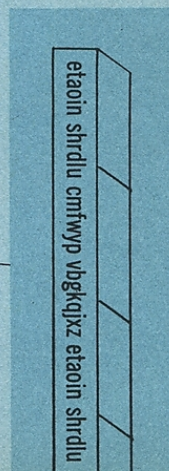


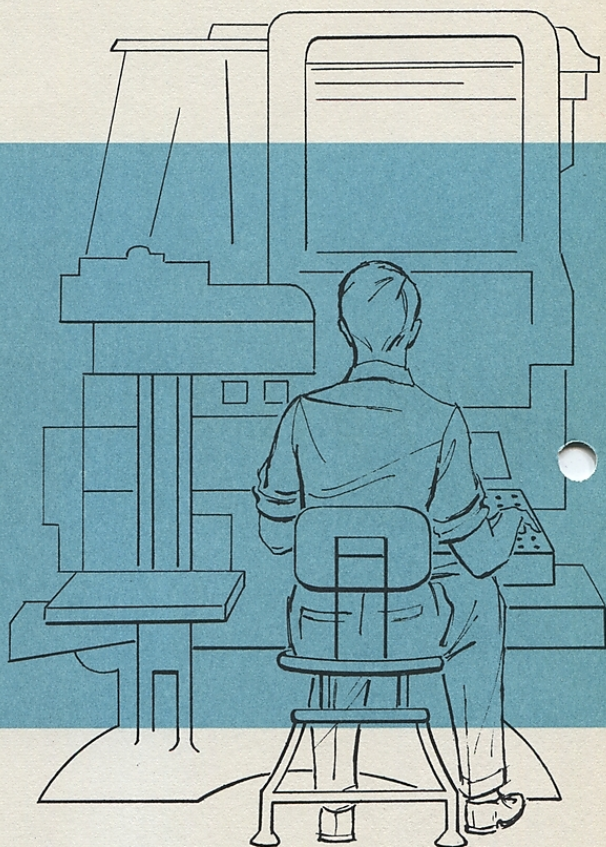
# CUTTING COMPOSITION COSTS



etaoin shrdlu cmfwyp vbgkqixz etaoin shrdlu

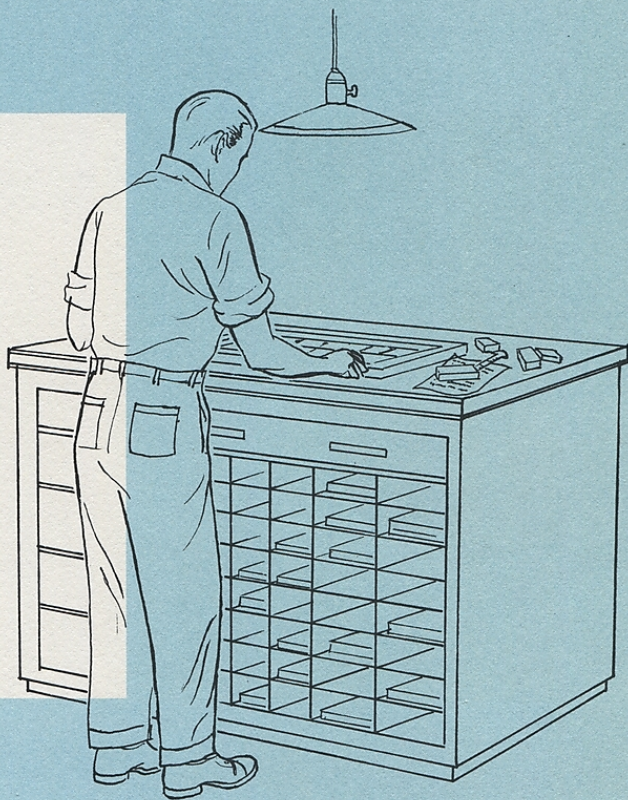
## In your composing room

there is much room for improvement between linecasting machine and makeup. Sawing slugs by hand may cost as much as 25% of the cost of setting them. Yet, that's the needless expense incurred in composing rooms where operators leave machines while they walk to, wait to use, use and return from floor saws. Much the same percentage applies when a floor man does the sawing instead. And, either way, mistakes are inevitable, thus squandering profit-producing machine time in needless resets.



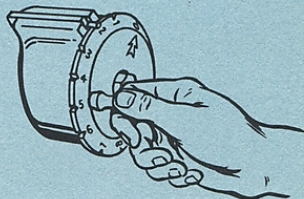
Instead of taking the work to the saw, why not take the saw to the work? Put Mohr Saws on your linecasting machines and saw slugs automatically as produced. Eliminate all the costly, unnecessary manual picking up and laying down of slugs between machine and makeup.

Here's room for improvement



The automatic Mohr Saw saves the linecasting machine operator's time, too. One dial sets left-hand vise jaw, assembler and saw to any measure—by picas or points, even by split points. Cut composition costs and increase profits with

**A TURN OF THE DIAL**

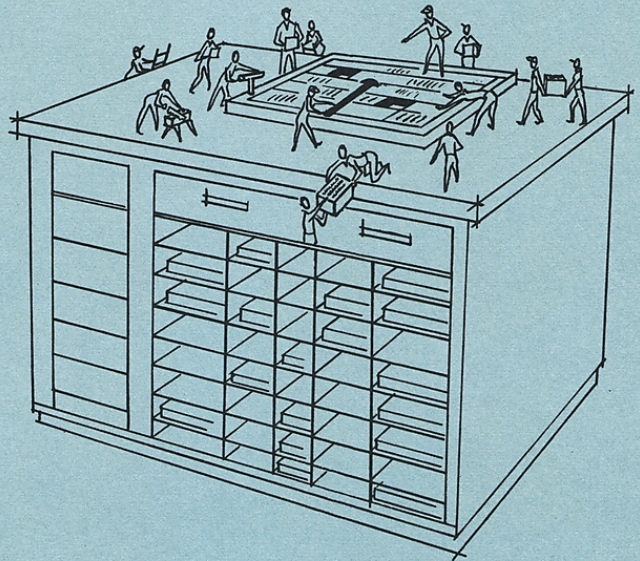




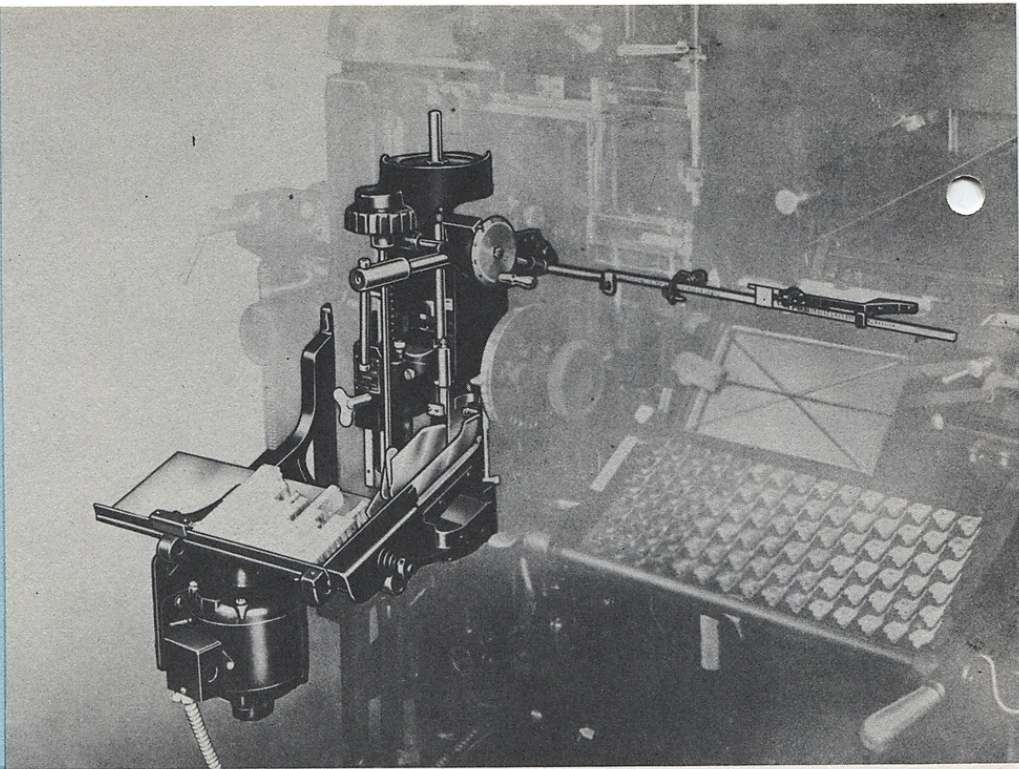
**Let's look  
at some  
specific  
examples:**

Every metropolitan daily is plagued with the cost of having to set anything and everything which advertisers and agencies can dream up. And the cost of this work is pushed extravagantly high because so much time must be spent sawing slugs to fit copy. With Mohr Saws on ad and head letter machines, slugs are sawed automatically, drop to the galley as finished product, immediately ready for use. Wasted effort is eliminated and odd measure composition cost cut to the bone.

Or, in the case of weekly papers, too often fearful work jams occur right up to closing time and often past, simply because there just aren't enough hands in the shop. With Mohr Saws on the machines, operators don't have to be forever making liner changes, floor men don't have to be running to and from the floor saws. All hands concentrate on setting type, with the Mohr Saw supplying an ever ready, extra hand to do the time-wasting chores.

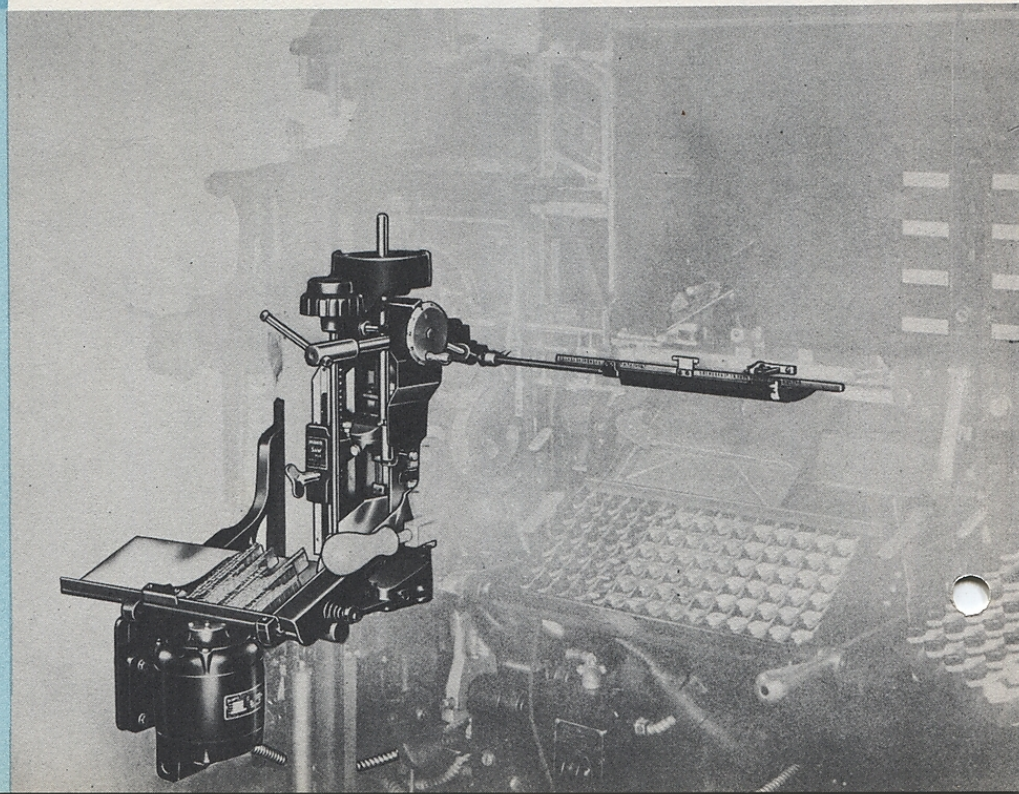






**Mohr**

SAWS go on any Linotype or Intertype

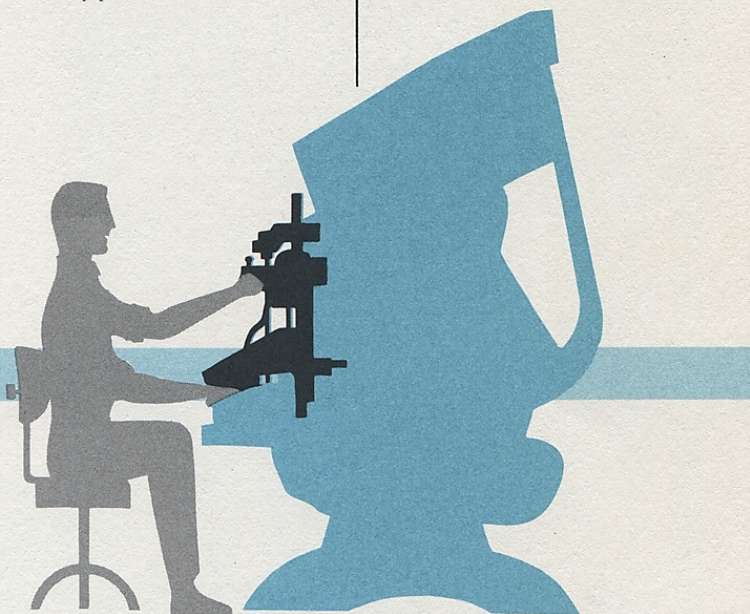


## IT'S AS EASY AS THIS

### With the Mohr Saw...

To increase effective capacity and reduce composition costs in your shop.

The Mohr Saw, mounted on the linecasting machine, becomes an integral part of it, gives you fully automatic slug sawing, delivers immediately ready to use, finished product. It eliminates costly liner changes yet provides unlimited measures by points and split points.



### ...or Mohr Measure Control

On text machines, where only a few column measures are used and no sawing is called for, the measure-setting features of the Mohr Saw, known as the Mohr Measure Control, are available separately.

Important composition cost savings are yours with the Mohr Saw and Mohr Measure Control.

# 1

**Without Mohr Saw** slugs are sawed to the required length on a floor saw often at some distance from the linecasting machine. This involves time lost walking to and from the saw, waiting for a turn at the saw, making adjustments, sawing, and, of course, the inevitable small talk among workers who meet at the saw.



# 2

**Without Mohr Saw** the large variety of liners which must be kept on hand represents a sizable investment. Changing liners and ejector blades wastes time which can be used for producing salable and usable type. Forgetting to change ejector blades when liners are changed can lead to considerable repair bills, plus the cost of unchargeable down time during repairs.



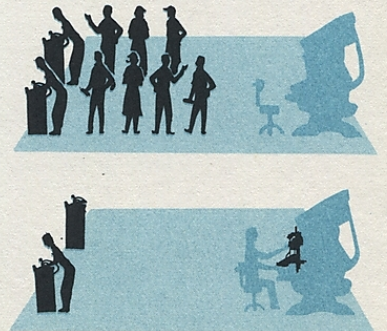
# 3

**Without Mohr Saw**, the left hand vise jaw and the assembler slide must be separately adjusted for every change of measure. If either adjustment is wrong, time must be wasted resetting type. And when both adjustments must be made for every change of measure, there's more than a good chance of error.



# 4

**Without Mohr Saw** valuable space must be sacrificed in the floor saw area to accommodate the traffic to and from, at and around the floor saws—many times the floor space needed for the saws themselves. And, walking time, waiting time, sawing time and the inevitable jam-ups that result are all parasites that prey upon profits.





**With Mohr Saw** on the linecasting machine the operator simply sets the required measure on the saw dial...slugs are then delivered already cut to size. No time lost in walking to, waiting for and setting the floor saw and there is less chance of error for the Mohr Saw makes three measure settings in unison.

**With Mohr Saw**, 30 pica liners are used in all molds, which need to be changed only to accommodate different body sizes. This removes the otherwise ever-present possibility of failure to change ejector blade to correspond with liner used, saving damaged liners, ejector blades and side knives. Yet, the Mohr Saw provides any measure in one point increments from 4 to 30 picas—313 measures in each body size—with a flick of the wrist.

**With Mohr Saw**, the one dial setting sets left-hand vise jaw, assembler slide and saw blade exactly in unison to even-pica or point measures. One setting instead of three simplifies measure setting for the operator and errors are reduced because if the dial is set correctly all three settings are correct.

**With Mohr Saw** maximum sawing efficiency becomes possible. The Mohr Saw itself occupies no floor area. In addition, because slugs are sawed 100% automatically, the Mohr Saw reduces the ebb and flow of floor saw traffic to a trickle—freeing that space for other purposes and allowing a more efficient arrangement of equipment. Time is saved with the elimination of the floor saw bottleneck.



# Mohr SAW

# 5

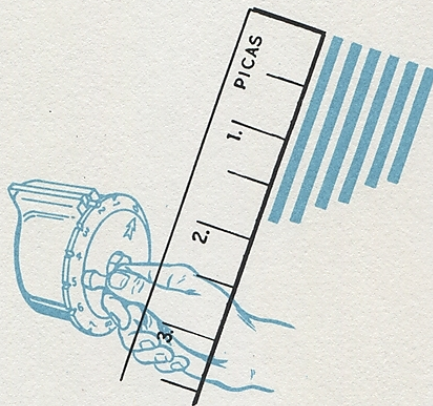
**Without Mohr Saw**, automatic quadding often fails to produce its full economies. With no quad marks to guide him, the floor man must check each and every slug against copy. This time-wasting operation plus the cost of resetting incorrectly sawed slugs goes far toward offsetting the savings made by automatic quadding.



**With Mohr Saw**, automatic quadding becomes truly automatic. When the operator dumps his galley it is ready to use... quadded and cut to measure and with no miscuts which have to be reset. Be it an inboard or outboard, the operator simply sets the quadder, sets the Mohr Saw and then sets type.

# 6

**Without Mohr Saw**, bastard measures are classic time wasters. Setting tight catalog copy with run arounds in single point variations; Contoured text with odd point variations; Tabular matter where each point must be conserved for tight, final assembly. Any of these and lots of other finicky jobs can easily wind up as profitless projects.



**With Mohr Saw** odd point measures are no trouble at all. 1 point or 1 pica, 7 picas or 7 points, 118 points or 18 picas... anything from 4 to 30 picas can be set in one point or split-point increments. 313 measures in each body size at just a turn of the dial. No muss, no fuss and type comes out ready to lock into any form no matter how complicated or tight.

## Get it straight...

Here are straight answers to questions often asked about the Mohr Saw.

**Q.** The Mohr Saw must be pretty complicated. Could our men learn to use it?

**A.** It actually makes the linecasting machine easier to use. Any operator can learn to use the Mohr Saw in a matter of fifteen minutes and with it, beginners have less trouble learning to operate a linecasting machine. What operators using 10,000 machines in the United States and 35 foreign countries have learned shouldn't be difficult for your men.

**Q.** We do precision work. Could the Mohr Saws meet all of our requirements?

**A.** Yes indeed. The Mohr Saw is as much precision built as any machine in your shop. In fact, it's so precise that it will show up maladjustment of linecasting machines and bad habits into which even good operators sometimes fall. When the Mohr Saw discloses such errors you can fix them and turn out the precision work you require.

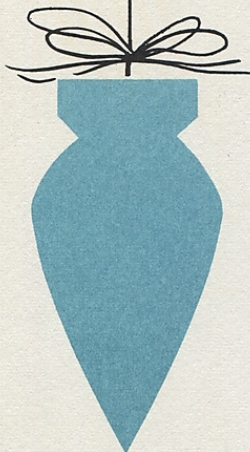
**Q.** Can a Mohr Saw be installed on a linecasting machine already in our plant?

**A.** Again yes. While many Linotypes and Intertypes are shipped with Mohr Saws installed, there is no problem to installing one on a machine already in use. And that goes for any Linotype or Intertype you may own, with or without an automatic quadder.

**Q.** Good though it may be, how can we justify giving an arm and a leg for a machine accessory?

**A.** You will be pleasantly surprised at the low price. And you'll be delighted to find how quickly your Mohr Saws will pay for themselves.

Or, if you have any other questions, just call your Linotype or Intertype representative or drop a line to



# Mohr

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