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*Varityper*  
TRADEMARK

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**TYPE  
FACES**

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FOR ALL DIFFERENTIAL SPACING VARITYPER MODELS



*A Guide to  
Better  
Typography*

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THE WORLD'S WIDEST CHOICE OF TYPE STYLES FOR 'COLD TYPE' COMPOSITION  
BY THE WORLD'S PIONEERS AND LEADERS OF THE 'COLD TYPE' INDUSTRY







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*A Guide to Better Typography*

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12 point (910)	

*for*

*Better*

*Typography...*

# ...a few hints on

Note that although the copy on this page is perfectly centered, it does not seem quite 'comfortable' to the eye. Actually, this is an optical illusion. The mathematical center should be replaced by the 'optical' center.



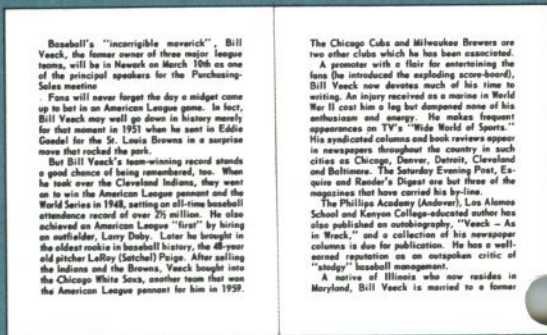
POOR

Good typography includes the margins. When the margins are too narrow, as in the example shown here, the page presents a crowded appearance and is esthetically displeasing. The reading matter tends to run off the page because it appears to be too long. The result is a page that is uninviting to read.



POOR

Facing pages in a book or magazine should appear as a single unit. To achieve this, the three vertical margins should appear to be of the same width.



POOR

# Good Typography

DOWNTOWN  
SPORTS  
REVIEW

GOOD

*Here the copy is slightly above the actual center. Note how much more comfortable it appears to the eye. There is no actual reason for the feeling except for the instinctive search for a stronger base of support.*

## BASEBALL'S MAVERICK



Baseball's "incorrigible maverick", Bill Veeck, the former owner of three major league teams, will be in Newark on March 12th as one of the principal speakers for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too. When he took over the Cleveland Indians, they went on to win the American League pennant and the

GOOD

*Allow sufficient margins and use a good general rule — namely — the printed area should be no more than half the total page area. Margins at the top and sides should be equal, while the one at the bottom should be somewhat greater. This follows the above rule regarding the 'optical center'.*

World Series in 1948, setting an all-time baseball attendance record of over 2½ million. He also achieved an American League "first" by hiring an outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 40-year-old pitcher LaRoy (Doc) Prigge. After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won the American League pennant for him in 1959.

The Chicago Cubs and Milwaukee Brewers are two other clubs which he has been associated.

A promoter with a flair for entertaining the fans (he introduced the exploding score-board), Bill Veeck now devotes much of his time to writing. An injury received as a marine in World War II cost him a leg but dampened none of his enthusiasm and energy. He makes frequent appearances on TV's "Wide World of Sports." His syndicated columns and book reviews appear in newspapers throughout the country in such cities as Chicago, Denver, Detroit, Cleveland and Baltimore. The Saturday Evening Post, Esquire and Reader's Digest are but three of the magazines that have carried his by-line.

The Phillips Academy (Andover), Los Alamos School and Kanyon College-educated author has also published an autobiography, "Veeck — As in Wreck," and a collection of his newspaper columns is due for publication. He has a well-earned reputation as an outspoken critic of "stodgy" baseball management.

A native of Illinois who now resides in Maryland, Bill Veeck is married to a former

Although the center margin is actually greater, it appears to be the same as the outer margins, with the result that the pages appear as a single unit.

GOOD

Although the center margin is actually greater, it appears to be the same as the outer margins, with the result that the pages appear as a single unit.



*Paragraph beginnings and endings should be readily identifiable as the start and finish of the single topic contained therein. Note, in the example here, the difficulty of ascertaining where paragraphs break, and the fact that the type appears as a single unbroken mass of reading matter.*

Baseball's "incorrigible maverick": Bill Veeck, the former owner of three major league teams, will be in Newark, March 10th as one of the principal speakers for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too. When he took over the Cleveland Indians, they went on to win the American League pennant and the World Series in 1948, setting an all-time baseball attendance record of over 7½ million. He also achieved an American League "first" by hiring an outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 40-year-old pitcher LeRoy (Satchel) Paige. After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won the American League pennant for him in 1959. The Chicago Cubs and Milwaukee Brewers are

POOR

*The 'widowed line' is defined as a short line continued from the end of a paragraph on the previous page, or as a single word at the end of a paragraph. The widowed line is considered to be bad typography, and should be avoided if at all possible.*

League.  
Baseball's "incorrigible maverick": Bill Veeck, the former owner of three major league teams, will be in Newark, March 10th as the principal speaker for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too. When he took over the Cleveland Indians, they went on to win the American League pennant and the World Series in 1948, setting an all-time baseball attendance record of over 7½ million. He also achieved an American League "first" by hiring an outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 40-year-old pitcher LeRoy (Satchel) Paige. After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won

POOR

*When a large initial letter is used for decorative purposes, it is to be followed by a few words set in caps or small caps. In the style shown here, the initial letter shares a common top line with the text copy that follows.*

**B**ASEBALL'S "incorrigible maverick": Bill Veeck, the former owner of three major league teams, will be in Newark, March 10th as one of the principal speakers for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too.

INSET

# Good Typography

Baseball's "incorrigible maverick", Bill Veeck, the former owner of three major league teams, will be in Newark on March 10th as one of the principal speakers for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too. When he took over the Cleveland Indians, they went on to win the American League pennant and the World Series in 1948, setting an all-time baseball attendance record of over 25 million. He also achieved an American League "first" by hiring an outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 40-year old pitcher LeRoy (Satchel) Paige. After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won the American League pennant for him in 1959.

*Normal paragraph procedure calls for indenting the first line of each paragraph, with vertical spacing uniform throughout the entire page. If flush paragraphs are employed, they should be set apart from one another by a few extra points of vertical spacing.*

## GOOD

Baseball's "incorrigible maverick", Bill Veeck, the former owner of three major league teams, will be in Newark, March 10th as the principal speaker for the Purchasing-Sales meeting.

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But Bill Veeck's team-winning record stands a good chance of being remembered, too. When he took over the Cleveland Indians, they went on to win the American League pennant and the World Series in 1948, setting an all-time baseball attendance record of over 25 million. He also achieved an American League "first" by hiring an outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 40-year old pitcher LeRoy (Satchel) Paige. After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won the American League pennant for him in 1959. The Chicago Cubs and Milwaukee Brewers are

*Elimination of widowed lines is a prime consideration in striving for good typography. This can usually be accomplished by editing to remove or add a few words, or by altering the spacing to remove the offending line or lengthen it.*

## GOOD

**B**ASEBALL'S "incorrigible maverick", Bill Veeck, the former owner of three major league teams, will be in Newark on March 10th as one of the principal speakers for the Purchasing-Sales meeting.

Fans will never forget the day a midget came up to bat in an American League game. In fact, Bill Veeck may well go down in history merely for that moment in 1951 when he sent in Eddie Gaedel for the St. Louis Browns in a surprise move that rocked the park.

But Bill Veeck's team-winning record stands a good chance of being remembered, too.

*The space to the right of the initial letter should be equal to the space below it. In an acceptable alternate style, shown here, the letter is elevated, and shares a common base line with the first line of text. Use of initial letters is subject to a great deal of variation in style.*

## RAISED



# Selecting the Right Type for the Right Job

Choice of type styles is often a matter of personal taste but—there are a few hints on type selection and use which can make the printed message infinitely more effective. The individual character, by itself, represents an individual design . . . but in a paragraph or column of text, it often takes on entirely different characteristics.

The choice of type for any job is often wide enough to become confusing. There are hundreds from which to choose . . . but a good choice depends largely on an understanding of a particular type's advantages and disadvantages in relation to a specific application.

For example, a sans-serif type looks well in brief copy and in forms, but is usually tiring and unattractive in continuous text such as in books and newspapers. For lengthy text, the serif letter is more attractive and far less tiring to the eye.

While size of type is often dictated by the amount of copy to be placed in a given space, every effort should be made to use type that can be read without straining the eye. Continuous text, such as that on this page, should be set in eight or ten point type. Small sizes should be used only for small blocks of copy, footnotes, etc., or where space is at a premium.



This  
is a  
serif



Serif  
Letter



Sans-  
Serif  
Letter



Modern  
Roman  
Serif



Old-  
Style  
Roman



Square  
Serif



Condensed  
Letter



Light-  
Face  
Letter



Bold-  
Face  
Letter

# GUIDE TO TYPE SELECTION

## Listed by Basic Applications

### HOUSE ORGANS—MAGAZINES

#### Text

Baskerville	1050,1055
Bodoni	600,605,780
Bookman	630,635
Clarendon	1060,1065,1070
Cramer	790,795
Exeter	1010,1015,1020
Garamond	620,625,680,685
Modern Roman	770,775,820
Mundus	1090,1095,1100,1105
Schoolbook	1000,1005

#### Captions

Eton	1030,1035,1040
Sans Serif	660,665,670,675
Univers	1110,1115,1120,1125

### MANUALS—TECHNICAL PUBLICATIONS

#### Text

Baskerville	1050,1055
Bodoni	600,605,780
Bookman	630,635
Clarendon	1060,1065,1070
Cramer	790,795
Exeter	1010,1015,1020
Garamond	620,625,680,685
Modern Roman	770,775,820
Schoolbook	1000,1005

#### Captions

Eton	1030,1035,1040
Sans Serif	660,665,670,675
Univers	1110,1115,1120,1125

#### Special

Mathematical	710
Fraction	760
Greek	920,925

### NEWSPAPERS—SHOPPING GUIDES

#### Text

Clarendon	1060,1065,1070
Exeter	1010,1015,1020
Schoolbook	1000,1005
Tribune News	610,615,640

#### Classified Advertising

Clarendon	1060
News Gothic Condensed	690

#### Display Advertising

Eton	1030,1035,1040
Gothic Extra Bold Condensed	970
News Gothic Condensed	690,692
Univers	1110,1115,1120,1125

### CATALOGS—DIRECTORIES

#### Serif Types

Bodoni	600,605,780
Bookman	630,635
Clarendon	1060,1065,1070
Cramer	790,795
Exeter	1010,1015,1020
Schoolbook	1000,1005

#### Sans Serif—Gothic

Bell Gothic	720,730,950,980
Eton	1030,1035,1040
Gothic Extra Bold Condensed	970
News Gothic Condensed	690,692
Univers	1110,1115,1120,1125

### TABULAR—STATISTICAL MATTER

#### Sans Serif—Gothic

Eton	1030,1035,1040
Sans Serif	660,665,670,675
Mundus	1090,1095,1100,1105
Univers	1110,1115,1120,1125
Bell Gothic	720,730,950,980

#### Serif Types

Clarendon	1060,1065,1070
Exeter	1010,1015,1020
Schoolbook	1000,1005

### FORMS

#### Captions

Copperplate Gothic	800,810,2000
Sans Serif	660,670,870
Univers	1110,1120

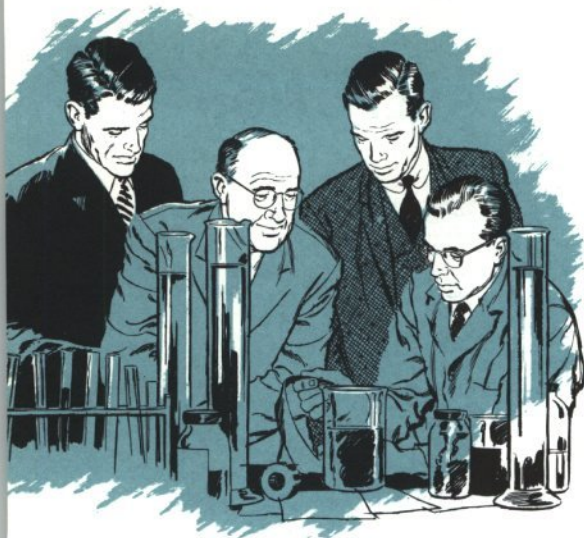
#### Text

Bookman	630,635
Clarendon	1060,1065,1070
Schoolbook	1000,1005

### NOTE

This is not to be considered an all-inclusive list of available VariType type styles. It is merely intended as a guide. In each of the above categories, there are many other type styles which could be substituted for those listed.

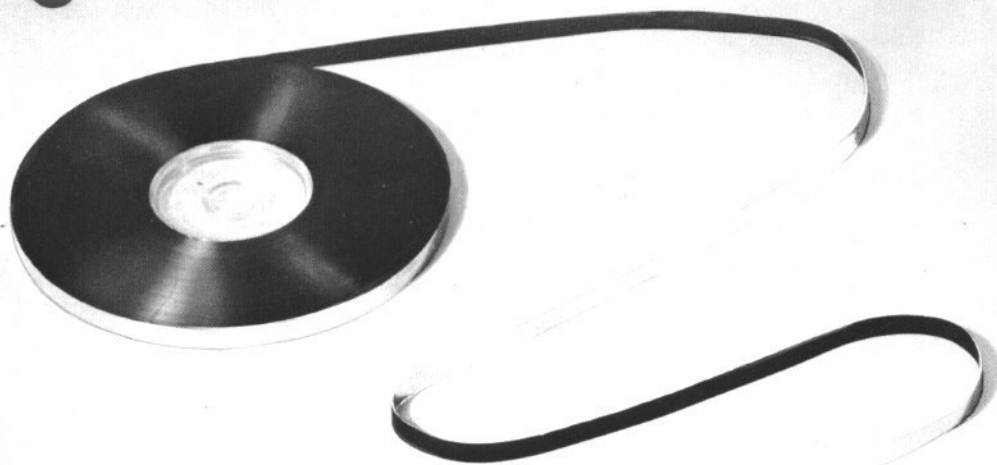
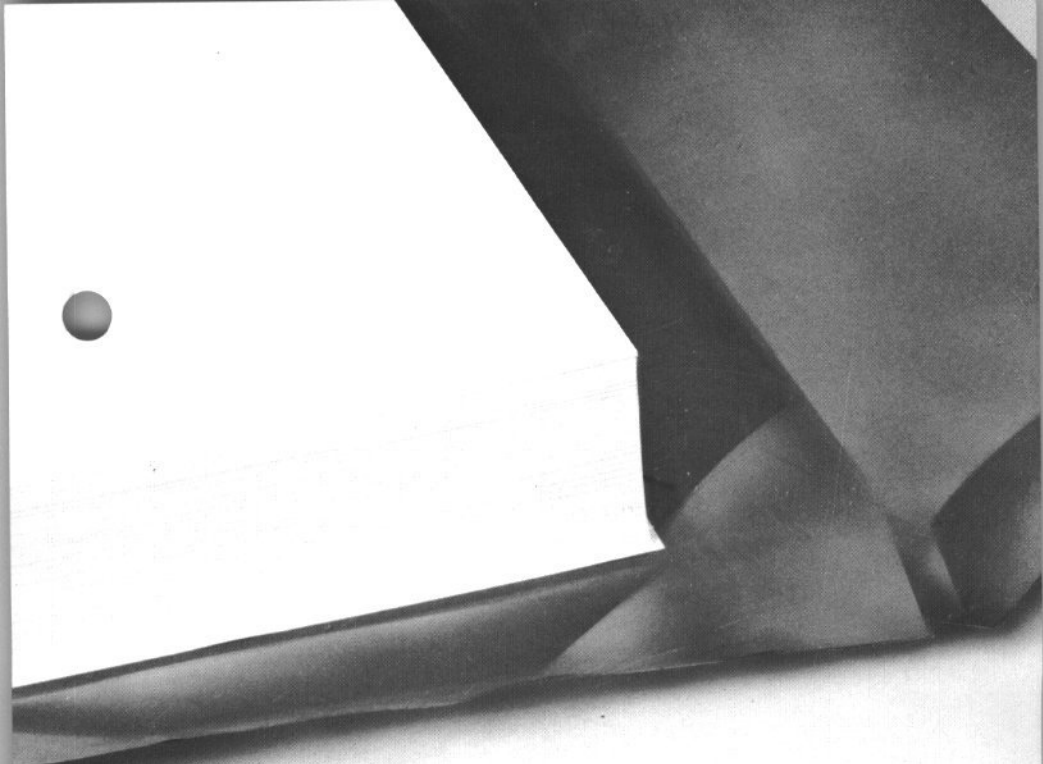
The numbers listed above are merely type style numbers. When ordering type fonts, use the *full* number. This includes the style number *and* the point size. For example, Baskerville is style 1050. When ordering ten point Baskerville, the full number would be 1050-10.



## *The Importance of Tested Supplies*

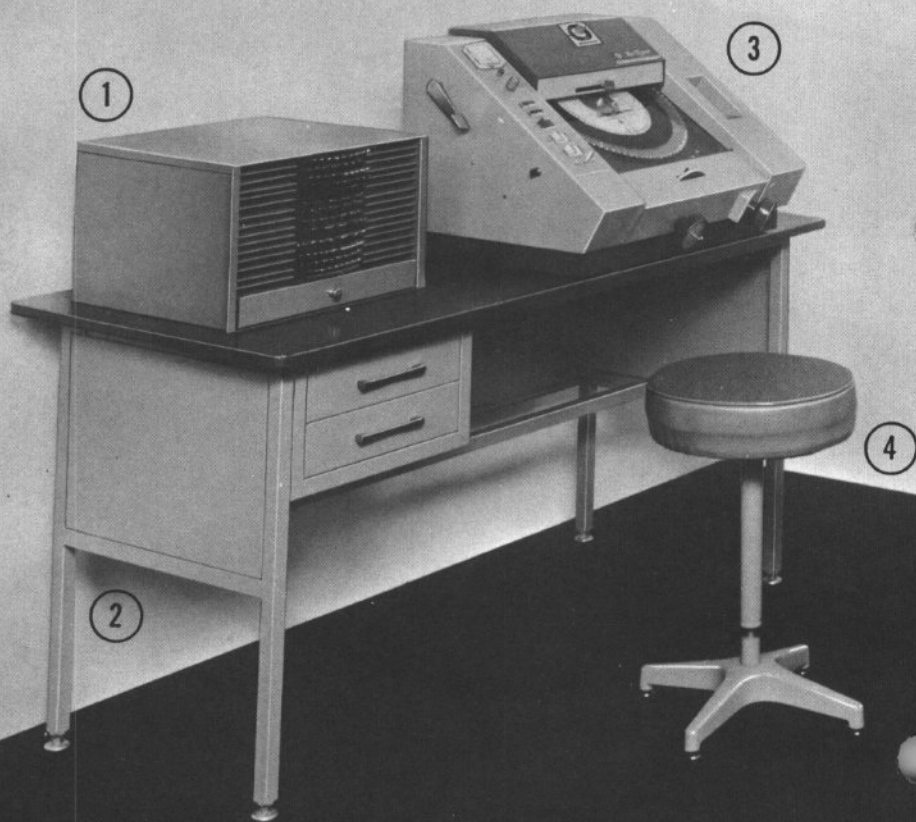
The *VariTyper* Research and Development Department not only develops the supplies for use with your *VariTyper* Machines, but also conducts extensive 'on-the-job' testing before these products are released with the *VariTyper* signature.

The *VariTyper Corporation* (pioneers of, and leaders in, the 'Cold Type' industry) apply the same skills, that led to the development of the *VariTyper* Machine, to every item of supply used with it. For example, *VariTyper Carbon Ribbons and Composition Paper* are formulated especially to yield reproduction of the type characters in all their original subtlety and beauty of design. The carbon ribbon must yield the greatest density of black with complete uniformity and freedom from fuzziness. The paper must receive the impression without losing or distorting a single serif. That's why the *VariTyper* signature is so important on the supplies you use. *It is your guarantee of quality.*





■ Type composing is a skill . . . but *typography* is an *art*. To this end, the Research and Development Section of the VariTyper Corporation dedicates a substantial measure of its time to the development of equipment and aids for better typography. The working environment of the operator is of prime importance. Illustrated here, is a typical layout of VariTyper equipment and accessories that provide every requirement for type composition, from body type and forms to headline and display type. The layout includes special desks and posture chairs that provide maximum convenience while minimizing fatigue. All the equipment shown here is available from your local VariTyper Branch Sales Office.



The Complete VariTyper Composition

- 1 TypeMaster Cabinet stores fifteen Headliner TypeMasters ready for instant use.
- 2 Series 40 Desk has ample space for convenient Headliner operation with drawers for supply storage.
- 3 VariTyper Headliner 860 composes professional looking Headline and display type in many styles and sizes.
- 4 VariTyper Stool No. 7150 is adjustable for maximum comfort and convenience.
- 5 VariTyper 720F Composing Machine composes body copy in hundreds of styles and sizes.
- 6 Series 10 desk provides ample working area at the correct height for maximum efficiency.
- 7 VariTyper Posture Chair No. 7100 is fully adjustable for maximum comfort with minimum operator fatigue.
- 8 Striped Adhesive Wax Coater speeds 'paste-up' by eliminating old fashioned rubber cement.



Department



...and...for your



# HEADLINES...

*...you compose by simply dialing!*

The VariTyper Headliner Machine is a completely automatic photo-composing unit that supplies display type in sizes from 10 points to 84 points. Hundreds of instantly changeable styles offer a choice of all the popular faces and symbols . . . in many different languages. The font, or 'TypeMaster' is a durable plastic disc that is changed with the ease and simplicity of a record on a phonograph. It affords a limitless supply of type because it is permanent, and, unlike 'paste-up' letters, you never run out of individual letters.

You merely dial the letters that make up your text and the rest is completely automatic. In ninety seconds, your completed copy will emerge from the completely self-contained, automatic processing unit . . . ready for immediate use. Each character will be automatically and correctly letterspaced. The type will be so sharp and clear that it can be enlarged up to fifteen times with no fuzziness or distortion.

The end result is professionally correct typography for every headline or display type requirement.



**A b C d E f G h I j K l M n o p**





## *VariTyper* STRIPED ADHESIVE WAX COATER

*...provides positive adhesion without rubber cement*

The *VariTyper Striped Adhesive Wax Coater* employs a revolutionary method of adhesive-coating the elements used in preparation of mechanicals for reproduction. It is particularly well suited for use with copy composed on *VariTyper* Equipment.

The exclusive striped-wax-coating has the advantage of *superior adhesion to any surface*, smooth or rough, even acetate, glass or plastic.

With the *VariTyper Striped Adhesive Wax Coater*, 'paste-up' time is reduced by as much as 75% to 90%. Clean-up of excess cement becomes a thing of the past. Work may be removed and repositioned as many times as necessary without recoating.

Adhesive wax can be applied to film or paper of all thicknesses and textures, in sizes as small as one-half square inch, or as large as twelve inches by any length. There is no bleed-through, even on newsprint. Card stock also can be coated without adjustment for thickness.

*Ask your VariTyper Representative for full details.*

# ● Serif Type Styles

Oldstyle

Modern

● Transitional

Antique

● Square Serif

●  
*Types in this section are in Alphabetical Sequence*

# VariType ALEXANDRIA LIGHT

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

Matching  
Italic  
655-10B

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

For Alexandria Medium Use Style No. 880-10B

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
: abcdefghijklmnopqrstuvwxyz  
: @#£''?!.,;:-- 1234567890 †\$\*(/)%¼½¾  
: .....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType Alexandria Light, 10 point, is also available  
in the following languages: FRENCH CANADIAN,  
FRENCH-ITALIAN, GERMAN

# VariType ALEXANDRIA LIGHT

● VARIETYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

**SET  
SOLID**

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

**LEADED  
ONE  
POINT**

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

**LEADED  
TWO  
POINTS**

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

**Matching  
Italic  
655-8C**

For Alexandria Medium Use Style No. 880-8C

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 .....  
 abcdefghijklmnopqrstuvwxyz  
 .....  
 @#C'?!.,:;-- 1234567890 ¢\$\*(/)%¼½¾  
 .....

*Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder*

*VariType Alexandria Light, 8 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN*



# VariTyper ALEXANDRIA LT. ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

Matching  
Roman  
650-10B

**For Alexandria Med. Italic Use Style 885-10B**

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
: abcdefghijklmnopqrstuvwxyz  
: @#£''?!.,:;-- 1234567890 †\$\*(/)%¼½¾  
: .....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Alexandria Light Italic, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN



# VariTyper ALEXANDRIA LT. ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

Matching  
Roman  
650-8C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

For Alexandria Medium Italic Use Style No. 885-8C

```

.....
      ABCDEFGHIJKLMNOPQRSTUVWXYZ&
      abcdefghijklmnopqrstuvwxyz
      @#C''?!.,:;- 1234567890 ¢$*(/)%'¼½¾
.....

```

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

VariTyper Alexandria Light Italic, 8 point, is also available in the following language: GERMAN

# VariTyper ALEXANDRIA LIGHT COND.

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

**SET  
SOLID**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

**LEADED  
ONE  
POINT**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

**LEADED  
TWO  
POINTS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fi fl E ' ? ! , . ; : - - 1 2 3 4 5 6 7 8 9 0 ¢ \$ \* ( / ) % 1/4 1/2 3/4

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariTyper Alexandria Light Condensed, 10 point, is also available in the following language: GERMAN*

# VariTyper ALEXANDRIA MED.

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£''?!.,;:- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariTyper Alexandria Medium, 12 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

# VariTyper ALEXANDRIA MED.

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Italic  
885-10B

For Alexandria Light Use Style No. 650-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fi£''?!.,;:-- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Alexandria Medium, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SPANISH



# VariTyper ALEXANDRIA MED.

● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
TWO  
POINTS

For Alexandria Light Use Style No. 650-6D

.....  
 .  
 . ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
 . abcdefghijklmnopqrstuvwxyz  
 . fiñ€"?!.,;:~ 1234567890 €\$\*(/)%¼½¾  
 .  
 .  
 .

*Copy Fitting - Scale D*  
3.27 Characters Per Pica - English Coder

*VariTyper Alexandria Medium, 6 point, is also available in the following language: GERMAN*

# VariType ALEXANDRIA MED. ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

Matching  
Roman  
880-10B

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Alexandria Lt. Italic Use Style No. 655-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

~@#E''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType Alexandria Medium Italic, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

# VariTyper ALEXANDRIA MED. ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Roman  
880-8C

For Alexandria Light Italic Use Style No. 655-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,,:;- 1234567890 \$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Alexandria Medium Italic, 8 point, is also available in the following language: GERMAN





# VariTyper BASKERVILLE

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...*

Matching  
Italic  
1055-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstu vwxyz

@#£" ? ! , . ; - 1234567890 ¢ \$ \* ( / ) % ¼ ½ ¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Baskerville, 10 point, is also available  
in the following language: GERMAN





# VariTyper BASKERVILLE ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Roman  
1050-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 ¢\$\*(/)%1/41/21/4

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Baskerville Italic, 10 point, is also available  
in the following language: GERMAN

# VariTyper BASKERVILLE ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Roman  
1050-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstu vwxyz

@#%&'?!.,;:- 1234567890 €\$\*(/)%1/21/4

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Baskerville Italic, 8 point, is also available  
in the following language: GERMAN

# VariTyper BASKERVILLE ITALIC

## VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

Matching  
Roman  
1050-7D

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmno pqrstuvwxyz

@#%?'!.,;:- 1234567890 €\$\*(/)%&1/4 3/4

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper Baskerville Italic, 7 point, is also available in the following language: GERMAN

# VariTyper BODONI BOOK

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Bodoni Bold Use Style No. 780-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#&''?!.,:;- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariTyper Bodoni Book, 12 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH



# VariTyper BODONI BOOK

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Italic  
605-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Bodoni Bold Use Style No. 780-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

fi&‘?!.,:;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bodoni Book, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOOK

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give*

Matching  
Italic  
605-8C

For Bodoni Bold Use Style No. 780-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

fiß£“”?!.,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Bodoni Book, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOOK

## VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

Matching  
Italic  
605-7D

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmno pqrstuvwxyz

fi&''?!,,:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D  
3.27 Characters Per Pica - English Coder

VariTyper Bodoni Book, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOOK ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
600-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fi fl £ ° ? ! , . ; : - 1234567890 ¢ \$ \* ( / ) % ¼ ½ ¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bodoni Book Italic, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariType**r** BODONI BOOK ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID* Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT* Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS* Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Roman  
600-8C* Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
fi fl £ " ? ! , . ; - - 1234567890 € \$ \* ( / ) % ¼ ½ ¾

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

VariType**r** Bodoni Book Italic, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOOK ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Roman  
600-7D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

@#£\*?!.,:;- 1234567890 €\$\*(/)%¼¼¼

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper Bodoni Book Italic, 7 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH



# Varityper BODONI BOOK

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ

fi&''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

1,9, 2.36 Characters Per Pica - Cap & Small Cap Coder

# VariType**r** BODONI BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType**r** Operator will quickly transform your rough **draft** into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter **juxtaposed** with the ruled line

SET  
SOLID

Your VariType**r** Operator will quickly transform your rough **draft** into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter **juxtaposed** with the ruled line

LEADED  
ONE  
POINT

Your VariType**r** Operator will quickly transform your rough **draft** into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter **juxtaposed** with the ruled line

LEADED  
TWO  
POINTS

For Bodoni Book Use Style No. 600-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstu**vwxyz**

fi&''?!,,:;- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariType**r** Bodoni Bold, 12 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

For Bodoni Book Use Style No. 600-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fi&''?!.,:;-- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bodoni Bold, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper BODONI BOLD

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

For Bodoni Book Use Style No. 600-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxy z

fi&''?!,,:;- 1234567890 €\$\*(/)%!¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Bodoni Bold, 8 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SWEDISH-FINNISH

# Varityper BOOKMAN

## ● VARITYPER COMPOSITION CUTS COSTS

*SET  
SOLID* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
ONE  
POINT* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
TWO  
POINTS* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

.....  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#£'?!.,:;-- 1234567890 ¢\$\*(/)%¼½¾  
.....

*Copy Fitting - Scale A*  
*2.42 Characters Per Pica - English Coder*

*Varityper Bookman, 12 point, is also available in the following language: GERMAN*

# VariTyper BOOKMAN

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Italic  
635-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fflf'?!.,;-- 1234567890 c\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bookman, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH



# VariTyper BOOKMAN

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Italic  
635-8C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,.,;:- 1234567890 ¢\$\*(/)%¼½¾

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariTyper Bookman, 8 point, is also available in the following languages: FRENCH CANADIAN, GERMAN,*

*PORTUGUESE, SPANISH*

# VariTyper BOOKMAN

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Italic  
635-6D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxy z

ññ£"?!.,;:-- 1234567890 €\$\*(/)%&^vz¼

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper Bookman, 6 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariTyper BOOKMAN ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*Matching  
Roman  
630-10B* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

fffl'?!.,;:-- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bookman Italic, 10 point, is also available in the following languages: FRENCH CANADIAN, GERMAN,

PORTUGUESE, SPANISH

# VariTyper BOOKMAN ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Roman  
630-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxy z

fifteen?!.,;:- 1234567890 c\$\*(/)%v1/21/4

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Bookman Italic, 8 point, is also available in the following languages: FRENCH CANADIAN, PORTUGUESE, SPANISH

# VariType*r* BOOKMAN ITALIC

## VARITYPER COMPOSITION CUTS COSTS

### SET SOLID

Your VariType*r* Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

### LEADED ONE POINT

Your VariType*r* Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

### LEADED TWO POINTS

Your VariType*r* Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

### Matching Roman 630-6D

Your VariType*r* Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!,.,;:- 1234567890 e\$\*(/)7/4/2/4  
 .....

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariType*r* Bookman Italic, 6 point, is also available in the following languages: FRENCH CANADIAN, GERMAN, PORTUGUESE, SPANISH

# VariTyper BOOKMAN COND.

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give*

Matching  
Italic  
855-10C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

fiif'?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

VariTyper Bookman Condensed, 10 point, is also available in the following language: FRENCH-ITALIAN

# VariTyper BOOKMAN COND.

## ● VARI TYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper Bookman Condensed, 8 point, is also available  
in the following language: GERMAN



# VariTyper BOOKMAN COND. ITALIC

● **VARITYPER COMPOSITION CUTS COSTS**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Roman  
850-10C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,,:;- 1234567890 ¢\$\*(/)%&1/2¼

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Bookman Condensed Italic, 10 point, is also available in the following language: GERMAN



# VariTyper *CASLON ITALIC*

● *VARITYPER COMPOSITION CUTS COSTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
830-10B

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ<sup>3</sup>

abcdefghijklmnopqrstu<sup>vwxyz</sup>

@#£''?!.,;:- 1234567890 ¢\$\*(/)%1/41/23/4

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Caslon Italic, 10 point, is also available  
in the following language: GERMAN

# VariType CASLON BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
fi fl £ “ ? ! . , ; - 1234567890 € \$ \* ( / ) % 1/4 1/2 3/4

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariType Caslon Bold, 12 point, is also available  
in the following language: GERMAN

# VariTyper CASLON BOLD

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules form by push-button.) The type

LEADED  
TWO  
POINTS

For Caslon Use Style No. 830-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Caslon Bold, 10 point, is also available  
in the following language: GERMAN

# VariTyper CASLON BOLD

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder*

*VariTyper Caslon Bold, 8 point, is also available  
in the following language: GERMAN*

# VariType CLARENDON

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

## For Clarendon Bold Use Style No. 1070-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder



# VariTyper CLARENDON

## ● VARITYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*Matching  
Italic  
1065-10B*

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

**For Clarendon Bold Use Style No. 1070-10B**

ABCDEFGHIJKLMN OPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxy z  
@#£''?!.,,:;- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder*

*VariTyper Clarendon, 10 point, is also available in the following language: GERMAN*

# VariTyper CLARENDON

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Italic  
1065-8C

**For Clarendon Bold Use Style No. 1070-8C**

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾  
 .....

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

VariTyper Clarendon, 8 point, is also available in the following language: GERMAN



# VariTyper CLARENDON ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
1060-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

# VariTyper CLARENDON ITALIC

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Roman  
1060-8C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmnopqrstu vwxyz

@#£'?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Clarendon Italic, 8 point, is also available in the following language: GERMAN



# *VariTyper* CLARENDON BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

For Clarendon Use Style No. 1060-12A

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy

@#£'?!.,:;- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale A*

*2.42 Characters Per Pica - English Coder*



# VariTyper CLARENDON BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

For Clarendon Use Style No. 1060-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,:;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Clarendon Bold, 10 point, is also available in the following language: GERMAN

# VariTyper CLARENDON BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

For Clarendon Use Style No. 1060-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abodefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

# VariTyper CRAMER

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened

Matching  
Italic  
795-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£'?!.,;:- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

# VariTyper CRAMER

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Italic  
795-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Cramer, 10 point, is also available  
in the following language: GERMAN

# VariTyper CRAMER

● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Italic  
795-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklm nopqrstuvwxyz

@#£''?!.,;:- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Cramer, 8 point, is also available  
in the following language: GERMAN

# VariTyper CRAMER ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

*SET  
SOLID*  
Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
ONE  
POINT*  
Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
TWO  
POINTS*  
Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*Matching  
Roman  
790-12A*  
Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#£''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTyper Cramer Italic, 12 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SPANISH

# VariTyper CRAMER ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
790-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Cramer Italic, 10 point, is also available  
in the following language: GERMAN



# VariTyper CRAMER ITALIC

## ● VARI TYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

Matching  
Roman  
790-8C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwx yz

@#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Cramer Italic, 8 point, is also available  
in the following language: GERMAN

# VariTyper EXETER

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Exeter Bold Use Style No. 1020-12A

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstu vwxyz

@#£''?!.,;:— 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariTyper Exeter, 12 point, is also available  
in the following language: GERMAN

# VariTyper EXETER

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*Matching  
Italic  
1015-10B*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Exeter Bold Use Style No. 1020-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder*

*VariTyper Exeter, 10 point, is also available  
in the following language: GERMAN*

# VariTyper EXETER

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Italic  
1015-8C

For Exeter Bold Use Style No. 1020-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£“”?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Exeter, 8 point, is also available  
in the following language: GERMAN

# VariTyper EXETER

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#%''?!,.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D  
3.27 Characters Per Pica - English Coder

VariTyper Exeter, 7 point, is also available  
in the following language: GERMAN

# VariTyper EXETER ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

Matching  
Roman  
1010-10B

.....  
ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

.....

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Exeter Italic, 10 point, is also available in the following language: GERMAN

# VariTyper EXETER ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

Matching  
Roman  
1010-8C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Exeter Italic, 8 point, is also available  
in the following language: GERMAN

# VariTyper EXETER BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Exeter Use Style No. 1010-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,:;- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTyper Exeter Bold, 12 point, is also available  
in the following language: GERMAN



# *VariTyper* EXETER BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

For Exeter Use Style No. 1010-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

*VariTyper Exeter Bold, 10 point, is also available  
in the following language: GERMAN*

# VariTyper EXETER BOLD

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

For Exeter Use Style No. 1010-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstu vwxyz

@#£\*\*?!.,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Exeter Bold, 8 point, is also available  
in the following language: GERMAN

# VariTypeper GARAMOND

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTypeper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTypeper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTypeper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

For Garamond Bold Use Style No. 680-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
fi ff £ " ' ? ! , . ; : - - 1234567890 ¢ \$ \* ( / ) % 1/4 1/2 3/4

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTypeper Garamond, 12 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper GARAMOND

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Italic  
625-10B

For Garamond Bold Use Style No. 680-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fif£'?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Garamond, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariTyper GARAMOND

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Italic  
625-8C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

For Garamond Bold Use Style No. 680-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstu vwx yz

@#£''?!.,:;-- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

VariTyper Garamond, 8 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN

# VariTyper GARAMOND

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with*

Matching  
Italic  
625-7D

For Garamond Bold Use Style No. 680-7D

.....  
ABCDEFGHIJKLMN OPQRSTUVWXYZ&

.....  
abcdefghijklmno pqrstuvwxyz

.....  
@#£''?!.,;:- 1234567890 †\$\*(/)%¼½¾

.....  
Copy Fitting - Scale D

.....  
3.27 Characters Per Pica - English Coder

VariTyper Garamond, 7 point, is also available in the following languages: FRENCH CANADIAN, GERMAN

# VariType*r* GARAMOND ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

Matching  
Roman  
620-10B

Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Garamond Bold Italic Use Style No. 685-10B

.....

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ&  
 abcdefghijklmnopqrstuvwxyz  
 fi fl £ " ? ! , . ; : - 1234567890 € \$ \* ( / ) % 1/4 1/2 3/4

.....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType*r* Garamond Italic, 10 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN







# VariType GARAMOND BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Garamond Use Style No. 620-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariType Garamond Bold, 12 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH-ITALIAN, GERMAN, SPANISH

# VariTyper GARAMOND BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Italic  
685-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Garamond Use Style No. 620-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,,:;- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Garamond Bold, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper GARAMOND BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Italic  
685-8C

For Garamond Use Style No. 620-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

fi fl ff ' ? ! , ; - 1234567890 € \$ \* ( / ) % 1/4 3/4

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Garamond Bold, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariType GARAMOND BOLD

## VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

Matching  
Italic  
685-7D

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

For Garamond Use Style No. 620-7D

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,:;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariType Garamond Bold, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper GARAMOND BD. ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
680-10B

For Garamond Italic Use Style No. 625-10B

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 fi£"?!.,:;- 1234567890 ¢\$\*(/)%¼½¾  
 .....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Garamond Bold Italic, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH



# VariTyper GARAMOND BD. ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with

Matching  
Roman  
680-7D

For Garamond Italic Use Style No. 625-7D

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
: abcdefghijklmnopqrstuvwxyz  
: fi fl ff " ? ! . ; : - = 1234567890 € £ \* ( / ) % ¼ ½ ¾  
: .....

Copy Fitting - Scale D  
3.27 Characters Per Pica - English Coder

VariTyper Garamond Bold Italic, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, SPANISH



# *VariType* GARAMOND BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

.....  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&

.....  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

.....  
fi ff £ ¢ ? ! , . ; : - - 1234567890 ¢ \$ \* ( / ) % <sup>1</sup>/<sub>4</sub> <sup>1</sup>/<sub>2</sub> <sup>3</sup>/<sub>4</sub>

.....  
*Copy Fitting - Scale B*

*1.9, 2.36 Characters Per Pica - Cap & Small Cap Coder*

*VariType Garamond Bold Caps & Small Caps, 10 point,  
is also available in the following language: GERMAN*

# VariTyper GARAMOND BOLD

● VARIETYPER COMPOSITION CUTS COSTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
TWO  
POINTS

.....  
 : ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
 :  
 : ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 :  
 : fi fl £ " ? ! , . ; - 1234567890 ¢ \$ \* ( / ) % 1/4 1/2 3/4  
 :  
 : .....

Copy Fitting - Scale C  
2.15, 2.68 Characters Per Pica - Cap & Small Cap Coder

VariTyper Garamond Bold Caps & Small Caps, 8 point, is also available in the following languages: GERMAN



# VariTyper MODERN ROMAN

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...*

Matching  
Italic  
775-8B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

@#&'?!.,:;- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Modern Roman, 8 point, is also available  
in the following language: GERMAN

# VariTyper MODERN ROMAN

● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button). The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

Matching  
Italic  
775-6C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or... she will give

```

.....
ABCDEF GHIJKLMNOPQRSTUVWXYZ&
.....
abcdefghijklmnopqrstuvwxyz
.....
fi&''?!.,:;- 1234567890 e$*(/)%¼½¾
.....

```

Copy Fitting - Scale C  
2.95 Characters Per Pica - English Coder

# VariTyper MODERN ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-*

SET  
SOLID

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-*

LEADED  
ONE  
POINT

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-*

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened

Matching  
Roman  
770-10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fi fl £ ' ? ! . , ; - 1 2 3 4 5 6 7 8 9 0 ¢ \$ \* ( / ) % <sup>1</sup>/<sub>4</sub> <sup>1</sup>/<sub>2</sub> <sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

# VariTyper MODERN ITALIC

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

*LEADED  
ONE  
POINT* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

*LEADED  
TWO  
POINTS* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold face and matching italics,

*Matching  
Roman  
770-8B* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
: abcdefghijklmnopqrstuvwxyz  
: ffl&'?!.,;:- 1234567890 e\$\*(/)%1/41/23/4  
: .....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

# VariTyper MODERN ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Roman  
770-6C

ABCDEFGHIJKLMN O PQRSTU VWXYZ&

abcdefghijklmnopqrstu vwxyz

@#£''?!,.,;:- 1234567890 ø\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Modern Italic, 6 point, is also available  
in the following language: GERMAN



# VariTyper MODERN BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

For Modern Roman Use Style No. 770-10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fffl'.,,:- 1234567890 c\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTyper Modern Bold, 10 point, is also available  
in the following language: GERMAN

**VariTyper NEWS BOLD**● **VARITYPER COMPOSITION CUTS COSTS**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

For Tribune News Use Style No. 610-9B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#&'?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper News Bold, 9 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH, CANADIAN, GERMAN, PORTUGUESE, SPANISH



# VariTyper PALM BEACH

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:-- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Palm Beach, 10 point, is also available  
in the following language: GERMAN

# VariTyper SCHOOLBOOK

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

# VariTyper SCHOOLBOOK

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...*

Matching  
Italic  
1005-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxyz

@#£'?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

# VariTyper SCHOOLBOOK

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

Matching  
Italic  
1005-8C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Schoolbook, 8 point, is also available in the following languages: FRENCH CANADIAN, GERMAN

# VariTyper Schoolbook Italic

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
1000-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£“?!,,:;— 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting — Scale B

2.67 Characters Per Pica — English Coder





# VariTyper TRIBUNE NEWS

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Italic  
615-9B

**For News Bold Use Style No. 640-9B**

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£''?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Tribune News, 9 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH

# VariTyper TRIBUNE NEWS

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper

*Matching  
Italic  
615-7½C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

**For News Bold Use Style No. 640-7½C**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,,:;- 1234567890 ¢\$\*(/)%¼½¾

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariTyper Tribune News, 7½ point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH*

# VariTyper Tribune News Italic

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
610-9B

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!,.,;:- 1234567890 ¢\$\*(/)%1/41/23/4  
 .....

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Tribune News Italic, 9 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN



**SANS SERIF**  
**and**  
**GOTHIC**  
**Type Styles**

TYPES IN THIS SECTION ARE IN ALPHABETICAL SEQUENCE

# VariTyper BANK GOTHIC

## ●VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

ABCDEFGHIJKLMN**O**PQRSTUVWXYZ&

ABCDEFGHIJKLMN**O**PQRSTUVWXYZ&

1234567890 \*()'':,-- -- 1234567890

*Copy Fitting - Scale A*

*1.77, 2.17 Characters Per Pica - Bank Gothic Coder*

*VariTyper Bank Gothic, 11 point, is available  
in ENGLISH only.*

# VariTyper BELL GOTHIC LIGHT

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

For Bell Gothic Medium Use Style No. 730-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fiæ'?!.,;:-- 1234567890 c\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Bell Gothic Light, 10 point, is also available  
in the following language: FRENCH CANADIAN



# VariTyper BELL GOTHIC MEDIUM

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

For Bell Gothic Light Use Style No. 720-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Bell Gothic Medium, 10 point, is also available  
in the following languages: FRENCH CANADIAN, GERMAN,  
SPANISH

# VariTyper **BELL BOLD**

● **VARITYPER COMPOSITION CUTS COSTS**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
 SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
 ONE  
 POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
 TWO  
 POINTS

For Bell Light Use Style No. FL950-10B

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£'?!.,:;-- 1234567890 ¢\$\*(/)%¼½¾  
 .....

Copy Fitting - Scale B  
 2.67 Characters Per Pica - English Coder

VariTyper Bell Bold, 10 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH

# VariTyper BELL LIGHT

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

**For Bell Bold Use Style No. FL980-10B**

ABCDEFGHIJKLMN OPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz

@#£¥?!.,:;- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

*Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder*

*VariTyper Bell Light, 10 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH*

# VariType COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
TWO  
POINTS

§ † ‡ ( ) [ ] ⊕ ⊙ ◆ ● ▲ ■ ★ ● ^ ˇ ˆ ° ′ ″ = + × ÷ ±  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
 @ # £ ' ' ? ! . , ; : -- 1234567890 ¢ \$ \* ( / ) %  $\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$

Copy Fitting - Scale A  
1.77 Characters Per Pica - English Coder

VariType Copperplate Gothic, No. 13, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariTyper COPPERPLATE GOTHIC

● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
TWO  
POINTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

FOR BOLD FACE USE STYLE NO. 810-12A

§ † ‡ ( ) [ ] ⊕ ⊞ ⊠ ⊡ ⊢ ⊣ ⊤ ⊥ ⊦ ⊧ ⊨ ⊩ ⊪ ⊫ ⊬ ⊭ ⊮ ⊯ ⊰ ⊱ ⊲ ⊳ ⊴ ⊵ ⊶ ⊷ ⊸ ⊹ ⊺ ⊻ ⊼ ⊽ ⊾ ⊿ ⊿  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
 @ # \$ % ' ? ! , . ; : - - 1234567890 ¢ \$ \* ( / ) % ¼ ½ ¾

Copy Fitting - Scale A  
1.77 Characters Per Pica - English Coder

VariTyper Copperplate Gothic, No. 12, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariType<sup>r</sup> COPPERPLATE GOTHIC

● VARIETYPER COMPOSITION CUTS COSTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
TWO  
POINTS



Copy Fitting - Scale A  
1.77 Characters Per Pica - English Coder

VariType<sup>r</sup> Copperplate Gothic, No. 11, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH



# VariType<sup>r</sup> COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

LEADED  
TWO  
POINTS



Copy Fitting - Scale B  
1.9 Characters Per Pica - English Coder

VariType<sup>r</sup> Copperplate Gothic, No. 9, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH



# VariTypeR COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

**FOR BOLD FACE USE STYLE NO. 810-8B**

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Copy Fitting - Scale B  
1.9 Characters Per Pica - English Coder

VariTypeR Copperplate Gothic, No. 8, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariTyper COPPERPLATE GOTHIC

● VARI TYPER COMPOSITION CUTS COSTS

YOUR VARI TYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARI TYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

SET  
SOLID

YOUR VARI TYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARI TYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
ONE  
POINT

YOUR VARI TYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARI TYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
TWO  
POINTS

§ † ‡ ◻ ◻ ◻ ⊕ ⊖ ⊙ ⊚ ⊛ ⊜ ⊝ ⊞ ⊟ ⊠ ⊡ ⊢ ⊣ ⊤ ⊥ ⊦ ⊧ ⊨ ⊩ ⊪ ⊫ ⊬ ⊭ ⊮ ⊯ ⊰ ⊱ ⊲ ⊳ ⊴ ⊵ ⊶ ⊷ ⊸ ⊹ ⊺ ⊻ ⊼ ⊽ ⊾ ⊿ ⊿ ⊿ ⊿ ⊿  
ABCDEF GHIJKLMNOPQRSTUVWXYZ &  
@# \$ % & ' ( ) \* + , - . : ; - - 1 2 3 4 5 6 7 8 9 0 ¢ \$ \* ( / ) %  $\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$

Copy Fitting - Scale C  
2.15 Characters Per Pica - English Coder

VariTyper Copperplate Gothic, No. 7, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH



# VariTypeR COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
TWO  
POINTS



Copy Fitting - Scale C  
2.15 Characters Per Pica - English Coder

VariTypeR Copperplate Gothic, No. 5, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariTypeR COPPERPLATE GOTHIC

● VARITypeR COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITypeR OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITypeR MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
ONE  
POINT

YOUR VARITypeR OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITypeR MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
TWO  
POINTS

YOUR VARITypeR OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITypeR MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.



Copy Fitting - Scale D  
2.51 Characters Per Pica - English Coder

VariTypeR Copperplate Gothic, No. 4, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH





# Varityper COPPERPLATE BOLD

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
TWO  
POINTS

FOR MED. FACE USE STYLE NO. 800-12A

§ † ‡ ( ) [ ] ⊕ ⊙ ⊠ ⊡ ⊢ ⊣ ⊤ ⊥ ⊦ ⊧ ⊨ ⊩ ⊪ ⊫ ⊬ ⊭ ⊮ ⊯ ⊰ ⊱ ⊲ ⊳ ⊴ ⊵ ⊶ ⊷ ⊸ ⊹ ⊺ ⊻ ⊼ ⊽ ⊾ ⊿ ⊿  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 @#£''?!.,:;-- 1234567890 €\$\*(/)% $\frac{1}{4}$  $\frac{1}{2}$  $\frac{3}{4}$

Copy Fitting - Scale A  
1.77 Characters Per Pica - English Coder

Varityper Copperplate Gothic Bold, No. 12, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH



# VariType **COPPERPLATE BOLD**

● **VARITYPER COMPOSITION CUTS COSTS**

*SET  
SOLID*

**YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE**

*LEADED  
ONE  
POINT*

**YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE**

*LEADED  
TWO  
POINTS*

**YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE**

FOR MEDIUM FACE USE STYLE NO. 800-8B

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*Copy Fitting - Scale B  
1.9 Characters Per Pica - English Coder*

*VariType Copperplate Gothic Bold, No. 8, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH*

# VariTyper COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
TWO  
POINTS

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: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Copy Fitting - Scale A  
1.77, 2.17 Characters Per Pica - Cap & Small Cap Coder

VariTyper Copperplate Gothic Cap & Small Cap, No. 13,  
is available in ENGLISH only.

# VariTypeR COPPERPLATE GOTHIC

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
TWO  
POINTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

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ABCDEFGHIJKLMN OPQRSTUVWXYZ

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Copy Fitting - Scale A

1.77, 2.17 Characters Per Pica - Cap & Small Cap Coder

VariTypeR Copperplate Gothic Cap & Small Cap, No. 12,  
is available in ENGLISH only.

# VariTyper COPPERPLATE GOTHIC

● VARTYPER COMPOSITION CUTS COSTS

YOUR VARTYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

SET  
SOLID

YOUR VARTYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
ONE  
POINT

YOUR VARTYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED

LEADED  
TWO  
POINTS

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ABCDEFGHIJKLMN OPQRSTUVWXYZ

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Copy Fitting - Scale A

1.77, 2.17 Characters Per Pica - Cap & Small Cap Coder

VariTyper Copperplate Gothic Cap & Small Cap, No. 11,  
is available in ENGLISH only.

# Varityper COPPERPLATE GOTHIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

ABCDEFGHIJKLMN OPQRSTUVWXYZ

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Copy Fitting - Scale B

1.9, 2.36 Characters Per Pica - Cap & Small Cap Coder

Varityper Copperplate Gothic Cap & Small Cap, No. 10,  
is available in ENGLISH only.

# Varityper COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
TWO  
POINTS

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Copy Fitting - Scale B

1.9, 2.36 Characters Per Pica - Cap & Small Cap Coder

# Varityper COPPERPLATE GOTHIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ...OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.)

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ABCDEFGHIJKLMN OPQRSTUVWXYZ

@#£''?!.,:;-- 1234567890 ¢\$\*(/)% $\frac{1}{4}$  $\frac{1}{2}$  $\frac{3}{4}$

Copy Fitting - Scale B

1.9, 2.36 Characters Per Pica - Cap & Small Cap Coder

Varityper Copperplate Gothic Cap & Small Cap, No. 8,  
is available in ENGLISH only.

# Varityper COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

ABCDEFGHIJKLMN OPQRSTUVWXYZ

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Copy Fitting - Scale C

2.15, 2.68 Characters Per Pica - Cap & Small Cap Coder



# Varityper COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

LEADED  
TWO  
POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND ALL THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

ABCDEFGHIJKLMN OPQRSTUVWXYZ

@#£''?!.,;:-- 1234567890 ¢\$\*(/)% $\frac{1}{4}$  $\frac{1}{2}$  $\frac{3}{4}$

Copy Fitting - Scale C

2.15, 2.68 Characters Per Pica - Cap & Small Cap Coder

Varityper Copperplate Gothic Cap & Small Cap, No. 6,  
is available in ENGLISH only.



# Varityper COPPERPLATE GOTHIC

## VARITYPER COMPOSITION CUTS COSTS

### SET SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD FACES AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT. THE FINISHED COPY CAN

### LEADED ONE POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD FACES AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT. THE FINISHED COPY CAN

### LEADED TWO POINTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD FACES AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT. THE FINISHED COPY CAN

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

ABCDEFGHIJKLMN OPQRSTUVWXYZ

@#&'?!.,:;-- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

*Copy Fitting - Scale D*

*2.51, 2.94 Characters Per Pica - Cap & Small Cap Coder*

*Varityper Copperplate Gothic Cap & Small Cap, No. 4,  
is available in ENGLISH only.*





# VariType<sup>r</sup> COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH THE MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MAT-

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*Copy Fitting - Scale A*  
*1.77 Characters Per Pica - Int. Copperplate Coder*

VariType<sup>r</sup> International Copperplate Gothic No. 12, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariType<sup>r</sup> COPPERPLATE GOTHIC

## ● VARITYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

*LEADED  
ONE  
POINT*

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

*LEADED  
TWO  
POINTS*

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED... OR... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARITYPER MACHINE

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@#''!.,,:;-ÆÄÅ 1234567890 øÖÜ-ç\$£(/)%

*Copy Fitting - Scale B  
1.9 Characters Per Pica - Int. Copperplate Coder*

*VariType<sup>r</sup> International Copperplate Gothic No. 9, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH*

# VariTypeR COPPERPLATE GOTHIC

● VARITYPER COMPOSITION CUTS COSTS

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

SET  
SOLID

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
ONE  
POINT

YOUR VARITYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (VARITYPER MACHINES RULE FORMS BY PUSH-BUTTON.) THE TYPE WILL

LEADED  
TWO  
POINTS

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Copy Fitting - Scale C  
2.15 Characters Per Pica - Int. Copperplate Coder

VariTypeR International Copperplate Gothic No. 6, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH



# VariTyper COPPERPLATE GOTHIC

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
TWO  
POINTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

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Copy Fitting - Scale D  
2.51 Characters Per Pica - Int. Copperplate Coder

VariTyper International Copperplate Gothic No. 4, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper COPPERPLATE GOTHIC

● VARIETYPER COMPOSITION CUTS COSTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED ... OR ... SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. (THE VARIETYPER MACHINE RULES FORMS BY PUSH-BUTTON.) THE TYPE WILL BE IN LIGHT OR BOLD AND MATCHING ITALICS, JUST AS YOU INDICATED ON YOUR LAYOUT.

LEADED  
TWO  
POINTS

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Copy Fitting - Scale D  
 2.51 Characters Per Pica - Int. Copperplate Coder

VariTyper International Copperplate Gothic No. 2, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper ETON SANS

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

## For Eton Sans Bold Use Style No. 1040-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz

@#£''?!.,,:;-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTyper Eton Sans, 12 point, is also available  
in the following language: GERMAN

# VariType<sup>r</sup> ETON SANS

● VARITYPER COMPOSITION CUTS COSTS

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules forms by push-button.) The type

SET  
SOLID

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Italic  
1035-10B

For Eton Sans Bold Use Style No. 1040-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType<sup>r</sup> Eton Sans, 10 point, is also available in the following languages: GERMAN, SWEDISH-FINNISH

# VariTyper ETON SANS

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Italic  
1035-8C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

**For Eton Sans Bold Use Style No. 1040-8C**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariTyper Eton Sans, 8 point, is also available  
in the following language: GERMAN*

# VariType ETON SANS

## VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£'?!.,:;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariType Eton Sans, 7 point, is also available in the following language: GERMAN

# VariTyper ETON SANS ITALIC

## ● VARI TYPER COMPOSITION CUTS COSTS

*SET  
SOLID* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*Matching  
Roman  
1030-10B* Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,,:;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Eton Sans Italic, 10 point, is also available in the following languages: GERMAN, SWEDISH-FINNISH

# VariTyper ETON SANS ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Roman  
1030-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#&\*?!.,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariTyper Eton Sans Italic, 8 point, is also available  
in the following language: GERMAN



# VariType ETON SANS BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

For Eton Sans Use Style No. 1030-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#£'?!.,:;-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariType Eton Sans Bold, 12 point, is also available  
in the following language: GERMAN

# VariType ETON SANS BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

For Eton Sans Use Style No. 1030-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

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@#£''?!.,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType Eton Sans Bold, 10 point, is also available in the following languages: GERMAN, SWEDISH-FINNISH

# VariType ETON SANS BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

For Eton Sans Use Style No. 1030-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariType Eton Sans Bold, 8 point, is also available  
in the following language: GERMAN

# VariTyper **GOTHIC COND. EXTRA BOLD**

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&

abcdefghijklm**nop**qrstuvwxyz

@#£"?!.,;:-- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>2</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

# VariTypeR GOTHIC COND. EXTRA BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTypeR Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTypeR Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTypeR Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules forms by push-button.) The type

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£"?!.,;:— 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting — Scale B  
2.67 Characters Per Pica — English Coder

VariTypeR Gothic Condensed Extra Bold, 10 point, is also available in the following language: GERMAN

# VariTyper MEGARON

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line. (The VariTyper Machine rules forms by push-

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

VariTyper Megaron, 10 point, is also available in the following language: GERMAN

# VariTyper MEGARON

+ cursor

+ 7D

+ set  
9B

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

+ 7D cursor

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
@#£''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Megaron, 9 point, is also available in the following language: GERMAN

# VariTyper MUNDUS

● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Mundus Bold Use Style No. 1100-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English No. 2 Coder

VariTyper Mundus, 12 point, is also available in the following language: GERMAN



# VariTyper MUNDUS

## ● VARI TYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Italic  
1095-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

**For Mundus Bold Use Style No. 1100-10B**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English No. 2 Coder

VariTyper Mundus, 10 point, is also available in  
the following language: GERMAN

# VariTyper MUNDUS

● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Italic  
1095-8C

**For Mundus Bold Use Style No. 1100-8C**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English No. 2 Coder

VariTyper Mundus, 8 point, is also available in the following language: GERMAN



# VariTyper MUNDUS ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

Matching  
Roman  
1090-10B

**For Mundus Bold Italic Use Style No. 1105-10B**

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾  
 .....

Copy Fitting - Scale B  
 2.67 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Italic, 10 point, is also available  
 in the following language: GERMAN



# VariTyper MUNDUS ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Roman  
1090-7D

**For Mundus Bold Italic Use Style No. 1105-7D**

ABCDEFGHIJKLMN OPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!,.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Italic, 7 point, is also available  
 in the following language: GERMAN

# VariTyper MUNDUS BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

For Mundus Use Style No. 1090-12A

ABCDEFGHIJKLMN OPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxy  
@#£''?!.,:;- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Bold, 12 point, is also available in the following language: GERMAN

# VariTyper MUNDUS BOLD

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

Matching  
Italic  
1105-10B

For Mundus Use Style No. 1090-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

@#£''?!.,;:— 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting — Scale B

2.67 Characters Per Pica — English No. 2 Coder

VariTyper Mundus Bold, 10 point, is also available in the following language: GERMAN





# VariTyper MUNDUS BOLD

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

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LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Italic  
1105-7D

For Mundus Use Style No. 1090-7D

ABCDEFGHIJKLMN OPQRSTU VWXYZ&  
 abcdefghijklmnopqrstuvwxy  
 z @ # \$ % ' ? ! , . ; : - ~ 1 2 3 4 5 6 7 8 9 0 € \$ \* ( / ) % ^ & %

Copy Fitting - Scale D

3.27 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Bold, 7 point, is also available in the following language: GERMAN

# VariTyper MUNDUS BOLD ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

Matching  
Roman  
1100-10B

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

For Mundus Italic Use Style No. 1095-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,- 1234567890 \$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Bold Italic, 10 point, is also available in the following language: GERMAN

# VariTyper MUNDUS BOLD ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Roman  
1100-8C

For Mundus Italic Use Style No. 1095-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,.,;:- 1234567890 \$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Bold Italic, 8 point, is also available in the following language: GERMAN

# VariTyper MUNDUS BOLD ITALIC

## VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
ONE  
POINT

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LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

Matching  
Roman  
1100-7D

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

For Mundus Italic Use Style No. 1095-7D

ABCDEFGHIJKLMN OPQRSTU VWXYZ&

abcdefghijklm nopqrstuvwxyz

@#£"?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English No. 2 Coder

VariTyper Mundus Bold Italic, 7 point, is also available in the following language: GERMAN

# VariTyper NEWS GOTHIC CONDENSED

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the

LEADED  
TWO  
POINTS

## For Bold Condensed Use Style No. 692-13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

†♦♦"?!.,;:- 1234567890 ♦\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

# VariTyper NEWS GOTHIC CONDENSED

## ● VARI TYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
†♦“?!,,:;-- 1234567890 ♦\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper News Gothic Condensed, 12 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH

# VariTyper NEWS GOTHIC CONDENSED

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-

LEADED  
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POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-

LEADED  
TWO  
POINTS

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abcdefghijklmnopqrstuvwxyz

†‡•♦'?!.,;:- 1234567890 ♦\$\*(/)%1/41/23/4

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder



# VariTyper NEWS GOTHIC CONDENSED

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

**For News Gothic Bold Condensed Use Style No. 692-10D**

For News Gothic Light Condensed Use Style No. 930-10D

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

†◆"?!.,;:- 1234567890 ♦\$\*(/)%¼½¾

*Copy Fitting - Scale D*

*3.27 Characters Per Pica - English Coder*

*VariTyper News Gothic Cond., 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH*

# VariTyper NEWS GOTHIC CONDENSED

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
TWO  
POINTS

### For News Gothic Bold Condensed Use Style No. 692-8D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

†◆♦'?!.,;:-- 1234567890 ◆\$\*(/)%&¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper News Gothic Condensed, 8 point, is also available  
in the following languages: FRENCH CANADIAN, GERMAN

# VariTyper NEWS GOTHIC BOLD COND.

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the

For News Goth. Cond. Use Style No. 690-13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz

† † † " ? ! . , ; ; - 1234567890 ♦ \$ \* ( / ) % 1/4 1/2 3/4

Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder

# VariTyper NEWS GOTHIC BOLD COND.

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

LEADED  
TWO  
POINTS

For News Gothic Condensed Use Style No. 690-10D

For News Gothic Light Condensed Use Style No. 930-10D

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

†⊕⊕'?!.,;:- 1234567890 ♦\$\*(/)%<sup>1/1</sup>/<sub>2</sub><sup>3/4</sup>

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper News Gothic Bold Condensed, 10 point, is also available in the following language: GERMAN

# VariTyper NEWS GOTHIC BOLD COND.

## ● VARI TYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

For News Gothic Condensed Use Style No. 690-8D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

†♦♦'?!.,;:- 1234567890 ♦\$\*(/)%1/41/23/4

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper News Gothic Bold Condensed, 8 point, is also available in the following language: GERMAN

# VariTyper NEWS GOTHIC LIGHT COND.

● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The

LEADED  
TWO  
POINTS

For News Gothic Condensed Use Style No. 690-10D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

† ‡ “ ” ? ! , ; : - - 1234567890 ♦ \$ \* ( / ) % 1/4 1/2 3/4

Copy Fitting – Scale D

3.27 Characters Per Pica – English Coder

# *VariType* SANS SERIF LIGHT

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
ONE  
POINT*

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

*LEADED  
TWO  
POINTS*

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

**For Sans Serif Bold Use Style No. 670-12A**

**For Sans Serif Medium Use Style No. 660-12A**

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
fi fl £ " ? ! , . ; : - - 1234567890 ¢ \$ \* ( / ) % ¼ ½ ¾

*Copy Fitting - Scale A  
2.42 Characters Per Pica - English Coder*

# VariTyper SANS SERIF LIGHT

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Italic  
875-10B

**For Sans Serif Bold Use Style No. 670-10B**

**For Sans Serif Medium Use Style No. 660-10B**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fiÆ''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariTyper Sans Serif Light, 10 point, is also available  
in the following languages: FRENCH-ITALIAN, GERMAN,  
SPANISH



# *VariTyper* SANS SERIF LIGHT

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Italic  
875-8C*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

**For Sans Serif Bold Use Style No. 670-8C**

**For Sans Serif Medium Use No. 660-8C**

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ& :  
:

: abcdefghijklmnopqrstuvwxyz :  
:

: fi£''?!,,:;- 1234567890 ¢\$\*(/)%1/23/4 :  
.....

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariTyper Sans Serif Light, 8 point, is also available in the following  
languages: FRENCH-ITALIAN, GERMAN, SPANISH*

# VariType<sup>r</sup> SANS SERIF LIGHT

## VARITYPER COMPOSITION CUTS COSTS

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galley on paper for camera paste-ups or composed directly on reproduction masters for

**SET  
SOLID**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galley on paper for camera paste-ups or composed directly on reproduction masters for

**LEADED  
ONE  
POINT**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galley on paper for camera paste-ups or composed directly on reproduction masters for

**LEADED  
TWO  
POINTS**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

**Matching  
Italic  
875-7D**

**For Sans Serif Bold Use Style No. 670-7D**

**For Sans Serif Medium Use Style No. 660-7D**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

finE"?!.,;:-- 1234567890 \$\*(/)%1/23/4

*Copy Fitting - Scale D*

*3.27 Characters Per Pica - English Coder*

*VariType<sup>r</sup> Sans Serif Light, 7 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN, SPANISH*

# Varityper SANS SERIF LT. ITALIC

## ● VARTYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your Varityper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your Varityper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your Varityper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules forms by push-button.) The type

Matching  
Roman  
870-10B

Your Varityper Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

**For Sans Serif Bold Italic Use Style No. 675-10B**

**For Sans Serif Med. Italic Use Style No. 665-10B**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£'?!.,;:-- 1234567890 ¢\$\*(/)%1/2¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

Varityper Sans Serif Light Italic, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

# VariType SANS SERIF LT. ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Roman  
870-8C

**For Sans Serif Bold Italic Use Style No. 675-8C**

**For Sans Serif Medium Italic Use Style No. 665-8C**

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#£''?!,.,;-- 1234567890 †\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariType Sans Serif Light Italic, 8 point, is also available in the following language: GERMAN

# VariType<sup>r</sup> SANS SERIF LT. ITALIC

● VARIETYPER COMPOSITION CUTS COSTS

**SET  
SOLID**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

**LEADED  
ONE  
POINT**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

**LEADED  
TWO  
POINTS**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType<sup>r</sup> Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

**Matching  
Roman  
870-7D**

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

**For Sans Serif Bold Italic Use Style No. 675-7D**

**For Sans Serif Medium Italic Use Style No. 665-7D**

.....  
: ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
: abcdefghijklmnopqrstuvwxyz  
: @#£"?!.,;:-- 1234567890 ¢\$\*(/)%¼¾  
: .....

*Copy Fitting - Scale D*  
*3.27 Characters Per Pica - English Coder*

*VariType<sup>r</sup> Sans Serif Light Italic, 7 point, is also available  
in the following language: GERMAN*

# VariTyper SANS SERIF MEDIUM

## ● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

**For Sans Serif Bold Use Style No. 670-12A**

For Sans Serif Light Use Style No. 870-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

fiR£"?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariTyper Sans Serif Medium, 12 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariType**r** SANS SERIF MEDIUM

## ● VARITYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT*

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS*

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

*Matching  
Italic  
665-10B*

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened...or...

**For Sans Serif Bold Use Style No. 670-10B**

For Sans Serif Light Use Style No. 870-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
fiR£''?!.,;:- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale B*

*2.67 Characters Per Pica - English Coder*

*VariType**r** Sans Serif Medium, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH*

# VariType SANS SERIF MEDIUM

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give

Matching  
Italic  
665-8C

For Sans Serif Bold Use Style No. 670-8C

For Sans Serif Light Use Style No. 870-8C

ABCDEFGHIJKLMN OPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 fiR£\*\*?!.,;-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C  
 2.95 Characters Per Pica - English Coder

VariType Sans Serif Medium, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH





# VariType SANS SERIF MED. ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Roman  
660-10B

**For Sans Serif Bold Italic Use Style No. 675-10B**

*For Sans Serif Lt. Italic Use Style No. 875-10B*

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmno pqrstuvwxyz

fi&E"?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariType Sans Serif Medium Italic, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariType SANS SERIF MED. ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
ONE  
POINT*

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*LEADED  
TWO  
POINTS*

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

*Matching  
Roman  
660-8C*

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

**For Sans Serif Bold Italic Use Style No. 675-8C**

For Sans Serif Light Italic Use Style No. 875-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxyz

fi&!\*?!,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariType Sans Serif Medium Italic, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper SANS SERIF MED. ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Roman  
660-7D

For Sans Serif Bold Italic Use Style No. 675-7D

For Sans Serif Light Italic Use Style No. 875-7D

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

abcdefghijklmnopqrstuvwxyz

@#£"?!.,;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTyper Sans Serif Med. Italic, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariType<sup>r</sup> SANS SERIF BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened ... or ... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

For Sans Serif Medium Use Style No. 660-12A

For Sans Serif Light Use Style No. 870-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 ¢\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale A

2.42 Characters Per Pica - English Coder

VariType<sup>r</sup> Sans Serif Bold, 12 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariType SANS SERIF BOLD

## ● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

Matching  
Italic  
675-10B

For Sans Serif Medium Use Style No. 660-10B

For Sans Serif Light Use Style No. 870-10B

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

@#£''?!,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariType Sans Serif Bold, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH



# VariType SANS SERIF BOLD

## VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Italic  
675-7D

For Sans Serif Medium Use Style No. 660-7D

For Sans Serif Light Use Style No. 870-7D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmno pqrstuvwxyz

@#%''?!,,:;- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariType Sans Serif Bold, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH



# VariType**r** SANS SERIF BOLD ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type

Matching  
Roman  
670-10B

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

For Sans Serif Med. Italic Use Style No. 665-10B

For Sans Serif Lt. Italic Use Style No. 875-10B

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&

abcdefghijklm**nop**qrstuvwxyz

@#£"?!.,;:- 1234567890 €\$\*(/)%<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

VariType**r** Sans Serif Bold Italic, 10 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH, SWEDISH-FINNISH

# VariType SANS SERIF BOLD ITALIC

● VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

Matching  
Roman  
670-8C

For Sans Serif Medium Italic Use Style No. 665-8C

For Sans Serif Light Italic Use Style No. 875-8C

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!,,:;- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English Coder

VariType Sans Serif Bold Italic, 8 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, SPANISH

# VariType SANS SERIF BOLD ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

### SET SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

### LEADED ONE POINT

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

### LEADED TWO POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for

### Matching Roman 670-7D

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

For Sans Serif Medium Italic Use Style No. 665-7D

For Sans Serif Light Italic Use Style No. 875-7D

ABCDEFGHIJKLMNPOQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxyz

fiFF''?!,,:;- 1234567890 \$\*(/)%1/21/4

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariType Sans Serif Bold Italic, 7 point, is also available in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, SPANISH

# VariType**r** SANS SERIF BOLD CONDENSED

## ● VARIETYPER COMPOSITION CUTS COSTS

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and

SET  
SOLID

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
ONE  
POINT

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
TWO  
POINTS

For Sans Serif Medium Cond. Use Style No. 740-10C

ABCDEFGHIJKLMN**O**PQRSTU**V**WXY**Z**&

abcdefghijklmnopqr**st**uvwxy**z**

@#£''?!.,;:-- 1234567890 €\$\*(/)%¼½¾

*Copy Fitting - Scale C*  
*2.95 Characters Per Pica - English Coder*

VariType**r** Sans Serif Bold Condensed, 10 point, is also available in the following language: GERMAN

# VariType SANS SERIF MED. CONDENSED

## ● VARIETYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules forms by push-button.) The type will be in light or bold faces and

**For Sans Serif Bold Cond. Use Style No. 900-10C**

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklm nopqrstuvwxyz

@#£"?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

*Copy Fitting - Scale C*

*2.95 Characters Per Pica - English Coder*

*VariType Sans Serif Medium Condensed, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN*

# VariTypeR SANS SERIF MED. CONDENSED

● VARITYPER COMPOSITION CUTS COSTS

Your VariTypeR Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

SET  
SOLID

Your VariTypeR Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
ONE  
POINT

Your VariTypeR Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTypeR Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£"?!.,;:- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English Coder

VariTypeR Sans Serif Medium Cond., 8 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

# VariType<sup>r</sup> UNIVERS MEDIUM

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

Your VariType<sup>r</sup> Operator will quickly transform your rough draft into columns of type with both margins automatically evened . . . or . . . she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

## For Univers Bold Use Style No. 1120-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#&'?!.,;:-- 1234567890 €\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English No. 2 Coder

VariType<sup>r</sup> Univers Medium, 12 point, is also available in  
the following language: GERMAN

Univers—created by Deberny & Peignot

# VariTyper UNIVERS MEDIUM

● VARIETYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

LEADED  
TWO  
POINTS

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Italic  
1115-10B

**For Univers Bold Use Style No. 1120-10B**

ABCDEFGHIJKLMNPOQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxyz

@#£''?!.,;:— 1234567890 ç\$\*(/)%¼½¾

Copy Fitting — Scale B  
2.67 Characters Per Pica — English No. 2 Coder

VariTyper Univers Medium, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

Univers—created by Deberny & Peignot





# Varityper UNIVERS MEDIUM

## VARITYPER COMPOSITION CUTS COSTS

Your Varityper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

SET  
SOLID

Your Varityper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
ONE  
POINT

Your Varityper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The Varityper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
TWO  
POINTS

Your Varityper Operator will quickly transform your rough draft into columns of type with margins automatically evened...or...she will give you a form, complete with

Matching  
Italic  
1115-6D

For Univers Bold Use Style No. 1120-6D

ABCDEFGHIJKLMN OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#E'?'!.,:;- 1234567890 C\$\*(/)%¼¾

Copy Fitting - Scale D

3.27 Characters Per Pica - English No. 2 Coder

Varityper Univers Medium, 6 point, is also available in the following language: GERMAN

Univers—created by Deberny & Peignot

# VariType*r* UNIVERS MED. ITALIC

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET SOLID*  
Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

*LEADED ONE POINT*  
Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

*LEADED TWO POINTS*  
Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type

*Matching Roman 1110-10B*  
Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...

**For Univers Bold Italic Use Style No. 1125-10B**

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz  
@#£''?!.,;:-- 1234567890 €\$\*(/)%¼¾

Copy Fitting - Scale B  
2.67 Characters Per Pica - English No. 2 Coder

VariType*r* Univers Medium Italic, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

Univers—created by Deberny & Peignot



# VariTyper UNIVERS MED. ITALIC

## VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

Matching  
Roman  
1110-6D

Your VariTyper Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with

For Univers Bold Italic Use Style No. 1125-6D

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#&'?!.,:;— 1234567890 c\$\*(/)%1/2 3/4

Copy Fitting — Scale D

3.27 Characters Per Pica — English No. 2 Coder

VariTyper Univers Medium Italic, 6 point, is also available  
in the following language: GERMAN

Univers—created by Deberny & Peignot

# VariTyper UNIVERS BOLD

● **VARITYPER COMPOSITION CUTS COSTS**

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened ...or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled line

LEADED  
TWO  
POINTS

For Univers Medium Use Style No. 1110-12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£''?!.,;:-- 1234567890 ¢\$\*(/)%¼½¾

Copy Fitting - Scale A  
2.42 Characters Per Pica - English No. 2 Coder

VariTyper Univers Bold, 12 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN

Univers—created by Deberny & Peignot

# *VariTyper* UNIVERS BOLD

## ● VARIETYPER COMPOSITION CUTS COSTS

*SET  
SOLID*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
ONE  
POINT*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*LEADED  
TWO  
POINTS*

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type

*Matching  
Italic  
1125-10B*

*Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

For Univers Medium Use Style No. 1110-10B

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#£''?!.,;:- 1234567890 ¢\$\*(/)%¼½¾

*Copy Fitting - Scale B*

*2.67 Characters Per Pica - English No. 2 Coder*

*VariTyper Univers Bold, 10 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN*

*Univers—created by Deberny & Peignot*

# VariType**r** UNIVERS BOLD

● VARITYPER COMPOSITION CUTS COSTS

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

SET  
SOLID

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType**r** Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

*Your VariType**r** Operator will quickly transform your rough draft into columns of type with both the margins automatically evened...or...she will give*

Matching  
Italic  
1125-8C

For Univers Medium Use Style No. 1110-8C

.....  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
 abcdefghijklmnopqrstuvwxyz  
 @#£"?!.,:;- 1234567890 €\$\*(/)%¼½¾  
 .....

Copy Fitting - Scale C  
 2.95 Characters Per Pica - English No. 2 Coder

*VariType**r** Univers Bold, 8 point, is also available in the following languages: FRENCH-ITALIAN, GERMAN*  
*Univers—created by Deberny & Peignot*





# VariType*r* UNIVERS *BD. ITALIC*

● **VARITYPER COMPOSITION CUTS COSTS**

*Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type*

SET  
SOLID

*Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type*

LEADED  
ONE  
POINT

*Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType*r* Machine rules forms by push-button.) The type*

LEADED  
TWO  
POINTS

*Your VariType*r* Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or...*

Matching  
Roman  
1120-10B

*For Univers Med. Italic Use Style No. 1115-10B*

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ&

abcdefghijklm**nop**qrstuvwxy

@#£''?!.,:;- 1234567890 ¢\$\*(//)%¼½¾

Copy Fitting - Scale B

2.67 Characters Per Pica - English No. 2 Coder

*VariType*r* Univers Bold Italic, 10 point, is also available in the following language: GERMAN*

*Univers—created by Deberny & Peignot*

# VariTyper UNIVERS BD. ITALIC

## ● VARITYPER COMPOSITION CUTS COSTS

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper Machine rules forms by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout.

Matching  
Roman  
1120-8C

Your VariTyper Operator will quickly transform your rough draft into columns of type with both the margins automatically evened... or... she will give

For Univers Medium Italic Use Style No. 1115-8C

ABCDEFGHIJKLMNPOQRSTUVWXYZ&

abcdefghijklmnpqrstuvwxy

@#£''?!.,;:-- 1234567890 cS\*(/)%¼½¾

Copy Fitting - Scale C

2.95 Characters Per Pica - English No. 2 Coder

VariTyper Univers Bold Italic, 8 point, is also available in the following language: GERMAN

Univers—created by Deberny & Peignot

# VariType UNIVERS BD. ITALIC

## VARITYPER COMPOSITION CUTS COSTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

SET  
SOLID

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
ONE  
POINT

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariType Machine rules by push-button.) The type will be in light or bold faces and matching italics, just as you indicated on your layout. The finished copy can be prepared as galleys on paper for camera paste-ups or composed directly on reproduction masters for offset, mimeo or spirit duplicating. Your finished reproduction will have all the appeal of high quality, costly printing

LEADED  
TWO  
POINTS

Your VariType Operator will quickly transform your rough draft into columns of type with margins automatically evened... or... she will give you a form, complete with

Matching  
Roman  
1120-6D

For Univers Medium Italic Use Style No. 1115-6D

ABCDEFGHIJKLMN OPQRSTU VWXYZ&

abcdefghijklm nopqrstuvwxy z

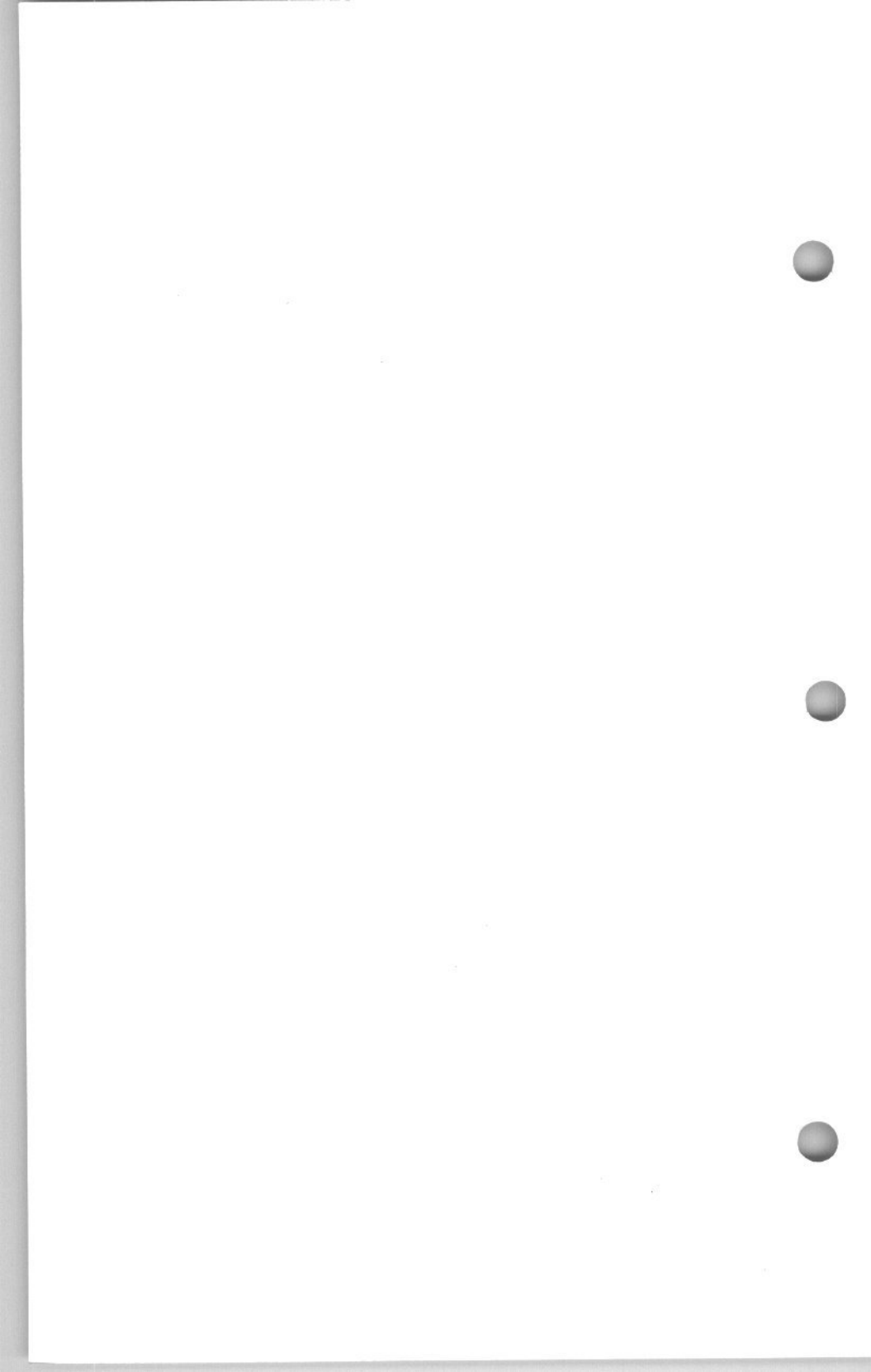
@#E"?!.,:;- 1234567890 c\$\*( / )%1/2 3/4

Copy Fitting - Scale D

3.27 Characters Per Pica - English No. 2 Coder

VariType Univers Bold Italic, 6 point, is also available in the following language: GERMAN

Univers—created by Deberny & Peignot



*Special Types*  
*and*

RELATED DATA

CARTOON

FRACTIONS

GREEK

MATH

SCRIPT

KEYBOARD CHARTS

FORMS SEGMENTS

COPY FITTING SCALES

CAP HEIGHT CHARTS

CHARACTER CHANGES



# VariTyper CARTOON

## ● VARIETYPER COMPOSITION CUTS COSTS

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. VARIETYPER MACHINES

SET  
SOLID

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. VARIETYPER MACHINES

LEADED  
ONE  
POINT

YOUR VARIETYPER OPERATOR WILL QUICKLY TRANSFORM YOUR ROUGH DRAFT INTO COLUMNS OF TYPE WITH BOTH MARGINS AUTOMATICALLY EVENED...OR...SHE WILL GIVE YOU A FORM, COMPLETE WITH VARIOUS STYLES OF RULED LINES AND THE READING MATTER JUXTAPOSED WITH THE RULED LINES. VARIETYPER MACHINES

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ÅÄËÈÌÒ—“”¿^!'.1234567890,~---/ÖÜÇÇÉE

Copy Fitting — Scale A  
2.42 Characters Per Pica — Cartoon Coder

VariTyper Cartoon Type, 10 point, is also available in the following languages: FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH





# Varityper GREEK

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είναι εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οικονομείτε κάθε εβδομάδα; Πόσον καιρόν είναι άεργος ό πατέρος σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδώ τραγουδώντας; Τίνος δώρον είναι τó δακτυλίδι ποϋ φορεϊ ή αδελφή σου; Ποίος έδесе αυτό τó δέμα; Έκτύπησες τó

SET  
SOLID

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είναι εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οικονομείτε κάθε εβδομάδα; Πόσον καιρόν είναι άεργος ό πατέρος σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδώ τραγουδώντας; Τίνος δώρον είναι τó δακτυλίδι ποϋ φορεϊ ή αδελφή σου; Ποίος έδесе αυτό τó δέμα; Έκτύπησες τó

LEADED  
ONE  
POINT

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είναι εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οικονομείτε κάθε εβδομάδα; Πόσον καιρόν είναι άεργος ό πατέρος σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδώ τραγουδώντας; Τίνος δώρον είναι τó δακτυλίδι ποϋ φορεϊ ή αδελφή σου; Ποίος έδесе αυτό τó δέμα; Έκτύπησες τó

LEADED  
TWO  
POINTS

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ&

αβγδεζηθικλμνξοπρστυφχψω

§\$!""\*""'""~?? 1234567890 .,:;— =+x(/)%

Copy Fitting — Scale C  
2.95 Characters Per Pica — Greek Coder

# Varityper GREEK BOLD

SET  
SOLID

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είνε εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οίκονομείτε κάθε έβδομάδα; Πόσον καιρόν είνε άεργος ο πατέρας σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδω τραγουδώντας; Τίνος δώρον είνε

LEADED  
ONE  
POINT

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είνε εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οίκονομείτε κάθε έβδομάδα; Πόσον καιρόν είνε άεργος ο πατέρας σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδω τραγουδώντας; Τίνος δώρον είνε

LEADED  
TWO  
POINTS

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι είνε εύθηνά; Νομίζετε ότι έξώδευσα πολλά; Πόσα χρήματα οίκονομείτε κάθε έβδομάδα; Πόσον καιρόν είνε άεργος ο πατέρας σου; Ποϋ έπήγες τρέχοντας; Ποίος ήλθε έδω τραγουδώντας; Τίνος δώρον είνε

Matching  
Light Face  
920-10B

Πόσα χρήματα έχετε μαζί σας; Μπορείτε να αλλάξετε εν δολλάριον; Ήγοράσατε νέον έπανωφόρι. Τί έπληρώσατε δι' αυτό; Δέν νομίζετε ότι

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ&

αβγδεζηθικλμνξοπρστυφχψω

§\$£!"\*~"~"~"~"~"~" 1234567890 . , ; : — = + x ( / ) %

Copy Fitting — Scale B  
2.67 Characters Per Pica — Greek Coder

# Varityper FRACTION TYPE

## ● VARITYPER COMPOSITION CUTS COSTS

Any fraction may be set, using the superior figures<sup>1</sup> for the numerator. The diagonal line and part of the denominator  $\frac{1}{4}$  are combined. They are located on the usual figure positions—for instance the  $\frac{1}{4}$  is on the Q-key. The inferior figures  $\frac{6}{6}$  are used to complete the denominator. To make  $\frac{1}{16}$  type the superior <sup>1</sup>, then back-space 1-increment to place the diagonal line under the numerator; then type the diagonal-line-denominator  $\frac{1}{4}$ ; complete the fraction by typing the inferior figure <sub>6</sub> — the result:  $\frac{1}{16}$ .

SETTING  
FRACTIONS

Chemical compounds included in the text matter may be composed very easily, water—H<sub>2</sub>O or sulfuric acid—H<sub>2</sub>SO<sub>4</sub>.

CHEMICAL  
USES

Footnote references can be set using the superior figures<sup>1</sup> which are all placed on the lower case row—requiring no shift<sup>2</sup> as well as no feed-roll motion.

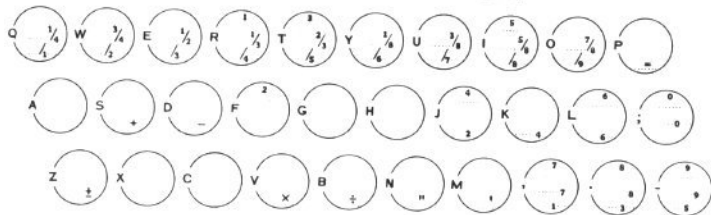
FOOT  
NOTES

<sup>1</sup> Superior figures 1234567890.

<sup>2</sup> Figures properly located.

Sup. & Inf. Figs. . . . .	1234567890
Complete Fractions. . . .	$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$
Solidus & Denominators .	$\frac{1}{1}$ $\frac{2}{2}$ $\frac{3}{4}$ $\frac{4}{5}$ $\frac{6}{6}$ $\frac{7}{8}$ $\frac{8}{9}$
Mathematical Signs . . . .	+ - × ÷ = ' "

## KEYBOARD ARRANGEMENT



# Varityper FRACTION TYPE

## ● VARITYPER COMPOSITION CUTS COSTS

### SETTING FRACTIONS

Any fraction may be set, using the superior figures<sup>1</sup> for the numerator. The diagonal line and part of the denominator  $\frac{1}{4}$  are combined. They are located on the usual figure positions—for instance the  $\frac{1}{4}$  is on the Q-key. The inferior figures  $\frac{6}{1}$  are used to complete the denominator. To make  $\frac{1}{16}$  type the superior <sup>1</sup>, then back-space 1-increment to place the diagonal line under the numerator; then type the diagonal-line-denominator  $\frac{1}{1}$ ; then complete the fraction by typing the inferior figure <sub>6</sub>—the result:  $\frac{1}{16}$ .

### CHEMICAL USES

Chemical compounds included in the text matter may be composed very easily, water—H<sub>2</sub>O or sulfuric acid—H<sub>2</sub>SO<sub>4</sub>.

### FOOT NOTES

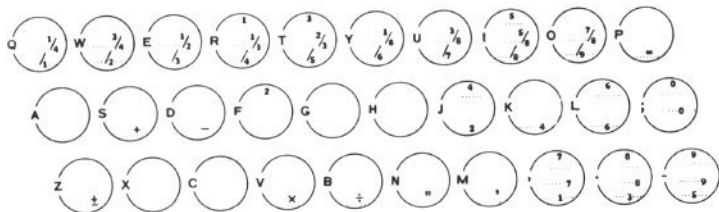
Footnote references can be set using the superior figures<sup>1</sup> which are all placed on the lower case row—requiring no shift<sup>2</sup> as well as no feed-roll motion.

<sup>1</sup> Superior figures 1234567890

<sup>2</sup> Figures properly located.

Sup. & Inf. Figs. . . . .	1234567890	1234567890
Complete Fractions. . . . .	$\frac{1}{4}$	$\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$ $\frac{3}{8}$ $\frac{7}{8}$
Solidus & Denominators. . . . .	$\frac{1}{2}$ $\frac{1}{3}$ $\frac{1}{4}$ $\frac{1}{5}$ $\frac{1}{6}$ $\frac{1}{7}$ $\frac{1}{8}$ $\frac{1}{9}$	
Mathematical Signs. . . . .	± + - × ÷ = ' "	

### KEYBOARD ARRANGEMENT



# Varityper FRACTION TYPE

## ● VARITYPER COMPOSITION CUTS COSTS

Any fraction may be set, using the superior figures<sup>1</sup> for the numerator. The diagonal line and part of the denominator  $\frac{1}{4}$  are combined. They are located on the usual figure positions—for instance the  $\frac{1}{4}$  is on the Q-key. The inferior figures  $\frac{1}{4}$  are used to complete the denominator. To make  $\frac{1}{16}$  type the superior <sup>1</sup>, then back-space 1-increment to place the diagonal line under the numerator; then type the diagonal-line-denominator  $\frac{1}{4}$ ; then complete the fraction by typing the inferior figure  $\frac{1}{4}$ —the result:  $\frac{1}{16}$ .

SETTING  
FRACTIONS

Chemical compounds included in the text matter may be composed very easily, water—H<sub>2</sub>O or sulfuric acid—H<sub>2</sub>SO<sub>4</sub>.

CHEMICAL  
USES

Footnote references can be set using the superior figures<sup>1</sup> which are all placed on the lower case row—requiring no shift<sup>2</sup> as well as no feed-roll motion.

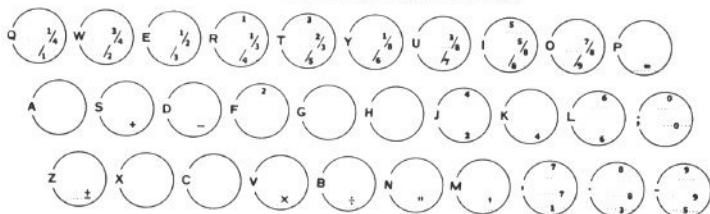
FOOT  
NOTES

<sup>1</sup> Superior figures 1234567890

<sup>2</sup> Figures properly located.

Sup. & Inf. Figs.....	1234567890	1234567890
Complete Fractions.....	$\frac{1}{4}$	$\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$
Solidus & Denominators.....	$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{4}$	
Mathematical Signs.....	± + - × ÷ = ! "	

## KEYBOARD ARRANGEMENT



# VariType<sup>r</sup> MATHEMATICAL TYPE

## ● VARITYPER COMPOSITION CUTS COSTS

This math type has been planned for use with 10 point roman and italic; 7 or 6 point roman and italic; and a forms segment. Type style to be used with the math type can be selected from the many series available, such as Bodoni Book, Garamond, Bookman, etc.

ΑΒΓΔΕΖΗΘΚΑΜΝΞΡΠΣΤΦΧΨΩ

αβγδεζηθικλμνξπρσφχψω

( ) parentheses	vertical bar	* asterisk
[ ] brackets	√ square root	∫ summation, integral of
{ } braces	/ solidus	
⊂ is contained	∞ infinity	× multiplied by
⊃ contains as	∝ varies as	= equals
< less than	+ plus	≡ is identical with
> greater than	- minus	≈ is similar to
· multiplied by	· high dot	~ difference
¨ umlauts	′ prime	˘ grave accent
Ⓟ script "p"	℥ cap "I"	℞ cap "R"
∂ differential	° degree	→ approaches

ΑΒΓΔΕΖΗΘΚΑΜΝΞΡΠΣΤΦΧΨΩΣ℞

αβγδεζηθικλμνξπρσφχψωδφ

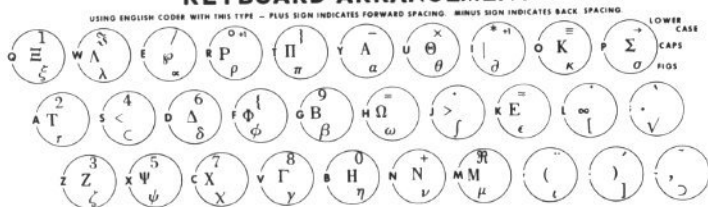
1234567890

⊂ ⊃ {} ⋈ ⋉ ∞ ∝ + - × = ≡ ≈ ~ · ¨ \* / | √

Copy Fitting - Scale B

2.67 Characters Per Pica - English Coder

### KEYBOARD ARRANGEMENT



VariType<sup>r</sup> Math Type, 10 point, can be used in the following languages: DANISH-NORWEGIAN, FRENCH CANADIAN, FRENCH-ITALIAN, GERMAN, PORTUGUESE, SPANISH, SWEDISH-FINNISH

# VariTyper Monastery

## ● VARI TYPER COMPOSITION CUTS COSTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
TWO  
POINTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz

@#&'?!.,;:/- 1234567890 c\$\*(/)%#1/2†

Copy Fitting - Scale B  
2.67 Characters Per Pica - English Coder

VariTyper Monastery, 12 point, is also available in the following languages: GERMAN, PORTUGUESE



# VariTyper *VariTyper Script*

## ● VariTyper Composition Cuts Costs

SET  
SOLID

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
ONE  
POINT

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

LEADED  
TWO  
POINTS

Your VariTyper Operator will quickly transform your rough draft into columns of type with both margins automatically evened... or... she will give you a form, complete with various styles of ruled lines and the reading matter juxtaposed with the ruled lines. (The VariTyper

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrsturwxyz

~£'?!.,;:- 1234567890 ¢\$\*(/)XX ~v

Copy Fitting - Scale B

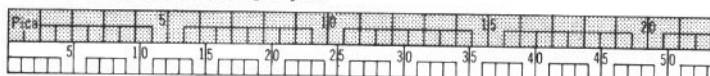
2.67 Characters Per Pica - English Coder

VariTyper Script, 12 point, is also available  
in the following language: GERMAN

## DSJ COPY FITTING SCALES FOR TEXT COPY

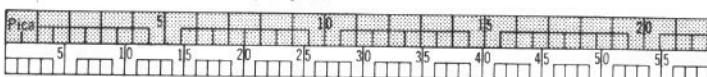
**TYPE IDENTIFICATION.** The first three digits of the type font number indicate the style; the next one or two numbers indicate the point size; the letter indicates the copy fitting scale to be used. Example: (600-12A) the 600 indicates Bodoni Book style; the 12 indicates 12-point size; the letter A indicates that scale A is to be used for copy fitting.

### Scale A 2.42 characters per pica



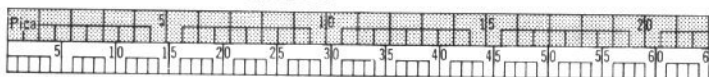
13 POINT			12 POINT			10 POINT		
690-13A	600-12A	680-12A	880-12A	1020-12A	1070-12A	770-10A		
692-13A	620-12A	780-12A	890-12A	1030-12A	1090-12A	775-10A		
	630-12A	790-12A	940-12A	1040-12A	1100-12A	820-10A		
	660-12A	795-12A	1000-12A	1050-12A	1110-12A	940-10A		
	670-12A	870-12A	1010-12A	1060-12A	1120-12A	1080-10A		

### Scale B 2.67 characters per pica



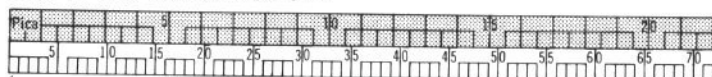
12 POINT		10 POINT		9 POINT		8 POINT	
690-12B	600-10B	670-10B	830-10B	1000-10B	1060-10B	610-9B	770-8B
840-12B	605-10B	675-10B	835-10B	1005-10B	1065-10B	615-9B	775-8B
910-12B	620-10B	680-10B	870-10B	1010-10B	1070-10B	640-9B	
970-12B	625-10B	685-10B	875-10B	1015-10B	1090-10B	1080-9B	
	630-10B	700-10B	880-10B	1020-10B	1095-10B		
	635-10B	720-10B	885-10B	1030-10B	1100-10B		
	650-10B	730-10B	890-10B	1035-10B	1105-10B		
	655-10B	780-10B	950-10B	1040-10B	1110-10B		
	660-10B	790-10B	970-10B	1050-10B	1115-10B		
	665-10B	795-10B	980-10B	1055-10B	1120-10B		
					1125-10B		

### Scale C 2.95 characters per pica



11 POINT		10 POINT		8 POINT		7½ POINT		6 POINT	
690-11C	740-10C	600-8C	675-8C	1000-8C	1065-8C	610-7½C	770-6C		
	850-10C	605-8C	680-8C	1005-8C	1070-8C	615-7½C	775-6C		
	855-10C	620-8C	685-8C	1010-8C	1090-8C	640-7½C			
	860-10C	625-8C	780-8C	1015-8C	1095-8C				
	900-10C	630-8C	790-8C	1020-8C	1100-8C				
		635-8C	795-8C	1030-8C	1105-8C				
		650-8C	870-8C	1035-8C	1110-8C				
		655-8C	875-8C	1040-8C	1115-8C				
		660-8C	880-8C	1050-8C	1120-8C				
		665-8C	885-8C	1055-8C	1125-8C				
		670-8C	890-8C	1060-8C					

### Scale D 3.27 characters per pica



10 POINT		8 POINT		7 POINT		6 POINT	
690-10D	690-8D	600-7D	675-7D	1050-7D	630-6D	1065-6D	
692-10D	692-8D	605-7D	680-7D	1055-7D	635-6D	1110-6D	
930-10D	740-8D	620-7D	685-7D	1090-7D	650-6D	1115-6D	
	850-8D	625-7D	870-7D	1095-7D	880-6D	1120-6D	
		660-7D	875-7D	1100-7D	1060-6D	1125-6D	
		665-7D	1010-7D	1105-7D			
		670-7D	1030-7D				

## E

CAPITAL HEIGHT IN POINTS  
OF DS TYPE FACES

TYPE	CAP HT PTS DEC	TYPE	CAP HT PTS DEC	TYPE	CAP HT PTS DEC	TYPE	CAP HT PTS DEC
600-12A...8	.110	690-10D...7	.100	875-7D...5	.072	1060-8C...5½	.078
600-10B...7	.098	690-8D...6	.081	880-12A...8	.109	1060-6D...4½	.060
600-8C...6	.081	692-13A...9½	.134	880-10B...6½	.094	1065-10B...7	.094
600-7D...5	.071	692-10D...7	.100	880-8C...5	.071	1065-8C...5½	.078
601-10B cap7	.099	692-8D...6	.081	880-6D...4½	.060	1065-6D...4½	.060
sm cap5	.069	700-10B...7	.097	885-10B...6½	.094	1070-12A...8½	.117
605-10B...7	.099	710-10B...7	.098	885-8C...5	.073	1070-10B...7	.094
605-8C...6	.083	720-10B...7	.100	890-12A...8½	.116	1070-8C...5½	.078
605-7D...5	.071	730-10B...7	.102	890-10B...7	.097	1080-10A...7	.100
610-9B...6	.085	740-10C...7	.099	890-8C...5½	.078	1080-9B...6½	.090
610-7½C...5½	.076	740-8D...6	.081	900-10C...7	.100	1090-12A...8	.114
615-9B...6	.083	770-10A...7	.100	910-12B...9	.122	1090-10B...7	.096
615-7½C...5½	.076	770-8B...6	.081	920-10B...7	.095	1090-8C...5½	.079
620-12A...7	.098	770-6C...4½	.062	920-8C...6	.086	1090-7D...5	.073
620-10B...6	.087	775-10A...7	.100	925-10B...7	.096	1095-10B...7	.096
620-8C...5½	.077	775-8B...6	.082	930-10D...7	.101	1095-8C...5½	.079
620-7D...5	.069	775-6C...4½	.062	940-12A...7	.096	1095-7D...5	.073
625-10B...6	.087	780-12A...8	.108	940-10A...5	.074	1100-12A...8	.114
625-8C...5½	.076	780-10B...7	.098	950-10B...7	.099	1100-10B...7	.096
625-7D...5	.071	780-8C...6	.083	970-12B...8½	.116	1100-8C...5½	.079
630-12A...8	.108	790-12A...8½	.117	970-10B...7	.101	1100-7D...5	.073
630-10B...6½	.090	790-10B...7	.099	980-10B...7½	.104	1105-10B...7	.096
630-8C...5	.072	790-8C...6	.081	990-10B...7	.098	1105-8C...5½	.079
630-6D...4½	.060	795-12A...8½	.115	1000-12A...8	.110	1105-7D...5	.073
635-10B...6½	.089	795-10B...7	.097	1000-10B...7	.098	1110-12A...8	.110
635-8C...5	.073	795-8C...5½	.078	1000-8C...5½	.078	1110-8C...5½	.079
635-6D...4½	.060	800-13A...6½	.090	1005-10B...7	.098	1110-6D...4½	.063
640-9B...6	.085	800-12A...6	.085	1005-8C...5½	.078	1115-8C...5½	.079
640-7½C...5½	.077	800-11A...5½	.080	1005-10B...7	.098	1115-6D...4½	.063
650-10B...7	.095	800-10B...5½	.080	1010-12A...8	.109	1120-12A...8	.110
650-8C...5	.072	800-9B...5½	.075	1010-10B...6½	.095	1120-10B...7	.095
650-6D...4½	.062	800-8B...5	.070	1010-8C...5½	.079	1120-8C...5½	.079
655-10B...7	.095	800-7C...5	.070	1010-7D...5	.072	1120-6D...4½	.063
655-8C...5	.073	800-6C...4½	.065	1010-10B...7	.095	1125-10B...7	.093
660-12A...8½	.116	800-5C...4½	.060	1015-10B...7	.095	1125-8C...5½	.079
660-10B...7	.100	800-4D...4½	.060	1015-8C...5½	.079	1125-6D...4½	.063
660-8C...6	.081	800-3D...4	.055	1020-12A...8	.106	2000-13A cap6½	.090
660-7D...5	.072	800-2D...3½	.050	1020-10B...6½	.090	sm cap6	.085
665-10B...7	.100	810-12A...6	.086	1020-8C...5½	.080	2000-12A cap6	.085
665-8C...6	.081	810-8B...5	.070	1030-12A...8	.114	sm cap5½	.080
665-7D...7	.073	820-10A...7	.098	1030-10B...7	.096	sm cap5	.075
670-12A...8½	.117	830-10B...7	.097	1030-8C...5½	.078	2000-10B cap5½	.080
670-10B...7	.100	835-10B...7	.098	1030-7D...5	.069	sm cap5½	.075
670-8C...6	.081	840-12B...7½	.103	1035-10B...7	.097	sm cap5	.070
670-7D...5	.072	850-10C...6½	.089	1035-8C...5½	.079	2000-8B cap5	.070
675-10B...7	.100	850-8D...5	.072	1040-12A...8	.112	sm cap4½	.065
675-8C...6	.081	855-10C...6½	.091	1040-10B...7	.095	7C cap5	.070
675-7D...5	.072	860-10C...7	.095	1040-8C...5½	.077	sm cap4½	.065
680-12A...7	.095	870-12A...8½	.117	1050-12A...8	.111	sm cap4	.060
680-10B...6	.086	870-10B...7	.100	1050-10B...7	.095	2000-4D cap4½	.060
680-8C...5½	.076	870-8C...6	.081	1050-8C...5½	.076	sm cap4	.055
680-7D...5	.067	870-7D...5	.072	1050-7D...4½	.064	3D cap4	.055
681-10B cap6	.086	875-10B...7	.100	1055-10B...7	.095	sm cap3½	.050
sm cap4½	.065	875-8C...6	.081	1055-8C...5½	.076	2000-2D cap3½	.050
681-8C cap5½	.075	875-7D...5	.072	1055-7D...4½	.064	sm cap3	.045
sm cap4	.057	875-10B...7	.100	1060-12A...8½	.117	2010-11A cap6	.086
685-10B...6	.083	875-8C...6	.081	1060-10B...7	.094	sm cap5	.067
685-8C...5½	.076	880-10B...7	.099				
685-7D...5	.067						
690-13A...9½	.134						
690-12A...8½	.119						
690-11C...8	.110						

## FORMS SEGMENTS

Rules and leader lines can be push-button produced with the VariType Forms Ruling Attachment. When the toggle switch is moved to the right—a single dot or bar is printed; when moved to the left a continuous line is printed until the switch is released. By setting the forms cut-off stops at predetermined locations, the rules cut off automatically.

The Rule and Leader Line segments are located on the center of the type font. These forms segments are available at all four spacings.

### ACTUAL SIZE

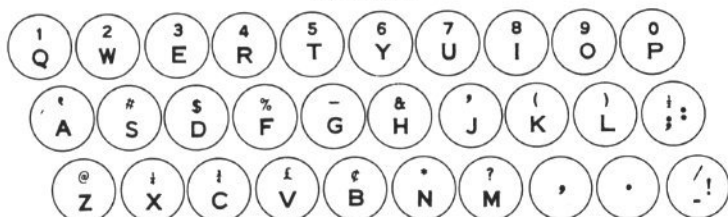
I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XIII	XV	XVII	XVIII
..	--	—	—	..	—	—	·	·	..	·	—	·	·	..
—	—	—	—	—	—	—	·	·	..	·	—	·	·	..
—	—	—	—	—	—	—	·	·	..	·	—	·	·	..

TERMINOLOGY OF SEGMENTS		I		II		III	
		L.C.	CAP	L.C.	CAP	L.C.	CAP
		· ·	Dot leaders	— —	Double Dash leaders	—	½ point Rule
		—	Hairline	—	Hairline	—	1 point Rule
		— —	Parallel Rule	— —	Parallel Rule	—	2 point Rule
IV		—	Hairline	—	Scotch Rule	—	Scotch Rule
CAP		—	Scotch Rule	—	Scotch Rule	—	Scotch Rule
FIG		—	Scotch Rule	—	Scotch Rule	—	Scotch Rule
		· ·	Dot leaders	—	Hairline	—	Hairline
L.C.		· ·	Dot leaders	—	Hairline	—	Hairline
CAP		—	Hairline	—	½ point Rule	—	½ point Rule
FIG		—	Blank (for tabu- lating)	—	1½ point Rule	—	1 point Rule
		·	Dot leader	·	Dot leader	·	Dot leader
L.C.		·	Dot leader	·	Dot leader	·	Dot leader
CAP		—	Hairline	· ·	Dot leaders	· ·	Dot leaders
FIG		—	Parallel Rule	· ·	Dot leaders	—	Hairline
		—	Hyphen leader	·	Square Dot	— —	Double Dash
L.C.		—	Hyphen leader	·	Square Dot	— —	Double Dash
CAP		—	(line up with hyphen on font)	· ·	Double Dot	—	Hairline
FIG		—	(line up with hyphen on font)	· · ·	Triple Dot	— —	Parallel Rule
		—	Parallel Rule	—	Hairline	—	1 point Rule
		—	Parallel Rule	—	Parallel Rule	—	2 point Rule

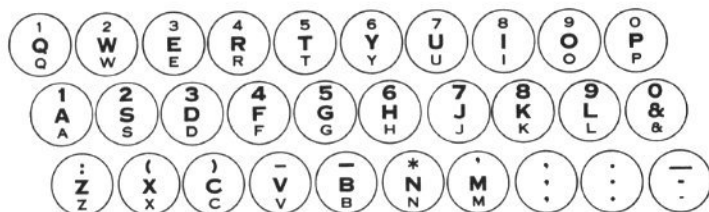
Segments XIII, XV, XVII and XVIII available at B spacing only.

## KEYBOARD CHARTS

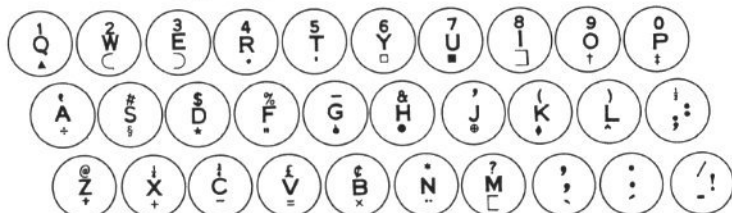
### ENGLISH



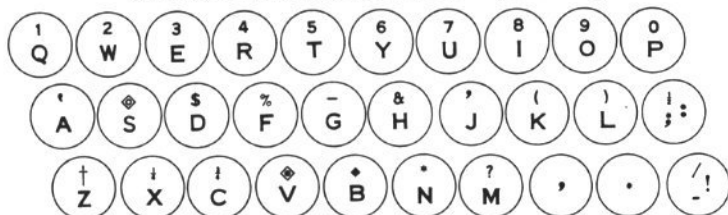
### BANK GOTHIC (2010-11A)



### COPPERPLATE GOTHIC (800)



### NEWS GOTHIC CONDENSED (690-930)



## KEYBOARD CHARTS

### VARITYPER SCRIPT (910-12B)

1 Q	2 W	3 E	4 R	5 T	6 Y	7 U	8 I	9 O	0 P
' A	~ S	§ D	X F	- G	& H	' J	( K	) L	X ;
~ Z	X X	~ C	£ V	£ B	* N	? M	;	;	!

### FRENCH-ITALIAN DSJ

1 Q	2 W	3 E	4 R	5 T	6 Z	7 U	8 I	9 O	0 P
ì A	à S	ç D	/ F	= G	& H	' J	( K	) L	!
é Y	x X	+ C	è V	ò B	ù N	? M	;	;	~

### FRENCH-CANADIAN DSJ & STD

1 Q	2 W	3 E	4 R	5 T	6 Y	7 U	8 I	9 O	0 P
' A	é S	§ D	% F	- G	& H	' J	( K	) L	½;
è Z	¼ X	¼ C	ç V	ç B	* N	? M	;	;	!

### GERMAN

1 Q	2 W	3 E	4 R	5 T	6 Y	7 U	8 I	9 O	0 P
' A	fl S	§ D	% F	- G	& H	' J	( K	) L	½;
ß Z	¼ X	¼ C	£ V	ç B	* N	? M	;	;	!

## KEYBOARD CHARTS

### SPANISH (SP) DSJ

1	2	3	4	5	6	7	8	9	0
Q	W	E	R	T	Y	U	I	O	P
'	#	\$	%	=	&	'	(	)	:
A	S	D	F	G	H	J	K	L	Ñ
á	é	í	ó	ú	*	?	;	:	/
Z	X	C	V	B	N	M	,	!	-

### PORTUGUESE (P) DSJ

1	2	3	4	5	6	7	8	9	0
Q	W	E	R	T	Y	U	I	O	P
'	-	\$	%	^	^	'	(	)	ç
A	S	D	F	G	H	J	K	L	Ç
z	x	c	v	~	~	?	;	:	/
Z	X	C	V	B	N	M	,	!	-

### SWEDISH-FINNISH (SF) DSJ

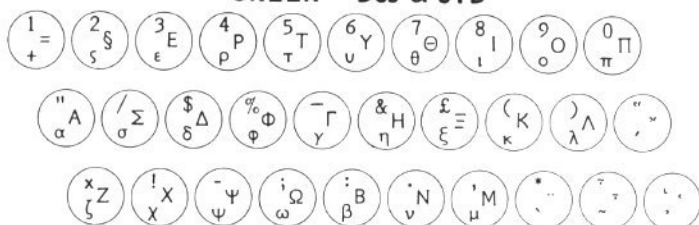
1	2	3	4	5	6	7	8	9	0
Q	W	E	R	T	Y	U	I	O	P
"	:	=	%	+	&	'	(	)	\$
A	S	D	F	G	H	J	K	L	;
š	˘	˘	£	-	*	?	!	:	/
Z	X	C	V	B	N	M	Å	Ä	Ö

### DANISH-NORWEGIAN (DN) DSJ & STD

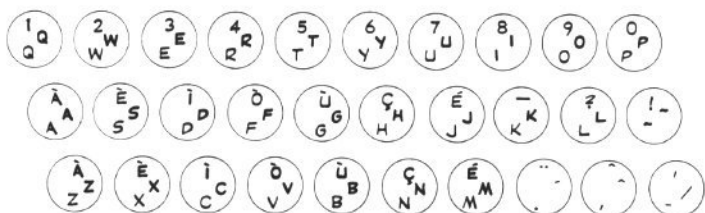
1	2	3	4	5	6	7	8	9	0
Q	W	E	R	T	Y	U	I	O	P
'	:	!	%	+	&	'	(	)	=
A	S	D	F	G	H	J	K	L	Æ
ü	é	à	£	-	±	-	:	;	/
Z	X	C	V	B	N	M	Å	?	Ø

## KEYBOARD CHARTS

### GREEK DSJ & STD



### CARTOON



### ADDITIONAL LANGUAGES AVAILABLE

Albanian	Croatian	Korean	Slovak
Amharic	Czech	Laotian	Slovenian
Arabic	Estonian	Latvian	Tadjik
Armenian	Georgian	Lithuanian	Thai
Azerbaijani	Hebrew	Polish	Turkish
Bulgarian	Hungarian	Rumanian	Turkmen
Burmese	Kazak	Russian	Ukrainian
Byelorussian	Kirghiz	Serbian	Uzbek
Cambodian			Vietnamese

Most of these languages are available in 10 point light face and 12 point bold face. Georgian in 10 point only with light and bold on the same font. Each language requires its own coder. Arabic and Hebrew require reverse carriage DSJ.



## CHARACTER CHANGES

Character changes can be made on a type font by cutting out the existing character and replacing it with a new character.

A maximum of 8 character changes can be made on one font. Changes cannot be made on either end of the font, nor adjacent to another change, either horizontally or vertically.

A character change sheet (see next page) should accompany each request—with an exact reproduction of the required character, or specifying from which type font the replacement character can be taken. See the character change sheet on the following page.

Try to substitute characters of the same increment value. Otherwise the operator must add or subtract increments each time she uses it.

Accents can be placed in a position that has the same or less increments than the character is used with, since carriage motion is governed by the larger amount. Always specify the letter, or letters, to be used with the accent.

KEYBOARD LAYOUT

Q	A	W	S	E	R	T	Y	U	I	O	P																
Q	A	Z	W	S	X	E	D	C	R	F	V	T	G	B	Y	H	N	U	I	M	K	.	O	L	.	P	!
1	'	@	2	#	1/4	3	5	1/4	4	%	£	5	-	¢	6	&	*	7	'	? 8	[	9	]	.	0	1/4	/

TYPE FONT ARRANGEMENT

Increment values are indicated in the lower right corner.

# CHARACTER CHANGE SHEET

Form No. Natter-1001 (Rev. 5/29/53)

## CHANGES ON TYPES

Complete this form and send it with any order calling for changes of characters on types. Maximum changes 8 per type. Grafted characters should not be adjacent and unless absolutely necessary no changes should be put on the No. 1 or 30 keys (extreme ends).

Customer's Name Acc Manufacturing Co. Date July 15, 1965  
Customer's Address 10 West Avenue City Newark State N.J.  
Types Style and Size 600-10B

No. 1 Take out L Fig now "V" key Replace with + plus sign from 710-10B  
No. 2 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 3 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 4 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 5 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 6 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 7 Take out \_\_\_\_\_ Replace with \_\_\_\_\_  
No. 8 Take out \_\_\_\_\_ Replace with \_\_\_\_\_

If DSJ type, replacement characters must be same number of increments as character removed.

When inserting separate diacritical marks (accents) indicate letters they are used with. In some cases type will require 2, 3, and 4 increment diacritics due to the fact that letters of these variations will be combined with marks. Separate grafts are necessary since a 3 increment diacritic will not position properly on a 2 or 4 increment letter, etc. Also specify whether cap or lower case accents.

If customer has the type that requires the grafted characters, the type should be inspected and tested on the machine before it is sent to the factory.

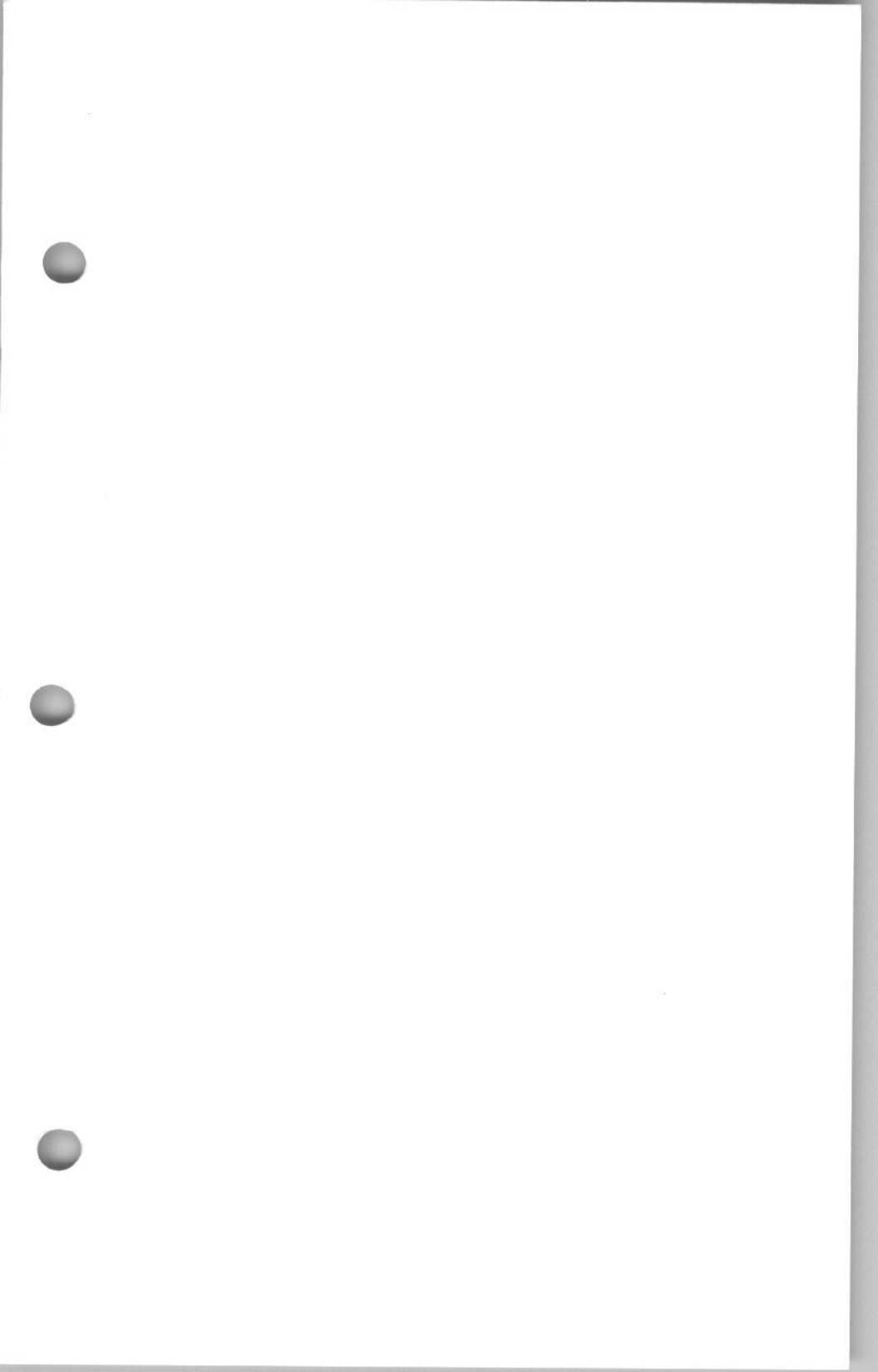
Show printed copy of character desired, if possible, and state whether character is to align with upper or lower case letters.

Point size of replacement character 10 point  
If replacement is from another type give type number 710-10B

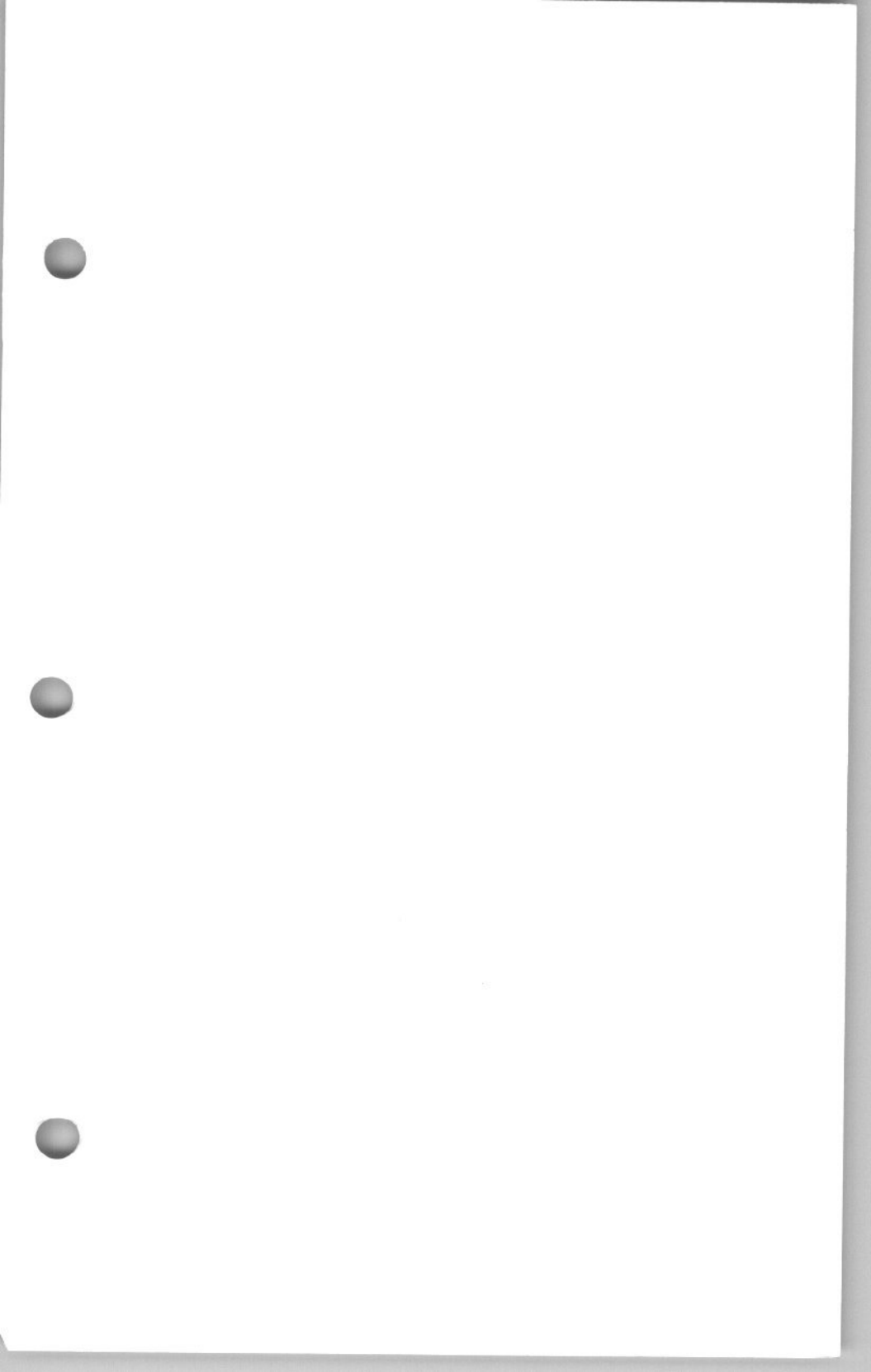
This form must be made out complete, otherwise we cannot be responsible for mistakes or delays.

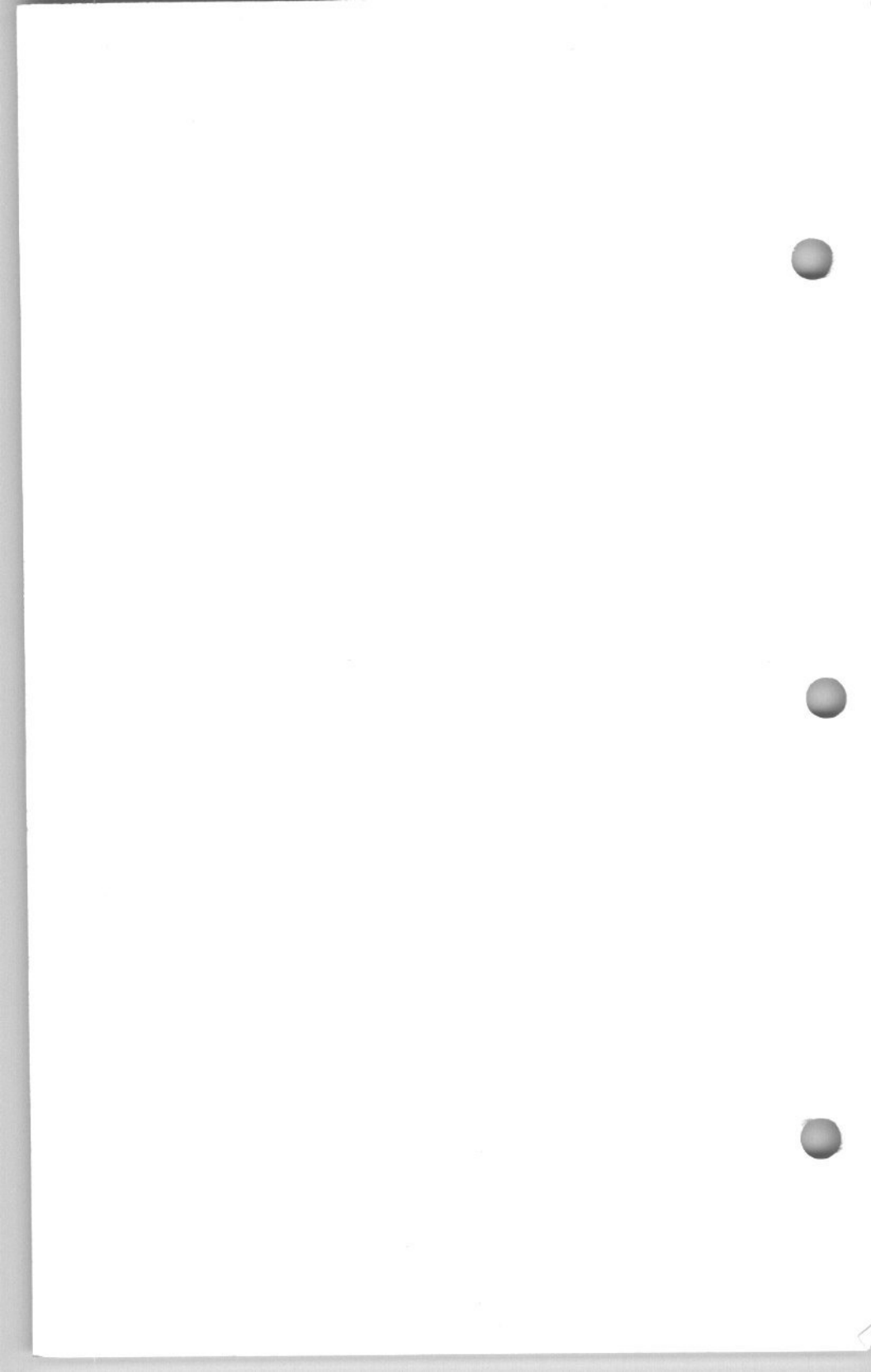
There are several varieties of brackets used in different applications. When brackets are required as character changes, samples must be submitted showing their exact size and location in relation to a word or to the base line.











*for*

*Better*

*Typography...*