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 Ty	pe Plates Are Made Up of the Sam		as Shown Be	low e	TYPE NO.	POINT SIZE	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
		qazwsxedcrfvtgbyhnu QAZWSXEDCRFVTGBYHNU。 I"e2#43\$44£5_¢6&*7	JMIK, OL.P: 1					ROMAN — cont.			
						232	10	MODERN ELITE	6	10 or 12	68
TYPE NO.	POINT	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS			The Varityper, the zenith in typ- ing perfection, is justly named a	0	10 01 12	00
		ROMAN						composing machine because of its flexibility of quick type changes,			
25	14	OVERSIZE PICA The Varityper, the zenith in	4½	10 only	97B			and excellent writing.1234567890.			
		typing perfection, is justly				158	9	MINIATURE ROMAN	9	12 or 14	211
		named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.						The Varityper, the zenith in typ- ing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.			
145	12	STANDARD PICA	6	10 only	169						
		The Varityper, the zenith in				158A	9	MINIATURE ROMAN	9	12 or 14	211
		typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.						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.			
23	12	VARITYPER PICA	6	10 or 12	169	233		PETITE ROMAN	9	10 14 07 18	011
		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.				200	8	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
23B	12	VARITYPER PICA	6	10 or 12	169						
		The Varityper, the zenith in typ-						GOTHIC			
		ing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing.1234567890				434	14	OVERSIZE PICA GOTHIC The Varityper, the zenith in typing perfection, is justly	4½	10 only	97B
24	10	VARITYPER ELITE	6	10 or 12	68			named a composing machine be-			
		The Varityper, the zenith in typ- ing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.						cause of its flexibility of quick type changes, and excellent writing. 1234567890.			
24B	10	VARITYPER ELITE	6	10 or 12	68	96	12	VARITYPER PICA GOTHIC	6	10 or 12	169
		The Varityper, the zenith in typ- ing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.						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.			

TYPE NO.	POINT	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HOR IZ ONTAL SPACING	NATCHING ITALICS	TYPE NO.	POINT	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HOR IZONTAL SPACING	MA TCHING ITALICS
		GOTHIC — cont.						ITALIC - cont.			
27	10	MEDIUM AND SMALL CAPS	MEDIUM CAPS	MEDIUM CAPS	68	169	12	PICA ITALIC	6	10 or 12	
		THE VARITYPER, THE ZENITH IN TYP- ING PERFECTION, IS JUSTLY NAMED A COMPOSING MACHINE BECAUSE OF ITS FLEXIBILITY OF QUICK TYPE CHANGES, AND EXCELLENT WRITING.1234567890.	SMALL CAPS 9	SMALL CAPS 12 OR 14	68			The Varityper, the zenith in typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and ex-			
27E	10	MEDIUM AND SMALL CAPS THE VARITYPER, THE ZENITH IN TYPING PER-	MEDIUM CAPS	MEDIUM CAPS	68			cellent writing. 1234567890.			
		FECTION, IS JUSTLY NAMED A COMPOSING MA- CHINE BECAUSE OF ITS FLEXIBILITY OF QUICK	SMALL CAPS	SMALL CAPS	68	68	10	ELITE ITALIC The Varityper, the zenith in typ-	6	10 Or 12	- -
		TYPE CHANGES, AND EXCELLENT WRITING. 1234567890.	9	12 OR 14		1		ing perfection, is justly named a composing machine because of its flexibility of quick type changes,			
27P	10	MEDIUM AND SMALL CAPS THE VARITYPER, THE ZENITH IN TYPING PER-	MEDIUM CAPS	MEDIUM CAPS	68			and excellent writing. 1234567890.			
		CHINE BECAUSE OF ITS FLEXIBILITY OF QUICK	SMALL CAPS	SMALL CAPS	68	28	10	REVERSE ITALIC	6	10 01 12	-
		TYPE CHANGES, AND EXCELLENT WRITING. 1234567890.	9	12 OR 14				The Varityper, the zenith in typ- ing perfection, is justly named a			
229	12	BOLD FACE GOTHIC The Varityper, the zenith in	6	10 or 12	169			composing machine because of its flexibility of quick type changes,			
		typing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.				211	8	And excellent writing. 1234567890. MINIATURE ITALIC 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	
226	10	ELITE GOTHIC	6	10 or 12	68						
		The Varityper, the zenith in typ- ing perfection, is justly named a composing machine because of its flexibility of quick type changes, and excellent writing. 1234567890.				170	12	PRINT TYPES CLARENDON	6	10 only	97B
180	6	PETITE 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.	9	12,14 or 16	211			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.			
		174110				2214	12	MEDIUM PRINT	6	10 or 12	169
978	14	GOTHIC ITALIC The Varityper, the zenith in typing perfection, is justly	4 ½	10 only	-			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.			or 68
		named a composing machine be-				225	8	SMALL PRINT	9	12 OF 14	211
		cause of its flexibility of quick type changes, and excellent writing. 1234567890.						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.			

TYPE NO.	POINT	TYPE FACES	MINIMUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
		DECORATIVE TYPES			
80	10	deript 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.	b	12 only	
122	14	DIAGRITICAL 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

STATISTICAL, MATHEMATICAL AND SYMBOLIC TYPES.

- The Statistical Types have the figures and characters on the first row, and were designed for statistical work where figures predominate. This arrangement eliminates the necessity of shifting for figures and characters.
- The Symbolical type was designed to provide symbols and special characters for tariffs, time tables and all work where special reference marks are required. A box in which a figure or figures may be placed, can be made by striking the two keys showing both sides of the box, at 12 spacing. This is obtained in the same manner for a circle.
- Mathematical type plates contain 120 characters, 30 more than the regular type plates.—
 For this reason they are wider and composed of 4 rows instead of 3. They can be used only on a Varityper with a Mathematical attachment. However, any of the regular or special type plates may be used on a Mathematical Varityper.

TYPE NO.	POINT	TYPE FACES STATISTICAL TYPES	MININUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
217	9	MINIATURE ROMAN 1"62#13\$14%65_66&*7'?8(,9).01/ qazwsxodorfvtgbyhnujmik,ol.p;- QAZWSXEDCRFVTGBYHNUJMIK,OL.P:!	9	12 or 14	211
216	6	PETITE GOTHIC 1™@2∮\$3\$\$4≸£5_¢6&*7'?8(,9).0½/ qazmaxedcrfvtgbyhnujmik,ol.p;- QAZWSXEDCRFVTGBYHNUJMIK,OL.P:1	9	12,14 or 16	211

TYPE NO.	POINT SIZE	TYPE FACES	MININUM NO. OF LINES PER INCH	HORIZONTAL SPACING	MATCHING ITALICS
		SYMBOLICAL TYPE			
228	10	1 ● ♦ 2 • + 3 ‡ § 4 ▲ • 5 [□ 6 †] 7 (¶ 8) , 9 ¯ . 0 ★ • • ♡ ◊ • = 2 23 ② 23	6	10,12,14.	
		MATHEMATICAL TYPES			
135	12	qazwsxedcrfvtgbyhnujmik,ol.p·/QAZWSXEDCRFVTGBYHNUJMik?OL ∂ P: \int 1"_2ΣΧ3Δ+4 α [5Γ]6+*7' 8(<9)>0=/ α ζ2σξ3 δ ρ4 ψ θ5γβ6ητ7ε φ 8κ ω 9 λ π0π-		10 or 12	204
135B	12	qzzwsxedcrfvtgbyhnujmik,ol.p·√QAZWSXEDCRFVTGBYHNUJMIK?OL∂P:∫1"_2ΣX3Δ+4∞[5Γ]6÷{7'}8(<9)>0=/ 1αζ₂σξ₃δρ₄ψθ₅γβ₅ητ,εφεκω₃λποπ−		10 or 12	204
135C	12	qazwsxedcrfvtgbyhnujmik,ol.p·√QAZWSXEDCRFVTGBYHNUJMIK?OL∂P:∫ 1"_2ΣΧ3Δ+4∞[5Γ]6÷ν7'μ8(<9)>0=/ 1αζ₂σξ₃δρ₄ψθ₅γβεητ,εφεκω₃λποπ-		10 or 12	204
204	10	qazwsxedcrfvtgbyhnujmik,ol. ϕ :- QAZWSXEDCRFVTGBYHNUJMIX?OL ∂ P \angle J 1"_2 ×3=+4 α [5 \sim]6{*7' 8(<9)>}=/ 1azz $^{\perp}$ x3 $^{\nabla}$ y4 $^{\cdot\cdot}$ >5×behn7Jm8ki9-+0 $^{\infty}$ V		10 or 12	-
		ASTROLOGICAL TYPE			
195		〒8Ⅲ☎Ω嗽耐煮炒☎米⊙ 支♀⊕♂4克県車●→○€♂8△□* '"·~#÷┃┃║±†♀Ω_♀♡草蘆@□⊻∠△,↓≎<>:一 ▼メ××L+::R∹≡↓↑←→{∺√}±(°[).]=/			

Many striking border designs can be obtained by utilizing various symbols of the 228 Symbolical, and the 195 Astrological types.

We carry a complete line of Foreign types. Catalog will be sent on request.

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. Oil pan set in envelope Crankshaft ret. brg. oil seal Valve cover	1-308309	Cork	16x5x5/16"	1	1054EC	32.00
	308353	Cork Strip	14x3x2/15"	2	1055C	5.00
	306428	Cork	13x2x1/12"	3	A1055C	15.00
	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	PER 100
CHRYSLER (Passenger) Cont.	1-308309	Cork	16×5×5/16*	1	1054EC	32.00
Oil pan set in envelope	308353	Cork Strip	14×3×2/15"	2	1055C	5.00
Crankshaft ret. brg. oil seal	306428	Cork	13×2×1/12"	3	A1055C	15.00
Valve cover	306428	Korkite	12x1x1/11"	4	A1055K	15.00

