

FINISHED PROJECT (CONTINUED)

Finished project (continued)

9/16/16

81406

7 STEPS

MAIN DISHES

RAVIOLI

- 4 cups flour
- 5 eggs
- $\frac{1}{2}$ teas. salt
- $\frac{1}{4}$ cup water



- ROLLS**
- 1 qt. water
 - 1 qt. milk
 - 2 eggs
 - 1 oz. of sugar
 - 1 oz. of shortening
 - 1 household yeast
 - 7 lbs. flour
- STEPS**
1. same as bread steps
 2. do not bake as long as bread

ROLLS

20

MAIN DISHES

8

CHEESE

- 2 lbs. ricotta
- 3 eggs
- parsley
- $\frac{1}{4}$ cup grated cheese

STEPS

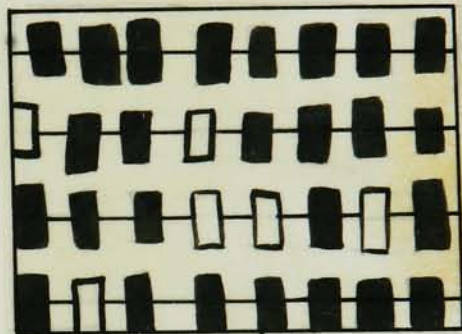
1. mix ricotta with a fork
2. add ingredienbs beat

MEAT

- 2 lbs. ground mixed meat
- $\frac{1}{4}$ cup grated cheese
- 2 eggs
- $\frac{1}{2}$ cup bead breadcrumbs

STEPS

1. mix
2. add seasonings if desired



BREAD

19

BREAD

- $\frac{1}{2}$ qt. of water
- $\frac{1}{2}$ qt. milk
- 4 ozs. shortening
- 4 ozs. sugar
- $1\frac{1}{2}$ ozs. of salt
- 7 lbs. flour

1 yeast cake (household)

STEPS

1. Use a large bowl
2. Melt yeast in water
3. Add shortening, sugar salt, milk-mix
4. Add flour-mix well
5. Let rise twice and shape into loaves
6. Bake 375 degrees for $\frac{1}{2}$ hour or longer

6 MAIN DISHES

- 2 cans of tomato paste
1 can of tomatoes
1 lb. of ground beef
1 lb. of sausage
1 lb. ricotta
½ cup grated Parmesan cheese
½ grated Mazzarella cheese

STEPS

1. Add Italian seasonings
2. add ground beef, cook for 3 hours, low heat
3. mash ricotta with fork and add 1 egg, salt and pepper.
4. put cheese aside
5. start above recipe
6. put in layers and bake for 30 minutes 375 degrees



OLD FASHIONED
LASAGNE

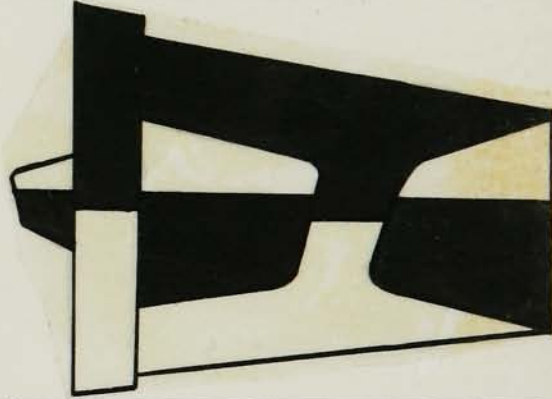
21 COOKIES

CHOCOLATE COOKIES

- 2 eggs
2 cups brown sugar
1 cup shortening
1 cup milk
1 teas. soda
2 teas. baking powder
1 teas. vanilla
¼ teas. salt
2½ cups flour
9 tablespoons cocoa

STEPS

1. add ingredients and mix
2. bake 375 degrees for 10 minutes



9 MAIN DISHES

BEEF WITH MUSHROOMS

- 2 lbs. ground beef
6 tablespoons butter
salt and pepper
½ lb mushrooms, chopped
1 onion chopped
1 cup cherry

STEPS

1. combine in a frying pan for ten minutes

oven

2. bake for ½ hour in a 375 degree



BREAD 18

BANANA BREAD

- 2 eggs
½ cup sugar
½ cup brown sugar
½ cup shortening
3 tablespoons cream or milk
2 bananas (mashed)
1 teaspoon soda
2 teaspoons baking powder
2 cups flour
1 teaspoon vanilla

STEPS

- 1 combine all ingredients beat
- 2 bake in 350 degree oven for 40 minutes



MEAT BALLS

- 2 lbs. ground beef
- 3 eggs
- $\frac{1}{2}$ cup breadcrumbs
- $\frac{1}{4}$ cup grated Romano cheese
- basil
- 1 tablespoon chopped onion
- parsley
- 1 cup tomato sauce

STEPS

1. combine all ingredients, mix
2. shape into balls and fry



STEPS

1. combine all ingredients beat
2. bake 350 for 1 hour

BROWN BREAD

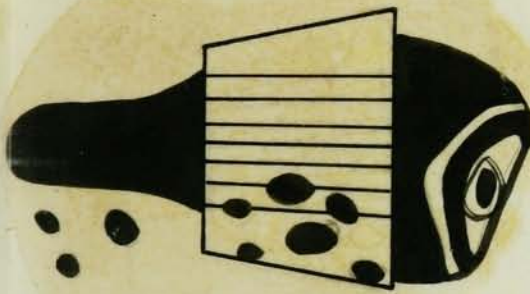
- 1 cup graham flour
- 1 cup white flour
- $\frac{3}{4}$ cup sugar
- 1 tablespoon butter
- 1 teaspoon soda
- 1 cup sour milk
- 1 egg

BARBECUED CHICKEN

- 3 chicken halves
- $\frac{1}{4}$ cup vinegar
- 1 teas. worcestershire sauce
- $\frac{1}{2}$ teas. onion
- 1 clove garlic
- $\frac{3}{4}$ teas. salt
- $\frac{1}{4}$ teas. paprika
- $\frac{1}{2}$ cup catsup
- $\frac{1}{2}$ teas. dry mustard

STEPS

1. add all ingredients and mix
2. pour over chicken bake 375 degrees for 1 hour



BAKE BEANS

- 1 qt. beans
- 1 teas. salt
- 1 teas. ginger
- $\frac{1}{2}$ lb. side pork
- 1 teas. soda
- 1 teas. mustard
- 6 teas. molasses

STEPS

1. Soak beans in water over night
2. add fresh water and ingredients cook for 4 or 5 hours
3. bake 375 degrees for 1 hour

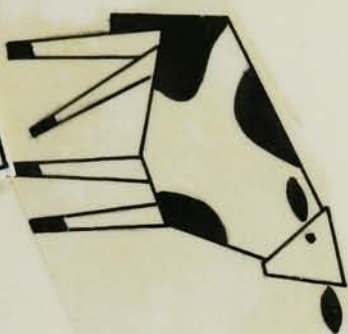
STEPS

1. dip cutlets in egg then bread crumbs
2. fry til cooked then add one can of

MAIN DISHES

BREAD CRUMB CUTLETS

- 1 lb. cutlets
- 1 c. bread crumbs
- 1 onion, chopped
- 1/2 tsp. salt
- 1/4 tsp. pepper



SAUCES

16

PLAIN TOMATO SAUCE

- 2 cans of tomato paste
- 1 can of tomato puree
- 1 onion
- 1 clove of garlic
- 6 cups of water
- 2 teas. of oil
- salt and pepper

STEPS

1. fry oil, onion and garlic in a pan
2. add ingredients
3. cook 3 hours

SAUCES

15

TOMATO SAUCES

- 2 cans of tomato paste
- 1 can of tomato puree
- 1 onion
- 1 clove of garlic
- pinch of parsley
- pinch of basil
- pinch of oregano
- pinch of celery salt
- 2 teas. of oil
- 6 cups of water
- salt and pepper

STEPS

1. fry oil, onion and garlic in a pan
2. add ingredients



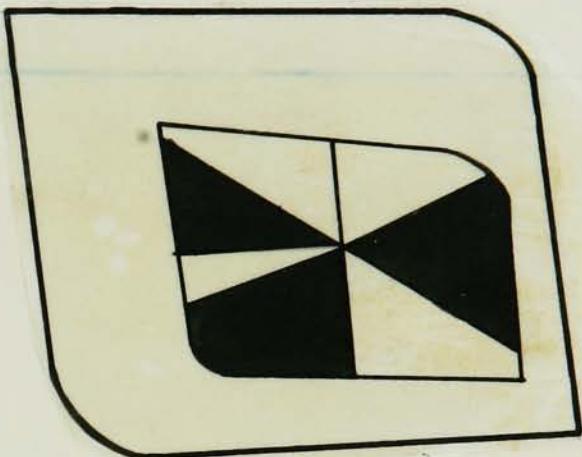
- 3 tablespoons of oil
- 4 slices bacon
- 2 boxes frozen peas
- 1/2 teas. salt
- 1/4 teas. pepper
- 4 eggs

STEPS

1. cook all ingredients except eggs for 1/2 hour
2. break eggs on top of peas and cook with cover for 3 minutes.

BY
JO ANN
GIRTON

CREATIVE COOKING



PIE FILLING
Just pour in pie shell and cover with pie crust.

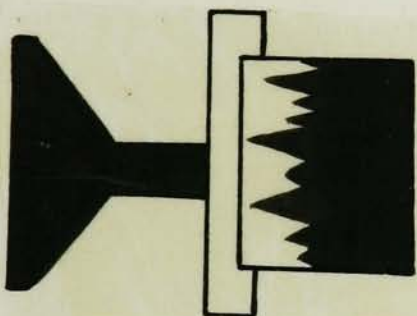
GARDEN HUCKLEBERRIES
Fill can with berries add syrup made with 1 to 1½ cups sugar (according to taste) 1 cup water boil 3 minutes. Pour over berries and cook in hot water bath 40 minutes

PIE FILLING 29

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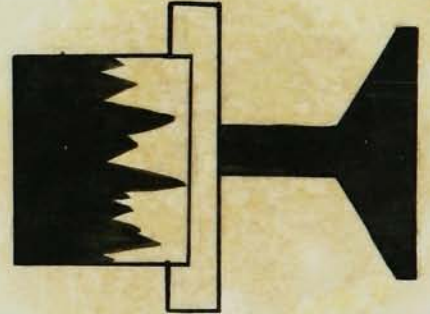
BANANA CAKE
½ cup butter
1½ cups sugar
2 eggs
½ teas. salt
1 teas. baking powder
4 tbls. sour milk
1 teas. soda
1 cup banana pulp
1 cup chopped nuts
¾ cups flour

STEPS

1. cream butter and sugar
2. sift dry ingredients
3. add rest of ingredients mix
4. bake 375 degrees for 40 minute



FRESH APPLE CAKE



- 1 cup sugar
- $\frac{1}{2}$ cup shortening
- 1 egg
- 1 teas. cinnamon
- $\frac{1}{2}$ teas. allspice
- $\frac{1}{2}$ cup cold water
- 1 teas. soda in the water
- $1\frac{1}{2}$ cups flour
- $\frac{1}{2}$ teas. nutmeg
- pinch of salt
- 1 cup diced raw apples

STEPS

1. sift dry ingredients
2. add rest of the ingredients
3. if desired add raisons, currants, dates figs or nuts
4. bake 375 degrees for 45 minutes

CAKES

28

SPONGE CAKE

- 2 teas. salt
- 2 cups flour
- 2 eggs
- 1 cup sugar
- 1 teas. lemon
- 1 teas. vanilla

STEPS

1. beat eggs
2. add sugar in small amount.
3. add dry ingredients
4. bake 350 degrees for 45 minutes

CAKES

VARITYPER

Varityper 8

MODEL
660

Varityper[®]

OFFICE
COMPOSING
MACHINE



3865 R 5 mg.	bottle of 100	2.77	1.70
3866 R	bottle of 250	6.42	3.95
	carton of 12 x 250 per 250	3.76
	shipper of 48 x 250 per 250	3.48

ALMOST as startling as the first concept that the world was round is the fact that you can actually purchase a ticket which will take you from your local airport clear around the world with stops at the most interesting and historic places, returning to your original point of embarkation, in ten days! This is certainly a wonderful opportunity to broaden your cultural knowledge without unduly great absence from your work or job. However, we must also consider that fact's significance in world politics and business. It means face-to-face meetings to accomplish those results which courier or mail could never possibly do. Your travel agent is actually your travel council. He plans and advises. He is not simply a ticket seller but, rather, an architect of TIME...because travel IS time which, frequently, is your most severely budgeted luxury. See your travel agent when the thought or need, or even the *dream* of travel arises. He will look after your needs and speed your dreams.

*Record of invoices dated during offer

FORMS • PRICE LISTS • PARTS LISTS • CATALOGS • BULLETINS
ADVERTISING LITERATURE • BROCHURES • STATISTICAL MATTER
CHARTS • REPORTS • MANUALS • SPECIFICATIONS • HOUSE ORGANS
PERIODICALS • NEWSPAPERS • TEXT BOOKS • FINANCIAL REPORTS

FOR EVERY DUPLICATING AND PRINTING NEED

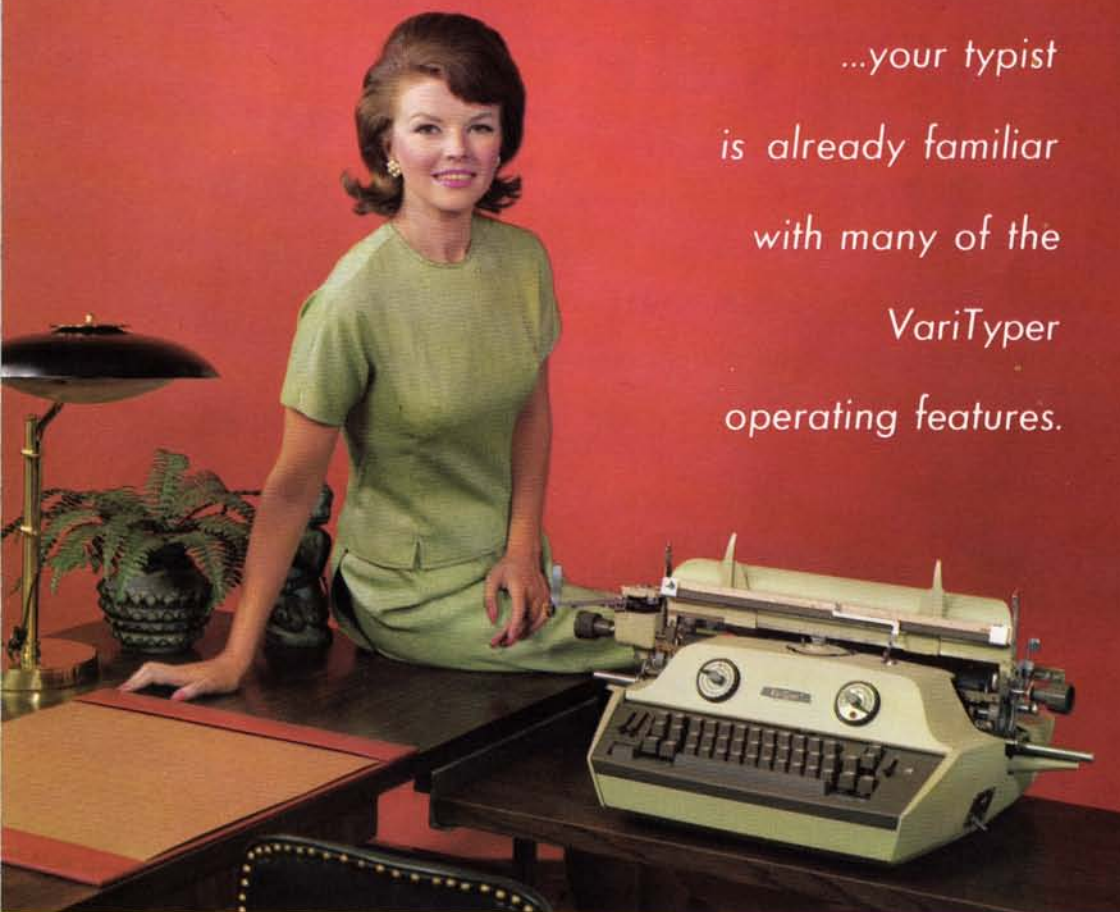
Whatever method of reproduction is specified – offset, letterpress, mimeo or spirit duplicating – a VariTyper machine will provide the typography for it – attractively professional in appearance – produced immediately when needed. The VariTyper method, though entirely an office operation, produces type composition that meets the exacting standards of professionally produced typography.

• *This entire brochure is an example of the kind of work you can produce in your own office, with office help, on VariTyper equipment. The text was composed on the VariTyper Model 660, and the Headlines were composed on the VariTyper Model 840 Photo-Composing Machine.*



SIMPLICITY

*...your typist
is already familiar
with many of the
VariTyper
operating features.*



• The period of familiarization with the VariTyper machine is substantially reduced for the new operator because so many VariTyper operating features are similar to those of the ordinary typewriter.



STANDARD KEYBOARD

The simplicity of VariTyper operation begins with the keyboard. It is the same keyboard as that of the typewriter, but arranged in only three banks of keys instead of four.

AUTOMATICALLY JUSTIFIED MARGINS

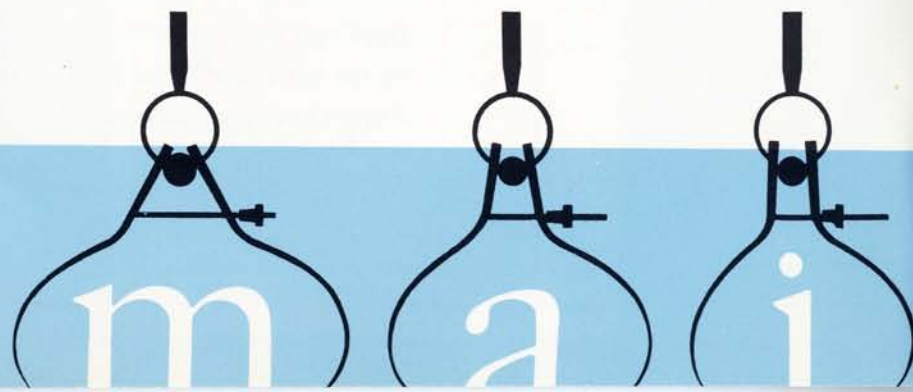
The even margins in these columns of type are achieved automatically on the VariTyper machine. The operator merely sets the margin stops for the desired length of line and the automatic controls do the rest.

VARIABLE LINE SPACING

Line spacing can be varied within a wide range of pre-calibrated selections from $\frac{1}{2}$ point to 18 points with the precision of professional typography. The operator simply selects the desired spacing and the line advance lever inserts the spacing between lines automatically.

DIFFERENTIAL LETTER SPACING

The VariTyper machine automatically spaces out each character to its proper design width. Thus, wider characters like "M" and "W" occupy wider spacing than the narrower characters like the "I" and "j". The result is the pleasingly professional appearance of the typography you see here — typography which can scarcely be differentiated from professional typesetting.



A hand with a light skin tone is pointing its index finger towards the letter 'O' in the word 'FOUR'. The word is rendered in a large, bold, sans-serif font. The letter 'O' is highlighted with a thick black outline. The background is a light blue color with a subtle, repeating pattern of the word 'FOUR' in a slightly darker shade.

This image shows a vertical strip of white paper with horizontal blue ruling lines. The pattern consists of solid blue top and bottom lines with a dashed blue line in the middle, typical of primary school handwriting practice paper. On the left edge, there are two dark grey semi-circular shapes, likely representing binder holes or punch marks.

and

FORMS, of even a highly complex nature can be ruled and type composed in the very same operation. Any style of line or leader can be ruled, automatically, in the VariTyper machine with precision beyond the capabilities of even the skilled draftsman. The operator merely inserts the Type Font bearing the desired type style and ruling or leader segment, and depresses the 'rule' button. The rest is automatic. A micro-sharp line or leader will appear on the page to the exact length desired. The text is then 'typed' in as the ruling progresses. A VariTyper composed form is accurate, highly legible, and attractively professional-looking — produced in a fraction of the cost of conventional methods.



Instantly Changeable Type Faces...

INCLUDING MANY OF THE WORLD'S DIFFERENT LANGUAGES

12 pt. Alexandria Medium (880-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijk

10 pt. Alexandria Light (650-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bell Gothic Light (FL950-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bell Gothic Bold (FL980-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Gothic Bold Condensed (FL970-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bodoni Book (600-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Bodoni Bold (780-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Bookman (630-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Cartoon Type (940-10A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ A
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHI

10 pt. Caslon (830-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

8 pt. Caslon Bold (890-8C)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABCDEF
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrst

13 pt. Copperplate Gothic Caps & Small Caps (2000-13A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGH

12 pt. Copperplate Gothic Bold (810-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
\$ † ‡ () [] ⊕ □ ♦ ● ▲ ■ ★ ♣ ♠ ♡ ♢ ♣ ♠ ♡ ♢

12 pt. Cramer Italic (795-12A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijk

10 pt. Exeter (1010-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz

10 pt. Garamond Light (620-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Garamond Bold (680-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Greek (920-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ ΑΒΓΔΕΖ
αβγδεζηθικλμνξοπρστυφχψω αβγδεζηθικλμνξο

12 pt. Monastery (840-12B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

10 pt. Mathematical Type (710-10B)

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΩΩΩ ΑΒΓΔΕ
αβγδεζηθικλμνξοπρστυφχψωωωω αβγδεζηθικλμνξ

10 pt. Modern Bold (820-10A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijk

8 pt. Modern Roman (770-8B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

13 pt. News Gothic Condensed (690-13A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &
abcdefghijklmnopqrstuvwxyz abcdefghijk

9 pt. News Bold (640-9B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Palm Beach (700-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Light (870-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Medium (660-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Sans Serif Bold (670-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

10 pt. Schoolbook (1000-10B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABC
abcdefghijklmnopqrstuvwxyz abcdefghijklmno

12 pt. VariTyper Script (910-12B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ & AB
abcdefghijklmnopqrstuvwxyz abcdefghijklmn

7½ pt. Tribune News (610-7½C)

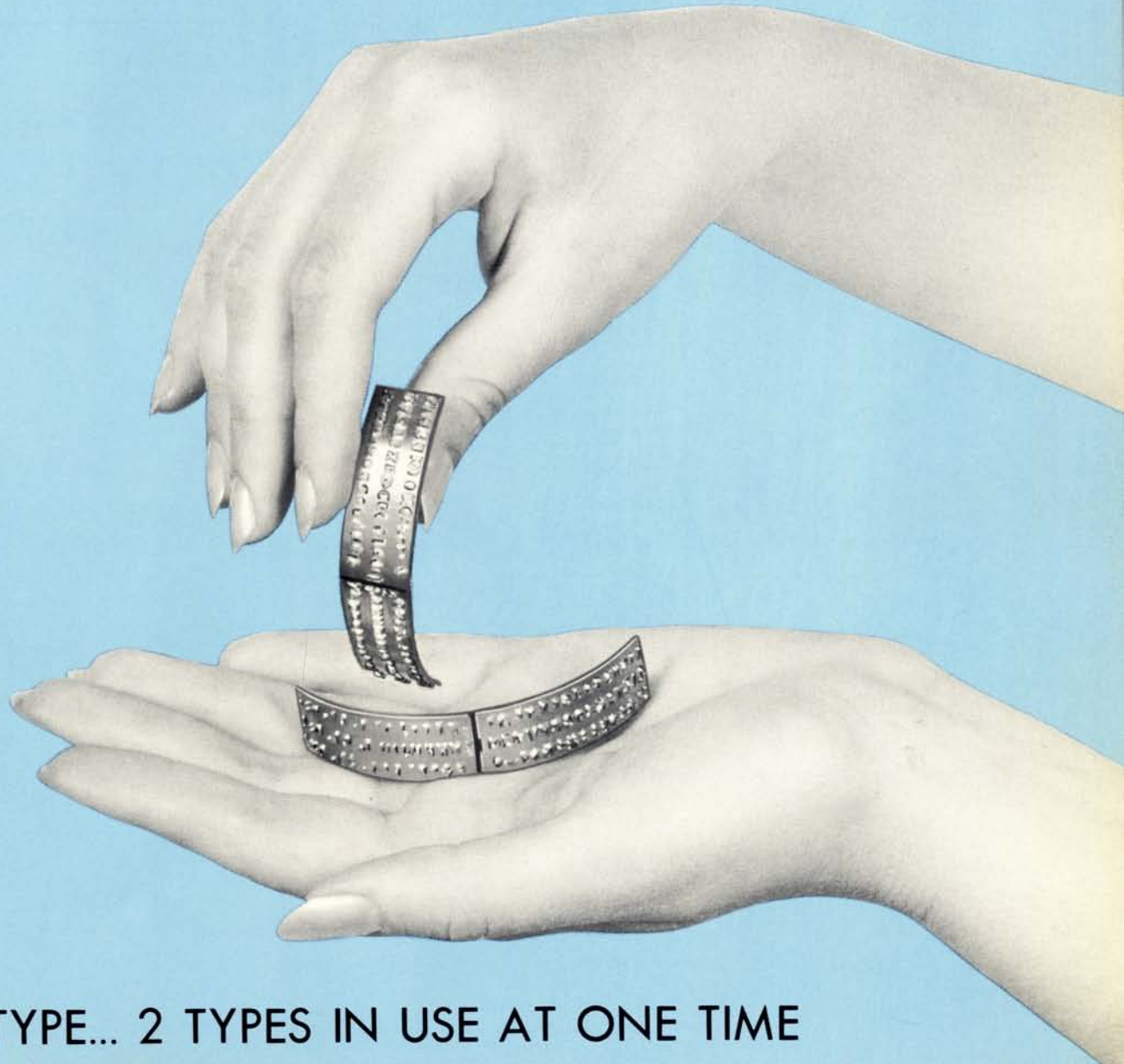
ABCDEFGHIJKLMNOPQRSTUVWXYZ & ABCDE
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqr

These are only a few of the many type faces available. Most VariTyper Type Faces are available in sizes from 6 to 12 point, and in italics as well as the faces shown. Many styles are also available in condensed versions. For complete showings of VariTyper Type Faces, refer to the VariTyper booklet "Type Faces for Differential Spacing Models".

...in Hundreds of Styles and Sizes



It takes less than a second to change Type Fonts in the VariType machine. Two Fonts are in use at one time so that matching italics, bold faces, or special symbols can be inserted in the copy as the "typing" operation progresses. Additional Type Fonts are inserted in the machine in a second or two. The instantly changeable-type feature of the VariType machine is coupled with instantly variable spacing to match the individual size and style needs of the Font selected.



2 SECONDS TO CHANGE TYPE... 2 TYPES IN USE AT ONE TIME

Varityper[®]

OFFICE COMPOSING MACHINE

model 660

● The impressive typographic capability of the Varityper Model 660 is in startling contrast to its typewriter-like appearance and simple typewriter-like operation. This unique feature permits the Varityper machine to be operated in the office... by office help. This provides the obvious advantage of genuine in-plant security for information of a classified or restricted nature, and makes it possible for office help to produce fine typography at far less cost than conventional methods. The Varityper Model 660 is styled to blend harmoniously with the most contemporary office decor, and is dimensioned to fit on any office desk (12" high, 18" deep, 27" wide). The one-time carbon ribbon is automatically rewound within the machine for clean and convenient disposal. The Varityper Office Composing Machine makes the hitherto highly skilled and costly process of type composition a routine office assignment.





'FAMILY' PORTRAIT



This is the 'family' of VariTyper Composing Machines — offering a model and a method for practically every typographic need in Business and Industry.

1 The VariTyper Model 660, described in this booklet, is only one of the many type composing models produced to meet the general or specialized typographic needs of business and industry. Other VariTyper models are as follows:

- 2** Model 110F VariTyper machine for forms, reports, statistical work...general internal composition.
- 3** Model 230F VariTyper machine with automatic justification...for text composition and general composition requirements.
- 4** Model 330 Branding machine for branding circuit identifications on vinyl wire covering for electrical systems.
- 5** Model 880 Photo-Composing machine for composing display type up to 72 points in size on 8½" wide rolls of film or paper.
- 6** Model 800 Headliner Photo-Composing machine composes display type in continuous lines on 35mm film or paper.
- 7** Model 840 Headliner Photo-Composing machine for display composition in single or multiple lines on 35mm film or paper.
- 8** Model 350 Engineering Lettering machine for lettering bills of materials, notes, etc., on engineering drawings.
- 9** Model 900F Line Composer Machine composes copy on cards for listing production on the VariTyper FotoList Camera.
- 10** Model 970 FotoList Sequential Card Camera photographs copy on FotoList cards to produce negatives of listing copy for directories, parts lists, price lists, etc.
- 11** Model 90 FotoList Sequential Card Camera for in-plant production of lists from FotoList cards. Compact to fit office surroundings.



The Organization Behind Your *Varityper* Machine...

A WORLD-WIDE SYSTEM OF SERVICE BY FACTORY TRAINED TECHNICIANS

The VARITYPER Corporation introduced the world's first office type composing machine. Its world-wide fame as the 'pioneer of Cold Type' has long since been capped with acknowledged leadership in this important phase of the Graphic Arts. VARITYPER equipment, today, produces a staggering bulk of the world's reading matter---in almost every country of the world---in as many different languages. The U.S. Government, in both its civilian and military operations, has made the VARITYPER method an integral part of its communications program.

VARITYPER service is as near as your telephone. Factory trained service technicians assure uninterrupted performance wherever you are located. Your operators are trained by instructors especially qualified in modern teaching techniques, giving your personnel a valuable understanding of typographic techniques as well as operating fundamentals.

Your VARITYPER machine will permit you to reap the benefits of this important development in the art of producing the printed word with unmatched speed and at the lowest cost.

*Branch Offices in all principal cities.....
coast-to-coast in the United States and Canada.
Sales and service offices are located throughout
the world.*

Varityper Corporation

A SUBSIDIARY OF



ADDRESSOGRAPH — MULTIGRAPH CORPORATION

Varityper Corporation 720 Frelinghuysen Avenue / Newark 14, New Jersey



A SUBSIDIARY OF  ADDRESSOGRAPH—MULTIGRAPH CORPORATION

The next step was learning to operate the varityper, which I used for copy. The varityper I used is several years older than the picture you see but operates about the same; I say this with reservation. After several days of practice, I was ready to do my recipes, involving figuring out spacing. This was my biggest problem because the spacing varied and for each recipe I typed, I typed several times for complete accuracy. My selection of type was 570-10B because it is easy to read, and esthetically more pleasing. I indicated the type face in the varityper book, marked with red.¹⁴

HEADLINER

Headliner

TYPE PHOTO COMPOSED
by Simply Dialing from **84** pt. to 10 pt.

in **4** simple steps...

Type **FOR ANY DISPLAY, REPRODUCTION
OR PRINTING PURPOSES.....**

*...Here Are a few of the Many Uses for
Varityper HEADLINER Machine Typography*

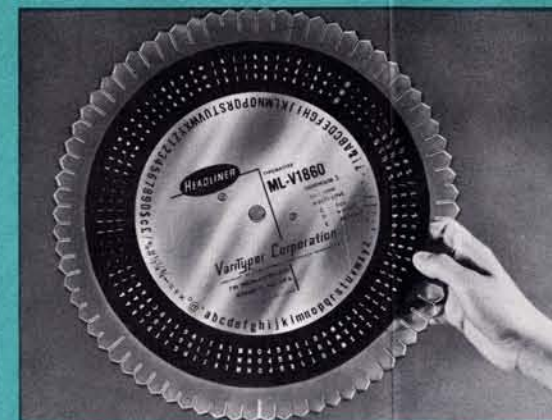
ANNOUNCEMENTS
BANK CHECKS
BULLETINS
CHARTS
DISPLAYS
DRAFTING
FLIP CARDS
GRAPHS
LABELS
LAYOUTS
LITERATURE
MANUALS
MAPS
MENUS
PACKAGING
PARTS AND PRICE LISTS
PRESENTATIONS
PUBLICATIONS
SALES LETTERS
SIGNS
SILK SCREEN
SLIDES
VISUAL AIDS

Varityper

HEADLINER
OFFICE PHOTO COMPOSING MACHINE

1

The TypeMaster is a complete type font...a permanent, never-ending source of supply for all your display type needs. Select the style (see inside this folder) and size (from 10 pt. to 84 pt.) from a wide array to suit your individual job. TypeMasters are easy to handle and convenient to store.



2

Setting or changing a TypeMaster is as simple and easy as changing a phonograph disc. The apertures in the disc fit right over the turntable projections and require no further fixing or fastening. Just drop the TypeMaster into place and you are ready for the composition of your copy.



3

Simply turn the knob to dial the letters in your copy. Touch the print-key for each letter you select, upper case, lower case, numerals, punctuation marks, etc. Compose as fast as you dial, the VARITYPER HEADLINER machine automatically takes care of the letter-spacing and exposure.



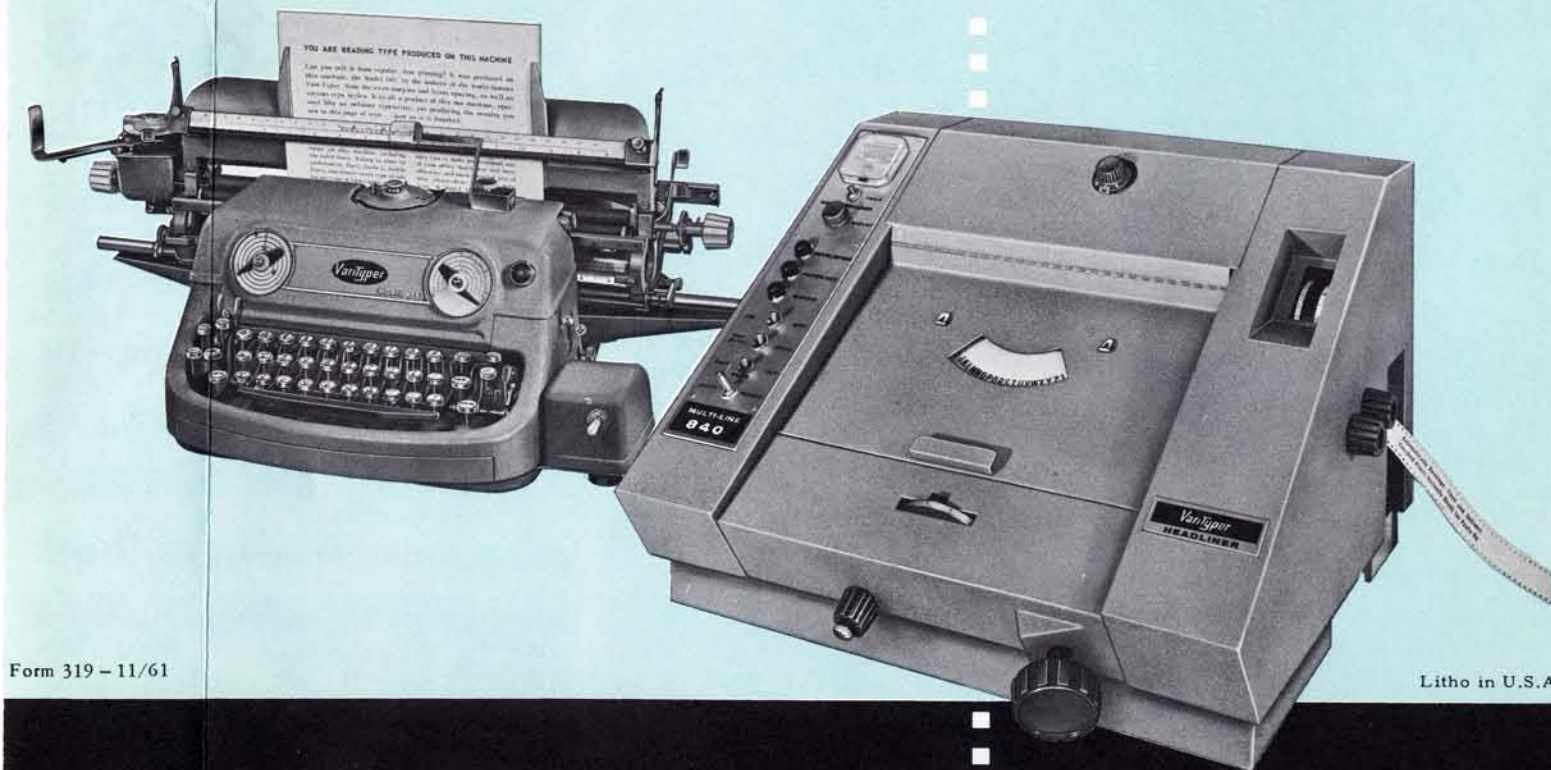
4

Now the VARITYPER HEADLINER machine will automatically do the rest. Your dialed copy will be automatically developed, fixed and washed...emerging from the machine in about ninety seconds... micro sharp and instantly ready for use...on smudge-proof, soil-proof plastic-coated paper.



...with these
VARITYPER
machines...
you have a complete
type-composing department
...right in
your own office!

• The VARITYPER Model 610F and VARITYPER HEADLINER Model 840, illustrated below, provide a wide range of professional-looking typography (formerly available only through professional print shops). Each composing machine occupies little more space than your office writing machine. The Model 610F provides instantly changeable types in sizes ranging from 6 pt. to 12 pt., and was used to produce all the body copy for this folder. Headlines were photo-composed on the Multi-Line Model 840, shown below.



Litho in U.S.A.

Varityper Corporation

SUBSIDIARY OF ADDRESSOGRAPH - MULTIGRAPH CORPORATION

720 FRELINGHUYSEN AVENUE
 NEWARK 14, NEW JERSEY

the **Varityper**

HEADLINER

photo-composing machine.....

...photo-composes

Display Type

by **DIALING!**

NO DARKROOM...

NO TRAYS...

NO NEGATIVES...

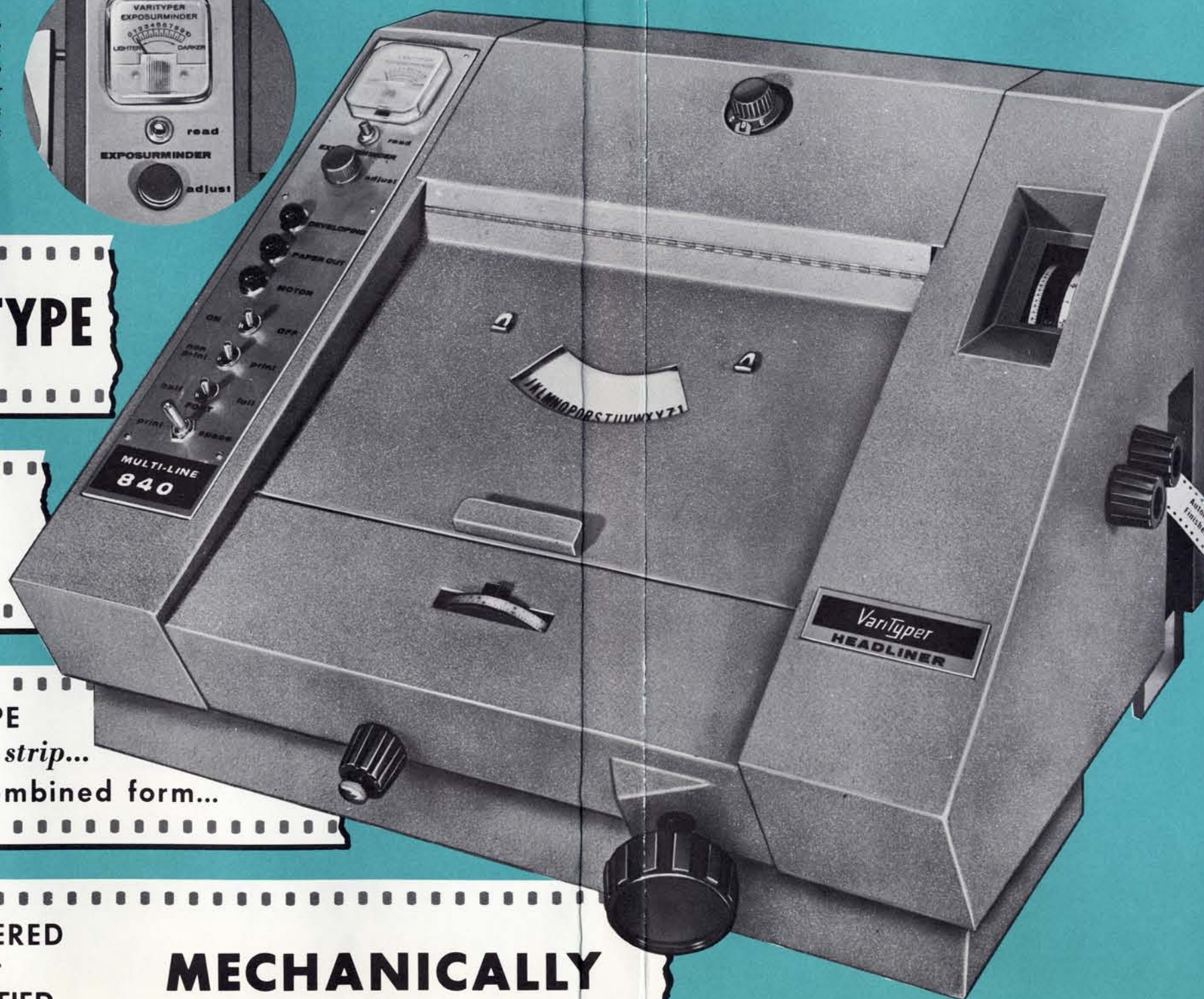
AUTOMATIC letterspacing...

...no skill or training necessary...the only requirement
 is the ability to spell correctly!

the ^{Varityper} *HEADLINER* Photo-Composing Machine

Featuring...the MULTI-LINE model 840

The 'Exposurminder' is a meter which 'reads' the current flowing into the VARITYPER HEADLINER machine so that the exact exposure can be allowed for either film or paper. This precludes the necessity of 'test-runs' when changes are made from one to the other.



SINGLE LINES of TYPE

OR DOUBLE LINES
...just like this

OR...even 3 LINES OF TYPE
on a single strip...
in any combined form...

AND CENTERED
or
JUSTIFIED **MECHANICALLY**

ABCDE12

ABC12

ABCdefg

ABCdefg

ABCdef

ABCde

ABCDefg

ABCDEFGF

ABCDdefg

ABCDEfghijk

ABCDEFghijklm

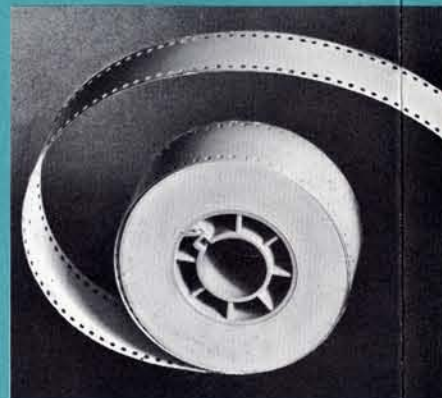
ABCDDefghi

Automatically Develops, Fixes and Delivers Finished Prints...In 90 Seconds!

No Darkroom...No Trays...No Negatives...No Waiting!

Instantly Ready for Layout, Sign Work, Silk-Screen Printing or Projection

The VARITYPER HEADLINER Machine makes professional-looking type composition a simple office function. Its operation requires no further skill than the ability to spell correctly. The process is photographic, producing a type-proof that is unmatched by any letterpress method for sharpness and clarity. You compose by simply dialing the characters in your line of copy. Thereafter, the operation is completely automatic. Exposure, developing, washing and fixing are all performed within the unit, yielding a finished proof in ninety seconds or less. The smudge-proof print is instantly ready for use in a 'paste-up' layout or for sign work, displays, etc. The speed and economy of this method is unmatched by any other process of display type composition. The VARITYPER HEADLINER Unit is a limitless, constant source of composition, completely bypassing the annoying waiting periods normally associated with outside services. Both business houses and commercial print shops are using this advanced method with equal dividends in quality and economy.



Type prints are produced on 35 MM plastic-coated, smudge-proof paper. Film, instead of paper can be used in order to produce transparencies for projection or silk screen printing.



The TypeMaster is a complete font of type that never wears out. It is actually a sturdy negative on heavy plastic, about the size of a phonograph disc... and as easy and convenient to use, file or store.



Varityper

HEADLINER MODEL 800

PHOTO-COMPOSES TYPE IN CONTINUOUS SINGLE LINES

Where single lines of type are adequate the Model 800, illustrated above, will perform with the same simplicity, speed and economy as the VARITYPER HEADLINER Model 840. The Model 800 is also completely automatic in the processes of exposure, developing, washing and fixing... and even delivery. Both models are of the dimensions—14½" high, 24" wide and 20" deep. Any electric light outlet (110 volt) will supply the necessary current.

VARITYPER HEADLINER type composition is produced photographically. This means that each letter is microscopically sharp. There are no rough or burred outlines that usually appear on letterpress type proofs due to ink 'squeeze-out'. That's why enormous enlargements are possible without danger of distortion or fuzziness.



YOU GET MICRO-SHARP 'REPRO' PROOFS...

Enlarges up to 15 Diameters Without Fuzziness or Distortion!

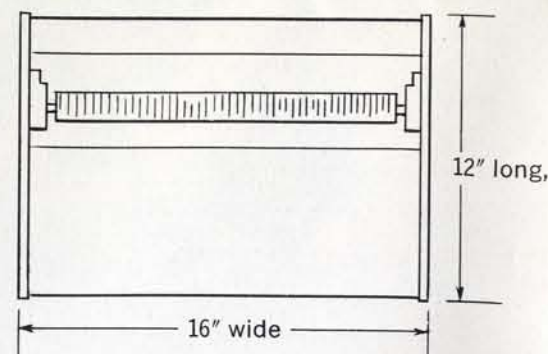
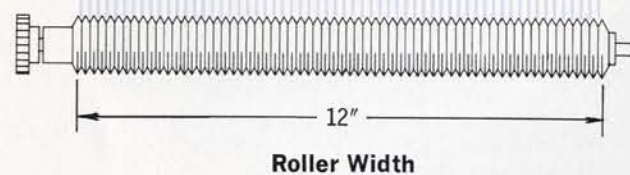
ABCDefghij
ABCDEfghijk
ABCde
ABCDEFghijklmn
ABCDEFghij
ABCDEFGhijklm
ABCDEFGHijklmn
ABCDEFGHijklmnopq
ABCDEFGHIijklmnop
ABCDEFGHIijklmnopqr
ABCDEF123
ABCDEFGHI123456
ABCDEFGHIJKLmnopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKlmnopqrstu
ABCDefghijk
ABCDEFGHIJKLMNOpqrstuvwxyz
ABCDEFGHIJKLMNOpqrstuvwxyz1234567890\$¢
ABCDEFGHIJKLMNOpqrstuvwxyz
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ABCDEFGHIJKLMnoprstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz

My cookbook design involved using the headliner, another process I had to learn. The headliner sets type on a film and is easy and direct. The headliner has larger type for headings, not body copy. This process saves money and time because the headliner has its own developer and fixer contained.¹⁵ The film is costly, but saves money because of the time element involved.¹⁶

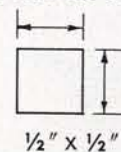
ADHESIVE WAX COATER

Adhesive Wax Coater

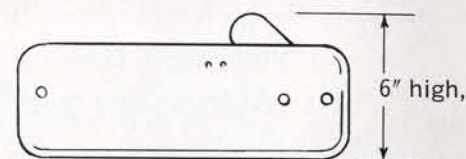
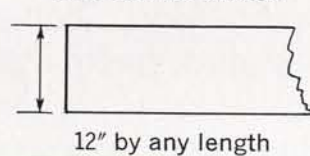
STRIPED ADHESIVE WAX COATER SPECIFICATIONS



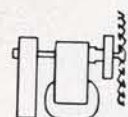
Minimum Size
That Can Be Coated



Maximum size
That Can Be Coated



Motor
Fractional 115V A-C.
Continuous Service



Heating Element
Amps—8, Watts—800

Pre-Heat Time
20 Minutes

Weight.....25 pounds

Finish.....Gray-Green Enamel
Aluminum and Stainless Steel

WAX and ACCESSORIES

REGULAR TACK WAX

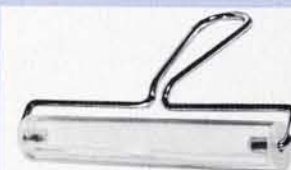


LIGHT TACK WAX



FOOT SWITCH

Every machine has a built-in socket to accommodate a foot switch, for those who desire the convenience of this type of control.



LUCITE
BURNISHING ROLLER



ROLLER
CLEANING COMB



ALUMINUM
WAX PAN

NEW TIME SAVER



from
*Addressograph Multigraph
Corporation*



Addressograph Multigraph Corporation 1200 BABBITT ROAD • CLEVELAND, OHIO 44117

Addressograph-Multigraph of Canada, Ltd., Toronto 16, Ontario, Canada • Conveniently located offices throughout the world

ADVANTAGES



FOR EVERYONE!



STRIPED

ADHESIVE WAX COATER

USES UNLIMITED

***AUTOMATICALLY APPLIES PRESSURE SENSITIVE STRIPED WAX COATING
TO PAPER, CARDBOARD, PLASTICS, FILM . . . Up to 1/4" thick—12" wide—any desired length***

GRAPHIC ARTS

COLD TYPE COMPOSITION • LAYOUTS • PUBLICATION PAGE MECHANICALS
OFFSET PASTE-UPS • HEADLINES
MAPS • PHOTO MOUNTING • COLOR PROCESS MECHANICALS
NEWSPAPER PAGE MAKE-UPS • LETTERPRESS PASTE-UPS • PROOFS • OVERLAYS
ROTOGRAVURE PASTE-UPS • ART WORK MOUNTING

BUSINESS AND GOVERNMENT

CHART PRESENTATIONS • SALES PROMOTION • DISPLAYS
CATALOGS • PRICE LISTS
TRAINING MANUALS • STATISTICAL REPORTS • GRAPHS • BULLETINS
PUBLICATIONS • VISUAL TEACHING AIDS • TECHNICAL ILLUSTRATIONS
PRODUCT IDENTIFICATION

**HERE'S WHY IT PAYS
TO USE THE**



STRIPED

ADHESIVE WAX COATER



Saves 75% to 90% of paste-up time over slow hand methods.

Reduces negative opaquing up to 75%.

Handles pieces as small as 1/2" x 1/2".

Better surface adhesion.

Absolutely clean coating—no bleed through.

Copy can be re-positioned without recoating.

Handles various sizes, shapes and thicknesses without adjustment.

Lightweight, easily portable.

Small size—convenient to use at any work station.

Low first cost—low operating cost.

PLUS

**Exclusive adhesive wax striping technique . . . for cleanest
and best adhesion at minimum cost.**

*mechanically coats material surfaces with precision applied narrow stripes of adhesive wax.

*Pressure Sensitive Adhesive stripes may be horizontal, vertical or diagonal.

*method reduces adhesive costs up to 50%

FUNCTIONAL FEATURES

Modern, Silent Nylon Self Lubricating Gears

Cantilever Action of Top Roller eliminates adjustments for different thicknesses

All Shafts
Ball Bearing Mounted



Automatic
Temperature Control

Pilot Light for
Wax Heater Indicator

Built for Intermittent
or Continuous Duty

Completely Safe

Precision Machined Throughout

Trouble Free,
Lubricated for Life Motor



Simplified Wax
Pan Removal

Color Coded Electrical Parts,
Fused and Grounded



Fast Heat Up

Convenient Wax
Reloading Compartment

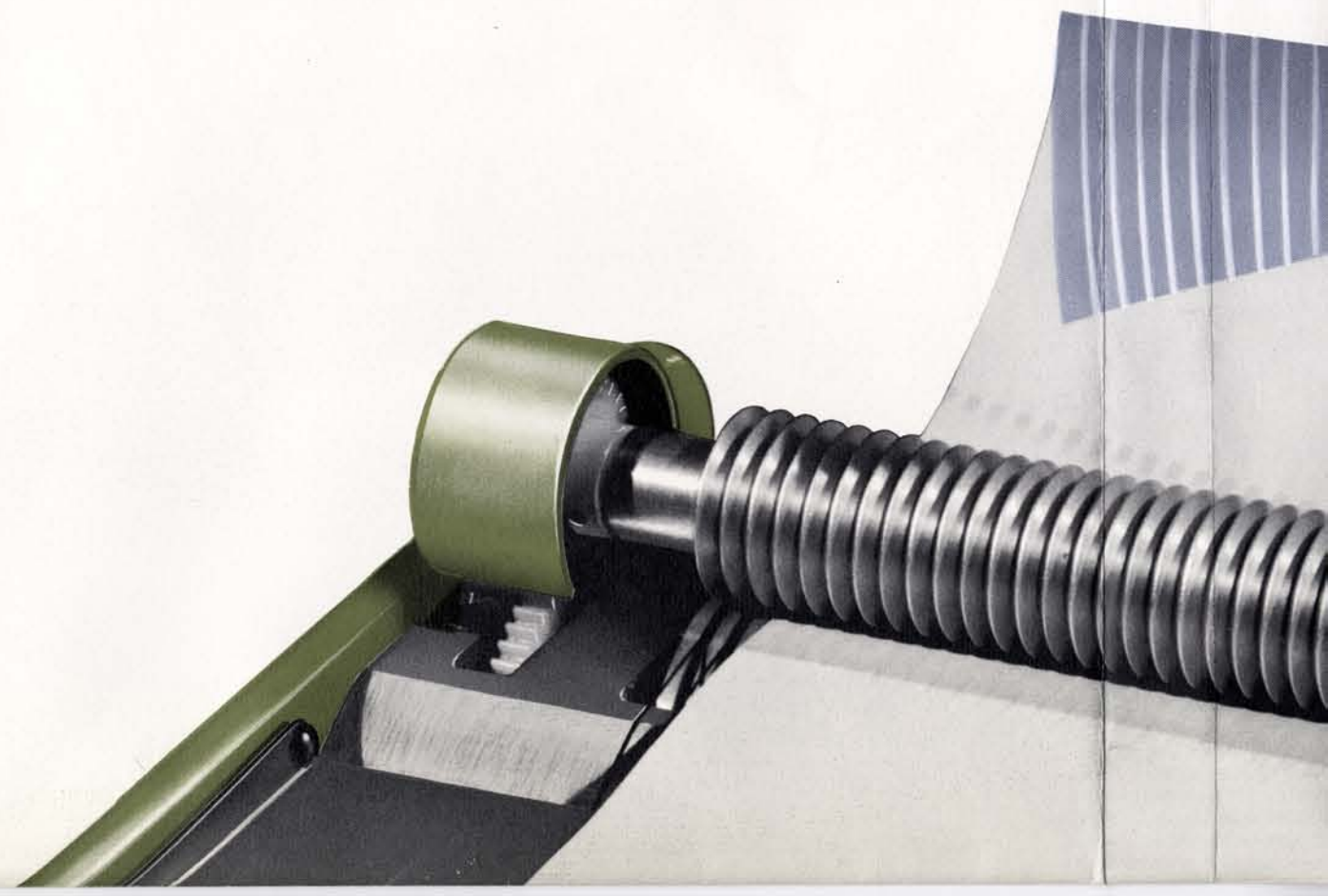


PUBLISHERS

Reduce cost and time of preparing newspaper and periodical page make-ups for offset and letterpress printing.



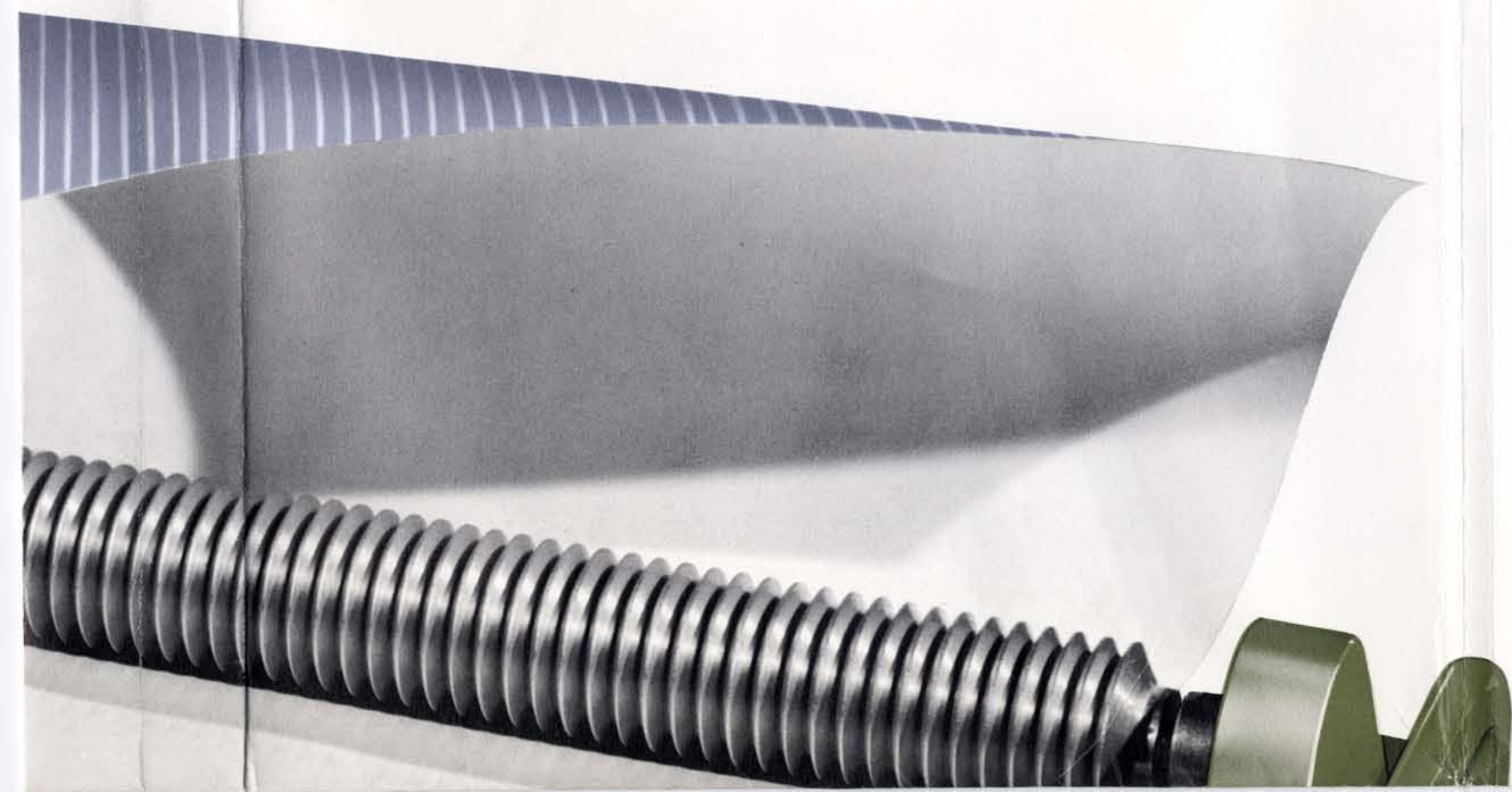
STRIP ADHESIVE W





IPED

MAX COATER



BUSINESS & GOVERNMENT OFFICES

Expedite paste-ups for reports, Chart Presentations,
Sales Promotion, Catalogs and Price Lists.





PRINTERS & LETTERSHOPS

Speed paste-up of text material, titles and illustrations for photographic plate making.



TYPOGRAPHERS

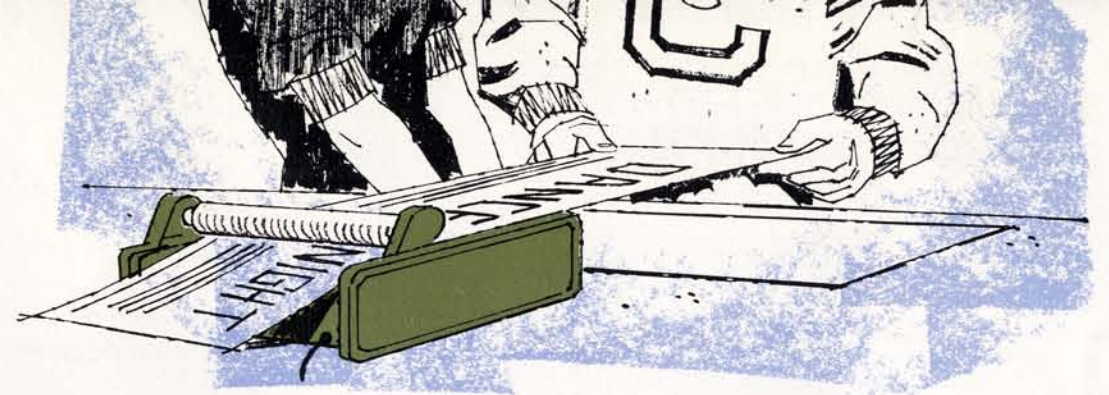
Reduce time and cost of making reproduction proofs. Eliminate 75% of negative opaquing.



**AUTOMATIC
PRESSURE SENSITIVE
PAPER • CARDBOARD • PLASTICS**



**FULLY APPLIES
THE ADHESIVE WAX TO
GLASS • FILM AND SIMILAR MATERIAL**



SCHOOLS & COLLEGES

Produce Visual Education Aids, Displays and Charts, Instruction and Test Material, paste-ups for publication printing.



ADVERTISING AGENCIES & STUDIOS

Save time in preparation of high quality layouts and visual presentation material.

The next process which was very interesting but a time saver was the adhesive wax coater. This is a machine containing adhesive wax with a heating unit. The wax is transferred by rolls to the back of paper. This saves using rubber cement.¹⁷

PAGE LINE-UP

Page line-up

Before producing the page layouts, I consulted Mr. Johnson (School of Printing) for my mechanical line-up. He helped me figure out the best line-up for my booklet. This line-up saves many hours when the printer is involved. It is a process that involves folding and cutting of the printed paper. In this way the booklet falls in order without much coalating.

PRINTING

Printing



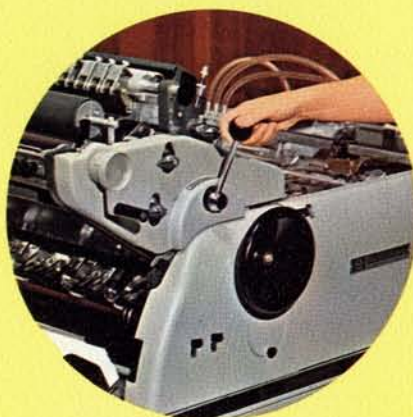
DESIGNED and built for high-speed production at the lowest possible cost. Operating controls are conveniently grouped to save time and motion. Machine adjustments are simple and positive for quick and easy changeover. At speeds up to 8000 impressions per hour, the Model 1850 turns blank paper into professional quality forms, reports, promotional pieces, etc.

Unusual new features allow easier production of a few, or thousands of copies from easy-to-use direct or photo-sensitive masters... in black or half a hundred brilliant colors and hues... on one or both sides of almost any kind or weight of paper.

Sturdy construction — smooth performance — at top speed — means years of trouble-free operation from your Multilith Offset Model 1850.

**THE MODEL 1850
MEETS YOUR MOST
DEMANDING REQUIREMENTS**

There's a **NEW DIMENSION** in duplicating **MULTILITH® Offset Model 1850**



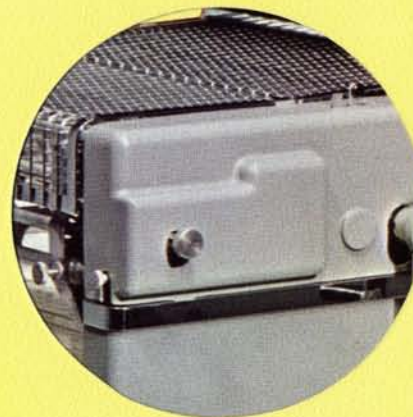
SINGLE LEVER CONTROL

With one simple hand motion, the single lever control allows the operator to moisten, ink, and print, all in one motion—all in the proper sequence. Operation is simple and the economy is high.



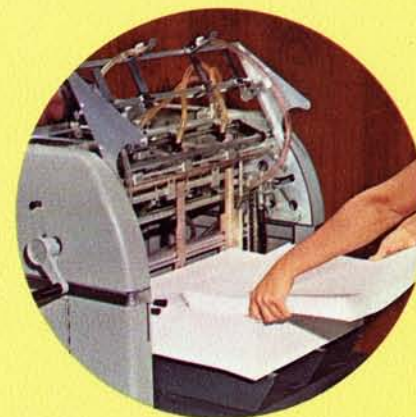
HIGHEST QUALITY RESULTS

The Model 1850 provides consistent sharp reproduction of delicate halftones, fine lines and bold solids. Each sheet is carefully controlled to insure accurate register, highest quality copies and top performance.



SHEET SIZE 3" x 5" TO 18" x 15"

The Model 1850 handles sheet sizes from 3" x 5" to 18" x 15" of 11 lb. to 110 lb. stock—ideal for promotional and forms duplicating. Maximum image area of 17½" x 13¾" provides 3-side bleed if required.



FAST MAKE-READY AND CHANGE-OVER

Drop-in loading makes paper handling as easy as it can be. Centerline Scale System divides the Model 1850 right down the middle so that you can center the image to the machine before you ever put paper in the feeder.

COMPACT...TAKES LITTLE SPACE...DOES A BIG JOB

TAKE A PEEK!



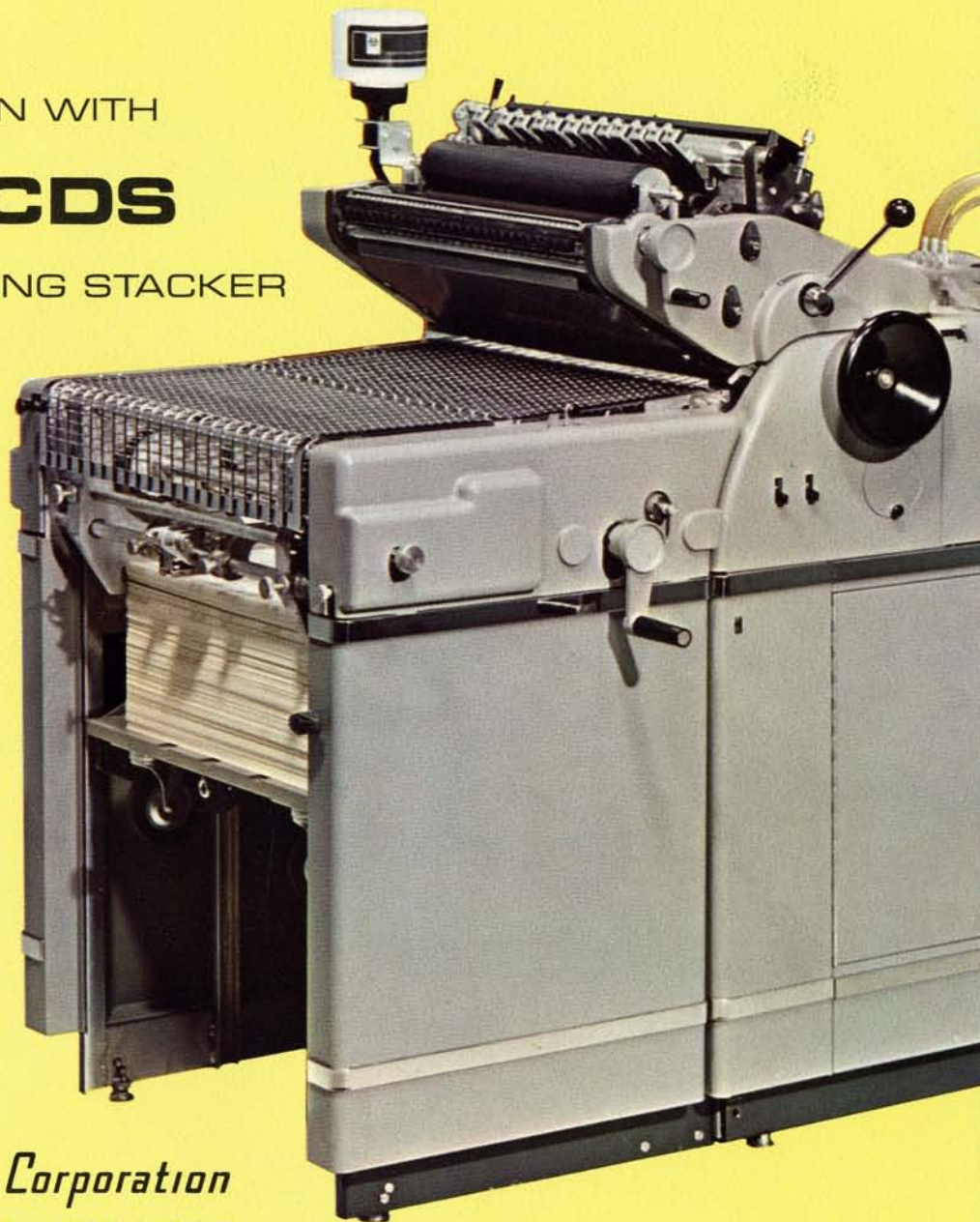
CARRY THIS NEW DIMENSION WITH

MODEL 1815-CDS

CHAIN DELIVERY and RECEDING STACKER

This optional attachment delivers, jogs, and stacks up to 5,000 copies without interrupting production. Permits full side-to-side image bleed. Frees operator for other duties while the machine is running. Finished copies are stacked directly onto a four-wheeled paper truck for convenient disposition.

ASK YOUR MULTIGRAPH REPRESENTATIVE FOR FULL DETAILS



Addressograph Multigraph Corporation

1200BABBITT ROAD • CLEVELAND, OHIO 44117

Addressograph Multigraph of Canada Ltd. Toronto 16, Ontario, Canada

The actual printing of my cookbook was done on an offset press. The image is photographed on a master and a master is used for the plate. The master is made on an automated photodirect camera processor. This camera saves sending out of plates and is less expensive. The printing takes several days because images are printed on both sides. To eliminate offset, waiting to print the other side is a necessity. Also, a twenty pound white stock was used for printing the booklet. This is a fairly heavy paper which was advised by the printer. The cover stock is heavier for durability and esthetic beauty.

STUDY OF COOKBOOK SIZE

Study of Cookbook Size

STUDY OF COOKBOOK SIZE

My study consisted of a survey of size of cookbook preferred by most housewives. I had to again figure out what questions I should ask. I came up with the following form.

STUDY OF COOKBOOK SIZE

Name?

Would you please answer the following questions?

Just underline the answer you feel is right.

1. What size cookbook is handy for you to follow?

Large or Small?

2. Do you cut recipes out of magazines?

Yes or No.

3. Do you copy recipes on 3 x 5 cards instead of using a cookbook? Yes or No.

4. If yes to question three, why? Explain briefly.

5. Do you think this survey was a waste of your time?

Yes or No.

Thank you very much for your interest in this survey.

THE RESULT OF MY SIZE SURVEY

(20 housewives answered my questionnaire)

SIZE	CUT FROM MAGAZINES	3 X 5 CARDS	WHY	TIME WASTER
Large 2	Yes 18	Yes 18	Hobby 6	No 20
Small 18	No 2	No 2	Handier 12	
			Don't have	
			the time 2	

Finished Project

FINISHED PROJECT

My cookbook may appear small, but I feel my survey made me draw my final conclusion. The card size is more convenient because the cookbook will fit right in the end box. Most women find this a convenient hobby. If there is such a thing.

I feel my symbols are simple and stylistic drawings. I prefer my drawing instead of photographs because drawings are more personal. I think the drawing add to the final result of my cookbook.

The stock the cookbook was printed on was twenty pound bond. Twenty pound bond allows printing on both sizes, which was a must in my cookbook. If it was a heavier stock, I would have had to hand feed the press. This would have distorted my pages and complicated matters for me. The cover was colored card stock, some smooth and some textured.

I feel I learned much, my first time printing, even though my cookbook wasn't perfect. I admit I'm not a printer, but I do hope I'm a better artist. As one could see, after examining my report, I learned many things about machines, limitations, printing processes, design, cookbook creation, simplicity etc.

My second attempt of my cookbook isn't printed but I redid the mechanicals. After another complete more extensive study, I feel my second attempt is much better.

COST

Cost

COST

I kept the cost down to a minimum by using all the available equipment at Sargent and Greenleaf. I will estimate the cost of the project to be about twenty dollars for materials.

TIME TABLE

Time Table

TIME TABLE

1. Research - three weeks
2. Cooking and writing recipes - two weeks plus all second quarter. (about six hours a week)
3. Roughs - one week
4. Comps - one week
5. Mechanicals - three weeks
6. Printing - one week
7. Presentation - one week
8. More research - 1 1/2 months
9. Revision of cookbook - a few months.
10. Rewriting a few weeks
11. Doing mechanicals over including symbols change 2 months.

REJECTED RECIPES

Rejected Recipes

The following recipes were rejected because of my page limitation.

BARBECUE SAUCE

$\frac{1}{4}$ cup minced onion
2 table sp. wine vinegar
2 tablesp. sugar
1 cup water
 $\frac{1}{2}$ cup catsup
3 tablesp. Worcestershire sauce
1 6 oz. can tomato paste

BROWN SAUCE

2 tablesp. olive oil
1 tablesp. grated onion
3 mushrooms, chopped
 $\frac{1}{2}$ cup white wine
Pinch of thyme
 $\frac{1}{4}$ bay leaf, ground
1 cup veal
salt and pepper as desired

CLAM SAUCE

$1\frac{1}{4}$ dozen small neck clams
4 tablesp. olive oil
1 clove garlic, chopped
1 $2\frac{1}{2}$ can Italian plum tomatoes
 $\frac{1}{2}$ teasp. oregano
salt and pepper as desired

GARLIC SAUCE

2 cloves garlic

$\frac{1}{4}$ cup olive oil

$\frac{1}{2}$ cup lemon juice

1 teasp. oregano

salt and pepper as desired

GARLIC SAUCE FOR PASTA

$\frac{1}{2}$ cup olive oil

2 cloves garlic chopped or whole

BASIC SWEET AND SOUR SAUCE

2 small onions sliced thin

$\frac{1}{4}$ cup olive oil

$\frac{1}{2}$ cup wine vinegar

$1\frac{1}{2}$ teasp. sugar

salt and pepper as desired

CHUNK CUCUMBER PICKLES

7 lbs. of cucumbers, soak for three days in a brine strong enough to hold up an egg; Drain and for the next three days put in fresh water and let stand; On the seventh day cut in chunks, put on stove and scald in weak vinegar with a teasp. of alum and a handful of grape leaves added for 2 hours.

Drain - Add

3 pints of vinegar

2½ lbs. of brown sugar

1 oz. cassia buds or cinnamon stick

1 oz. whole cloves

Cook into syrup, pour over pickles repeatedly for the next three days.

SOUR CUCUMBER PICKLES

1 cup of salt

1 cup white sugar

1 cup horseradish

2 tablesp. dry mustard to one gal. vinegar.

Do not use too large cucumbers as small ones are preferred.

Place cucumbers right in brine.

SACCHARINE PICKLES

1 gal. vinegar and water

1 teasp. alum

$\frac{1}{2}$ cup salt

$1\frac{1}{2}$ teasp. Saccharine to one gal. water

2 tablesp. dry mustard

2 tablesp. mixed pickling spices

Wash pickles, heat the mixture, and boil for two minutes.

Pour hot water over pickles and let them stand for five minutes. Pack them in hot jars and pour hot vinegar mixture on them and seal the jar.

SLICED PICKLE

5 qts. of sliced cucumbers (unpeeled)

8 onions sliced

2 green peppers cut

$\frac{1}{2}$ cup salt

5 cup sugar

$1\frac{1}{2}$ teasp. tumeric

$\frac{1}{2}$ teasp. ground cloves

2 tablesp. white mustard seed

1 teasp. celery seed

5 cup vinegar

Combine onions and cucumbers, pepper and salt and pour rest of ingredients over and seal.

SWEET PICKLES

150 pickles (scrubbed)

$\frac{1}{3}$ cup salt

Boil in water and let stand over night; wipe dry.

$\frac{1}{4}$ cup mixed spices

$\frac{1}{2}$ root ginga about 2 in. long

1 qt. Cold vinegar mix with 2 tablespoons mustard

2 tablesp. salt and 2 tablesp. granulated sugar.

Pour over pickles and stir. Add handful of sugar each day until $1\frac{1}{2}$ lbs. of sugar have been added.

SWEET PICKLES

1 cup of salt in enough water to cover pickles. Let stand one week. Drain and cover with boiling water and let stand one day. Drain and cover with boiling water to which has been added 1 tablesp. of alum. Let stand one day. Drain and let stand in fresh boiling water one day.

On the 11th day, split and make syrup of:

3 cups white sugar
3 cups vinegar
1 oz. celery seed
1 oz. cassia buds

Then pour the syrup off for three mornings. Heat and add 1 cup sugar each morning. Pack in jars and seal.

SPECIAL HOLIDAY RECIPES

RIBBONS FOR ST. JOSEPH FEAST

1 cup sugar

2 tablesp. of lard

6 eggs

1 cup milk

4 teasp. of baking powder

3 cups or more of flour, enough to make stiff dough

Roll out like pie crust

cut in strips and tie in bow

deep fry until light brown

ST. JOSEPH'S FEAST (PUFFS)

$\frac{1}{4}$ cup sugar

$\frac{1}{2}$ qt. milk

6 eggs

2 tablesp. baking powder

Mix all ingredients together

Gradually add flour to make a soft dough

Drop by teasp. into hot grease until golden brown

Sprinkle with 4X sugar

DOUGHNUTS

4 cups flour

1 cup sugar

4 level teasp. Baking Powder

$\frac{1}{2}$ level teasp. salt

1 cup milk

2 tablesp. melted butter

Roll in $\frac{1}{2}$ inch thickness

Cut and fry

CANDY

FUDGE

2 cups sugar

2 squares of chocolate or $\frac{1}{2}$ cup cocoa

3 tablesp. corn syrup (Karo)

$\frac{2}{3}$ cup evaporated milk

After cooling, add 2 tablesp. butter and 1 teasp. vanilla

CHOCOLATE DROPS

2 cups sugar

1 cup cold water

$\frac{1}{4}$ teasp. cream of tarter (scant)

Cook until it forms a soft ball in cold water

foundation for dipping balls

3- $\frac{1}{3}$ oz. of squared chocolate

1" pars. wax

FRENCH DRESSING

$\frac{1}{2}$ cup salad oil

$\frac{1}{4}$ cup vinegar

1 teasp. salt

$\frac{1}{2}$ teasp. paprika

Pinch of sugar

Few drops of lemon juice

VANILLA ICE CREAM

1 pint milk

1 cup sugar

$\frac{1}{2}$ cup flour

2 eggs

1 quart cream

1 tablespoon vanilla

Pour cream, sugar and milk together and boil.

Beat the first eggs, flour, and cup of sugar together
and stir into boiling milk and cook twenty minutes
stirring often.

FOOTNOTES

Footnotes

FOOTNOTES:

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