## Some of our Popular Types

CASLON A printing face which may be No.300 used at a compact horizontal spacing; its capitals can be

PRESIDENT One of five of the President No.250-7-14 family; this type serves any number of purposes. Printing

MANHATTAN A light printing face to No.224 fill the need for photooffset work and also any

VIENNESE A beautiful, modern type No.232 to use in correspondence and any personal message

NO.27P THE BEST APPLICATION FOR
THIS SANS-SERIF FACE; IT

MINATURE Emphasis can be obtained by the No.211 use of this type; footnotes and explanatory matter are also set

No. 229 An excellent type to use for headings, subheadings or any bold-faced effect

MANHATTAN Combining compactness with legibility, this face provides for much copy in a limited space; a good type for footnotes, tabular

WRITE FOR A DEMONSTRATION

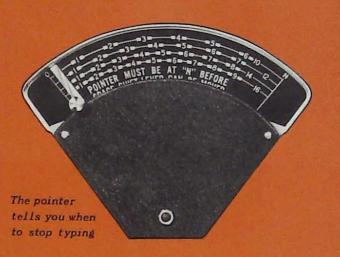
#### RALPH C. COXHEAD CORPORATION

Manufacturers of Vari-Typer

The Vari-Typer Bldg.

NEW YORK, N. Y. Litho In U. S. A: How do you like your right-hand margins . . .





THE VARI-TYPER
JUSTIFIER
TAKES A
RAGGED MARGIN
LIKE THIS

Centuries of reading "squared" printed

matter (newspapers, magazines, etc.) have

conditioned the reading public to expect

even right hand margins. Ragged uneven

read appearance. As an illustration, the

margins present an unfamiliar, hard to



and

average reader labors over poetry with its jerky margins. Your own typist (after little instruction) can compose even margin copy on the Vari-Typer automatic justifier.

changes it to a squared margin LIKE THIS

Centuries of reading "squared" printed matter (newspapers, magazines, etc.) have conditioned the reading public to expect even right hand margins. Ragged, uneven margins present an unfamiliar, hard to read appearance. As an illustration, the average reader labors over poetry with its jerky margins. Your own typist (after little instruction) can compose even margin copy on the Vari-Typer automatic justifier.

makes them come out even

CHANGEABLE FACES Vari - Typer CHANGEABLE SPACES

# guared Margins Automatically · Economically

Easy-To-Read Columns with the well balanced appearance of type-set work are available now with the new Vari-Typer automatic justifier. Work which you are now having done type-set can be Vari-Typed with large savings....selling and advertising material with "squared margins", formerly prohibitive in cost, can be produced quickly and economically on the Vari-Typer. Beautiful and unusual effects in layout are possible now on all your work with Vari-Typer's new "squared margins" automatically.

Improve the Appearance of original copy for Photo-Offset, Mimeograph, Liquid or Gelatin, Duplimat and Multilith duplicating for all of your bulletins, house organs, sales manuals, catalogs, folders, etc., and save as high as 75%. Use Vari-Typer automatic justification to change your ragged margin, monotonous typewritten work into beautiful "squared margin" copy with Vari-Typer's wide variety of type faces. With this remarkable machine your own typist can prepare copy in your own office under your supervision.

#### No Time-Consuming Settings

are necessary. After several simple adjustments, the operator types a line until the warning bell rings. A pointer indicates the number of characters which may still be used. When the maximum have been typed, the operator touches a key and repeats the same line; it is justified automatically-even space between characters and words avoids objectionable gaps found in manually justified columns.

Automatic Justification can be had on many popular Vari-Typer models in both 9" and 20" carriage widths. The nine inch models (whether two or four space) deliver justified columns from 1.9" to 3.4"; the twenty inch models, (four spacings only) produce justified columns from 1.9" to 7.4" in width. Spacings vary from 10 to 18 letters to the horizontal inch.



### Why You Save with Vari-Typer

CHANGEABLE TYPE

Vari-Typer is the only machine Eliminates delay of sending copy providing quick change of type.

IMPRESSION CONTROL

Vari-Typer work is uniform because impression is controlled.

VARIABLE SPACINGS Letter and line spacings are changeable; many combinations.

KEYBOARD SPEED

Vari-Typer's simple keyboard permits touch typing. . . rapid production of work possible.

USE PRESENT DUPLICATOR

Vari-Typer sparks production with your present duplicator ... use with your own equipment.

VARI-TYPER AN INVESTMENT to save cost of the machine.

Compact type arrangements save paper...use smaller or fewer sheets ... cut your paper bills.

> inject selling punch into jobs. CUTS POSTAGE EXPENSE

Immediate returns are possible Condensed jobs mean substantial savings on your postage bills.

CUTS PRODUCTION TIME

out of your office to be set.

SHORTENS RUNNING TIME

Compact type arrangements save space: fewer sheets to run.

ELIMINATES TYPOGRAPHY BILLS

Costly typography becomes unnecessary; handsome effects are yours at a fraction of the cost. SAVES PAPER STOCK

60 type faces to choose from to



The pointer

tells you when

to stop typing

ARI TYPER

ASK FOR A DEMONSTRATION IN YOUR OWN OFFICE