

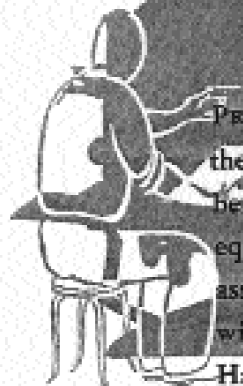
WITH ILLUSTRATIONS BY ROCKWELL KENT

CASANOVA. *The Memoirs of Jacques Casanova*. Complete in twelve volumes as translated into English by Arthur Machen with an Introduction by Arthur Symons, a new preface by the translator and twelve drawings by Rockwell Kent. Privately printed for subscribers. The Aventuros Edition. 1925. 12 vols. 8vo, red cloth, stamped in gold. Limited number. This is the same set that sold in 1925 from \$125.00 to \$150.00 depending on the binding. It is unnumbered and the binding is recent. The sheets were found later and bound and the net proceeds are to be used by Dr. Robert Leslie for the aid of refugee artists. \$20.00

Only 89 sets remain, which have been put aside for readers of PRINT. Orders will be filled in order of their receipt. Please make checks payable to ROBERT L. LESLIE, and mail to 130 West 46th St., New York.

Composing Room Ad  
Soliciting funds to help refugee artists

# Men and Machines



PRODUCTION PEOPLE have some idea of what the shop situation in advertising typography has been in recent years. Briefly, machine typesetting equipment has been frowned upon. It has been associated in the minds of production people with heavy work (newspapers, publications). Hand equipment has been regarded as the only equipment for producing the cream (advertising typography, limited editions, etc.).

Nine years ago, The Composing Room, Inc. started in business with the central idea of using machine methods to produce the cream. For 17 years previous to that, its founders had been experimenting in the machine typesetting field.

At first, we were looked upon as the furniture movers of the industry. Art directors and production people didn't realize that we were aiming to produce work that would not only be as

good as the hand-set product, but better. That was nine years ago. *Today we find that practically all of the better Advertising Typographers in New York City are putting in machines!*

What does this mean?

It means that the firms that are just beginning to put in machines have a lot of experimenting ahead of them.

It means that they must learn how to fit the machine, which heretofore they despised, to a job which to them has always been a hand job.

It means that they must train a personnel to use machines in such a way as to produce something better than heavy work.

It means that The Composing Room, Inc. has had years and years of experience in this field of mechanical typesetting which the others are just beginning to explore.

It means, to sum up, that The Composing Room, Inc. is now SHOP NUMBER ONE among the New York advertising typographers!

THE *Composing Room* INC.

ADVERTISING TYPOGRAPHERS

325 WEST THIRTY-SEVENTH STREET, NEW YORK