



SINGLE LETTER MATRICES

30 Point Caslon Old Face Heavy.

Intertype E.D. Matrix Face No. E3465

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 .25

Intertype Matrices will run on other Line-composing Machines



SINGLE LETTER MATRICES

24 Point Caslon Old Face Heavy.

Intertype E.D. Matrix Face No. E3457

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**

Figure size in thousandths of an inch .194

Intertype Matrices will run on other Line-composing Machines



SINGLE LETTER MATRICES

18 Point Caslon Old Face Heavy.

Intertype E.D. Matrix Face No. E3443

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 STANDARD-
IZATION IN LINE COMPOSING
MACHINES AS EMBODIED IN
THE INTERTYPE IS NOW AN
1234567890**

Figure size in thousandths of an inch .114

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, MOULDS, LINERS, ETC., ARE FREELY INTERCHANGEABLE. EQUIPMENT FITS INSTANTLY ON ALL STANDARDIZED INTERTYPES.

INTERTYPE IMPROVEMENTS ARE MORE
THAN JUST FEATURES

NO STANDARDIZED INTERTYPE HAS EVER
BECOME OBSOLETE

INSTALL AND INSPECT AN INTERTYPE

THE IDEAL MACHINE FOR NEWSPAPER
AND JOBBING WORK

INTERTYPE METHOD OF COMPOSITION
REDUCES HOURLY COSTS

UP-KEEP EXPENSE IS SURPRISINGLY LOW

ABCDEFGHIJKLMN OPQRSTUVWXYZ £1234567890 .,:";-!?'()/

Figure size in thousandths of an inch .052

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 JOBBING

INTERTYPE IMPROVEMENTS ARE
MORE THAN JUST FEATURES

THE PROGRESSIVE INTERTYPE

THE INTERTYPE HAS 43 MONEY-
SAVING IMPROVEMENTS

STANDARDIZATION PREVENTS
OBSOLESCENCE

ABCDEFGHIJKLMN OPQRSTUVWXYZ £1234567890 11111111-.,:!"'()*[]*\$/-&Æ

Figure size in thousandths of an inch .056

Intertype Matrices will run on other Line-composing Machines