SINGLE LETTER MATRICES

30 Point Caslon Old Face Heavy.
Intertype E.D. Matrix Face No. E5465

The success of standardization in line casting composing machines as embodied in the Intertype, is acclaimed by Printers as one of the greatest achievements in the mechanical typographical art, and was accomplished by the concentrated efforts of

AN INTERTYPE IN YOUR COMPOSING 1234567890

Figure size in thousandths of an inch .255

Intertype Matrices will run on other Line-composing Machines
The success of Standardization in line casting composing machines as embodied in the Intertype is now acclaimed by printers as one of the greatest achievements in mechanical typographical art, and was accomplished through efforts of Intertype Engineers and Designers exclusively for the purpose of relieving the conditions brought about by the complicated mechanical line casting equipment in use in news and job printing offices.

THE SUCCESS OF THE INTERTYPE IS NOW AN 1234567890

Intertype Matrices will run on other Line-composing Machines.
The success of Standardization in line composing machines as embodied in the Intertype, is acclaimed by Printers as one of the greatest achievements in the mechanical typographical art, and was accomplished through the efforts of Intertype Engineers and Designers exclusively, and primarily for the purpose of relieving conditions brought about by complicated mechanical line casting equipment in use in news and job printing offices. Standardization keeps the Printer's investment always at a minimum. He buys a Standardized basic unit and only such Standard equipment units as his present business demands. He need not tie up good money now in equipment he might not require until later on. Magazines and

THE SUCCESS OF STANDARDIZATION IN LINE COMPOSING MACHINES AS EMBODIED IN THE INTERTYPE IS NOW AN
1234567890

Figure size in thousandths of an inch .314

Intertype Matrices will run on other Line-composing Machines
SINGLE LETTER MATRICES

5½ Point Caslon Bold.
Intertype E.D. Matrix Face No. E19
CAPS, FIGURES AND POINTS ONLY

THE SUCCESS OF STANDARDIZATION IN LINE CASTING COMPOSING MACHINES AS EMBODIED IN THE INTERTYPE, IS NOW ACCLAIMED BY PRINTERS AS ONE OF THE GREATEST ACHIEVEMENTS IN THE MECHANICAL TYPOGRAPHICAL ART, AND WAS ACCOMPLISHED THROUGH THE CONCENTRATED EFFORTS OF INTERTYPE ENGINEERS AND DESIGNERS EXCLUSIVELY, AND PRIMARILY FOR THE PURPOSE OF RELIEVING CONDITIONS BROUGHT ABOUT BY THE COMPLICATED MECHANICAL LINE CASTING EQUIPMENT IN USE IN NEWS AND JOB PRINTING OFFICES. STANDARDIZATION KEEPS THE PRINTER'S INVESTMENT ALWAYS AT A MINIMUM. HE BUYS A STANDARDIZED BASIC UNIT AND ONLY SUCH STANDARD EQUIPMENT UNITS AS HIS PRESENT BUSINESS DEMANDS. HE NEED NOT TIE UP GOOD MONEY NOW IN EQUIPMENT HE MIGHT NOT REQUIRE UNTIL LATER ON, MAGAZINES, MOLDS, LINERS, ETC., ARE FREELY INTERCHANGEABLE. EQUIPMENT FITS INSTANTLY ON ALL STANDARDIZED INTERTYPES.

INTERTYPE IMPROVEMENTS ARE MORE THAN JUST FEATURES
THE IDEAL MACHINE FOR NEWSPAPER AND JOBING WORK
NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE
INTERTYPE METHOD OF COMPOSITION REDUCES HOURLY COSTS
INSTALL AND INSPECT AN INTERTYPE UP-KEEP EXPENSE IS SURPRISINGLY LOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ £1234567890

7 Point Caslon Bold.
Intertype E.D. Matrix Face No. E93
CAPS, FIGURES AND POINTS ONLY

THE SUCCESS OF STANDARDIZATION IN LINE CASTING COMPOSING MACHINES AS EMBODIED IN THE INTERTYPE, IS NOW ACCLAIMED BY PRINTERS AS THE GREATEST ACHIEVEMENT IN THE MECHANICAL TYPOGRAPHICAL ART, AND WAS ACCOMPLISHED THROUGH THE CONCENTRATED EFFORTS OF INTERTYPE ENGINEERS AND DESIGNERS EXCLUSIVELY, AND PRIMARILY FOR THE PURPOSE OF RELIEVING CONDITIONS BROUGHT ABOUT BY THE COMPLICATED MECHANICAL LINE CASTING EQUIPMENT IN USE IN NEWS AND JOB PRINTING OFFICES. STANDARDIZATION KEEPS THE PRINTER'S INVESTMENT ALWAYS AT A MINIMUM. HE BUYS A STANDARDIZED BASIC UNIT AND ONLY SUCH

WHAT THE INTERTYPE USER SAYS
THE IDEAL MACHINE FOR NEWS AND JOBING
INTERTYPE IMPROVEMENTS ARE MORE THAN JUST FEATURES

THE PROGRESSIVE INTERTYPE
THE INTERTYPE HAS 43 MONEY-SAVING IMPROVEMENTS
STANDARDIZATION PREVENTS OBSOLESCENCE

ABCDEFGHIJKLMNOPQRSTUVWXYZ £1234567890

Figure size in thousands of an inch .035

Intertype Matrices will run on other Line-composing Machines