

October 1952 Number 14

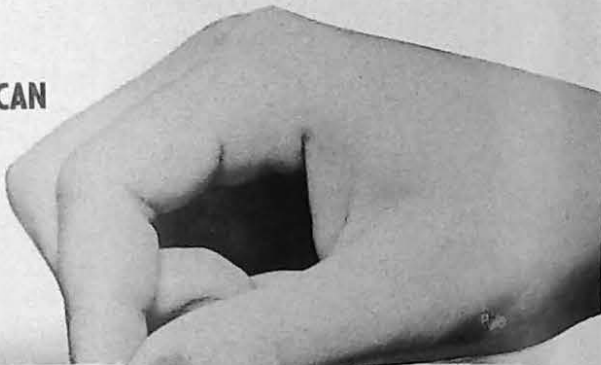
The
Vari-Typer® **ANVIL**

.....introducing the *HEADLINER*

.....you set headlines by simply **DIALING**....!



Now... YOU CAN
COMPOSE YOUR
OWN TYPE FOR
HEADS



with **HEADLINER**

..... simply DIAL the type you need

If you know how to use a dial phone then you have all the skill and training necessary to photo-compose all your own type-heads. That sums up the operation of a 'Headliner,' the new machine for 'setting' your headlines and titles.

The machine operates on the photo principle of making black and white transfers to composition paper. The complete font is a 'negative' in the form of a plastic disc about the size of a standard phonograph record. As a matter of fact it is positioned like one. Merely slip it on the spindle in the machine and it is ready for operation.

A dial on the outside of the device moves about under the fingers of the operator who merely selects the characters needed to spell out the head and then by plunging the lever at each selection the type is printed photographically on a sensitized roll of paper.

The sensitized paper is in the form of a 35mm roll, complete with sprocket holes to facilitate its accurate movement through the machine.

Each character is automatically letter-spaced through an ingenious selector device. The sensitized paper movement is synchronized with the progress of the head-setting, and, when the line is finished travels through an automatic developing and fixing bath and out of the machine through a slot, instantly ready for paste-up. The whole operation after the line is completed lasts about ninety seconds and the beautifully sharp, clear black copy is ready for the layout.

The plastic 'fonts' can't wear out since there is no wear in a negative. Their interchangeability is ingeniously simple and swift—exactly like changing discs in a standard record player.

Perhaps the most admirable feature of the Headliner is its most desirable feature—microscopically sharp copy. Since the process is photographic the copy has all the sharpness that only a good negative can give. The finished print can be enlarged as much as fifteen times and still retain razor edge sharpness—something not possible with the ordinary letterpress proof.

The paper used for the purpose is plastic coated so that it cannot be smudged or even be dirtied. Should someone's heel be accidentally ground into the paper, a moist finger can wipe it clean again.

The sizes range from 14 point to 72 point type and the hundred or

Now, it's typography by 'disc jockey'! A new and fascinating detail for the office girl.

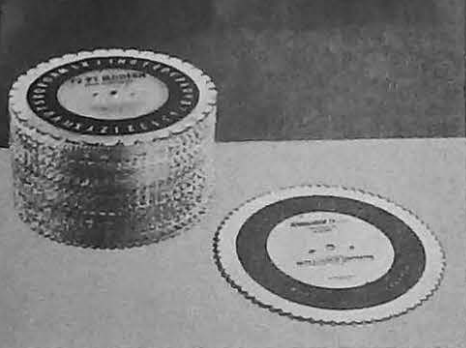
more fonts cover practically all the popular styles including a choice of hand-lettering designs, too.

The inventors and developers of the machine are the Wirtz Company of Peoria, Illinois and the product is now under distribution, exclusively by the Ralph C. Coxhead Corporation of Newark, N.J.

The economy of the process is further pointed up by the fact that you can't run out of characters. Your negative is always complete and you don't 'stock' a supply against possible depletion.

Another economy factor is that opaquing is reduced to a minimum because each line of Headliner copy is complete with no shadows or out-





FIRST...select the font you want for the head-setting job....

line markings around the characters.

The variable letter spacer also permits line justifying. A table of computations on the machine itself permits the operator to space a line of copy out to the length needed. No "re-run" is necessary. Simply



SECOND...place it in the Headliner like a regular phonograph record....

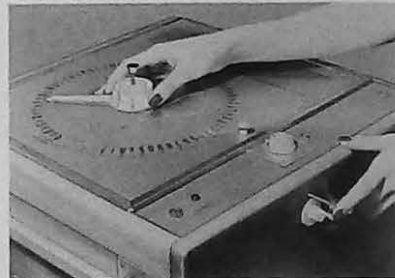
set the dial and compose. Your line will emerge from the slot the length you want it—ready for use.

The inventor's amazingly simple approach to the problem of automatic letter spacing accounts for the comparative simplicity of the mechanics involved. Each font is individually geared for perfect letter spacing at close setting. Should more space between letters be desired a simple turn of a calibrated knob inserts the extra space selected, automatically, but still retaining the letter-spaced quality of the completed word.

A complete font of symbols is also available permitting the setting of a limitless selection of border designs

or furnishing individual marks or emblems, such as playing card symbols, arrows, stars, crosses, checks, parentheses, asterisks, dotted lines, dash lines, etc. A combination of any in a repeat motif can yield some unusual and distinctive borders.

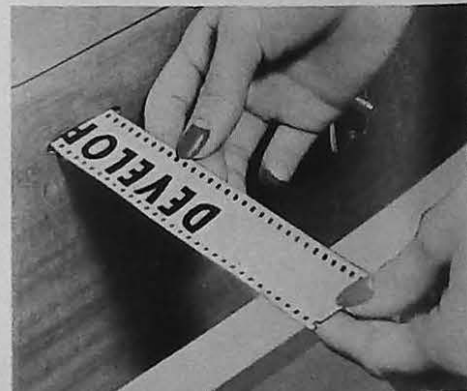
Another interesting effect can be obtained by slipping a "pattern" screen between the font and the sensitized paper. Each character exposed will thus be in the pattern of the screen used. Tooled lines, in horizontal, diagonal, or vertical form, spatter effects, Benday effects, course-weave design and a number of other interesting patterns to lend a particular effect or character to your headline.



THIRD...dial the letters which make up the words in your headline....

Still another useful and practical 'stunt' is the making of your own reverses. This is done after a line or word has been photo-composed in the usual manner on the sensitized paper. First set a strip of scotch

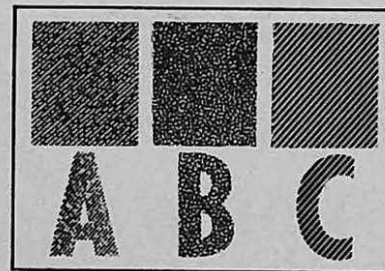
FOURTH...the finished print emerges from the machine ready for use....



tape over the letters or words to be reversed. Score around the area with a sharp knife and then lift the scotch tape. The emulsion only, with the photo-fixed letters will come with it. Place it on a piece of fresh, unexposed sensitized paper from the roll in the machine and expose in a contact frame. Develop, fix and wash in the chemicals used in the machine and you will have a deep black reverse as desired.

Such printing methods as silk-screen and photo-stencil require positive prints of type on film. This is easily done with the Headliner by merely replacing the roll of sensitized paper with a roll of film. The finished product emerging from the slot is the best and least expensive print possible for such processes.

Head type has always been a problem, even with the letter press printer. The printer, faced with the problem of a long run on his letter press is reluctant to use costly foundry head type for the job. A long

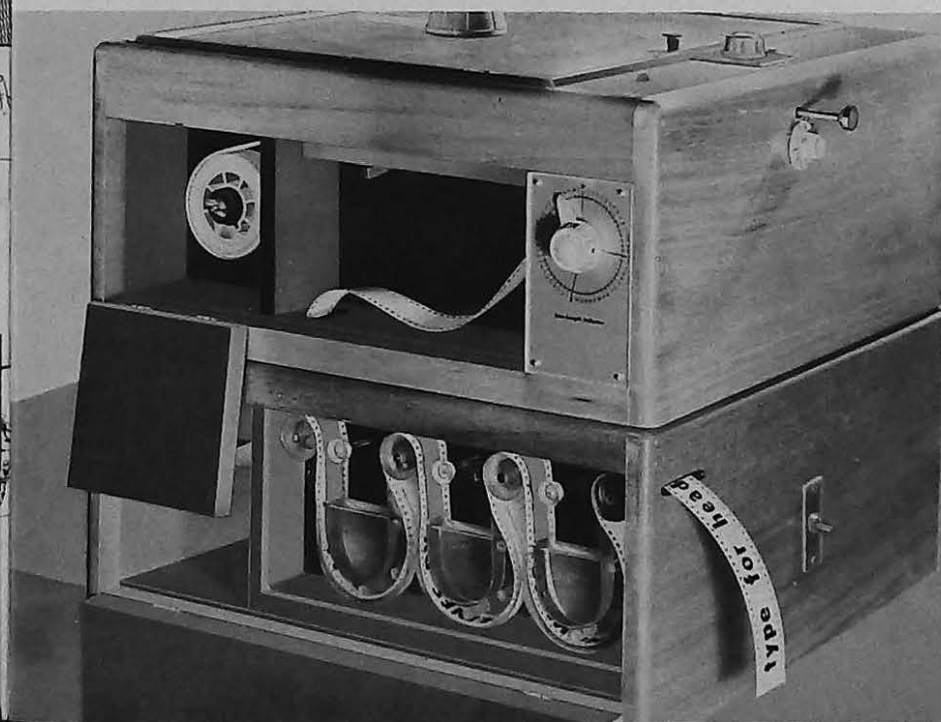


Patterned effects are obtainable by using a tiny film screen in the aperture.

run wears the type quickly and may even ruin it for future use. In many cases he pulls a single good proof from his foundry type and makes an engraving for the actual printing job. The value of a Headliner for such work is obvious.

At present there are more than a hundred type masters available for the Headliner. A type design program will make new releases of type available with the same frequency as the Vari-Typer. A very few of the many designs now avail-

Its simplicity marks the Headliner as one of the decade's outstanding inventions.



TYPOGRAPHY

TIPS



.... why not dress up your duplicating with TITLING

Of course it is difficult to prepare a large or otherwise elaborate head when you are doing a mimeo stencil or direct-to-plate job. But—why not pre-print the format on the paper upon which the Vari-Typing job will be run? It's simple.

If your job calls for a periodic issue following the same subject or pattern, design an attractive head and standard title. Then, when preparing your stencil or plate strike the subject, date, distribution and other variable titling features into the pre-printed layout. The resulting job will have all the flavor and layout you are seeking even with the limitations of stencil and plate work.

If the job is a monthly bulletin bearing the same title, add up your total yearly distribution and have your printer do the entire job of head printing. The unit cost will then be low for each issue.

If you are using litho plates prepare one plate with a standard head, photographically, and run blank sheets through the press, in color, in advance of your direct litho plate job. You will then have a two color job with true flash and attractiveness.

..... even television is title-conscious



A number of Vari-Typists have sent samples of mimeo and direct-to-plate litho reproductions of Vari-Typing to the 'Clinic' for suggestions and criticism. The chief request was for some suggestion to liven up the appearance of their work. Something was lacking even though the selection and use of type were correct in every respect.

However, the same fault could be found with even high priced printers' type if set without benefit of the dash of large titles or heads.

May 12, 1952

CITY COLLEGE EVENING DIVISION FACULTY BULLETIN

PLEASE READ TO STUDENTS IN ALL CLASSES

Veterans now attending City College under Public Law 346 and who wish to transfer to another college for summer school should report to the Veterans Affairs Office, not later than May 16. The advisor will be in the office every Wednesday evening from 8:30 to 8:30. Veterans transferring to State College are also required to obtain the transfer papers.

NOTICE TO VETERANS

A limited number of evening classes will be conducted in connection with the 1952 summer session of six weeks, beginning July 7. As soon as copies of the schedule are available we will issue an announcement to that effect.

SUMMER SCHOOL

FOR INSTRUCTORS ONLY

If you are interested in teaching an evening class at City College next semester and have not yet filled out your application form, please let us hear from you this week. Schedules are now being prepared for the printer.

ABOUT NEXT TERM

THOUGHT FOR THE WEEK

"One reason a dollar won't do as much for people as it used to is that people won't do as much for a dollar as they used to."
—Aesop.

A typical example of a finely Vari-Typed and well produced bulletin without the eye appealing advantage of a masthead or title design.



NOTICE TO VETERANS

PLEASE READ TO STUDENTS IN ALL CLASSES

Veterans now attending City College under Public Law 346 and who wish to transfer to another college for summer school should report to the Veterans Affairs Office, not later than May 16. The advisor will be in the office every Wednesday evening from 8:30 to 8:30. Veterans transferring to State College are also required to obtain the transfer papers.

SUMMER SCHOOL

A limited number of evening classes will be conducted in connection with the 1952 summer session of six weeks, beginning July 7. As soon as copies of the schedule are available we will issue an announcement to that effect.

ABOUT NEXT TERM

FOR INSTRUCTORS ONLY

If you are interested in teaching an evening class at City College next semester and have not yet filled out your application form, please let us hear from you this week. Schedules are now being prepared for the printer.

THOUGHT FOR THE WEEK

"One reason a dollar won't do as much for people as it used to is that people won't do as much for a dollar as they used to."
—Aesop.

The stencil or litho plate bearing the current copy can then be imprinted on the masthead paper producing a finished, professional-looking job.



Mastheads can be imprinted on duplicating paper well in advance and in a sufficiently large quantity to cover a number of future issues.



NOTE A MEDICAL TREAT

PLEASE READ TO STUDENTS IN ALL CLASSES

City College's excellent A Cappella Choir, which played to packed houses on its recent tour, presents its New Concert in the college auditorium on Wednesday evening, May 28, at 8:30 p.m. All evening students are invited to attend. Present your I.D. card at the box-office for a free ticket.

To make certain that the Student Store will be stocked with the books your students will need in September, please leave a message for your Department Chairman describing your anticipated needs. If a new book is being considered, this should be discussed with your Chairman, whose signature of approval is required. Please let us have this information this week.

THOUGHT FOR THE WEEK

PARKING PLACE: An unfillable opening in an overflowing flow of cars was an unapproachable thing.
YOUTHFUL FOLLO: Something you get when you ask a woman her age.
SILENCE: A fine command of language.

The next issue of the publication, imprinted under the same title design becomes more readily recognized and accepted as a periodical.

INTRODUCING COPPERPLATE GOTHIC

A NEW DSJ TYPE FACE
BY
BENTLY RAAK

CHARACTERS IN FONT													
A	B	C	D	E	F	G	H	I	J	K	L	M	N
O	P	Q	R	S	T	U	V	W	X	Y	Z	&	
▲	±	(§	+)	*	-	•	"	=	!	•	x
□	•	"	■	@	[]	†	‡	ˆ	˜	‡	;	-
1	2	3	4	5	6	7	8	9	0	↓	↑	↓	↓

The long awaited Copperplate series for the DSJ is here at last. This popular face is one of the most versatile of all type designs and one of the most constant in demand.

Copperplate derives its name from its early usage when engravers employed the design as titles or captions on copperplate engravings.

The first American design in Copperplate Gothic was produced by the late Frederic W. Goudy in 1904, the eleventh in the series of designs by the great master.

Goudy's version of the face became immediately popular with printers and buyers of printing and was extensively used in office forms, single page programs and formal business announcements.

Despite the many varying trends in layout and type selection Copperplate still remains constant in its popularity. As the 'right' type for office forms and the 'right' type for the formal note in announcements.

The Coxhead DSJ series will ultimately give the user a complete range of sizes within the scope of the machine. Three sizes will be available for each spacing.

The sizes now available are:

- 800-2D
- 800-3D
- 800-4D
- 800-5C
- 800-6C
- 800-8B

Note the characters in font shown above. A great variety of useful symbols is available with this design. This is possible because Copperplate Gothic is an all-cap face and the lower case keys can thus be utilized for the symbols shown. Many of them are extremely useful in forms design.

The Copperplate Gothic type used in the titling of this article was composed on the Headliner.

Orders for the Copperplate Gothic can be mailed in on the reply card enclosed with this issue of the Anvil. Check off your choice.

NAME				EXPIRATION	
BUSINESS					
NO. MEN	PAY ROLL	NO. TRUCKS	NO. LOADS	PER HOUR	
INTERVIEWS					
DATE		DATE		RESULT	

BUSINESS STIMULATED
AN ARTISTIC PRINTING JOB
TRACTS THE EYES OF BUSINESS.
ONLY YOUR OWN BUT IN EV
LINE. OUR FACILITIES FOR PRO
TISTIC PRINTING CAN STIMULA
BUSINESS, WHATEVER YOU MAKE

AMERICAN
INSTRUMENTS OF UNUSUAL
EXCELLENCE
BELLTOHN
PIANOS
ON DISPLAY
AT THE MUSICAL
RPER HALL

DEE-SINE PRINTING COMPAN
ADVERTISING DESIGN AND TYPOGR
CHICAGO, ILLINOIS

TRANSPORTATION
SECURITIES

STOCKS & BONDS

DOBBS-WEILL COMPANY
BROKERS

ROBERT PAINE
PRESIDENT

ALLEN BUSCH
TREASURER

SHELBOURNE BANK
CAPITAL AND SURPLUS \$875,000
*
ANNUAL REPORT
604 BAKER DRIVE
ALBANY, N. Y.

PIANO COMPANY
CALIFORNIA

Art 'Swiping' Can Be Legitimate.....

..all you need are a pair of scissors and a subscription

Since the introduction of photo-off-set printing to the American market the scissors have become the most frequently used tool in the art of copy make-up.

However, an easy conscience and a cramped budget brought the scissors into too much play, lifting costly art work from magazines and other printed sources for direct reproduction. Much of the art work appearing in print is copyrighted and many owners of such art work took action to protect their property against the 'poacher.'

However, 'swiping' has become legitimate in, at least, one direction—the clip book of art work—a book with illustrations, designs, type, etc., especially published for direct reproduction usage. At one time catalogs of stock cuts were made available for users of inexpensive art—but—today—there is a truly more advanced service.

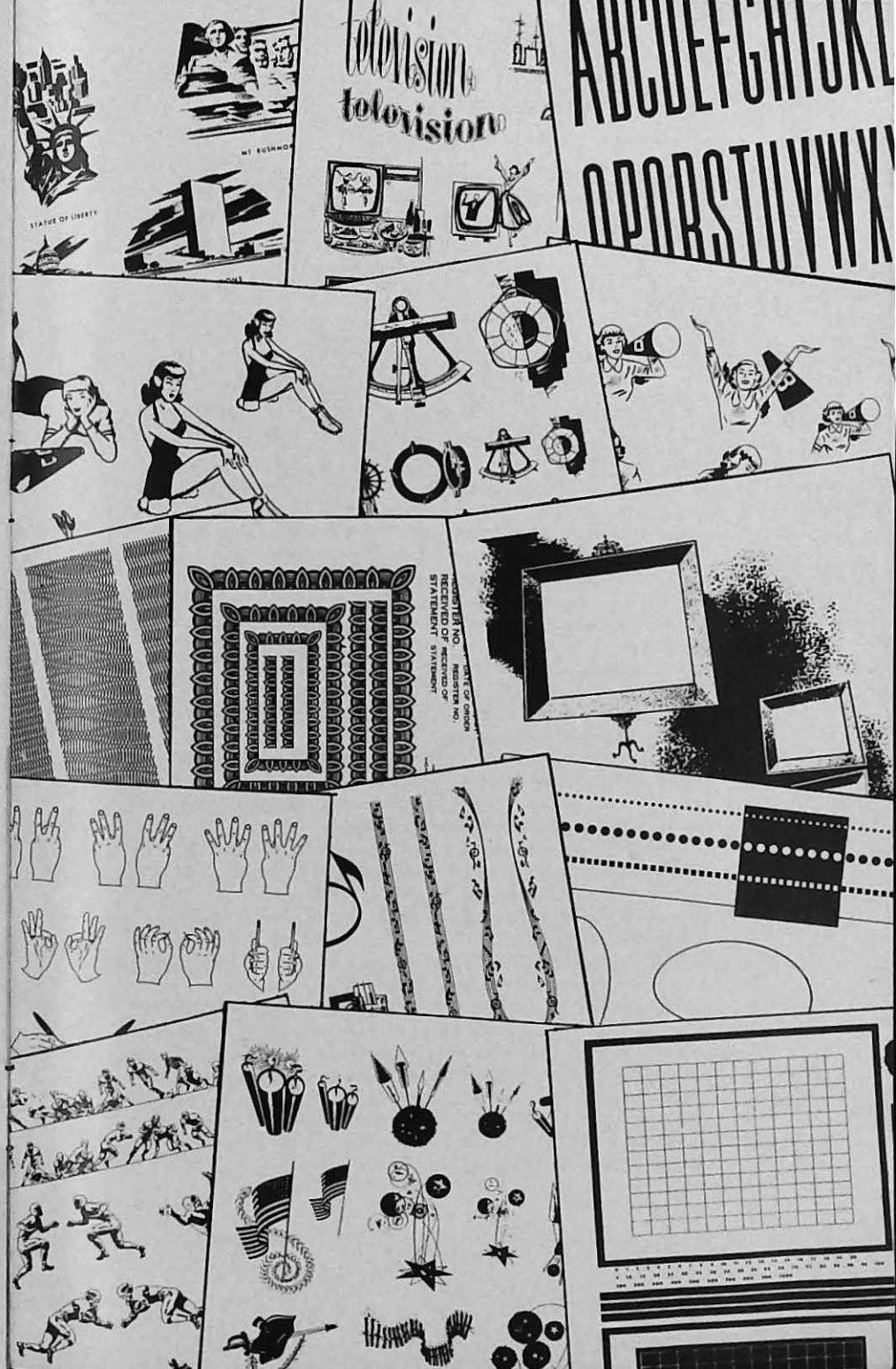
The Wirtz Company of Peoria, Ill., distributes a monthly issue of art work in the most complete form. The pages are 17" x 22" and each one abounds with variations on a theme. There are pages with complete fonts of special designs of head type. Some pages are loaded with simple cartoons. Other pages offer back-

ground patterns for color work. Sometimes a full 17" x 22" page appears with a reproducible halftone of textured material such as concrete, fur, wood, fabric, etc. There are plenty of free-forms, border designs, and arrows for copy preparation. Seasonal sports and holidays are abundantly illustrated in cartoon or serious style. House organs also receive special attention with especially designed column heads and even house organ covers. What isn't used in any month remains for future use. An index sheet is provided with every issue and can be consulted for a quick survey of the material on hand.

With each monthly issue the Wirtz Company supplies the subscriber with a special folder of finished layouts suggesting the interpretation and application of the art-work, especially where color is concerned. It makes a good 'inspiration' file when looking for an idea for a folder, booklet or letterhead.

The service is about fifteen dollars per month and privileges the subscriber to make full use of anything in the book. The scissors can be wielded as freely and often as desired since full reproduction privileges go with the subscription fee.

Opposite are shown a few of the specimen pages from the clipper service. They are greatly reduced in size.

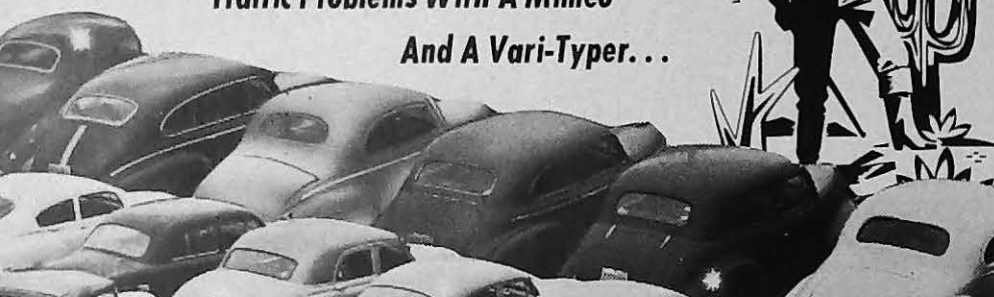


Mimeo Vigilante

The Colorado State Patrol Battles

Traffic Problems With A Mimeo

And A Vari-Typer...



The progressive minded men in the Colorado State Patrol feel that a motorcycle cop, lurking behind a billboard to trap the speeder, is definitely not the answer to the problem of death on the highways. Rather, it treats the whole traffic problem as a sort of disease that requires the scientific understanding and attention of its entire force.

The organization publishes a fascinating interesting book, bi-monthly, about 34 pages, all by mimeograph. A Vari-Typer is used for the text. The format is professional looking in its justified columns, bold heads and illustrations.

The Education and Safety Division of the Patrol publishes the book for the personnel of the organization and selects and edits subjects that completely humanize traffic problems. Scientific solutions, remedies and precautions are discussed at length. It is virtually a textbook for anyone interested in traffic problems, and, at the same time it would certainly make interesting and sobering reading for the everyday driver. The subjects cover a wide range—from selecting the proper driving glasses to recognizing a stolen car.

Interspersed with chapters on traffic are interesting personnel items and letters from executive officers, making the book completely universal in its appeal to the individual patrol officer.

The high cost of printing did not deter these progressive Coloradians from expressing their imagination and originality. They made the book just as affective and forceful with their mimeo and Vari-Typer as if it had been printed on a costly printing press. A few pages from the book are shown opposite.

Congratulations to the Colorado State Patrol. They are setting the pace for advanced thinking in dealing with highway problems.



how you can walk away from a smashup

Promoting safe driving is a fine idea, and more so if something can really be done about it. ...
By William W. Harper as told to David O. Woodbury

most nobody has dared propose it. It is the fifty years of automobile history. But the situation is an odd one. ...

INVESTIGATION TIPS IN AUTO THEFTS

BY Sgt. Ernest R. Schneider, Motor Theft Detail, Denver, Washington Police Department
The majority of automobiles recovered after they have been abandoned by the thief are in the hands of the thief. ...

Highway



ROCKY MOUNTAIN MOTORIST AUTO TIPS IN THE KING'S ENGLISH
By Stephen A. Savelle
Automobile terms used in this country are quite different from those used in England, and it is a constant source of confusion to the American tourist when he enters a foreign country. ...

Further, a barman is a bartender, a wing is a feather, a hook is a trunk, an ambassador is a bumper guard, and a dumper is a dump truck. ...

SPEEDS AND SPEED LIMITS

BY HARRY PORTER, JR.
SENIOR TRAFFIC ENGINEER NATIONAL SAFETY COUNCIL
From the Cleveland State Police Highway Safety Bulletin
Speeding is a real danger. It is the leading cause of traffic accidents. ...

Does Not Always Buy
The police department has a number of ways to catch the speeder. ...

IS IT A STOLEN AUTOMOBILE?

From the Law Enforcement Bulletin of the Federal Bureau of Investigation
The automobile thief needs to do two things to stay in business—make the car look like a legitimate car. ...

the Chimpanzee



This is the chimpanzee who hangs on the roof of the car with his feet. ...

the Jackrabbit
This is the jackrabbit who hops and jumps through traffic like a madman. ...

THE **Vari-Typer** ANVIL IS PUBLISHED BY

RALPH C. COXHEAD CORPORATION

720 FRELINGHUYSEN AVENUE • NEWARK 5, N. J.

MANUFACTURERS OF VARI-TYPER AND COXHEAD DSJ MACHINES

This issue of the ANVIL was composed on the Coxhead DSJ using Palm Beach Bold Style Type (No. 700-10B) for the main body copy and Garamond Bold Italic Style Type (No. 685-10B) for the captions and reduced 20%. Heads were photo-composed on the HEADLINER. The entire publication was reproduced by the photo-offset lithographic process in the U.S.A. The ANVIL is distributed, free, to all Vari-Typer operators and others interested in the new developments and new applications of the Vari-Typer machine process. It is published by the Ralph C. Coxhead Corporation, manufacturers of Vari-Typer, 720 Frelinghuysen Avenue, Newark 5, N.J. Officers of the Corporation are Stuart P. Coxhead, President; G.J. Farmer, Vice President; William Dreichler, Secretary-Treasurer. Copyrighted 1952 by the Ralph C. Coxhead Corporation. Reproduction of any or all parts of this issue may be made by special permission of the publishers.