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Automatic white space.

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

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Automatic WHITE SPACE

↻ TRADE **LINOTYPE** MARK ↻



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

PRINTED IN U. S. A.

THIS BOOKLET SET IN LINOTYPE GARAMOND BOLD NO. 3, GOTHIC NO. 38, GOTHIC NO. 13,
A-P-L GOTHIC EXTRA CONDENSED AND OTHER FACES INDICATED

*Bill set
a big string of*

**WHITE
SPACE**



• Bill didn't realize it at the time . . . he was so busy tapping out quads to fill those short and centered lines . . . but all that white space, if placed end to end, would reach a long way into the Boss' pocket.

Too bad Bill's boss didn't know about the Linotype Self-Quadder. If Bill had only had a Linotype equipped with it, he wouldn't have spent so much time tickling the quad-key. The Self-Quadder would have put in all that white space for him. Automatically! Clever device . . .

it even decides whether a line that is almost full should be justified or quadded.

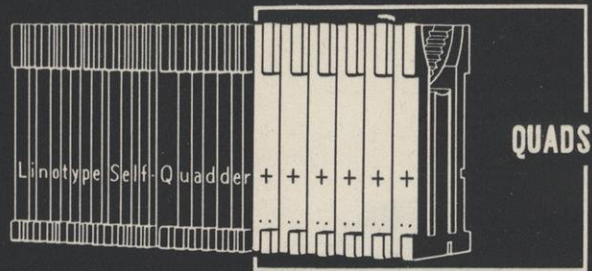
And with the Automatic Fixed Indentation attachment, Bill could have handled those indented quotes and run-arounds almost as quickly as straight text.

It's nothing short of amazing how much time the Linotype Self-Quadder, with or without the Automatic Fixed Indentation feature, saves in setting heads, advertisements, and other composition involving a lot of white space.

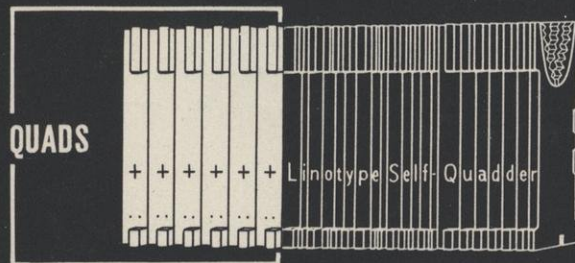
HERE'S HOW BILL SET HIS WHITE SPACE

TRADE **LINOTYPE** MARK

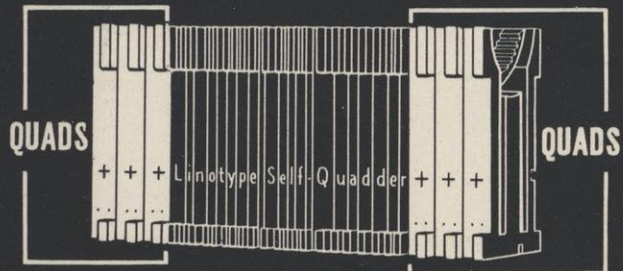
Take the fixed indentation stuff . . . such as indented quotes (and when the "big guns" speak, those quotes can run through columns). They mean plenty of tapping, left and right, line after line. Or run-arounds. . . . Bill must also count as he



First let's take a line less than full measure, to be quadded at the end. Bill sets the line . . . then drops in enough quads to fill it out. Simple . . . but takes time



Now take a line to be quadded at the beginning. He sets the line, fills it out with quads, then transfers the quads from the end to the beginning. That's simple, too, but takes still more time.

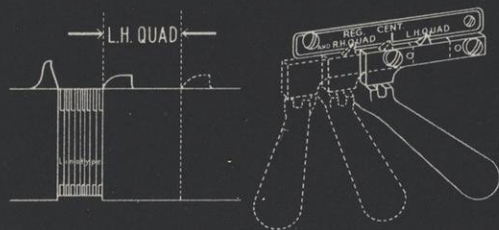


If the line is to be centered, he drops in enough quads to fill it out; then counts them and puts half at the beginning and half at the end.

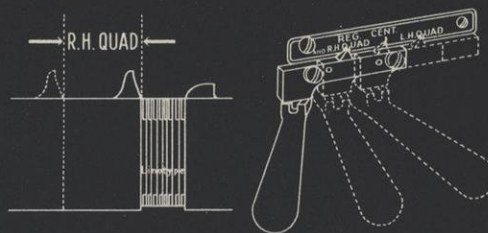
taps out the quads on that sort of composition. Given enough such lines, it is easy to see how Bill could spend more time juggling quads than in productive keyboard operation. And quad juggling is a monotonous task that Bill dislikes.

Here's How the Linotype Self-Quadder With Automatic Fixed Indention Attachment Would Do It

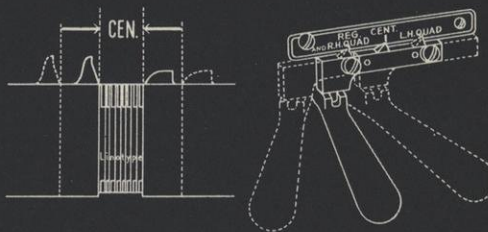
Suppose Bill had had a Self-Quadder, with the Automatic Fixed Indention attachment, on his Linotype. When he came to the line to be quadded at the end, he would have set a little lever called the Selector Handle to L. H. Quad. He would have set his line and sent it through short. When it was cast, the right-hand jaw would have automatically moved over to close up the space and cast that part of the slug blank.



If the line was to be quadded at the beginning, he would have flipped the little lever to R. H. Quad and the left-hand jaw would have moved over.



If the line was to be centered, he would have put the lever in the center and the two jaws would have moved together, automatically equalizing the space on both ends.



But not even our figurative friend Bill spends all his time on short lines. What does he do when he comes to ordinary straight matter? He merely sets the device to "Regular" and it operates exactly like any other Linotype.

Now suppose Bill had had a long indented quote or a large run-around to set. He would have made a simple setting of the Automatic Fixed Indention attachment. This would have moved an adjustable stop for the right-hand vise jaw to bank against. (The adjustment can be made just as easily for points as for ems.) Then Bill could have

gone ahead the same as for straight text. He would have had to remember only to release the setting at the end of the indented composition.

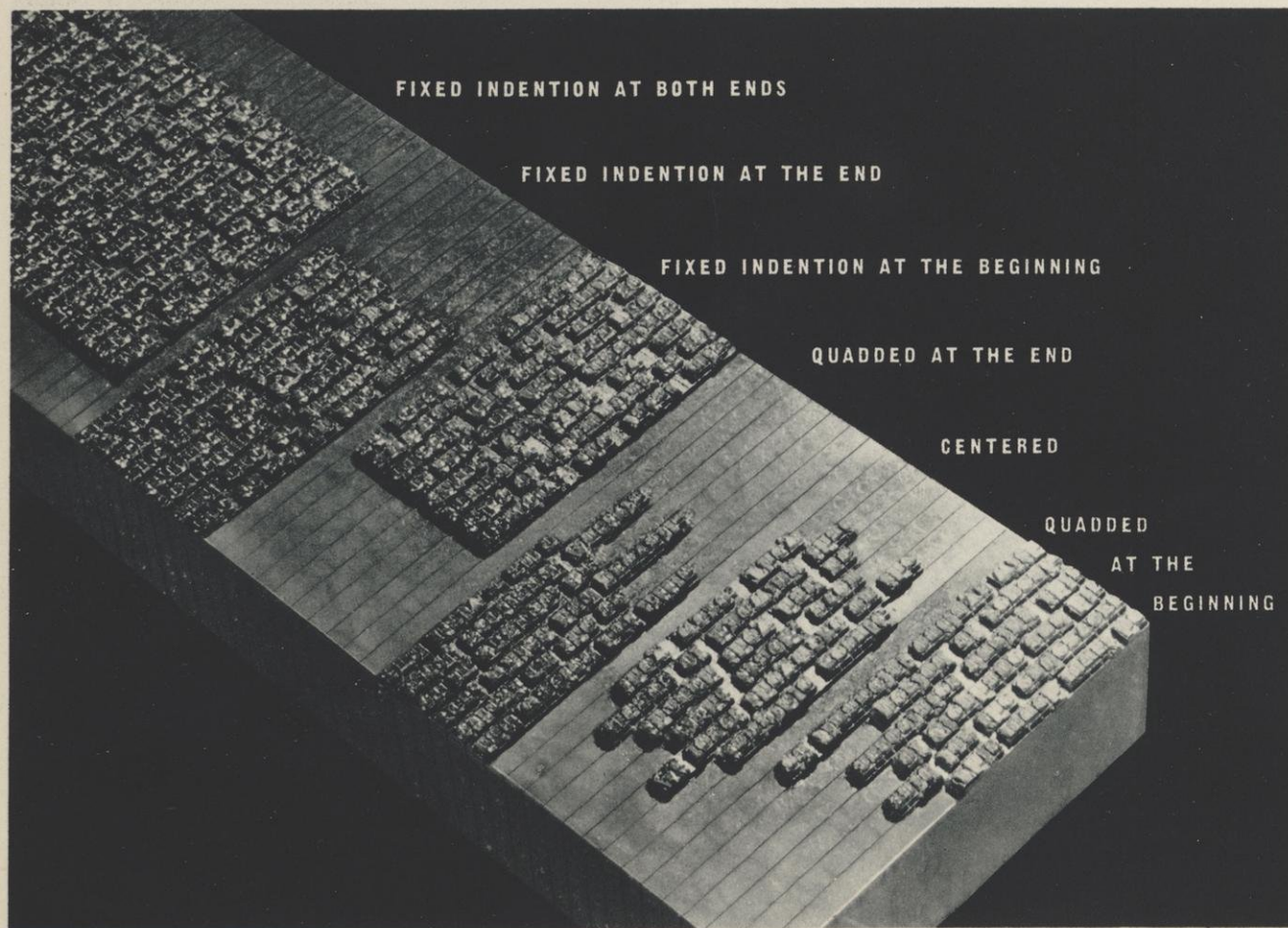
One more question. Suppose Bill is working on copy that is made up partly of full and partly of quadded lines. Does he have to stop to set the Selector Handle every time he finds that a line

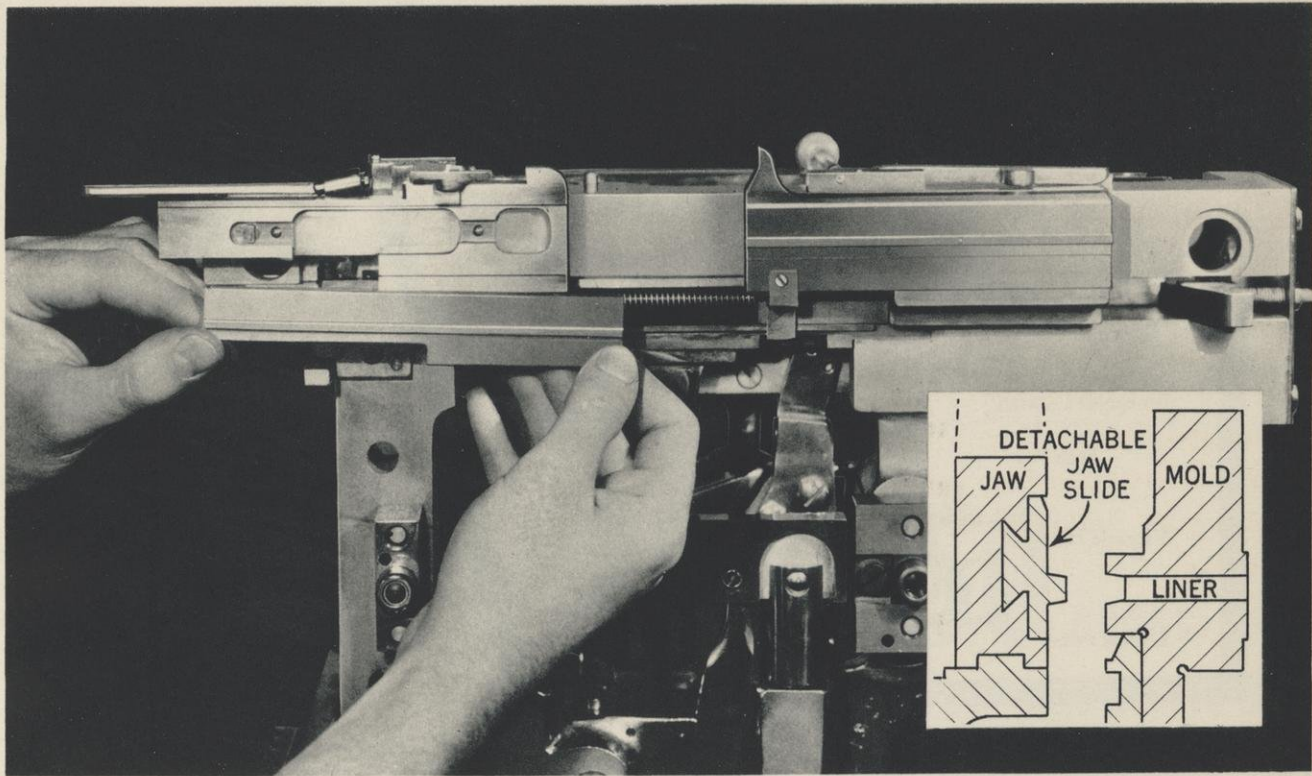
comes short? Not at all. The Automatic Justification Control takes care of that. If the line comes almost full, the space-bands will spread it out . . . and there is a further adjustment so that the operator can provide for either a one, two, or three pica spread before the Self-Quadder will come into operation and quad out the balance of the line.

The Linotype Self-Quadder is designed to meet every situation. It will work equally well with or without space-bands . . . with a line that is almost full or with only one thin matrix. If there are no matrices at all, the jaws come together and cast a blank slug.

With the Automatic Fixed Indentation attachment, the Self-Quadder makes an even more important contribution to faster and more accurate production. It is especially useful in law work, indented quotes, newspaper lead paragraphs, run-arounds.

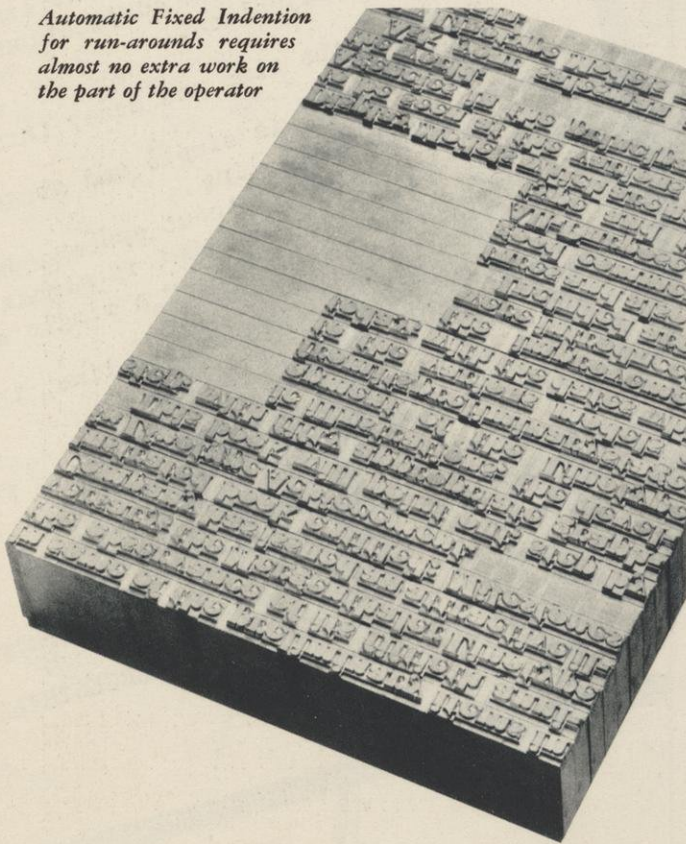
Open or uniformly indented matter of many kinds can be set almost as quickly as straight text with the Linotype Self-Quadder and the Automatic Fixed Indentation attachment. They will soon pay for themselves in setting *automatically* the white space that looms large on cost sheets, but rarely gets to the billing department.





Showing how the Self-Quadder may be equipped with detachable jaw slides for low-slug quadding

Automatic Fixed Indentation for run-arounds requires almost no extra work on the part of the operator



Another Applicable Feature to Cut Costs in Setting White Space Linotype **LOW-SLUG** Quadding

It is one thing to set white space . . . and quite another to have it *stay white* on the press. Low-Slug Quadding, another applicable feature of the Linotype Self-Quadder, prevents smudging on the press. It also forms a base for engravings, eliminating in many cases the need to pull slugs off the galley and cut them down to provide room for a mounted engraving that may or may not justify in the allotted space. Now the slugs can be the base, with no question of accurate fitting or height to type.

Low-Slug Quadding on the Linotype is very simple. Low mold-liners are provided and the vise jaws carry detachable slides with projecting ribs which fit into the mold, leaving a low shoulder on the blank end of the slugs. In changing from one size to another, only the liners and the detachable jaw slides are changed. The vise jaw slides carry dovetail projections which fit into the slots in the jaw itself. They are slipped in and out in a second.

SAVE TIME ON JOBS LIKE THESE WITH THE LINOTYPE SELF-QUADDER

The Chef Suggests

APPETIZERS		
Bluepoint Cocktail		Fruit Cup
SOUPS		
Split Pea		Tomato Puree
ENTREES		
Virginia Ham	Soft Shell Crabs on Toast	Roast Beef
	Spanish Omelette	
DESSERTS		
Danish Pastry	Deep Dish Apple Pie	Fruit Salad

Linotype Gothic No. 13 and Garamond No. 3

Things You Can Set More Quickly with the Linotype Self-Quadder with Automatic Fixed Indention

Lists of Names
Menus
Programs
Page Folios
Dialog
Side Headings
Stagger Heads
Running Heads
Title Pages
Cut Lines
Typewriter Composition
Verses
Indexes
By-Lines

*The Automatic Fixed Indention
attachment especially is useful for*

Law Work
Indented Quotations
Run-arounds
Citations

Linotype Garamond Bold No. 3

MR. ANY PRINTER,
Anywhere, U. S. A.

Dear Mr. Printer:

It's wasteful to keep setting white space by hand when you can set it much more quickly—and automatically—with the Linotype Self-Quadder, with or without the Automatic Fixed Indention attachment.

You can quad lines at the beginning at the end or center them instantly, by the move of a finger on a convenient lever

You can just as easily provide Automatic Fixed Indention at either or both ends of the line by using the Fixed Indention attachment in conjunction with the regular Left-Hand Vise Jaw adjustment.

Think of the time and money this simple Self-Quadder can save. The mechanism is simple and strong. It works equally well with any length line with or without spacebands with a line that is almost full or one with only a single matrix

When no matrices are in the line, the jaws close and cast a blank slug.

When the device isn't needed, it is thrown off—and your Linotype operates in the usual way.

May we arrange a demonstration of this remarkable time-saver?

Very truly yours,
MERGENTHALER LINOTYPE COMPANY

Linotype Remington Typewriter

TRADE **LINOTYPE** MARK

26 OUT OF 50 BOOKS SET IN THIS YEAR'S "50 BOOK SHOW"

8 in Linotype
Janson

GUNNAR'S DAUGHTER
HERE WAS A MAN
WILLIAM AND HIS FRIENDS
YACHT DESIGNING AND PLANNING
THE PURITAN PRONAOS
LETTERS TO AN ARTIST
MEMOIRS OF COUNT BERNSTORFF
TALES OF THE NORTHWEST

Alfred A. Knopf
Alfred A. Knopf
The Viking Press
W. W. Norton & Company, Inc.
New York University Press
The Viking Press
Random House
The University of Minnesota Press

6 in Linotype
Electra

CUPID'S HORN-BOOK
THE PSALMS OF DAVID
A BATTLE IN GREECE
ROLLER SKATES
GOD RETURNS TO THE
VUELTA ABAJO
GARGANTUA AND PANTAGRUEL

The Sign of the Blue-Behinded Ape
The Peter Pauper Press
The Peter Pauper Press
The Viking Press

William R. Scott
The Limited Editions Club

5 in Linotype
Baskerville

THE WAR IN OUTLINE—1914-1918
THE WOODEN PILLOW
THE ARCHITECTURE OF H. H.
RICHARDSON AND HIS TIMES
NOAH WEBSTER, PIONEER OF
LEARNING
INHALE & EXHALE

Random House
The Viking Press
The Museum of Modern Art
Columbia University Press
Random House

3 in Linotype
Caslon Old
Face

CHRONOLOGY OF BOOKS &
PRINTING
JOHN MARIN
EARLY AMERICAN ROOMS

The Macmillan Company
The Museum of Modern Art
The Southworth-Anthoensen Press

1 in Linotype
Bodoni Book

LIFE WITHOUT PRINCIPLE

William R. Scott

1 in Linotype
Estienne

AUCASSIN AND NICOLETE

Holiday House

1 in Linotype
Old Style No. 7

ENGLISH POETRY OF THE
17TH CENTURY

W. W. Norton & Company, Inc.

1 in Linotype
Garamond

PALACES ON MONDAY

Random House

Linotype Erbar Bold Condensed and Garamond No. 3

Save time on headings and news with the LINOTYPE SELF-QUADDER

CUT COMPOSITION COSTS WITH CENTERING DEVICE

AUTOMATICALLY CENTERS THE PYRAMIDS

When heads are being rushed through for the final is one of many times when use of Linotype Self-Quadder will result in the saving of vital minutes. All of the operator's time can be used in setting productive composition to print.

Linotype Erbar Light Condensed and Ionic No. 5

SUMMARY of Today's News

NATIONAL

World's Fair Plans to be discussed at International Dinner. **Page 1**
Army's scale of Mississippi basin pictures flood stages. **Page 9**
City contributes \$250,000 to Red Cross flood relief fund. **Page 9**
Harry A. Gray, famous merchant, dies at 75. **Page 18**
Miss Roe, daughter of Roe & Company founder, is married. **Page 18**

WASHINGTON

House votes full-pay pensions for retiring pages. **Page 1**
President cruises on Potomac. **Page 3**
Vidal announces eleven-point plan to increase air travel safety. **Page 8**

ALBANY

Drug stores protest bill to take away luncheon business. **Page 22**

FOREIGN

Jacques Laurent, noted dramatist, sails for America. **Page 7**
Gayety of coronation fete reflected at Opera opening. **Page 27**

Linotype Bodoni Bold, Bold Face No. 2 and Ionic No. 5

Touch of a Finger on a Convenient Lever
Replaces Laborious Hand Quadding
in Setting Newspaper Heads

BY ECONOMIST

Linotype Bodoni Bold

SELF-QUADDER SAVES TIME IN SETTING HEADS

Linotype Bodoni Bold

Sailed Yesterday Vessel and Destination

Amagisan Maru (Jap), Yokohama.
Atenas, Fort Pierce.
Cacique, Chile (11 p m).
Craigsmeare, Norfolk.
Mary G Maersk (Dan), Kobe, 11 p m.
Edward R Pierce, Norfolk.
Golden Sea (Br), Para.
Haukefjell (Nor), London.
Helle (Nor), Newport News
L L Abshire, Houston.
Leverbank (Br), Calcutta.
M & J Tracy (11 p m).
Maplewood (Br), Halifax.
Nailsea Manor (Br), Lisbon.
Ohioan, San Francisco (11 p m).
Phoenix, Houston.
Edna R Douglas (sch), Eastern port.
Robert E Lee, Norfolk.
S M Spalding, Corpus Christi.
S B Hunt, Guiria.
San Quirino (Br), Puerto Mexico.
Sagaporack, Gothenburg.
Texas Trader, oil port (11 p m).
William Rockefeller, Corpus Christi.

Linotype Bodoni Bold, Bold Face No. 2 and Ionic No. 5

Stock Reports From London

LONDON, Feb. 12.—Some active London stocks closed today as follows:

	Today's close
Amalgamated Bantet.....	22s 4½d
Anglo Am of So Af.....	93s 1½d
Anglo Dutch.....	43s 3d
Assoc Elec Ind.....	55s 3d
Babcock & Wilcox.....	50s 6d
Boots Pure Drug.....	57s 10½d
Brit Am Tobacco.....	130s 7½d
Brit Celanese.....	9s 9d
*Cable & Wireless 'A'.....	£26½
Carreras 'A'.....	£8¾
Celanese Corp of Am.....	£6¾
Central Mining.....	£30¼
Consol Gold Fields.....	118s 9d
Courtaulds.....	55s
De Beers.....	£19
De Havilland.....	57s 6d
Distillers.....	115s
Dunlop Rubber.....	33s 9d
Elec & Musical Ind.....	25s 6d
Ford, Ltd.....	32s 9d
Gen Elec Co, Ltd.....	94s 3d
Handley Paige.....	63s 1½d

Linotype Bodoni Bold and Ionic No. 5

Save time on advertising composition with the LINO TYPE SELF-QUADDER

MARTIN'S

Euclid Avenue at 10th Street

MIDWINTER CLEARANCE

Every item is correct in style
and from regular stock.
No special purchases
were made.

SUITS

319 were \$60.00
1260 were \$55.00
925 were \$50.00
1633 were \$45.00

\$35 now

SUITS

721 were \$75.00
583 were \$70.00
2729 were \$65.00
962 were \$60.00
1421 were \$55.00

\$45 now

Savings of \$15, \$20 and \$25
on more than half the suits
in this clearance!

Why not make it your op-
portunity to get to know the
modern Martin's?

MARTIN'S

Euclid Avenue at 10th Street

Linotype Erbar Bold Condensed and Antique No. 1

Start your glamorous evenings in the afternoon

They
start at the
new Salon of
MARLINE & SMITH
—with an exhilarating
Pick-Up Bath or a foaming,
bubbling Smithized Milk Bath.
While you bathe, you wear the Youth-
ifying Masque or Marline Smithized Milk
Masque. You will feel reborn when you rise.
Your contour will look sculptured and your com-
plexion, luminous. Make your appointment now for
this exhilarating treatment. Telephone MAine 6-0620

MARLINE & SMITH

100 MAIN STREET AT BROAD

Linotype Memphis Extra Bold and Medium

HOLD YOUR PARTY IN STYLE!

All details of your social
and business functions
can be arranged by us

Consider the beautiful silver and blue

GLORIA ROOM

(Air conditioned)

for your next party

CHANDLER HOUSE

John Jones, Managing Director
500 Central Park South

Linotype Bodoni Bold, Bodoni Bold Condensed, Bodoni and Poster Bodoni

Save time on body matter with the Linotype Self-Quadder and Automatic Fixed Indention

Yesterday's Sales Up 15% Over Last Year

Retail sales moved sharply upward yesterday, perfect shopping weather crowding the city's leading department stores for an estimated gain in dollar volume of from 10 to 15 per cent above the same day's business a year ago. The crowds were well distributed throughout all departments.

Furnished Apartments

34TH ST. AND PARKVIEW AVE.
THE GRAND HOTEL

With its rooms NEWLY furnished and decorated, NOW, more than ever, does this famous hotel offer superior accommodations for permanent residence. Monthly rates.

Telephone Temple 5-4200

49TH Street, 700 South
HOTEL CLEVELAND
Furnished

Attractive apartments specially priced for immediate occupancy.

1 room apt. from \$70
2 room apt. from \$125
3 room apt. from \$175

Also daily and weekly rates. Including complete hotel service. Moderately priced restaurant. Cocktail bar. Telephone: PARK 3-4500.

50TH, 900 North—Charm! Comfort! 1-2 rooms, Weekly-monthly rates. Hotel.

68TH, 700 West—Beautiful! 3 rooms, studio, kitchenette, 2 daybeds, fireplace, service (3 mos.). \$80 monthly. MLdas 4-7156.

70TH, 650 East—One-two rooms, kitchen, clean, quiet, service; no children, dogs; \$6-\$8 week.

CAMBRIDGE ST. 40—4-rooms, elevator, beautifully and completely furnished; 6 months or longer. CArmen 2-4847. Call any time.

Unfurnished Apartments

100 ORANGE ST.
WELL-PLANNED APARTMENTS
5 ROOMS.....\$85 up
6 ROOMS.....\$100 up

Nicely decorated apartments in excellently maintained and serviced building; complete kitchen, refrigeration, elevator service.

ADAM ST. 12, Palisade Heights—4 large rooms, all improvements; reasonable rental.

OVERBROOK HEIGHTS—FREE ELECTRIC
Elevator, Incinerator, Elec. Refrigeration
3 Blocks to Subway
3 Rooms \$45.50
4 Rooms \$55.50
5 Rooms \$75.00
(North Corner)

FRANK JONES, INC.
410-20 62nd St., foot of Broad

It is fitting that we, as Americans, should gather on each anniversary of Lincoln's birth to pay tribute to him. For, as his contemporary, Edward Everett, once said: "National recollections are the foundations of national character." And there can be no recollections better fitted to preserve the foundations of our character as a nation than the enduring memory of Abraham Lincoln. He was, and remains, one of the great moral forces of our national life, and in the final accounting it is the moral force of a nation which shapes its destiny.

It is always well to remember those simple and fundamental qualities which made Lincoln a moral force—which enabled him to lead the nation

Quotations such as this, occurring frequently in every newspaper, can be set just as quickly as ordinary composition if the Automatic Fixed Indention attachment is used.

Daily Cross-Word Puzzle

- | ACROSS | DOWN |
|---|--|
| 1 Surrounded by. | 1 Genus of honey bees. |
| 5 Vineyard; Fr. | 2 Material of war. |
| 8 Brightly colored lizards. | 3 First letters of names. |
| 14 Penalizes. | 4 Said: Fr. |
| 16 The shortage of an almost full cask. | 5 Burn black. |
| 17 Introduce to the esoteric. | 6 Part of the eye receiving the image. |
| 18 Liquid measure. | 7 Having no function. |
| 19 Rest. | 8 Boring tool. |
| 20 Caroled lightly. | 9 Gratified. |
| 22 Wine cask. | 10 Inverted into malt. |

Wednesday Dinner

Menu

Meatless Blueplate
South Carolina Gumbo Saltines
Peanut Butter Loaf with Cheese Sauce
Parsley New Potatoes
Beet Baskets with Green Top Filling
Cauliflower Polonaise
Scottish Tea Scones
Marshmallow Fruit Salad
Coffee

Sunday Buffet Supper

Menu

Spiced Cranberry Juice Cocktail
Red and White Canapes
Chicken and Mushrooms a la King
Rice Ring
Radish Roses Celery Curls
Maraschino Gelatin Mold
Sponge Cake with Strawberry Ice Cream
Coffee

• The specimens on this page show a few of the numerous kinds of composition occurring daily in both newspaper and commercial printing plants that can be set more quickly . . . more economically . . . with the Linotype Self-Quadder and the Automatic Fixed Indention attachment.

bracelet sleeves are news on a little fur jacket

Sleeves cut short just below the elbows . . . to show a barrage of beautiful bracelets . . . that's the news of this engaging little jacket of sable-blended Baum Marten. It's the type of little fur jacket or sweater that has taken Paris and New York by storm. It's light and brief enough to wear on cool Summer evenings, as well as for gala Winter nights. This particular jacket is made of fine, dark skins worked vertically on the new square, boxy lines. It's docked at the waist to give a young, fresh look to the wearer. In sable-blended Baum Marten, \$2,075; in Ermine, \$675; in Silver Fox, \$985.



• Automatic Fixed Indention provided the space for the engraving in the specimen above. Low Slug Quadding permitted tacking engraving directly onto quads. No blocking of engraving . . . no question of block fitting space accurately . . . and precise height to type assured.

**What
Users Think
OF THE LINOTYPE
SELF-QUADDER**

"The Self-Quadder has proved to us beyond any doubt that it is one of the outstanding advancements in the art of typesetting since we have been in business (established 1920). We handle many advertising programs which require centered lines, and your centering device has stepped up our production at least 50% on this class of work. We have had no mechanical trouble of any kind, either with the quadder or the machine."

**BALFE SERVICE COMPANY
LOWELL, MASS.**

"I want to add my commendation to the praise by other owners of Linotype machines equipped with Self-Quadder.

We have a Model 14 with Self-Quadder that has been a wonder as a time-saver for setting advertisements and news headings. We have had this machine about two years and consider its purchase a very fine investment.

Of course, you already know our high opinion of your organization and its products. We have used your machines exclusively since 1897."

**THE TORRINGTON REGISTER
TORRINGTON, CONN.**

"Our operators and machinists like the machine very much, and when you consider that this machine is equipped with type faces from seven point news to 36 point Pabst Extra Bold Condensed, a Self-Quadder, Mohr Lino-Saw, and two-letter 18 point, and being the first machine shipped from the factory with this equipment, and has given us no trouble, it is all the more reason that we are glad to tell you about it."

**BROCKTON DAILY ENTERPRISE
BROCKTON, MASS.**

"The machine is a revelation to me in what I can do in imprint work. I have found that we can save, without any exaggeration, one-third of the time on work which we have done heretofore without the Quadder."

**THE MODERN COMPOSING ROOM
NEW YORK CITY**

"Your quadding device seems to be a great time-saver in our run of work. We are well pleased with it, and often wonder how we ever got along without it."

**STATE PUBLISHING COMPANY
HELENA, MONT.**

"A special word about the automatic quadding and centering device: This attachment is simple to use and easy to throw out when not in use. I should estimate that on some kinds of job work we save as much as 40 or 50 per cent in time. I refer to centered lines, page folios, lines at either end of slug, etc. For tabular forms and rule forms, the line is assembled and sent in with no spacebands, and cast on the end of the slug, after which the slugs are sawn to right length. This method insures right alignment."

**JACKSONVILLE TYPESETTING COMPANY
JACKSONVILLE, FLA.**

"As you know we installed a *Blue Streak* Model 14 Linotype about two months ago, with equipment consisting of eight extra magazines, Linotype Self-Quadder and Kendall metal feeder.

You will be interested in learning that since we put the new machine into operation we have been keeping a close check on composition costs and find that the Self-Quadding feature on this machine has enabled us to save as much as 40% time on many jobs, this saving in one particular instance we have in mind representing the margin of profit on what would have been, without the quadder, a loss."

INTERSTATE PRINTERS, INC.
MERIDIAN, MISS.

"You may count the Journal-Courier as one of the satisfied users of the Self-Quadder. One of the two Linotypes we purchased in the Fall of 1936 is a Model 8, two and one, equipped with Self-Quadder and saw. We believe we were first in New England to have that combination, and we must say it has proved a good investment.

The Self-Quadding device has been a great time saver for us in the setting of advertising and on heads, particularly the three-line heads in which the lines are thrown to left and right and centered."

NEW HAVEN JOURNAL-COURIER
NEW HAVEN, CONN.

"Five years ago we bought your Linotype with the centering and quadding device, of which we give the highest recommendation. Without this device, no Linotype would be a finished product. There is no other machine made that can be compared with the mechanical achievements reached by the Mergenthaler Linotype Company."

FEDERAL PRESS
PROVIDENCE, R. I.

"We had no idea of the amount of work going through the Shop on which the Self-Quadder could be utilized for central, right and left quadding. I should judge that on 60% of our work we use the Self-Quadder. This addition to the Linotype is not a 'gadget,' but in our opinion is a most worth while money-saving development."

UNITED DRUG COMPANY
BOSTON, MASS.

"Nothing Mergenthaler ever put out can compare with this new Model 30 with its eight magazines, self-quadding feature and the new low quadding attachment."

NATIONAL PRESS, INC.
CHICAGO, ILL.

"The Self-Quadder is a big improvement on the machine. It is a great time-saver, especially in the advertising work. I really wonder what we would have done in these past few months, especially during the busy seasons, without it."

CHELSEA EVENING RECORD
CHELSEA, MASS.

"We are especially pleased with the automatic spacing and quadding device, and it has increased our production tremendously."

PERFECTION TYPE, INCORPORATED
ST. PAUL, MINN.

"We investigated your new machine thoroughly, and in a great many different plants in the south, before we decided to place our order. One of your recent developments, the Linotype Self-Quadder, we find, is a great time saver and cost-cutter in composition."

GILL PRINTING AND STATIONERY COMPANY
MOBILE, ALA.

THE LINOTYPE SELF-QUADDER

*with its two applicable features gives you just the
combination of facilities your requirements need.*

1. SELF-QUADDER
2. SELF-QUADDER
plus Fixed Indention
3. SELF-QUADDER
plus Low Slug
4. SELF-QUADDER
plus Fixed Indention plus Low Slug

TRADE **LINOTYPE** MARK



Automatic WHITE SPACE

TRADE **LINOTYPE** MARK