



Vari-Type

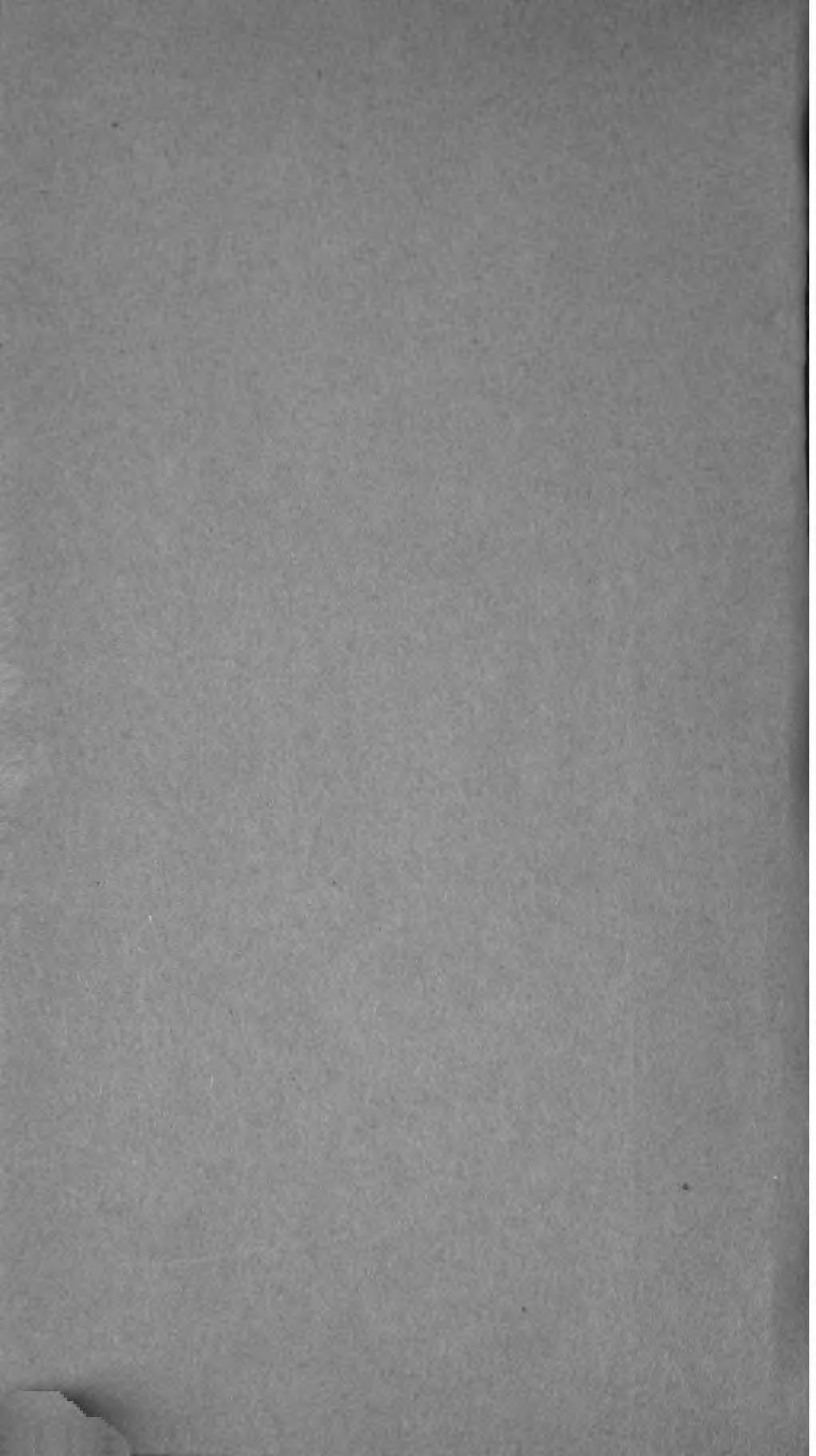
TYPE FAC

RALPH C. COXHEAD

Library
of the
University of Wisconsin









TYPE FACES

✓
RALPH C. COXHEAD CORPORATION

Manufacturers of Vari-Typer

333 AVENUE OF THE AMERICAS · NEW YORK 14, N. Y., U. S. A.

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ZIT

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6

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F O R E W O R D

The types shown in this catalog comprise the most popular fonts used on the Vari-Typer. Also available are many others which are not shown, including foreign language faces, special types, etc.

The line and letter spacings shown are correct for the size of the copy used. When wider copy is used, the line spacing should be increased proportionately.

The following types: 23, 24, 27P, 27E, 27, 68, 96, 158, 169, 180, 211 and 216 may be had with the symbols =, ÷, +, × instead of the fractions $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ and £ sign. When ordering, specify X after the regular number, i. e. 211X.

Types which have a special set of figures are shown on the same page.

As new types are manufactured, a page showing them will be issued to insert in this catalog.

The index shows type faces in their numerical order. Special type faces are shown on pages 93 to 103. On page 116 we show photographic reduction; pages 106 to 113 give suggestions on type combinations; a short article appears on pages 114 and 115 on type selection; a picture of a type font is shown on page 117, and on page 118 we show a picture of the popular 20 inch automatic justifier.

TYPES ARE CHANGEABLE

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of type with sizes from 6 to 18 point are available on one machine. Roman can be used for text, italics employed for emphasis and bold faces on the headings. Forms for factory or office use are best if composed in sans-serif, square-serif or gothic type faces. Small types are ideal for financial reports and statements. The flexibility of this remarkable machine can easily be seen by just looking

LETTER SPACING 12
LINE SPACING 6

MATCHING
ITALIC 315-12

CHARACTERS IN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy z

\$%&'()*-./¹/₄¹/₂³/₄¢

1234567890

TYPES ARE CHANGEABLE

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of type with sizes from 6 to 18 point are available on one machine. Roman can be used for text, italics employed for emphasis and bold faces on the headings. Forms for factory or office use are best if composed in sans-serif, square-serif or gothic type faces. Small types are ideal for financial reports and statements. The flexibility of this remarkable machine can easily be seen by just looking

LETTER SPACING 12
LINE SPACING 6

MATCHING
ROMAN 310-12

CHARACTERS IN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstvwxyz

\$#&fi% . . : ; ' ? ' ! () * _ - / ¼ ½ ¾ ¢

1234567890

TYPES ARE CHANGEABLE

Copy set on the Vari-Typer possesses the two elements necessary in modern composition, suitable typography and controlled impression. Types of many styles in sizes ranging from 6 to 18 point are available. Use roman faces for text matter, headings go in bold faces, italics for emphasis. Factory or office forms look best when set in sans-serif or gothic type. Miniature types are ideal for financial reports and statements. Complete type series make it possible for you to set up a complete book without the expense of stripping in reduced copy. Tariff and special symbols may be obtained. The flexibility of this remarkable device can easily be seen by looking at the pages of this type book or any other Vari-Typed literature. Types of many foreign languages, fractional, and a

LETTER SPACING 14
LINE SPACING 7

MATCHING
ITALIC 211

CHARACTERS IN FONT

ABCDEFGHIJKLMN OPQRSTUVWXYZ &

abcdefghijklmnopqrstuvwxy z

\$ ff fi % . , : ; " ? ' ! () * - - / ¼ ½ ¾ ¢

1234567890

TYPES ARE CHANGEABLE

Copy set on the Vari-Typer combines the two elements necessary for all neoteric composition, appropriate typography and controlled impression. Type plates in a variety of styles in sizes from 6 to 18 point are available on one machine. The roman types may be used for text matter with italics for emphasis, and the bold faces for headings. Miniature types are well suited for financial statements for reports. Factory or office forms may be set in sans-serif or gothic types. Type series make it possible for you to do a complete book without stripping in. The flexibility of this wonderful device is easily seen by glancing at the pages of this type book or any literature set on Vari-Typer. Foreign language types, and a wide selection of special symbols may be obtained. Great variations of letter and line spacing provide a wide variety of typographic results. Modern printing methods demand economical and efficient type setting speedily obtained by using

LETTER SPACING 16

LINE SPACING 8

CHARACTERS IN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

abcdefghijklmnopqrstvwxyz

\$ # % & ' ? ! () * - - / ¼ ½ ¾ ¢

1234567890

TYPES ARE CHANGEABLE

COPY SET ON THE VARI-TYPER HAS THE TWO ELEMENTS NECESSARY FOR MODERN COMPOSITION, TYPOGRAPHY THAT IS SUITABLE AND PERFECTLY CONTROLLED IMPRESSION. VARIOUS STYLES OF TYPE WITH SIZES FROM 6 TO 18 POINT ARE AVAILABLE ON ONE MACHINE. ROMAN CAN BE USED FOR TEXT, ITALICS EMPLOYED FOR EMPHASIS AND BOLD FACES ON THE HEADINGS. FORMS FOR FACTORY OR OFFICE LOOK BEST WHEN SET WITH square-serif or gothic type faces. Type series make it possible for you to do a complete book without stripping in. The flexibility of this wonderful device is easily seen by glancing at the pages of this type book or any literature set on

LETTER SPACING 12 & 16
LINE SPACING 6

MATCHING
ROMAN 180L

CHARACTERS IN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxy

"%/()@x ' ° , . : ; _ - $\frac{1}{8}$ $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{5}{8}$ $\frac{3}{4}$ $\frac{7}{8}$*

1234567890

TYPES ARE CHANGEABLE

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of type with sizes from 6 to 18 point are available on one machine. Roman can be used for text, italics employed for emphasis and bold faces on the headings. Forms for factory or office look best when composed in sans-serif, square-serif or gothic type faces. Small types are ideal on financial reports and footnotes. The flexibility of this remarkable machine can easily be seen by just looking

LETTER SPACING 12
LINE SPACING 6

MATCHING
ROMAN 260-9

CHARACTERS IN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

abcdefghijklmnopqrstuwxxyz

\$£@p . , : ; " ? ' ! () * _ - | ¼ ½ ¾ ¢ #

1234567890

Types Are Changeable

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of type with sizes from 6 to 18 point are available on one machine. Roman can be used for text, italics employed for emphasis and bold faces on the headings. Forms for factory or office look best when composed in sans-serif, square-serif or gothic type faces. Small types are ideal on financial reports and footnotes. The flexibility of this remarkable machine can easily be seen by just looking

LETTER SPACING 12
LINE SPACING 6

MATCHING
ROMAN 122A

CHARACTERS IN FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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

1 2 3 4 5 6 7 8 9 0

1" @2#¼3\$¾4%£5_¢6&*7' ?8(,9).0½/
qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK,OL.P:!

1" @2#¼3\$¾4%£5_¢6&*7' ?8(,9).0½/
qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK,;OL.P:!

1".@2#¼3\$¾4%£5_¢6&*7' ?8(,9).0½/
qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK,OL.P:!

QAZWSXEDCRFVTGBYHNUJMIK,OL.P;-
1" @2#¼3\$¾4%£5_¢6&*7' ?8(,9).0½/

qazwsxedcrfvtgbyhnujmik,ol.p;-
 QAZWSXEDCRFVTGBYHNUJMIK?OL°P:%
 |n₁2×₂3+₃4÷₄5-₅6+₆7·₇8(89)90=0

QAZWSXEDCRFVTGBYHNUJMIK,OL.P;-
 QAZWSXEDCRFVTGBYHNUJMIK?OL(P:)
 |"12@23\$34%45-56*67°78'89=90/o

qazwsxedcrfvtgbyhnujmik,ol.p;-
 QAZWSXEDCRFVTGBYHNUJMIK?OL½P:°
 1₁2₂·3₃+4₄%5₅_ =6₆7₇'8₈(9₉)o[],

qazwsxedcrfvtgbyhnujmik,ol.p;-
 QAZWSXEDCRFVTGBYHNUJMIK?OL½P:°
 1₁2₂|3₃†4₄||5₅_6₆'7₇'8₈(9₉)o[]/

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL&P:!
1"@2#3\$14%£5_φ6⁵/₈7'½8(¼9)¾07/

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL&P:!
1"@2#3\$=¼4%£5'+6⁵/₈7'½8(¼9)¾07/

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL.P:!
1"@2#73\$+4%β5_φ6&37'§8(39)¾08/

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL.P:!
1"@2#R3\$+4%ā5_φ6&37!m8(39)¾0ss/

±αζωσξεδγρφψτωβ+ην→μ=κ∫θλ·π: /
 °' "ΩΣν>ΔΓ<∂∆:~∫\{η∫} [[r_] √Π|√
 ±αζωσξεδγρφψτωβ+ην→μ=(∫θ)≡π'''√

MATHEMATICAL

No. 135

qazwsxedcrfvtgbyhnujmik,ol.p.√
 QAZWSXEDCRFVTGBYHNUJMIK?OL∂P:∫
 1" _2Σ×3Δ+4∞[5Γ]6÷*7' |8(<9)>0=/
 1αζ2σξ3δρ4ψθ5γβ6ητ7εφ8κω9λπ0η-

MATHEMATICAL

No. 135B

qazwsxedcrfvtgbyhnujmik,ol.p.√
 QAZWSXEDCRFVTGBYHNUJMIK?OL∂P:∫
 1" _2Σ×3Δ+4∞[5Γ]6÷{7' }8(<9)>0=/
 1αζ2σξ3δρ4ψθ5γβ6ητ7εφ8κω9λπ0η-

MATHEMATICAL

No. 135E

QAZWSXEDCRFVTGBYHNUJMIK?OL∂P:∫
 1" _2Σ×3Δ+4∞[5Γ]6÷ν7' μ8(<9)>0=/
 1αζ2σξ3δρ4ψθ5γβ6ητ7εφ8κω9λπ0η-

qazwsxedcrfvtgbyhnujmik, ol.p.v
QAZWSXEDCRFVTGBYHNUJMIK?OL@P:f
1" _2ΣX3Δ+4∞[5Γ]6÷v7'μ8(<9)>0=/
1αζ2σξ3δρ4ψθ5γβ6ητ7εφ8κω9λπ0π-

qazwsxedcrfvtgbyhnujmik, ol.p.-
QAZWSXEDCRFVTGBYHNUJMIK?OL@P/Lf
1" _2||x3≡+4∞[5~]6{*7'|8(<9)>}=/
1az2⊥x3∇y4·→5xbθhη7jmskίθ-+0≈✓

1⊕♦2●+3‡§4▲♣5[□6†]7(¶8),9_ .0★♣
♠ ♥ ♦ ♣ =

qazwsxedcrfvtgbyhnujmik, ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK, OL.P:!
1□C2C3D+4□●5□♦6&*7'▲8(,9).0½♣

TARIFF SYMBOLS

No. 228-6

QAZWSXEDCRFVTGBYHNUJMIK,OL.P;-
①⊕Ⓒ②⊙ⓧ③●▭④◆□⑤=⊔⑥♠□⑦▲↓⑧⊗✱⑨■†○:¶
1"ö2#¼3♀¼4ō□5+!6&*7♣§8(19)★0½/

TARIFF SYMBOLS

No. 228-8

QAZWSXEDCRFVTGBYHNUJMIK(OL)P:||
1□♠2□◆3▭▲4Ⓒ●5ⓓ+6□★7○■8∟◇9Υ¶0|-
1⊕□2⊙¼3\$¾4%ō5§□6&*7Δf8†,9#.0½/

LIBRARY

No. 193

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL;P:!
1"˘2"˘-3'˘+4^˘5_ 6~*7'§8(°9)[0=]

LIBRARY

No. 194

qazwsxedcrfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL.P:!
1"˘2"˘-3'˘4^˘5_ 6~*7'˘8<.9>'0/√

qazwsxedorfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL.P:!
1" ` 2" ¢ 3 ' + 4 ^ ¢ 5 ~ 6 & * 7 ' § 8 (° 9) [0 =]

qazwsxedorfvtgbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK?OL.P:!
1" ` 2" ¢ 3 ' + 4 ^ ¢ 5 ~ 6 & * 7 ' § 8 (° 9) [0 =]

aaZWSSedorfvtgbyhnujmik,ol.pə-
æzʰʃæøðʌɹʊθgɾɸhŋɰçŋɪx?vɹ:q:|
+ ʒ ' + " ʁ ʌ ' CR ^ j ʁ _ - y ~ ' u ' ' (, ± ' τ) ,

aaZWSSedorfvtgbyhnujmik,ol.pə-
æzʰʃæøðʌɹʊθgɾɸhŋɰçŋɪx?vɹ:q:|
ʁ ʒ j ʒ ʁ d ʒ ʁ d ʒ t ʃ d ʌ t ʃ h ŋ t s n ʃ , ʁ ʌ j ʃ ʃ , ~

qazwsxedcrfvtgbyhnujmik, ol. p; -
OAZWSXEDCRFVTGBYHNUJMIK?OL&P:!
1"@2³/₈3\$¹/₃4%£5_¢6⁵/₈7'¹/₂8(¹/₄9)³/₄0⁷/₈/

CHEMICAL

NO. 136A

QAZWSXEDCRFVTGBYHNUJMIK, OL.P;-
QAZWSXEDCRFVTGBYHNUJMIK?OL(P:)
1"12@23\$34%45-56*67&78'89=90/o

CHECK WRITING

NO. 185

ABCDEFGHIJKLMN OPQRSTUVWXYZ
P.:-1"@2#*3\$+4%£5_¢6&*7' ^8
(°9),0=/12#3\$45¢6&*7AC8°9.0/

FRACTIONAL

No. 184

QAZWSXEDCRFVTGBYHNUJMIK, OL.P;-
¹/₈ ³/₃₂ ³/₁₆ ⁵/₈ ²³/₃₂ ⁵/₈ ⁷/₃₂ ▼ ⁷/₈ ⁹/₃₂ ²⁷/₃₂ ¹/₁₆ ³/₃₂ ³/₁₆ ³/₃₂ ¹⁵/₃₂ ¹⁵/₃₂ ■ ⁹/₁₆ ¹⁷/₃₂ ? ¹¹/₁₆ ¹⁹/₃₂ ¹/₂ ¹/₃₂ : ¹/₄
1" ²/₃₂ # ²⁵/₃₂ 3\$ + 4% ²⁹/₃₂ 5_ ¢ 6 & ¹⁵/₁₆ 7' ^ 8 (° 9) ⁷/₁₆ 0 = /

L I G A T U R E S

Ligatures are characters consisting of two or more letters which are united - such as fl, ff, or fi. The purpose of these combined characters is to eliminate unnecessary white space, or gaps that would otherwise appear between letter combinations where one or both letters do not occupy the complete letter space.

In typesetting, the use of these ligatures is an old and accepted practice. We read daily in magazines and newspapers, printed material which is composed with ligatures - yet they are not noticeable; wherein lies the very reason for their use. Their function is to accelerate the flow of rapid reading by eliminating the breaks which would catch the eye instead of permitting it to pass quickly from one word to the next. Note the difference in the following two examples:

The first of these sentences does not afford an easy flow.

The first of these sentences does not afford an easy flow.

The same principle applies to all Vari-Typer composition that is to simulate printing. Many of the recent Vari-Typer types are provided with the three ligatures which occur most frequently - fl, ff, and fi. These characters are found on the 's' key (fl),

'v' key (ff), and 'z' key (fi), and are obtained by using the figure shift key. They replace the #, £, and @ symbols which are the least used symbols of the standard keyboard. This arrangement makes typing with the ligatures easier because all three are located in the lower left side of the keyboard. The operator must exercise care in striking the shift key for these symbols, making sure that it is pressed to the 'bottom' of the stroke. This will insure better alignment of the symbol with the other letters of the word. The same care should be exercised any time with the shift key. The following Vari-Typer type series (all sizes in each series) contain the three ligatures:

NO.	STYLE
300	Caslon
310	Litho Book
315	Litho Book <i>Italic</i>
360	Litho News
380	Bodoni Book
385	Bodoni Book <i>Italic</i>

These types are the ones most popular for simulating printing. Ligatures improve the readability as well as the quality of your composition.

FOREWORD

Follow the instructions in this book and refer to them as you find necessary. Efforts have been made to make our instructions as clear and as brief as possible. The more you learn about your Vari-Typer the better your work will be. If you have any special problem in your work that is not covered in these pages, write to the Sales Department of Vari-Typography, Ralph R. Oxhead Corporation, 333 West 42nd Street, New York City. Enclose samples of your work that you are asking about. Write as often as you

DIRECTORY

Abel, Benjamin L. -----	2
Albert, Carl A. -----	39
Allen, Robert T. -----	3
Altman, Emma L. -----	5
Anderson, William H. -----	2
Ast, Raymond J. -----	9-10
Baehr, Beatrice I. -----	3
Baker, Florence -----	20
Ball, Stewart F. -----	17
Bapst, Dr. Robert I. -----	6
	4
	2
	1

CALIFORNIA	
TERRITORY 1	
0	\$80.00
0	8.00
0	12.00
0	74.00
0	7.40
0	11.10
0	51.00
0	5.10
0	7.65
0	70.00
0	7.00
5	10.50
96.00	54.00
9.60	5.40
85.00	21.00
TERRITORY 1	CALIFORNIA
6.75	2
72.00	39
7.20	3
10.80	5
55.00	2

A U T O M A T I C

EASY TO-READ columns with the balance work are available now with the new **Vari-Typer**. Work which you are now having **Vari-Typed** with large savings... material with "squared margins", cost, can be produced quickly and **Vari-Typer**. Beautiful and unusual effects now on all your work with **Vari-Typer** automatically.

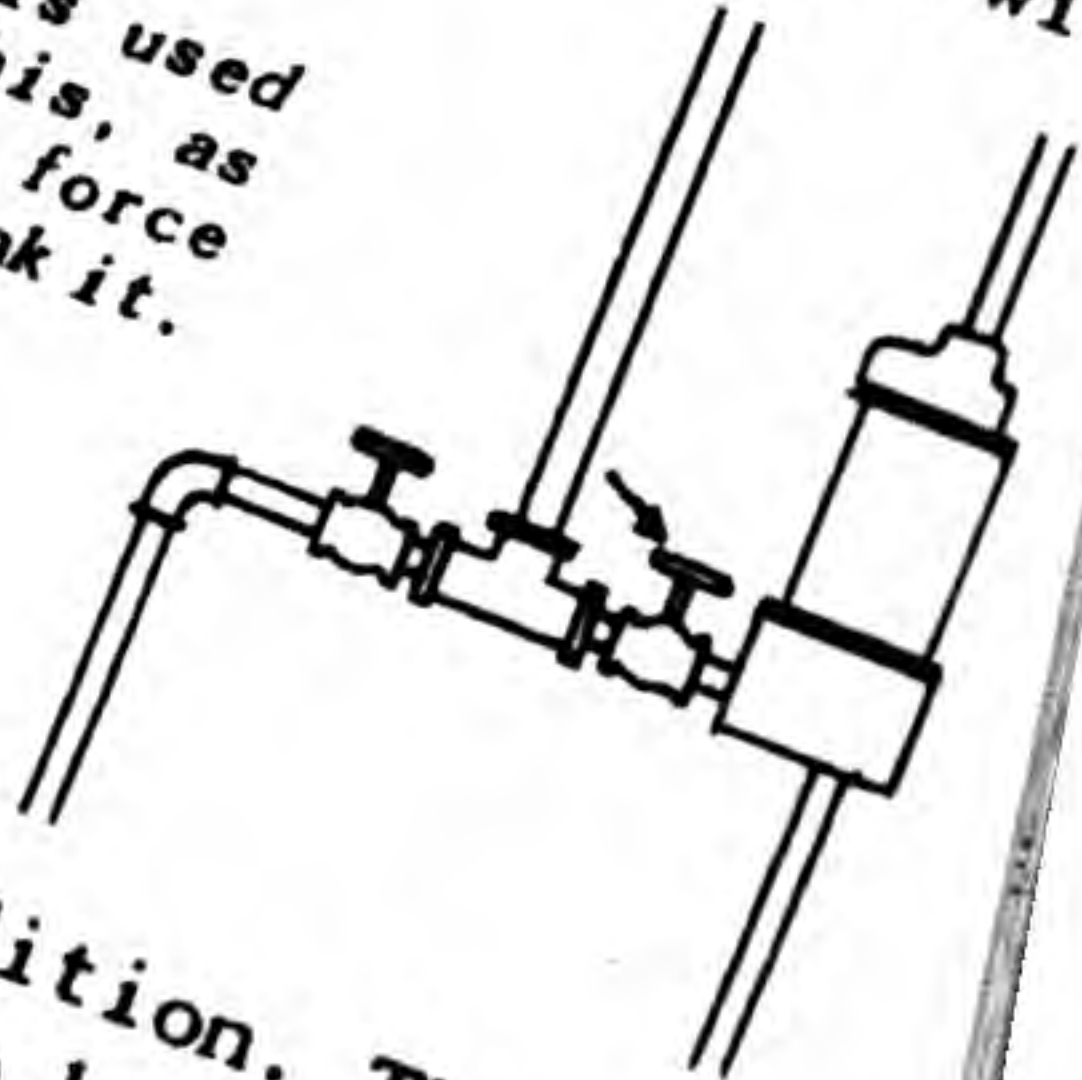
Impr appearance of original
Mimeograph Gelatin, Dup
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SERVICE INSTRUCTIONS

After the meter has been removed from the shipping container, it should be inspected for any apparent damages or breakage. Next untie the cord (with card attached) which will project from the plug.

Extreme care is used while doing this, as an attempt to force it will only break it.

Release the mechanism - put the meters almost in operating condition. The meter is now ready to be installed in the line from the supply tank to burner. The sun- and out



SERVICE

At the right end of the carriage you find the Feed Roll Opening and Closing Lever which when pressed back allows a separation of the Feed Rolls. These Feed Rolls will open about a quarter of an inch. Hold the upper left hand corner of the paper in the left hand and guide the paper between the feed rolls, holding the bottom of the paper with both of the hands.

Insert the paper from the right side of the carriage between the Feed Rolls, guide the paper to the center of the carriage and allow the paper to drop. Pull the Feed Roll Opening and Closing Lever forward. The rollers will close, holding the paper firmly. Roll the paper down into the carriage to the line of writing by using the right Feed Roll Knob.

At the left of the carriage in the back there is a small chrome plated knob that can be raised about one eighth of an inch. Lift this and move it into the desired notch. The carriage return lever will automatically space the lines from nine three per vertical inch.

PART NO.	BEARING MATERIAL	LENGTH	DIMENSIONS	
			O. D.	
HB-317	Rich Gold Metal	15/16	19/32	3
HC-3404	Bi-Metal	51/64	7/16	3
HC-3506	Bi-Metal	49/64	21/32	17/
HC-5168	Bi-Metal	25/32	20/32	2/16

IN ACTUAL USE

FRANT BAR AND GRILL
M E N U

COUVRES Assorted Antipasto
Fresh Shrimp Cocktail
Tomato Juice
Grapefruit Cocktail

SOUPS

Italian Minestrone
Consomme en Tasse
Clam Chowder

ENTREES

Spaghetti Sauce - Ravioli
Fresh Crab Meat
Broccoli al Burro
Filet of Sole Saute Meuniere
Broiled Sea Bass
Half Broiled Spring Chicken
Veal Kidneys Trifolati
Sweetbreads
Veal Saute - Vegetables
Fried Chicken Cutlet
Chicken Livers
Fried Chicken au Vin
Scallopine of Veal and Bacon
Calf's Liver and Bacon

Bel Paese Gorgonzola Camembert

MARTA'S

New York

SUMMARY

\$18,500,000
18,322,157
17,297,132
17,565,454
18,043,877
16,593,608
16,032,676
15,787,154
15,583,500
15,900

1936
1937
1938
1939
1940
1941
1942
1943

34.85
33.79
32.90
31.99
30.99

19.99
20.31
21.89

TOBACCO

a description of the tendencies of tobacco consumption expressed in physical units, since our price system transforms commodities into values and purchases into monetary units.

TOBACCO PRODUCTS

Some manufacturers vary the grade of tobacco, using poorer tobaccos during a period of high prices and better tobaccos during low-leaf price periods.

The inflation and increased demand of the war years boosted total sales until they exceeded one billion dollars in 1919.

It was not until 1929 that the cigar and cigarette industries ranked among the ten largest in the country. In that year the combined cigar and cigarette industries rose to tenth place. A phenomenal growth of cigarette consumption has been the primary factor in the increase of tobacco

Abstract of 15th Census.

CLASSIFICATION OF IMPORTS

ECO- NOMIC CLASS	NUMBER	COMMODITY DESCRIPTION	RA L
		VEGETABLES-- continued	
		COWPEAS-	
2	1193.0	Black-eye	
2	1193.5	Green or unripe.....	3½¢
2	1195.0	Dried or in brine.....	3 ¢
		Cowpeas, n.s.p.f.....	Free
2	1196.0	Peas (except cowpeas) and Green or unripe (T.D.4531)	3¾¢ lb
		Dried.....	2¢ lb
		Split.....	in Cana 1¼¢ lb 2½¢ lb.

CLASSIFICATION OF IMPORTS

ECO- NOMIC CLASS	NUMBER	COMMODITY DESCRIPTION
		CHERRIES:
2	1131.5	Natural State.....
		Sulphured or in brine:
4	1314.1	With pits.....
4	1314.2	With pits removed.....
4	1317.1	Dried, desiccated, or evaporated.....
		GRAPES:
2	1318.3	Hot.....

COMPARATIVE STATEMENT

THE FOLLOWING FIGURES REPRESENT AN ACTUAL COMPARISON OF OUR EXPERIENCE AT THIS DATE AS COMPARED WITH PREVIOUS YEARS. FOR FURTHER DETAILS SEE THE COMPLETE REPORT WHICH WILL BE ISSUED.

INCREASE SHOWN IN BOLD TYPE

YEAR	NET	%	VOLUME	DOLLARS
1930	46.01	7.80	324	\$ 6.00
1931	46.98	6.89	359	8.08
1932	47.00	7.00	361	9.00
1933	50.03	6.79	400	11.05
1934	52.79	9.00	499	17.24
1935	57.63	12.01	512	18.97
1936	57.79	12.09	519	20.00
1937	58.35	13.12	521	20.99
1938	59.56	15.34	549	25.37
1939	61.00	16.20	572	24.89
1940	62.12	16.99	583	25.79
1941	63.32	17.56	591	26.00

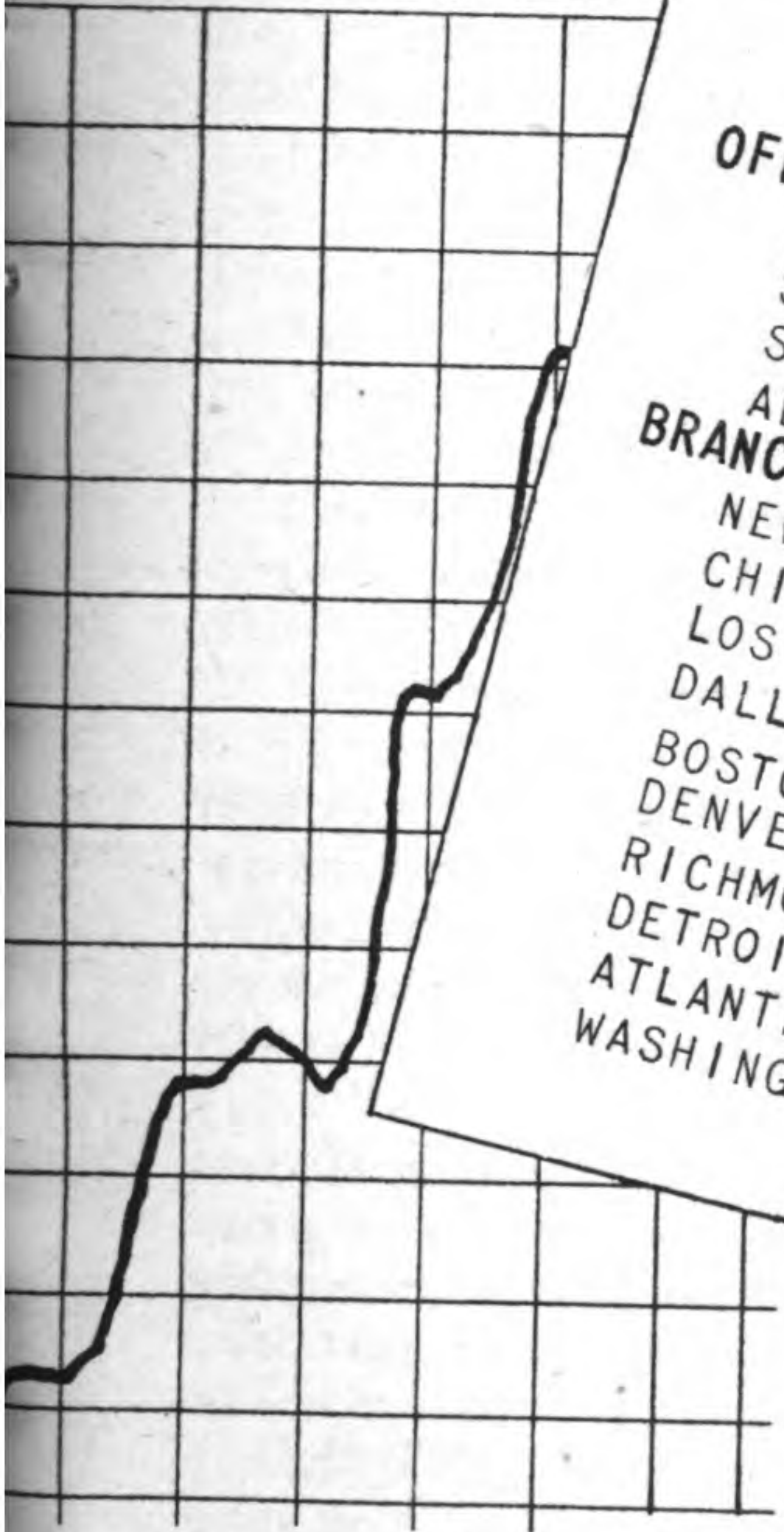
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

PETTY CASH STATEMENT ACCOUNTING DEPARTMENT

DATE	FOR	CHARGE	AMOUNT

SHOWING INCREASE

1936 1937 1938 1939 1940 19



PAYROLL
APRIL 1939

MANUFACTURING
PLANT #1
PLANT #2
PLANT #3
OFFICE

\$ 36,400
29,630
31,670

ACCOUNTING
SERVICE
SALES

\$ 25,078
33,867
36,632
28,210

ADVERTISING
BRANCH OFFICES

NEW YORK
CHICAGO
LOS ANGELES
DALLAS
BOSTON
DENVER
RICHMOND
DETROIT
ATLANTA
WASHINGTON

\$ 42,012
39,046
39,256
38,978
38,078
37,190
37,457
37,693
37,562
39,112

INSTRUCTIONS

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HOW TO SELECT VARI-TYPER TYPES

The same considerations are present in selecting VARI-TYPER types as in selecting printing type. The method of reproduction must first be determined. Some types suitable for reproduction by offset cannot be used for stencils. Faces like the Litho-Book series with varying stem widths are ideal for photo-offset but are not practical for writing a stencil.

The next factor is the amount of copy and the area it is to occupy. Keep in mind the fact that approximately 39 characters is the ideal width for a column to insure readability. Rough calculations will indicate the number of characters per inch horizontally and the lines per inch vertically necessary to fit the copy into the allotted space.

Reducing the size of type and increasing the space between lines proportionately is one means of varying the appearance of the typeset matter. The style of type (and by that we mean **STYLE, STYLE, STYLE, STYLE,**) may be determined by comparing the effect of each of these styles and deciding which is most appropriate.

The use of light and bold types to set off certain portions of the copy may be found desirable, or italics may be used for the same purpose. Capitals should not be used for any large amount of copy, as their legibility does not compare favorably with the lower case.

As a general rule, one or two lines of capitals is the most that should be used.

In printers type the point size is determined by the body on which the letter is cast. Since we have nothing comparable to this, our types are not listed as to point size. However, key numbers have been assigned to the various sizes of each style of type as a means of identification, i. e., 310-10 indicates that the type is of the Litho-Book family and the size is approximately 10 points. Some styles of type contain the ligatures ff, fl and fi, which add to the typeset appearance of the page.

The line spacings shown on each page in this catalog are correct for the block of copy used. Space consideration, the effect desired and personal choice may determine the line spacing most desirable. Please note the Vari-Line attachment shown on page 67 for line spacings other than standard.

Each type has been shown at its correct letter spacing. However, many types have been planned for a given spacing of lower case and fewer characters per inch for capitals. Varied effects in all-capital headings may be obtained by letter spacing.

VARI-TYPER with its wide range of types, letter and line spacings, and automatic justification, is eminently suitable for practically every form of composition. The pages of this catalog show the fine quality of work possible.

PHOTOGRAPHIC REDUCTION

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of types, in sizes from 6 to 18 point, are available on one machine. Roman can be used on text copy, italics employed for emphasis, bold faces on all headings. Forms for factory or



ACTUAL SIZE

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of types, in sizes from 6 to 18 point, are available on one machine. Roman can be used on text copy, italics employed for emphasis, bold faces on all headings. Forms for factory or

15% REDUCTION



30% REDUCTION



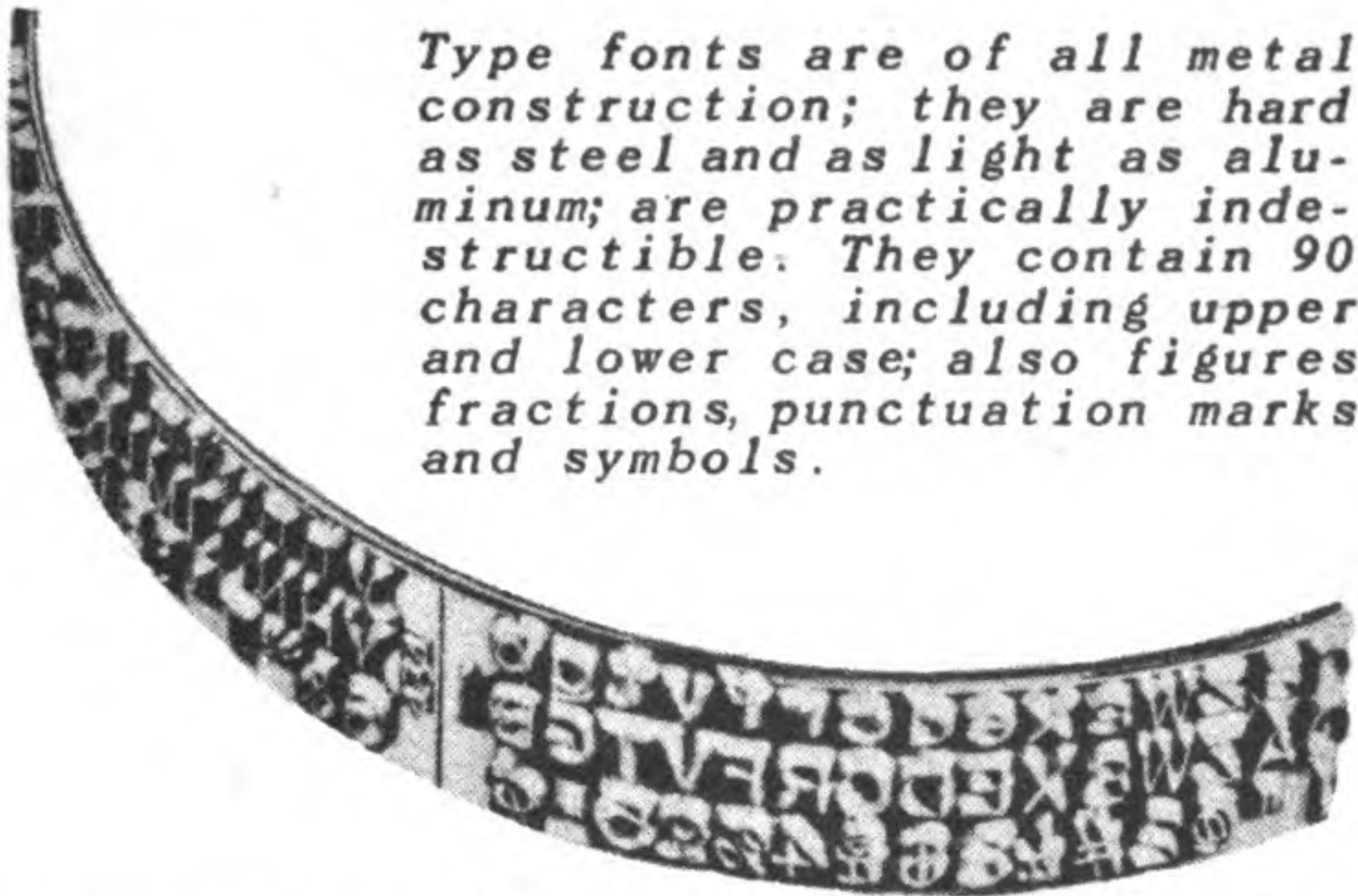
50% REDUCTION



Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of types, in sizes from 6 to 18 point, are available on one machine. Roman can be used on text copy, italics employed for emphasis, bold faces on all headings. Forms for factory or

Copy set on the Vari-Typer has the two elements necessary for modern composition, typography that is suitable and perfectly controlled impression. Various styles of types, in sizes from 6 to 18 point, are available on one machine. Roman can be used on text copy, italics employed for emphasis, bold faces on all headings. Forms for factory or

THE VARI-TYPER TYPE FONT



Type fonts are of all metal construction; they are hard as steel and as light as aluminum; are practically indestructible. They contain 90 characters, including upper and lower case; also figures fractions, punctuation marks and symbols.

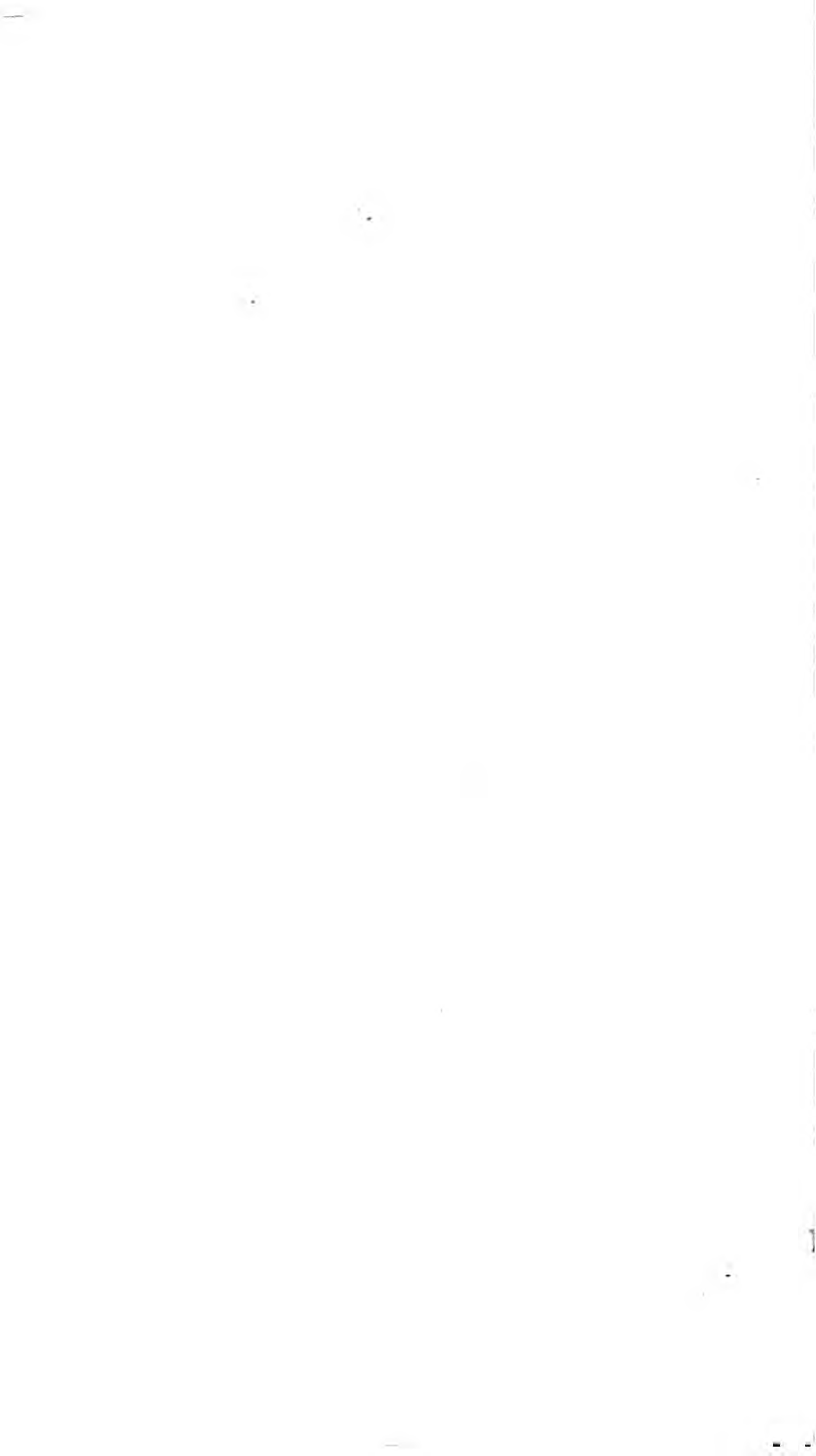
qazwsxedcrfv t gbyhnujmik,ol.p;-
QAZWSXEDCRFVTGBYHNUJMIK,OL.P:!
*1' fi2 ff¼3 \$¾4 % ff5 - ¢6 &*7' ?8(,9).0½/*

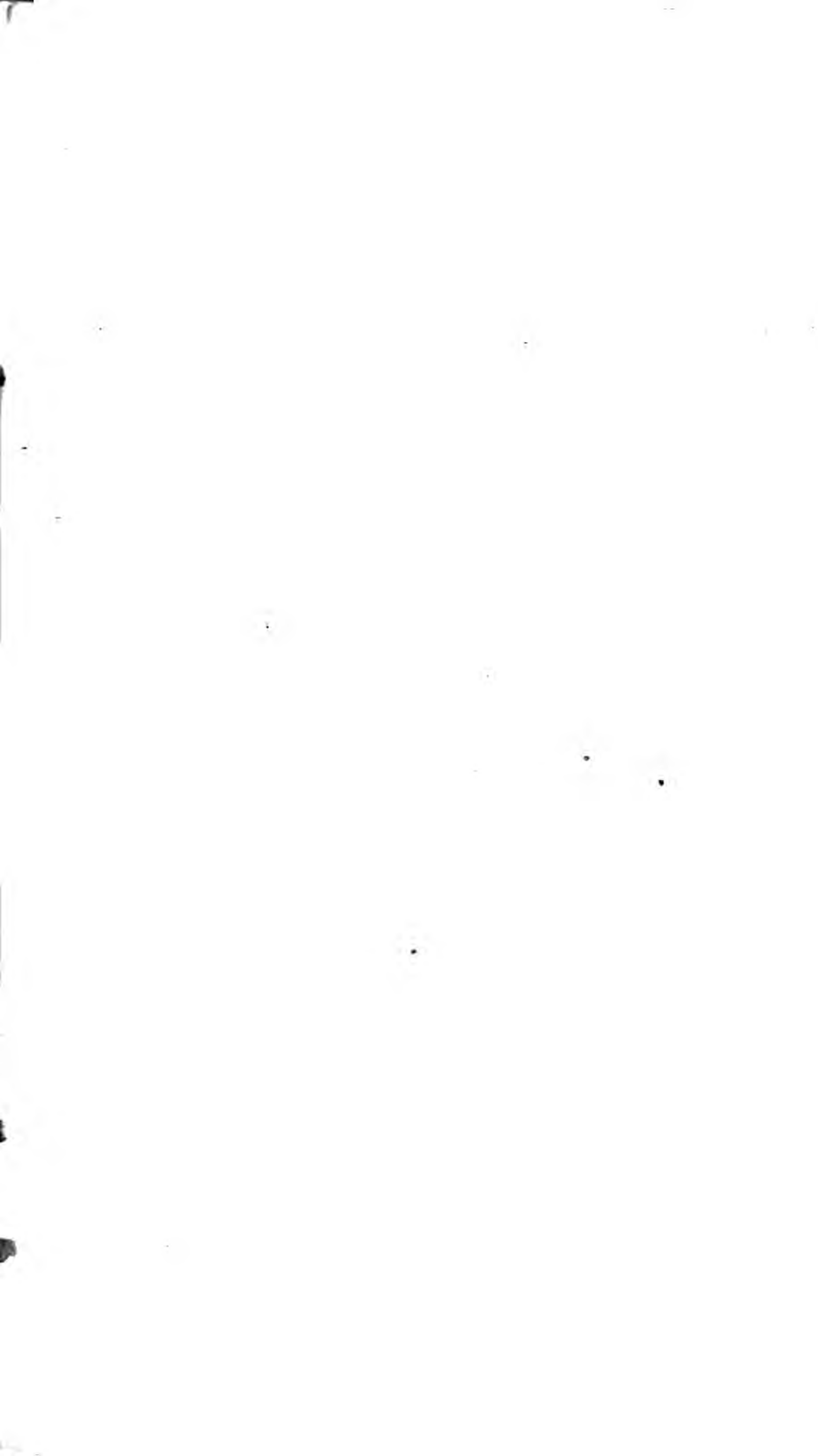
A standard type font consists of three rows of thirty characters each or a total of 90 characters.

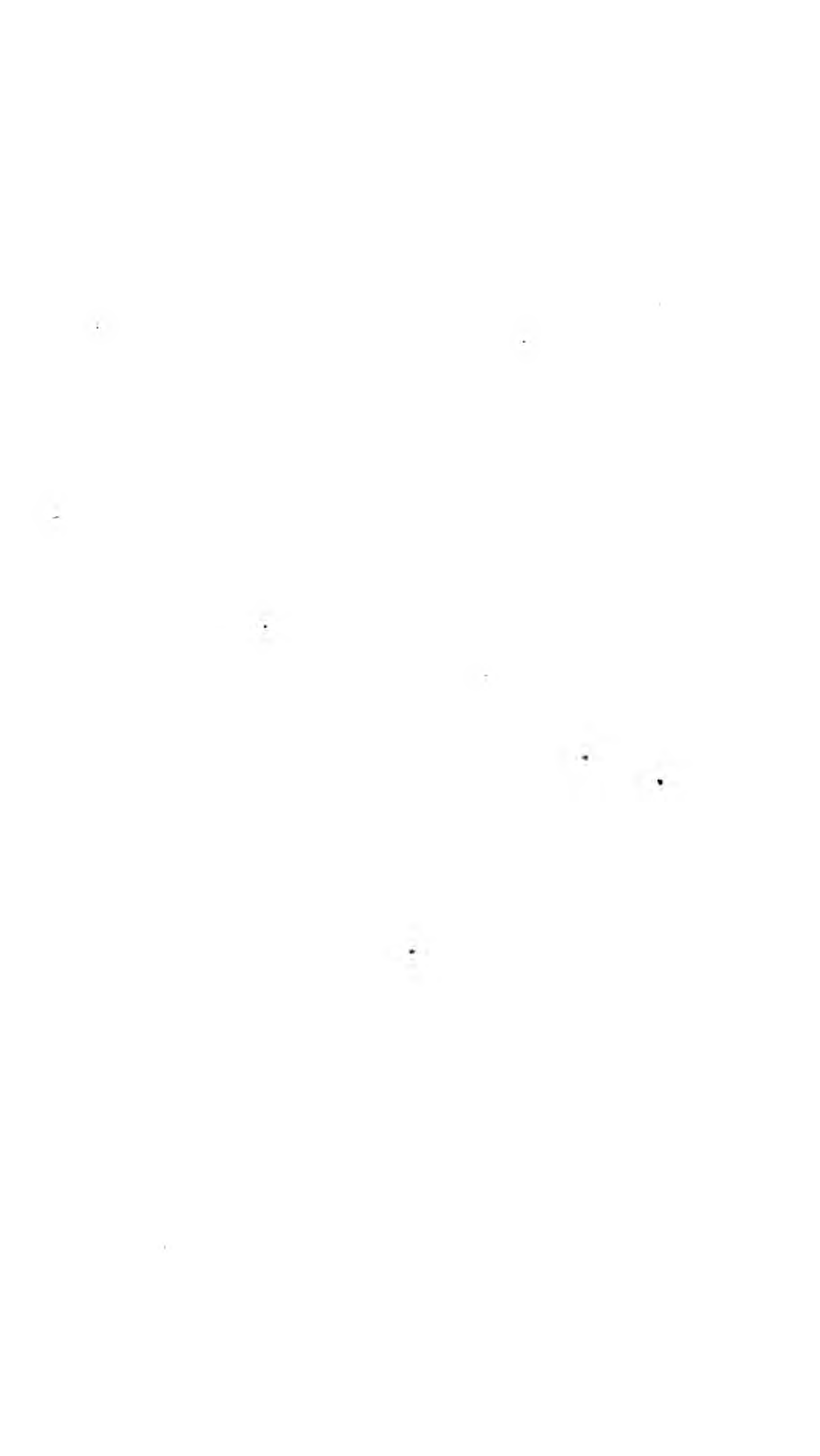
A mathematical type font consists of four rows of thirty characters or a total of 120 characters and can be used only on Vari-Typers built especially for this purpose.

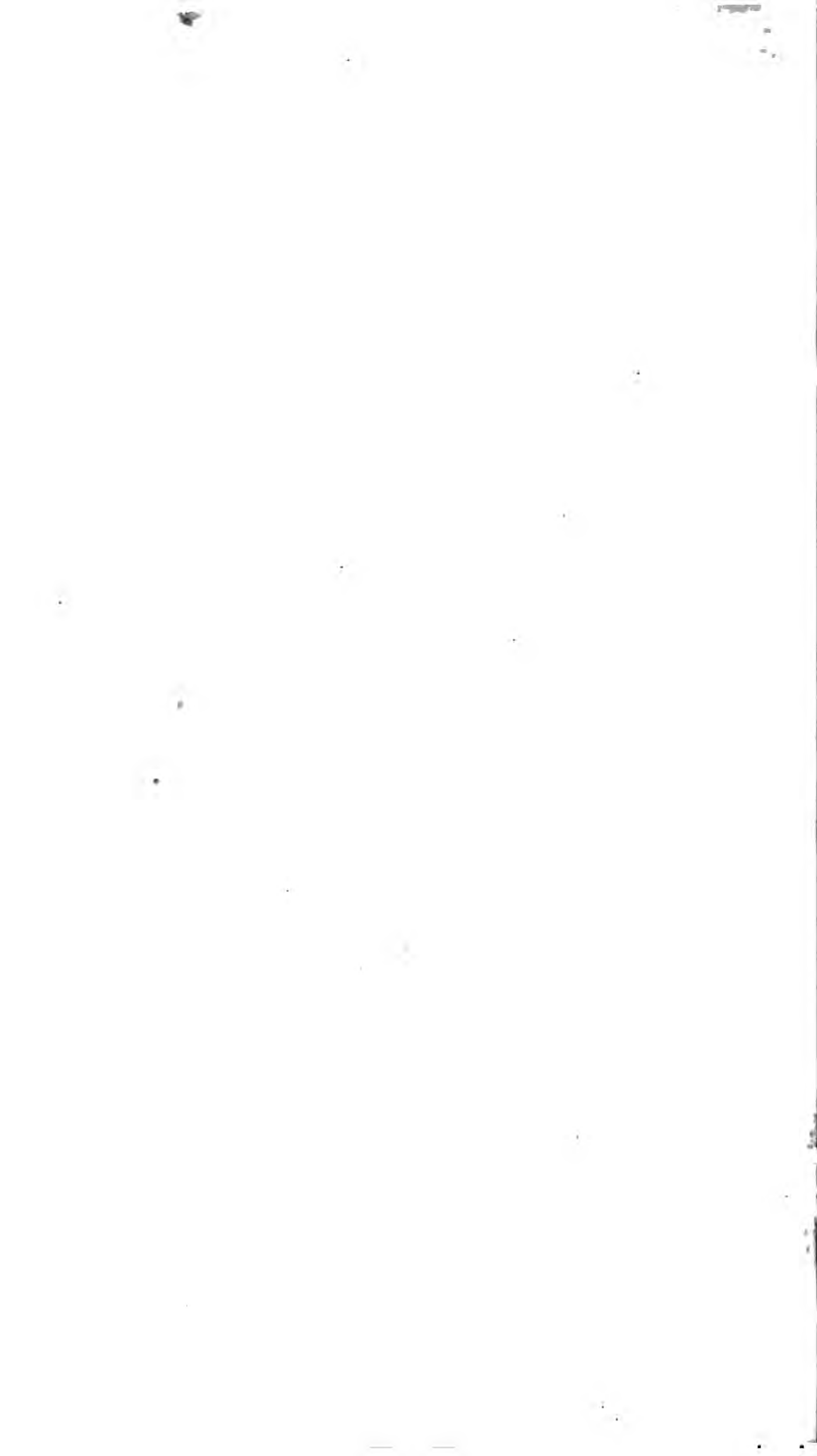
All styles and sizes of types are instantly changeable on any one Vari-Typer. Two fonts are held in the machine at one time.

There are fifty-four popular English type fonts (from 6 to 18 point), including; roman series; modern print face series; italic series; gothic series, with matching boldface fonts also many unusual type faces for obtaining distinctive reproduction.











This book may be kept

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Vari-

**THE OFFICE
COMPOSING MACHINE**

PH C. COXHEAD CORP.