

MODEL
660



Varityper[®]

OFFICE
COMPOSING
MACHINE



FOR EVERY DUPLICATING AND PRINTING NEED

Whatever method of reproduction is specified – offset, letterpress, mimeo or spirit duplicating – a VariTyper machine will provide the typography for it – attractively professional in appearance – produced immediately when needed. The VariTyper method, though entirely an office operation, produces type composition that meets the exacting standards of professionally produced typography.

• *This entire brochure is an example of the kind of work you can produce in your own office, with office help, on VariTyper equipment. The text was composed on the VariTyper Model 660, and the Headlines were composed on the VariTyper Model 840 Photo-Composing Machine.*

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

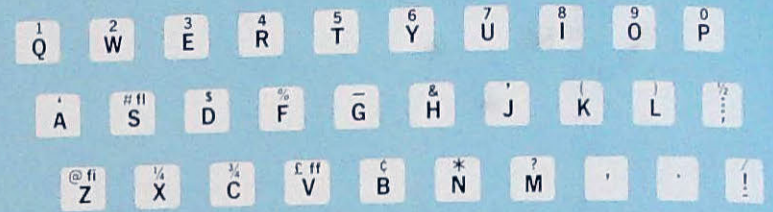
18 MAY 1966

RECEIVED



SIMPLICITY

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



STANDARD KEYBOARD

The simplicity of VariTyper operation begins with the keyboard. It is the same keyboard as that of the typewriter, but arranged in only three banks of four keys instead of four.

AUTOMATICALLY JUSTIFIED MARGINS

The even margins in these columns of type are achieved automatically on the VariTyper machine. The operator merely sets the margin stops for the desired length of line and the automatic controls do the rest.

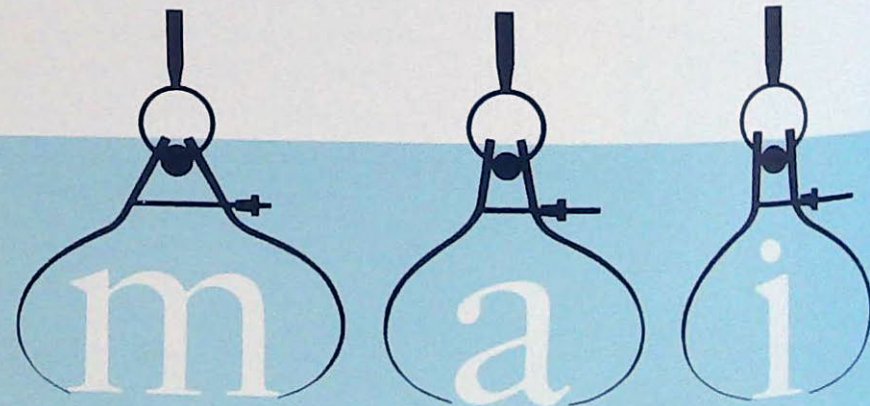
VARIABLE LINE SPACING

Line spacing can be varied within a wide range of pre-calibrated selections from $\frac{1}{2}$ point to 18 points with the precision of professional typography. The operator simply selects the desired spacing and the line advance lever inserts the spacing between lines automatically.

DIFFERENTIAL LETTER SPACING

The VariTyper machine automatically spaces out each character to its proper design width. Thus, wider characters like "M" and "W" occupy wider spacing than the narrower characters like the "l" and "j". The result is the pleasingly professional appearance of the typography you see here - typography which can scarcely be differentiated from professional typesetting.

• 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.



Instantly Changeable Type Faces...

INCLUDING MANY OF THE WORLD'S DIFFERENT LANGUAGES

12 pt. Alexandria Medium (880-12A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
abcdefghijklmnopqrstu**vw**xyz abcdefghijk

10 pt. Alexandria Light (650-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Bell Gothic Light (FL950-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Bell Gothic Bold (FL980-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Gothic Bold Condensed (FL970-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Bodoni Book (600-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Bodoni Bold (780-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Bookman (630-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Cartoon Type (940-10A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ A
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ ABCDEFGHI

10 pt. Caslon (830-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

8 pt. Caslon Bold (890-8C)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABCDEF
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmnopqrst

13 pt. Copperplate Gothic Caps & Small Caps (2000-13A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ ABCDEFGH

12 pt. Copperplate Gothic Bold (810-12A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
§ † ‡ () [] @ □ ♦ ● ▲ ■ ★ ♣ ~ ^ ° ' +

12 pt. Cramer Italic (795-12A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
abcdefghijklmnopqrstu**vw**xyz abcdefghijk

10 pt. Exeter (1010-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz

10 pt. Garamond Light (620-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Garamond Bold (680-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Greek (920-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ ΑΒΓΔΕΖ
αβγδεζηθικλμνξοπρστυφχψω αβγδεζηθικλμνξο

12 pt. Monastery (840-12B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

10 pt. Mathematical Type (710-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΙΠΡΣΤΦΧΨΩΣΡ ΑΒΓΔΕ
αβγδεζηθικλμνξιπρστφχψωσρ αβγδεζηθικλμνξ

10 pt. Modern Bold (820-10A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
abcdefghijklmnopqrstu**vw**xyz abcdefghijkl

8 pt. Modern Roman (770-8B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

13 pt. News Gothic Condensed (690-13A)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&
abcdefghijklmnopqrstu**vw**xyz abcdefghijkl

9 pt. News Bold (640-9B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

10 pt. Palm Beach (700-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

10 pt. Sans Serif Light (870-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

10 pt. Sans Serif Medium (660-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

10 pt. Sans Serif Bold (670-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

10 pt. Schoolbook (1000-10B)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABC
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmno

12 pt. VariType Script (910-12B)

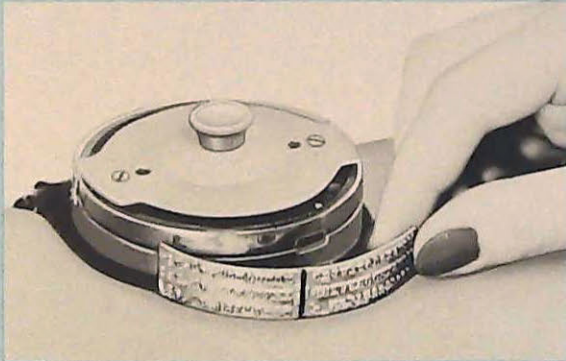
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& AB
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmn

7½ pt. Tribune News (610-7½C)

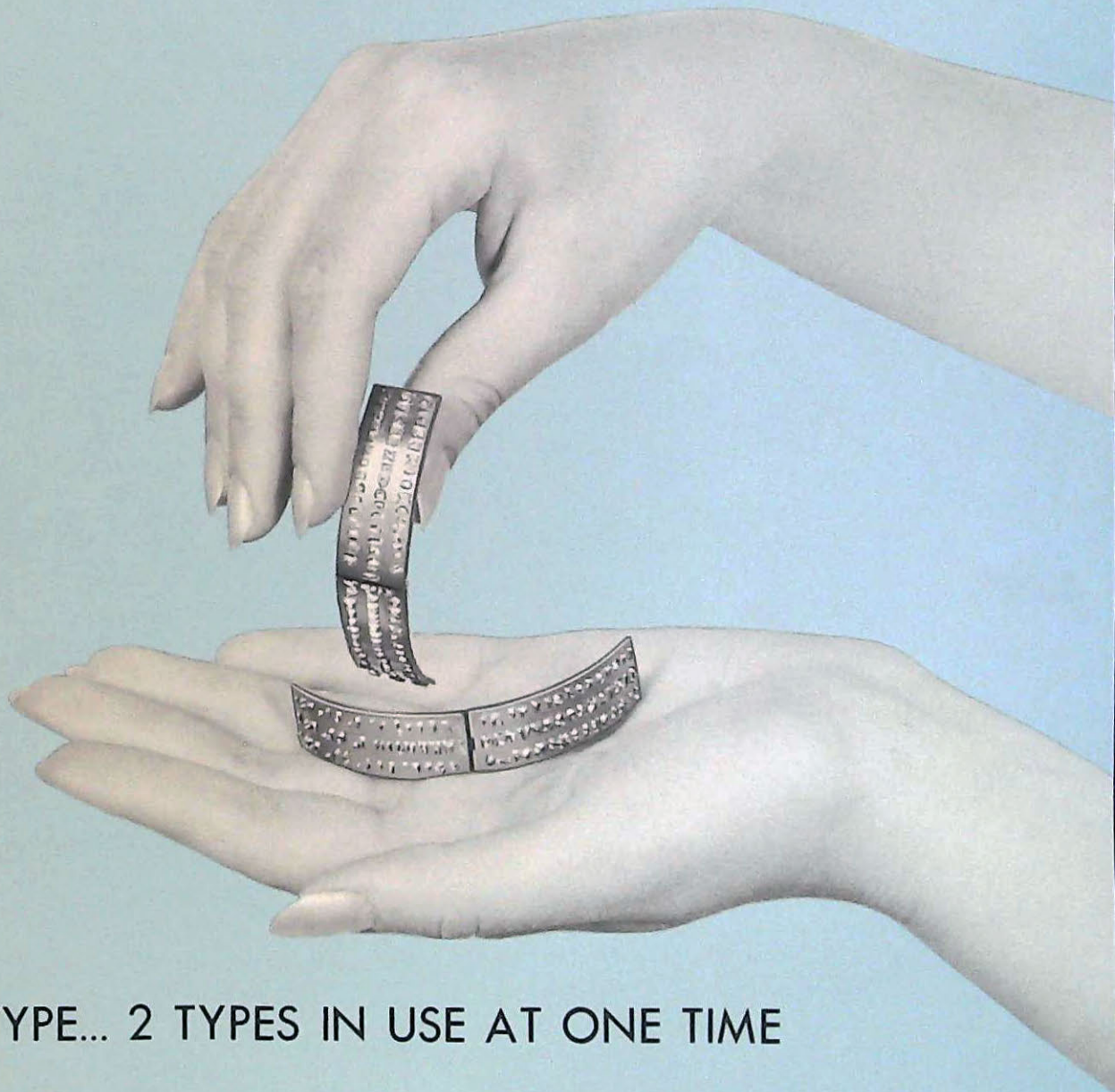
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ& ABCDE
abcdefghijklmnopqrstu**vw**xyz abcdefghijklmnopqr

These are only a few of the many type faces available. Most VariType Type Faces are available in sizes from 6 to 12 point, and in italics as well as the faces shown. Many styles are also available in condensed versions. For complete showings of VariType Type Faces, refer to the VariType booklet 'Type Faces for Differential Spacing Models'.

...in Hundreds of Styles and Sizes



It takes less than a second to change Type Fonts in the VariTyper machine. Two Fonts are in use at one time so that matching italics, bold faces, or special symbols can be inserted in the copy as the "typing" operation progresses. Additional Type Fonts are inserted in the machine in a second or two. The instantly changeable-type feature of the VariTyper machine is coupled with instantly variable spacing to match the individual size and style needs of the Font selected.



2 SECONDS TO CHANGE TYPE... 2 TYPES IN USE AT ONE TIME

VariTyper[®]

OFFICE COMPOSING MACHINE

model 660

● The impressive typographic capability of the VariTyper Model 660 is in startling contrast to its typewriter-like appearance and simple typewriter-like operation. This unique feature permits the VariTyper machine to be operated in the office... by office help. This provides the obvious advantage of genuine in-plant security for information of a classified or restricted nature, and makes it possible for office help to produce fine typography at far less cost than conventional methods. The VariTyper Model 660 is styled to blend harmoniously with the most contemporary office decor, and is dimensioned to fit on any office desk (12" high, 18" deep, 27" wide). The one-time carbon ribbon is automatically rewound within the machine for clean and convenient disposal. The VariTyper Office Composing Machine makes the hitherto highly skilled and costly process of type composition a routine office assignment.





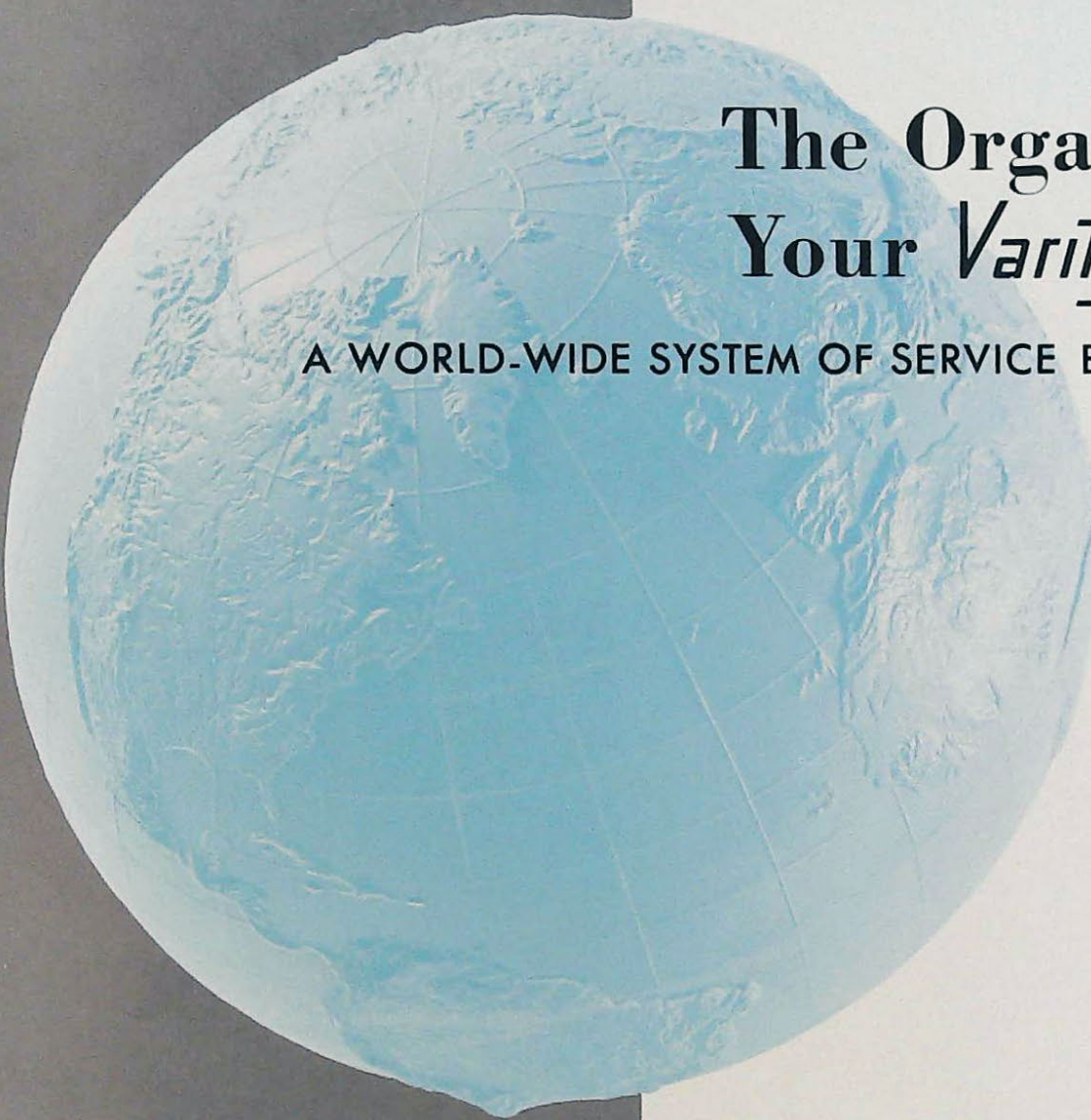
'FAMILY' PORTRAIT



This is the 'family' of VariTyper Composing Machines — offering a model and a method for practically every typographic need in Business and Industry.

1 *The VariTyper Model 660, described in this booklet, is only one of the many type composing models produced to meet the general or specialized typographic needs of business and industry. Other VariTyper models are as follows:*

- 2** Model 110F VariTyper machine for forms, reports, statistical work...general internal composition.
- 3** Model 230F VariTyper machine with automatic justification...for text composition and general composition requirements.
- 4** Model 330 Branding machine for branding circuit identifications on vinyl wire covering for electrical systems.
- 5** Model 880 Photo-Composing machine for composing display type up to 72 points in size on 8½" wide rolls of film or paper.
- 6** Model 800 Headliner Photo-Composing machine composes display type in continuous lines on 35mm film or paper.
- 7** Model 840 Headliner Photo-Composing machine for display composition in single or multiple lines on 35mm film or paper.
- 8** Model 350 Engineering Lettering machine for lettering bills of materials, notes, etc., on engineering drawings.
- 9** Model 900F Line Composer Machine composes copy on cards for listing production on the VariTyper FotoList Camera.
- 10** Model 970 FotoList Sequential Card Camera photographs copy on FotoList cards to produce negatives of listing copy for directories, parts lists, price lists, etc.
- 11** Model 90 FotoList Sequential Card Camera for in-plant production of lists from FotoList cards. Compact to fit office surroundings.



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.

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

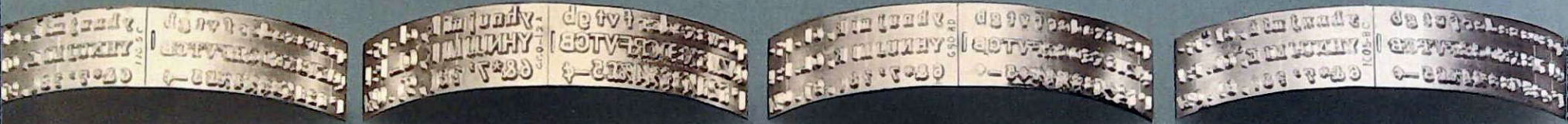
Varityper Corporation

A SUBSIDIARY OF



ADDRESSOGRAPH - MULTIGRAPH CORPORATION

Varityper Corporation 720 Frelinghuysen Avenue / Newark 14, New Jersey



A SUBSIDIARY OF  ADDRESSOGRAPH—MULTIGRAPH CORPORATION