FINISHED PROJECT (CONTINUED)
Finished project (continued)
**ROLLS**

1. Same as bread steps
2. 1 1/2 cups flour
3. 1/2 cup sugar
4. 1/2 cup milk
5. 3 1/2 eggs
6. 1/4 cup water

**BREAD**

1 1/2 qts. of water
1/2 qt. milk
4 ozs. shortening
7 lbs. flour

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 1/2 hour or longer

**MAIN DISHES**

**Ravioli**

4 cups flour
5 eggs
1/2 teas. salt

**Cheese**

2 lbs. ricotta
3 eggs
parsley
1/4 cup grated cheese

**Meat**

2 lbs. ground mixed meat
1/4 cup grated cheese
2 eggs
1/2 cup bread bread crumbs

**Steps**

1. Mix ricotta with a fork
2. Add ingredients, beat

1. Mix
2. Add seasonings if desired
**BREAD**

- 18

**MAIN DISHES**

- 6

**COOKIES**

- 21

**MAIN DISHES**

- 6

**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
- 6 tablespoons cocoa

**STEPS**

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

**OLD FASHIONED LASAGNE**

- 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 Mzzarella 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

**MINUTES**

2. Bake for 15 hours in a 375 degrees oven.

1. Combine in a frying pan for ten.

**STEPS**

1. 1 cup shorted
- 1 lb. mushrooms, chopped
- salt and pepper
- 6 tablespoons butter
- 2 lb. ground beef

**BEET WITH MUSHROOMS**
BROWN BREAD
1 cup graham flour
1 cup white flour
3/4 cup sugar
1 tablespoon butter
1 teaspoon soda
1 cup sour milk
1 egg

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

BARBECUED CHICKEN
1. Soak beans in water overnight
2. Add fresh water and ingredients
3. Bake 375 degrees for 1 hour

MEAT BALLS
2 lbs. ground beef
3 eggs
1/2 cup breadcrumbs
1/4 cup grated Romano cheese
1 tablespoon chopped onion
1 cup tomato sauce

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

PLAIN TOMATO SAUCE

1. Fry oil, onion and garlic in a pan
2. Add ingredients

SALT AND PEPPER
2 leas. of oil
6 cups of water
1 clove of garlic
1 onion
1 can of tomato paste
2 cans of tomato paste

16

SAUCE

PEAS AND EGGS
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.
CREATIVE COOKING
BY JO ANN GIRTON

INDEX

CAKES

BAKED BEANS
BEEF WITH MUSHROOMS
BEEF RAVIOLI
BARBECUED CHICKEN
PEAS AND EGGS

26

PIE FILLING

GARDEN HUCKLEBERRIES

FILL can with berries. Add syrup made with 1 1/2 cups sugar (according to taste). 1 cup water. Boil 3 minutes. Pour over berries and cook in hot water bath. 40 minutes.

PIE FILLING

Just pour in pie shell and cover with pie crust.

CUPCAKES

BANANA CAKE

1/2 cup butter
1/2 cup sugar
2 eggs
1 1/2 cups flour
1 cup banana pulp
1 cup chopped nuts

STEPS

1. cream butter and sugar
2. sift dry ingredients
3. add rest of ingredients mix
4. bake 375 degrees for 40 minutes.
27

CAKES

STEPS
1. Beat eggs
2. add sugar in small amounts
3. add dry ingredients
4. Bake 350 degrees for 45 minutes

Sponge Cake

8

CAKES

FRESH APPLE CAKE

1 cup sugar
1/2 cup shortening
1 egg
1 teas. cinnamon
1/2 teas. allspice
1/2 cup cold water
1 teas. soda in the water
1 1/2 cups flour
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 raisins, currants, dates, figs or nuts
4. Bake 375 degrees for 45 minutes

TO DANNY
### Direct Account Stock Report

<table>
<thead>
<tr>
<th>TYPE</th>
<th>NUMBER</th>
<th>EFFECTIVE PRODUCT</th>
<th>DATE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CUSTOMER NUMBER</th>
<th>CREDIT NUMBER</th>
<th>OFFER NO. OR DATE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITEMS ON HAND</th>
<th>EFFECTIVE DATE</th>
<th>LIST STOCK INVOICES PAID TO EFFECTIVE DATE</th>
<th>TOTAL COLUMNS</th>
<th>TOTAL QUANTITY</th>
<th>COLUMNS</th>
<th>COLUMNS</th>
<th>COLUMNS</th>
<th>COLUMNS</th>
<th>COLUMNS</th>
<th>TOTAL - AND QUANTITY</th>
<th>COLUMNS</th>
<th>COLUMNS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Invoices**

- **Transferred to Column #5**
- *Record of invoices dated during offer in Column #5*

---

### Price List

<table>
<thead>
<tr>
<th>DIHYDROSTREPTOMYCIN SULFATE U.S.P.</th>
<th>ALBITA</th>
</tr>
</thead>
<tbody>
<tr>
<td>7091 R 1.0 Gm. vial</td>
<td>500.00</td>
</tr>
<tr>
<td>7095 R 1.0 Gm. vial</td>
<td>500.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VETERINARY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>84031 0.5 Gm. per cc. 10 cc. vial</td>
<td>1.77</td>
</tr>
<tr>
<td>84035 250 Gm. per cc. 10 cc. vial</td>
<td>3.12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DRITSYDOLIN A.S. MODIFIED VETERINARY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3070 R 20 cc. vial</td>
<td>1.77</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DANRILFA INJECTION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3070 R 20 cc. diaethylamino-capped vial</td>
<td>1.77</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DANRILFA TABLETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3865 R 5 mg. vial</td>
<td>1.70</td>
</tr>
</tbody>
</table>

---

### From 'Here' to 'Here' in 10 Days

Jules Verne was just too much incredible fiction, although extremely difficult for the adventure-hungry reader of his day. Around The World in Eighty Days left the reader with a mental high at the happy ending of the novel's drama. But even Jules Verne would not dare to let his imagination reach Eighty Days in Ten. This book, for the adventure-hungry, was well received with reality... the reality of that day, well within the last century. By the same token, it is entirely possible that...
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.

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.

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.
FORMS

AUTOMATICALLY RULED...BY PUSH-BUTTON

and TYPE COMPOSED AT THE SAME TIME

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)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

10 pt. Alexandria Light (650-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& AB abcdefghijklmnopqrstuvwxyz

10 pt. Bell Gothic Light (FL90-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& AB abcdefghijklmnopqrstuvwxyz

10 pt. Bell Gothic Bold (FL980-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Gothic Bold Condensed (FL970-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Bodoni Book (600-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Bodoni Bold (780-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Bookman (630-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Cartoon Type (940-10A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ A ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 pt. Caslon (830-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

8 pt. Caslon Bold (890-8C)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

ABCD EFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

12 pt. Copperplate Gothic Bold (810-12A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& $ABC EFGHIJKLMNOPQRSTUVWXYZ

12 pt. Copperplate Gothic Bold Condensed (880-13A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Cramer Italic (795-12A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

10 pt. Exeter (1010-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& AB abcdefghijklmnopqrstuvwxyz

10 pt. Garamond Light (620-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& AB abcdefghijklmnopqrstuvwxyz

10 pt. Garamond Bold (660-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& AB abcdefghijklmnopqrstuvwxyz

10 pt. Greek (920-10B)
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΠΤΥΨΩ ΑΒΓΔΕΖ αβγδεζηθικλμνξπτυψω αβγδεζηθικλμνξπτυψω

12 pt. Monastery (840-12B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & AB abcdefghijklmnopqrstuvwxyz

10 pt. Mathematical Type (710-10B)
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΠΤΥΨΩ ΑΒΓΔΕΖ αβγδεζηθικλμνξπτυψω

10 pt. Modern Bold (820-10A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & AB abcdefghijklmnopqrstuvwxyz

8 pt. Modern Roman (770-8B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & ABC abcdefghijklmnopqrstuvwxyz

13 pt. News Gothic Condensed (690-13A)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

9 pt. News Bold (640-9B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Palm Beach (700-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Sans Serif Light (870-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Sans Serif Medium (600-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ& ABC abcdefghijklmnopqrstuvwxyz

10 pt. Schoolbook (1000-10B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & ABC abcdefghijklmnopqrstuvwxyz

12 pt. VariTyper Script (910-12B)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & AB abcdefghijklmnopqrstuvwxyz

7½ pt. Tribune News (610-7½C)
ABCD EFGHIJKLMNOPQRSTUVWXYZ & ABCDE abcdefghijklmnopqrstuvwxyz

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'.
It takes less than a second to change Type Fonts in the VariTyper 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 VariTyper 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
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.
This is the 'family' of VariTyper Composing Machines — offering a model and a method for practically every typographic need in Business and Industry.

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:

1. Model 110F VariTyper machine for forms, reports, statistical work...general internal composition.
2. Model 230F VariTyper machine with automatic justification...for text composition and general composition requirements.
4. Model 880 Photo-Composing machine for composing display type up to 72 points in size on 8½" wide rolls of film or paper.
5. Model 800 Headliner Photo-Composing machine composes display type in continuous lines on 35mm film or paper.
6. Model 840 Headliner Photo-Composing machine for display composition in single or multiple lines on 35mm film or paper.
7. Model 350 Engineering Lettering machine for lettering bills of materials, notes, etc., on engineering drawings.
9. Model 970 FotoList Sequential Card Camera photographs copy on FotoList cards to produce negatives of listing copy for directories, parts lists, price lists, etc.
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.
VariType 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
TYPE PHOTO COMPOSED from 84 pt. to 10 pt. by Simply Dialing

in 4 simple steps...

Type

FOR ANY DISPLAY, REPRODUCTION OR PRINTING PURPOSES

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

1. ANOUNCEMENTS
2. BANK CHECKS
3. BULLETINS
4. CHARTS
5. DISPLAYS
6. DRAFTING
7. FLIP CARDS
8. GRAPHS
9. LABELS
10. LAYOUTS
11. LITERATURE
12. MANUALS
13. MAPS
14. MENUS
15. PACKAGING
16. PARTS AND PRICE LISTS
17. PRESENTATIONS
18. PUBLICATIONS
19. SALES LETTERS
20. SIGNS
21. SILK SCREEN
22. SLIDES
23. VISUAL AIDS

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.

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.

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.

**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 'Exposurminder' is a meter which 'reads' the current flowing into the VARTYPER 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

ORDOUBLE LINES...just like this

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

AND CENTERED or JUSTIFIED MECHANICALLY
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.

YOU GET MICRO-SHARP 'REPRO' PROOFS...Enlarges up to 15 Diameters Without Fuzziness or Distortion!
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. The film is costly, but saves money because of the time element involved.
ADHESIVE WAX COATER
Adhesive Wax Coater
NEW
TIME SAVER

WAX and ACCESSORIES

REGULAR TACK WAX
LIGHT TACK WAX
FOOT SWITCH
LUCITE BURNISHING ROLLER
ROLLER CLEANING COMB
ALUMINUM WAX PAN

Addressograph Multigraph Corporation
1200 BABBITT ROAD - CLEVELAND, OHIO 44117
Addressograph-Multigraph of Canada, Ltd., Toronto 16, Ontario, Canada - Conveniently located offices throughout the world

Produced in U.S.A.
ADVANTAGES FOR EVERYONE!

STRIPEAD
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 1/4" 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

STRIPED ADHESIVE WAX COATER

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.
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.
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.\textsuperscript{17}
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
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 13½” 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
1200 BABBITT ROAD • CLEVELAND, OHIO 44117
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)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>CUT FROM MAGAZINES</th>
<th>3 X 5 CARDS</th>
<th>WHY</th>
<th>TIME WASTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>2  Yes 18</td>
<td>Yes 18</td>
<td>Hobby 6</td>
<td>No 20</td>
</tr>
<tr>
<td>Small</td>
<td>18 No 2</td>
<td>No 2</td>
<td>Handier 12</td>
<td></td>
</tr>
</tbody>
</table>

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 endex 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

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

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
\[
\begin{align*}
&\frac{1}{4} \text{ cup minced onion} \\
&2 \text{ table sp. wine vinegar} \\
&2 \text{tablesp. sugar} \\
&1 \text{ cup water} \\
&\frac{1}{2} \text{ cup catsup} \\
&3 \text{tablesp. Worcestershire sauce} \\
&16 \text{ oz. can tomato paste}
\end{align*}
\]

BROWN SAUCE
\[
\begin{align*}
&2 \text{tablesp. olive oil} \\
&1 \text{tablesp. grated onion} \\
&3 \text{ mushrooms, chopped} \\
&\frac{1}{2} \text{ cup white wine} \\
&\text{Pinch of thyme} \\
&\frac{1}{4} \text{ bay leaf, ground} \\
&1 \text{ cup veal} \\
&\text{salt and pepper as desired}
\end{align*}
\]

CLAM SAUCE
\[
\begin{align*}
&1\frac{1}{4} \text{ dozen small neck clams} \\
&4 \text{tablesp. olive oil} \\
&1 \text{ clove garlic, chopped} \\
&1 2\frac{1}{2} \text{can Italian plum tomatoes} \\
&\frac{1}{2} \text{teasp. oregano} \\
&\text{salt and pepper as desired}
\end{align*}
\]
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 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
\( \frac{1}{3} \) cup salt
1½ 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
1½ 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)
1/3 cup salt
Boil in water and let stand over night; wipe dry.
1/4 cup mixed spices
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 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)
1/4 cup sugar
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
½ level teasp. salt
1 cup milk
2 tablesp. melted butter

Roll in ½ 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)
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
3-1/3 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
½ 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:


4. Rysia, Old Warsaw Cookbook, Roy Publisher, A.W. 1958, P. 1-304


13. Dahnesses, Manye, Favorite Recipes, Kraft Phenix Cheese Cor., 1932, P. 1-48


15. Varityper Headlines, Newark, New Jersey 1965, Booklet.

16. Varityper Headliner 35mm Film, Newark, N. J. 1965 Booklet.
17. Addressograph Multigraph Cor. Wax and Accessories,,
Cleveland, Ohio 1965, Booklet.
Bibliography
BIBLIOGRAPHY

Addressograph Multigraph Corporation, Wax and Accessories... Cleveland, Ohio 1965. (Annual Cumulation)


Catanzano, Angela, The Home Book of Italian Cooking, Fifth Crest Printing, April 1964, U.S.A.

Clip Book of Fine Art, Announcing #73, Volk Corporation Pleasantville, New Jersey, 1960.

Clip Book of Fine Art, Food, #300, Volk Corporation, Pleasantville, New Jersey, 1960.


Crocker, Betty, Picture Cook Book, General Mills.

Dahnkes, Marye, Favorite Recipes, Kraft-Phenix Cheese Corporation, 1932.

De Proft, Melanie, Woman's World Cookbook, Book Production Industries, Inc. 1961, U.S.A.


Multilith Offset Class 1250, Cleveland, Ohio, 1965 (Annual Cumulation.)

Multilith Offset Class 2550, Cleveland, Ohio 1965, (Annual Cumulation.)

Multilith "offset" Sales Training Bulletin, Cleveland, Ohio, 1965, (Annual Cumulation.)


Paste Pot & Scissors, February Issue #9, Volk Corporation, Pleasantville, New Jersey, 1960.


Paste Pot & Scissors, October Issue #17, Volk Corporation, Pleasantville, New Jersey, 1960.


Varityper Corporation, Newark, New Jersey, 1965. (Annual Cumulation)

Varityper Headliner 35MM Film, Newark, New Jersey 1965, (Annual Cumulation.)

Varityper Headliner 860 Photo Composing Machine, Newark, New Jersey, 1965 (Annual Cumulation.)
Varityper Type Fares, Newark, New Jersey, 1965, (Annual Cumulation).

