

THE
LINOTYPE
BULLETIN

PUBLISHED BY
MERGENTHALER
LINOTYPE COMPANY.

DEVOTED TO THE
ADDRESS ALL COMMUNICATIONS TO EDITOR
THE LINOTYPE BULLETIN, TRIBUNE BUILDING,
NEW YORK.

MAILED FREE
TO ANY PRINTER
ANYWHERE.

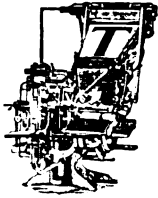
LINOTYPE AND ITS USERS

VOL. X

JANUARY, 1914

NO. 1

LINOTYPES IN PERU



THE other day I had a mighty interesting chat with Frederick E. Ross, secretary of the West Coast Publishing Company, and for several years past editor of the *West Coast Leader*, of Lima, Peru. He is about as well posted on South American affairs as any man I know, and we discussed everything Peruvian from the latest revolution to guano; but what interested me most was his account of some of the difficulties a publisher meets and overcomes in getting out an English paper in a foreign country. When he told me that his typographically excellent paper was set and made up by natives, who spoke no English. I thought it was a joke, but it wasn't. All of the *Leader's* typesetters are native Peruvians and not one of them can speak anything but Spanish. In describing their work Mr. Ross said:

"When you consider their ignorance of English, what they accomplish is little short of marvelous. Take our Linotypers, for instance. Both men are Peruvians and neither speaks English. They are not only as rapid as any I ever saw, but as accurate. I have never seen cleaner first proofs than they produce habitually, and my experience in all other cases has been with British and American operators. They had some difficulty with syllable division at the start, the system of the Spanish language being directly contrary to that of English. For instance, 'Pa-nama,' or 'liberty' would be the Spanish divisions. But they soon developed a rhythmic sense which rarely fails them, notwithstanding both do a considerable amount of composition in Spanish, which would tend to confuse them in connection with the English.

"César A. Castrillón is the fastest operator in Peru, and a skilled mechanic as well. He set up the first Linotype ever shipped to that country, and it has worked without a fault to this day. That was our machine. He was sufficiently progressive to wish to better himself, and came to New York at our expense to take a course in the factory. A young man he had trained in Lima, A. Esterripa, the other operator of whom I spoke, took his place for the months he was absent, and after the first week or two we hardly missed him. Now both men work for us on the one machine, which operates from sixteen to twenty-four hours a day.

"They get out an English and a Spanish weekly, two English monthlies, an annual directory, various special jobs, some of them in French, but mainly in English and Spanish, and compose a considerable amount of our advertising. In a pinch we help out one of the Spanish daily papers, which has three machines of its own, and always do any articles for it which are printed in English."

All this seemed so much like a fairy tale to me that I thought it worth putting into print, but I wonder what a New York publisher would think of having to confront such conditions in his composing room. Maybe, however, the Mergenthaler people have a new translating attachment they sell with the machines they send to foreign parts.—*Newspaperdom*.