

The Times' New Linotype

The Binford Times comes to its family of readers to day in a new "dress" of type; in fact from now on it will be printed from a new face of type every week.

This is made possible by the installation of our new Linotype, such as is used in all the larger printing offices of the country. The Linotype was invented a score of more years ago by Ottmar Mergenthaler of Baltimore, a watchmaker by trade, who took up the printing trade and endeavored to simplify the setting of type as compared to the old and laborious method of picking each letter from its box in the "case," and putting it in the line—to say nothing of the trouble of distributing the type after the printing had been done.

Strictly speaking, the Linotype does not set type. The operator manipulates a keyboard somewhat similar to that of a typewriter and assembles a line of little individual molds of matrices of the letters, and the machine automatically casts a line of type at each revolution of the mechanism—thus actually giving new type for each issue of the paper. You will notice it in the improved appearance of the paper, and the ease with which you read the clear-cut impressions.

Not only are we enabled to set the type for the news columns with far less labor than before, but there are several sizes of type available with little trouble in "changing over" and we hope to make more and more use of this feature as we get the hang of the thing and get acquainted with the mechanism.

Helmer Hanson and Fred Wallin worked until a late hour on Tuesday evening, to get the new Linotype in action and available for this week's issue.

Come in and take a look at the machine and see what it really is capable of accomplishing for The Binford Times and its readers.