SINGLE LETTER MATRICES

36 Point Cheltonian Bold.
Intertype E.D. Matrix Face No. F446

Success of Standardization in line casting composing machines as embodied in the Intertype, which is now acclaimed by Printers as a great achievement in the

THE SUCCESS OF THE INTERTYPE IS ACCLAIMED BY 1234567890

Figure size in thousandths of an inch .001

Intertype Matrices will run on other Line-composing machines
DOUBLE LETTER MATRICES

10 Point Cheltonian Bold with Cheltonian Bold Italic.

Intertype E.D. Matrix Face No. E787

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 complicated mechanical line casting equipment in use in newspaper and job printing offices. Standardization keeps the Printer's investment 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. Intertype magazines, moulds, liners, etc., are freely interchangeable. Equipment fits instantly on all Standardized Intertypes and may be changed from one machine to another without difficulty or delay. EVEN SMALL REPLACEMENT PARTS ARE INTERCHANGEABLE. NO NECESSITY FOR INVESTMENT

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

(Solid)

ABCDEFHIJKLMNOPQRSTUVWXYZ 1234567890

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(12 Point Body)

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Intertype Matrices will run on other Line-composing Machines
The success of Standardization in line 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 conditions brought about by the complicated mechanical line casting equipment in use in news and job printing offices. Standard

The success of Standardization in line composing machines as embodied in the Intertype, is now acclaimed by Printers as a great achievement (solid)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890—1234567890

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The success of Standardization in line composing machines as embodied in the Intertype, is now acclaimed by Printers as a great achievement in the mechanical (3 point leaded)

Figure size in thousandths of an inch .1197

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 concentrated efforts of the 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 at a minimum. He buys a STANDARDIZED BASIC UNIT AND ONLY SUCH STANDARD EQUIPMENT UNITS AS HIS PRESENT BUSINESS DEMANDS.

Intertype Matrices will run on other Line-composing Machines.