

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 me and you set the MOHR MEASU with the Mohr Saw dial.

Here's How IT WORKS



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

On a machine equipped with a Mohr Saw and MOHR MEASURE-MATIC 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 17½ 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 isure any length slug, REMATIC GAUGE



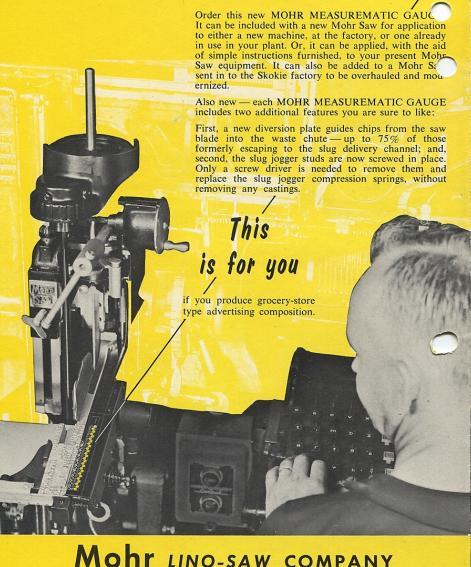
- right there, always ready to measure - from either end of the slug.

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. Righthand 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.





Mohr LINO-SAW COMPANY

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