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## The Blue Streak Linotypes: model fourteen.

Brooklyn, New York: Mergenthaler Linotype Company, [s.d.]

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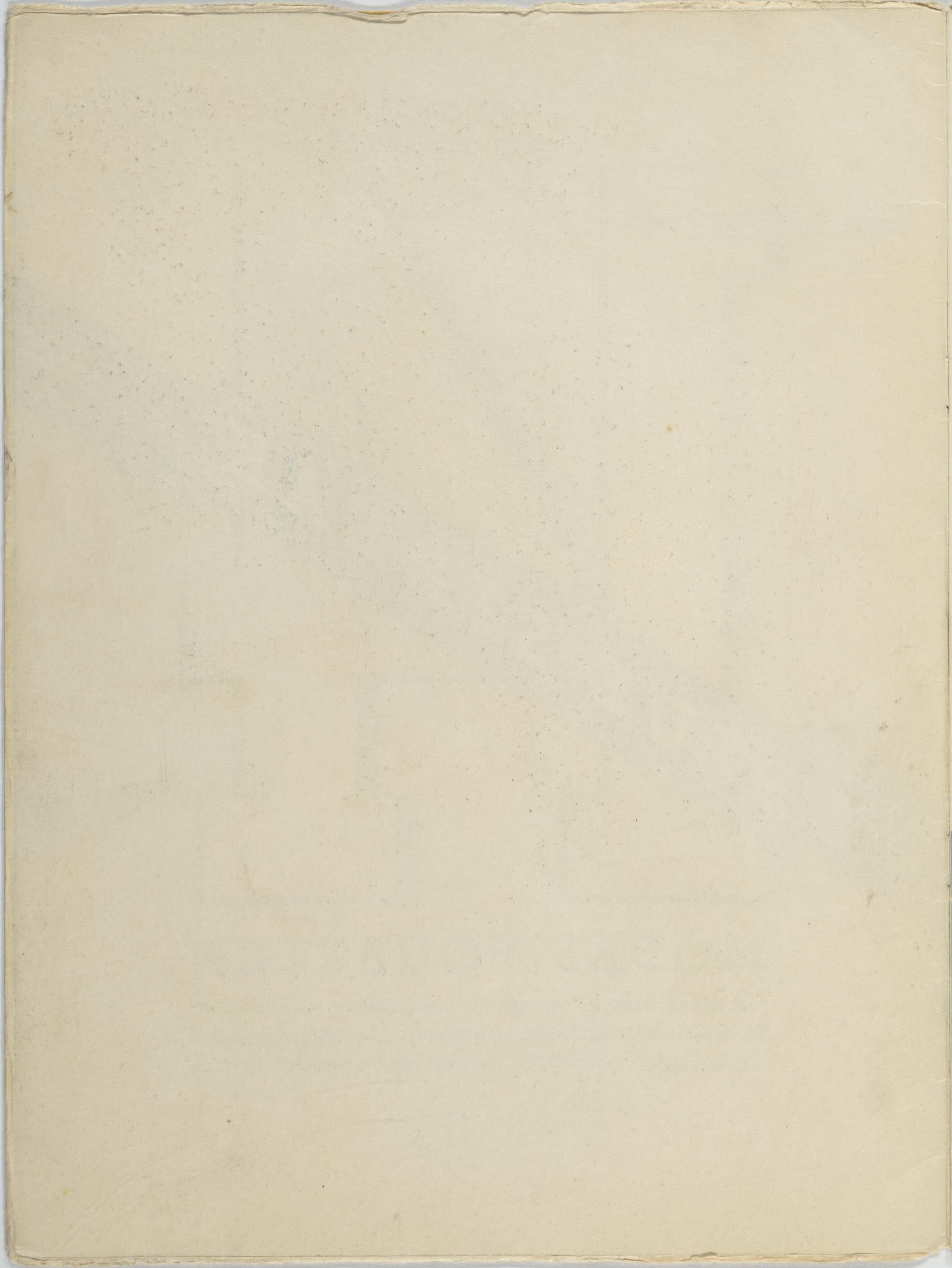
TRADE LINOTYPE MARK

THE BLUE STREAK LINOTYPES

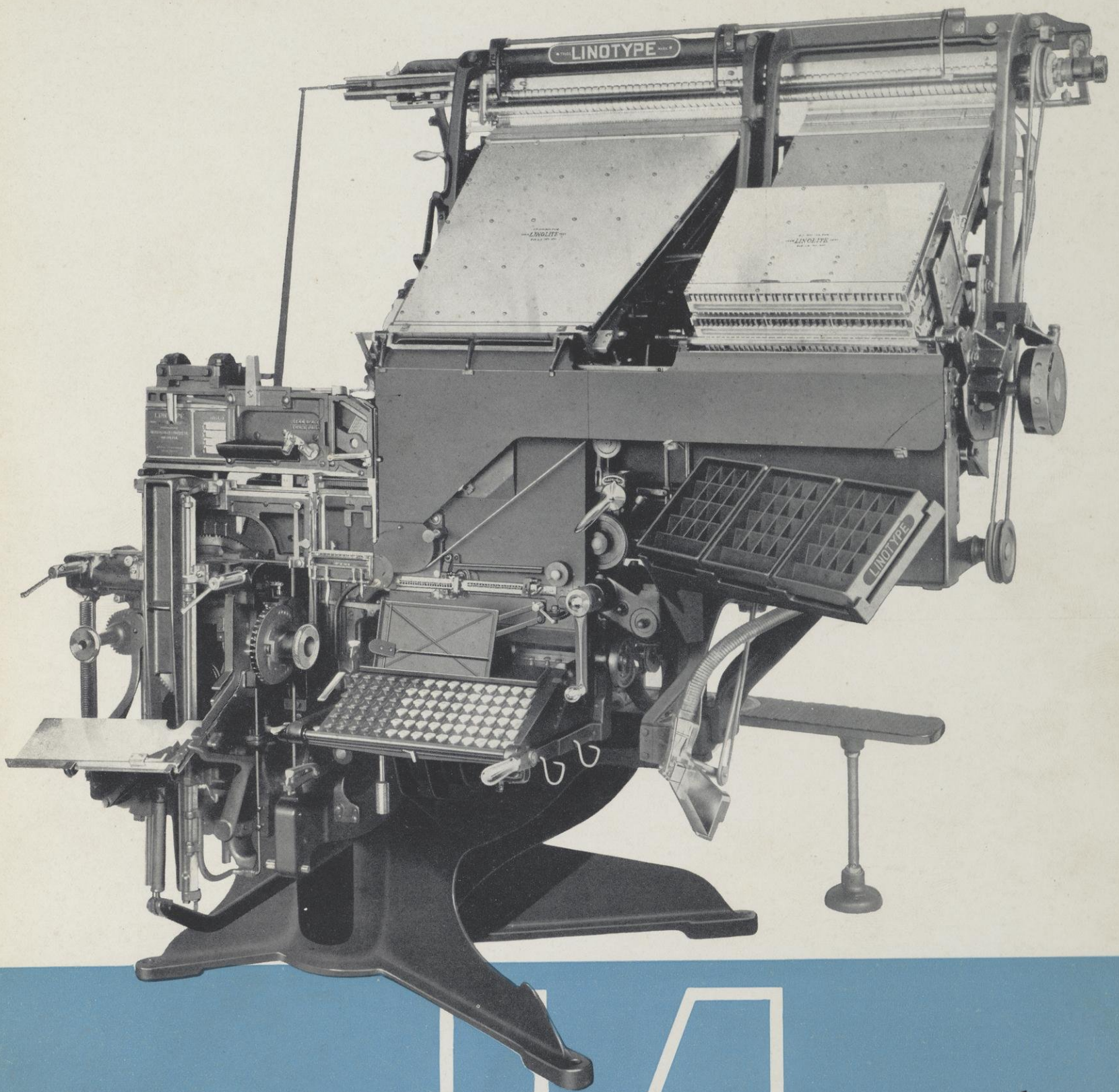
## MODEL FOURTEEN

For general run of text matter composition, supplemented by display from auxiliary magazines . . . and with still greater display range possibilities through the Two-in-One feature.









**THE BLUE STREAK  
MODEL 14 LINOTYPE**

THREE MAIN MAGAZINES • THREE AUXILIARY MAGAZINES • ALL OPERATED FROM A SINGLE KEYBOARD



**The Illustration Shows:**

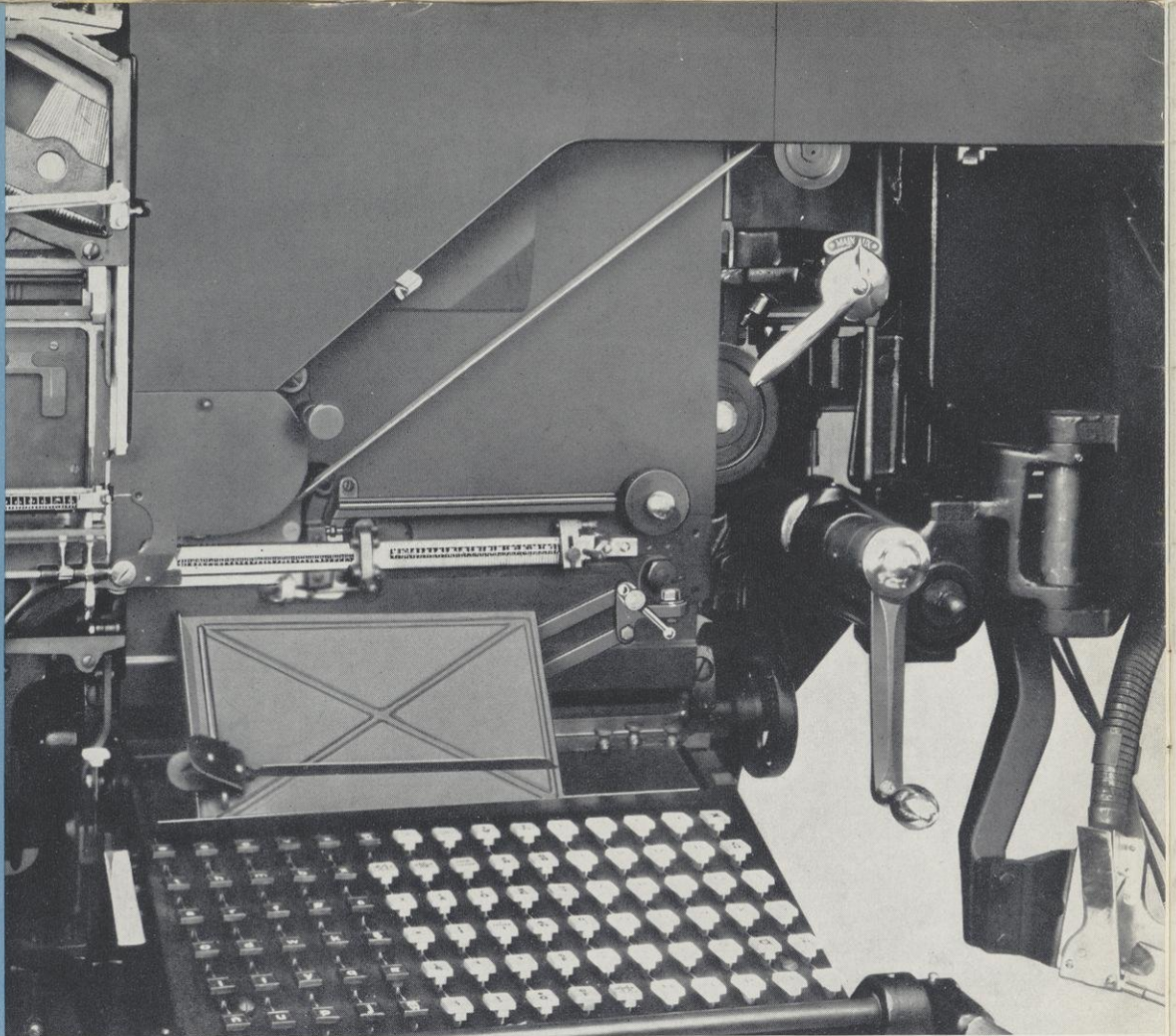
**The Optic-Aid Front.** Moving parts shielded . . . no-glare finish within the operator's range of vision. Reduces eye and nerve fatigue . . . increases production.

**Unit Control.** "Gear Shift" change of action from main to auxiliary.

**Direct-Line Assembler Slide Return.**

**One-Turn Shift.** One turn of the handle shifts main or auxiliary magazine.

**Universal Copy Holder.** Position easily adjusted. Holds large or small sheets of copy conveniently.



**BLUE  
STREAK  
MODEL  
LINOTYPE**

● From the single power-driven keyboard of a Blue Streak Model 14 Linotype, the operator commands a range of sizes and faces ample to meet the ordinary composition requirements of almost any printing plant.

He has immediately available the three main magazines carrying three full fonts, and the three wide 34-channel auxiliaries. A single easy turn of the handle shifts either main or auxiliary magazines. Shifting is almost effortless, due to the spring counterbalances and liberal use of ball- and roller-bearings.

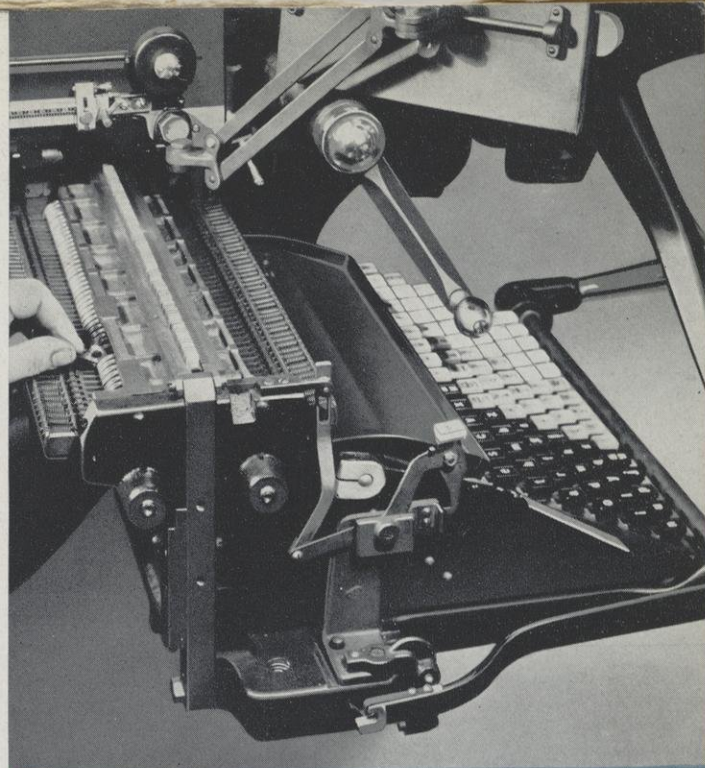
If additional sizes or faces are wanted, it takes only a few seconds to change magazines . . . as all Linotype magazines are quickly and easily changed from the front.



The adaptability of this machine . . . its ability to supplement text matter with display . . . has made it one of the most popular of Linotype models. With its display range still further increased by the Two-in-One feature, the Blue Streak Model 14 becomes a Linotype-of-all-work. In the small office, it is a complete composing-room in itself . . . setting practically the whole paper and the run of commercial composition.

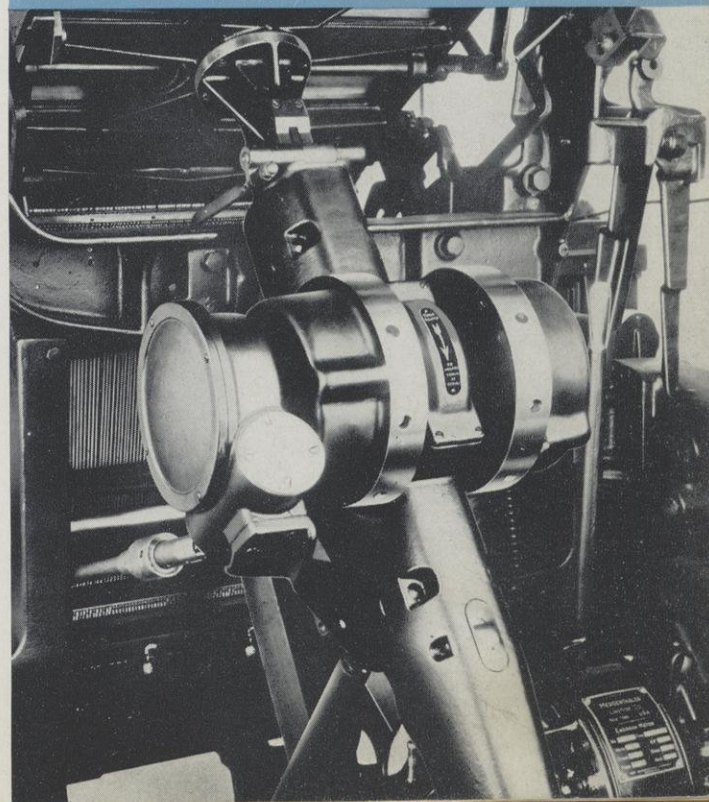
In the larger office, its flexibility effects economies in many ways. Often it can be equipped to set an advertising style, a head dress, a publication dress, in its entirety . . . thus saving copy-cutting and make-up time. In other cases, the Two-in-One Model 14 gives greater plant capacity by its ability to shift from the text to the display range; that is, it may be regarded as a display machine, doing anything a full display machine can do, which will change at a moment's notice to a text machine, setting text matter as fast as an exclusively text model.

The ability of the Blue Streak Model 14 to adapt itself to the needs of varying shop conditions can only be suggested by the matrix equipments shown on the following pages. These will serve, however, to illustrate the variety of equipments that can be arranged to fit the needs of the newspaper or commercial office. Notice particularly the display range of the Two-in-One Model 14, as shown in these suggested machine equipments.



The Linotype's unique swinging keyboard makes possible the cleaning or servicing of keyboard parts with speed and ease.

In the Blue Streak shifting mechanism, weight is balanced by large, flat, spiral springs. Ball- and roller-bearings and spiral gears reduce effort to a minimum.





J. D. MARCO, *President*

TELEPHONE: *Hillcrest 2345*

# ORIENTAL RUG HOUSE

WHOLESALE

BROADWAY AND SIXTH AVENUE

NEW YORK CITY

*Appointments Only*



EDWARD MANTE

*Concert Organist*

456 EAST 79TH STREET

*Chicago*

NT

*of the*

GOLDEN

ANNIVERSARY

*of the*

## Smith Mansion

SMITHTOWN, GEORGIA

Built 1885, rebuilt 1931. Smithtown's largest hotel. Half a century in tradition, in hospitality, under one continued management. Insures the nicety of living to be found only in a truly great hotel—delightful suites available also in Princess Cottage Colony.



For full details, booklets, rates, consult your local Travel Agent. Or our New York office: Georgia Hotels Inc., 500 Fifth Place, New York City. Or Smithtown's Hotel, Smithtown, Georgia.

MONTHLY STATEMENT

Chicago, Ill.

M

To FLOWER SHOPS Dr.

Wholesale and Retail

FLORIST AND NURSERYMAN

890 Maple Street

Phone: MAPLE 1234

*Return in Five Days to*

Continental Jewelers

456 BROAD STREET, NORTH  
BOSTON, MASS.

First main magazine  
18 point Garamond

HOW is one to assess and 123

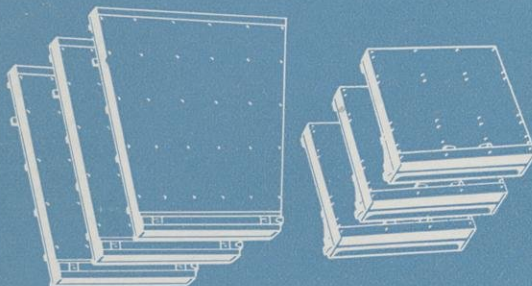
Second main magazine  
12 point Garamond with Italic and small caps

HOW is one to assess and evalua 123  
HOW is one to assess and evalua 123

Third main magazine  
10 point Garamond with Italic and small caps

HOW is one to assess and evaluate a type 123  
HOW is one to assess and evaluate a type 123

TRADE **LINOTYPE** MARK



First auxiliary magazine  
24 point Garamond caps and figures

HOW IS ONE 123

Second auxiliary magazine  
30 point Garamond Bold caps and figures

HOW IS O 123

Third auxiliary magazine  
36 point Garamond lower case and figures (caps in cabinet)

how is on 123

**SUGGESTED MODEL 14 EQUIPMENT  
FOR COMMERCIAL PRINTING**



# NEW FACES DON'T SCARE MODEL 14

Only Few Seconds Required  
for Change of Magazine  
When New Faces or Extra  
Sizes Are Wanted.

Display Prices Easy

Model 14 Strides Through  
Price Figures and Text  
Matter Without a Stop.

One of the great advantages of the Blue Streak Model 14 Linotype is its unusual ability to give increased plant capacity by setting straight text matter supplemented by display from the auxiliary magazines. That versatility along with the economy thus made possible, has made Model 14 a popular machine.

Another valuable feature of this machine is that it is not limited to the faces that will actually run in the magazines. By hand setting an occasional display line, or inserting a few characters, it is possible to arrange matrix layouts that will materially extend its usefulness.

Model 14 can be adapted to fit the varying needs of the newspaper or commercial office, and will prove most economical for all manner of shop conditions. This versatility is all the more valuable as the single power driven keyboard gives the operator command of a range of sizes and faces ample to meet most any ordinary composition requirement.

Every Model 14 is built with that exclusive swinging keyboard which gives instant accessibility to every

# IN YOUR WORK ARE YOU HAPPY

Can you astonish the waiters  
when you sit down to play  
on your Linotype?

It isn't the big troubles of life that make us miserable . . . it's the petty little annoyances, like the motor-cars outside the window that keep bleating at the traffic light just because it's red; or the woman in the next apartment who is always singing scales.

You would never admit it, of course, but it is things like that that make nice, kind men bark at their secretaries and kick the cat.

Now science has discovered that Linotype operators can become very much annoyed, irritated, and emotionally upset by the constant whirling, dancing, and flickering of moving parts and reflections.

The operator, it has been found, is much happier when these parts are shielded by the Optic-Aid Front. Relieved of eye and nerve strain, he throws himself into his work with new enthusiasm. He makes fewer errors. He is less irritable. If you have an operator who is inclined to be quarrelsome, try him at a Blue Streak Linotype for a while. See if his disposition doesn't improve.

# SCIENCE LEADING WORLD PROGRESS IN MACHINE AGE

## SUPT. FINDS LOST YOUTH

ATHERE, N. H. — Caslon H. Erbar, for 20 years head of the Dispatch mechanical department, who has been worn out for years, won a tap dancing contest here last night at the auditorium. Friends who have marveled at his new found energy and youthful spirits say that his new lease on life is due to the Model 14 Linotype recently installed at the Dispatch. Dr. Applegart had been badly upset by Mr. Erbar's condition before the composing-room maestro recovered.

Steps Made in Last Decade  
Called Modern Triumphs  
by Convention Savants.

Hope for Future

Social Advance Has Failed  
to Keep Pace With New  
Mechanical Inspiration.

WASHINGTON, D. C. — The airplane, automobile, and linotype are examples of how new ideas can further improve on the triumphs of science, according to leading speakers at today's session of the scientific convention. Improvements in these machines have far exceeded fondest hopes of the original makers.

While this mechanical progress has raised the standard of living—solution of the social problems, such as the prevention of war and the pensioning of the aged, has not kept pace, the speakers declared.

"Science should be proud of its ability to improve upon its master creations," said Dean Cheltenham, head of the Department of Science at Bodoni Institute, "and I can best illustrate that statement by reference to the airplane which has attained a commercial speed of more than 200 miles per hour. The automobile has inspired entirely new theories of the importance of aero-dynamics, and latest designs show how science has overcome resistance.

"In the field of typesetting, nothing  
(Continued on Page 7)

# Wrong Headline Tops Store Ad

Ad Manager Put on Spot Leaves Town Blaming  
Compositor.

When officials, department heads and clerks, as well as prospective customers opened their morning papers at breakfast yesterday, the five-column advertisement of the Main Street Store started a roar that reminded listeners of a circus menagerie.

All but the prospective customers howled with rage as the headline on the ad described the store's best fur coats as imitation furs. The headline belonged on another advertisement.

Customers raced to store for the supposed bargains and a general melee resulted.

Old Selam Hard, president and general manager of the store, tried to get J. Sitten Takeit, advertising manager of the News on the telephone—but the dapper ad peddler had left town on the first train. Before departing, he declared that the composing-room had balled up the Main Street Store's advertisement and was en-

First main magazine  
24 point Bodoni Bold Condensed

**HOW is one to assess 123**

Second main magazine  
12 point Bodoni Bold with Italic in lower case  
and center channels

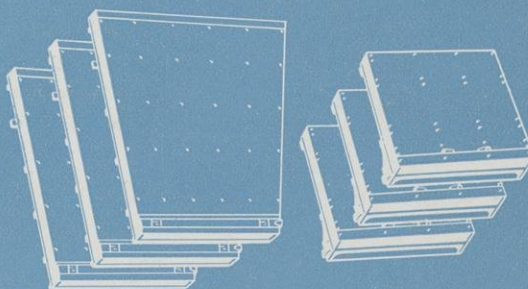
**HOW is one to assess and evaluate  
HOW is one to assess and evaluate**

24 point Bodoni Bold Italic lower case in cap channels

**how is one to assess a**

Third main magazine  
7 point Excelsior No. 1 with Bold Face No. 2

**HOW is one to assess and evaluate a type 123  
HOW is one to assess and evaluate a type 123**



First auxiliary magazine  
30 point Bodoni Bold Condensed caps and figures

**HOW IS ONE T 123**

Second auxiliary magazine  
24 point Bodoni Bold Italic caps and figures

**HOW IS ONE T 123**

Third auxiliary magazine  
36 point Bodoni Bold caps and figures

**HOW IS 123**

**SUGGESTED MODEL 14 EQUIPMENT  
FOR NEWSPAPER HEADS AND TEXT**



# IMPORTANT FEATURES OF THE BLUE STREAK MODEL 14 LINOTYPE

## ● OPTIC-AID FRONT

Reduces fatigue, improves efficiency, and facilitates machine maintenance.

## ● ONE-TURN SHIFT

A single easy turn shifts magazines.

## ● SWINGING KEYBOARD

Gives the same accessibility as though the keyboard were entirely removed from the machine.

## ● UNIT CONTROL

of main and auxiliary magazines with a convenient shift indicator lever.

## ● CHANNEL ENTRANCE REVOLVING MECHANISM

on Two-in-One Model 14, actuated from the operator's chair.

## ● UNIVERSAL KNIFE BLOCK

Three bearings give rigid support to the right-hand knife and assure parallel movement. Each point size (5 to 45) can be independently adjusted. Operated by knurled knob.

## ● REVOLVING FRONT MECHANISM

on the Two-in-One Model 14, turned with the touch of the hand.

## ● UNIVERSAL EJECTOR

with blades rigidly supported between heavy guides and set for any measure by a single movement of a handle.

## ● LOCK FOR AUXILIARY MAGAZINES

preventing accidental dislodging of adjacent magazines when changing magazines.

## ● CONTROL OF AUXILIARIES

from operator's seat without break of operating tempo.

## ● AUTOMATIC MATRIX GUARD ON AUXILIARY SIDE

to facilitate shifting magazines.

## ● DIRECT-LINE ASSEMBLER SLIDE RETURN

actuating the return with direct horizontal spring tension.

## ● FRONT REMOVAL OF ALL MAGAZINES

full-length, three-quarter, split or auxiliary. Unnecessary to elevate auxiliaries in rear of machine to remove lower magazine.

## ● SIX-MOLD DISK

(optional equipment), for heads and other varied requirements. Typical equipment: three single-column and three double-column molds. Automatic ejector set further facilitates use of this new feature.

## ● AUTOMATIC FONT DISTINGUISHER

adjusts itself automatically to the required point size when magazines are shifted, preventing wrong fonts from entering magazine.

## ● IMPROVED SPACEBAND

16% stronger. Made in five thicknesses, of special steel, with wider ribs; less likely to buckle or break.

## ● UNIVERSAL SELF-QUADDER

applicable to all new machines; provides low-slug quadding, centering or automatic indention. Low-slug feature is optional, supplied as a separate device, and requires only the simple change of a slide in the vise jaws of the self-quadder for changes in body size.

## ● DOWN-STROKE KNIFE WIPER

Cleans on the downward stroke, effectively freeing knives of chips.

## ● SECTIONAL DISTRIBUTOR BARS

provide for future maintenance by permitting ultimate replacement of short section instead of complete bar.

## ● LINOLITE MAGAZINES

made in all sizes, saving operating fatigue with frequent changes. 22 pounds lighter than brass, Linolite is more durable and easier to clean.

## ● WIDE AUXILIARY MAGAZINES

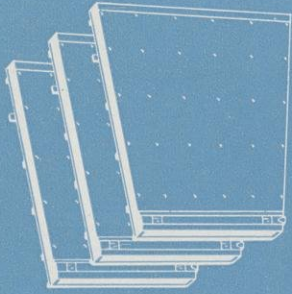
interchangeable with those of single distributor, mixer, and super-display machines, accommodate any size from 4 point up to condensed 60 point.

## ● UNIVERSAL ADJUSTABLE COPY HOLDER

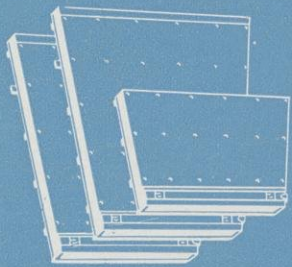
handles large and small sheets of copy as they come.



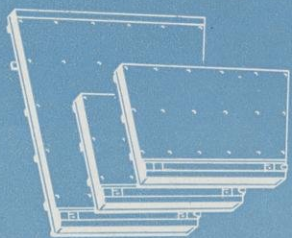
## FOUR COMBINATIONS OF MAIN MAGAZINES



For All Straight Matter  
Three 90-channel magazines



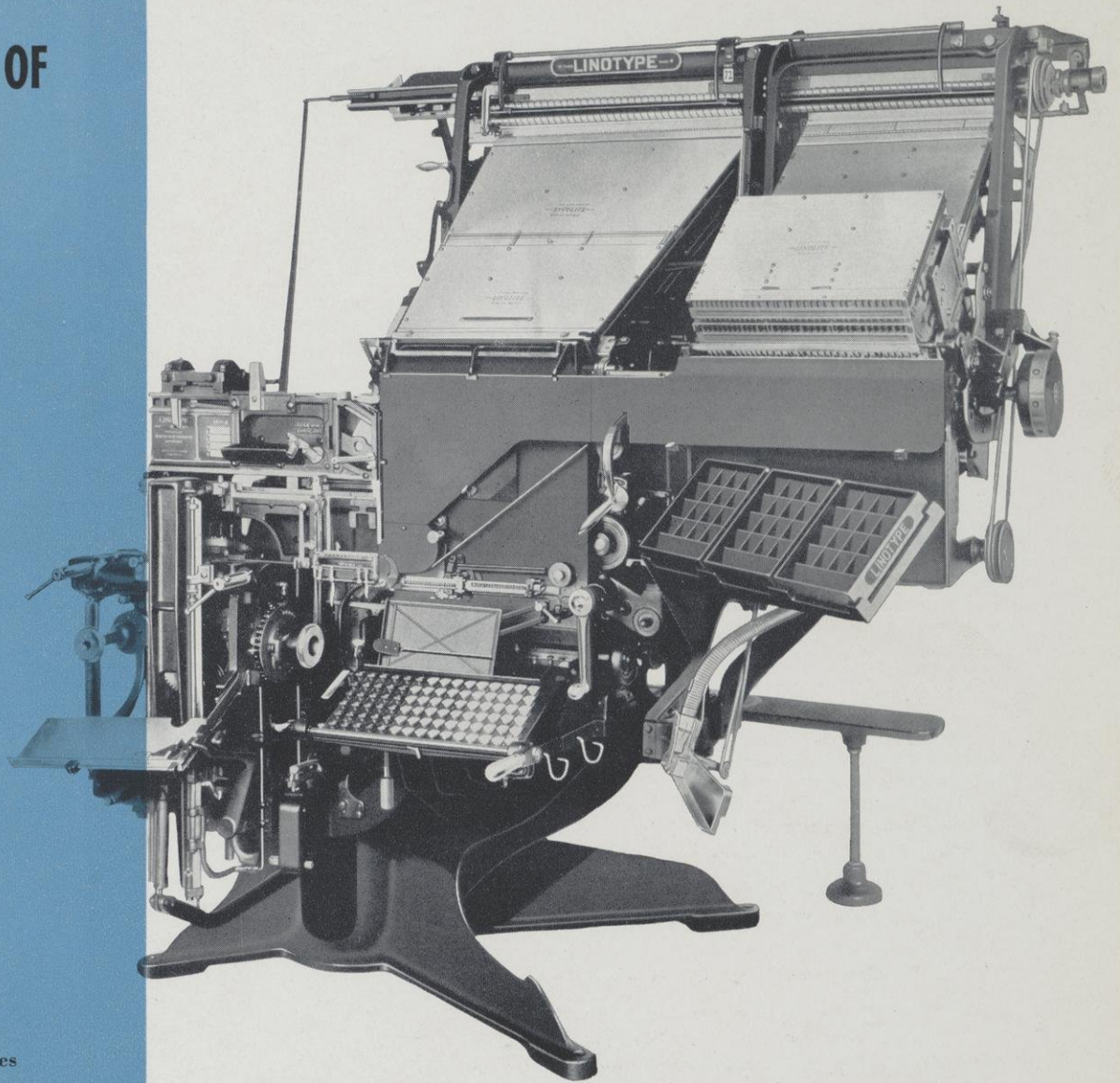
For Display and Text  
One 72- and two 90-channel magazines



For More Display Variety  
Two 72- and one 90-channel magazines



For All Display  
Three 72-channel magazines



## THE BLUE STREAK 2 IN 1 MODEL 14 LINOTYPE

● The Two-in-One Blue Streak Linotype is a combination text and display machine, carrying both 90-channel text and 72-channel display magazines. On the Two-in-One Model 14, the three main magazines can be any combination of 72 and 90 as shown in adjoining column.

Even one 72-channel magazine, together with the wide auxiliary magazines, gives a wide range of display. For example, two complete fonts of caps, lower case, figures and points can be carried in one 72-channel and two auxiliary magazines. With the Linotype's single keyboard, a layout of this sort is handled without confusion. The advantages and possibilities of such arrangements will be seen in studying the suggested equipments shown on the following pages.





### THE WEATHER

A new high in efficiency is moving down on the composing-room with the Blue Streak Linotype. An extended period of calm is predicted as Optic-Aid Front reduces nervous tension.

This newspaper set entirely by Linotype.

# NATIONAL NEWSPAPER

## BLUE STREAK EXTRA

### LATEST MODEL 14 NEWS

BROOKLYN, NEW YORK

MERGENTHALER LINOTYPE COMPANY

MODEL 14

## TODAY and TONIGHT

BY ART BREEZBIN

In the Chinese province of Kansu was found the oldest known printed book. Wang Chieh was the printer's name. His book dated May 11, 868, reverently was dedicated to the memory of his parents. A worthy son, Wang Chieh.

Wang Chieh and his beloved parents never dreamed of the day when printing would become a common-place. Wang Chieh's book was printed from blocks. Another Chinese, Pi Shang, printed from movable types in 1041. But the Chinese language had so many characters that Pi Shang's idea soon died. Printing was too much trouble.

Johann Gutenberg in 1454 printed from type cast in a mold. To Gutenberg of Mainz, which is a city in Germany, goes the honor for the invention of printing.

Wang Chieh, Pi Shang, and Gutenberg were pioneers who blazed the trail that Mergenthaler widened out to a broad highway.

Mergenthaler put printing on a production basis. He foresaw the need for mechanical typesetting. Today, Mergenthaler's typesetting machine is the standard. Other men added improvements to old Ottmar Mergenthaler's machine. That's what makes progress.

It would be a safe prediction that the mechanical typesetting machine of tomorrow also will be a Mergenthaler. Great names have come from printing—Wang Chieh, Pi Shang, Gutenberg, Jenson, Caxton, Caslon, Franklin, Hoe, Mergenthaler.

This is a mechanical age. Without Mergenthaler, it might have been different.

# OLD RIVALS PACIFIED ASSERTS THE WASHINGTON LEADER

## RETAIL ADS A CINCH TO SET

Last Minute Store Copy With Price Figures Easy Come

One of the nerve-wracking nuisances of the composing-room has been eliminated by the Model 14 Linotype which can set trick size display lines and big price figures in food store copy without a worry.

Copy cutting and fitting of slugs is a thing of the past when Model 14 goes into action. The 2-in-1 machine wades through the diversified lines in those big food ads like a machine gun.

As the tendency toward featuring large price displays in food copy grows in the retail grocery business, more and more shops turn to the Mergenthaler Model 14.

This famed 2-in-1 sets text and display combining a vast range of sizes and faces. The large sizes are cast on overhanging slugs to avoid cutting and fitting.

Model 14 makes ad-copy a straight-line production job. Copy is in one place, not scattered all over the shop. With a Model 14 in action, the composing-room is a business, not a crossword puzzle.

## EXTRA! EXTRA! Boss Saved by Lino!

ADDVILLE, MASS.—John M. Quad, Daily News composing-room fore-

# A NEW DEAL FOR MODERN COMPOSING-ROOMS

## Eyes Revel in Comforts of New Front

"I never realized how annoying that flicker was till you took it away." Such has been the comment of every operator who has spent even a few minutes at the keyboard of one of the new Blue Streak Linotypes with the Optic-Aid Front.

To the average operator, the whirling of belts and pulleys, and the movement of the reeds, has become so much a part of his day's work that he doesn't even see them . . . consciously. But he can't shut them out of his eyes. Unconsciously, the eyes try to follow these distracting movements. Often they are the unsuspected cause of eyestrain, headaches, and nervous irritation.

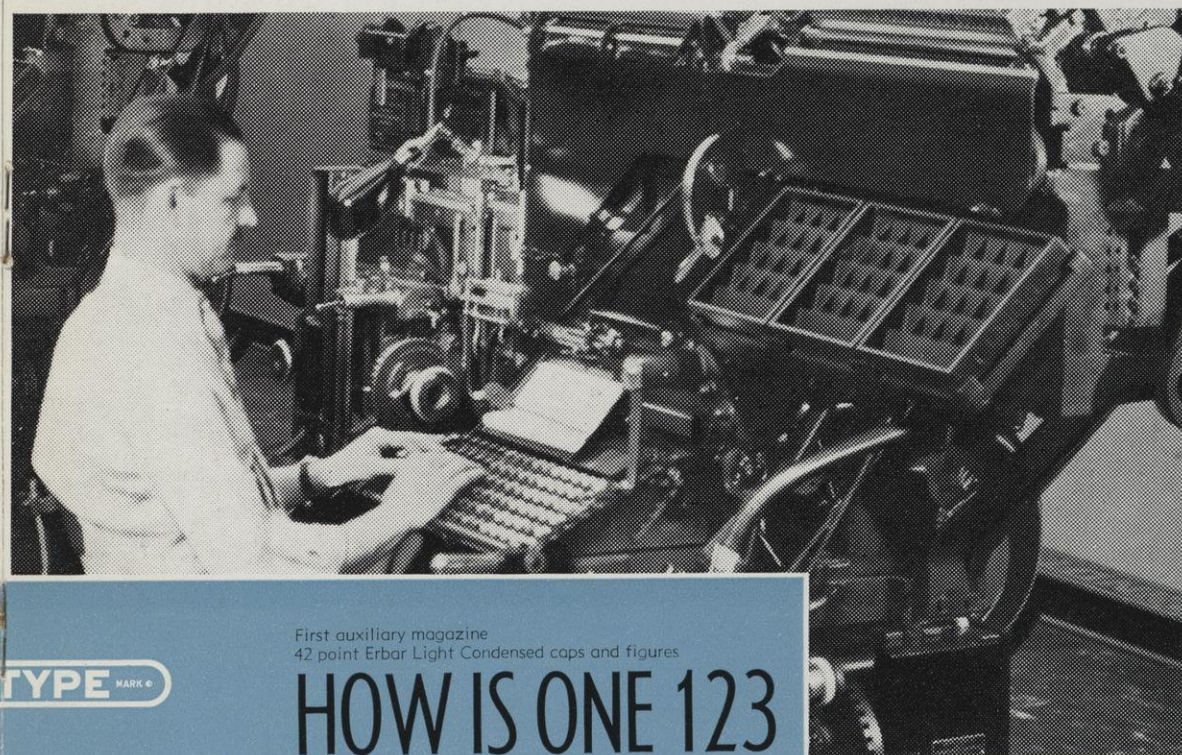
Shielding these moving parts, as is done on the Blue Streak Linotypes,

## 2-IN-1 SETS COMPLETE PAPER

Heads as Well as Text Flow From Its Keyboard

Even the one-machine plant can now set its heads from the keyboard. Provided, of course, that its one machine is a Two-in-One Blue Streak Model 14. Ample display capacity is found in the wide auxiliary magazines and in the 72-channel display magazines.

## Blue Streak Linotype Captures Composing-Room Love Nest as Business Office Also Concedes Beauty of Attractive Model



## PRESS BREAK WILL END IN PEACE

By Les Makeup Special Correspondent

WASHINGTON, D. C.—As further developments in the new economic program are disclosed by administration spokesmen, it becomes more apparent that were it not for the great adaptability of the Model 14 Linotype, relations between composing-rooms and business offices of the nation's newspapers would be greatly strained.

It has been an open secret for some time that composing-rooms have resented the growing practice of retail stores, who insist on buying large newspaper space and filling it up with prices of articles for sale. This condition is especially true in the department store and bargain store field.

Newspaper business offices have been urging merchants to buy these large space advertisements by emphasizing circulation figures and buying power of readers. While composing-room employees have conceded that advertising is useful in times of economic stress, the real bone of contention lies in the type of copy submitted by the advertisers. The last minute rushes of copy calling for all kinds of type sizes and numerous figures, has practically ruined the day—in fact several days—for many a composing-room.

Administration spokesmen, however, have reassured the public that further trouble can be minimized, as leaders of both factions have unanimously agreed that the Model 14 Linotype is the one solution of this vital problem which has been more aggravating than the order of succession to the title of Public Enemy No. 1.

First main magazine (72-channel split) 30 point Bodoni

### HOW is one t 123

Second main magazine (72-channel split) 34 point Erbar Light Condensed

### HOW is one to as 123

Third main magazine (90-channel) 14 point Metroblack No. 2 with Metrolite No. 2

### HOW is one to assess an 123

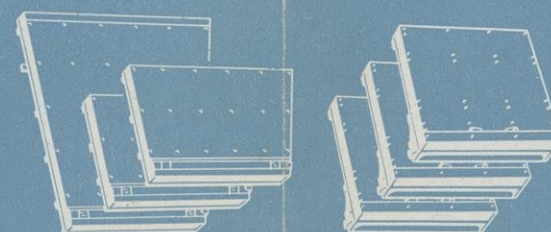
### HOW is one to assess an 123

Extra main magazine (90-channel) 7 point Excelsior No. 2 with Bold Face No. 2

### HOW is one to assess and evaluate a type fa 123

### HOW is one to assess and evaluate a type fa 123

TRADE LINOTYPE MARK



### SUGGESTED TWO-IN-ONE MODEL 14 EQUIPMENT FOR NEWSPAPER HEADS AND TEXT

First auxiliary magazine 42 point Erbar Light Condensed caps and figures

### HOW IS ONE 123

Second auxiliary magazine 36 point Metroblack No. 2 caps and figures

### HOW IS 12

Third auxiliary magazine 60 point Erbar Bold Condensed caps and figures

### HOW I 123

## BEAUTY CUP TO BLUE STREAK LINOTYPE

Atlantic City, N. J.—Judges in the annual composing-room beauty contest awarded the coveted prize to the new Blue Streak Linotype. Its smooth front, free from disfiguring machine



Apples *Cooking* 4 lbs. 19c  
 Grapes *Malaga* 2 lbs. 15c  
 Celery *Large Bunch* 10c  
 Beans *Lima* 2 lbs. 15c  
 Corn *Gold Bantam Dozen* 40c  
 Peas *Fresh Picked* 2 lbs. 21c  
 Lettuce *Head Bunch* 8c  
 Lemons *Juicy* 3 for 10c

**BUTTER** *FIRST GRADE CREAMERY MADE FROM SWEET CREAM* 1 lb. 31c  
**POTATOES** *NEW CROP IDAHO* 15 lbs. 21c  
**BANANAS** *EXTRA LARGE FULLY RIPENED* 4 lbs. 19c  
**SUGAR** *CONFECTIONERS BROWN OR GRANULATED* 5 bag 27c  
**BREAD** *MOTHER HUBBARD BRAND White or Whole Wheat* 20 oz. loaf 7c

**Cigarettes** *Carton of 10 Packages* \$ 1.20  
 OLD SILVER, DIAMOND, HARDY

**Ginger Ale** 3 *Bottles No Deposit* 29c  
 G & G PALE DRY OR GOLDEN

**Club Soda** 3 *Bottles No Deposit* 23c  
 SPECIAL HOLIDAY PRICE

**LIMES** *Very Juicy* 20 for 19c

**Maraschino Cherries** 10c and 20c

**Chuck Roast** 1 lb. 23c

**Rib Roast** *Extra Prime Beef* 1 lb. 25c

**Broilers** *Fresh Killed Milk-Fed* 1 lb. 29c

**Fowl** *3 to 4 lbs. average young, tender* 1 lb. 23c

**Bologna** *All Ham* 1 lb. 19c

**Corned Beef** 1 lb. 23c

**Ham** *Mild Sugar Cured Whole or half* 1 lb. 25c

First main magazine (72-channel split)  
 24 point Pabst Extra Bold Condensed lower case  
 in lower case side

**how is one to assess**

36 point Pabst Extra Bold Condensed lower case in cap side

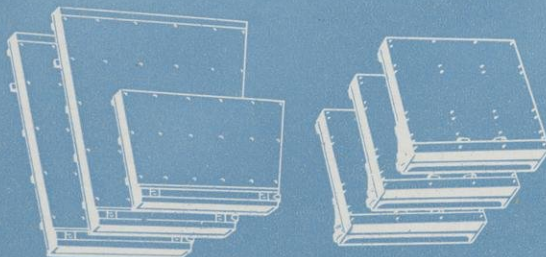
**how is one to a**

Second main magazine (90-channel)  
 14 point Pabst Extra Bold Condensed with Italic

**HOW is one to assess and 123**  
**HOW is one to assess and 123**

Third main magazine (90-channel)  
 10 point Pabst Extra Bold with Italic

**HOW is one to assess and eva 123**  
**HOW is one to assess and eva 123**



SUGGESTED TWO-IN-ONE  
 MODEL 14 EQUIPMENT  
 FOR RETAIL PRICE DISPLAY

First auxiliary magazine  
 24 point Pabst Extra Bold Condensed caps and figures

**HOW IS ONE T 123**

Second auxiliary magazine  
 36 point Pabst Extra Bold Condensed caps and figures

**HOW IS 123**

Third auxiliary magazine  
 48 point Pabst Extra Bold Condensed No. 1 caps and figures

**HOW 123**



# SALE OF COFFEES!

**GRAND BLEND** lb. **29c**

**GRAND BLEND COFFEE** is an exceptionally flavored, very aromatic coffee . . . a special blend design please the most fastidious coffee-lover. Rich, winey and exhilarating. Try a pound today.

**SPECIAL BLEND** lb. **19c**

**SPECIAL BLEND COFFEE** is preferred by many sands of customers who like its fine-flavored body, and prefer a mild coffee with a delicate aroma. A satisfying very economical.

## EAT SPECIALS

**AS** 12 lb. ave. **14c**  
per lb.

**IB** Spring **21c**  
per lb.

**FOWL** Best **23c**  
per lb.

No **2** 1/2 lb. **33c**  
Rind pkgs.

## CHRISTMAS DINNER!

**KEYS** **29c**

sure it is a Best's Popular turkey. Look for the Popular's your only guarantee of a FILLED, plump, tender bird.

## Flour Now!

**PADE** 24 lb. \$ **1 17**

**WHITE BREAD** Best's oven-fresh Bread is actually made hourly from the very best of white flours and other premium quality ingredients . . . baked under the careful supervision of our own master bakers, and then rushed fresh from the oven to your Food Store. Why pay more when bread of this fine quality can always be had for only **8c**

**Best Tomatoes** No. 2 can **11c**

**Tomato-Juice** Tall can **7c**

**Grapefruit Juice** No. 2 can **11c**

**PRUNES** 40 to 50 to the lb. **2 lbs. 10c**

**Sliced Pineapple** lge. can **14c**

**Sauerkraut** Best Grade **2** lge. cans **19c**

**Best Soups** **3** No. 2 cans **20c**

**BEST'S CHEESE** 1/2 pk

**STORE CHEESE** Best 1/2

**CREAM CHEESE** 1/2 pk

**Best Biscuits** **3** lc p

## CIGARET'

ALL POPULAR BRAND

BEST'S : GOOD : SPECIAL

**2** pkgs. **26** C 10 Pkgs. **1**

**CHOCOLATE BARS** . . . . .

**FOOD DRINK** Best's . . . 4

**BEST'S Gelatin Dessert** . .

**CHOCOLATE DESSERT** . .

First main magazine (72-channel split)  
24 point Metroblack No. 2.

**HOW is one t 123**

Second main magazine (90-channel)  
14 point Metroblack No. 2 with Metrolite No. 2

**HOW is one to assess an 123**  
**HOW is one to assess an 123**

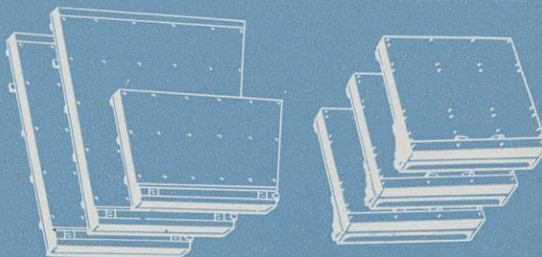
Third main magazine (90-channel)  
10 point Metroblack No. 2 with Metrolite No. 2 in lower case and center channels

**HOW is one to assess and evaluate a ty**  
**HOW is one to assess and evaluate a ty**

34 point Erbar Bold Condensed lower case in cap channels

**how is one to assess**

TRADE **LINOTYPE** MARK



**SUGGESTED TWO-IN-ONE**  
**MODEL 14 EQUIPMENT**  
**FOR RETAIL PRICE DISPLAY**

First auxiliary magazine  
36 point Metroblack caps with Gothic No. 41 figures

**HOW IS 12**

Second auxiliary magazine  
60 point Erbar Bold Condensed caps and figures

**HOW I 123**

Third auxiliary magazine  
34 point Erbar Bold Condensed caps and figures

**HOW IS ONE T 123**



# Final Clearance Sale

An event that should not be overlooked . . . **tomorrow morning at 9:30** . . . includes Summer apparel for men, women and children and some house furnishings . . . means big savings . . . in time for August vacations.

## THIRD FLOOR FASHIONS

<b>118 Sports Suits</b>	WERE \$15.00	<b>\$7.00</b>
<b>300 Blouses</b>	WERE \$7.50	<b>\$2.50</b>
<b>90 Tweed Coats</b>	WERE \$20.00	<b>\$9.75</b>

## EVENING GOWNS—Fifth Floor

<b>Velvet Dinner</b>	WERE \$21.75	<b>\$10.00</b>
<b>Crepe Frocks</b>	WERE \$49.50	<b>\$18.00</b>
<b>Satin Evening</b>	WERE \$65.00	<b>\$27.00</b>

## FRENCH STOCKINGS

REGULAR VALUE \$2.00

**3 PAIRS FOR \$3.45**

Fine, flawless quality, silk from top to toe. Full length with clear even weave, fine seams, silk heel within a heel, and good reinforcements.

## SIXTH FLOOR SHOPS

<b>57 Linen Suits</b>	WERE \$7.95	<b>\$5.00</b>
<b>83 Boucle Suits</b>	WERE \$12.95	<b>\$6.00</b>
<b>64 White Skirts</b>	WERE \$4.95	<b>\$2.25</b>
<b>19 Knit Dresses</b>	WERE \$4.50	<b>\$3.00</b>

**Shoes** Still a good selection in your size, if you're here early. Sports and country shoes . . . in white, dark colors, and combinations . . . all with leather heels . . . **\$3.95** in white buck or linen

## SPORTING GOODS—Second Floor

<b>18 Golf Sets—Spalding</b>	<b>\$3.95</b>
<b>25 Tennis Racquets</b>	<b>\$1.75</b>

First main magazine (72-channel split)  
18 point Memphis Bold lower case in lower case side

**how is one to assess an**

24 point Memphis Bold lower case in cap side

**how is one to eva**

Second main magazine (90-channel)  
14 point Memphis Light with Bold

**HOW is one to assess a 123**  
**HOW is one to assess a 123**

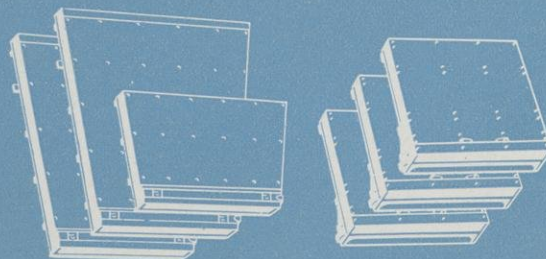
Third main magazine (90-channel)  
10 point Memphis Light with Bold in lower case and center channels

**HOW is one to assess and evaluate a type**  
**HOW is one to assess and evaluate a type**

18 point Memphis Light caps in cap channels

**HOW IS ONE TO EVAL**

TRADE **LINOTYPE** MARK



First auxiliary magazine  
18 point Memphis Bold caps and figures

**HOW IS ONE TO A 123**

Second auxiliary magazine  
24 point Memphis Bold caps and figures

**HOW IS ON 123**

Third auxiliary magazine  
36 point Memphis Bold lower case and figures (caps in cabinet)

**how is o 123**

**SUGGESTED TWO-IN-ONE  
MODEL 14 EQUIPMENT FOR  
DEPARTMENT STORE ADVERTISING**



# Railroad Bonds

		YIELD TO MATURITY
100M Atch. Top. & S. F... Cpn. 4	1995	3.69%
100M Atch. Top. & S. F... Reg. 4	1995	3.74%
100M Atch. Top. & S. F... Reg. 4	1996	3.84%
100M Canadian Pacific..... 4	Perp.	4.65%
100M Central Pacific..... 4	1949	4.14%
100M Hocking Valley..... 4 1/2	1999	3.93%
100M Hocking Valley..... 4	1998	3.75%
100M Long Island..... Ref. 4	1949	3.70%
100M Pennsylvania..... 4	1952	3.92%

# Read Bros.

SPECIALISTS IN RAILS

100 BROADWAY • NEW YORK

## HOW TO BE LEGIBLE THOUGH MODERN

Do you know how to make a look modern, and still be readable? Not always easy, but here's a good rule! When in doubt, try Bodoni. Bodoni has lived through several cycles of modernism... in fact, it started one. Old Johnthebaptist Bodoni, who designed the type, was quite a modernizer in his day. Can't you just picture all the printers of the time shaking their heads and sticking their tongues over his sharp serifs and wide leading, his smooth paper and spacious margins? Can't you just hear them telling each other that such stuff couldn't last... and then trying to copy it?

There are four weights of Bodoni available on the Linotype, ranging from the pale Bodoni Book to the Stygian darkness of Poster Bodoni. If you want to make it unmistakably clear that you are using Bodoni in the modern rather

than in a line of Poster Bodoni, the choice will make it very clear. Bodoni's inherent legibility is hard to read except setting it. Don't think of doing that. Brooklyn, N. Y.

K. DAWSON, *President*

P. SMITH, *Treasurer*

"NONE BUT THE BEST"

# Consumers' Coal Company

DEALERS IN FUEL OF ALL KINDS

1234 Thirty-Fourth Street  
New York City

RETURN IN FIVE DAYS TO

## O'Brien & Goldfarb

*Flowers*

FIFTH AVENUE • BROOKLYN, N. Y.



DAVISON PRINTERS  
Catalog Printing  
SAN FRANCISCO, CALIFORNIA

First main magazine (72-channel split)  
21 point Bodoni lower case in lower case channels

how is one to assess and

24 point Poster Bodoni lower case in cap channels

how is one to a

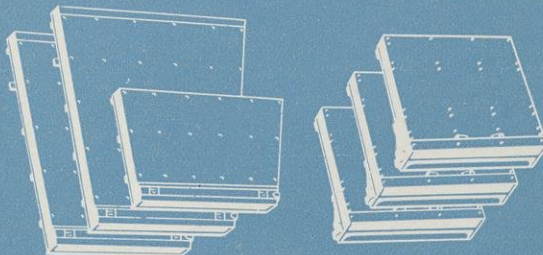
Second main magazine (90-channel)  
14 point Bodoni with Italic and small caps

HOW is one to assess and eval 123  
HOW is one to assess and eval 123

Third main magazine (90-channel)  
10 point Bodoni with Italic and small caps

HOW is one to assess and evaluate a 123  
HOW is one to assess and evaluate a 123

TRADE LINOTYPE MARK



First auxiliary magazine  
21 point Bodoni caps and figures

HOW IS ONE TO A 123

Second auxiliary magazine  
24 point Poster Bodoni caps and figures

HOW IS O 123

Third auxiliary magazine  
36 point Poster Bodoni lower case and figures  
(caps in cabinet)

how i 123

SUGGESTED TWO-IN-ONE  
MODEL 14 EQUIPMENT  
FOR COMMERCIAL PRINTING



SOME OF THE MANY DISPLAY FACES YOU CAN USE IN THE

# BLUE STREAK **2** IN **1** MODEL 14

*Faces that will run in the 72-channel main magazines.*

42 point Erbar Light Condensed

How is one t 123

30 point Bodoni

How is one t 123

30 point Bodoni Bold

**How is one t 123**

30 point Bodoni Book

How is one to 123

30 point Caslon Bold Condensed

**How is one t 123**

30 point Cheltenham

How is one to 123

30 point Cloister Italic

*How is one to as 123*

30 point Pabst Extra Bold Condensed

**How is one t 123**

24 point Benedictine Book

How is one to 123

24 point Bodoni Italic

*How is one to as 123*

24 point Cloister Bold

**How is one to as 123**

24 point Cloister Bold Italic

*How is one to asse 123*

24 point Garamond Bold No. 3

How is one to a 123

24 point Garamond Italic

*How is one to a 123*

24 point Granjon

How is one to a 123

24 point Metroblack No. 2

**How is one t 123**

*Faces that will run caps and figures in auxiliary and lower case in 72-channel main magazines.*

48 point Erbar Bold Condensed

**How is o 123**

36 point Benedictine Book

How is o 123

36 point Bodoni Bold

**How is o 123**

36 point Caslon Old Face

How is o 123

36 point Caslon

How is o 123

36 point Century Bold

**How is o 123**

36 point Cheltenham Bold

**How is 123**

36 point Cloister

How is one 123

36 point Cloister Bold

**How is on 123**

36 point Cloister Bold Italic

*How is on 123*

36 point Metrothin No. 2

How is on 123

36 point Pabst Extra Bold Condensed

**How is o 123**

*Faces of which caps and figures will run in the auxiliary magazines.*

60 point Cheltenham Bold Condensed

**HOW IS 12**

60 point Erbar Bold Condensed

**HOW 123**

60 point Erbar Light Condensed

HOW I 123

48 point Pabst Extra Bold Condensed No. 1

**HOW 123**

36 point Benedictine Bold

HOW I 123

36 point Garamond Bold

HOW I 123

36 point Gothic No. 16

**HOW I 123**

36 point Memphis Bold

**HOW I 123**

36 point Memphis Light

HOW IS 123

36 point Metroblack No. 2

**HOW I 123**

36 point Metrolite No. 2

HOW I 123



# FOR STILL GREATER DISPLAY RANGE

● The display possibilities of the Blue Streak Model 14 Linotype are not limited to the faces that will actually run in the magazines; by hand-setting an occasional display line, or even just by inserting a few characters, it is possible to arrange matrix layouts that will materially extend its usefulness in the larger display range.

In some instances, a display lower case may be run to advantage in the auxiliary, with the caps carried in the cabinet. Such a layout permits the setting of, for instance, large bold italic lines with spacebands and regular spaces from the main keyboard. These lines automatically distribute, leaving only the occasional cap matrices to be returned to the cabinet from the pi stacker.

The Linotype Matrix Cabinet makes it very easy to handle large matrices in this way. The cabinet has ten cases, each carrying a font of caps, figures and fractions, or caps, figures and points . . . 58 compartments in all. The cases are set at an angle so the matrices always stand upright for quick composition.



Some faces that can, if desired, be carried with the lower case and figures in auxiliary magazine and caps in the matrix cabinet:

36 point Poster Bodoni

**Howiso123**

36 point Benedictine Bold

**How is one 123**

36 point Garamond Bold

**How is one 123**

36 point Memphis Bold

**How is one 123**

36 point Memphis Light

How is one t 123

36 point Metroblack No. 2

**How is on 123**

36 point Metrolite No. 2

How is one 123

36 point Granjon

How is one to 123

36 point Gothic No. 16

**How is on 123**

36 point Century Bold Italic

*How is one 123*

36 point Narciss

How is one t 123



# LINOTYPE UNIVERSAL SELF-QUADDER



● Blue Streak Linotypes can be equipped at the factory with the Universal Self-Quadder, for either high- or low-slug quadding. The touch of a finger on a conveniently located lever sets it for right- or left-hand quadding, or centering. The low-slug feature is a separate, optional device which produces low-slug quadding and centering, and also automatically indents as desired. It requires only the simple change of a slide in the vise jaws of the self-quadder for changes in body size.

On any work involving frequent short or centered lines, the Linotype Self-Quadder will soon pay for itself . . . as it relieves the operator of hand-quadding and materially increases production.

# WIDE-MEASURE MODEL 14 LINOTYPE



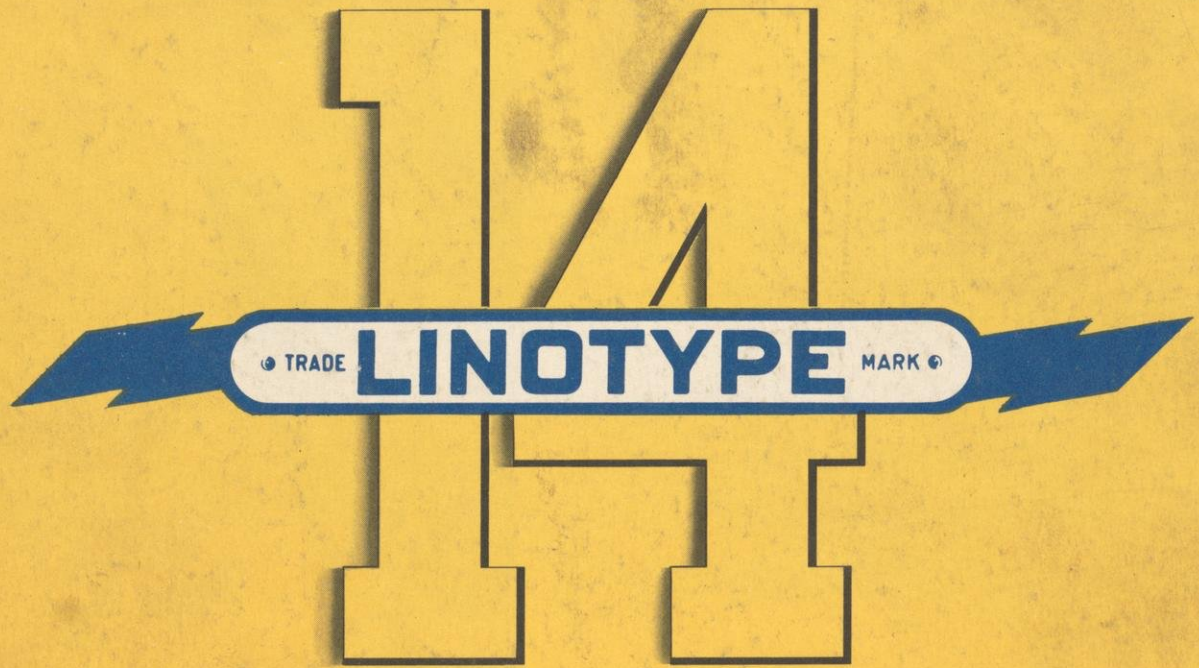
● The Model 14 Blue Streak Linotype can be supplied to cast either 30, 36 or 42 picas maximum measure. When a plant has any volume of composition that runs over 30 picas it is well to consider the advisability of a wide measure machine to eliminate "butting" slugs. The wide-measure machine affords complete flexibility of slug length so that short slugs can be cast just as satisfactorily as on the 30-pica machine, with the extra width in reserve when it is needed.

On 42-pica Linotypes, the entire casting mechanism has been redesigned to give the necessary strength and rigidity. The capacity of the metal pot and pump is doubled and molds built up of a combination of materials which minimizes warping.









MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK  
NEW YORK CITY · SAN FRANCISCO · CHICAGO · NEW ORLEANS  
CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

*Representatives in the Principal Cities of the World*