The success of Standardization in line casting composing machines as embodied in the Intertype, is now acclaimed by Printers as a great 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 the conditions brought about by the complicated mechanical line casting equipment in use in newspaper and job printing offices. Standardization keeps the

SUCCESS OF STANDARDIZATION IN LINE CASTING COMPOSING MACHINES AS

1234567890

Figures size in thousandths of an inch 176.4

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 the greatest achievement 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 the complicated mechanical line casting equipment in use in newspaper and job printing offices. Standardization keeps the Printer's investment always at a minimum. He need not tie up good money now in equipment he might not require until later on. INTERTYPE MAGAZINES, MOULDS, LINERS, ETC., ARE FREELY INTERCHANGEABLE. UP-KEEP EXPENSE IS SURPRISINGLY SMALL.

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 newspaper and job printing offices. Standardization keeps the Printer's investment always at a minimum. He need not tie up good money now in equipment he might not require until later on. INTERTYPE MAGAZINES, MOULDS, LINERS, ETC., ARE FREELY INTERCHANGEABLE. UP-KEEP EXPENSE IS SURPRISINGLY SMALL.

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.

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

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

The success of Standardization in line composing machines as embodied in the Intertype, is acclaimed BY PRINTERS AS A GREAT ACHIEVEMENT IN THE MECHANICAL TYPOGRAPHICAL (2 Point Lead)

Figure size in thousandths of an inch .117

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

18 Point Cheltonian Bold.
Intertype E.D. Matrix Face No. E451

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 concentrated efforts of the Intertype Engineers and Designers exclusively, and primarily for the purpose of relieving the 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.

SUCCESS OF STANDARDIZATION IN LINE COMPOSING MACHINES AS EMBODIED IN THE INTERTYPE, IS NOW ACCLAIMED BY PRINTERS AS THE GREATEST ACHIEVEMENT IN 1234567890

Figure size in thousandths of an inch 119.7

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 mechanical typographical art, and accomplished through the efforts of the Intertype engineers and designers exclusively, and primarily for the purpose of relieving conditions brought about by complicated mechanical line casting equipment in use in newspaper and

THE GREAT SUCCESS OF THE INTERTYPE IS NOW ACCLAIMED BY PRINTERS 1234567890

Figure size in thousandths of an inch 179.8

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 mechanical typographical art, and was accomplished through the efforts of the Intertype Engineers and Designers exclusively, and

THE SUCCESS OF THE
INERTYPE IS NOW A
1234567890

Figure size in thousandths of an inch .0075

Intertype Matrices will run on other Line-composing Machines