

a sky-scraper that complies with the laws of equilibrium.

Men are drawn on iron rails at a rapid rate across the continent, but they give little heed to the miraculous performance or think of the slow stages through which travel by rail reached speed and safety.

Men sit at ease on the deck of a floating palace and cross the ocean regardless of the labor, mental and physical, that enables them to make a comfortable voyage in a modern vessel instead of in the cumbersome ships of long ago.

Men tour Egypt, visiting the pyramids, and never realize that it took two hundred-thousand men twenty years to build one alone of those everlasting monuments. Everywhere men go that men have been before they are accompanied by or come in contact with herculean human attainments achieved by human power, guided by human intellect.

Men sit at home and read the daily paper and do not appreciate the complication of processes that enter into its construction. In a lesser way, the same is true of the job I am exhibiting. It seems simple, but if you should undertake to do it, you would find difficulties, and many of them.

The first thing to do in putting out a job like the sample I am distributing is to endeavor to get a mental picture of what the job is to be like when completed—a mental summing up, as it were. Having determined the size of the job, what it is to look like, etc., I take my stick and set it at a given measure. A stick, by the way, is a contrivance which is held in the left hand and in which type may be set in a perfect line. For this job the stick was set at fifteen ems. It may be of interest to learn that an em is the standard of measurement in the print shop. Six ems make one inch. After having determined the measure to set my stick, I then turned my attention to the borders. I set up two borders, one inside the other, with a six point reglet between. At first I set the top and one side of the border of an approximate length and width. Then, following my mental picture, I proceeded to set the text in type called Caslon 24 point, which is equal to 2 ems pica. After placing the type within the partial square formed by the sides of the border already set, I proceed to complete the setting of borders along the remaining sides of the job. I then made it all fit snugly, a process called justification. Having by this time reached a point where I could determine the exact size that my stock would have to be cut, I proceeded to cut it, leaving a margin of half an inch. As it was my desire to run it in three colors, I next skeletonized the job, making three forms of what had been one form—a form from each of the borders, and one from the type matter. I then locked my outer border form in a chase, after which I made the press ready and put it