormous amount of time saved without any detriment to the appearance of the book.

War and Peace, amounting to approximately 3,710,000,000 was set by one operator at an average speed of 7,300 cm per hour and filmset at 8,000 cm per hour. The actual price of the film included in the setting cost was £104, if this book had been set by the conventional hot metal method over 460 tons of metal would have been used, which represents a capital outlay at today's price of approximately £740 and a storage space for the made-up printed, pages of approximately 22 cubic feet. The film of the book packed for storage requires less than one-fifth of a cubic foot.

Without doubt filmsetting is the economic answer to book production, as once the book is set a perfect master print can be kept for all time, copies of which can be sent cheaply and quickly to any part of the world for reproduction purposes.

F. OLIVER BURRIDGE
Managing Director of Filmset Limited
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Siehe auch Deutsche Rose, Rose, Rote Rose, Weiße Rose.
this our
Port Natal

AN ENTERPRISING MAN WAS HENRY MILNER, partner in the firm of Milner Brothers, of Port Elizabeth in the Cape of Good Hope. As early as 1847 when Samuel Crookes was still a mere lad of eight years, Henry Milner’s brig, the “Sarah Bell”, began making regular sailings between Port Natal, or D’Urban as it was now called, and the lush green islands of Mauritius and Reunion. Isolated as they were and sparsely populated, these islands and the voyages of the “Sarah Bell” were later to prove of great significance to Samuel Crookes and to the many others who, like himself, followed in the wake of Edmund Morewood, pioneer of the South African sugar industry.

For amongst the cargo which the “Sarah Bell” brought back from Reunion were bundles of cane tops. During the next few years, with increasing consignments, Henry Milner established a nursery at Springfield. It was patronised by many a settler who experimented in the growing of cane, albeit dubiously at first and in a very small way. Despite their misgivings Henry Milner never looked back upon his first venture into what was to become a thriving industry. Little more than a decade later sugar had revolutionised the economy of the Natal Colony and entirely replaced, in the most spectacular and long-term manner, the weakly established efforts initially made to grow cotton there.

The foresight of Henry Milner, who thus commenced the first chapter of the story of the South African sugar industry, had its origin in the limited economic facilities of the settlement around Port Natal. Alert yet cautious in his business dealings, Henry Milner frowned upon speculation in land and trade. Yet such was the beginning in the 1820’s of Port Natal. Remote from the Cape it nevertheless proved attractive as an outlet for men of property and commerce. They sought a quick profit from the uninitiated newcomer, without a thought to investment in the slow but ultimately more rewarding development of the hinterland, which men like Henry Milner could visualise and for which they were prepared to plan.

There were, it is true, quite a number of intrepid pioneers such as Isaacs, but they did little to make a settled colony. And perhaps they could hardly be blamed for Port Natal at that time possessed even fewer physical attractions than economic opportunities. The imme-
of limited liability companies and the ordinance was repealed. Nevertheless the sugar industry, though young, was sturdy and it had advanced too far to be confined.

The twenty-third of June, 1855, was an important day for the infant Natal sugar industry. It was especially gratifying to the patient Henry Milner for it witnessed the first public sale of sugar in the market square of Durban. Three wagon-loads or thirty tons of sugar grown by the firm Milner and Miller, at Springfield, were offered and sold at an average price of thirty shillings per hundredweight. The sale was conducted by the auctioneer, Robert Acutt, who gave his services free on this memorable occasion. At the end of the sale Henry Milner ordered a bucket of champagne in which all present toasted the health of the proprietors of Springfield Estate and success to the sugar enterprise.

Poor Edmund Morewood. There is bitter irony in the fact that he, the first to visualise this neglected corner of South Africa as a vastly fruitful land given over to the cultivation of “white gold” — sugar — went insolvent barely four years after he had manufactured his own original sugar crop. All he required was a small amount of capital and for the lack of it, he failed. At this point he disappears completely from the scene, for he gave up and emigrated to Brazil. It is pleasant to record that today, more than a century later, the
The Filmsetter was in our Dowgate Works at Tonbridge. The "let together" would be more convenient position he thinks, perhaps: "Well, the compositor can correct that." The Caster operator who knows

THIS OUR HERITAGE
credits and acknowledgements

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FRASER GILL & ASSOCIATES,
Public Relations Consultants, Cape Town, South Africa

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...Jusque là, chaque saison apportait quelques films nouveaux, produit d'une année de recherches, de mise au point et de travail patient.

Ce catalogue contient aujourd'hui quelques centaines de titres nouveaux, dont quelques-uns ont été incorporés à notre chapitre traditionnellement réservé aux films dits « de vulgarisation agricole ».

En supplément, et dans une 2e partie, vous trouverez de nombreux titres de films dits « récréatifs, documentaires ou culturels ».

En effet, l'accueil réservé par nos emprunteurs à nos films nous contraint agréablement à enrichir notre collection.

A cette fin, des accords d'échange ont été contractés avec divers pays dont les méthodes d'agriculture sont pour nous d'un intérêt immédiat ou propre à satisfaire notre curiosité (tels l'Allemagne, le Canada, l'U. R. S. S., les États-Unis...); dont les traditions et le mode de vie constituent un élément qu'il serait regrettable d'ignorer.
CONDITIONS ET MODALITÉS DES PRÊTS DE FILMS

I. BÉNÉFICIAIRES DES PRÊTS

Les prêts de films — entièrement gratuits — sont réservés aux catégories d'emprunteurs suivantes :

**Catégorie 1.** Services extérieurs du Ministère de l'Agriculture, Directeurs des Services Agricoles et Vétérinaires, Écoles d'Agriculture et d'Enseignement Ménager Agricole, Services Forestier et du Génie rural, Services de la Protection des végétaux, etc. EMPRUNTEURS PRIORITAIRES.

**Catégorie 2.** Foyers Ruraux, Instituteurs chargés de cours post-scolaires agricoles, organisations professionnelles agricoles. EMPRUNTEURS DE SECONDE PRIORITÉ.

**Catégorie 3.** Tous animateurs d'associations, de groupements ou de clubs d'éducation, d'information ou de culture rurale ou non, dans la mesure des disponibilités en films.

Chaque emprunteur est — après agrément — répertorié sur un fichier spécial le classant dans une des catégories ci-dessus. Une lettre d'agrément est adressée, une fois pour toutes, aux emprunteurs des catégories 2 et 3 qui en feront la demande et qui rempliront les conditions générales de prêt et de projection.

Chaque demande d'agrément devra être revue, pour les catégories 2 et 3, de l'avis de M. l'Ingénieur en Chef, Directeur des Services Agricoles du département considéré.

II. DEMANDES DE PRÊTS

Toutes les demandes de prêts seront établies sur des imprimés spéciaux mis à la disposition des emprunteurs par le Service Cinématographique ou par les Directions Départementales des Services Agricoles.

Pour être satisfaites, les demandes de prêts de films devront parvenir au Service cinématographique quinze jours avant la date prévue pour la ou les séances.

III. RÉSERVATION, EXPÉDITION ET RETOUR DES FILMS

Huit jours avant la réception des films, l'emprunteur recevra un avis de réservation lui donnant la liste des films qui lui seront adressés ainsi que les dates très précises de l'expédition du colis et de son retour au Service Cinématographique.

Un bordereau d'expédition parviendra à l'emprunteur en même temps que les colis de films.

Il est rappelé à ce sujet que le Service Cinématographique dispose de la franchise postale avec tous les Services extérieurs et les Mairies des Communes.

Les films devront être retournés par l'emprunteur dans les délais prescrits (et qu'il a d'ailleurs lui-même indiqués dans ses demandes de prêts), à l'aide d'une étiquette spéciale placée dans les boîtes qui lui permettra de bénéficier de la franchise, à condition que la réexpédition ait lieu par la poste.

Les envois de films sont normalement suspendus du 15 juillet au 15 septembre, pour permettre l'inventaire, la remise en état ou le renouvellement des collections.

IV. DURÉE DES PRÊTS

Les prêts sont normalement consentis pour une durée de six jours, délais de routage non compris. Les emprunteurs prioritaires et, dans certains cas particuliers, les emprunteurs des autres catégories, pourront bénéficier de prêts plus longs, mais en aucun cas il ne pourra être fait dérogation à la durée du prêt après réception, par l'emprunteur, de l'avis de réservation des films.

Aucun envoi ne sera fait à un emprunteur qui détiendrait encore des films après le délai normalement consenti.
V. PROJECTION DES FILMS

Il est recommandé aux emprunteurs de manipuler, projeter et emballer les films avec la plus grande précaution. Ils voudront bien tenir compte du prix très élevé des copies qui leur sont confiées ainsi que des soins apportés, par le Service Cinématographique, à leur expédition du matériel toujours en parfait état (bobines rouges, boîtes marron) qui ne doit être échangé en aucun cas.

Les séances au cours desquelles sont projetés les films doivent être gratuites. Il est notamment interdit d'utiliser les films au cours d'une séance de caractère commercial ayant donné lieu à une entrée payante.

VI. COMPTE RENDU DES SÉANCES

Au bordereau d'expédition des films est jointe une fiche d'appréciation (jaune) que, dans tous les cas, l'emprunteur devra retourner au Service Cinématographique aussitôt après l'utilisation des films. Il devra y porter obligatoirement le nombre des séances et le nombre total des spectateurs. Il est invité à y noter les films selon le code recommandé et à faire ses observations ou ses suggestions en vue de contribuer à l'amélioration technique et artistique des films.

VII. DÉTERIORATION DES COPIES

En cas de perte ou de détérioration totale ou seulement partielle d'une copie, le dommage sera à la charge de l'emprunteur. Chaque film, vérifié au départ du Service Cinématographique, contient, dans sa boîte, une fiche de vérification qui permet de définir la nature et le responsable de l'accident.

Il est vivement conseillé aux emprunteurs de contracter une assurance films contre tout risque de détérioration, de perte ou de vol de films.

VIII. INTERACTIONS

Sera privilégié temporairement puis définitivement des films du Service Cinématographique tout emprunteur qui ne respectera pas les consignes ci-dessus et qui, notamment :
— Détériorera plusieurs fois de suite un film ;
— Passera les films qu'il détient, directement à un autre emprunteur ;
— Ne retournera pas au Service les fiches statistiques (fiches jaunes) ;
— Ne respectera pas les délais de prêt ;
— Projetttera les films dans d'autres conditions que celles prévues au paragraphe V.
VIE POLITIQUE ET RELATIONS INTERNATIONALES

Candidats à la présidence
Les élections présidentielles de 1976 et la campagne électorale des Républicains et des Démocrates, aux États-Unis. 20'

Destin hors série
Les différentes étapes de la carrière du Président Eisenhower. 10'

Dwight Eisenhower, 34e Président des États-Unis
Cérémonie d'investiture du Président Eisenhower, le 20 janvier 1953. 20'

Président Eisenhower, seconde inauguration
Le 20 janvier 1957. 20'

Les femmes et la vie civique
Les activités d'ordre politique, social et culturel d'un groupe de femmes américaines. 19'

La liberté de la presse
La Presse libre et responsable, aux États-Unis. 20'

Naissance d'une loi
Différentes phases d'élaboration d'une loi aux États-Unis. 20'

On élit un président
Le premier mardi de novembre, jour d'élection aux États-Unis. Après coup de l'organisation du gouvernement américain, de son système électoral. 20'

Opinion publique et action politique
Responsabilités d'un membre du Congrès des États-Unis. 25'

La petite ville
Madison, une petite ville des États-Unis, composée en grande partie d'Européens de tout pays. 10'

Une nation élit son président
Divers aspects d'une élection aux États-Unis. 10'

Woodrow Wilson, porte-parole de l'avenir
La vie politique de Wilson, Président des États-Unis lors de la première guerre mondiale et signataire du Traité de Versailles. 28'

Le cordonnier et le chapelier
Moralité du film : « Tous les pays du continent ne doivent former qu'un seul et même marché ». 18'

L'Ambassade de la Concorde
L'Ambassade des États-Unis à Paris. 20'

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Reportage sur un camp de prisonniers de guerre des Nations-Unis en Corée. Comment sont appliquées les clauses de la Convention de Genève de 1949. 20'

Edith Sampson
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Les forces de la paix
Comment les nations occidentales déploient les armes à la fin de la seconde guerre mondiale, puis furent amenées à réarmer dans le but commun de garantir la paix. 20'

Alliance pour la paix
L'Organisation du Pacte Nord Atlantique. Ses objectifs, ses réalisations. 20'
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<td>Solidars de la liberté</td>
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<td>A votre service</td>
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<td>Le travail accompli par cet organisme au cours des dix années de son existence.</td>
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<td>Les années décisives</td>
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<td>Le grand espoir :</td>
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<td>Série de six films sur les plus importants efforts réalisés en Europe après-guerre.</td>
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<td>— Bâtir.</td>
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<td>— Croisade pour la santé.</td>
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<td>— Force et lumière.</td>
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<td>— Mains et machines.</td>
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<td>— Sans vise ni frontière.</td>
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<td>— Trois cent millions d'invités.</td>
<td>16'</td>
<td>couleur sonore</td>
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<td>L'histoire d'un sauvetage</td>
<td>16'</td>
<td>dessin animé couleur sonore</td>
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<td>Les éléments essentiels du relèvement économique européen. Dessins du caricaturiste Maurice Henry.</td>
<td>16'</td>
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<td>A nous de choisir</td>
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<td>Le choix de l'Europe entre le totalitarisme et la démocratie.</td>
<td>15'</td>
<td>dessin animé couleur sonore</td>
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<tr>
<td>L'Europe devant son destin</td>
<td>19'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Le relèvement économique de l'Europe occidentale et les buts qu'elle espère atteindre.</td>
<td>19'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Europe, humaine aventure</td>
<td>64'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Évolution de l'Europe à travers les âges, de la Grèce antique à nos jours. Plus de 2000 ans d'histoire.</td>
<td>64'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Communauté européenne</td>
<td>10'</td>
<td>couleur sonore</td>
</tr>
<tr>
<td>Traité de la Communauté Européenne du Charbon et de l'Acier.</td>
<td>10'</td>
<td>couleur sonore</td>
</tr>
<tr>
<td>Conseil de l'Europe</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Une journée de travail au Parlement de l'Europe à Strasbourg.</td>
<td>20'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Histoire d'un traité</td>
<td>10'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Une rétrospective des événements qui ont marqué l'établissement de la Communauté du Charbon et de l'Acier.</td>
<td>10'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Fleurs sous frontières</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Deux capitaines de péniches, un Français et un Allemand, soulignent l'importance de la navigation rhénane dans l'économie intereuropéenne.</td>
<td>20'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>La frontière</td>
<td>10'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Le « no man's land » entre l'Allemagne de l'Ouest, l'Allemagne de l'Est et la Tchécoslovaquie. Exemples de problèmes qui se posent aux frontaliens.</td>
<td>10'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Nous et les autres</td>
<td>18'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La nécessité de resserrer les liens internationaux et d'élargir les accords commerciaux entre les pays de l'Europe occidentale.</td>
<td>18'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Voies libres sur l'Europe</td>
<td>10'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Comment les chemins de fer européens contribuent au rapprochement international en facilitant le passage des frontières et les échanges entre pays.</td>
<td>10'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Administration d'un comté américain</td>
<td>25'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Un exemple d'administration démocratique, par les citoyens habitant le comté.</td>
<td>25'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>A quoi tient une réussite</td>
<td>21'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Comment grâce aux efforts de son adolescence, Ralph J. Bunche a pu devenir aujourd'hui un homme politique important.</td>
<td>21'</td>
<td>noir et blanc sonore</td>
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</tbody>
</table>
### VIE PROFESSIONNELLE ET SOCIALE

<table>
<thead>
<tr>
<th>Thème</th>
<th>Durée</th>
<th>Type de médias</th>
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<tbody>
<tr>
<td>Les Américaines au travail</td>
<td>17'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Dix-sept millions de femmes travaillant dans les usines, les bureaux, les laboratoires et les magasins des États-Unis.</td>
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</tr>
<tr>
<td>Les chemins de la vie</td>
<td>50'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Un touriste analyse la vie sociale américaine.</td>
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<tr>
<td>Le docteur</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La vie du docteur dans une petite ville des États-Unis. Ses multiples occupations ne l'empêchent pas de se tenir au courant de la thérapeutique moderne.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeune ouvrier syndiqué</td>
<td>20'</td>
<td>noir et blanc sonore</td>
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<tr>
<td>Les rapports entre un ouvrier et son syndicat.</td>
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<tr>
<td>Un journal de petite ville</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Le journal hebdomadaire d'une petite ville américaine. Activités du directeur-rédacteur.</td>
<td></td>
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<tr>
<td>Dans les laboratoires de Washington</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Recherche, au moyen d'analyses, des causes provoquant des intoxiations ou des maladies graves parmi les ouvriers d'industries employant des produits chimiques.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Le laveur de carreaux</td>
<td>8'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Il a commencé comme tous par laver les vitrines des boutiques au ras du sol, et maintenant, il lave les vitres de l'Empire State Building à 150 mètres au-dessus des rues de New York.</td>
<td></td>
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</tr>
<tr>
<td>Le mécanicien</td>
<td>18'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La vie d'un mécanicien aux États-Unis.</td>
<td></td>
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<tr>
<td>Un travailleur de l'automobile à Detroit</td>
<td>22'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La vie d'un ouvrier spécialisé de l'industrie automobile aux États-Unis.</td>
<td></td>
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</tr>
<tr>
<td>La vallée des tisserands</td>
<td>26'</td>
<td>couleur sonore</td>
</tr>
<tr>
<td>Le développement de l'industrie du tissage à la main, principale ressource des habitants de la vallée d'Orawalo (Equateur). Vie et traditions des Indiens de cette région.</td>
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</table>

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<tr>
<th>Thème</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Simplification du travail de bureau</td>
<td>17'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Simplification de toutes les opérations de bureau : de la dactylographie au clavier.</td>
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</tr>
<tr>
<td>Emploi des ouvriers aveugles dans l'industrie</td>
<td>17'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Le rôle du spécialiste pour le placement des ouvriers aveugles.</td>
<td></td>
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</tr>
<tr>
<td>Emploi des ouvriers infirmes dans l'industrie</td>
<td>25'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Quelques exemples vécus prouvant que des personnes mutilées peuvent accomplir avec habileté de nombreux travaux industriels.</td>
<td></td>
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</tr>
<tr>
<td>Instruction pratique des infirmes en atelier</td>
<td>14'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La rééducation professionnelle d'un ouvrier invalide.</td>
<td></td>
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<tr>
<td>Rédemption des aveugles</td>
<td>10'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Réadaptation physique, morale et professionnelle.</td>
<td></td>
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</tr>
<tr>
<td>Service municipal d'assistance et orientation professionnelle</td>
<td>23'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>La solution des problèmes de réadaptation de travailleurs de tout genre.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avec ces mains-là</td>
<td>50'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>L'Historique du Syndicat des Ouvriers de la Confection en Amérique.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office national des relations du travail</td>
<td>20'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Des travailleurs américains, non syndiqués, forment une association et, par des discussions collectives, parviennent à obtenir des avantages. Le rôle de l'Office dans le règlement des différends entre employeurs et salariés.</td>
<td></td>
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</tr>
<tr>
<td>Section syndicale ouvrière aux États-Unis</td>
<td>25'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>Compte rendu et description des activités de l'organisation syndicale des ouvriers de la métallurgie dans une petite ville des États-Unis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Les syndicats et la communauté</td>
<td>19'</td>
<td>noir et blanc sonore</td>
</tr>
<tr>
<td>But et activités d'un comité de service social créé au sein d'un syndicat ouvrier américain.</td>
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</tr>
</tbody>
</table>
Activité communautaire
La Maison Sociale d’un quartier popula-
laire américain.

La Chambre de Commerce des jeunes
Origines et création du premier de ces
groupements s’attachant à résoudre cer-
tains problèmes sociaux de leur commu-
nauté.

Équipe S.O.S.
Une équipe de 96 volontaires qui, dans
une petite ville américaine, sont prêts à
répondre au premier appel de la sirène
d’alarme.

Le grand monde des petites gens
Le riche patrimoine commun des peuples
de l’Europe occidentale.

Aide aux jeunes dans le choix d’une
carrière
Comment les membres d’un « club ci-
vique » aux États-Unis se sont organisés
pour aider les jeunes étudiants de leur
carte dans le choix d’une carrière.

Cars des villes
Les « clubs » ouverts dans chaque ville
américaine à l’intention des jeunes.

Les écoles de jeux
L’organisation des loisirs des enfants des
villes qui, laissés à eux-mêmes, s’ennuient
ou jouent à des jeux dangereux.

La Fondation Burroughs pour les jeunes
vendeurs de journaux
La Fondation « Burroughs » s’occupe
des loisirs des jeunes créateurs de journaux,
aux soir de leur journée de travail comme
au temps de leurs vacances.

Villages d’enfants
Un Centre pour jeunes « inadaptés » en
Amérique. Organisation de ce village
gouverné par les garçons eux-mêmes sous
la surveillance d’adultes compétents.

Village international d’enfants
Le premier village international d’enfants
aux États-Unis qui réunit, pendant un
mois, cinquante-cinquante enfants apparte-
nant à neuf nationalités et parlant sept
langues différentes.

Une place au soleil
Les efforts faits pour soustraire les enfants
rétroplégiques à l’existence triste et fermée
taillée à laquelle ils semblaient condamnés.

Rééducation des grands blessés
Un hôpital pour paraplégiques. Les soins
aux malades, la gymnastique spéciale qui
leur permettra de retrouver l’indépen-
dance de leurs mouvements.

Maintenant, nous sommes libres
L’histoire d’une famille de réfugiés
hongrois qui s’installe, pour une nouvelle
vie en Amérique.

Une nouvelle patrie
Les Kalmouks, derniers descendants de
Genghis Khan, aujourd’hui parfaitement
intégrés à la vie américaine ont pourtant
conservé leurs coutumes traditionnelles
et leur religion, le bouddhisme.

Les réfugiés hongrois
L’histoire de réfugiés hongrois vers tous
les pays d’Europe, du Proche-Orient ou
d’Amérique.

Experts-conseils
Comment les pays qui se sont spécialisés
dans une industrie, comme le Danemark,
doivent faire profiter de leur expérience
les autres pays.

Face à l’inondation
L’inondation qui ravagea la ville de
Manhattan, dans le Kansas, aux États-
Unis. Les mesures prises pour secourir
les sinistrés, les héberger et ensuite les
aider à reconstruire leur foyer détruit.
A village is a hard mistress, easy and at the same time, dangerous to live with, a paradox.

Easy, because she presents her own apathies, the hypnosis of the seasons, the watching for rain, all the old primitive lullabies that end with sleep.

Dangerous, because of that, because her people do what is expected of them, they live up to their name.

It is difficult to write of any village without the colour of preconceptions, mythical or legendary. It can be 'pretty', 'friendly', 'charming' or 'remote'. Nothing else will do for it, nothing at all. So, armed with these pictures, we sit down and let our imagination spread, image upon image of duckponds and policemen, thick boots and sanitation, rose and thatch. We see the inhabitants as vague archetypes, full of dreadful innocence, ignorant of the Fall. We see them dancing in meadows, covered with ribbons and bells. At the best, they curl up with a good book, look after wealthy relatives or retire, dumb and florid, at sixty, clad in a maelstrom of tweed. It is all there in the mind and nothing will move it until England herself is concreted over.
VISION IN A VILLAGE

Most of these phantoms, of course, are imaginary but there are many real dangers to be faced if one lives and works in an isolated community. Creation needs stimulus, the constant rubbing against new minds and ideas. Villages get only their visitors. Creation must unify, but, contrary to belief, villages often exist in a state of submerged chaos, a private limbo whose attacks, gossips and intrigues are conditioned by centuries of similar behaviour. Their causes may have been medieval, but the game is just as fresh today as it ever was.

This, then, is the preamble to a short history, the story of a small print shop in a tiny village and may help to show how, in spite of its environment, it tried to keep its head clear and its eyes open. It is the story of a kind of vision, not earth-shaking perhaps, but indomitable: it implies the constant struggle to balance experience against capital and it may, in the last resort, give the flicker of courage to those larger enterprises who have considered print only as a fixed inexhaustible media, solid as Abraham and changeless as the hills.

There is a corner of Hampshire, where it nudges Wiltshire, which is known as Hazlitt country and about villages, he said . . . . . . . never mind what he said, we have made it confusing enough as it is. The firm we speak of, lives here and the village it pinpoints is Wallop. You see what we are up against?

As if that were not enough, one has only to admit that it was the birthplace of Lady Godiva and the comic undertones become enormous. People ask why she left, holding their sides. They retreat to corners and discuss her later career, shaking their heads sadly over the second-rate publicists of today.

But leave she did, for her own good reasons and gave the world another kind of vision, humorous on one level, but in its true depth, a public humility, irrevocably modest.

Wallop itself runs with an upper stream of the River Test, from Over to Middle to Nether, all Wallops, a long skein cut into the Downs, inhabited since the Bronze Age. There, the chalk sucks water all the year and what it is given, it keeps, Saxon and spear, bone and iron preserved, upright in the white soil.

In this unlikely outpost and undeterred by its tribal memories, Gordon C. Gunn founded BAS Printers Limited, twelve years ago. His object at that time was simple and direct, the designing and printing of fireworks labels. Fireworks? Wallop? Ah, well.

The search for the techniques necessary to give easy reproduction to free design, inevitably led him to the camera and one day he stood, (rather like Cortez?) and discovered offset-lithography.

Re-discovered, of course, but that step has brought BAS all the way to photo-composition and that is a hell of a long way further than some.

During those twelve years, an unwritten precept has been established. It is the theory that no idea has ever been fully exploited. By extensive reading, by making comparison against the high Continental and American print standard and by the natural intercourse of men who want to talk about their trade, new ideas are caught and held. They are discussed and rejected, resurrected and fought over. Their very existence is doubted. Out of this argument, a kind of inverse logic is born. In effect, someone will say, "Yes, it runs pretty well, this way. Now I wonder - if we reversed it . . . ."

Silly, of course, but you never know.

This sort of resolution has no dogma, but its empiricism can be equally ruthless. BAS feel, not quite like Ford, that history is bunk unless you continue to make it.

In the pursuit of this, they have shot from offset to letterpress and back again, pausing only to put in their own camera, colour-separating, plate-making and artwork departments on the way. Their letterpress still thrives and their typography, always seen as their raison d'être, has already shown its teeth. They did make one small, rather sad, foray into the mystique of silk screen printing but this was stopped, by general consent, because the pulley squealed. There is, after all, a limit to the adaptability of man.

BAS have always felt that insufficient is being done to give the smaller print consumer attractive and economically-produced literature. To reach this end, they have trained their own personnel and fought their own way.

Revolution starts in small and private places. With photo-composition, they have aided and abetted it. It was not bloodless; it needed commemoration and Mrs Beatrice Warde went down to see this justice done. She confronted them with the charming juxtaposition of a gay hat and the drive of an Archbishop. They in turn, showed her the metabolism of positive turned negative and back again, an infinity of mirrors. She stood and admired, as woman should in front of any glass.

When she had gone, BAS breathed a deep breath and then got on with it. They began to feel that perhaps they had arrived.
To decide on a particular filmsetter takes more than an afternoon’s shopping. B.A.S. reviewed them all and chose a ‘Monophoto’ machine. From the outset, its products gave no problems and were accepted as being beyond criticism.

Make-up, however, needed more consideration. There is an accepted method, in which a membrane, carrying the image emulsion, is stripped from the film and then transferred after correction to a wrong-reading positive, ready for printing-down to deep-etch plates. It is excellent for certain classes of work, but it was decided to hold it in reserve and investigate some of the other potentialities obviously inherent in film.

There was one observation to be remembered, that the best work is generally done ‘rough’. The great artist grasps form by the tail and hauls it out of chaos. He must be able to forget his medium, to let nothing come between his eye and his judgement. If this is true of the great, it is true also of the lesser and there is profit in it for both.
VISION IN A VILLAGE

In a jobbing office, such as BAS, there is always a multiplicity of customers and their demands can be exotic, precise, or incoherent. To shuffle them into their hearts' desire called for a method of typographical imposition that would be both fluid and stable, strong and delicate. Membrane is delicate, but compositors seldom are, thank God, they sometimes work in wind corridors and curse their trade. It was felt that, in their gradual but inevitable metamorphosis from metal to film composition they might welcome an additional technique, one that could almost be ignored as they worked with it.

An answer was found in thin-base film. 3-thou. thick, it is stable and it handles well. In all ways it seemed an admirable material, one that could be held in the hand, like metal. But there is all the world between turning out galleys of this film on a filmsetter and reading a final one-piece positive or negative, ready for printing-down. In between lie the mechanics of correction, the vagaries of authors, and the extrapolation of typographers, good, bad or indifferent. So a parallel was drawn between all known methods of make-up and in every case the same analogy was found. One sets in galley, the pieces are broken down, shaped and reformed, and the fragments are re-imposed into a single master, clean and ready for the vacuum frame. I say 'clean', because, quite reasonably, plate makers have uneven tempers.

Again, a transfer or contact seemed always to be needed to make the parts whole. This is true of stripping film and true again where the final product must be a negative, suitable for surface plates. Finally, there were two other factors, one self-evident and one proved by experience, to be remembered. The first, that it is more pleasing and more accurate to work in positive form with the image right-reading to the eye. The second, that it is always better to have a final master positive or negative that is wrong-reading as seen through the emulsion side, and that if a contact has to be made, it should always be emulsion to emulsion. So the product needed from a 'Monophoto' filmsetter would by this appear to be thin-based and would have to be right-reading. Unfortunately, BAS had asked for, and got, a wrong-reading master negative assembly and the problem caused the usual metaphorical scratching of heads. In the end it was quite simple, really. One only had to look at a 'Monophoto' machine and see it for what it was. A camera, beautifully animated. So they used a camera procedure, got some Ilford Formalith G3.71 D film and photo-composed through its base. It worked perfectly, on the right shutter and iris settings, no halation or irradiation, a full density range and the characters so exposed, clear and definitive enough to pass the highest subsequent scrutiny.

A product had been achieved. Its manipulation needs perhaps a few more paragraphs.

Set in Grotesque 215

Composed on a 'Monophoto' filmsetter and set 14 on 18 point and 10 on 12 point.
LIMBS

The compositor accepts his envelope of film, thin-base, right-reading. No furniture, white space is free if you photo-compose. How does he make it up? Most of the matter is of course, pre-planned; sizes, leading and spacing-out already calculated, density and product (positive — negative — emulsion side), allowed for, according to the final dictates of machining. He may have a layout, or a paste-up for bigger jobs, dye-line galley proofs cut and roughly pasted to imposition. Or he may, more generally, be offered only the fly size, number of folios and possible margins.

At BAS this is normally considered quite sufficient to work on, there is enough fluidity in the medium to allow second thoughts, or even second to a power of thought.
VISION IN A VILLAGE

So he makes a key sheet, showing margin and trim, on acetate film, using a yellow pencil to allow show-through of grid lines. He mounts this on a grid, incremented in six point squares. The grid is placed in a glass frame with a light behind it, anglepoise, or tubular. Over the grid and key sheets he fixes two sheets of ‘Vybak’ laminated together by simple rolling. They are laminated to give extra rigidity, because the photo-composed film is on thin-base rather than membrane and with only one ‘Vybak’ sheet, the film tends to ‘spring’.

The ‘Vybak’ is cleaned thoroughly with anti-static paste, which incidentally increases adhesion, and is now ready to take the type-film.

The compositor makes up his type. He uses his eye, his style and his grid. Where he puts his film, there it stays, by atmospheric pressure. If he wants to stand it on its head (and some do), he stands it on its head. Thin-base is tough. It can be moved indefinitely, the whole job can be completely re-imposed right up to press. In this freedom lies an escape from the mathematically precise layout sheet. The compositor can do the ‘roughage’ and the chief comp. or typesetter can adjust its finesses, or ten in a line, at one walk-round. One might say that the form is always unlocked. Asymmetrical design becomes practicable as well as fashionable.

Corrections are no real problem, no more than they ever will be. They are set in galley and in line, preferably, to give more face surface to the ‘Vybak’ or vacuum sheet. They are pre-trimmed, one by one, with a simple hand-guillotine cutting close to the serif, and the fault lines are cut from the body in the same way, or by scissors if the comp. has had a bad night. One replaces the other, and BAS have made their own transfer strips, using ‘Monotype’ verniers, incremented in half points from six to twenty-four backed with pure PVC and laminated together with somebody’s home wringer. The correction line is positioned on a strip of appropriate body size, it adheres, is picked up and transferred to the job (vernier lines matched to existing body foot lines), the transfer strip is rolled off and the correction line is left exactly in position. And if the grey scale is matched to the original, no-one will ever know, except perhaps the compositor, who dreams bad dreams of authors anyway.

The imposition is completed to any multiple of pages, the number being governed only by the size of the frame. With a big light table, sixty-four folios are perfectly feasible. When it is ready the compositor has, in effect, a hundred or a thousand pieces of type-film held together by the vacuum sheet. He has broken down the galleys and reformed and it is time to contact into a one-piece master ready to print-down, to send away or to store. So it goes to the darkroom for processing.

If the final job has a short run and therefore calls only for a surface pre-sensitized or albumen plate, the make-up is contacted with point-source light, emulsion to emulsion. If then, to a translucent paper or film negative, depending on the register required. For half-tones, ‘windows’ of exposed film cut to size, are placed in the original positive make-up. They show as white on the negative and the half-tone negatives are flapped to them on the emulsion side. The finished negative is printed down to the plate.

Again, BAS are finding more and more demands from trade houses for negatives as such, due to the increasing use of surface pre-sensitized plates by these houses. Finally, there is of course, the call for negatives where photo-composition is being used for letterpress wrap-round plates, powderless etched, or Dycril photopolymer. In all these cases, the negative is made by contact from the positive make-up, as it is not considered really efficient to compose in negative form originally. One has to correct and mask out spare white, an elaborate operation when added to the difficulties of alignment.

For deep etch plates, a wrong-reading positive is essential. The problem has always lain in the transfer of the compositor’s make-up to the unified master. One way, where the type is on stripping film, is to transfer it to clear acetate or membrane by heat welding or glue. BAS, who favour the heavier, thin-base film, have preferred to use the new Ozalid materials. In short, they contact their make-up directly to black-line Ozafilm, emulsion to emulsion, under ultra-violet arcs. This gives them, in effect, an auto-positive, wrong-reading, ready for printing-down. By angling the arcs, they lose 90%, or all of the background, and any residual butt lines are scraped, easily and quickly. There is thus no stopping-out. Ozafilm is only a quarter the cost of camera film, it is dry-developed in daylight and BAS say that it appears to possess something of the stability of Turkish armature plate.

For repro work, they use Ozalux, either working directly from positive type-film or, if necessary, correcting and using an Ozafilm sub-master as a between-stage.

When a job is completed the make-up goes back to the comp. room. The ‘Vybak’ is stripped clean for further use, and the film sorts are classified and stored. On thin-base, they can be used indefinitely for correction or display and BAS have delicate visions of the equivalent of a hundred tons of type, hanging in little envelopes on the wall.

B.A.S. say:

- Don’t buy a right-reading master negative assembly. You can get all you want with a wrong-reading.
- Check your grey scales all the way through. Black lines can be murder.
- On big jobs, use proofs pasted up from galleys. The comp. has a rough master to work from and he makes up corrections with text. It is cleaner and quicker that way.
- Keep your ‘Vybak’ clean and polished, thus maintaining a full vacuum. Nature may abhor it, but nobody else should.

Set in Ehrhardt 453 & 573

Composed on a 'Monophoto' filmsetter and set 14 on 17 point and 9 on 10 point.
The child sits blind in the day
And bears no terror.
The elements of air and water sing
Moves not his imagining.

And Malin? Said he was old when we were young.

And the language of his heaven.

Who fought and forgot—some died.

Of galaxies like smoke about a sun.

And the world of the night
That he may go from the womb's night.

To the child then, shall this be given?

Of the voices of his earth.
We have given a short history of BAS and we have described some of the processes they have developed, especially in the new and bloody arena of photo-composition. The whole thing is, of course, only an incident in the history of print, but then Man himself is an incident, although, he believes, an exciting one. He has always first imagined his problems, economic, political or social-religious, then solved them.

Today he equates fission-fusion then lies awake wondering how to escape from it. Tomorrow, if he survives at all, he will discover the schism that is forming in his own personality, the drift of his technology from his art, the war between his body and his soul. In print there lies at least a doubtful marriage, there is technology in its conception, but art in its form.

BAS have, perhaps unconsciously, realised this, so that their contribution, now and in the future, cannot be called unimportant. In their little village they make a microcosm that is typical in most ways, they work hard and sometimes late, they look at the posters in the Underground, they support families and football teams. In a firm of their size and limited capital, it would have been natural for them to imitate, to progress by inches and still to prosper in a mild, market-town sort of way. Instead, they have recognised that print communicates by the word, and gave it the impetus of ‘Monophoto’ filmsetting, thus marrying machinery to design.

Why a ‘Monophoto’ filmsetter particularly? Well, as they put it, you don’t need an electrician with a bag of screwdrivers.

To get the typographic results they want and still enable their people to work under no constraint, they have developed certain processes or tools. Their contribution to mechanics has been to realise that if a tool is made, someone will use it.

Their gift to metaphysics has been the knowledge that one day it will be perfectly possible to live happily, even with a seven-storey computer.

One final word. B.A.S. Printers Limited have formed another company, Monolith Plates Limited. They are listed as trade typesetters in photo-composition and will try to specialize in illustrated educational and children’s books, using the larger type sizes.

I hope that this small, energetic firm will get the kind and quantity of work that its ambition deserves.
Filmsetting... a personal point of view

Filmsetting

Filmsetting

Filmsetting

Filmsetting

Filmsetting

Filmsetting
Filmsetting

a personal point of view

In 1960 production facilities at our Westerham factory became inadequate, and it was therefore decided to open another factory at neighbouring Biggin Hill. This was partly to increase production facilities and partly to obtain experience for a major new factory planned for erection in the Spring of 1962. It was decided that this interim new factory should depend for its supply of ‘type’ on a Filmsetter. Filmsetting itself is not a new invention, a perfectly practical Filmsetter having been patented by Friese Greene in 1895. Filmsetting has now reached such efficiency in production that the days of hot metal must surely be numbered.

It is sensible for a Letterpress printer to obtain considerable experience in the handling of film before installing Filmsetting equipment, since producing the film is a relatively simple problem. There are many difficulties thereafter since Filmsetting calls for completely new composing room practices and changes in technique. It will be appreciated that putting in a Filmsetter before a film make-up department is equivalent to installing a hot metal caster with no composing room.

We ourselves had considerable experience in handling film at Westerham in our letterpress factory and had, for the previous three years, been running an improvised film make-up department using trade set material from different types of Filmsetter. We had, therefore, available to us at this new factory, compositors with the ability to visualise the make-up, and who staff the film make-up department. Working with film, light boxes replace frames and some system of grids or lining-up devices must be employed to check the made up position before platemaking.

Proofs can be pulled with ease by means of a special machine. This machine gives two kinds of proof – one could be called galley and the other is superior to that of a reproduction proof by letterpress. Both proofs compare very favourably with traditional methods in quality and cost.

After most careful consideration we therefore installed a ‘Monophoto’ Filmsetter at Biggin Hill. This we felt enabled us to double up, with minor modifications, on our existing keyboard equipment and meant that we had plant with which our existing ‘Monotype’ staff had some experience and possibility of understanding. We also felt that a ‘Monophoto’ Filmsetter was a tried machine in production in England. Furthermore, a machine which it was possible for us to maintain and service without venturing too far at this stage into the realms of electronics. This has, in fact, proved the case, the results so far having exceeded our wildest expectations. The first
major problem that we met with on our 'Monophoto' machine was the question of corrections, which of course applies to all Filmsetters. The problem of corrections is often held up as a grave disadvantage with film, but surely does not this also apply to 'hot metal' setting? How many young compositors are employed on making galley corrections to type from the caster. Errors which should never have been introduced in the first case? Filmsetting undoubtedly highlights the necessity for getting clean copy off the Filmsetter. There is a vital need for the most urgent keyboard development. It is essential with the Filmsetter and probably with a hot metal keyboard if one thinks about it. One should be able to read the material as it is set before it is cast or filmset. Then, providing one has some means of identifying the positions of the various words and lines the corrections can be quite easily spliced in the appropriate position into the paper roll. By this means the product of the Filmsetter would always be clean and corrected.

At this stage no doubt the question of author's corrections will be raised. The education of print buyers to supply corrected copy and desist from the practice of writing material when they see a proof is outside the province of this article, but it is an aspect which cannot be ignored if print production is to take advantage of the facilities now available.

We consider that the application of an automatic developer to filmsetting serves a very useful purpose. Especially if more than one Filmsetter is in use. This ensures constant quality and is fully automatic in operation.

Design opportunities for Filmsetters are not in themselves immediately apparent. One assumes that the designer designs and that the printer's job is to reproduce it. As far as that goes the Filmsetter is merely a vehicle and a means of reproducing the designer's requirements. Theoretically it should not matter over-much to the designer whether his work is printed by one means or another, provided the result is what is required. However, when one comes to the question of type design for the Filmsetter completely new vistas are opened up. Surely it will be possible to produce a type design appropriate to the age in which we live.

Only one set of matrices are required, giving a complete range of sizes, and with the application of distorting lenses and mirrors it is possible to produce from one letter form an expanded, condensed or sloping version of the design. This will offer great possibilities to the designer and will remove printing from the realms of 'Bankers Georgian' where it has languished far too long.

The economics of Filmsetting are obvious. The absence of metal, the increase in productivity, with much cleaner working conditions add up to major changes in the structure of the printing industry.

The Filmset pages you are reading here were printed letterpress on Heidelberg Cylinders from 'Lithotex' plates supplied by Pictorial Machinery Limited.

WESTERHAM PRESS
کیفیتی به وسیله بانک ملی ایران در تهران - ایران
M. LILAR, MINISTRE DE LA JUSTICE

Les automobilistes n'éprouvent qu'une sympathie toute relative à l'endroit de la chose judiciaire. C'est parfaitement leur droit et il y a a cela de sérieuses raisons. L'emploi abusif du télégraphe, par exemple, n'a pas arrangé les choses.

Au demeurant, on conviendra que certains conducteurs font fi de toute réglementation, mettant ainsi en danger les autres usagers de la route. Dans ce cas, la répression devient une pénible et inévitable nécessité.

Que comptent faire les autorités pour réduire le nombre des accidents de la route ? Quelle est la politique actuellement pratiquée en matière de circulation ? Autant de questions auxquelles a bien voulu répondre M. Albert Lilar, Ministre de la Justice.

Nous vous livrons ci-après le texte de cette interview qui met en lumière les préoccupations de l'autorité.

Q. — Pouvez-vous nous dire, Monsieur le Ministre, si le système répressif s'avère rentable pour la sécurité de la circulation ?

R. — Il n'y a aucun doute que la crainte des sanctions sévères incite les conducteurs à connaître et à respecter les lois de la circulation.

Ceci a amené les gouvernements successifs à rechercher les moyens d'accroître la sécurité de la circulation par une action tant préventive que répressive.

Parmi les moyens préventifs, dont la mise en œuvre dépend de divers départements, on peut citer :

1° l'amélioration du réseau routier et de la signalisation routière dans les agglomérations comme en dehors des agglomérations ;

2° l'aménagement de passages souterrains pour les piétons ;

3° le contrôle technique obligatoire pour les véhicules comptant cinq années depuis leur mise en circulation ;

4° l'amélioration de notre code de la route ;

5° la limitation de vitesse. D'autres mesures importantes sont encore envisagées :

— l'interdiction aux blessés de la route ;

— la formation des usagers de la route ;

Q. — Existe-t-il en Belgique un article du code pénal punissant la non-intervention en cas de danger de mort (abstentions culpables) ?

R. — Notre législation pénale prescrit l'amende complétée sur ce point et les lecteurs ont pu les premier sur le traitement des conduits judiciaires de votre service juridique sur cette question.

Q. — Le régime pénitentiaire prévoit-il la rééducation des détenus condamnés pour délit de rouage ?

R. — Depuis octobre 1957, une section spéciale hébergée à la prison de Malines les condamnés du chef de délits non-intentionnels (consistant presque exclusivement en délits de rouage) ayant encore au moins deux mois d'emprisonnement à subir. Sa population actuelle est d'une trentaine d'hommes.

Le but unique de la création de cette section est de séparer les délinquants non-intentionnels des condamnés ordinairement. Il a été constaté, en effet, que leur mentalité est restée saine et qu'il y a intérêt à leur éviter la promiscuité avec les détenus de droit commun.

L'admission d'un condamné à la section spéciale fait l'objet d'une sélection (absence d'anécdotes graves) qui, joint à la nouveauté de cette réalisation, explique que 131 condamnés seulement ont été admis à Malines entre le 1er octobre 1957 et le 9 décembre 1958.

Dans notre précédente édition, nous avons fait part de la synthèse de la conférence de presse du Ministre des Travaux Publics sur les travaux en cours ou à réaliser en Wallonie.

Dans un deuxième exposé devant la presse, M. Vanlaere a dressé le plan routier qui sera développé dans la partie flamande du pays.

Il intéressera tous les lecteurs de la connaissance dans ses grandes lignes.

RUTINES DE FLAN

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Il intéressera tous les lecteurs de la connaissance dans ses grandes lignes.
L'accident est au coin de chaque rue

Touring-Secours vous offre une assurance individuelle de 25.000 francs.

Règlement général sur l'assurance « Accidents mortels de la circulation »

Pour votre sécurité, l'assurance individuelle Touring-Secours vous réserve une couverture complète pour les accidents de la route.

Extrait de « Journal Touring-Secours » — un information bulletin publié en français et en néerlandais tous les quinze jours.

Augmentation annuelle des garanties. Le capital de 25 000 francs est porté à 30 000 francs.

LOCATION DE VOITURE SANS CHAUFFEUR
FIVE HUNDRED

Since the installation of our first ‘Monophoto’ Filmsetter in Basildon, many people have enquired the reasons for such a bold step being taken by a relatively small Company. Also, many have said, “You are at least five years too early with such a venture”.

The basic reasons for installing ‘Monophoto’ plant instead of the more conventional “hot-metal” typesetting equipment are as follows:

1. We had no mechanical typesetting machinery at the time, and it seemed better to consider completely new methods rather than to tag along behind our “big brothers” in the industry and mimic their old and tried methods which are now obsolescent.

2. A method of reproduction of the printed word was required which could be adapted for use with any form of printing process without uneconomic use of labour or materials. Also, we sought a medium containing the possibility of improvements in quality and the ability to provide a better service to print-users.

However, we do not wish to be regarded as a small firm just deciding to “Have a go” with a novel idea in the hope that it might prove, by mere chance, to be a “Klondike”.

Some seven or eight years ago, there were high-level discussions between some of the heads of large firms concerning the future of the industry, and the use of Filmsetting, in conjunction with offset and gravure printing. Word of this seeped through to us, although, at the time, our main business was the production of small items of general and office printing and stationery. Photoprint Plates Ltd., had not been formed at that time and our associated company, H. & G. Farmer, Ltd., had only a diminutive plant consisting of two 50-year-old small letterpress machines and a F’Cap Folio office offset machine.

The “sellers’ market” for print was beginning to fade and it was obvious that, if the business was to be developed under competitive conditions, some radical changes would have to be made.

The following considerations were therefore reviewed:

1. Offset printing appeared to be on the increase, due to its economy and speed.

2. Gravure printing seemed uneconomic for all but a few very long runs of periodical and similar work, and its installation involved colossal amounts of capital.

3. Letterpress printing appeared to be wasteful of labour, capital and working space, except for certain short-run work, such as periodicals up to circulations of about 5,000 printed in black, with few illustrations, if any.

4. The advent of colour photography, full-colour cinema films and the possibility of colour television in the not-too-distant future, pointed to a growing demand for 4-colour process printing.

We decided that the best way of expanding our business would be to concentrate on the production of printed matter by offset-litho and to build up our plant to produce general jobbing work, while keeping in mind such

YEARS AFTER

To those who have said that we are premature with Filmsetting, we reply that the printing industry in this country is, generally speaking, some years behind its overseas competitors; there are, of course, a few notable exceptions. This time-lag is due, to some extent, to the tendency of the industry to congregate into a few Groups so large that decisions affecting the modernisation of their printing plants require prolonged, not to say tortuous, consideration.

It is only the smaller companies which remain in a position to make quick decisions involving expenditure of capital on new equipment.

GUTENBERG

H. R. FARMER, FRSA
Managing Director
Photoprint Plates Ltd.
markets as books and periodicals with runs from 3,000 copies up to 250,000 copies.

With regard to these last two items, it was already realised that sheet-fed offset Perfector machines for black and white work such as books, and reel-fed multi-colour offset machines for full-colour periodicals, would soon be available and would prove to be the most economical for these types of work.

Being a small firm, we could not possibly embark on the installation of such plant with our existing resources. Even if we could have raised sufficient capital, there was little point in doing so until the reproduction and plate-making side of the business was sufficiently equipped and manned to produce the printing plates necessary for such a venture.

Therefore, we began with the installation of small high-speed offset presses, but soon it was evident that further progress demanded satisfactory reproduction facilities of our own.

As a result, our plans were changed and the full expansion of our production was stopped. Instead, Photoprint Plates Ltd., was formed, to provide a comprehensive reproduction and plate-making service for our larger erstwhile competitors, who were in a better position to provide capital for the installation of large and expensive offset presses.

Firstly, we set out to produce small offset plates of a simple nature and then gradually expanded the scope of our work until, at the beginning of 1958, we were producing plates up to Quad Demy size.

In February of that year, we became the first firm in Europe to install Monophoto Filmsetter equipment and, within weeks of this event we had also acquired an electronic scanning camera for producing colour-separated and colour-corrected negatives for 4-colour process half-tone work.

After a brief interval for experimentation and the training of skilled staff in the new methods involved, we were ready to go into full production with both of these additions to our plant.

Then followed a long period of almost heartbreakingly hard work, trying to convince clients of the usefulness of these innovations.

Although we completed filmsetting a paperback novel in the Autumn of 1958 and commenced the regular monthly filmsetting and reproduction of The Small Offset User, it was not until the middle of 1959 that we were getting enough jobs to do on our Monophoto Filmsetter to keep it fully occupied.

Then work flooded in and the Filmsetter was soon operating 24 hours a day. Even this did not enable us to keep up with the demand, so a second unit was installed in July, 1959.

We were then turning out an average of four or five books, of various kinds, each month. However, the pressure slackened off early in 1960, due to the effect on the business of our major customers reducing the flow of work to us through his not having sufficient to keep his own hot-metal typesetting plant fully occupied. This position is now righting itself however, and we anticipate that our Filmsetting plant will again be operating "twice round the clock" before long.

Although the hesitation of many printers to take up this new method of producing type-matter can be explained, to some extent, we cannot understand why publishers hesitate to suggest that their work should be produced in this way, since they would have immediate benefit in reduction of costs, and, in the offset printing of illustrated books, improvement in quality. Also, there are such considerations as the saving on reprints and type rental.

One of the largest filmsetting jobs we have done is Family World Geography which consists of 480 pp Demy 4to, of typematter set in 8 on 9 pt. Plantin, in 14 ema measure, three columns to a page. This work was very heavily corrected both galley and page-proof stages. In two colours throughout, it was printed in Holland by the well-known firm of Messrs. Van Leer & Co. Ltd. In the future, they are unlikely to attempt to reproduce such important works of this nature, where quality is important, by the outmoded method of setting in hot-metal, pulling reproof and then photographing. In spite of the heavy author's corrections already mentioned, the work was produced at a price on which no other method could have improved.

It is now almost certain that Messrs. Van Leer will be influenced by their customers' gratification with the improvement, which is so strikingly evident, gained from Monophoto Filmsetting.

Perhaps we are 'five years too early', but could it prove to be that many printers (and publishers) might wake up in five years' time to find that they are that much too late?

The publishing and printing of books becomes more of an international business as the years go by and it appears that, at the present time, the firms concerned in this country do seem to be 'letting the grass grow under their feet'. Has there ever before been such a spate of cheap reprints (of poor quality) of foreign titles in this country? Is it really cheaper to print and publish in North America than here? Or can it be that the majority of our population are looking for a 'fast easy buck' with no risk of suffering from brainfag or calloused hands?

Having fully exercised our brains and hardened our own hands, we are now not afraid of 'sticking out our necks'. Given the capital, we'd install twenty more Monophoto Filmsetters tomorrow, and a battery of offset Perfectors, sheet-fed and reel-fed multi-colour machines, and really show the way modern printing ought to be turned out. Even web-fed rotary letterpress will one day come into its own again, when someone can supply good material for cheap photo-polymer plates!

Perhaps, after all, Monotype, George Mann, Orntree and all the other up-to-date manufacturers of modern machinery should wait another 500 years to "sell" their wares to the majority of their potential customers in this country who remain satisfied to continue "doing what Grandfather did"!!
With a ‘Monophoto’ Filmsetter - the Sky’s the Limit by Eric Holt

How the pioneer user in Australia is proving by practical experience that his Filmsetter is a profitable approach to printing by any process

G. W. Hall & Co. of Chatswood, near Sydney, has always been an unusually progressive print shop. Established in the heart of an extremely busy suburban commercial centre, the company has developed its general and job printing service to a high degree, invariably meeting short delivery notice, and coping with the endless variations in printing requirements inevitable in such a business.

The present general manager, Alex Lennox, represents the third generation of his family to control the business, which was established in 1915. It is still a family partnership.

Realizing that satisfactory profits can only be guaranteed when all production delays are eliminated, Lennox set about building up a full complement of efficient, modern equipment, not only in the printing department, but in ancillary departments as well. He was determined that, apart from engraving, the company should be self-contained, with its own composing equipment and bindery.

He made a close study of the various systems of mechanical composition and found that ‘Monotype’ machines appealed to him most strongly. The quality of the product was one of the deciding factors, for G. W. Hall & Co. had a proud tradition for quality printing. The wide range of production also made a strong appeal to a company whose work included tabular, display and other settings which go beyond the routine demands of straight text.

In 1952, therefore, having trained and qualified as a Keyboard operator, he invested in a ‘Monotype’ Keyboard and Composition Caster capable of display casting up to 36 point, and installed the equipment in a corner of the Chatswood print shop.

Space was certainly tight, but he has never had reason to grudge it for such a purpose.

Production at G. W. Hall & Co. varies widely in character - ranging from business stationery for local shops and offices to book and magazine work for such exacting clients as the South Pacific Commission. All are set on ‘Monotype’ machines, and the manager points with justifiable pride to such complex publications as ‘Gorden’s Air Guide’ and the ‘N.R.M.A. Hotel Guide’ among the works that are set, printed and bound wholly within his establishment.

Creative design has been taken seriously by the firm as a service to even the smallest customers. Situated as it is north of Sydney harbour and beyond the city proper, the house is in great demand for local printing work, and this includes numbers of
school magazines. Alex Lennox has developed a special attitude towards school magazines. "Generally speaking," he says, "these publications illustrate how not to tackle a printing job; and wherever I am permitted, I endeavour to improve their design and layout. Fortunately, this can be done very simply, by first of all introducing some of the better and more appropriate 'Monotype' faces. The difference has been noted, even by laymen."

With this background of successful industrial adventure it is not particularly surprising that Alex Lennox of G. W. Hall & Co. was the first Australian not simply to perceive in theory, but to reach out and grasp, the opportunities opened up by film-setting. And as 'Monotype' machines had but strengthened his clear convictions as to the importance of quality-value and wide range in composition, it is not at all surprising that he chose a 'Monophoto' Filmsetter to carry those advantages forward into the new world of film.

Little over a year ago, a 'Monophoto' Filmsetter was installed alongside his 'Monotype' Keyboard, and Alex Lennox was in the filmsetting business.

... But of course it was not quite as simple as that. He had indeed crossed the threshold, into what was to prove a most successful and profitable adventure. But what he was facing at the start was something very new, to which the precedents and experiences of a general printing house provided no easy and automatic guide. The arrival and installation of Australia's first 'Monophoto' Filmsetter was an exciting moment; but that early-bird had not brought with it any such ample help in the way of instructional manuals, training facilities and long-experienced advice as can be counted upon in the installation of any machine that is firmly established and widely used. A certain amount of experimental work was inevitable before smooth commercial work could be expected.

With his sound technical background and his boundless enthusiasm, Lennox was able to make the fullest use of the assistance given by The Monotype Corporation of Australia Pty. Ltd., in setting up the Filmsetter and seeing it through its "running-in" period. It was a highly informative and valuable experience in which all concerned learned a great deal about the refinements of the machine and its extraordinary scope.

The problems of make-up had to be worked out experimentally with the dogged courage of the pioneer, thousands of miles away from that centre in Salfords where film-handling methods were still being evolved and tested. But it has always taken courage to be the first in any field, and here in Sydney - as even earlier in Pretoria and Johannesburg - creative ingenuity made up for what was then lacking in the way of ready-made, time-tested guidance in "handling" techniques.

Lennox is certainly in the filmsetting business today. He has formed a second company specifically for that purpose, and Photype Composition Pty. Ltd. is rapidly becoming a force in the printing and publishing world of Sydney. Its latest achievement is a full-scale book bearing the imprint of Australia's largest book publishers. Other successful products have been a cookery book, several children's books, guide books (including tourist maps), instruction books issued by educational authorities, and a large number of advertising booklets.

Recently, the company has been engaged on the setting by 'Monophoto' machine of the text of No. 3 of MONOTYPE IN AUSTRALIA, the handsomely-designed illustrated house journal of The Monotype Corporation of Australia Pty. Ltd. It was the first newspaper to be filmset in Australia. It was printed letterpress from plates made on a 'Lithotex' Powderless Etcher. (The illustration on the previous page is reduced from the 14½" × 10" actual size.)

Now completely at grips with his new machine and its operation, Alex Lennox is positively exultant about its possibilities. Asked what particular type of work he considered it was "best suited for", he swept aside the implication in that question that its profitable fields might be limited. For his confident reply was: "This 'Monophoto' Filmsetter is good for anything and twice as good for most. There is now no printing job in the calendar on which we would hesitate to quote!"
STOP PRESS

“BY-PASSING GUTENBERG” IN KARACHI (pages 13 and 14)

A specimen of ‘Monophoto’ Urdu Series 549, in which the daily newspaper Jang is to be filmset, is shown below.

The same matrices that were used to set the first line in 24 didot were used to set the last four lines in 12 didot.
"By-passing Gutenberg" in Karachi

In many countries of the world today, examples of filmset printed matter are being spread out on the desk for critical comparison with similar items produced with metal type. Economy apart, how has the "look" of the thing been affected by the change?

In the western world, among the latin-script users, the answer varies as much as "metal type" itself varies in quality. If the older example was set in used-and-re-used foundry type, the print will look pitiful alongside the even quality of the filmset job. If it was printed from forms mechanically composed so long ago, and so worn down by successive reprints, as to make the phrase "hot metal" sound singularly inappropriate, then the beholder will turn to its filmset successor with relief and enthusiasm. In such contrasts he perceives, perhaps for the first time, that 'Monophoto'

Filmsetters are destined to bring about a striking improvement in the appearance of many pieces of printed matter.

But it is in other countries of the world, where the scripts used are far more intricate and fluent than the latin, that the Filmsetter is finding its most spectacular opportunity to work improvement in the "look" of print while it is reducing the time and cost of the production. At the Javed Press in Karachi, the daily newspaper Jang – the leading Urdu newspaper, and the one with the largest circulation of any vernacular newspaper in Pakistan – is soon going to be set on a 'Monophoto' Filmsetter, in the elegant and brilliant 'Monophoto' Urdu Series 549. What "film" supersedes, in this historic instance, is not type of any kind, good or bad, foundry or machine: it is calligraphy. Hitherto it

A section of JANG as hand-written by different scribes.
has been the universal practice for Urdu newspapers to be hand-written by professional scribes, column by column, and printed by "direct litho". No two calligraphers ever write in precisely the same style, however sedulously they try to achieve uniformity; and with twenty or thirty of them at work on the same newspaper, the printed result is bound to show such variations from one column to another as are perceptible in the same-size fragment shown on p.13. Corrections are of course extremely difficult to make, so it is common practice for them to be inserted as footnotes at the bottom of the page.

Similarly, since a direct transfer process is normally used, it is very difficult to use the halftone process for illustrations. The usual procedure is to have an artist sketch a likeness of those personalities most in the news, direct, in reverse, on to the transfer sheet.

An additional problem is that there is a considerable basic dissimilarity between the calligraphed style of writing Urdu and that of Urdu type. The difference is analogous to that between English hand-written script and roman characters. The calligraphed style known as "Nastiliq" is almost impossible to reproduce adequately in type because Urdu, based on the Arabic script, has four forms for each letter. One form is used when the letter stands on its own, without connection to any other character. Another, "initial", form is used when the character is to be joined to another letter falling at its left (Urdu, in common with Arabic, being read from right to left). There is also a "medial" form used when the character is to be joined to other letters on both sides, and a "final" form for when the character is to be the last (left hand) character of a group, joined to a character on its right.

In the Arabic style, these combinations of characters are written more or less horizontally and there is therefore no great difficulty in reproducing them in type, but in the "Nastiliq" based on the ancient Persian design, the groups of characters are written in a descending direction, from right to left, in a series of steps. "Nastiliq", in fact, means steps. Hence to reproduce this form of script exactly in type it would be necessary to produce three or four different alignments of each intermediate character – a multiplicity of matrices beyond the powers of any composing machine today.

It was therefore necessary to use the Arabic, horizontal, form of design for Urdu and its related languages, despite the fact that the ordinary man in the street in this part of the world is accustomed to reading newspapers and books in the "Nastiliq" script. Fortunately the Government of Pakistan appreciates that the disadvantages of introducing a new style are far outweighed by the benefits of using type (as against calligraphy); and, slowly, the new style of printing is making headway in Pakistan. A very large number of books, Government publications and other works have already been set in 'Monotype' Urdu Series 507 (a film version of which is shown on this page) and 549, and the proportion so produced increases year by year.

Newspaper proprietors, however, have hitherto been reluctant to adopt this style – understandably, since the average newspaper reader resents any radical change in the look of his paper. One attempt, about ten years ago, to go over to type had ended disastrously; the method of composition used sorely handicapped the design of the face, and the reaction of readers was such that the production of the paper was suspended for good after about a week. That was a major set-back to the adoption of letterpress for Urdu newspaper composition; and it says a great deal for the determination of Mr. Khaleelur-Rahman, the Editor and Managing Director of Jang, that he has been willing to take the risk – even with the immense advantage of being able, in this case, to use a face that has become familiar to book readers, and one that need fear no criticism on aesthetic grounds.

Jang has, in fact, included a folio of type-set matter, composed in 'Monotype' Urdu 507, in many of its editions over the past two years, with the object of getting its reading public used to the new style of printing. This has been increasingly appreciated by the readers of Jang, and every encouragement has been given by officials of the Pakistan Government, including its President, Field Marshal Mahomed Ayub Khan.

The new film matrices for 'Monophoto' Urdu 549, with its related Bold 649, are on their way to Pakistan. When they arrive, the ceremony of inaugrating the momentous change – from the scribe's pen direct to filmsetting, by-passing Gutenberg's invention of metal type – will be honoured by the presence of distinguished guests. Copies of Jang in its old and new dresses will be covetously awaited by those who collect "befores and afters" of restyling; and they are bound to serve as dramatic illustrations of what 'Monophoto' Filmsetters can do internationally, to raise typographic standards.
The design of faces for ‘Monophoto’ Film Matrices

An Introductory Note to the First Showing (on the following pages) of the Repertory of Series now available

The 39 Series of faces that are already (May 1961) available as individual film matrices for ‘Monophoto’ machines are shown in this section, and a further 44 Series are announced as in active preparation. Official specimen sheets will be issued in due course.

So far, only one Series (‘Monophoto’ Bembo 270) exists in three differently-proportioned sets of matrices — that is, with a “C” set in which the letters are specially proportioned for optical consistency in sizes from 14 to 24 point, as well as with a “B” set, designed with special reference to the normal text sizes 8 to 12 point, and an “A” set in which the proportions and detail of the letters are so adjusted as to preserve the harmony of the design in 6 and 7 point while enhancing legibility-for-size.

On the recto page overleaf, ‘Monophoto’ Bembo is shown in a sufficient range of sizes to give the expert eye a chance to see how its letters have been re-proportioned for each main size-group; and on the verso facing page there are opportunities to compare the effects of using different sets of matrices not specifically designed for those size-groups. This is possibly the first time that such data have been provided for those who are finding it necessary to argue-out the aesthetics of face-design for film.

We appreciate that some of our customers are making use of one set of matrices and by adjusting set sizes are obtaining results more acceptable than those shown on page 16. Whilst accepting this fact, we would still prefer customers to make use of the correct set of matrices and it is for this reason we show how a face such as Bembo can be distorted by the use of an incorrect set of matrices.

The rest of the faces shown in this First Specimen have been deliberately put to the harshest possible test, that of an abrupt descent from 24 point to 10 point without any change of film matrices. The results should be reassuring to those who have been tempted to condemn filmsetting on aesthetic grounds without sufficient sight of the evidence.

All typographic experts will be interested to learn that M. Adrian Frutiger, the designer of the already famous “Univers”, is now at work upon a ‘Monophoto’ Series which has been specifically designed for filmsetting.

Copyfitting calculations are now available for all existing ‘Monophoto’ faces in all their possible sizes, and this information has been included, along with that for ‘Monotype’ faces, in the latest edition of the manual Scientific Copyfitting. As there is a variation between the set sizes of ‘Monotype’ and ‘Monophoto’ faces, amateur layout men may have to be warned never to depend upon their familiar ‘Monotype’ specimen sheets, tracing sheets or copy-calculations for aid in making even the roughest visualizations or cast-offs for filmsetting on ‘Monophoto’ machines.

The specimens shown here have all been developed to the same point on the “grey scale”, and all therefore show the effect of that particular degree of opacity, as well as the effect of one particular process, offset lithography. It would need a fairly stout loose-leaf portfolio to show all the variations possible with any one face, in all its print-sizes, printed by the three different processes, and with such slight but perceptible intensifications or lightenings of “colour”, as can be deliberately produced according to the time allowed for developing the image on the film. But from these brief showings it will at least be evident that a fair range of designs already exists, and that the wide size-range opened up by a single set of film matrices has been achieved without any unpleasant departure from the standards set by the “parent” designs.

The Trade has sensibly demanded equivalents in film of the world-famous ‘Monotype’ faces, just as it was sensibly demanding, at the beginning of this century, equivalents in hot metal composition for the standard foundry faces of that epoch. In any period of technical transition, “recognizability” is of great practical importance to the innovators, who will be hearing the stern question “Is this as good as what we now have?” long before they hear any tentative enquiry about new departures. But already one finds these new film faces being judged and liked on their own merits, without point-for-point reference to their metal “parents”; and it is from that unrepeudged point of view that the public for filmsetting will eventually be looking out for new designs specially created for the Filmsetter.
Here, instead of using the ‘C’ set of film matrices as designed for 14 to 24 point sizes of ‘Monophoto’ BEMBO Series 270, we have used the ‘B’ set. Compare the effects.

These lines from ‘B’ matrices naturally look larger than those in the examples opposite.

Here for purposes of comparison we show the effect of using the ‘B’ set of film matrices (designed for sizes 8 to 12 point) to set lines in fourteen point – instead of using the ‘C’ set. Compare with ‘C’ set lines on facing page. Note that both these fourteen point examples are set without extra interlinear space.

Here for purposes of comparison we show how twelve point lines would look, if instead of using the ‘B’ set of matrices designed for the 8 to 12 point sizes, you were to use the ‘C’ set which was designed for use in larger sizes.

AND HERE for purposes of comparison we show the effect of using the ‘B’ (8 to 12 point) set of film matrices in composing seven point.

And this is how a footnote in six point would look if instead of using the appropriate ‘A’ set of film matrices, (as opposite) you were to use the ‘B’ set which is proportioned for normal reading sizes 8 to 12 point.
'Monophoto' BEMBO Series 270: for which there are three sets of size-range film matrices. The settings, down to the double cross-rule, use the 'C' set of matrices (designed for sizes from 14 point up to 24 point). Roman and italic u. and l.c., and SMALL CAPS can be combined with Bold 428.

This eighteen point size was produced using the 'C' set of film matrices as used for the larger sizes shown above.

This sixteen point size was produced with the same 'C' set of film matrices as was used for the 24, 22, 20, 18 and 14 point sizes.

Here you see the fourteen point size of 'Monophoto' Bembo Series 270. For purposes of comparison we are showing on the opposite page the effect of using the 'B' set for sizes larger than those for which it was designed, and of using the 'C' set for sizes below this 14 point, which is the smallest of the sizes for which these characters here were specifically proportioned.

THE 'B' SET OF FILM MATRICES FOR 'MONOPHOTO' BEMBO SERIES NO. 270 IS FOR FILMSETTING IN SIZES FROM 8 TO 12 POINT.

Here you see the largest of the sizes for which the 'B' set of 'Monophoto' Bembo 270 film matrices was designed. This is TWELVE point, set without interlinear spacing to a measure of 20 picas.

Here is the ELEVEN point size of 'Monophoto' Bembo, using the same 'B' set of film matrices designed for the eight to twelve point range of type sizes.

A swift adjustment of a 'Monophoto' Filmsetter enables the same 'B' set of film matrices to produce this TEN point of 'Monophoto' Bembo Series 270.

Here is the NINE point, using the same 'B' set of 'Monophoto' Bembo 270 film matrices.

And the same 'B' set was used for this filmsetting in EIGHT point.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE 'A' SET OF 'MONOPHOTO' FILM MATRICES FOR BEMBO 270 IS CORRECTLY PROPORTIONED FOR 6 AND 7 POINT:

Here is a specimen of 'Monophoto' Bembo 270 in which the 'A' set of film matrices has been used to produce these lines in SEVEN point. The related Bold is Series 428.

The same 'A' set has here been used to set these lines in SIX point. These two smallest sizes have special need to be re-proportioned for optical consistency.
‘Monophoto’ BASKERVILLE Ser. 169, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ BEMBO Series 270, see pages 16 and 17. The related Bold is Series 428

‘Monophoto’ BODONI Series 135, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ EHRHARDT Series 453, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ GARAMOND Series 156, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.


The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.
The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.
The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 156 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
The related Bold is Series 216

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 215 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
The related Bold is Series 216

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 216 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
The related Bold is Series 216

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 595 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
The related Bold is Series 596.

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 595 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
‘Monophoto’ IMPRINT Series 101, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ OLD STYLE Series 2, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ PLANTIN Series 110, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.

‘Monophoto’ ROCKWELL LIGHT 390, 24 pt.

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.


The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same ‘B’ set of film matrices can be used for any size from 8 up to 22 and 24 point.
'Monophoto' ROCKWELL Bold 391, 24 pt.

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 391 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.

'Monophoto' TIMES New Roman 327, 24 pt.

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 327 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.

'Monophoto' TIMES Semi-Bold 421, 24 pt.

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 421 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.

'Monophoto' TIMES Light Caps 727, 24 point

The same matrices that were used to set the line in 24 point above were used here for this paragraph in ten point. This same 'B' set of film matrices can be used for any size from 8 up to 22 and 24 point.

FOR THE 7 AND 6 POINT SIZES, USE THE 'A' SET OF MATRICES
Here is a specimen of Series 727 in the six point size, produced with the 'A' set of matrices which can also be used for 7 pt.
And still they come...

‘MONOPHOTO’ SPARTAN LIGHT SERIES 139, 12 POINT (SIZE 1)
‘MONOPHOTO’ SPARTAN LIGHT SERIES 139, 12 POINT (SIZE 2)
‘MONOPHOTO’ SPARTAN LIGHT SERIES 139, 12 POINT (SIZE 3)
‘MONOPHOTO’ SPARTAN LIGHT SERIES 139, 12 POINT (SIZE 4)

‘MONOPHOTO’ SPARTAN BOLD SERIES 141, 12 POINT (SIZE 1)
‘MONOPHOTO’ SPARTAN BOLD SERIES 141, 12 POINT (SIZE 2)
‘MONOPHOTO’ SPARTAN BOLD SERIES 141, 12 POINT (SIZE 3)
‘MONOPHOTO’ SPARTAN BOLD SERIES 141, 12 POINT (SIZE 4)

‘MONOPHOTO’ SPARTAN LIGHT CONDENSED SERIES 142, 12 POINT (SIZE 1)
‘MONOPHOTO’ SPARTAN LIGHT CONDENSED SERIES 142, 12 POINT (SIZE 2)
‘MONOPHOTO’ SPARTAN LIGHT CONDENSED SERIES 142, 12 POINT (SIZE 3)
‘MONOPHOTO’ SPARTAN LIGHT CONDENSED SERIES 142, 12 POINT (SIZE 4)

‘MONOPHOTO’ SPARTAN CONDENSED SERIES 143, 12 POINT (SIZE 1)
‘MONOPHOTO’ SPARTAN CONDENSED SERIES 143, 12 POINT (SIZE 2)
‘MONOPHOTO’ SPARTAN CONDENSED SERIES 143, 12 POINT (SIZE 3)
‘MONOPHOTO’ SPARTAN CONDENSED SERIES 143, 12 POINT (SIZE 4)

NOTE: 6 point sizes are obtained from ‘A’ set of film matrices; 12, 18 and 24 point from the ‘B’ set.

Since the foregoing pages were printed, matrices have also become available for the following basic series:

* Arabic Naskh Series 549, 10 to 24 pt.
* Arabic Naskh Bold Series 649, 10 to 24 pt.
Baskerville Bold (Italic) Series 312, 8 to 24 pt.
Bembo Bold (Italic) Series 428, 8 to 12 pt.
Century Series 227, 8 to 24 pt.
Clarendon Series 12, 8 to 24 pt.
Gill Sans (Roman) Series 349, 5 pt.
Gill Sans Condensed Series 485, 12 to 24 pt.
Goudy Modern Series 249, 8 to 24 pt.
Imprint Bold (Italic) Series 410, 8 to 24 pt.

* Additional characters are available for this font to make it suitable for the composition of Urdu.

Ionic Series 342, 8 to 24 pt. (See “500 Years” Inset)
Klang Series 593, 14 to 24 pt.
Plantin Shortened Descenders Series 110/194, 8 to 24 pt.
Plantin Light Series 113, 8 to 24 pt.
Porson Greek (Caps and lower case) Series 106, 8 to 24 pt.
Rockwell Condensed Series 414, 12 to 24 pt.
Times Bold (Italic) Series 334, 8 to 24 pt.
Times New Roman (Cyrillic) Series 327, 8 to 24 pt.
Times Bold (Cyrillic) Series 334, 8 to 24 pt.
Arabic in all its glory

Of all the major scripts of the world those within the “Arabic” group have most to gain from the coming of the Filmsetter. Not only can an essentially
design that is often set forth with all the advantages of linked and overlapping characters to its obvious aesthetic advantage: what is just as striking to the printer is the economic gain made possible by a method which involves no ink-spread thickening of the sometimes very small “counters” (enclosed white of the letters). A size of Arabic which would be difficult to read in a print from metal type remains brilliantly clear and legible in filmsetting. The examples in the illustration below represent many very attractive examples of work so composed by The Offset Press Inc. of Tehran, and equally interesting examples from the Bank Melli Press of Tehran are represented in this issue by a page from a telephone directory.

A specimen of ‘Monotype’ accentuated Arabic, Series 58, in 24 and 12 didot.
Possibilities for filmset Borders and Rules

Though the range of Borders available is not yet large, superimposition gives a wide variety of designs. Letters, numerals and special sorts can also be used, the size varied and the colour reversed.
‘Monophoto’ Filmsetters at work around the world

At Monotype House in London, for the three weeks beginning 17th May, an Exhibition will be held of books, periodicals and general commercial printing composed on ‘Monophoto’ Filmsetters by printing houses in many parts of the world. It will be opened by Mr. Vivian Ridler, The Printer to the University of Oxford – himself a distinguished “user” of the Filmsetter, which has been at work for some months at the OXFORD UNIVERSITY PRESS (Fig.1). The insets to this number of the Monotype Recorder will give some idea of the variety of the work to be exhibited at Fetter Lane, and the range of processes open to filmsetting printers. The Corporation acknowledges with gratitude the generosity of its customers in providing – in many cases at short notice following a very recent installation – the “realistic evidence” of day-by-day successes under competitive conditions which is now for the first time being brought together for public exhibition.

By no means all of the most recent or most distant installations will be represented by examples. But the number that are, will undoubtedly be a revelation in itself to some visitors. In fact this Special Number of our journal, and the Exhibition which accompanies it, may be said to mark the end of that short and exciting period in which every new purchaser of the Filmsetter could fairly rank himself among the Pioneer Users of the machine. That proud title must be reserved for those who backed their judgement before the present wealth of confirming evidence was revealed in this spring of 1961.

‘Monophoto’ Filmsetters, which are of course entirely British-made under British control, were at work in South Africa, in America, and in France before they appeared in any plant in the United Kingdom. In the GOVERNMENT PRINTING & STATIONERY DEPARTMENT in Pretoria a Filmsetter has for more than four years been living up to the high standards maintained by Mr. S.A. Myburgh, the Government Printer, (third from left in Fig.2), and his staff. Almost four years ago the Editor of this journal, during a lecture tour in South Africa, was gaily assured at the KARTLAND PRESS PTY. LTD. of Johannesburg (Fig.3) that the Monotype Corporation Ltd. had hardly begun to appreciate the possibilities of its own invention! In Philadelphia, U.S.A., the famous composing house of WESTCOTT & THOMSON INC. were among the first in the world to install a ‘Monophoto’ Filmsetter, and are now operating two of them. LOGAN SQUARE TYPOGRAPHERS INC. of Chicago (whose fine new building was recently opened) were also among the earliest users in the days before “separate matrices” were available. So was the great establishment of CLICHÉS UNION in Paris, who are represented by an inset in this number. PHOTOPRINT PLATES LTD. of Basildon had the first installation in England and have since repeated their order. Mr. H. R. Farmer, their Managing Director, contributes some brisk observations to this number.

Other British users “speak for themselves” between these covers. Mr. Oliver Burridge of FILMSET LTD., Crawley, gives some impressive facts and figures.
about the production by film of that giant of novels, Tolstoy's *War and Peace*, and the inset which he has kindly provided shows a remarkable instance of the Filmsetter's capabilities. B.A.S.PRINTERS LTD. of Over Wallop, near Stockbridge, have entertainingly but practically explained their working methods in the eight pages they wrote and produced for this number. Mr. Rowley Atterbury contributes a spirited account of the welcome given to the machine at the WESTERHAM PRESS LTD. Mr. Anthony Brown of BROWN KNIGHT & TRUSCOTT LTD. (who filmset and printed the text pages of this number) speaks for all users in "telling the customer" how to make the most of what the machine offers them.

The firm of SIVITER SMITH & CO. LTD. of Birmingham, pioneers in the use of powderless etching, drew attention to its recent installation of a 'Monophoto' Filmsetter in the March 1961 number of the *British Printer*, in one of the handsome and informative advertisements which this house has been issuing. In Glasgow, TYPESETTING SERVICES LTD. are now undertaking trade filmsetting for a rapidly growing clientele. From Mr. G.H. Dunmore, Technical Manager, of the celebrated firm of LAMSON PARAGON LTD., comes assurance that they are "very pleased" with the adaptability of their 'Monophoto' Filmsetter to a highly specialized and intricate problem in composition.

The Filmsetter has played its part in one of the most spectacular success stories of the modern printing industry, that of the UNION PROCESS ENGRAVING...
& STEREO CO. (1940) PTY., LTD., of Cape Town, which this year celebrates its 21st anniversary. At the end of 1945 the staff numbered but 12 and a period of re-organization was then commenced. Grave difficulties were met but experience is a great teacher and courageous replanning, foresight and hard team-work made it possible to re-invest nearly £30,000 in new plant within six years. The 18,000 square feet of the new building (Fig.5) already requires further extensions. Mr. Norman Barrett, general manager since 1946 and governing director since the death of his father, P.N. Barrett, in 1957, believes that the future should see remarkable developments in the combination of ‘Monophoto’ Filmsetters and powderless-etched curved plates on rotary letterpress machines. “Success in the printing trade”, he says, “will be the prize of those firms who have a specialized plan for the future, not accepting the conventional as the inevitable.”

The success of the Filmsetter at PHOTYPE COMPOSITION PTY. LTD. of Sydney, described on pp. 11 and 12 by Eric Holt, must be partly responsible for the number of machines now on order for other houses in Australia; and earlier South African successes must have helped to confirm the judgement of the PHOTOGRAPHIC TYPESETTING GUILD PTY. LTD. of Johannesburg, where a machine is now in full production (Fig.9). Certainly the “wholly film” plant now rising in Trinidad of CARIBBEAN PRINTERS LTD. owes its equipment with a ‘Monophoto’ machine to the advice of experienced users in England (see p. 10).

Two quite separate houses in Tehran, each large and prosperous, independently realized the advantages of the Filmsetter for work in the Arabic script [THE OFFSET PRESS INC. (Fig.6) and BANK MELLI PRESS.
lations have been made in Czechoslovakia (SVOBODA ZAVODI, Prague) and Hungary (ATHENAEUM NYOMDA, Budapest) where a considerable amount of work is printed by the Photogravure process.

For beauty and grandeur, it will be hard for any other item to match the illustrated Bible of 1,222 quarto pages that has recently been filmset in 9 point ‘Monophoto’ Times New Roman by the house of H.VEENMAN & ZOENEN of Wageningen, Holland. It will stand among the principal “incunabula” of the new epoch of film.

Many more names could be mentioned, of firms that are even now accepting, or still eagerly awaiting, delivery of a ‘Monophoto’ Filmsetter. Those whom we have mentioned here, including some whose examples must await the inspection of visitors to the Exhibition, are recorded as the earliest of what promises to be a long and very widespread list of users of the machine. The Corporation shared with some of these pioneers the anxieties and triumphs of the period, in which make-up problems were not yet so easily solved as they are today in the light of films and instructional literature derived from much initial experiment. As in the case of any new invention, the manufacturers had much to learn from the reports of the men who were risking their judgement in working plants. This wholly film-set number of the Monotype Recorder is dedicated, in gratitude and friendship, to those First Users throughout the world whose advice, creative criticisms and freely shared experience played such a formative part in the destiny of the Filmsetter.

(Fig.7)]; examples of their work, and of that of the JAVED PRESS of Karachi, will undoubtedly attract special interest at the Exhibition. So will the examples from some celebrated Continental houses, including those of IMP. HENRI WAUTERS of Brussels, where two ‘Monophoto’ Filmsetters (Fig.8) handle such a wide range of periodical and general work, and O. BRANDSTETTER of Wiesbaden, whose distinguished use of the machine in catalogue work is represented here by an inset. The firm of MONOSET, Kastrup, was the first in Denmark to install a Filmsetter and is making important use of it in complex scientific settings. The world-famous AKADEMIE FÜR DAS GRAPHISCHE GEWERBE in Munich now possesses its ‘Monophoto’ Filmsetter, and its first examples are awaited with keen interest. Other recent instal-
The Monotype Corporation Limited
Pictorial Machinery Limited
a subsidiary

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Pictorial Machinery Limited: Kelvin Way, Manor Royal, Crawley, Sussex. Crawley 1520

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Bristol West India House, 54 Baldwin Street, Bristol 24452
Dublin 30 Lower Ormond Quay, Dublin 7,667
Edinburgh 45 Hanover Street, Caledonian 2909
Harrogate 12a-14 West Park, Harrogate 6459
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