



SINGLE LETTER MATRICES

24 Point Cheltonian.

Intertype E.D. Matrix Face No. E408

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 STANDARDI-
ZATION IN LINE CASTING
COMPOSING MACHINES AS
1234567890

Figure size in thousandths of an inch 176.4

Intertype Matrices will run on other Line-composing Machines



DOUBLE LETTER MATRICES

10 Point Cheltonian Wide with Cheltonian Bold.

Intertype E.D. Matrix Face No. E781

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 NEWS AND JOB PRINTING OFFICES. THE INTERTYPE

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 the conditions brought ABOUT BY COMPLICATED MECHANICAL LINE CASTING

The success of Standardization in line casting composing machines as embodied in the Intertype, is **ACCLAIMED BY PRINTERS AS ONE OF THE GREATEST**

(Solid)

The success of Standardization in line casting composing machines as embodied in the Intertype, is **ACCLAIMED BY PRINTERS AS ONE OF THE GREATEST**

(11 Point Body)

ABCDEFGHIJKLMN OP QRSTUVWXYZ	1234567890
ABCDEFGHIJKLMN OP QRSTUVWXYZ	1234567890

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

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,**

(12 Point Body)

Figure size in thousandths of an inch .083

Intertype Matrices will run on other Line-composing Machines



DOUBLE LETTER MATRICES

14 Point Cheltonian Wide with Cheltonian Bold.

Intertype E.D. Matrix Face No. E955

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

(Solid)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890—1234567890**

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

(3 Point Leaded)

Figure size in thousandths of an inch .1107

Intertype Matrices will run on other Line-composing Machines



SINGLE LETTER MATRICES

18 Point Cheltonian Bold.

Intertype E.D. Matrix Face No. E431

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 110.7

Intertype Matrices will run on other Line-composing Machines



SINGLE LETTER MATRICES

24 Point Cheltonian Bold.

Intertype E.D. Matrix Face No. E447

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



SINGLE LETTER MATRICES

30 Point Cheltonian Bold.

Intertype E.D. Matrix Face No. E467

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
INTERTYPE IS NOW A
1234567890**

Figure size in thousandths of an inch .2075

Intertype Matrices will run on other Line-composing Machines