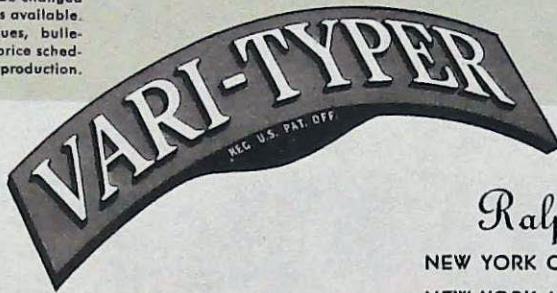


The Vari-Typer has universal typewriter keyboard... type plates can be changed instantly. More than 300 faces available. Used for preparing catalogues, bulletins, folders, booklets, forms, price schedules, etc. for stencil or offset production.

THE OFFICE COMPOSING MACHINE WITH CHANGEABLE FACES AND SPACES



Ralph C. Coxhead Corporation

NEW YORK OFFICE & SHOWROOM — 409 MADISON AVE.
NEW YORK 17, N. Y. ELDORADO 5-3710

DEAR NEIGHBOR:

March 15, 1945

Your organization and ours today are in the center of the world's greatest business activity and each of us represents some superlative service we should both understand. So we suggest you drop in at our Display Rooms (409 Madison Avenue, corner 48th Street) to talk it over.

Briefly, you will be surprised to observe a typist composing master copy for all of a firm's essential printing...and note how Vari-Typing saves 70% of the hand-lettering time of draftsmen. The paragraphs that follow present a graphic picture of saving Money, Manpower and Material.

This is good ordinary typewriting...it will do for commercial correspondence but not for fine reproductions where a print-like appearance is necessary for high attention value... such as stencils, house organs, trade bulletins, catalogues, or other composition that must be distinctive with modern type effects, and pictures, if you please. Now see how a typist in your office can Vari-Type vastly improved matter.

THIS IS THE PHOTO-OFFSET PROCESS

The Photo-Offset process uses a printing plate made from a photograph of your copy. Originals that contain Vari-Typing, drawing, pictures or writing are accurately reproduced by any offset printer. Practically all of a firm's essential printing may be offset including business forms, reports, advertising, etc. and at about half the cost of letter press printing. Your typist easily learns composition with the Vari-Typer avoiding the delays and expense of type setting and proofs.

Does Vari-Typing intrigue you? Then you will enjoy your call at our display room with its exhibits and specimens of 300 instantly changeable type faces. Meanwhile please ask for literature on the enclosed Card.

MAKE BETTER STENCILS BY VARI-TYPING

The limitations of typewriting with fixed type faces and spacings no longer handicap stencil duplicating. For, the Vari-Typer now makes your duplicator a competitor of the printing press in commercial service.

BOLD TYPE FOR HEADINGS

Special type for stencils insure clear-cut distinctive copy with justified right-hand margins like this. And, most important, are the definite savings of paper, postage, and office labor required for fewer sheets.

Yours sincerely,

RALPH C. COXHEAD CORPORATION

A handwritten signature in dark ink that reads "W. T. Criswell". The signature is written in a cursive style with a large, prominent "W" and "C".

W. T. Criswell,
Vice President

Factory & Executive Offices — 333 Sixth Avenue, New York 14, N. Y.

"The Vari-Typer is to the Business Office... what the type casting machine is to the printer"