



The Linotype Line

*The world's finest composing machines
for hot or cold type—*



In hot metal or cold type, Mergenthaler offers the most efficient and economical means of obtaining fine typography. Since Ottmar Mergenthaler's historic invention of the Linotype in 1886, the Linotype Company has been the acknowledged leader in the development of the modern, high-speed linecasting machine. Today, with its perfection of Linofilm—the only complete and integrated photocomposition *system*—the Linotype Company leads the way into another exciting new era in printing history.

Throughout the years, Mergenthaler Linotype has met the demands of the most exacting printer. It has accomplished this by constantly seeking to improve its products. Through its research and development activities, Linotype has created the machines shown on the following pages, machines designed to fill every typographic need, both hot and cold.

The LINOFILM SYSTEM —

With the perfection of the Linofilm System, Mergenthaler Linotype Company contributes another revolutionary development to the graphic arts. Since the latter part of the 19th century, many have sought a practical, economical means of photocomposition. With Mergenthaler's Linofilm, the only complete and integrated photocomposition *system*, cold type truly comes of age.

Studies Show Superiority

Linofilm not only sets type photographically, but provides also for corrections and alterations, and for makeup into page form. Extensive economic studies show its clear-cut superiority over other methods of cold type composition.

Economically, Linofilm is superior for several reasons. It's less expensive as an initial investment, in leasing costs and machine-hour costs. The keyboard is simple, and separation of keyboard and photographic functions allows the operator to utilize his typesetting skills and time to best advantage.

Typographically, Linofilm adheres to the same high standards for which Linotype has become world-famed; at the command of Linofilm are the matchless

typographic resources of Mergenthaler Linotype Company and its affiliates.

Four Integrated Components

The Linofilm System consists of four integrated components: the Keyboard, Photographic Unit, Corrector and Composer.

The superiority of Linofilm is shown right from the basic component, the keyboard. It's simple, designed so that the operator can make best use of his keyboarding skills. Push buttons and dials are conveniently located so that all typographic functions can be controlled quickly and easily.

The conventional typewriter keyboard has a small bank of control buttons for leading, quadding and centering, justification and other functions. Eighteen different fonts are instantly available, in a range of sizes from 6- through 36-point.

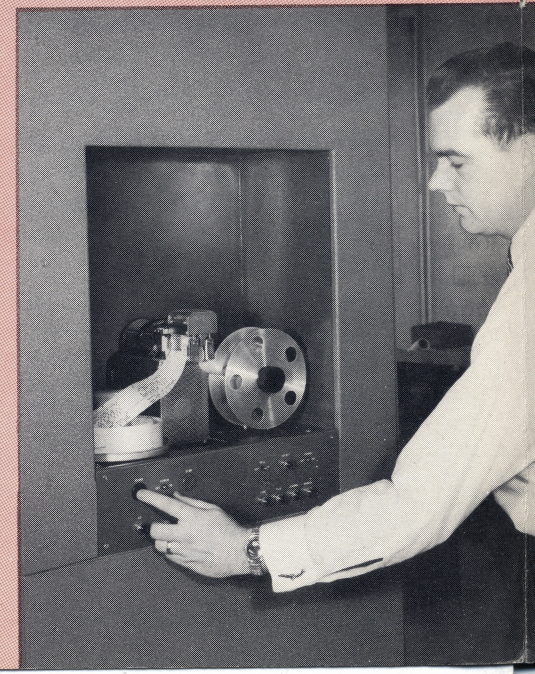
Display sizes can be keyboarded at the same speed as text matter.

The keyboard produces a perforated paper tape containing all the information necessary for the fully-automatic operation of the photographic unit. The

The simple keyboard is one of the main factors to Linofilm superiority. It permits the operator to concentrate on setting type quickly and accurately.



Operation of the photographic unit is simple and automatic. Only manual operation is insertion of film or paper and tape.



The New Concept in Photocomposition

photo unit is capable of handling the tape output of several keyboards, and will produce right-reading positive type on film or photographic paper. It will change font, point size, leading and line length in accordance with the signals from the tape.

The photographic unit operates at speeds equivalent to 16 newspaper text lines per minute. Line lengths are through 42 picas.

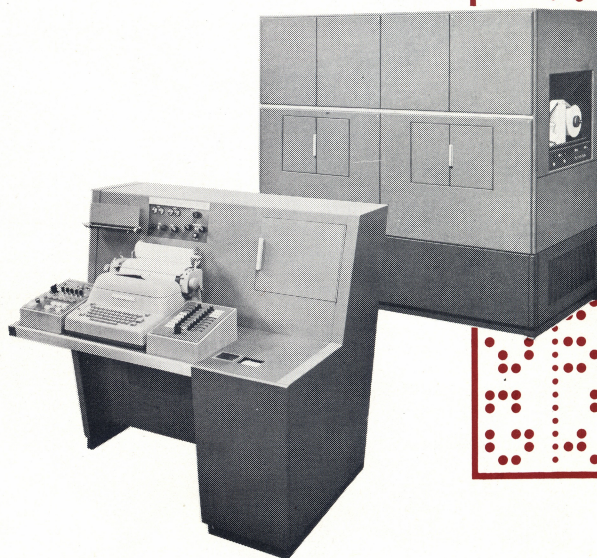
Corrections are Easy

The Linofilm Corrector makes film corrections easy. It simply welds corrected lines in position automatically. The film has extra strength at the point of the weld, and corrections can be made at speeds of three lines per minute.

The Composer combines the functions of makeup and enlarging, producing a made-up page with all type in precise location—including angled lines up to 90°—and in proper size, ready for the insertion of halftones and artwork. It will enlarge through 180-point and reduce to 4-point. Widths through 102 picas are available.

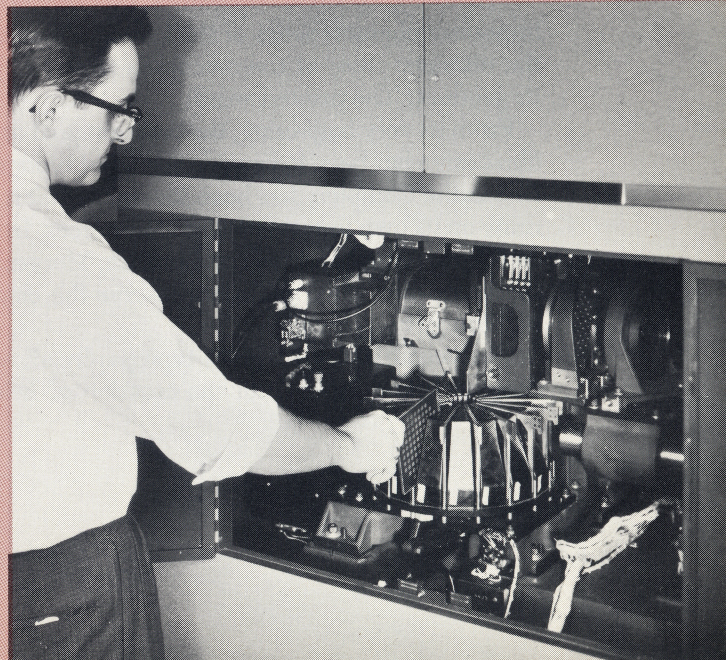
The versatility of Linofilm allows any combination of units to meet specific, individual needs.

Linofilm is economical of floor space, and simplifies composing room layouts.



The width card, here being inserted in the keyboard unit, provides exact width information for each character in a font to give superlative typography.

Linofilm font grids consist of 88 negative characters on a sturdy glass plate, and are housed in this turret. Font grids automatically swing into operating position as called for.





COLD TYPE

Leadership Through Research

The **Composer** performs all the functions of makeup at the stone . . . plus the facility of enlarging or reducing any type to exactly the size required with no reference at all to conventional point size.

Versatility, speed of operation and economy are important characteristics of the Linofilm System, but the ultimate proof of the machine's superiority is in its product: The printed word.

From its very beginning, the constant goal of Linofilm design has been to provide the finest typography. In this the Company has been fortunate that it could draw on its own vast typographic resources. In transferring its famed faces to the Linofilm, Mergenthaler designers took great pains to preserve the character and integrity of each font.

The versatility of Linofilm typography allows the designer great latitude in the creation of beautiful

and functional type faces. Typographic refinements become routine in Linofilm composition. Kerning is built-in, with the operator selecting kerned characters right at the keyboard.

Letter spacing, both plus and minus, is also easily and quickly handled through keyboard push buttons.

Photographic Flexibility

While Linofilm fonts have been taken from Linotype's library of more than a million characters, in each case the Linotype characters have been completely redrawn to take full advantage of the far greater flexibility of photographic composition.

Fine faces for every typographic purpose are now available on Linofilm, and an extensive program is constantly augmenting this type library. In every instance, the purpose remains the same: to create a final product, on film or photographic paper, that is crisp, clean and black . . . ideal copy for the engraver or platemaker.

A Notable Companion

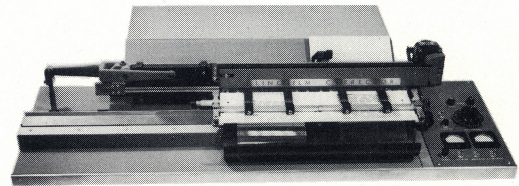
With a versatility unequalled in any phototypesetting equipment in existence, the Linofilm System has a broad range of applications in the field of commercial, newspaper, periodical, book and other classes of printing. Rather than a competitor, it's a team mate to conventional hot metal processes . . . a notable companion to the historic machine invented by Ottmar Mergenthaler in 1886, the invention which Thomas A. Edison justly characterized as "the eighth wonder of the world."

For many decades, graphic arts experts have envisioned a practical phototypesetting method as the machine of the future. With the perfection of Linofilm, that dream is realized.

BOOK WORK The finest, most intricate typesetting is produced profitably at the Linofilm keyboard. Entire pages can be made up at the keyboard. Here, where demands of the typographer are highest, Linofilm's superlative type resources are shown to their best advantage.

THE CORRECTOR The revolutionary Linofilm Corrector solves what had been a troublesome problem in cold type. It eliminates all the uneconomic and painstaking methods of corrections, and brings the speed of automation.

The error line and the film with the corrected line are placed side by side in the Corrector; an automatic cycle cuts out the error line and replaces it with the correct line. It's that simple. The welded film requires no opaquing. It's strong — and of equal thickness for emulsion-to-emulsion platemaking. And any number of lines can be removed, replaced or added. The Corrector will also insert folios, running heads, captions or other repetitive material.



AD COMPOSITION Because it produces such a wide variety of type styles and sizes, keyboarding display at the same speed as text, the Linofilm System is ideal for ad work. Type on film or paper can be positioned anywhere, and exactly, in up to full-page layouts.

53 AN ADVENTURE IN ASTRONOMY
constantly brightens. By April 19 the sun stops setting, and the great period of continuous daylight commences again.

Spitzbergen has an extremely short summer season, during which open water can be expected. The loading of coal goes on perpetually during July, August, and September. Some years ice conditions are very unpropitious. There have been seasons when no ships entered the bay until August, and the last boats out should leave by the first of September.

52 SATELLITE OF THE SUN
The ionosphere—Our Global Radio Mirror
Have you ever wondered why it is possible to talk by radio to somebody who is halfway around the world from you? When you stand on the shore and watch a ship on the horizon, because the light soon passes over the earth is round. When Marconi first wireless signal across the Atlantic saying that it was impossible for radio around the round world. But Marconi only because of his genius in inventing the radio transmitter but also because nature provided and up in the atmosphere. Reflection and comments. Without it, communication the line of our sight would be impossible.

51 LONGYEAR CITY
Hammerfest, located on Kvaloy Island off the northwest coast of Norway, about 71 degrees north, is another city in the world, with a population of 3,000, though there are no villages, as we have seen, farther north. Owing to the influence of the warm westerly winds and North Atlantic Drift, however, Hammerfest's average January temperature is little below freezing point, and the port is ice-free the year round.

The town, which is timber-built and modern, is situated on a rock shelf protected from the open, where Ocean harem and naturally treacherous, though a "forest" of birch and low grasses.

Hammerfest manufactures cod-liver oil, and is a center of the fishery industry.

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