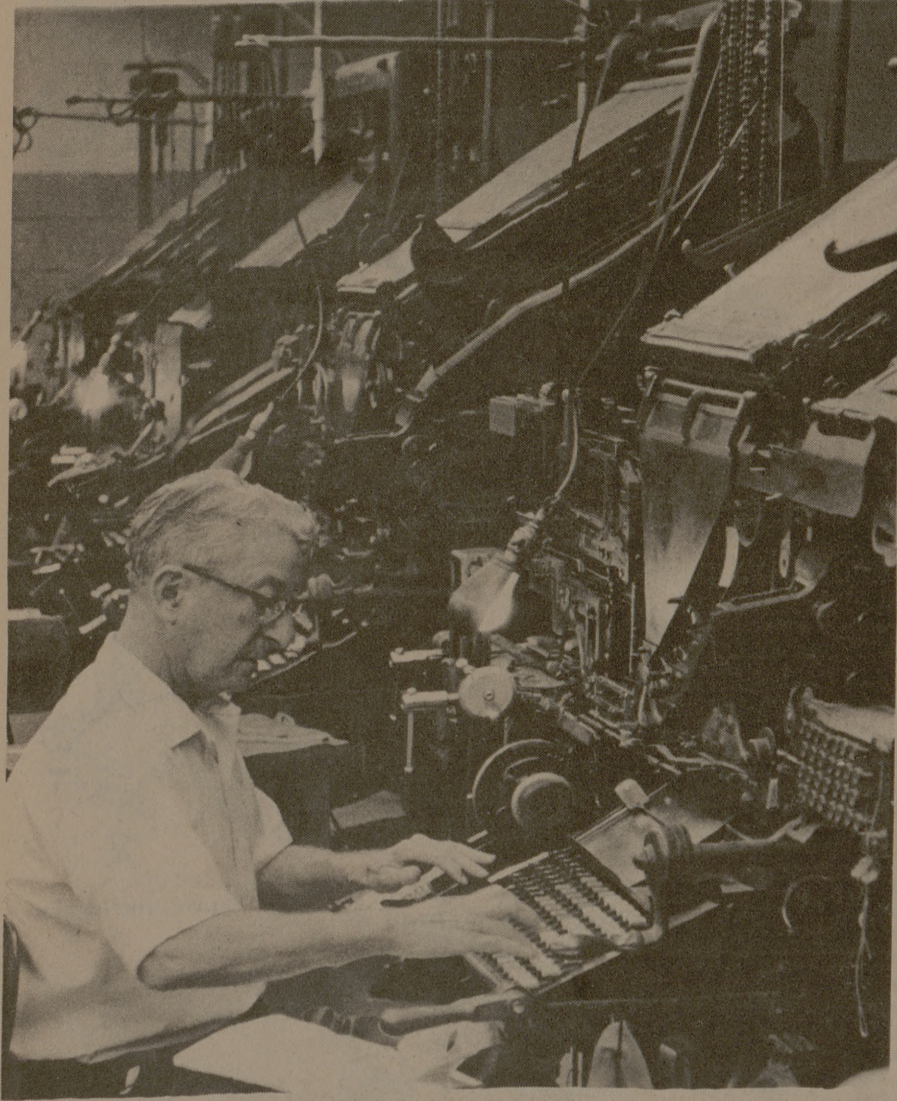


New process for A&M press



The TAMU Printing Center is changing from the hot type to the cold type method of printing composition.

With the hot type method, a line of type is cast from molten lead in a linotype machine. In cold type, characters are produced photographically. The machine which does this is called the V.I.P. (Variable Input Phototypesetter).

Cameron A. Beckwith, press service superintendent for the A&M Press, says the introduction of cold type technology means a sharp curtailment of the linotype operation at A&M but not its elimination. He further said that it was the linotype which opened up printing and made possible the mass printing of school text books.

But the linotype is on its way out now, being replaced by the technology that substitutes punched paper tape for lines of metal type and computer circuits for the mechanical marvel of the linotype machine.

Kathy Lowdermilk edits the punched paper tape on the AKI editing terminal (above).

Danny Merkel operates the V.I.P. which translates the paper tape into photographic images of type (right). These two machines can do the work of 5 or 6 linotypes and require much less space, labor and hardware.



A page of hot type (above).

Ralph Greer operates a linotype machine (upper left). A line of type produced on the Linotype (left).

Henry Herrmann "pastes up" the photographically produced copy (right).



.....the final product, printed from offset plates which are made from photographs of the paste ups.

The Battalion

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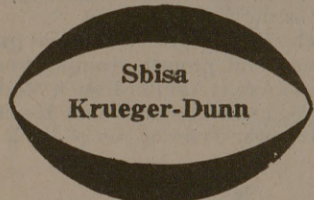
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