




NEW!

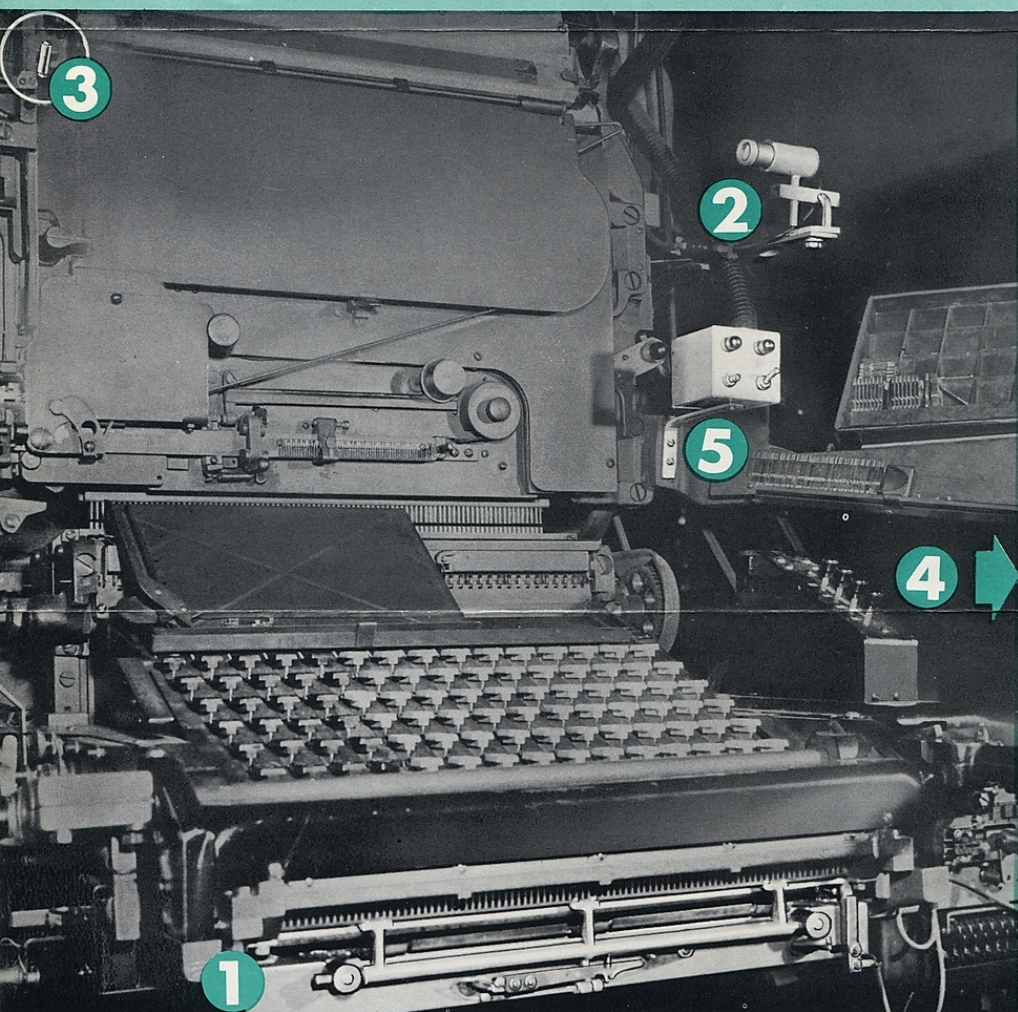
Space-age **MIRACLE**
saves you even more on
automatic typesetting!



SHAFFSTALL *Transistorized*

cuts proofreading and re-setting time

HOW SHAFFSTALL TRANSISTORIZED MAT DETECTOR OPERATES



- ① KEYBOARD CONTACT BAR
- ② SCANNER LIGHT
- ③ PHOTOCELL

- ④ CONTROL BOX (mounted on side or back of machine)
- ⑤ INDICATOR BOX

As the tape signals for each character from the magazine, it also moves the Keyboard Contact Bar (1) causing the Control Box (4) to start counting. Mat passing through light beam from Scanner Light (2) to Photocell (3) cancels that impulse. But if mat fails to drop, the High-Speed Cutoff and the Elevator Lock (not shown) immediately go into action!

The new High-Speed Cutoff stops the machine only two mats after the missing one. The Elevator Lock latches over the assembling elevator so that the faulty line can't be cast.

At this point, if a mat is missed, the red light in the Indicator Box (5) comes on steady; when the machine fails to cast a line, the green light glows continuously. Either steady light warns the monitor that the machine needs attention.

To locate the error, the monitor merely checks back three characters on the tape; this will be the missing one. He inserts it and re-starts the machine. This eliminates having to re-read the entire line—thus saves many additional dollars in getting production under way again.

The original "mat detective" . . . proved in hundreds of composing rooms . . . now even better, because the new transistorized controls never need adjusting—will give years and years of uninterrupted cost-cutting service in your plant!

MAT DETECTOR stops errors . . .

me . . . pays for itself over and over!

Typesetting machines often miss a letter, due to shortage of mats in the magazine, damaged lug, faulty keyboard cam or other cause. Manual operators can spot this trouble and correct it.

But with tape composition, the error remains unnoticed until caught by the proofreader. The same mistake may occur again and again. This causes greatly increased proofreading, re-running, pressroom delays. *And all so needless!*

The Shaffstall Electronic Mat Detector halts such errors *the first time*. Unless every mat drops into place, the "memory unit" stops the line-casting machine. It remains so until the attendant corrects the condition and re-starts the tape.

No mechanical error can be repeated, with this amazing "mat detective" on guard! You save \$10 or more per week per machine. And now the NEW TRANSISTORIZED MAT DETECTOR saves still more, because—

NO ADJUSTMENTS . . . NO TUBES TO BURN OUT . . . NO RELAYS TO BECOME WORN!

Unlike tube-controlled units, Shaffstall Transistorized Mat Detector never needs adjusting. It is self-adapting regardless of machine speed. It automatically adapts itself if machine is speeded up or slowed down. It has incredibly long life. See what this "space-age miracle" will save in *your* plant!

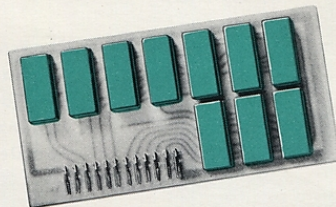
**SHAFFSTALL
EQUIPMENT**
always remembers..
to save you money!

NEW TRANSISTORIZED "BRAIN"

This 5" x 8" x 4½" box houses all Mat Detector controls—vacuum-housed in solid plastic "logic blocks" of the same type used in digital computers. Impervious to moisture and atmospheric conditions, the system never needs adjusting . . . saves more than ever because of Hi-Speed Cutoff . . . automatically adapts itself to any rate of machine output.



4



These "little green blocks" and etched circuit card, the heart of the Shaffstall Mat Detector, form a complete self-contained plug-in unit that will function perfectly for years. If replacement is ever needed, entire assembly can be removed and new one inserted in a jiffy!

Over **25%** of all tape-operated machines use

SHAFFSTALL MAT DETECTORS

The list of publishers, printers and other firms using Shaffstall Equipment on their tape-setting machines is our strongest sales argument. These plants originally purchased such machines for reasons of economy, and to step up output. Then they found they could get even greater savings—and up to 25% more production—by adding our Electronic Mat Detectors and/or Selecto-Spacers. Now they are truly operating at peak efficiency!

Here are a few examples:

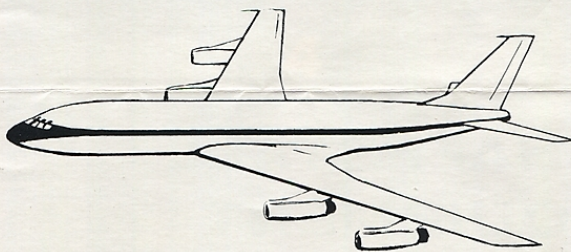
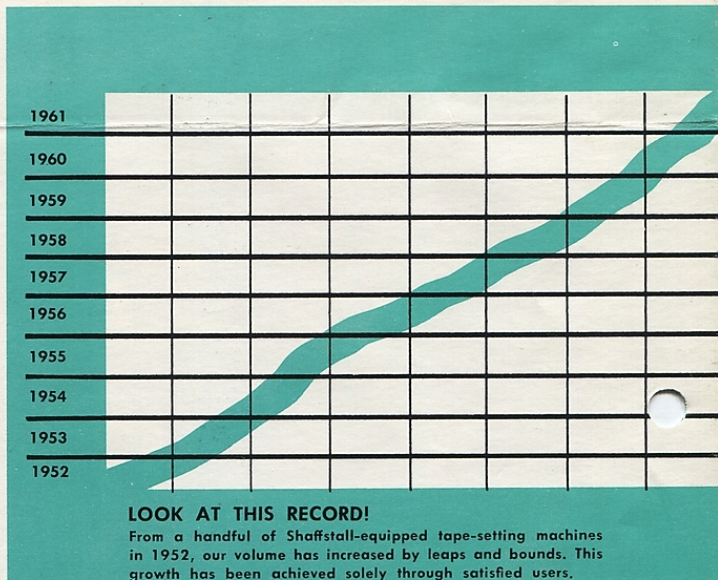
A LEADING DIRECTORY HOUSE with several plants recently sent their seventh repeat order for Shaffstall Equipment. They are delighted with its performance and with our prompt service.

DE LUXE CHECK PRINTERS, one of nation's largest, started with one Shaffstall installation in Chicago, now have our units in all 12 plants from Clifton, N. J. to Chatsworth, Calif.

SMALL NEWSPAPERS such as The Shelbyville (Indiana) News find that Shaffstall Equipment helps them cope with lack of skilled operators—a universal condition outside of big cities.

METROPOLITAN DAILIES like The Chicago Tribune, San Diego Union-Tribune, San Antonio Express—multi-users of Shaffstall Equipment—and they are equally enthusiastic about the savings they get.

AND EVEN OVERSEAS, where wages have not reached U.S. levels, more and more Shaffstall users are appearing. Our exports have gone to Germany, Holland, Hawaii, New Zealand, Latin America. The Paris, France, plant of The New York Times has 8 Shaffstall Mat Detectors.



Shaffstall Equipment can be shipped by truck, rail or air, as the purchaser directs. Commercial air service permits world-wide users to enjoy Shaffstall savings. We also operate our company-owned Bonanza for emergency calls. See the new Shaffstall Transistorized Mat Detector demonstrated in your own plant NOW.



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Sold and installed by
Mergenthaler Linotype Company