

**Mohr**

*measurematic*

**Gauge**



# Mohr

## measurematic

MOHR MEASUREMATIC GAUGE — a brand new feature exclusively for the Mohr Saw. Automatically measures slugs for food store advertising composition. The measurematic gauge measures — from either end of the master slug — where to set the words on the solid

slugs to properly align with the scales are always in place to measure and you set the MOHR MEASUREMATIC with the Mohr Saw dial.

Here's

### HOW IT WORKS



28 INSTANT COFFEE Jobber's

Suppose the operator of a machine gets a take like the one shown above.

On a machine equipped with a Mohr Saw and MOHR MEASUREMATIC GAUGE he sets the master line: "Instant Coffee — Jobber's — 16 oz. — 89¢", and sends it in.

The sawed slug drops to the galley, as usual, but right alongside the two new scales of the MOHR MEASUREMATIC GAUGE.

The yellow scale to the right, is in place to measure from the upper end of the slug. It tells the operator that he needs  $17\frac{1}{2}$  picas of solid quads on his next line to align the word "Outlet" under the word "Jobber's". This scale moves with the regular Mohr Saw dial and is always in position to measure from the upper end of the slug no matter what its length.

The scale to the left, with the sawtooth markings, is stationary and with its zero at the lower end of the slug, tells the operator that he'll need 4 picas of solid quads at the "price" end of the line to bring the word "Jar" under "16 oz."

The operator proceeds to set his line, watching the assembling elevator scale to tell him when he has  $17\frac{1}{2}$  picas of quads at the beginning of his line and when to drop 4 picas of quads at the end of the line.

# gauge

master slug. The two  
measure any length slug,  
AUTOMATIC GAUGE

*16oz Jar 89¢*

## 2

### SCALES

— right there, always ready to measure — from either end of the slug.


## *The Operator*

just glances — and reads.

## *It's as simple as that!*

Each scale has a distinctive design and color, with large numbers canted for easy reading. Left-hand sawtooth scale is stationary. Right-hand scale of yellow circles moves automatically as the Mohr Saw dial is turned. Both scales are always in position to read measures from either end of the slug.





Order this new MOHR MEASUREMATIC GAUGE. It can be included with a new Mohr Saw for application to either a new machine, at the factory, or one already in use in your plant. Or, it can be applied, with the aid of simple instructions furnished, to your present Mohr Saw equipment. It can also be added to a Mohr Saw sent in to the Skokie factory to be overhauled and modernized.

Also new — each MOHR MEASUREMATIC GAUGE includes two additional features you are sure to like:

First, a new diversion plate guides chips from the saw blade into the waste chute — up to 75% of those formerly escaping to the slug delivery channel; and, second, the slug jogger studs are now screwed in place. Only a screw driver is needed to remove them and replace the slug jogger compression springs, without removing any castings.

*This  
is for you*

if you produce grocery-store  
type advertising composition.

# Mohr LINO-SAW COMPANY

8015 North Ridgeway Avenue, Skokie, Illinois



File under  
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Handbook

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