



**...make your
office typist a member
of your drafting room team**



U. S. NATIONAL MUSEUM
DIV. OF MECHANICAL AND
CIVIL ENGINEERING

18 MAY 1966

RECEIVED


*“Our draftsmen
welcomed this relief from
tedious, time consuming
hand lettering.....”*



“The task of hand lettering all the ‘call-outs’, specifications, bills of material, etc., grew more complex as the new, high-speed reproduction methods came into use. Microfilming, for example, made it especially important to slow down the hand lettering to insure the detailed sharpness that the stages of great reduction and great enlargements required.

“All that is changed now – and we enjoy a combination of stepped-up production and minimized fatigue among our draftsmen.”





"Now...she letters up all our tracings..."

'AND ALLOWS OUR DRAFTSMEN TO
CONCENTRATE ON MORE CREATIVE ASSIGNMENTS'

Any drawing from 'A' to 'E' size, and even large roll sizes, can easily be accommodated in the 24" open-end carriage of the VariTyper Engineering Lettering Machine.

● Too frequently, the skill and time of a draftsman is dissipated in tedious hand lettering. Now, that assignment can be turned over to your office typist who can turn out the lettering four times faster, more legibly, sharper and with greater uniformity than you ever realized possible.



VariTyper[®] 360

ENGINEERING LETTERING MACHINE

▶ FOR EVERY REPRODUCTION PROCESS



FOR DIAZO,
MICRO-FILM OR
PHOTO-OFFSET

• Whatever reproduction methods are specified, diazo, micro-film or photo-offset, the VariTyper Engineering Lettering Machine will provide the lettering, rapidly, economically and with uniformly high quality. Type styles are designed for top quality reproduction, even with the use of very small type sizes. The dense black impression of each character assures perfect reproduction, even under the precise requirements of micro-film. VariTyper lettering on most imaging materials is permanent, yet is easily erased and retyped when necessary.

SIMPLICITY

...your typist is already familiar with many of the VariTyper operating features.

• *The period of familiarization with the VariTyper machine is substantially reduced for the new operator because so many VariTyper operating features are similar to those of the ordinary typewriter.*



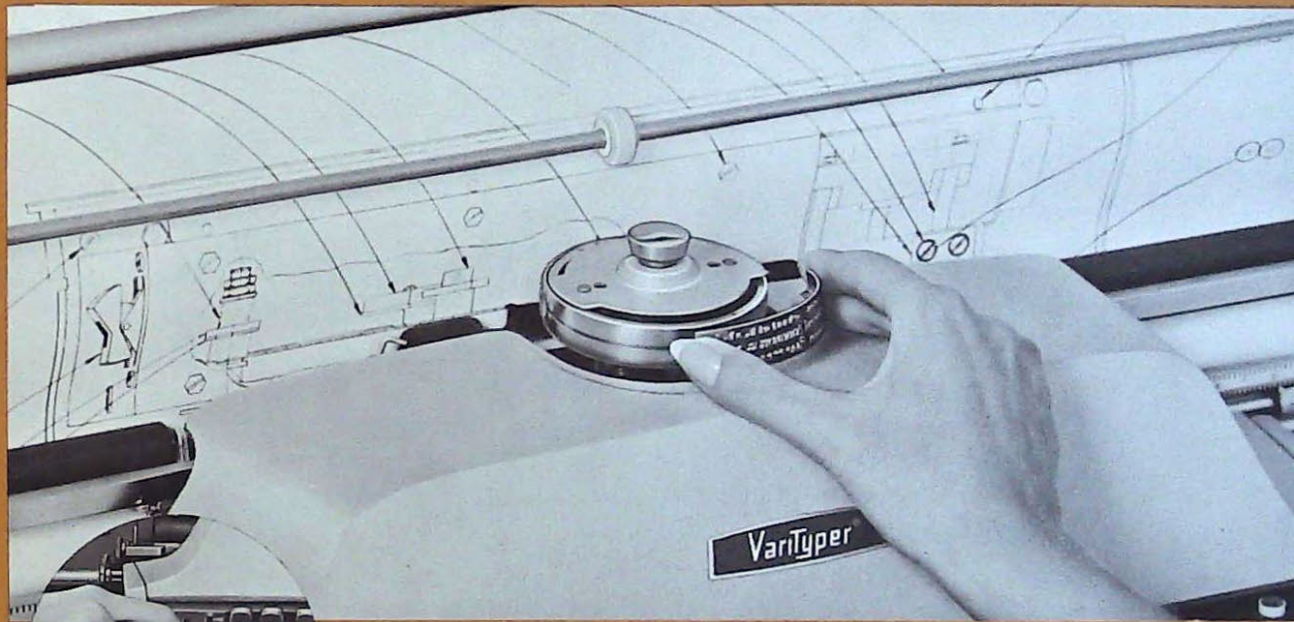


Just a few of the many

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Instantly Changeable Type Fonts

HUNDREDS OF DIFFERENT STYLES AND SIZES
INCLUDING SCIENCE, TECHNICAL AND MATH SYMBOLS



Lines and Leaders Ruled Automatically

Any style of line or leader can be ruled automatically on the VariType Machine. Simply insert the Type Font bearing the line or leader segment desired and press the button, the rest is automatic.

It takes less than a second to change Type Fonts in the VariType Engineering Lettering Machine. Two Fonts are in use at any one time so that matching bold faces, slant letters or special symbols can be inserted in the copy as the 'typing' operation progresses. Additional Fonts are inserted in the machine in a second or two. This unique changeable type feature of the VariType Machine is coupled with a wide variety of instantly variable horizontal and vertical spacings to match the specifications of the type selected and of any particular job.

Changeable type styles and sizes mean that all your engineering lettering requirements can now be met with one machine - from large, bold headings to footnotes . . . from bills of materials to call-outs.

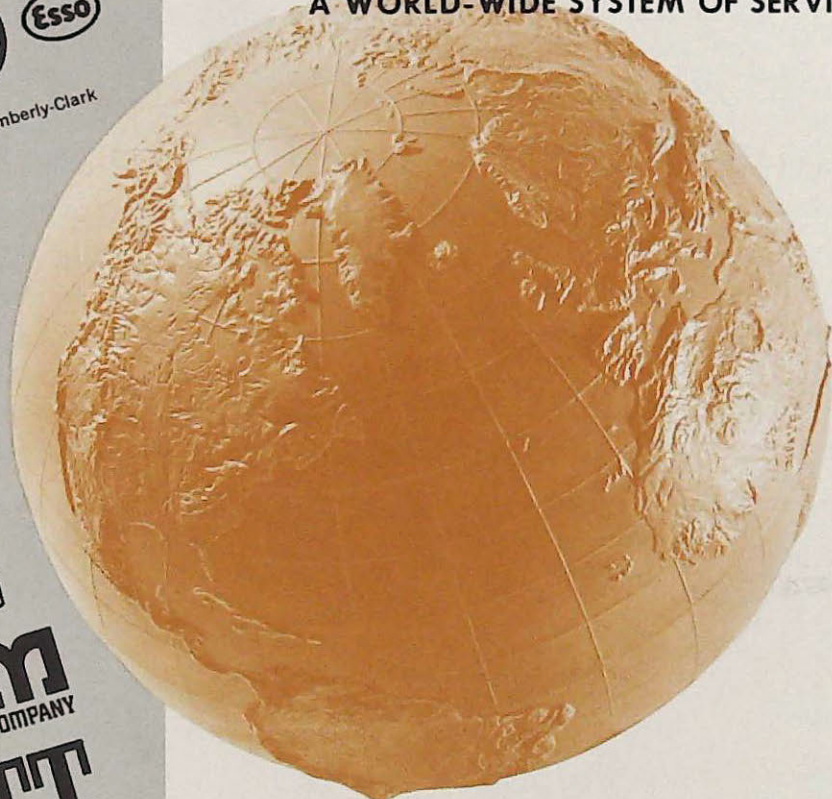
The wide selection of VariType Type Fonts for engineering lettering is designed to meet the most exacting government and industrial specifications. That is why the VariType Engineering Lettering Machine is the accepted method of lettering in hundreds of drafting rooms today.

JUST A FEW OF THE
MANY FAMOUS
VARITYPER USERS



The Organization Behind Your *Varityper* Machine...

A WORLD-WIDE SYSTEM OF SERVICE BY FACTORY TRAINED TECHNICIANS



The VARITYPER Corporation introduced the world's first office type composing machine. Its world-wide fame as the 'pioneer of Cold Type' has long since been capped with acknowledged leadership in this important phase of the Graphic Arts. VARITYPER equipment, today, produces a staggering bulk of the world's reading matter - in almost every country of the world - in as many different languages. The U. S. Government, in both its civilian and military operations, has made the VARITYPER method an integral part of its communications program.

VARITYPER service is as near as your telephone. Factory trained service technicians assure uninterrupted performance wherever you are located. Your operators are trained by instructors especially qualified in modern teaching techniques, giving your personnel a valuable understanding of typographic techniques as well as operating fundamentals.

Your VARITYPER machine will permit you to reap the benefits of this important development in the art of producing the printed word with unmatched speed and at the lowest cost. The VARITYPER Corporation is a subsidiary of Addressograph Multigraph Corp.

*Branch Offices in all principal cities . . .
coast-to-coast in the United States and Canada.
Sales and service offices throughout the world.*

 **Varityper**
SUBSIDIARY OF
ADDRESSOGRAPH MULTIGRAPH CORP.

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NEWARK, NEW JERSEY 07114

THE TYPE IN THIS FOLDER WAS COMPOSED ENTIRELY
ON VARITYPER EQUIPMENT. LITHO IN U.S.A.