

Paste Up: Putting It All Together

The strips of type on photographic paper from the phototype-setting machines must be put together in the exact form which the advertiser or page editor wants. This is called paste-up.

Before this can be done, however, all type is proofread (illustration 1) by a team of skilled spellers to make sure no typographical errors appear in the paper. Any type with mistakes is sent back to have correction lines set.

THE PROOFREAD and corrected type is then pasted onto a grid sheet (illustration 2) the size of a newspaper page. The paste up process (often called keylining) follows exactly the design the advertiser specifies for his ad or the placement of headlines and stories on the page called for by an editor.

Special paste up stations (illustration 3) were designed for the new Observer building, including light tables which tilt and move up and down, a cutting board, and a waxing machine which coats the back of the strips of type with wax to attach the type to the grid sheet. These stations provide a comfortable working environment for the keyliners, which in turn results in faster and neater paste up work.

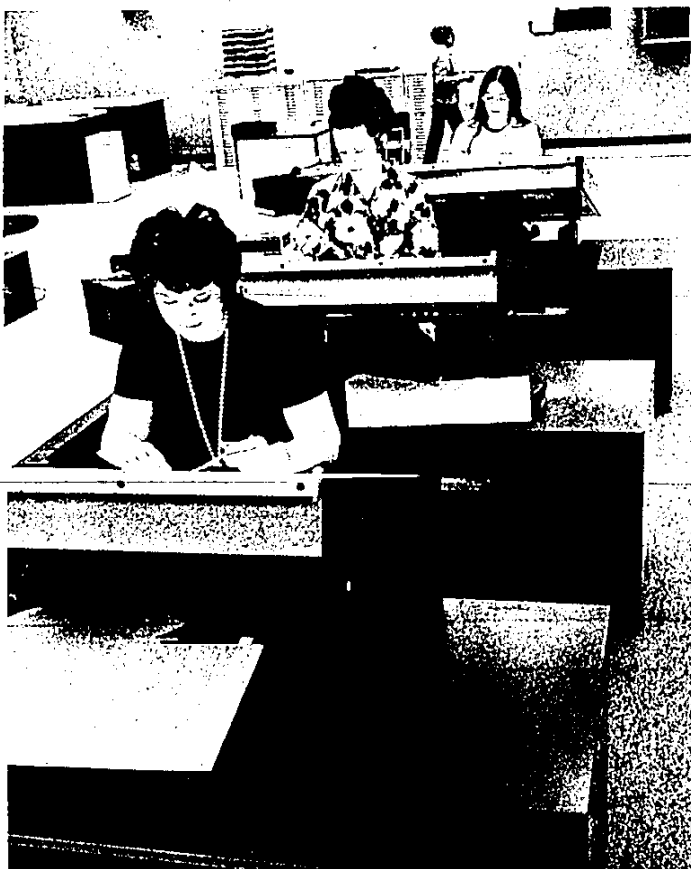
One major advantage of pasting up advertisements in this manner is that pieces of type or pictures can be moved around on the grid sheet exactly as the advertiser specifies. For example, a headline can be placed at an angle in cold type paste up easily; but in the hot metal process, limited as it is by the rigid right angles of the slugs of metal, slanting copy is time-consuming and difficult.

Advertisements are pasted up first, and then placed on the grid sheets. News stories and headlines are then sorted (illustration 4) and placed on the grid sheets according to the editor's design.

IN PUBLISHING seven different papers, Observer Newspapers found that sorting and filing copy for each different paper was a difficult systems problem. Working with the experts at the Lundia-Meyer Company, of Toronto, and the systems designers at the D.F. Fraser Company, of Detroit, a modularized sorting and storage system was developed for the composing room at the new building.

The Lundia-Meyer system provides great flexibility, allowing the system to be changed as improvements are made, and enables editors and composing personnel to find quickly and accurately exactly what copy is needed for a given page.

The last step in the paste up process is quality control. Proofreaders and editorial staff carefully examine (illustration 5) every page after it is pasted up to make sure there are no mistakes. Only when they have signed their approval that the page is perfect is it deemed good enough to get into an Observer newspaper.



3 Special paste up stations were designed to produce maximum speed, accuracy and employee comfort.



2 Copy is waxed and placed on grid sheets exactly as specified by the advertiser or editor.



4 Sorting is helped by a special system designed by Lundia-Meyer and the D.E. Frazer Company.



1 Ida Nairn's spelling skills keep the proofreading going smoothly.



5 Quality control is critical throughout the process, as Elly Graham and Pat Pitera know.