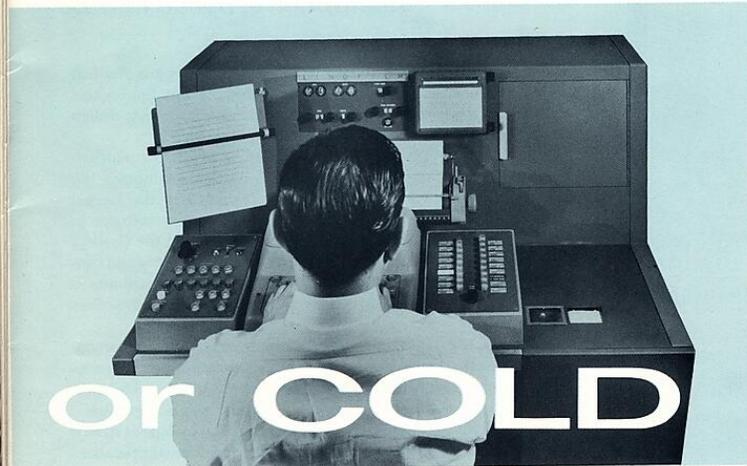
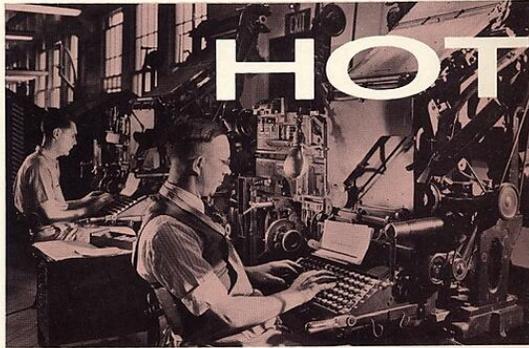


## The Linotype Line

*The world's finest composing machines  
for hot or cold type—*

The Best  
Way  
To Set  
TYPE



In hot metal or cold type, Mergenthaler offers the most efficient and economical means of obtaining fine typography. Since Ottmar Mergenthaler's historic invention of the Linotype in 1886, the Linotype Company has been the acknowledged leader in the development of the modern, high-speed linecasting machine. Today, with its perfection of Linofilm—the only complete and integrated photocomposition *system*—the Linotype Company leads the way into another exciting new era in printing history.

Throughout the years, Mergenthaler Linotype has met the demands of the most exacting printer. It has accomplished this by constantly seeking to improve its products. Through its research and development activities, Linotype has created the machines shown on the following pages, machines designed to fill every typographic need, both hot and cold.



# THE NEW

... Simplicity, Speed and Easy

The new, two-magazine Blue Streak Comet Linotype is *the* fast straight matter machine. In addition to turning out the highest production of any other straight matter machine, it has new design features that make it smoother than ever at high speeds.

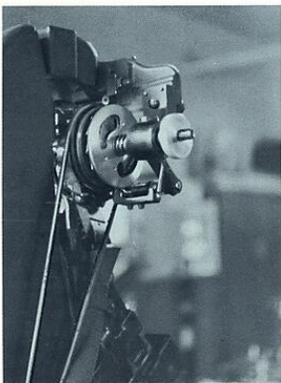
The key to fast production is the speed at which the matrices travel, and the Comet's new Mat-Glide System guarantees top speed. This new system—encompassing changes in the second elevator, delivery slide and transfer mechanisms—contributes to smoother operation, as well as longer matrix life. And the Comet's new trigger-action distributor clutch has added sensitivity and simplicity, plus an automatic re-starting feature after the distributor is stopped by opening the channel entrance or when the magazines are fanned.

In addition to all these new Airflow transfer and spaceband mechanisms that smooth operation, a new pot with Linotronic controls is available on Comets. This gives more positive metal temperature control, better accessibility and requires less maintenance.

Designed for trouble-free high-speed operation by tape at speeds up to 12 lines a minute, the Comet is ideal for manual operation, too, thanks to its smooth, easy-touch keyboard.

Feather touch keyboard, steep magazine angle and instant matrix response help make the Blue Streak Comet the most productive linecasting machine in the world. Simplified construction means less maintenance and downtime. These features—plus many new improvements, and all at moderate initial investment—make the Comet a must where speedy production is concerned.

The Blue Streak Comet can't be beat for day in and day out volume production of news, market, tabular matter, classifieds, catalogs and book composition.



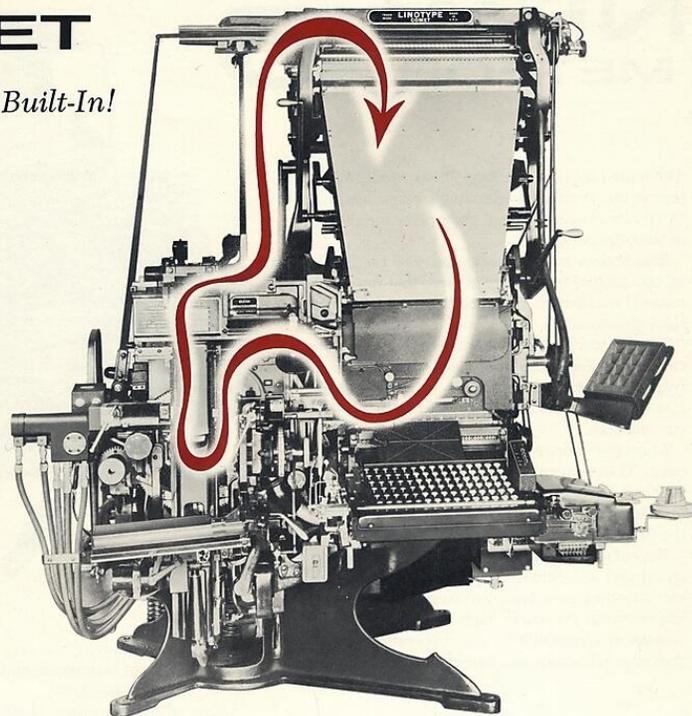
The Comet's new extra-sensitive distributor clutch gives extra matrix protection because it's specifically designed to prevent matrix damage at all operating speeds.



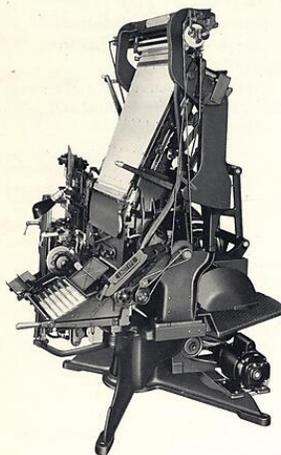
The Comet's swinging front, keyboard and easily removable keyrod frame make maintenance easy, and easy accessibility simplifies and encourages routine servicing.

# COMET

*Maintenance are Built-In!*



Linotype's exclusive Mat-Glide System smoothly speeds the circulation of matrices, the key to profitable high-speed production. Mat-Glide also assures the smooth action that preserves matrix life as well as that of the machine itself... and assures trouble-free operation at maximum speeds.



The Comet's steep magazine angle, combined with the resultant shorter matrix drop and one-piece keyrod action, speeds delivery of matrices.

\* For profit from automation, turn to inside back cover.

# NEW 5 METEOR

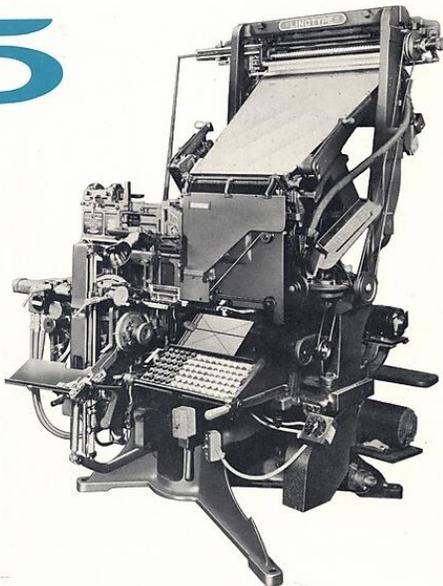
The basic Linotype, the Blue Streak Model 5 Meteor is the world's favorite single-magazine line-caster. Its new high speed guarantees top output at smooth operation.

The Meteor is specifically designed for simple composition of text matter in faces that run in 90-channel magazines. This includes most text faces through normal 18- and condensed 30-point.

The Meteor is particularly useful in composing rooms where only one font is needed for the majority of work, or where the variety of fonts required is so diverse that it's impossible to keep them all on one machine.

Magazine changes on the Meteor are quick and easy. The exclusive Inbuilt Magazine Change Mechanism speeds up changes; it permits convenient removal and replacement of magazines from the front of the machine.

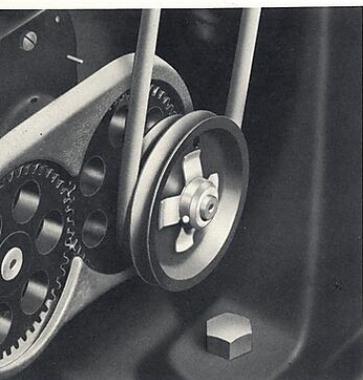
Recent re-engineering gives the Meteor the new speed and smoothness required in today's fast-moving operations. Among its many improvements are new cam contours which eliminate vibration and assure smoother high-speed operation. An improved mold-turning mechanism provides smooth-



er starting and stopping and easy acceleration. It reduces impact at high speed, and thus eliminates chatter, vibration and wear.

Angles of the spaceband chute side rails have been redesigned so that bands are guided evenly and smoothly at all speeds. And the new distributor clutch is simpler, more sensitive and has the automatic re-starting feature.

These and other improvements make the Meteor the perfect machine for swift, economical and efficient production at low initial cost.



Two sets of keyboard driving pulleys provide the proper keyboard speeds for automatic and manual operation. The driving belt can be shifted from one pulley set to another in seconds.

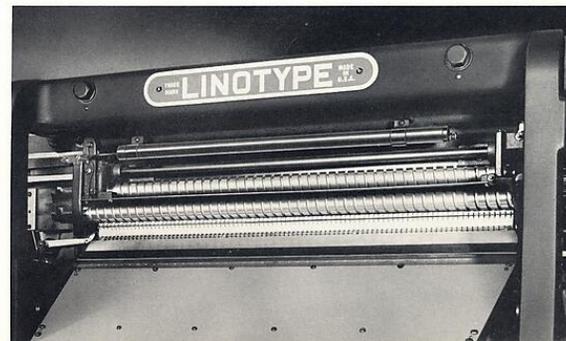
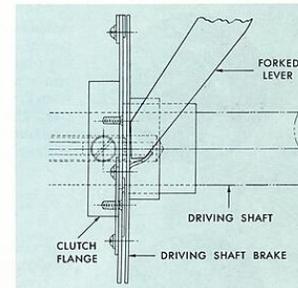
\* For profit from automation,  
turn to inside back cover.

*Bright New Light of the Composing Room!*



An adjustable drag bar, which is incorporated into the intermediate channel, steadies the spacebands during transfer to the second elevator bar.

New drive shaft brake halts the Meteor so smoothly and positively that there is no chatter or rebound to cause wear or damage to parts.



New snubber softens impact of the distributor shifter, giving smoother transfer and eliminating rebound.



letter of the  
ck beta, Roman B. 2  
ed bilabial stop. B is  
amb, limb, etc. (except  
C, but it is pronounced  
is in crumble, tremble,  
amber, member, and in  
biguous, embryo, imbe-  
ch words as debt, doubt,  
onants, as in bellum,  
ood, or brain, brew, etc.  
ies of tones, the seventh  
the pitch of this tone or  
scale built upon B. 2 in  
(X ABBREVIATIONS).  
4, the immovable soul, be-  
t and to return to it:



BABIRUSA

# VERSATILE 29

## Blue Streak Model

625

### Merimee

Period of revolution c.88 days, probably same as p  
toward sun; probably has no atmosphere. Passe  
sun's disk occur at intervals of 7-13 years in Novem  
ber and 13-46 years in May. See *ill.*, p. 927.  
mercury or quicksilver, silvery, liquid metallic element  
(symbol = Hg [Lat. *hydroargyrum*]; see also ELEMENT  
table). It forms mercurous and mercuric salts.  
Forms special alloys.

INTERPRETATION OF THE PARABLE OF THE TARES (13:36-43)  
left the crowds: The interpretation is addressed to his disciples  
follow.  
n in the apocalyptic  
new and his church the missionary field is the entire world (a  
parables compare the world to a garden. Sons of the evil on  
passed on the Jews in John 8:41, 44. Does Matthew perhaps beli  
nherently evil?  
αἰώνας (or τοῦ αἰώνας) is a favorite phrase of Matthew; in f  
e in the Gospel (28:20) The Hebrew word 'olam (עולם) c



Assembling (1): Here the top pair of magazines are in operating position and the assembler entrance is receiving matrices from the upper magazine of the pair. The touch of a lever immediately registers the entrance with the lower magazine.



Assembling (2): Here the assembler entrance has pivoted to receive matrices from the lower magazine of the pair, without shifting of magazines. Magazine shifts bring different pairs of magazines into the operating position.



Distributing: The location of the bridge notch at the bottom of the matrix is the key to distribution. The matrix on the left will be directed to the upper of the positioned pair of magazines. The matrix on the right will go to the lower magazine.

The Blue Streak Model 29 Mixer is designed for continuous mixed composition of body matter and display faces. The most varied and complex typesetting is simple for the 29, and is set directly from the keyboard. Food-store ads, technical composition and dictionary work requiring roman, italic, bold, accents and special characters in the same line—the versatile 29 handles such difficult composition efficiently and economically.

Because of the ease and speed with which difficult copy is set, hundreds of printers use Model 29 Mixers to produce head and display lines, overhang slug matter, tabular work, meticulous advertising typography and fine book work at surprisingly low cost.

In addition to the economy of keyboarding composition, other savings come in makeup and lockup time, because the most complicated lines are in simple slugs and thus easier to handle.

The key to efficient, swift mixing is dependable distribution—and Linotype's system of distribution is noted for reliability. Two stationary distributor boxes provide continuous distribution into two adjacent magazines. This is just another Linotype exclusive, and gives unrivaled simplicity and speed.

The Model 29 can be equipped with two or four standard-width main magazines, either 90-channel or combinations of 90- and 72-channel. The 90-channel magazines take a range from 4- through 18-point in normal width faces, and 30-point condensed. The 72-channel spreads this range through normal 24-point to condensed 42-point. Thus the Model 29 meets the great majority of headletter and display requirements for all classes of printing.

With the 29, the operator can assemble matrices in the same line from two magazines without magazine shifting. The assembler front is instantly and positively registered with either of two adjacent magazines.

Distribution is continuous and automatic. Dual distribution is provided, with bar combinations for distributing either into two individual 90-channel magazines or into one 72- and one 90-channel magazine.

Intricate composition becomes simple with a Model 29 Mixer. The great flexibility of the 29 makes any one of hundreds of characters available at the touch of a key-button. It is this versatility—this ability to handle large display and small text in the same line without cut-in or floor work—that makes the 29 Mixer an invaluable aid in mixed composition.

... Intricate Mixing at Straight-Matter Speed!

### MODEL 29 FEATURES

Swinging keyboard makes maintenance quick and easy.

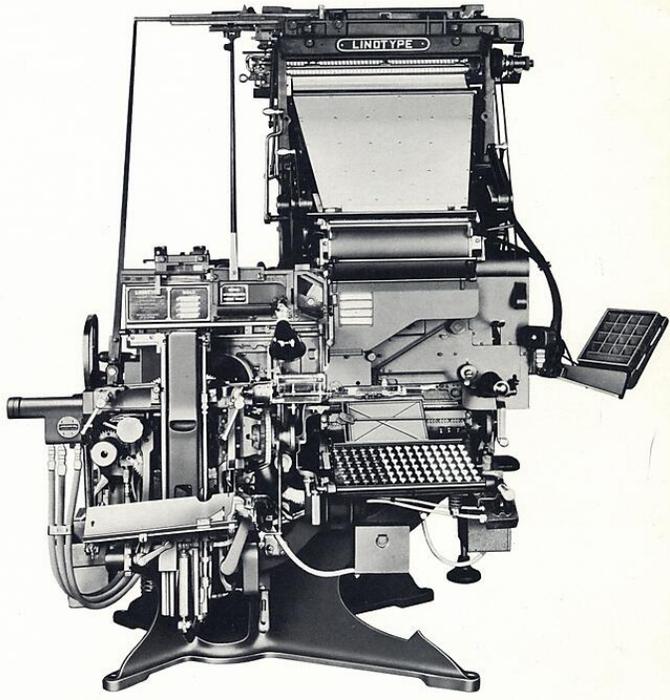
Electromatic safety system provides automatic matrix and machine protection.

Famous one-turn shift is fastest, simplest, safest.

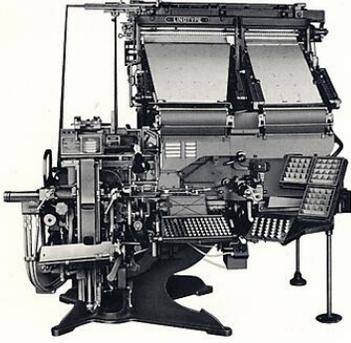
Distributor safety prevents damage to matrices, channel entrance partitions or distributor bar by locking the distributor screws if there is interference with smooth distribution.

Two stationary distributor boxes provide fastest possible distribution.

Feather-touch mixing control instantly transfers delivery of matrices from one magazine to the other when mixing matrices from a pair of magazines.



The Model 29 Blue Streak sets difficult mixed composition quickly and economically.



### Model 30 ... Extra Range from Auxiliary Magazines

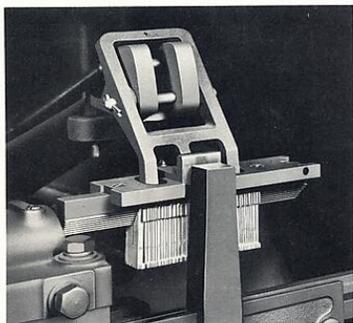
To the basic Model 29, the Blue Streak Model 30 adds the complete size range and extra capacity of two or four auxiliary magazines. These allow mixing special characters or display faces through normal 36- and condensed 60-point.

**CORN** Golden Bantam Dozen 2.89 **2** 10 oz. pkgs. **35c**

\* For profit from automation, turn to inside back cover.

The workhorse of  
the composing room

# NEW Model 31



One of the new features of the Model 31 is this guide on the second elevator bar. It makes certain that matrices are lifted smoothly in a true vertical position. Its action prevents possible damage to the second elevator bar and to matrix teeth at high-speed operation.

The most widely-used linecasting machine in the world, the Model 31 Blue Streak Linotype is known as the "workhorse of the composing room" because it handles so many jobs so well. It cruises at 10 lines per minute with manual or tape operation, and is standard equipment in composing rooms for setting news and other straight matter, as well as display.

The 31 has been engineered to incorporate every advanced feature for economical composition. Exclusive safeties automatically protect operator, matrices and machine. Low-cost maintenance is assured because accessibility to mechanisms is quick and easy.

The Model 31 carries one to four standard 90-channel magazines, and provides a type range from 4- to normal 18- and condensed 30-point. With its multi-magazine capacity, smoothness and high speed, this single distributor Linotype is perfect for setting both straight matter and display.

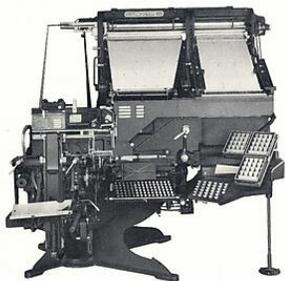
The workhorse gives extra value because it's so easy to add to as a business grows; a printer can start with a 31 with one magazine, then add other magazines as they are required.

The 31 is equipped with all the Blue Streak features that are designed to increase efficiency and speed production. These include the famous One-Turn Shift, the fastest method of shifting magazines, and the Optic Aid Front which shields the operator's eyes from glare and distracting motion.

The Distributor Screw Guard protects matrices by preventing shifting of magazines until distributor box and bar are clear of matrices; and Linotype's exclusive Swinging Keyboard makes maintenance fast and easy. The 31 also boasts a new, simpler distributor clutch.

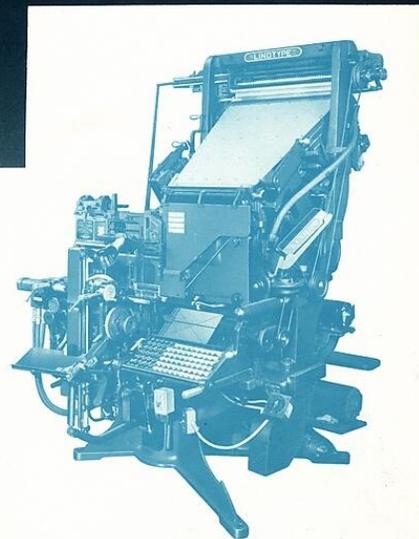
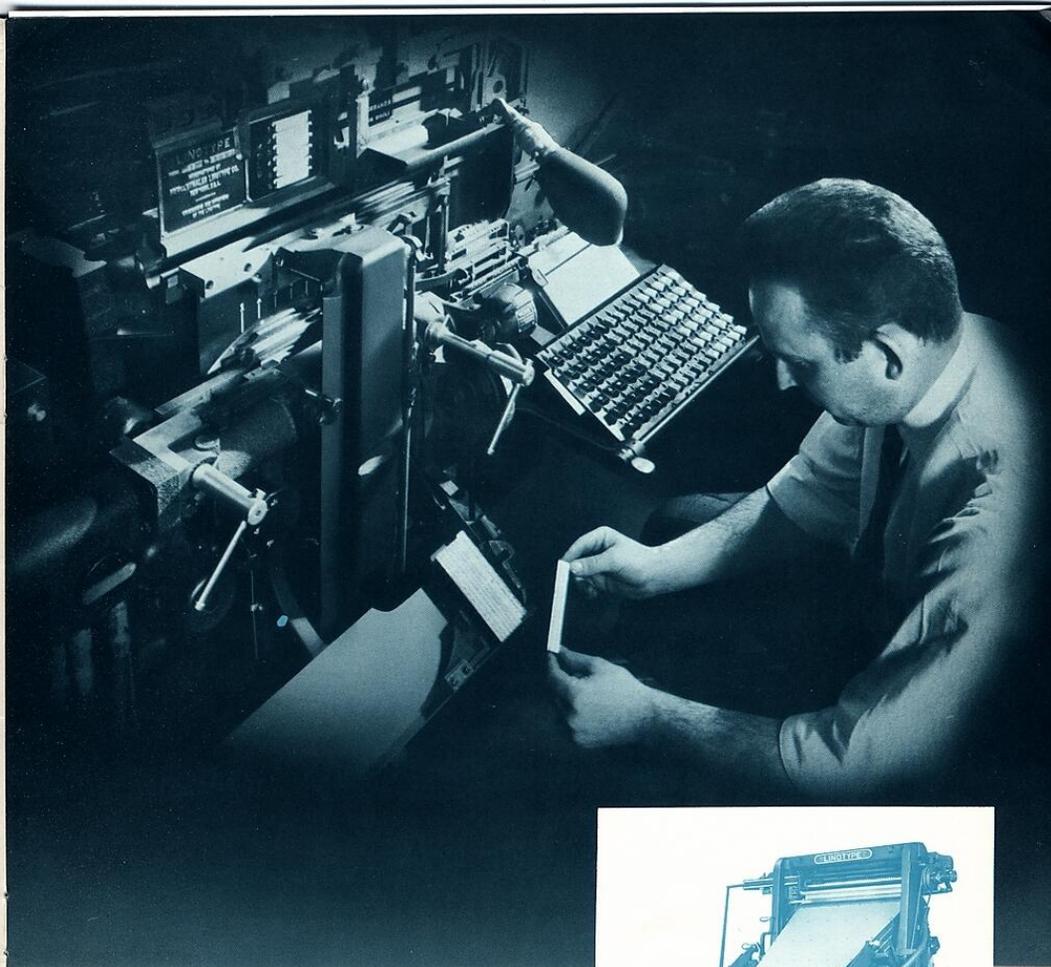
With all of its famed Blue Streak features—plus its many improvements for smoother, faster operation—the Model 31 is earning its new name, "racehorse of the composing room," in printing plants throughout the world.

## Model 32



—SIZES UP TO 60 POINT. The Model 32 Blue Streak Linotype adds capacity of up to four wide auxiliary magazines to the basic Model 31. These auxiliaries, each with 34 channels, extend the range of the 32 to include the largest sizes available from a line-casting keyboard.

With the flexibility offered by the Model 32, the operator can keyboard copy calling for the smallest classified faces through the largest machine-set sizes. Where composition requires extra fonts, special characters or large sizes, the extra range and capacity of the Blue Streak 32 make it the ideal choice.



Many new features of the Blue Streak 31 give smoother operation at higher speed. Shifter action is smoothed by a new snubber. Assembler chute finger design improves high-speed assembly. Spacebands are steadied during transfer, and assemble properly at all speeds. Adjustable spaceband buffer assures smoothest assembly. Improved mold-turning mechanism provides smoother starting and stopping, reduces impact at high speeds. New cam designs give exact timing and eliminate vibration. Two sets of keyboard driving pulleys provide proper keyboard speeds for automatic and manual operation. New brake stops driving shaft smoothly.

\* For profit from automation,  
turn to inside back cover.

# The LINOFILM SYSTEM —

With the perfection of the Linofilm System, Mergenthaler Linotype Company contributes another revolutionary development to the graphic arts. Since the latter part of the 19th century, many have sought a practical, economical means of photocomposition. With Mergenthaler's Linofilm, the only complete and integrated photocomposition *system*, cold type truly comes of age.

## Studies Show Superiority

Linofilm not only sets type photographically, but provides also for corrections and alterations, and for makeup into page form. Extensive economic studies show its clear-cut superiority over other methods of cold type composition.

Economically, Linofilm is superior for several reasons. It's less expensive as an initial investment, in leasing costs and machine-hour costs. The keyboard is simple, and separation of keyboard and photographic functions allows the operator to utilize his typesetting skills and time to best advantage.

Typographically, Linofilm adheres to the same high standards for which Linotype has become world-famed; at the command of Linofilm are the matchless

typographic resources of Mergenthaler Linotype Company and its affiliates.

## Four Integrated Components

The Linofilm System consists of four integrated components: the Keyboard, Photographic Unit, Corrector and Composer.

The superiority of Linofilm is shown right from the basic component, the keyboard. It's simple, designed so that the operator can make best use of his keyboarding skills. Push buttons and dials are conveniently located so that all typographic functions can be controlled quickly and easily.

The conventional typewriter keyboard has a small bank of control buttons for leading, quadding and centering, justification and other functions. Eighteen different fonts are instantly available, in a range of sizes from 6- through 36-point.

Display sizes can be keyboarded at the same speed as text matter.

The keyboard produces a perforated paper tape containing all the information necessary for the fully-automatic operation of the photographic unit. The

## The New Concept in Photocomposition

photo unit is capable of handling the tape output of several keyboards, and will produce right-reading positive type on film or photographic paper. It will change font, point size, leading and line length in accordance with the signals from the tape.

The photographic unit operates at speeds equivalent to 16 newspaper text lines per minute. Line lengths are through 42 picas.

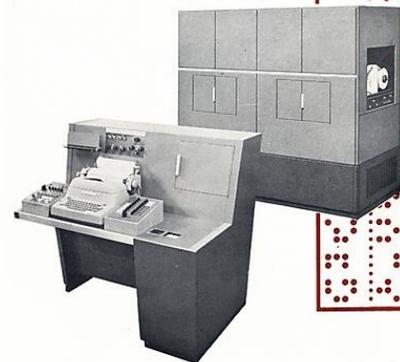
## Corrections are Easy

The Linofilm Corrector makes film corrections easy. It simply welds corrected lines in position automatically. The film has extra strength at the point of the weld, and corrections can be made at speeds of three lines per minute.

The Composer combines the functions of makeup and enlarging, producing a made-up page with all type in precise location—including angled lines up to 90°—and in proper size, ready for the insertion of halftones and artwork. It will enlarge through 180-point and reduce to 4-point. Widths through 102 picas are available.

The versatility of Linofilm allows any combination of units to meet specific, individual needs.

Linofilm is economical of floor space, and simplifies composing room layouts.

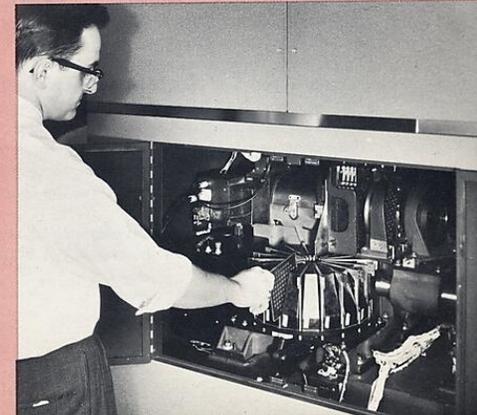


The simple keyboard is one of the main factors to Linofilm superiority. It permits the operator to concentrate on setting type quickly and accurately.

Operation of the photographic unit is simple and automatic. Only manual operation is insertion of film or paper and tape.

The width card, here being inserted in the keyboard unit, provides exact width information for each character in a font to give superlative typography.

Linofilm font grids consist of 88 negative characters on a sturdy glass plate, and are housed in this turret. Font grids automatically swing into operating position as called for.





## COLD TYPE

Leadership Through Research

The Composer performs all the functions of makeup at the stone . . . plus the facility of enlarging or reducing any type to exactly the size required with no reference at all to conventional point size.

Versatility, speed of operation and economy are important characteristics of the Linofilm System, but the ultimate proof of the machine's superiority is in its product: The printed word.

From its very beginning, the constant goal of Linofilm design has been to provide the finest typography. In this the Company has been fortunate that it could draw on its own vast typographic resources. In transferring its famed faces to the Linofilm, Mergenthaler designers took great pains to preserve the character and integrity of each font.

The versatility of Linofilm typography allows the designer great latitude in the creation of beautiful

and functional type faces. Typographic refinements become routine in Linofilm composition. Kerning is built-in, with the operator selecting kerned characters right at the keyboard.

Letter spacing, both plus and minus, is also easily and quickly handled through keyboard push buttons.

### Photographic Flexibility

While Linofilm fonts have been taken from Linotype's library of more than a million characters, in each case the Linotype characters have been completely redrawn to take full advantage of the far greater flexibility of photographic composition.

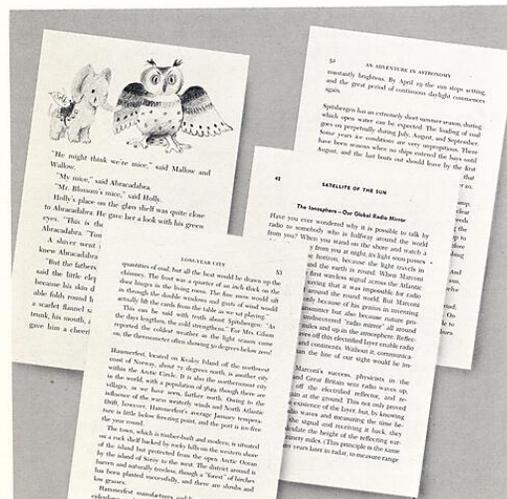
Fine faces for every typographic purpose are now available on Linofilm, and an extensive program is constantly augmenting this type library. In every instance, the purpose remains the same: to create a final product, on film or photographic paper, that is crisp, clean and black . . . ideal copy for the engraver or platemaker.

### A Notable Companion

With a versatility unequalled in any phototypesetting equipment in existence, the Linofilm System has a broad range of applications in the field of commercial, newspaper, periodical, book and other classes of printing. Rather than a competitor, it's a team mate to conventional hot metal processes . . . a notable companion to the historic machine invented by Ottmar Mergenthaler in 1886, the invention which Thomas A. Edison justly characterized as "the eighth wonder of the world!"

For many decades, graphic arts experts have envisioned a practical phototypesetting method as the machine of the future. With the perfection of Linofilm, that dream is realized.

**BOOK WORK** The finest, most intricate typesetting is produced profitably at the Linofilm keyboard. Entire pages can be made up at the keyboard. Here, where demands of the typographer are highest, Linofilm's superlative type resources are shown to their best advantage.



**THE CORRECTOR** The revolutionary Linofilm Corrector solves what had been a troublesome problem in cold type. It eliminates all the uneconomic and painstaking methods of corrections, and brings the speed of automation.

The error line and the film with the corrected line are placed side by side in the Corrector; an automatic cycle cuts out the error line and replaces it with the correct line. It's that simple. The welded film requires no opaquing. It's strong — and of equal thickness for emulsion-to-emulsion platemaking. And any number of lines can be removed, replaced or added. The Corrector will also insert folios, running heads, captions or other repetitive material.



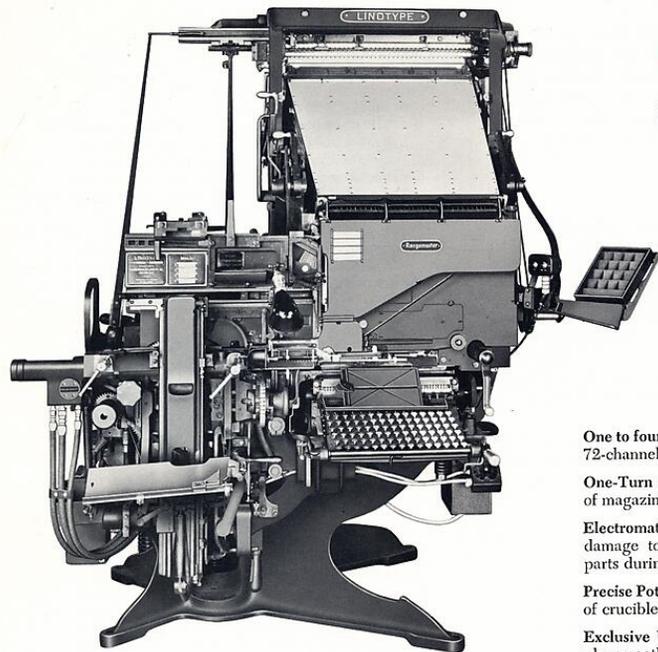
**AD COMPOSITION** Because it produces such a wide variety of type styles and sizes, keyboarding display at the same speed as text, the Linofilm System is ideal for ad work. Type on film or paper can be positioned anywhere, and exactly, in up to full-page layouts.

**Wardway**  
Wardway Drug Stores

**SCOOPE PRICE! BLACK 'N' BRASS**  
SNACK BAR STOOL WITH PLASTIC CUSHIONED SEAT. . . . 3.99 4 FOR \$15.00

<b>TYPEWRITER TABLE</b> 4" WIDE 3.99	<b>STEAM-ANDY IRON</b> 100% COTTON 6.99
<b>SEAS DISCOUNT</b>	<b>INORHAM "FLAM" ELECTRIC ALARM</b> 3.99

124 HIGHLAND BOULEVARD • JEFFERSON BRIDGE AREA • ST. LOUIS, MISSOURI 63103



## UNIQUE

*Single Distributor Model*

Rangemaster Model 33 Linotype produces headletter and display simply and at low cost. Advanced features make it unequalled for safety, reliability and productive output.

One to four wide 90-channel or one to four wide 72-channel lightweight main magazines.

One-Turn Shift is faster than any other method of magazine shifting, simplest and safest.

Electromatic Safety System positively prevents damage to matrices, magazines and machine parts during distribution.

Precise Pot Control automatically regulates heat of crucible and mouthpiece separately.

Exclusive Universal Ejector delivers slugs simply, smoothly and efficiently.

Swinging Keyboard gives instant access to inside working parts without removing keyboard or dismantling outer assemblies, makes maintenance easy and promotes regular inspection.

## NOW — *Lightweight Magazines with Wide Type Range*

Rangemaster magazines are 35/8- or 5 1/4 inches wider than standard magazines, making it possible to keyboard big display matrices with the ease and economy of small text. Steel crossbars were replaced with high-strength aluminum, reducing the weight of the wide magazine by 22 pounds to only 34 pounds. Aluminum bottom plates are anodized to assure free travel of matrices at all times.



Wide Magazine



Standard Magazine

# 33

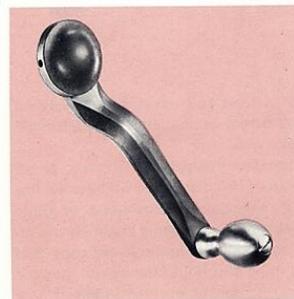
Rangemaster

Only Linotype produces a linecasting machine with all the unique features of the Model 33 Rangemaster. It's a fast, versatile display machine with single-distributor simplicity, and provides economical composition of big headlines and display from main magazines. Keyboarding eliminates slow, costly handsetting of large type.

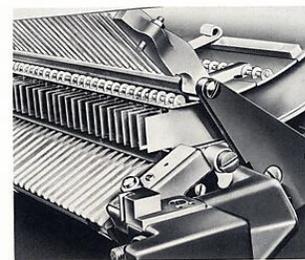
For advertising display and text, this Blue Streak Rangemaster sets fat 24- and 36-point faces smoothly. With wide 90-channel magazines, it carries a second set of big figures when an advertising figure layout is used. And with the aid of Linotype's exclusive Two-Speed Assembler, it pours out 5 1/2-point classified and 8- and 10-point text.

The Rangemaster 33 is equipped with one to four wide 72-channel or one to four wide 90-channel magazines. Wide 90's carry normal width faces through 24-point, and condensed faces through 36-point. Wide 72's carry normal width faces through 36-point and condensed faces through 48-point.

The 33 is equipped with numerous safety features designed to protect the operator, matrices and machine at all times.



Linotype's famous One-Turn Shift is simplest, safest and fastest method of shifting magazines. Magazines are raised or lowered smoothly, channel entrance remains fixed in position.

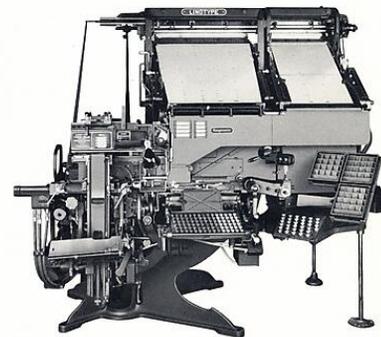


Channel Entrance Safety is part of the Electromatic Safety System. Upper and lower channel entrance plates are both hinged to yield if shifting is attempted while there are matrices between plate and magazine.

## ... and Model 34

*with Auxiliary Magazines*

Four wide 34-channel auxiliary magazines increase the type range of the Model 34 Rangemaster through 60-point condensed, the largest size available for linecasting machines. This makes it easy to keyboard many kinds of composition on one machine.

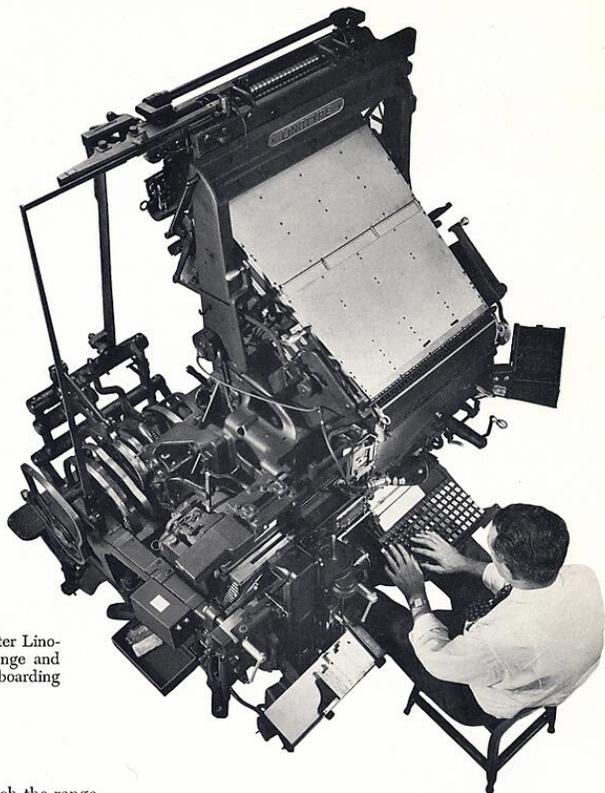


# BIG

Mixer Model

# 35

Rangemaster



The wide magazine Model 35 Rangemaster Linotype has unsurpassed main magazine range and production capacity; it's perfect for keyboarding large type sizes.

No other composing machine can match the range, capacity and versatility of the Rangemaster Model 35 Mixer without using auxiliary magazines.

With the Blue Streak 35, the operator can keyboard large headlines and advertising display, eliminating slow hand setting. He may also keyboard the most intricate two- and three-line food store and other mixed composition, eliminating cut-ins and reducing make-up time. By merely flipping a handy lever, the operator can mix faces from two adjacent magazines; this simplifies overhang slug work and makes cutting-in unnecessary. And Linotype's famous One-Turn Shift shifts magazines in two seconds.

The 35 Rangemaster comes equipped with two or four wide main magazines, either 90-channel or combinations of 90- and 72-channel. Wide 90's carry through normal 24- and condensed 36-point. Wide 72's go through 36- and condensed 48-point.

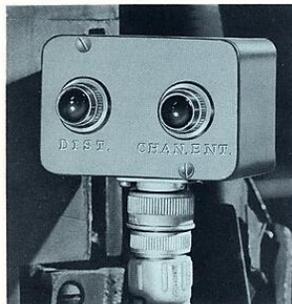
The economy of time and effort in keyboarding headlines and ad display immediately translates into a saving of money, too.

The 35 Rangemaster enables the operator to assemble matrices from two magazines in the same line without shifting magazines. Distribution of these matrices into their proper magazine channels is continuous and automatic. It is simple to set copy that calls for roman, italic and bold face in one line, for two type sizes in one line, or for alternation of type faces in successive lines.

Its versatility—its ability to keyboard large faces as well as speed output of classified and body faces when needed—make the Model 35 Rangemaster Mixer a terrific asset to any composing room.

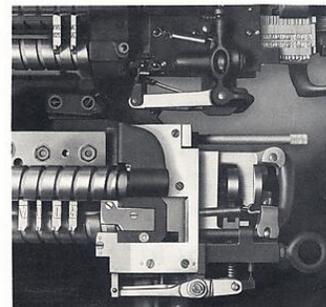
\* For profit from automation, turn to inside back cover.

## MATCHLESS in Main Magazine Range!



Distributor Safety mechanism prevents damage to matrices, channel entrance partitions or distributor bar by locking the distributor screws if there is any interference with smooth distribution.

Two Distributor Boxes provide fastest possible distribution. Boxes are stationary, and alignment of box rails with distributor bars is assured by perfect factory settings.



Electromatic Safety System positively prevents damage to matrices and machine parts during distribution. A latch locks the elevating mechanism if shifting is attempted while there are matrices in distributor boxes, on distributor bars or between channel entrance and magazines.

# 36

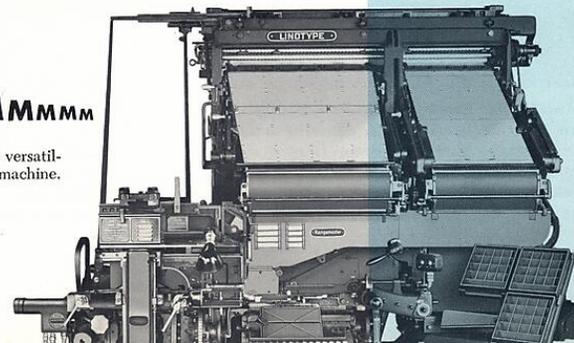
## Even Greater Capacity with Mixer Model

Wide 34-channel auxiliary magazines increase the typographic range of the Rangemaster Mixer Model 35 through 60-point condensed, the largest size available from a linecasting machine. And mixing possibilities become almost limitless.

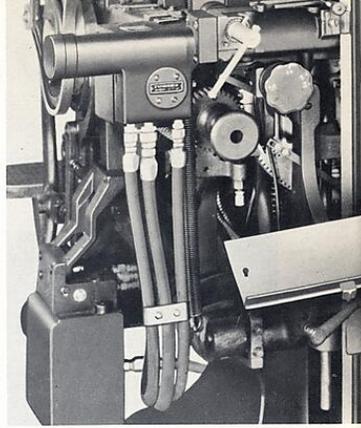
Matrices from the pair of auxiliary magazines in operating position may be combined in the same line with matrices from the pair of main magazines in operating position. Matrices from any one auxiliary may be combined with those from any single magazine.

**MMMMMMMMMMMM**

Mixer Model 36 has range, capacity and versatility unmatched by any other linecasting machine.

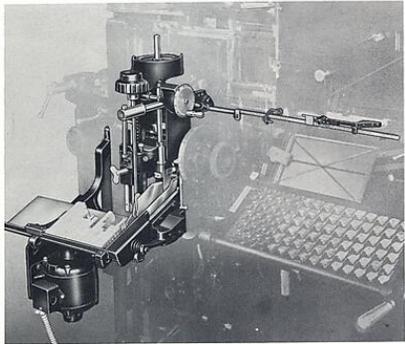


Linotype's Hydraquadder cuts composition costs by setting quadded and centered copy at speeds faster than the simplest straight matter. It gives perfect accuracy of margin and centered matter, and needs *no adjustments or maintenance* other than normal lubrication. The Hydraquadder is available as either a mechanical knob-control unit (shown here) or an electrical-control unit operated by pushbuttons or automatically by tape. Regardless of quadding function or line length, the Hydraquadder's uniform hydraulic pressure gives vise jaw action that is smooth and sure. Smooth performance is assured at any speed because it is completely independent of machine functions except for timing. Addition of the Hydraquadder does not impair Linotype accessibility.

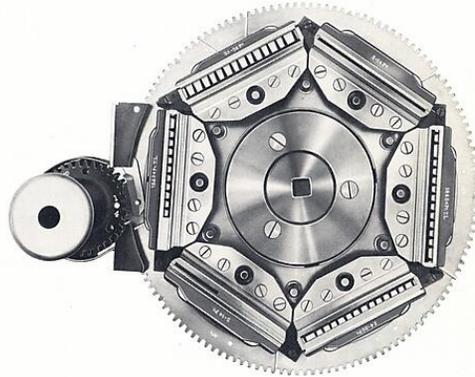


## PROVEN PRODUCTION AIDS

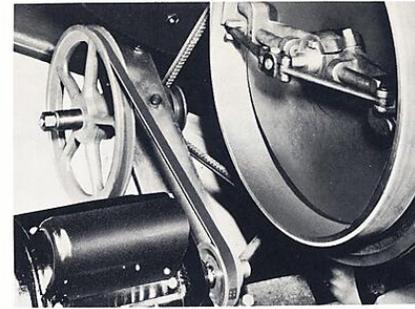
*Optional Equipment for More Profitable Operation*



The Mohr Lino-Saw automatically cuts slugs to required measure before they are delivered to the galley. Eliminating liner changes, this is invaluable for composition requiring frequent changes in measure since it also controls vise jaw and assembler slide settings *with a single operation*.



The Six-Mold Disk minimizes mold and liner changes. Its exclusive one-piece design provides unequalled rigidity, durability and accurate alignment and gives 50% added mold capacity.



Linotype's V-Belt Motor Drive Combines latest design with rugged construction to provide vibration-free and noiseless transmission of power.

When the Hydraquadder is controlled by push-button operation, the operator selects the desired function by pressing one of four buttons at the right of the keyboard; the Hydraquadder does the rest. For tape operation, the Hydraquadder's electric control system is plugged into the tape operating unit, and the Hydraquadder then responds automatically to coded signals on the tape.

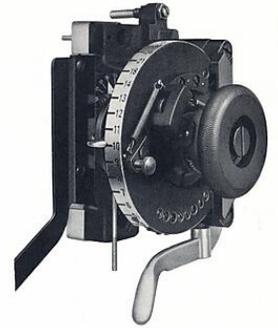
Linotype Thermo-Blo air cools the mold and eliminates overheating. The sliding nozzle makes disconnection of the tube unnecessary when the mold slide is pulled forward. There is no draft on the operator or cooling action on the mouthpiece.

Linotype's Auto-Ejector is easily set, and saves costly operator time by eliminating the manual setting of ejector blades when making mold changes. It also saves molds and liners.

Food-store-ad pointer simplifies the alignment of second and third under-pinning slugs for faster production.

Margach Automatic Metal Feeder constantly maintains molten metal in the pot at the best level to produce top-quality slugs and increase output.

The Mohr Measure Control is a valuable aid in setting vise jaws and assembler for off-measure composition, as well as a convenient means of setting standard measures.



Quick-Opening Knife Block speeds up advertising and food-store composition by opening instantaneously to allow overhang display slugs to pass from the knife block to the galley. The knife resets to pre-set trim at flip of a lever.



New Comet Pot has Linotronic controls. Its greater sensitivity gives more positive metal temperature control, better accessibility and requires less maintenance.

# TOPS in **TYPOGRAPHY**

Since its founding in the late 19th century, Mergenthaler Linotype Company has created the finest of type faces for every typographic purpose. Proof of its typographic superiority is seen in the overwhelming number of fine books set in Linotype faces, the constant parade of Ayer Cup winners dressed in Linotype newspaper faces. For every printing purpose, Linotype offers an appropriate type face.

With its famous Newspaper Legibility Group, Linotype pioneered the development of excellent newspaper body faces, such as the famed Corona and Ionic No. 5. More recently, with its popular Spartan series, it has led the way toward a new development in newspaper typography: the use of sans serif faces for classified use.



The coveted Ayer Awards honor the best-dressed U.S. daily newspapers. The overwhelming majority of the papers cited for typographic excellence use one of the many popular Linotype newspaper faces.

In book faces, Linotype from its beginning made available the finest traditional types such as Janson, Baskerville and Caslon. In recent years it commissioned such distinguished artists as William A. Dwiggins and Rudolph Ruzicka to design book faces that have become modern classics.

And as Linotype has increased the type range of its linecasting machines, it has created outstanding faces for headlines and advertising display.

In designing fine types for hot metal machines, Linotype is the acknowledged leader. Today, as Mergenthaler Linotype Company embarks on a new era in typesetting with Linofilm, it is drawing on its unmatched typographic resources to provide equally distinguished and useful faces for cold type processes.



America's most handsome books are honored each year by the American Institute of Graphic Arts. For more than 20 years, Linotype has averaged better than 60% representation in the AIGA Fifty Books Show.

## \* **AUTOMATION** for PROFITS

**THE LINOTYPE LINE** provides an *assured* method of combining the high skills of trained craftsmen with the productivity of automation.

The Comet was the first machine specifically designed for high-speed tape operation. So admirably did it perform that today it is universally recognized as the tape-operated linecaster. In its new version, with its exclusive Mat-Glide matrix circulation, the Comet reinforces its position as the most productive straight-matter machine in the world.

Tape operation increases the productivity of the Meteor and the 31 Racehorse. Tape can be prepared and easily stored for typesetting when needed. Tape can easily be transported . . . physically or by wire or radio.

Afternoon papers carry the latest market reports through automated production on four simultaneously operated Linotypes.

Not only straight matter, but large type for imprints and the like, too, can be set by the automation of tape. So the great capacity of the Rangemaster 33 and 35 can team with tape automation.

And, with the new TTS Mixing Device, the versatile 29 reaches new heights of productivity. Intricate setting of mixed composition can be controlled by tape. And the Quick-Opening Knife Block can be actuated by tape signals so that high-speed alternation of faces and sizes, such as is demanded in setting classified advertising with display lines, is fully automatic . . . and profitable to the ultimate. Better than any words, the chart at the right of this page shows the time- and labor-saving advantages of the automated Knife Block.

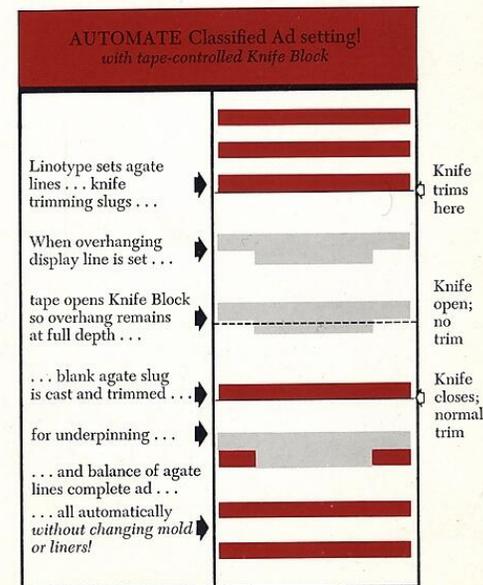
The Automatic Recast device will produce duplicates of a tape-set line in any quantity. This is especially useful in jobs that are gang-printed. A very successful match-book manufacturer, for instance, uses company-name imprints by the score . . . each by setting the name only once and letting the automatic device recast as many slugs as the job requires. Running heads and other recurring material need be composed only once; automation manufactures as many lines as demanded.

By utilizing operator skills to the maximum, the Automated Linotype Line reaps dividends on a type-

setter's biggest investment, trained craftsmen.

But the ultimate criterion for profitable automation is the productivity—and, especially—the reliability of the producing machine. Here Linotypes are unmatched in proven performance. Their engineering assures smooth operation . . . with a much longer productive life. Their electronic safety devices protect matrices and moving parts . . . with resultant decrease in replacements. Their built-in maintenance conveniences assure top performance at all times . . . with a bare minimum of non-productive time.

When it comes to profits by automation, the Linotype Line is absolutely matchless . . . not an idle boast, this, but a hard fact that has been proven and reproven in composing rooms all over the world!



• LINOTYPE •



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Chicago 5 —531 Plymouth Court  
Cleveland 14 —2536 St. Clair Avenue  
Dallas 7 —1304 Dragon Street  
Los Angeles 15 —1212 Albany Street  
New York —29 Ryerson Street, Brooklyn 5  
San Francisco 3 —155 Twelfth Street

**IN CANADA** Canadian Linotype, Limited  
675 King Street, W., Toronto 2B

**Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York**

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