

Some of our Popular Types

- CASLON
No. 300 A printing face which may be used at a compact horizontal spacing; its capitals can be
- PRESIDENT
No. 250-7-14 One of five of the President family; this type serves any number of purposes. Printing
- MANHATTAN
No. 224 A light printing face to fill the need for photo-offset work and also any
- VIENNESE
No. 232 A beautiful, modern type to use in correspondence and any personal message
- LIGHT GOTHIC
No. 27P FORMS AND STATEMENTS ARE THE BEST APPLICATION FOR THIS SANS-SERIF FACE; IT
- MINATURE
No. 211 *Emphasis can be obtained by the use of this type; footnotes and explanatory matter are also set*
- BOLD GOTHIC
No. 229 An excellent type to use for headings, subheadings or any bold-faced effect
- MANHATTAN
No. 224-7-16 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.

333 SIXTH AVENUE

NEW YORK, N. Y.
Litho in U. S. A.

COPY COMPOSED ON AUTOMATIC JUSTIFYING VARI-TYPER

How do you like your right-hand margins . . .



The pointer
tells you when
to stop typing

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 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.

and
changes it to a squared margin LIKE THIS ↓

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makes them
come out even

CHANGEABLE FACES

Vari-Typer

CHANGEABLE SPACES

Squared 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.

AUTOMATIC JUSTIFIER A-9 Model

Why You Save with Vari-Typer

CHANGEABLE TYPE
Vari-Typer is the only machine 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
Immediate returns are possible to save cost of the machine.

CUTS PRODUCTION TIME
Eliminates delay of sending copy 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
Compact type arrangements save paper...use smaller or fewer sheets...cut your paper bills.

TURNS OUT SELLING WORK
60 type faces to choose from to inject selling punch into jobs.

CUTS POSTAGE EXPENSE
Condensed jobs mean substantial savings on your postage bills.



The pointer tells you when to stop typing

ASK FOR A DEMONSTRATION IN YOUR OWN OFFICE

VARI-TYPER

THE OFFICE COMPOSING MACHINE WITH CHANGEABLE FACES AND SPACES