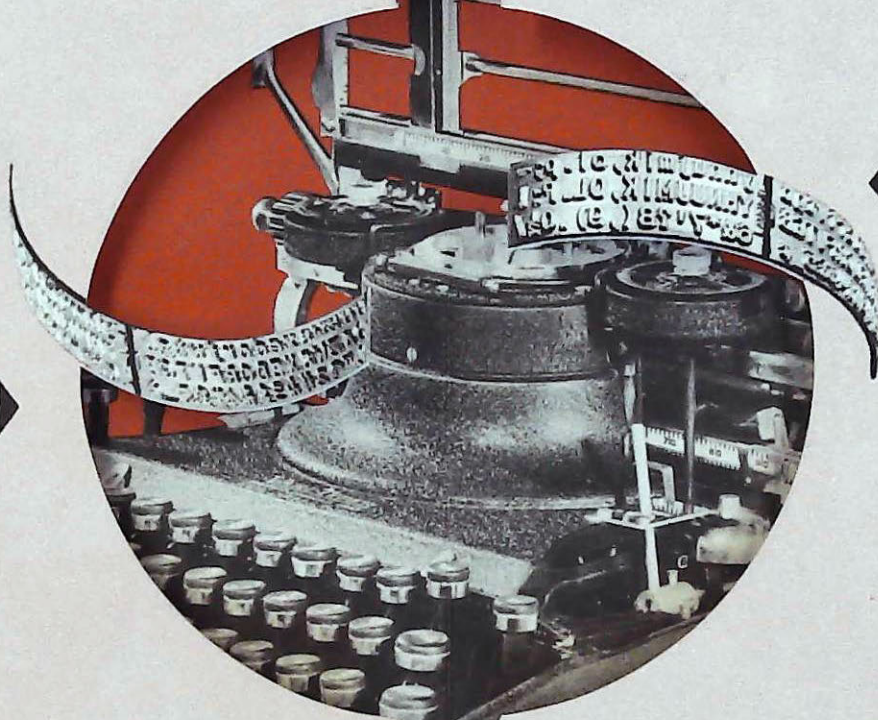


THE ONLY

providing instantaneous

MACHINE

change of type face



All characters are on a curved segment. Two are held in the machine.

One segment in writing position....the other ready for instant use.

The Vari-Typer carries two type faces at one time, but other segments of different styles and sizes of types can be placed in the machine by simply...removing segment and slipping another one in place. This quick change of type is a feature found only on Vari-Typer.

The Vari-Typer is a composing type writer with changeable faces and spaces. It operates like a typewriter but it has easily and instantly removable type plates (with 90 letters and characters on a plate). There are more than 300 attractive type faces now available.

T
WITH C

ESSENTIAL FACTS

Concerning this new Low priced electric **VARI-TYPER**

- ★ **OPEN END CARRIAGE**
Permits typing of work of unusual widths...stencils may be handled lengthwise...eliminating paste-up and folding of copy.
- ★ **FLEXIBLE SPACINGS**
The letter spacings, (12 and 16) and the line spacings (9, 6, 4½, 3⅝ and 3) may be changed easily with simple levers.
- ★ **UNIFORM IMPRESSION**
Vari-Typer work is always uniform because the impression is controlled (electro-mechanically) by a three-pitch lever.
- ★ **KEYBOARD-SPEED**
The Vari-Typer has a simple keyboard. A competent typist, after instruction, can operate the Vari-Typer at typewriter speed.

This new low-priced Secretarial Model is built by the same specifications as the standard composing models. It has an electric motor drive, a light aluminum frame, rubber keys, automatic reversible ribbon feed, variable line finder and tabular mechanism...weighs only 22 pounds.

The Secretarial Model is ideal for writing stencils...typing distinctive correspondence...typing on cards (library) or other special-sized stock...writing financial statements...preparing master copy for gelatin or spirit duplicators...and many other uses employing foreign or special types.

Body copy Vari-Typed with new LithoBook 311

New Low Price \$180.00
F.O.B. NEW YORK
Electric Model-including two type faces

INCREASE IN PRICE JUNE 15, 1944



Secretarial Model

VARI-TYPER

THE COMPOSING TYPE WRITER WITH CHANGEABLE FACES AND SPACES

THIS NEW

SECRETARIAL MODEL

Commemorating the 60th Anniversary of the invention of a writing machine with changeable types (Vari-Typer was formerly called the Hammond)...this new Secretarial model brings the advantages of Vari-Typer into a new price range.

Special Attachments

For extra requirements, the following additional features may be added: -Slight charge for installation after purchase.

EXTRA TYPE FACES

A wide selection of types to add to the effectiveness of a Vari-Typer each 12.50

SHADOW LIGHT

For illuminating stencil writing and spot typing headings on forms. 5.00

BOLD FACE KEY

Used principally to increase the impression on bold faced types. 15.00

TYPE DRAWER

Holds sixteen types out of sight below the keyboard. A convenient place to keep types. 15.00

HALF-BACK SPACER

Permits the carriage to be moved one-half space to the right for manual justification. 15.00

METAL PLATE MECHANISM

Facilitates writing direct-to-metal-plate for reproduction by MultiLith process. Prevents scratching of plate. 25.00

CARBON RIBBON ATTACHMENT

Feeds a ¼" carbon paper from a 1200' roll automatically. Produces copy of unsurpassed sharpness for offset reproduction. 25.00

Let us arrange for a demonstration (without obligation, of course) right in your own office on your own work, or write TODAY for free demonstration portfolio.

RALPH C. COXHEAD CORPORATION
Manufacturers of Vari-Typer
333 SIXTH AVENUE NEW YORK, N. Y.

MACHINE

change of type face



One segment in writing position....the other ready for instant use.

300 FACES OF TYPE TO CHOOSE FROM

Here are some of the most popular —

BOLD GOTHIC
No. 229

An excellent type for headings, subheadings, or for any bold faced effect in copy.

LIGHT GOTHIC
No. 27P

FOR FORMS AND STATEMENTS THIS GOTHIC FACE, WITH ITS TWO UPPER CASE FONTS IS IN-

MANHATTAN
No. 224

This type face was designed to fill the need for a good Print face for Offset repro

VIENNESE
No. 232

A beautiful, modern Elite type which also writes well at Pica spacing. Especially

PRESIDENT
No. 250-7-14

One of the four of the President family of Vari-Typer faces, this type is especially adaptable for

CASLON
No. 300

A good Print face type which may be used at a very compact horizontal spacing; also has matching

MINIATURE
No. 211

Wherever emphasis is needed this type serves the purpose. It may well be used for footnotes, explanatory mat-

MANHATTAN
No. 224-7-18

Combining compactness with legibility this face serves a number of purposes. Where the conservation of space is highly important, as in the

RALPH C. COXHEAD CORPORATION

Manufacturers of Vari-Typer

The Vari-Typer Bldg.

333 SIXTH AVENUE

NEW YORK, N. Y.

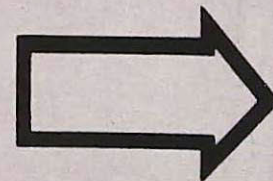
Litho in U. S. A.

THE NEW

Secretarial Model

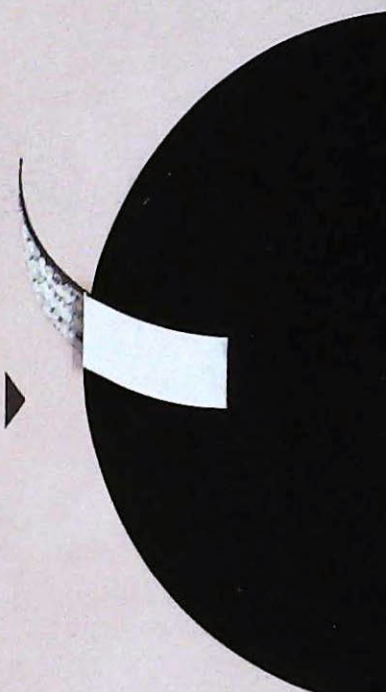


LOW PRICE
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