

Typewriter

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Olivetti Lexikon 80 typewriter in brown-green. La Presse metal nameplate on bottom front of machine. The dealer's label is at the top of the front.

Accession Number 2019.36

Marchand Armand

Fabricant / Éditeur Olivetti

Materials metal

Measurements 22,8 x 38 x 56 cm

Historical context

Since the 1950s, the Olivetti-Lexikon 80 has been a fixture in journalistic newsrooms, marking a milestone in the evolution of

equipment used in the production of daily editions. It was used from 1969 to 1981 by Guy Pinard, journalist at La Presse.

La Presse was founded in Montreal in 1884. The first editions, with a daily circulation of some 7,000 copies, were printed on rotary presses from texts arranged and edited, line by line, by typographers on the bangs of the newsroom, where everything was written and edited by hand. New presses increased production to 15,000 copies by 1896, and included images and photos. Around 1910, the first typewriter made its appearance in the newsroom, and its use began to spread. At the same time, the linotype evolved, enabling efficient page layout of texts typed by journalists. Presses became more efficient and, by 1922, were capable of color printing. At the time, nearly 125,000 copies were printed. By the 1960s, journalists were working on a typewriter which, thanks to photocomposition and modern presses, could produce almost 185,000 newspapers a day. The linotype was abandoned in the 1970s with the advent of laser beam photocomposers. In 1981, computer terminals replaced the typewriters in the newsroom. Texts are then automatically sent to computers, where they are formatted for final printing. Today, some 300,000 copies are delivered daily to readers in Montreal.

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