

VARI-TYPER

COMPOSING MACHINE TYPE FACES

A SIMPLE, EASILY OPERATED TYPING MACHINE FOR GREATLY DECREASING COSTS OF AND IMPROVING MIMEOGRAPH PRINTING, PHOTO OFFSET PRINTING, CONDENSING STATISTICAL STATEMENTS, DITTO & ORMIG DUPLICATORS.

•

The purpose of this folder is to illustrate the most popular of the many *Vari-typer* type faces, show how the different styles and sizes of type can be used to advantage and give a brief description of the practical applications of the *Vari-typer*. We emphasize the fact that only *one Vari-typer* is required to type all the different faces.

All types are reproduced in exact size. The column on the left gives the stock number of the type. The second column, represents the standard printer's "*point*" size. The third, an actual specimen of the type face. The fourth, the recommended minimum number of lines possible to the inch vertically. Of course the same types can be used at any greater desired spacing. The fifth column shows the number of possible letters per inch horizontally. Where more than one number appears, the type can be used at any of the given spacings. The sixth column gives the correct style and size of italic type to match.

•

Ralph C. Coxhead Corporation

17 Park Place, New York

BARclay 7-2837

• All Type Plates Are Made Up of the Same Characters as Shown Below •

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK,OL.P:!
!"@2#43\$%&'7*8(,9).0½/

TYPE NO.	POINT SIZE	T Y P E F A C E S	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
		R O M A N			
25	14	OVERSIZE PICA The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	4½	10 only	97B
145	12	STANDARD PICA The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 only	169
23	12	VARITYPER PICA The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing 1234567890.	6	10 or 12	169
23B	12	VARITYPER PICA The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890	6	10 or 12	169
24	10	VARITYPER ELITE The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890.	6	10 or 12	68
24B	10	VARITYPER ELITE The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	68

TYPE NO.	POINT SIZE	T Y P E F A C E S	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
		R O M A N — cont.			
232	10	MODERN ELITE The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890.	6	10 or 12	68
158	9	MINIATURE ROMAN The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890.	9	12 or 14	211
158A	9	MINIATURE ROMAN The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890.	9	12 or 14	211
233	8	PETITE ROMAN The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	9	12,14 or 16	211
		G O T H I C			
434	14	OVERSIZE PICA GOTHIC The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	4½	10 only	97B
96	12	VARITYPER PICA GOTHIC The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	169

TYPE NO.	POINT SIZE	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
G O T H I C — cont.					
27	10	MEDIUM AND SMALL CAPS THE VARIETYPER, THE ZENITH IN TYPING PERFECTION, IS JUSTLY NAMED A COMPOSING MACHINE BECAUSE OF ITS FLEXIBILITY OF QUICK TYPE CHANGES, AND EXCELLENT WRITING. 1234567890.	MEDIUM CAPS 6	MEDIUM CAPS 10	68
			SMALL CAPS 9	SMALL CAPS 12 OR 14	68
27E	10	MEDIUM AND SMALL CAPS THE VARIETYPER, THE ZENITH IN TYPING PERFECTION, IS JUSTLY NAMED A COMPOSING MACHINE BECAUSE OF ITS FLEXIBILITY OF QUICK TYPE CHANGES, AND EXCELLENT WRITING. 1234567890.	MEDIUM CAPS 6	MEDIUM CAPS 10	68
			SMALL CAPS 9	SMALL CAPS 12 OR 14	68
27P	10	MEDIUM AND SMALL CAPS THE VARIETYPER, THE ZENITH IN TYPING PERFECTION, IS JUSTLY NAMED A COMPOSING MACHINE BECAUSE OF ITS FLEXIBILITY OF QUICK TYPE CHANGES, AND EXCELLENT WRITING. 1234567890.	MEDIUM CAPS 6	MEDIUM CAPS 10	68
			SMALL CAPS 9	SMALL CAPS 12 OR 14	68
229	12	BOLD FACE GOTHIC The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	169
226	10	ELITE GOTHIC The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	68
180	6	PETITE GOTHIC The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	9	12, 14 or 16	211
I T A L I C					
97B	14	<i>GOTHIC ITALIC</i> <i>The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.</i>	4½	10 only	-

TYPE NO.	POINT SIZE	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
I T A L I C - cont.					
169	12	<i>PICA ITALIC</i> <i>The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.</i>	6	10 or 12	-
68	10	<i>ELITE ITALIC</i> <i>The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.</i>	6	10 or 12	-
28	10	REVERSE ITALIC The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	-
211	8	<i>MINIATURE ITALIC</i> <i>The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.</i>	9	12, 14 or 16	-
P R I N T T Y P E S					
170	12	CLARENDON The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 only	97B
224	12	MEDIUM PRINT The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	6	10 or 12	169 OR 68
225	8	SMALL PRINT The Varsityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.	9	12 or 14	211

SPECIMEN OF SETUP USING ROMAN TYPES

The possibility of obtaining what is termed *good typography*, by employing different *sizes* and *styles* of type in the writing of original manuscript, and then using the photographic replica of this manuscript as a printing medium, at once *eliminates* the necessity of composition, imposition and make-ready, thereby effecting a *substantial savings* in printing costs, depending on the nature of the production; as well as gaining *valuable time* and *insuring clean, clear cut results*.

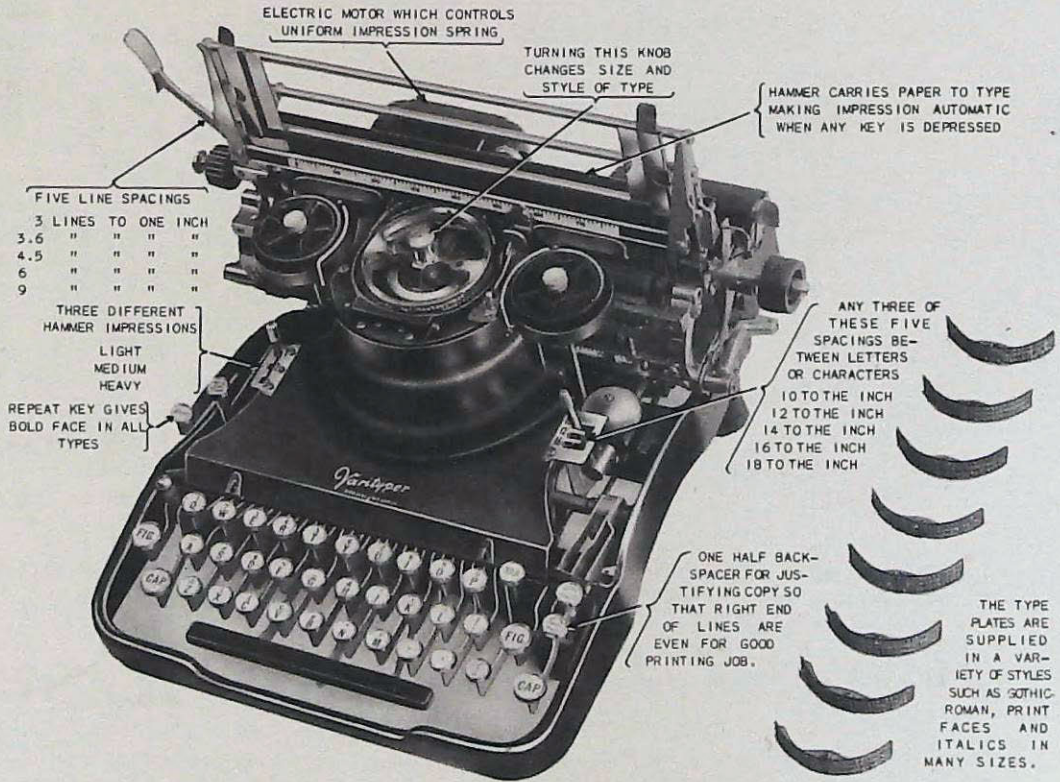
Where Used	Part No.	Material	Size	Per Motor	Cooper Number	List Price Per 100
CHRYSLER (Passenger) Cont.	1-308309	Cork	16x5x5/16"	1	1054EC	32.00
Oil pan set in envelope	308353	Cork Strip	14x3x2/15"	2	1055C	5.00
Crankshaft ret. brg. oil seal	308428	Cork	13x2x1/12"	3	A1055C	15.00
Valve cover	306428	Korkite	12x1x1/11"	4	A1055K	15.00

SPECIMEN OF SETUP USING GOTHIC TYPES

The possibility of obtaining what is termed *good typography*, by employing different *sizes* and *styles* of type in the writing of original manuscript, and then using the photographic replica of this manuscript as a printing medium, at once *eliminates* the necessity of composition, imposition and make-ready, thereby effecting a *substantial savings* in printing costs, depending on the nature of the production; as well as gaining *valuable time* and *insuring clean, clear cut results*.

Where Used	PART NO.	MATERIAL	SIZE	PER MOTOR	COOPER NUMBER	LIST PRICE PER 100
CHRYSLER (Passenger) Cont.	1-308309	Cork	16x5x5/16"	1	1054EC	32.00
Oil pan set in envelope	308353	Cork Strip	14x3x2/15"	2	1055C	5.00
Crankshaft ret. brg. oil seal	306428	Cork	13x2x1/12"	3	A1055C	15.00
Valve cover	306428	Korkite	12x1x1/11"	4	A1055K	15.00

NO
OTHER
TYPING
MACHINE
IN
THE
WORLD
HAS
THESE
FEATURES



MANUFACTURED AND DISTRIBUTED BY
Ralph C. Coxhead Corporation
 17 Park Place
 New York - - N. Y.
 DISTRIBUTORS IN THE PRINCIPAL CITIES OF THE WORLD