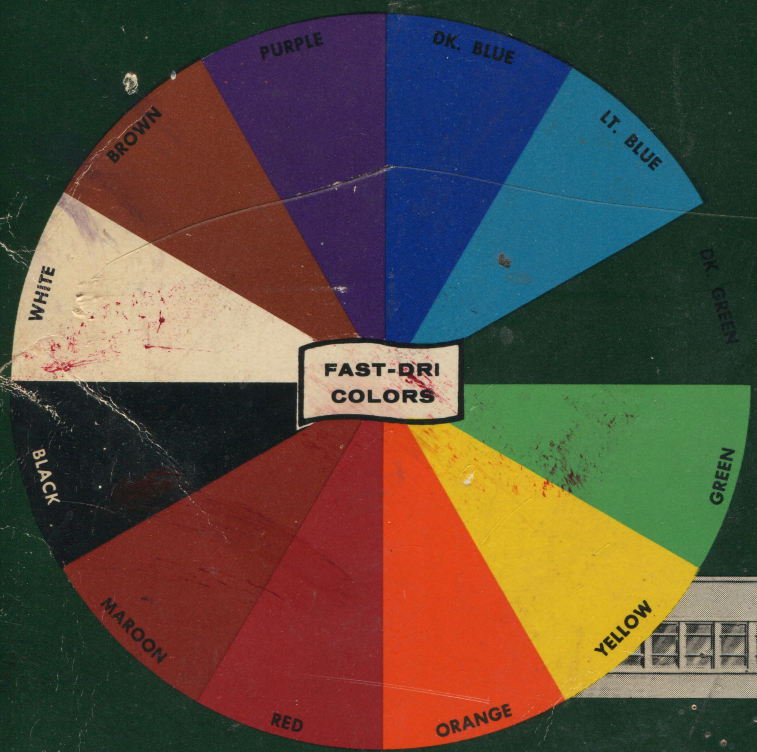
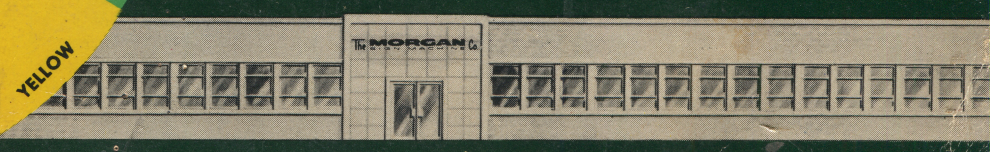
CATALOG NO. M656

Line-O-Scribe
SIGN MACHINES

and supplies

- INKS • CLEANERS • ROLLERS
- METAL AND WOOD TYPE
- TYPE RACKS • CABINETS
- CUTS AND DESIGNS
- CARDBOARDS AND PAPERS
- TOPPERS AND IMPRINTED BLANKS
- CARD HOLDERS • EASELS
- SIGN REQUISITION FORMS





The MORGAN Co. SIGN MACHINE 4510 N. RAVENSWOOD AVE. . . . CHICAGO 40, ILL.

QUICK REFERENCE...

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★ **Prices on Enclosed Price Sheets**

Line-O-Scribe SIGN MACHINES

for every size and every kind of business. Models with type styles and sizes for all merchandise classifications.

GUARANTEE

The Line-O-Scribe machines are guaranteed against any manufacturing defect and have been used by department stores, chain stores and individual stores since 1930. There are few wearing parts on the machines, with the result that they will last a business lifetime. In active sign departments they have been used for up to 15 years with practically no cost for upkeep.

TYPE SIZES

Line-O-Scribe type is made from metal in sizes up to 72 point (1 inch). Larger sizes are made in wood. The wood type when given proper care will outlast the metal type. While every known style of type is available for use on the Line-O-Scribe, the styles and sizes listed in this catalog are most suitable for sign printing.

DELIVERY

Under normal conditions all models of the Line-O-Scribe machine can be shipped within from two to four weeks, and fast service is maintained on supplies. Except during extreme rush periods, all supply orders are shipped within five days of their receipt at this office. Wherever an emergency exists, needed supplies can go forward the same day by Air Express. We strive to give you the service that you need.

USERS

Line-O-Scribe machines have been made since 1930 and are in use by thousands of stores in all classifications. Leading department stores have used Line-O-Scribe machines for many years to handle their sign printing needs. Chain stores of all descriptions are large users of this equipment, and all classifications of individually owned stores have found the Line-O-Scribe machine to be ideal for the promotion of the sale of their merchandise within their stores. Many classifications other than retailers use the Line-O-Scribe machines for proofing and other printing requirements where one or a few of a kind are needed.

HOW TO CHOOSE YOUR Line-O-Scribe SIGN MACHINES

SIZES

1. What size Line-O-Scribe do you need? First decide on the largest signs your store requires. A high percentage of merchandise signs used today are 7 x 11 inches and smaller. However, you will use larger sizes for window displays and for feature signs inside your store. Many leading merchants use 22 x 28 inch and 14 x 22 inch signs in large numbers to lead traffic to certain sections of their store, to highlight promotional items and to conduct special sales. Window readers and paper scrolls are usually in these larger sizes. Any Line-O-Scribe produces the smaller signs and price tickets, so the size of the largest sign you want to use determines the model. For example, if you want to use signs up to 14 x 22 inches, then the model with 1422 appearing in its number is needed, so let's check the size of the signs for your store: 22" x 28" ☐ 14" x 22" ☐ 14" x 11" ☐ 7" x 11" ☐ smaller ☐.

MODELS

2. Which model should you get? Test comparisons of the self-inking models show that in actual use production was 25% to 35% higher than when the hand inked models were used. Self-inking models also distribute the ink evenly, so that resulting signs are of a higher grade . . . no one wants to lose 25% to 35% of their production where time is a factor and, of course, top quality for the advertising inside your store is most desirable . . . hand ink models do a good job and are for stores with limited sign requirements and where time is not one of the prime factors. Thousands of merchants use the hand ink models since they fill the needs and are lower in cost . . . a little analysis quickly tells you whether the self-inking ☐ or the hand inking ☐ models should be used.

TYPE STYLES

3. What style and size of lettering should you use? Combine script with one of the plainer types for best results. The specifications of each model list a good range of sizes for the capacity of that particular model. If you do not have someone in your organization who has a good knowledge of display type, simply specify the kind of business yours is and whether merchandise qualities are (a) medium and up, (b) medium and lower, or (c) top quality only. We will furnish type that is best for your merchandise and your store.

COST OF OWNING

4. What does it cost to own a Line-O-Scribe? While price will sometimes determine your choice, it is advisable to purchase a model that will handle the largest signs you ever want to use. The Line-O-Scribe will be used over a period of years, during which time it will be selling volumes of merchandise and from an accounting standpoint will be written off over a ten year period. For every $100 invested in a Line-O-Scribe, this amounts to about 3c per day for a ten year period figured as follows (3 x 365 x 10). It is therefore false economy to do without this sales creating medium or to consider some model which is too small to produce the signs you need to sell your merchandise.

SUGGESTIONS WHEN ORDERING SUPPLIES

INK ORDERS

should specify color wanted as well as kind. With Fast-Dri Ink you need composition rollers and F60 Cleaner . . . Water Color ink is applied with rubber rollers and cleans with water. **If you change from one ink to the other, get the necessary supplies recommended for that ink.**

TO MATCH TYPE

you are now using, send an imprint of a few of the letters or figures from the set to be matched or give the stock number, size and type name.

LINE-O-SCRIBE

Type fonts contain the following Letters or Figures—Sizes up to 72 point in metal . . . larger sizes are wood:

CAPITALS

81 pieces as follows:

3-A, 2-B, 2-C, 2-D, 4-E, 2-F, 2-G, 2-H, 3-I, 2-J, 2-K, 4-L, 2-M, 3-N, 4-O, 2-P, 1-Q, 4-R, 4-S, 3-T, 4-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-, 4-., 1-?, 1-!, 1-&, 2-", 2-', 3- -

LOWER CASE

100 pieces as follows:

6-a, 4-b, 4-c, 3-d, 6-e, 3-f, 3-g, 3-h, 5-i, 3-j, 3-k, 5-l, 3-m, 5-n, 5-o, 2-p, 2-q, 5-r, 6-s, 5-t, 6-u, 3-v, 3-w, 2-x, 3-y, 2-z

FIGURES

28 pieces for fonts up to 2 inch

3-1, 2-2, 2-3, 2-4, 3-5, 2-6, 2-7, 2-8, 2-9, 3-0, 2-¢, 2-$, 1-.

FIGURES

15 pieces for fonts over 2 inch

2-1, 1-2, 1-3, 1-4, 2-5, 1-6, 1-7, 1-8, 1-9, 2-0, 1-$, 1-¢

Contact Advertising AT THE POINT WHERE

★ The Shopper
★ The Merchandise
★ and the money get together



PROMOTE SALES . . . CONTROL INVENTORY

A general analysis of Merchandising shows that you must

1. **Announce and show new merchandise quickly**
2. **Close out slow and dead items at once**
3. **Push staple items constantly**

Often the only chance you get to talk to shoppers and customers who visit your store is through Contact Advertising. By this medium you can . . . announce new merchandise . . . tell of qualities and values offered . . . appeal to all your store traffic . . . follow through on other advertising to complete sales . . . increase sales volume through visual selling.

Each individual who makes up your store traffic is subject to IMPULSE BUYING. Every minute that a person is in your store you have an opportunity to sell visually. The attention you get through merchandise display and copy at the point of Customer Contact can result in many additional sales. Multiply the number who enter your store monthly by the number of items you advertise inside your store and you have a NEW ADVERTISING MEDIUM . . . with Space Cost PAID and Production Cost LOW.

MERCHANDISING SURVEYS SHOW . . .

1. **Shoppers want merchandise out where they can examine it**
2. **Shoppers want information without asking for it**
3. **Shoppers want to see prices so they can make their own buying decisions**

SALES PROMOTION WITHIN YOUR STORE for maximum results . . .

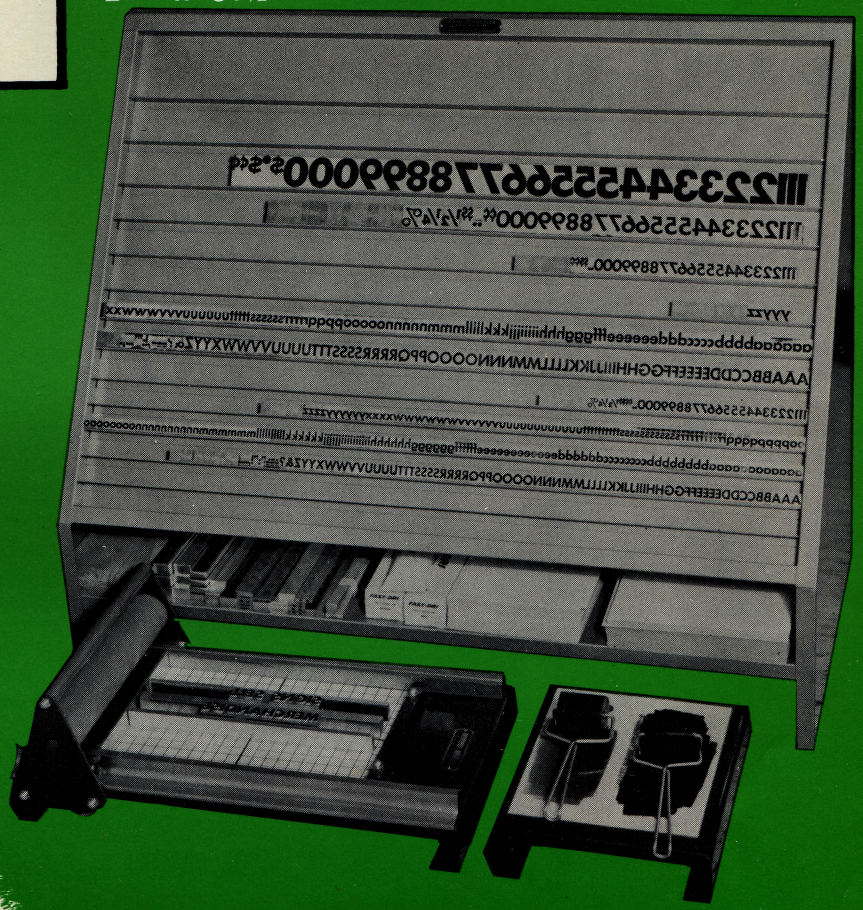
1. **Display your goods where shoppers can examine them . . .**
2. **Arrange your merchandise so sales can be made without "breaking display" . . .**
3. **Use signs that create desire and stimulate action . . .**
4. **Promote sales of best sellers . . .**
5. **Let shoppers be free to SHOP**

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

MODEL MR711

A compact and convenient layout for individual and branch stores using signs not larger than 7 x 11 inches. A complete self-contained unit taking little space . . . 24" x 31½"



7" x 11" capacity

Handles every size lengthwise or crosswise up to 7x11 inches on paper or cardboard.

Length . . . . . 31½"
Width . . . . . 24"
Height . . . . . 26½"
Shipping Weight . . . 120 lbs.
Finish: Green Cortex with polished brass

SPECIFICATIONS OF MR711

1 Line-O-Scribe Machine 7"x11" capacity
1 Table Top Rack
1 Leatherette Cover
1 Card Rack
1 Set Lining Bars and Furniture
1 Set Wedges
1 Deluxe Ink Platen
2 Tubes Fast-Dri Ink
2 Composition Ink Rollers—2 inch
1 Justifier
1 Gallon Type & Roller Cleaner
1 Quart Hand Cleaner
5 Pads Sign Requisition Forms
1 Extra Layout Sheet
1 Font 36 point Capitals
2 Fonts 36 point Lower Case
1 Font 36 point Figures
1 Font 48 point Capitals
1 Font 48 point Figures
1 Font 72 point Figures
1 Font 8 line Figures
1 Each 36 point Fractions—½, ¼, %
1 Each 72 point Fractions—½, ¼, %
2 Lbs. Assorted Spacers
50 Sheets Cardboard—5½"x7"
50 Sheets Cardboard—7"x11"

Operates on a fixed pressure principle which is not changed as long as the same standard cardboard is used. Pressure can be increased or decreased by adding or removing cardboard or paper under the sheet on which the type is set. REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inked rollers. TWO-SIDED signs can be made instantly by turning the card over and slip sheeting the original side. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT lengthwise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc., along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

AB 36 point Caps
ab Lower Case
23 Figures
AB 48 point Caps
23 Figures
23 72 point Figures
9 8 line Figures

THE MORGAN SIGN MACHINE CO.

7" x 11" capacity

Line-O-Scribe MODEL M711

Length . . . . . 18"
Width . . . . . 11"
Height . . . . . 7"
Shipping Weight . . . 80 lbs.
Finish: Green Hammerloid with polished brass.

Handle any size up to 7" x 11" lengthwise or crosswise.



Designed especially for the store that wants a small, low priced sign machine.

A compact unit.

Takes only 11" x 18" space when not in use.

Produces signs with two or more colors at once.

Permits every store, regardless of size, to have a method of advertising their merchandise in their windows and inside their store at the point of Customer Contact.

Designed especially for the small store whose merchandise demands the same high quality of sign card advertising as the largest department store. Eye-appealing signs, to lead your customer's attention to your merchandise display . . . to announce new items, sales values and special events.

Anyone can operate the new Line-O-Scribe without special training and print clear, "visual selling" signs that will create the impulse to want and the decision to buy.

Machine is finished in green hammerloid . . . rails are extruded brass . . . handle and nameplates are brass finished . . . cover is dark green leatherette with gold imprinting.

HERE'S WHAT COMES WITH THIS UNIT:

1 Line-O-Scribe Machine 7"x11" capacity
1 Type Tray
1 Leatherette Machine Cover
1 Set Lining Bars and Furniture
1 Set Wedges
1 Double Ink Platen
2 Tubes Fast-Dri Ink
2 Composition Ink Rollers—2 inch
1 Justifier
1 Gallon Type & Roller Cleaner
1 Quart Hand Cleaner
5 Pads Sign Requisition Forms
1 Extra Layout Sheet
1 Font 36 point Capitals
1 Font 36 point Lower Case
1 Font 36 point Figures
1 Font 48 point Capitals
1 Font 72 point Figures
1 Each 36 point Fractions—½, ¼, ⅝
1 Lb. Assorted Spacers
50 Sheets Cardboard—5½"x7"
50 Sheets Cardboard—7"x11"

AB abc 23
36 point Caps Lower Case Figures

ABC 23
48 point Caps 72 point Figures

THE MORGAN SIGN MACHINE CO.

HORIZONTALLY . . . the Biggest Sign Machine!

Line-O-Scribe... Longfellow

MODEL K1444

PRINTS ALL SIGNS up to 14x44 inches

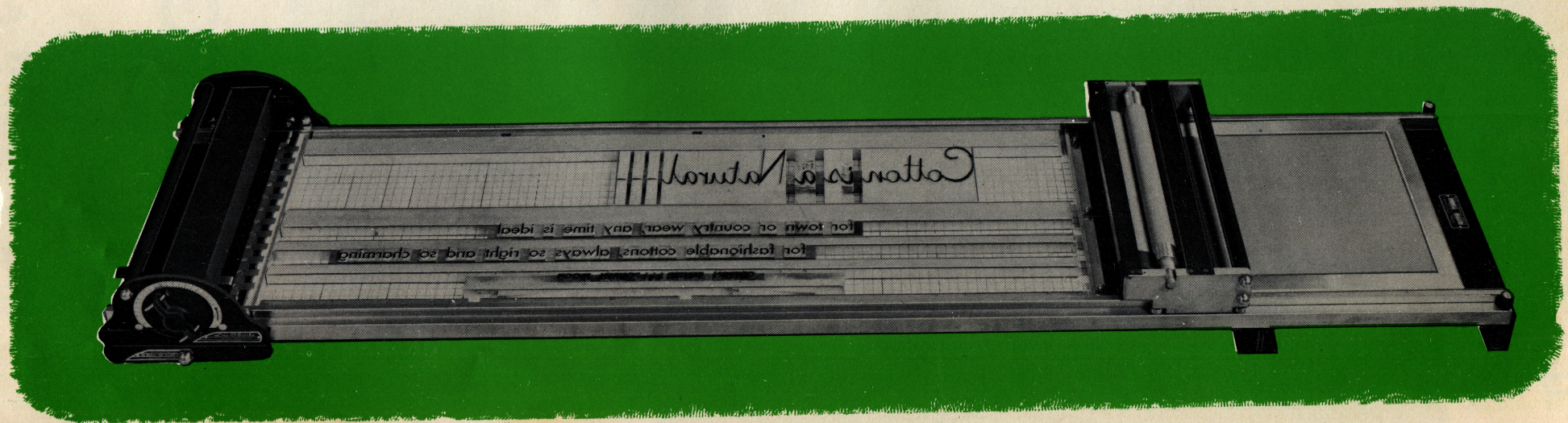
Clean, clear printing of the biggest signs . . . Adjustable for small ones . . . The answer to big overhead signs, rack cards, window readers, display scrolls . . . Originally made on request for several leading stores . . . Now proven and available for immediate delivery

SPECIFICATIONS

Length . . . . . 73″
Width . . . . . 18″
Height . . . . . 7″

Shipping Wgt. . . . . . 310 lbs.
Finish: Green Cortex and Satin Chrome

1	Line-O-Scribe self-inking machine 14x44 printing capacity
2	Tubes Fast-Dri Ink
1	3″ Composition Ink Roller
1	2″ Composition Ink Roller
1	Gal. Type & Roller Cleaner
1	Qt. Hand Cleaner
1	½ Pt. Justifier
1	Double Ink Platen
1	Wiping Cloth
1	Ink Plate Cover
2	Aluminum Lining Bars 1½ x ¾ x43″
4	Aluminum Lining Bars ¾ x ¾ x43″
6	¼ x ¾ x10″ Lining Bars Rubber Lined
2	½ x ¾ x12½″ Lining Bars Rubber Lined
2	¼ x ¾ x12½″ Lining Bars Rubber Lined
2	½ x ¾ x13½″ Lining Bars Rubber Lined
10	½ x ¾ x10″ Lining Bars
4	¼ x ¾ x10″ Lining Bars
5	6 pt. x 10″ Lining Bars
5	12 pt. x 10″ Lining Bars
4	2x12½″ Wood Spacing Furniture
1	3x10″ Wood Spacing Furniture
4	2x10″ Wood Spacing Furniture
2	3x10″ (Diag.) Wood Spacing Furniture
2	3x12½″ (Diag.) Wood Spacing Furniture
2	½″ Lock Wedges
2	¾″ Lock Wedges



Line-O-Scribe
MODEL MR1411

A practical machine



Machine Length . . . . . 27"
Width . . . . . 18"
Height . . . . . 7"
Ink Plate . . . . 12"x15¾"x3"
Rack . . . . . 40"x27"x14"
Shipping Weight . . . . 250 lbs.
Finish: Baked Green Cortex and Satin Chrome

CHOOSE A STYLE OF TYPE IN KEEPING WITH YOUR

ABCDEFGHIJKLM
24 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

ABCDEFG
36 point Caps.

abcdefg
Lower Case

23456
Figures

THE MORGAN SIGN MACHINE CO.

FOR MERCHANTS WHO WANT 11" x 14" SIGNS FOR WINDOWS AND PROMOTIONS AS WELL AS 7" x 11" AND SMALLER SIGNS THROUGHOUT THE STORE . . .

REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inking rollers. TWO-SIDED SIGNS can be made instantly by turning the card over and slip sheeting the original side. PRESSURE CONTROL adjusts for any thickness of paper or cardboard by turning the dial. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT lengthwise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc. along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF MR1411

- 1 Line-O-Scribe Machine 14"x11" capacity
- 1 Type rack
- 1 Leatherette machine cover
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Locking Wedges
- 1 Deluxe Ink Platen
- 1 Card Rack
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers
- 1 Justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case
- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 Lbs. Assorted Spacers for above type

89

8 line Figures

BUSINESS *. . . These sizes come with this model*

ABC abcd 2345

48 point Caps — Lower Case — Figures

AB abc 23

72 point Caps — Lower Case — Figures

9

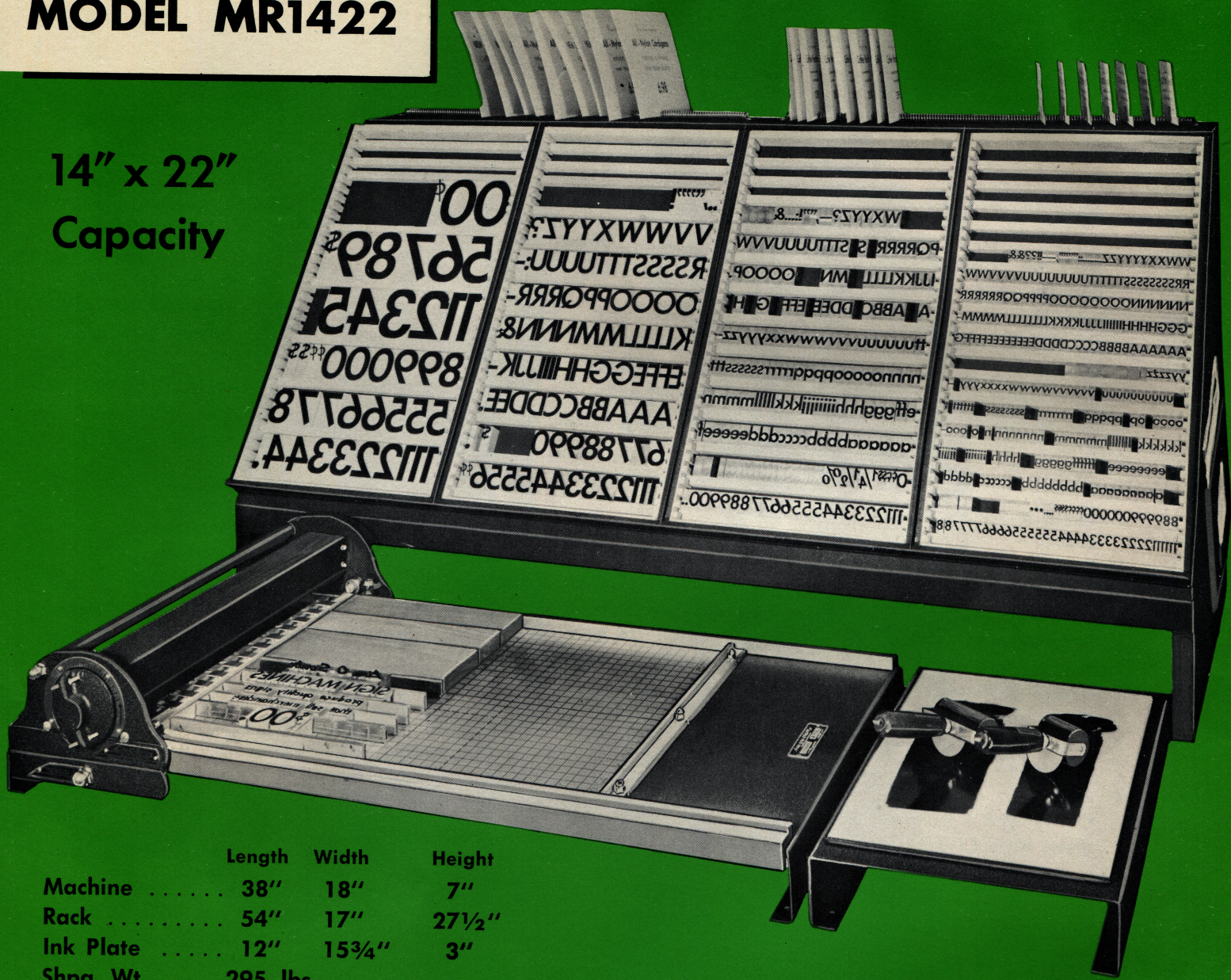
12 line Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe
MODEL MR1422

For convenience

14" x 22" Capacity



	Length	Width	Height
Machine	38"	18"	7"
Rack	54"	17"	27½"
Ink Plate	12"	15¾"	3"

Shpg. Wt. . . . . 295 lbs.

Finish: Baked Enamel and Satin Chrome

ABCDEFGHIJKLM
24 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

ABCDEFG
36 point Caps

abcdefg
Lower Case

23456
Figures

THE MORGAN SIGN MACHINE CO.

and speed in operating . . .

AN IDEAL MODEL FOR EFFICIENT SIGNING IN ONE OR TWO COLORS

Type is carried on a rack above and behind the machine where the operator has quick access to all sizes. Coil-type drying racks are along the top and a leatherette drop cover goes over the type when not in use. Operators like the ink plate up at machine level. Has all the advantages and the machine itself is the same as M1422.

SPECIFICATIONS OF MR1422

- 1 Line-O-Scribe Machine 14"x22" capacity
- 1 Type Rack—4 drawers, with leatherette cover
- 1 Deluxe Ink Platen
- 1 Leatherette Machine Cover
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Wedges
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers
- 1 Justifier.
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case
- 1 Font 72 point Figures
- 1 Font 8 line Capitals
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 Lbs. Assorted Spacers for above type

AB

8 line Caps

89

8 line Figures

GUARANTEED against any manufacturing defects.

YOU CAN USE ANY STYLE OF TYPE HERE ARE THE SIZES FURNISHED WITH THIS MODEL

ABC

48 point Caps

abcd

Lower Case

2345

Figures

AB abc 234

72 point Caps — Lower Case — Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Faster by 35%...Cleaner to Operate..

THE INK IS DISTRIBUTED IN ONE QUICK

Line-O-Scribe
SELF-INKING MODEL MK1411



14" x 11" Capacity

Length . . . . . 40"
Width . . . . . 31½"
Height . . . . . 59"
Shpg. Wt. . . . . 480 Lbs.
Finish: Baked Green Cortex and Satin Chrome

SPECIFICATIONS

1 Line-O-Scribe Machine 14"x11" capacity—self Inking
1 Leatherette machine cover
1 Type rack with cover
1 All Steel Base
1 Set Lining Bars
1 Set Spacing Furniture
1 Set Locking Wedges
1 Card Rack
2 Tubes Fast-Dri Ink
2 XTRON Ink Rollers
1 justifier
1 Gallon Type & Roller Cleaner
1 Quart Hand Cleaner
5 Pads Sign Requisition Forms
1 Extra Layout Sheet
1 Font 24 point Capitals
1 Font 24 point Lower Case
1 Font 24 point Figures
1 Font 36 point Capitals
2 Fonts 36 point Lower Case
2 Fonts 36 point Figures
2 Fonts 48 point Capitals
1 Font 48 point Lower Case
1 Font 48 point Figures
1 Font 72 point Capitals
1 Font 72 point Lower Case
1 Font 72 point Figures
1 Font 8 line Figures
1 Font 12 line Figures
4 lbs. Asst. Spacers for above type

THE MORGAN SIGN MACHINE CO.

. Clearer Imprints over hand-inked models.

EVENLY TO ANY SIZE COPY

MOTION OF THE INKING ASSEMBLY.

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony. GUARANTEED against any manufacturing defects.

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

ABCDEFGHIJ abcdefghijklm 1234567

24 point Caps — Lower Case — Figures

ABCDEF abcdef 234

36 point Caps. — Lower Case — Figures

89

8 line Figures

ABC abcd 2345

48 point Caps — Lower Case — Figures

AB abc 23

72 point Caps — Lower Case — Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SELF-INKING MODEL MK1422C

Users claim 25% to 35%

THE INK IS DISTRIBUTED

IN ONE QUICK



14" x 22" Capacity

Length . . . . . 58"
Width . . . . . 34"
Height . . . . . 57"
Shpg. Wt. . . . 950 lbs.
Finish: Baked Enamel and Satin Chrome

ABCDEFGHIJKLM
24 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

ABCDEFG
36 point Caps

abcdefg
Lower Case

23456
Figures

THE MORGAN SIGN MACHINE CO.

increased production over hand-inked models.

EVENLY TO ANY SIZE COPY

MOTION OF THE INKING ASSEMBLY.

SPECIFICATIONS OF MK1422C

1 Line-O-Scribe Self-Inking Machine 14"x22" capacity
2 Metal type cabinets (14 drawers)
1 Sliding 4-drawer type rack
1 Assembly of table top, card rack, etc. as illustrated
1 Leatherette machine cover
1 Leatherette rack cover
1 Double Ink Platen
1 Metal Cover for Ink Platen
1 Adjustable Operator's Chair
1 Set Lining Bars
1 Set Spacing Furniture
2 Set Wedges
2 Tubes Fast-Dri Ink
2 Composition Ink Rollers
1 Justifier
1 Gallon Type & Roller Cleaner
1 Quart Hand Cleaner
5 Pads Sign Requisition Forms
1 Extra Layout Sheet
2 Fonts 24 point Capitals
2 Fonts 24 point Lower Case
2 Fonts 24 point Figures
3 Fonts 36 point Capitals
3 Fonts 36 point Lower Case
3 Fonts 36 point Figures
4 Fonts 48 point Capitals
4 Fonts 48 point Lower Case
3 Fonts 48 point Figures
2 Fonts 72 point Capitals
2 Fonts 72 point Lower Case
3 Fonts 72 point Figures
1 Font 8 line Capitals
1 Font 8 line Figures
1 Font 12 line Figures
6 Lbs. Assorted Spacers for above type

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony. Work areas illuminated by 40-watt fluorescent light. GUARANTEED against any manufacturing defects.

A 9
8 line Caps Figures

9
12 line Figures

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

ABCDEFG abcdef 23456
48 point Caps Lower Case Figures

ABCD abcd 2345
72 point Caps Lower Case Figures

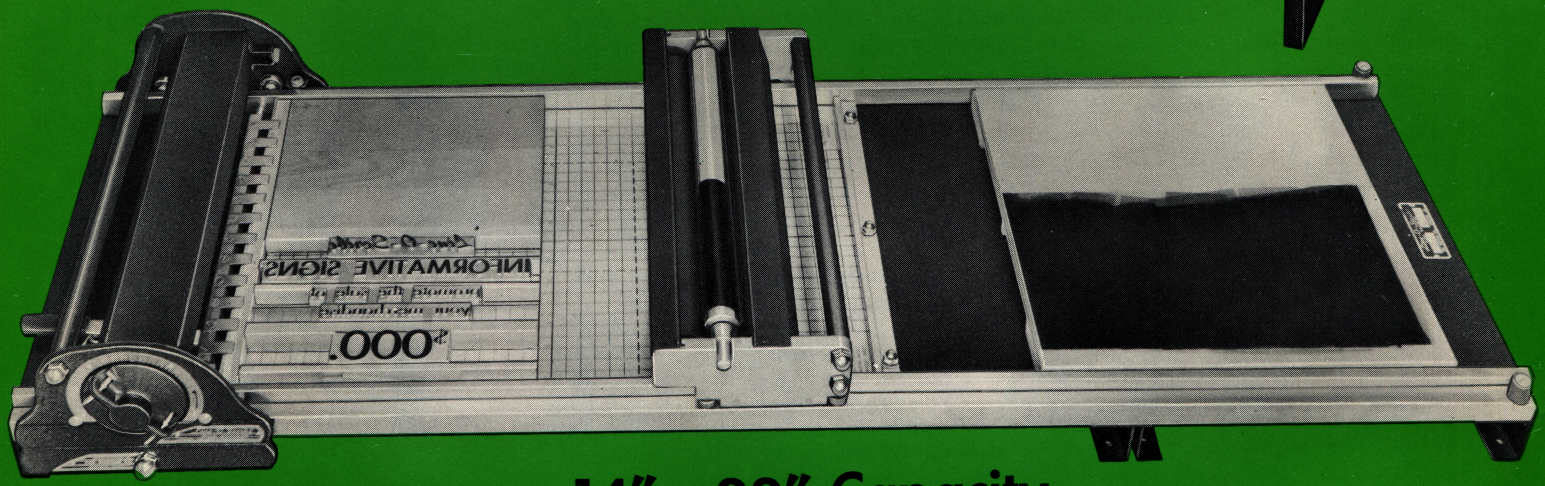
THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SELF-INKING
MODEL KR1422

For those who want a





14" x 22" Capacity

ABCDEFGHIJKLM
24 point Caps

abcdefghijklm
Lower Case

23456789
Figures

ABCDEF
48 point Caps

abcdef
Lower Case

23456
Figures

THE MORGAN SIGN MACHINE CO.

self-inking model at minimum cost

Machine Length . . . . . 51"
Width . . . . . 18"
Height . . . . . 7"

Each Cabinet . . 23"x15½"x9"
Rack . . . . . 54"x17"x27½"

Complete Shpg. Wt. . . 445 lbs.
Finish: Baked Enamel and Satin Chrome

SPECIFICATIONS OF KR1422

1 Line-O-Scribe Self-Inking Machine 14"x22" capacity
1 Type Rack (4 drawers, with leatherette cover)
1 Metal Type Cabinet (5 drawers)
1 Leatherette machine cover
1 Double Ink Platen
1 Set Lining Bars
1 Set Spacing Furniture
1 Set Locking Wedges
2 Tubes Fast-Dri Ink
2 Composition Ink Rollers
1 Justifier
1 Gallon Type & Roller Cleaner
1 Quart Hand Cleaner
5 Pads Sign Requisition Forms
1 Extra Layout Sheet
1 Font 24 point Capitals
1 Font 24 point Lower Case
1 Font 24 point Figures
2 Fonts 36 point Capitals
2 Fonts 36 point Lower Case
2 Fonts 36 point Figures
2 Fonts 48 point Capitals
2 Fonts 48 point Lower Case
2 Fonts 48 point Figures
1 Font 72 point Capitals
1 Font 72 point Lower Case
2 Fonts 72 point Figures
1 Font 8 line Capitals
1 Font 8 line Figures
1 Font 12 line Figures
4 Lbs. Assorted Spacers for above type

COMBINES all the Line-O-Scribe exclusive features. DIAL PRESSURE CONTROL adjusting for any thickness of paper or cardboard by a turn of the dial. MECHANICAL INKING transferring the ink to any size copy in one pass of the multiple ink rollers. REREGISTRATION when the need arises. TWO-SIDED SIGNS that are done instantly by turning the card over and slip sheeting original side. CHOICE OF LAYOUT from center spacing and transitional balance to angles and curves. CORRECT SPACING for all letters, both wide and narrow letters are engineered to take the proper amount of space. REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. TWO COLORS can be produced by striping the ink plate or by using hand inking rollers. RUGGED CONSTRUCTION gives many years of service. GUARANTEED against manufacturing defects.

A9

8 line Caps Figures

SIZES OF LETTERS AND FIGURES LISTED. CHOICE OF STYLES AVAILABLE.

ABCD
36 point Caps

abcde
Lower Case

23456
Figures

9
12 line Figures

AB abc 234
72 point Caps Lower Case Figures

THE MORGAN SIGN MACHINE CO.

Has many operating advantages for

SINGLE SIGNS, ANNOUNCEMENTS,

Line-O-Scribe
SELF INKING
MODEL M2228

22" x 28" capacity

Length	**83"**
Width	**38"**
Height	**46"**
Shipping Weight	**870 lbs.**

Finish: Baked Enamel and Cadmium



Users claim 25% to 35% increased production over hand inked machines. Reproduces cuts, linoleum blocks or slugs along with Line-O-Scribe type in any size from 10 inch bold down to 8 point.

THE MORGAN SIGN MACHINE CO.

storewide promotion WINDOW READER SIGNS, SHORT RUNS AND OTHER REPRODUCTIONS

OPERATES EASILY even on large copy of bold type. A turn of the wheel moves the pressure rollers along a geared track. LEVER PRESSURE CONTROL adjusts for thin paper or thick cardboard by simple adjustment of the lever. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes.

ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., can be run along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. Three composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, and self-contained ball bearings. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF M2228

- 1 Self-Inking Line-O-Scribe Machine 22"x28" capacity
- 1 Mechanical inking assembly
- 1 Vibrating distributing roller
- 1 Metal distributing roller
- 1 Composition distributing roller
- 1 Set Lining Bars
- 1 3" Composition Roller
- 1 2" Composition Roller
- 2 Tubes Fast-Dri Ink
- 1 Can Fast-Dri Justifier
- 1 Gallon Type Cleaner
- 1 Quart Hand Cleaner

Type, cabinets, racks and other supplies for this machine are sold separately since requirements vary so much. Selections should be made from listings on other pages of this catalog.

Has VARIED USES by retailers, distributors, commercial shops, schools and manufacturers. For SIGNS one of a kind, one-sided or two-sided • DUPLICATIONS up to 100 or more VISUAL TRAINING materials • SALES PORTFOLIOS • PROOFING • PREPARING MASTERS for offset duplication • SHORT RUN production up to 100 or more.

Line-O-Scribe

SAMPLE SCROLL SUGGESTIONS

Figure fitted

Swimmable Bathing Suits

cling to you, in the water
or on the beach . . . $12.95

Smartly tailored

Luxurious Unfinished Worsteds

Single breasted
with custom details . . . $85.

Smartly tailored

Unfinished Worsteds

Single breasted
with custom details . . . $85.

Cottons . . . so
cute and curvy

Washable Puff-Sleeve Pastels

Elasticized to curve your
figure - skirt whirling out
wide. Sizes 12 to 20 . . . 19.95

You'll be in the
spotlight with these styles

From the old South

bare shouldered bodice
with waltz-full skirt of
antique silk and rayon

New choice
of slender women

Scarf Collar with Firm Bodice

Very romantic, newest
thing to happen to a suit

When you want
that well dressed feeling

Fashion Hunter's Suits

cotton, rayon, and silk
a blend with the look
of heavy silk . . . 85.00

THE MORGAN SIGN MACHINE CO.

SAMPLE SIGN SUGGESTIONS

Line-O-Scribe

SPECIAL

Electric
ALARM CLOCK

self-starting model
pleasant chime alarm

$9.95

Serviceable always
POPLIN JACKETS
rain repellent
zipper front
8.25

For a gift . . . or for yourself
Sterling Identification Bracelet
has large engraving plate
comes in gift box
10.95

UNIVERSITY of ILLINOIS
ILLINI UNION
presents
FRED WARING
and Company
Jan. 25, 8:00 p.m.
Auditorium
TICKETS AVAILABLE
ni Union - Main Desk

Famous for long wear!
WORSTED
Sharkskin Suits
single or double breasted
100% virgin wool
59.95

SPECIAL SALE
FACIAL
TISSUES
300 sheets
assorted colors
19¢

This season's smartest
tailored at Fashion Park
Striped Flannels
grays and blues
with custom details
$89

78 piece set . . .
Imported English China Dinnerware
service for twelve
graceful spray pattern
69.50

Famous Make
PORTABLE RADIO
built-in antenna
plastic cabinet
39.95

You always Save at
JONES BROS.
OUR PRICE
$5.95

Smartly styled no-iron
SEERSUCKER CASUAL ROBES
styled for ease and comfort
the coolest of fabrics
8.98

THE MORGAN SIGN MACHINE CO.

TO HELP YOUR PEOPLE . . FOLLOW THIS SYSTEM!

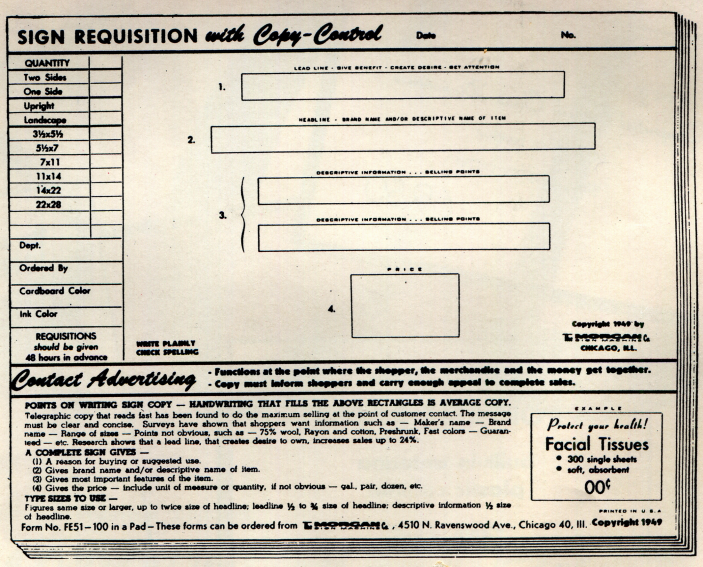
This Chart is Supplied with Every Line-O-Scribe

Wall Chart is 28"x44" . . . shows signs in actual sizes . . . 14"x22", 11"x14", 7"x11", 5½"x7", 3½"x5½", 2¾"x3½" and smaller.



SIGN REQUISITION FORMS FE51
with Copy Control

Standardization of signs can only be accomplished where the copy is controlled. Even trained sign copy writers find these forms indispensable for guiding them on "What to Say" and "How Much to Say." For your convenience they are padded in 100's and packaged in 1,000's . . . a copyright of THE MORGAN SIGN MACHINE CO.



THE MORGAN SIGN MACHINE CO.

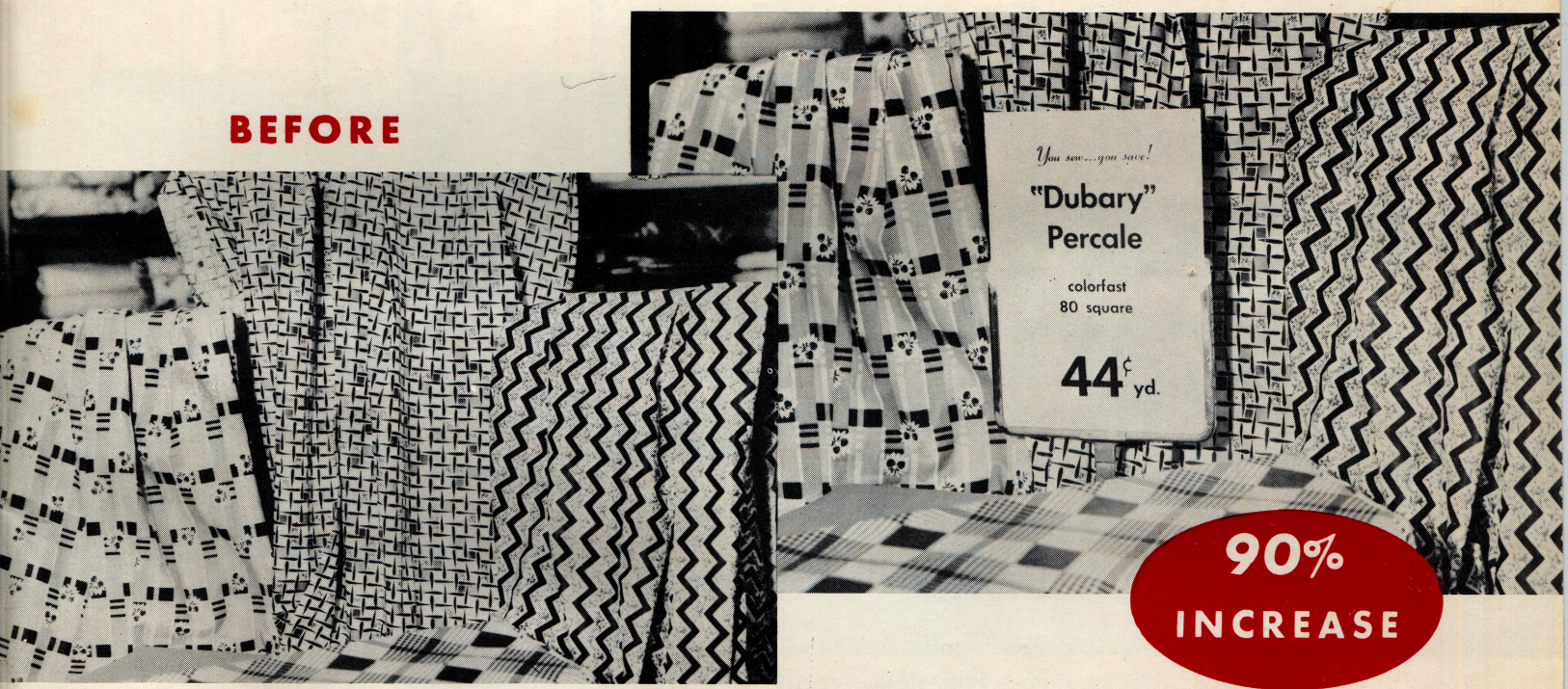
*UNBELIEVABLE RESULTS of Merchandise Survey!

* STORE NAME WILL BE FURNISHED ON REQUEST

The following comparative tests were run in a suburban town 25 miles from the largest shopping center in the Middle West. Sales were checked for two weeks without signs and for two weeks with signs. It is indeed amazing that the following percentage gains were obtained. "Contact Advertising" signs produced on the Line-O-Scribe created these impulse sales.

AFTER

BEFORE



90% INCREASE

The copy read . . . *You Sew . . . You Save!*

"Dubarry" Percale

Colorfast — 80 square

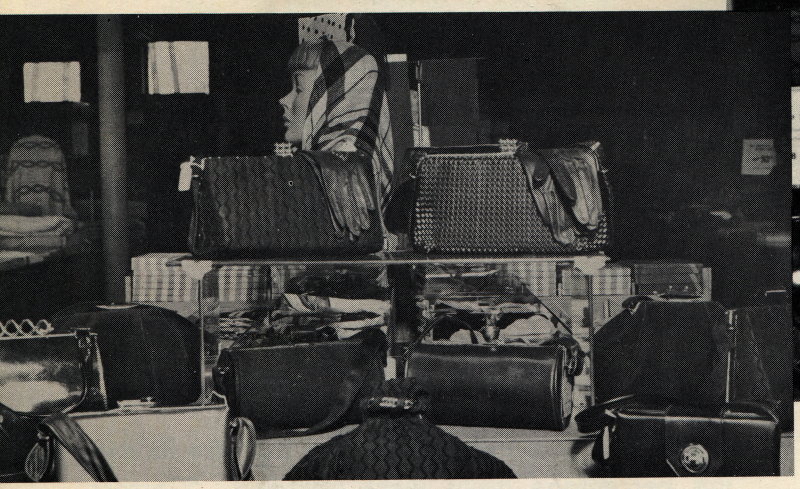
.44 yd.

MORE PROOF ON NEXT PAGE

THE MORGAN SIGN MACHINE CO.

AFTER

BEFORE





350% INCREASE

The copy read . . .

You'll be happy with these

NEW PURSE STYLES

durable plastic
large selection

2.98

AFTER

BEFORE





1500% INCREASE

The copy read . . . *For gifts . . . or your bath*

"Cannon" Bath Towels

Bath Towel	**1.19**
Face Towel	**.69**
Wash Cloth	**.29**

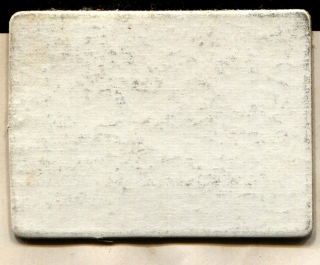
THE MORGAN SIGN MACHINE CO.

CARDBOARD

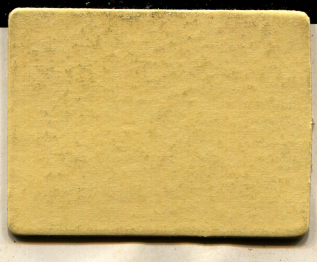
HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

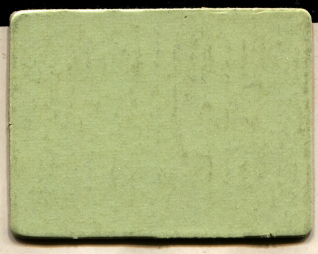
6 PLY COATED TWO SIDES



No. 61 WHITE



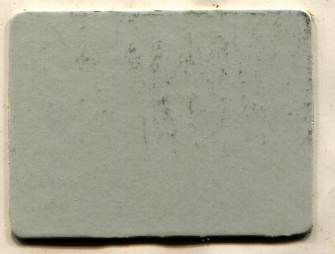
No. 62 BUFF



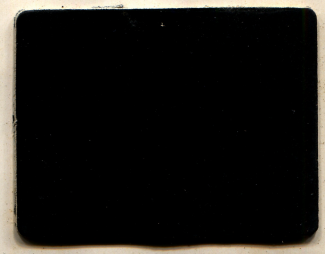
No. 63 GREEN



No. 68 YELLOW



No. 50 GRAY



No. 70 BLACK

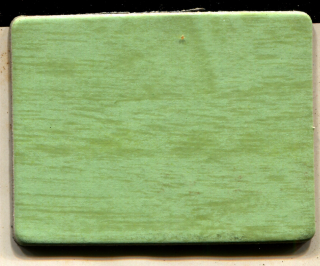
14 PLY V-NEER COATED ONE SIDE



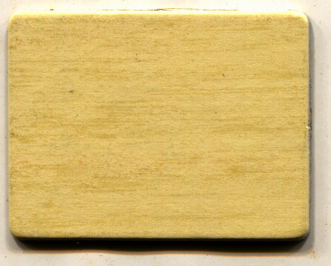
V21 WHITE



V30 WALNUT



V23 GREEN



V25 BUFF

HIGHEST QUALITY
CLAY COATED
CARDBOARD



V27 BROWN

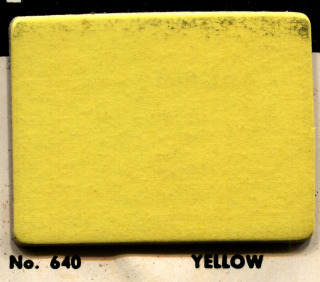
14 PLY COATED ONE SIDE



No. 620 SILVER



No. 621 GOLD



No. 640 YELLOW

The MORGAN Co.
SIGN MACHINE

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

Line-O-Scribe

READY CUT CARDBOARD

PACKED IN 100's Stores of all sizes have found it to their advantage to order their cardboard in ready cut sizes, wrapped in 100's. This saves time and prevents waste. You will have no more large, soiled sheets and irregularly cut waste . . . Saves space, too . . . Simply stack the compact packages on a shelf and open one as needed.

Standard sizes, or we will cut to your specifications. 3½x5½ . . 5½x7 . . 7x11 . . 11x14 . . 14x22 . . 22x28

6 PLY COATED TWO SIDES A high-quality, clay coated stiff board. Available in the following colors:

No. 61, White . . . No. 62, Buff . . . No. 63, Green . . . No. 50, Grey . . . No. 68, Yellow . . . No. 70, Black . . . Specify size and color wanted.

WOOD GRAIN CARDBOARD Natural finish. A 14-ply stock finished on one side, does not soil easily, always seasonable.

No. V20, Yellow . . . No. V21, White . . . No. V23, Green . . . No. V25, Buff . . . No. V27, Brown . . . Specify size and color wanted.

14 PLY POSTER CARDBOARD Coated one side. A rigid cardboard for large signs and quality display cards.

See pages 23 and 25 for colors and numbers.



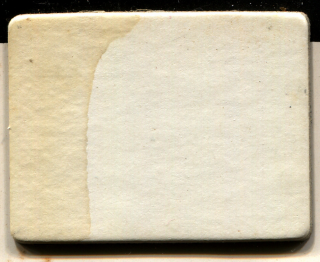
THE MORGAN SIGN MACHINE CO.

CARDBOARD

HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

14 PLY COATED ONE SIDE



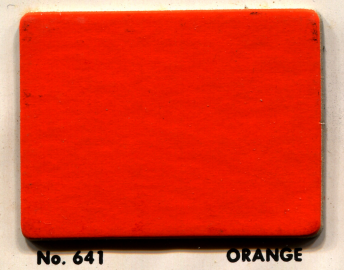
No. 600 WHITE



No. 605 BUFF



No. 660 YELLOW



No. 641 ORANGE



No. 666 SCARLET RED



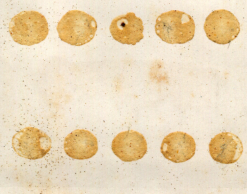
No. 652 BEAVER BROWN



No. 657 MAROON



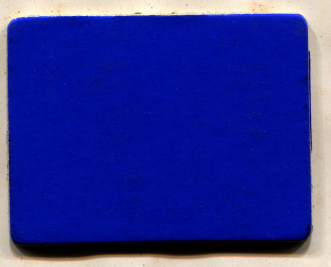
No. 643 GREEN



No. 649 BOTTLE GREEN



No. 606 LIGHT BLUE



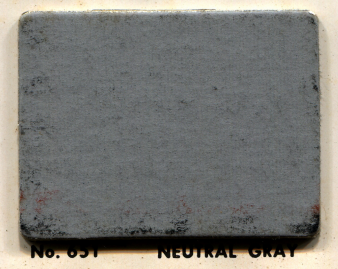
No. 647 DARK BLUE



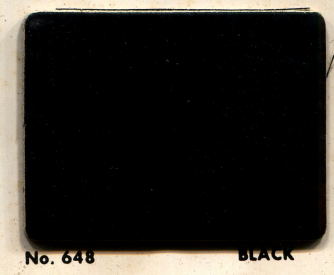
No. 604 SHELLROSE PINK



No. 650 GRAY



No. 651 NEUTRAL GRAY



No. 648 BLACK

The MORGAN SIGN MACHINE Co.

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

IMPRINTED CARDS top quality cardboard, 6-ply coated 2 sides . . . PRINTED ON ONE SIDE

FOR SALES EVENTS



T54 7"x11"



T57 7"x11"



T60 5½"x7"



T63
2¾"x3½"

FOR PROMOTIONAL ITEMS



T61
2¾"x3½"



T58 5½"x7"



T55 7"x11"



T52 7"x11"

FOR FAST SIGNING



T53 7"x11"



T56 7"x11"



T59 5½"x7"

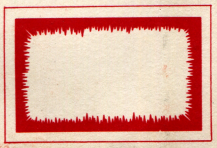


T62
2¾"x3½"

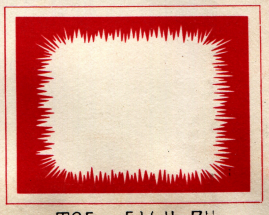
FOR SPECIAL SELLING



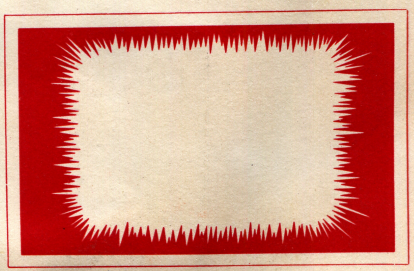
T67
2¾"x3½"



T66 3½"x5½"



T65 5½"x7"



T64 7"x11"

THE MORGAN SIGN MACHINE CO.

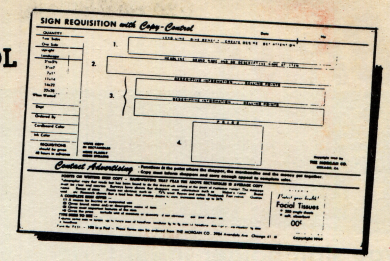
SIMPLIFIED SIGNING

Line-O-Scribe

Set up a standard of sign layout both as to number of lines of copy and size of signs to be used.



ADOPT A COPY CONTROL REQUISITION FORM



For sales and special events, strips are printed for price changes and attention-getters. Same card stock or color can be used. Ink can be used in same or varied color.

SALE PRICE 49.95

TOPPERS and PRICE STRIPS

- **quickly change from regular selling to sales events**
- **permit complete copy to be used always at Low Cost**
- **saves cardboard**
- **saves labor**



Inserts are printed and positioned in bottom of sign holder

REMOVE TOPPERS and INSERTS TO RETURN TO REGULAR SELLING

BLANK TOPPERS



No. T50 for signs 11" wide



No. T51 for signs 7" wide

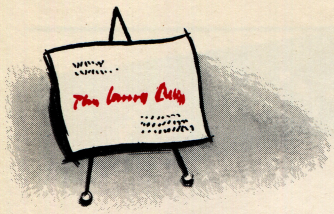
You print "THE NAME OF THE SALE" on the Line-O-Scribe. No waste . . . Low cost . . . You are always equipped for special events.

SPECIAL
Toppers Imprinted using any display type, any color. Write for prices.

Available
Plain white or any 6 ply color, no border, same price in 1000 lots.

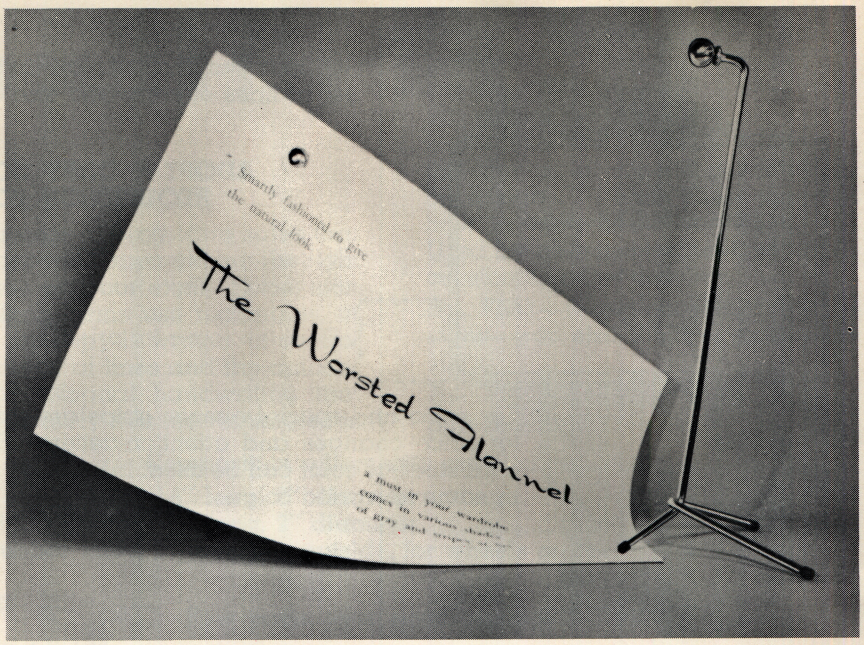


THE MORGAN SIGN MACHINE CO.



All Brass Sign Holders

The easel-type sign holder in all brass is very popular. Flexible, too, in that the card may be positioned on the easel or down on the knobs, and varying sizes of cards can be used on any easel.



ALL BRASS SCROLL HOLDERS

S34B 12" High, suitable for sheets up to 14"x22"
S35B 15" High, suitable for sheets up to 22"x28"

Simply unscrew the brass ball and insert the sheet on the pointed end and replace the brass ball. When in use only the brass ball shows.



A B C D S29B S29C

ALL BRASS METAL SIGN EASELS

A . . . S33B 22" High . . . for signs 14"x22"
B . . . S32B 11" High . . . for signs 7"x11"
C . . . S31B 6" High . . . for signs 5½"x7"
D . . . S30B 6" High Light Weight . . . for signs 5½"x7"

BALL TICKET HOLDERS

Brass ticket holders for small cards 3½"x5½" or 2¾"x3½"

S29B . . . 2¼" High . . . All Brass Finish
S29C . . . 2¼" High . . . Polished Chrome

SIGN HOLDERS

Line-O-Scribe

Top quality metal sign holders
Chrome finished, one piece channel frame, smooth rounded corners, choice of 2 stem heights, specify which is wanted.

VERTICAL SIGN HOLDERS . . . flat bases

V 2¾" x 3½" stem 4" or 6"
V 3½" x 5½" stem 4" or 6"
V 5½" x 7" stem 6" or 8"
V 7" x 11" stem 8" or 10"
V 11" x 14" stem 10" or 12"

HORIZONTAL SIGN HOLDERS . . . flat bases

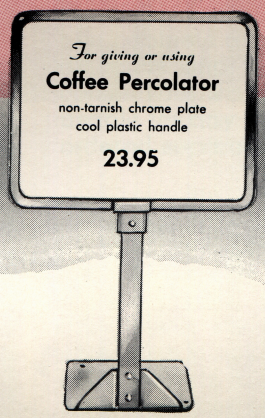
H 2¾" x 3½" stem 4" or 6"
H 3½" x 5½" stem 4" or 6"
H 5½" x 7" stem 6" or 8"
H 7" x 11" stem 8" or 10"
H 11" x 14" stem 10" x 12"



VERTICAL
7x11



HORIZONTAL
3½ x 5½



HORIZONTAL
5½ x 7



HORIZONTAL
7 x 11



ROUND CAST BASE SIGN HOLDERS
adjustable stems

HORIZONTAL		VERTICAL	
HA 3½" x 5½"	stems 6" to 12" or 12" to 24"	VA 3½" x 5½"	stems 6" to 12" or 12" to 24"
HA 5½" x 7"		VA 5½" x 7"	
HA 7" x 11"		VA 7" x 11"	
HA 11" x 14"		VA 11" x 14"	

STATIONARY STEMS

HORIZONTAL		VERTICAL	
HS 3½" x 5½"	stem 8"	VS 3½" x 5½"	stem 8"
HS 5½" x 7"	stem 10"	VS 5½" x 7"	stem 10"
HS 7" x 11"	stem 12"	VS 7" x 11"	stem 12"
HS 11" x 14"	stem 15"	VS 11" x 14"	stem 15"

HEADINGS FOR SALES EVENTS



No. BR532



No. BR533



No. BR534



No. B94X



No. BR524

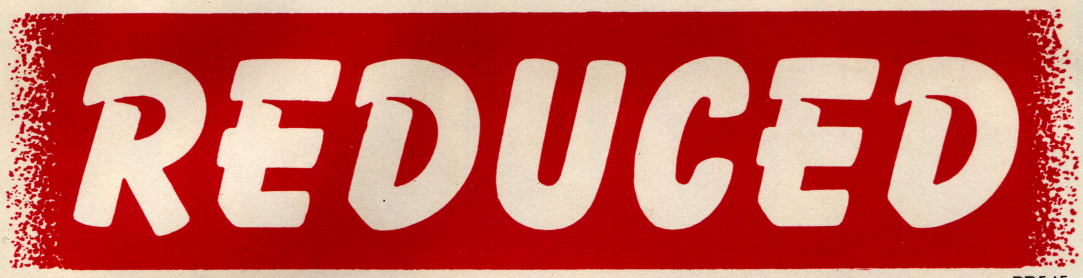


No. BR525



No. BR526

ALL CUTS SAME SIZE AS SHOWN



BR545



BR546



BR547



BR548



BR549



BR550

CHRISTMAS CUTS . . .





No. BR535



No. BR536



No. BR537



No. BR538



No. BR539



No BR531

SELL MORE MERCHANDISE!

● All cuts same size as shown



No. BR540



No. BR541



No. BR542



No. BR543



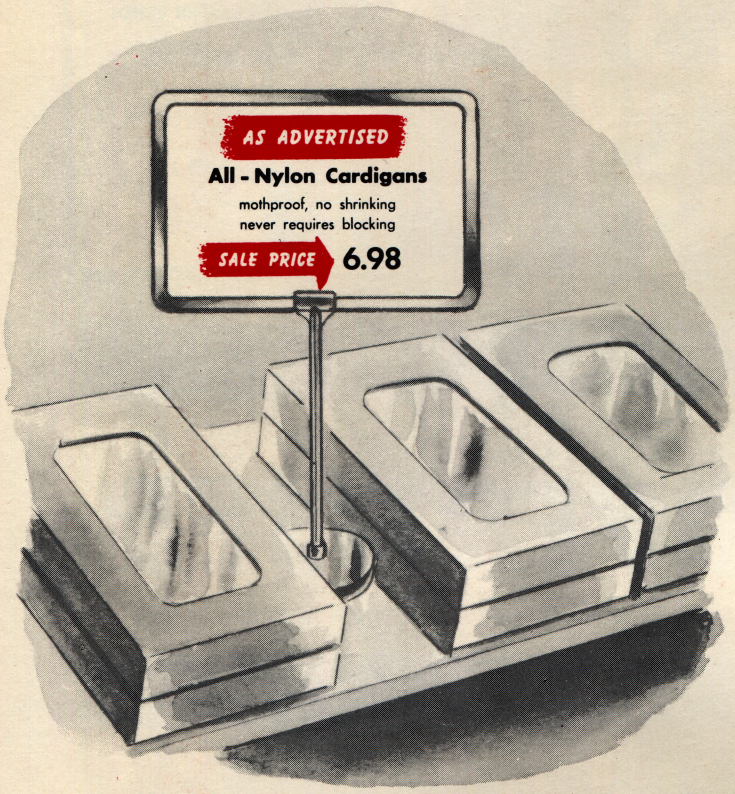
No. BR544



No. BR530

Line-O-Scribe

CUTS ATTRACT ATTENTION .



Announce new merchandise, stimulate impulse sales and close out slow items with these attention-getting cuts. To have the full set on hand is to be prepared for promoting additional sales.

Complete set of 12 cuts, No. B88-99 . . .



No. B88



No. B90



No. B99



No. B95



No. B91



No. B89



No. B94

. . SELL EXTRA MERCHANDISE



No. B93



No. B96



No. B92



No. B98



No. B97

IMPRINT OF SALES PROMOTION CUTS

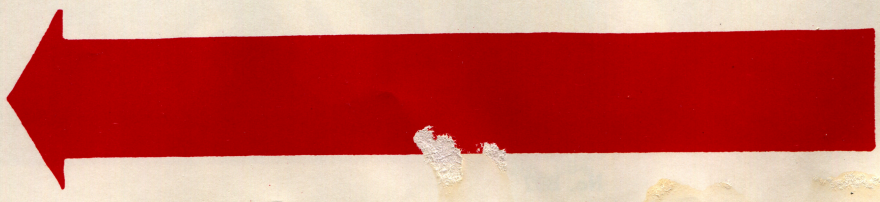




BR559



BR562



BR555

Line-O-Scribe



BR560



BR561

Line-O-Scribe

ALL CUTS SAME SIZE AS SHOWN



BR552



BR551



BR556



BR557



BR553



BR554



BR558

THE MORGAN SIGN MACHINE CO.

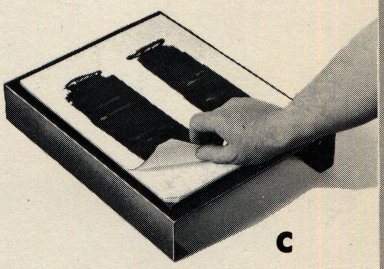
RACKS AND CABINETS FOR METAL AND WOOD TYPE

Line-O-Scribe


A


B

TEAR-OFF DISPOSABLE PAPER INK PLATEN


C


D51


D52

The cabinets and type racks are made of heavy sheet steel, spot welded at all joints and finished with a baked-on black wrinkle. Each type drawer comes with wood sections with 12 adjustable cross pieces, thus making them usable for any size of type. If more than 12 crosses are needed, they may be ordered separately.

TYPE RACKS (A)

D50 All steel construction. Over-all size 54" long, 17" wide, 27½" high. Black wrinkle finish, leatherette drop cover comes over the type when not in use, spring type card-holding rack. Speeds up operation by having the type in working position. You may want to use this rack with draws from your present type cabinets. We therefore price it both ways. (type not included)

D50 without type trays.....
D50X with four type trays.....

DELUXE INK PLATE (B)

Heavy glass top (3/16") ink plate, 11x14 inches, on formed steel base that holds the inking surface at machine level. Black wrinkle finish. Glass is removable for cleaning. Use for one, two or more colors.

No. 516.....

CABINET NO. D51

Size 22¾" long, 15½" wide, 9" high
4 Draws — 3 for type, 1¼" high
1 for supplies, 2¾" high (top draw)

CABINET NO. D51X

Size 22¾" long, 15½" wide, 9" high
5 draws — 1¼" high, all for type

C - TEAR-OFF PAPER PLATEN

Made of a paper that the ink does not penetrate. Saves a great deal of time and muss on clean-ups. Simply tear off the top sheet and throw it away. Pad fits in No. 516 Deluxe Ink Plate.

No. F53 100 sheets per pad, 11x14"

CABINET NO. D52

Size 22¾" long, 15½" wide, 28" high
14 draws—12 for type 1¼" deep
2 for supplies — top draw 2¾" deep
Bottom draw 4½" deep

CABINET DRAW NO. D53

Size 21½" long, 13½" wide, 1¼" high
Has handle and fits above cabinets

CABINET DRAW NO. D54

Size 21½" long, 13½" wide, 1¼" high
Does not have handle

TYPE TRAY NO. M711

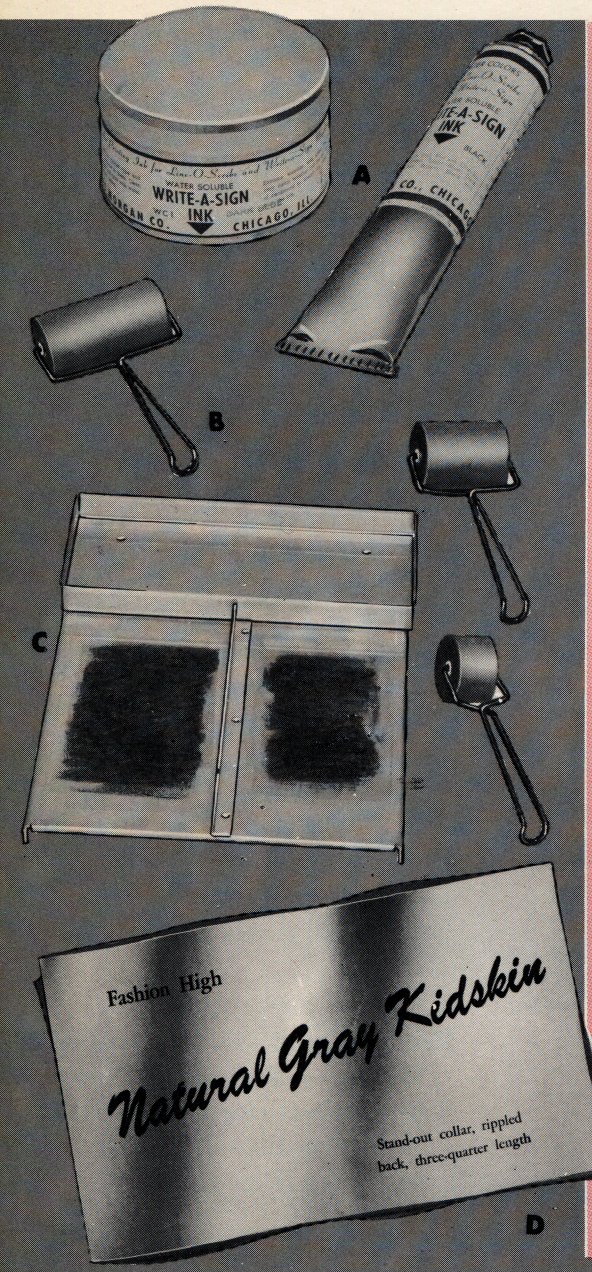
Size 17⅝" long, 9⅝" wide

WOOD TYPE DIVIDERS NO. D55

Wood type dividers for above draws or cabinets

Line-O-Scribe

WATER COLORS
ACCESSORIES, PAPERS



WATER COLOR INKS (A) These inks are available in all the colors shown on the front cover. Any special shades can be mixed to your order on request. Water color inks clean with water and can be thinned with water. The rollers and ink platen need not be cleaned after each day's use. However, the ink should be wiped off metal and wood type after using; otherwise, it would cause the metal type to pit and it will affect the special finish on the wood type.
It is recommended that you keep a variety of colors on hand, which will permit you to keep your signs seasonable and harmonizing with your displays. The standard colors available are:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Black and White.
WC1, ¼ lb. Tubes . . . WC2, ½ lb. Cans . . . WC3, 1 lb. Cans. Specify color and which size is wanted.

RUBBER ROLLERS (B) The rubber rollers are for applying water color inks only. They do not work well with the Fast-Dri Inks. These rollers have a formed, heavy wire handle, and the roller is 1½ inches in diameter and comes in four sizes:

No. 1, ¾ inch wide . . . No. 2, 2 inches wide . . . No. 3, 3 inches wide . . . No. 6, 6 inches wide (Wood handle) **. . .**

INK PLATENS (C) Made of formed metal, the single ink platen is 5½x8 inches. The double platen is 8¼x12¾ inches over-all with a compartment for the ink, and the inking surfaces are 8¼x4 inches each.

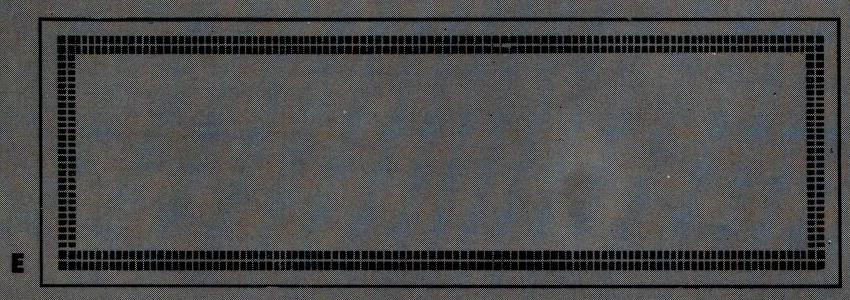
No. 20, Single (not illustrated) **. . . No. 21, Double . . .**

PAPER SCROLL SHEETS (D) Here is a good textured paper sheet for printing window signs or signs to be used in showcases. It comes in the following colors:

No. S51, White . . . No. S52, Grey . . . No. S53, Yellow . . . No. S54, Light Blue . . . No. S55, Light Green. Standard sizes are: 20x26 inches and 13x20 inches . . . Specify size and color wanted.

STANDARD EASELS Die cut from long fiber chip board. The size easel recommended is approximately three-quarters the height of the sign which it is to hold.

Single Wing, No. S21, 4 inches high . . . No. S22, 10 inches high . . . No. S23 18 inches high . . .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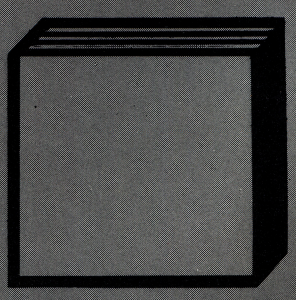
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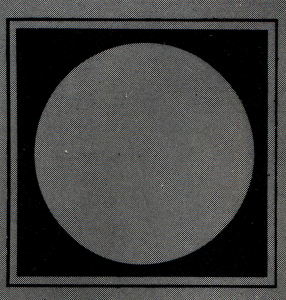

G

BORDERED WINDOW BANNERS Heavy white paper with red or blue borders.

E
- No. 822 8x22 inches
- No. 1117 11x17 inches
- No. 1122 11x22 inches
- No. 1422 14x22 inches

F
- No. B10 10½x10½ inches
- No. B141 14x14 inches

G
- No. S1111 11x11 inches
- No. S1414 14x14 inches

FAST-DRI INKS, COMPOSITION ROLLERS, CLEANERS, ETC.

Line-O-Scribe

FAST-DRI INKS (A) Standard colors are shown on the front cover. Special shades mixed to your order. Dries quickly and permanently when printed. Can be left on rollers and ink plate or type without hardening.
Fast-Dri Line-O-Scribe Ink has a good covering quality and produces clean-cut printing. Gives excellent reproductions on all clay coated and enamel stock . . . Will not skin . . . No waste . . . Dries in a few minutes . . . permanently . . . Does not set on rollers, ink plate or type . . . Cleans readily, even if left on for days, with F60 Cleaner . . . Must be applied with composition rollers.
Colors available:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Silver, Gold, Copper, Black and White.
F55, ¼ lb. Metal Tubes . . . F65, ½ lb. Plastic Tubes . . . F56, 1 lb. Cans

TYPE AND ROLLER CLEANER (B) Especially compounded for use with Fast-Dri Ink. A few drops quickly loosens Fast-Dri Ink when left on the ink plate or rollers overnight or longer. Does not leave an oil finish on rollers or ink plate.

F60, 1 gal. Cans . . . Packed 6 in a case . . .
(For Fast-Dri or Oil Inks only. Not for water color inks.)

FAST-DRI JUSTIFIER (C) When the Fast-Dri Ink is too tacky, especially in humid weather, a few drops of this Justifier reduces the ink to a good working quality. Normally, Fast-Dri Ink functions well without adding the Justifier, but it is well to always have some on hand.

F57 Justifier, ½ Pint Cans . . .

HAND CLEANER (D) Here is a cleaner that will remove ink stains quickly and leave the skin smooth and soft. Simply rub it on the hands as a cream, then wipe it off with a towel.
F58, Single Quart Cans . . . 12 in case . . .

COMPOSITION INK ROLLERS (E) Especially made to work best with Fast-Dri Ink. Do not use these rollers for water color ink. One and one-half inch diameter by varying widths of 1, 2, 3 and 6 inches. Operators like the comfortable wood handle which remains up out of the ink. A screw eye is in the end and a hook is supplied to hang the roller when not in use.

F59 Composition Roller, 3" wide.....X59 Xtron
F59A Composition Roller, 2" wide.....X59A Xtron
F59B Composition Roller, 1" wide.....X59B Xtron
F59C Composition Roller, 6" wide.....X59C Xtron

WIPING CLOTHS Sterilized and laundered cloths for cleaning your type and rollers.

F61, 5 lb. carton . . . F62, 10 lb. carton . . .

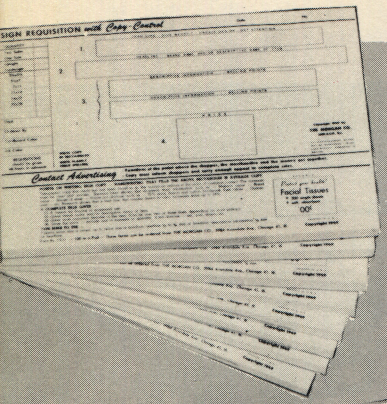
SPOUT CAN A pint size tin can with spout. Handy for use with cleaning fluid.

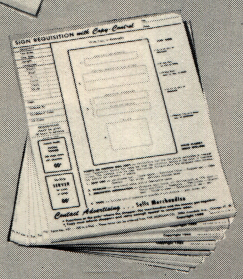
F63 . . .



Line-O-Scribe

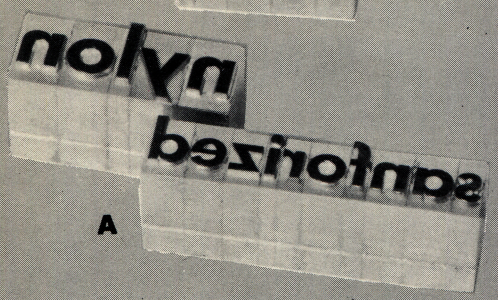
SIGN REQUISITIONS, ROLLERS, PARTS, WORDS

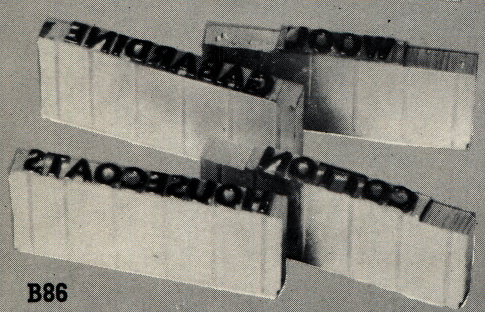












SIGN REQUISITIONS

With Copy Control

The success of promoting sales thru signs depends upon getting the right message on your signs. These sign requisition forms use rectangles, in which the copy is written, to control the number of lines and the amount of copy. Normal handwriting that approximately fills the rectangles is the amount of copy that should be on a sign . . . each sheet explains how to write good sign copy . . . Used by both the largest and smallest stores.

No. FE51—Most practical for all signs—pad size 5½x8½, padded in 100's.

No. V51—For upright signs only—pad size 5½ x 8½, padded in 100's.

INK ROLLERS

Composition rollers with metal shafts for self-inking models.

K1422 Ink Roller—14" long, 2" diameter

M2228 Ink Roller—22" long, 2" diameter

RT6 Rubber Tires, 2" diameter outside, for wheels on ink rollers

MACHINE PARTS

Few parts ever need replacing. Write regarding any items not listed.

M2228—Cover for holding cardboard
M2228—Cardholding Arms, left or right
NL1 —Front casting with bearings, for M and K models
NL2 —Rear casting with bearings, for M and K models
NL3 —Dial with latches, for M and K models

PLUS FEDERAL EXCISE TAX

—3 lines; total width 36 pt.

No. B85

READY SET WORDS (A)

To Match Your Type

We can make words for you by cementing letters together. These words will match your type in style and lining. Send us the list of words you want and an imprint of the type they are to match. Specify if all lower case or caps and lower case are wanted. The price will be that of the number of letters used plus labor charge. Refer to price on sorts.

READY SET WORDS

18 POINT CAPS,
20TH CENTURY BOLD.
95 WORDS

WOOL HOUSECOATS
GABARDINE COTTON

Here is actual size of the print. These words are ideal for small cards that are pinned on items . . . Saves you a lot of time and set- up.
Headings . . . As Advertised, Fall, New, Reduced To, Sale!, Sale Price, Special, Spring, Summer, Value, Winter. Possessives . . . Boys' Children's, Girls', Infants', Ladies', Men's, Misses', Teenagers', Women's, Youths'. Description . . . All, And, Checked, Colors, Denier, Each, Fashioned, Fast, Full, Gauge, Plaid, Prints, Sanforized, Shades, Sizes, Striped, Styled, Tropical, Washable, Worsted, 100%. Materials . . . Broadcloth, Cashmere, Chiffon, Corduroy, Cotton, Faille, Flannel, Gabardine, Jersey, Linen, Nylon, Orlon, Rayon, Shantung, Sharkskin, Silk, Taffeta, Wool. Items . . . Anklets, Belts, Blouses, Brassieres, Coats, Costume, Dresses, Girdles, Gloves, Gowns, Handbags, Hankies, Hats, Hose, Hosiery, Housecoats, Jackets, Overcoats, Pajamas, Panties, Petticoats, Raincoats, Robes, Scarfs, Shirts, Shoes, Shorts, Skirts, Slacks, Slippers, Slips, Suits, Sweaters Ties, Topcoats.

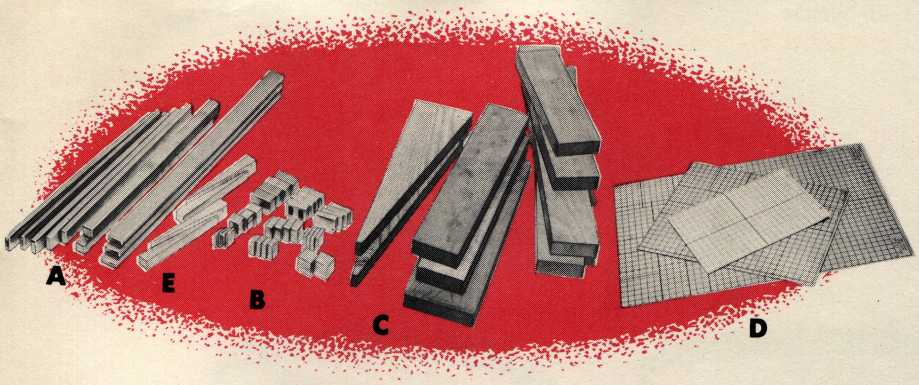
No. B86 Complete Set

★ We can also make words in this size from your list. Send in the words you want. No. B86X Single Words

FRACTIONS

¼, ½, ¾, % available in all sizes.

SPACERS, BARS
LAYOUT SHEETS, ETC.



LINING BARS (A)

No. 36 ¾" x 1/16" x 10"
No. 37 ¾" x ⅛" x 10"
No. 38 ½" x ¼" x 6"
No. 39 ½" x ½" x 6"
No. 40 ½" x ¼" x 10"
No. 41 ½" x ½" x 10"
No. 42 ¾" x ½" x 10"
No. 43 ¾" x ¼" x 10"
No. 44 ¾" x ½" x 13½'
No. 45 ¾" x ¼" x 13½"
No. 46 ¾" x ½" x 6⅞"
No. 47 ¾" x ¼" x 6⅞"
No. 48 ½" x ½" x 19"
No. 49 ½" x ¼" x 19"

METAL TYPE SPACERS (B)

Sold in ½ lb. and 1 lb. lots or more.

24 point x 24 point wide
24 point x 12 point wide
30 point x 30 point wide
30 point x 15 point wide
30 point x 10 point wide
36 point x 36 point wide
36 point x 18 point wide
36 point x 9 point wide
48 point x 48 point wide
48 point x 24 point wide
48 point x 12 point wide
72 point x 36 point wide
72 point x 24 point wide
72 point x 18 point wide

WOOD FURNITURE (C)

Hardwood pieces ¾" thick. Rectangular pieces for lining type on "M" models and triangular pieces for holding type on angles.

No. D66—2" x 10"
No. D67—3" x 10"
No. D68—3" x 13½"
No. D69—2" x 13½"
No. D70—2" x 21¼"
No. D71—¼" x 2¾" x 13¾" (Triangular; order two)
No. D72—¼" x 2¾" x 21¼" (Triangular; order two)
No. D76—2" x 6¾"
No. D77—¼" x 2¾" x 10" (Triangular; order two)
No. D78—⅛" x 1¾" x 6¾" (Triangular; order two)

LAYOUT SHEETS (D)

This is the patterned sheet which is in the base of your machine and which is ruled in half inch squares.

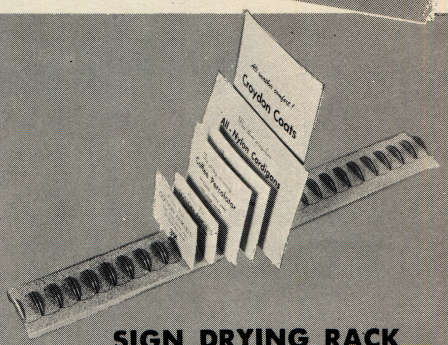
M711 Layout Sheet for machines with 7x11 inch capacity
M1411 Layout Sheet for machines with 14x11 inch capacity
M1422 Layout Sheet for machines with 14x22 inch capacity
M2228 Layout Sheet for machines with 22x28 inch capacity

LOCKING WEDGES (E)

Metal slip wedges, 4" long, ½" at maximum width.

NL23 —½" high
NL24—¾" high

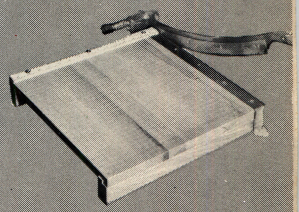
Line-O-Scribe



SIGN DRYING RACK

This rack holds your cards while they dry after printing. The capacity is 25 signs with two sided printing, or 50 signs with one sided printing. The over-all length is 29", width 3¾". The rack is made of heavy metal, spot welded, and finished in a black wrinkle baked enamel.

CARDBOARD AND PAPER CUTTER



This card cutter has a 15" blade and is suitable for trimming or cutting all sizes of cardboard.

No. 501.....

ADJUSTABLE OPERATORS CHAIR



A tubular steel frame with a black wrinkle finish; green upholstery, removable for cleaning; finger tip adjustment; 2-inch casters, ball bearings, hard tread; height adjustment from 17½ inches to 23 inches.

No. 513X Operators Chair.....

FOR "B" MODEL LINE-O-SCRIBES MADE PRIOR TO 1941

LOCK SHEETS

Waxed Metal Base on which type is set.

B57 Metal Lock Sheet 5½x7.....No. 391
B711 Metal Lock Sheet 7x11.....No. 392
B1114 Metal Lock Sheet 11x14.....No. 393
B1422 Metal Lock Sheet 14x22.....No. 394
B2228 Metal Lock Sheet 22x28.....No. 395
Wax Ball for Metal Lock Sheet.....No. 396

PLATEN COVERS

Pattern on inside of cover.

B57 Platen Cover .....No. 387
B711 Platen Cover .....No. 388
B1114 Platen Cover .....No. 389
B1422 Platen Cover .....No. 390
B2228 Platen Cover .....No. 390X

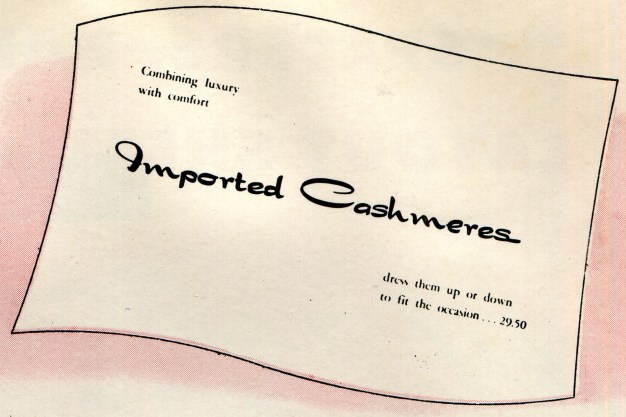
Beaufonte

TRADE MARK

by Line-O-Scribe

® Pat. D181422

An extended script type that lends itself well to fine fashion, ready-to-wear and all quality merchandise.



ABC

6 Line on 9 Line Caps B2419

abcdefgh 2

6 Line on 9 Line Lower Case B2420

Figures B2421

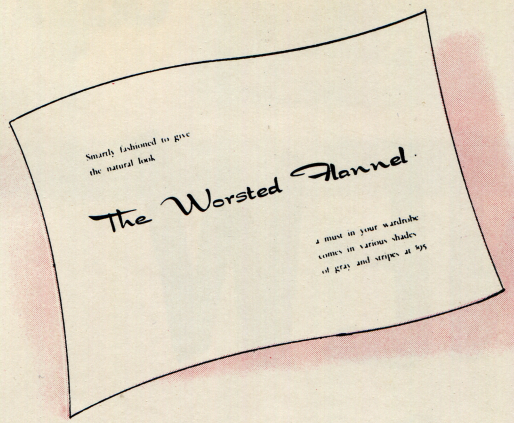
AB

8 Line on 12 Line Caps B2422

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Reduced size of alphabets and figures

Designed with accent on styling



by Line-O-Scribe

abcde 5

8 Line on 12 Line Lower Case B2423

Figures B2424

ABC

10 Line on 15 Line Caps B2425

abcd 3

10 Line on 15 Line Lower Case B2426

Figures B2427

abcdefghijklmnopqrstuvwxyz 1234567890$¢-"",.:!?& The

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CASUAL



NEW Casual Type

AVAILABLE
IN SIZES
24 pt. TO 12 Line

ABC
8 Line Caps B1419

abc
Lower Case B1420

29
Figures B1421

AG
12 Line Caps B1423

aye
Lower Case B1424

3
Figures B1425

Reduced size of Complete Alphabet and Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZ&TtTh .,:;-'!?'''"

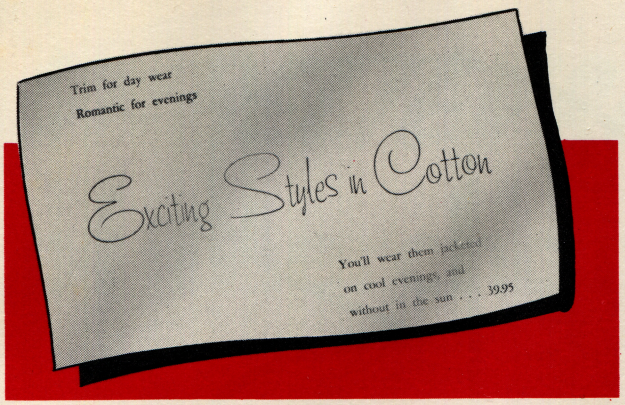
abcdefghijklmnopqrstuvwxyzffflsstt $1234567890¢

THE MORGAN SIGN MACHINE CO.

BELLAIRE

® Pat. D177690

Line-O-Scribe



In Bellaire the artist has designed a style that is light and airy. The type reads fast when used with white space, it impresses quality and newness. There are variations in the lower case e, o and r, with the type positioned on two levels so that when they occur in the same word, alternates may be used. The capital letters are large in proportion to the lower case, which is "attention getting." "Artist's accidentals" are employed to give Bellaire type its own character. . . Design patented.

ABCDEFG

HIJKLMNO

8 Line Caps No. B1616

abcdefghijklm

8 Line Lower Case No. 1617

235

8 Line Figures No. B1618

Fonting Scheme. . .

Caps	83 pieces
Lower Case	103 pieces
Figures	28 pieces

Type Draw Requirements for Bellaire

8 line 1 draw, 12 line 2 draws,
18 line 4 draws, 24 line 7 draws.
Draw size 21½ x 13½".

Reduced size of Complete Alphabet and Figures

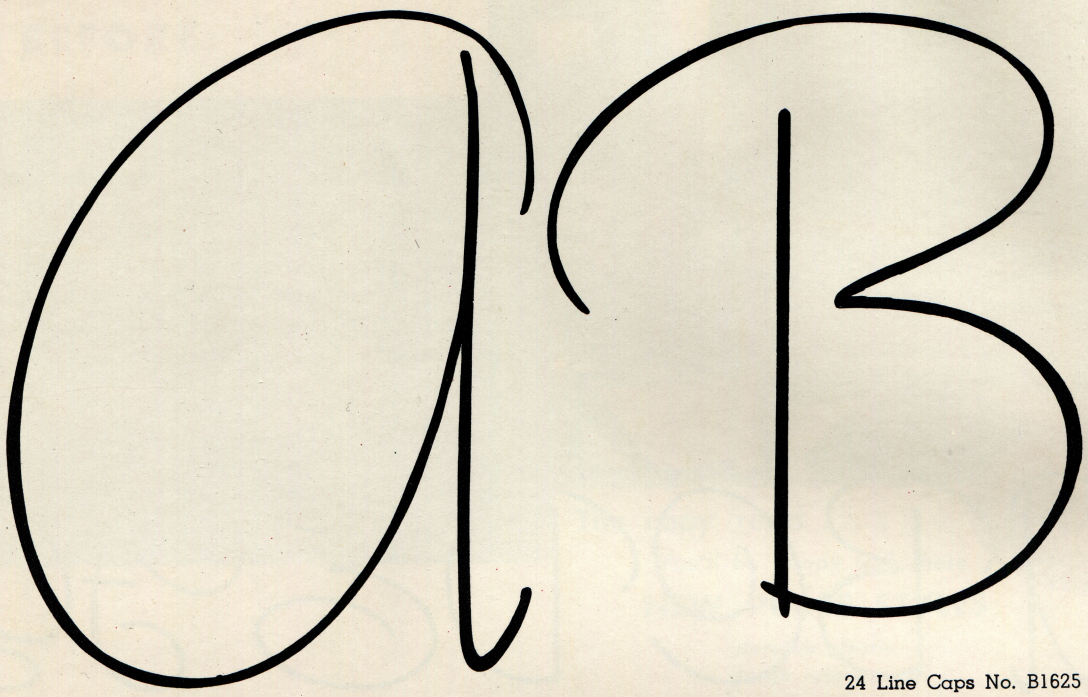
ABCDEFGHIJKLMNOPQRSTUVWXYZ&!?-"""

abcdeefghijklmnoopqrrstuvwxyz ffttth 1234567890 $¢

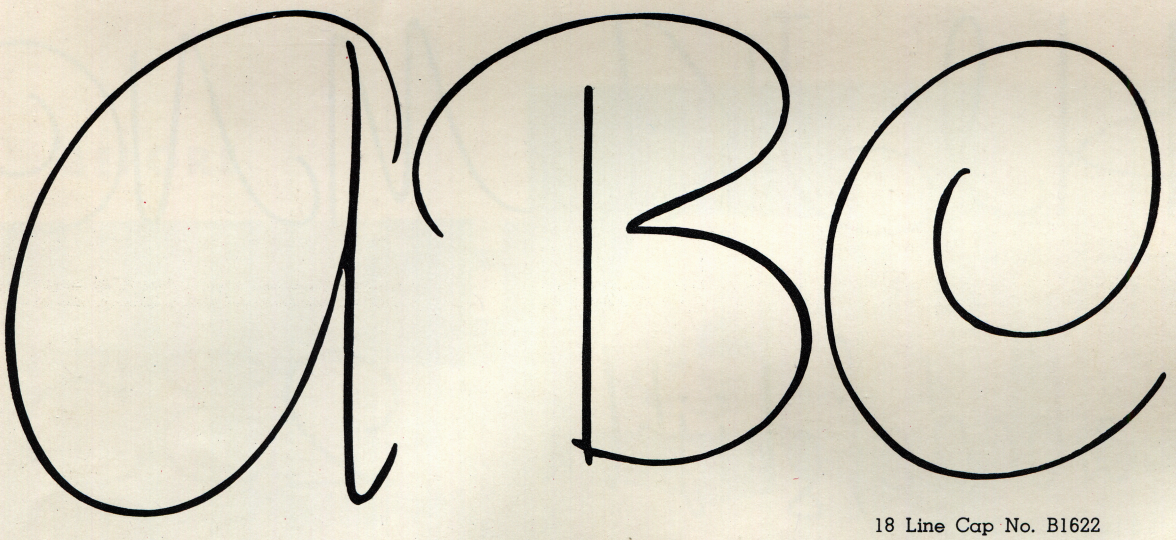
THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

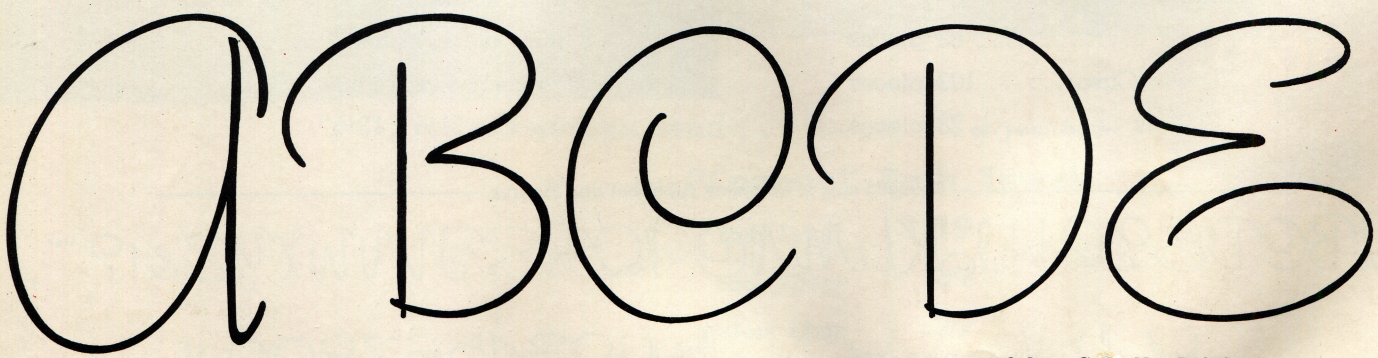
BELLAIRE



24 Line Caps No. B1625



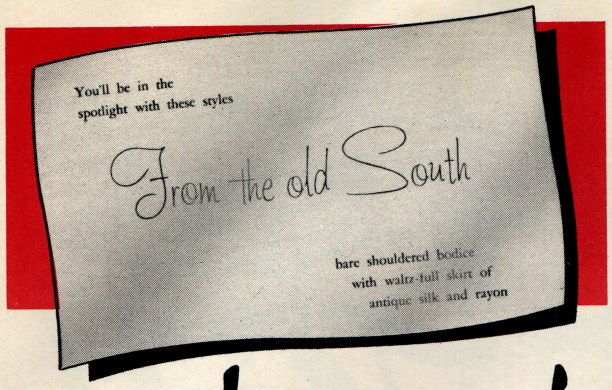
18 Line Cap No. B1622

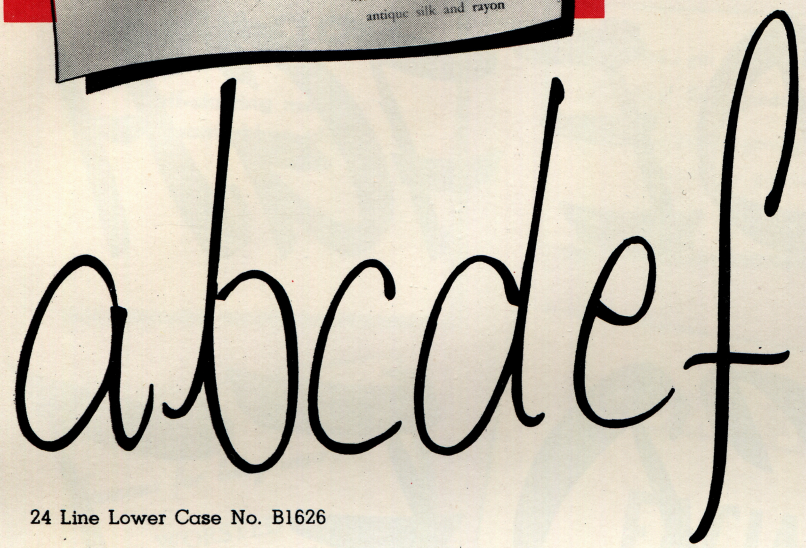


12 Line Caps No. B1619

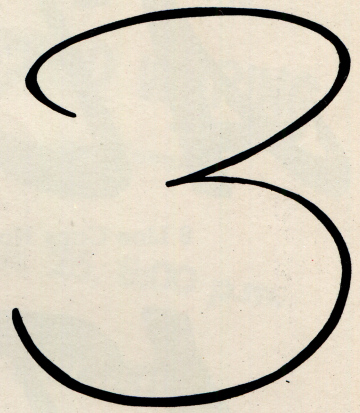
BELLAIRE

Line-O-Scribe

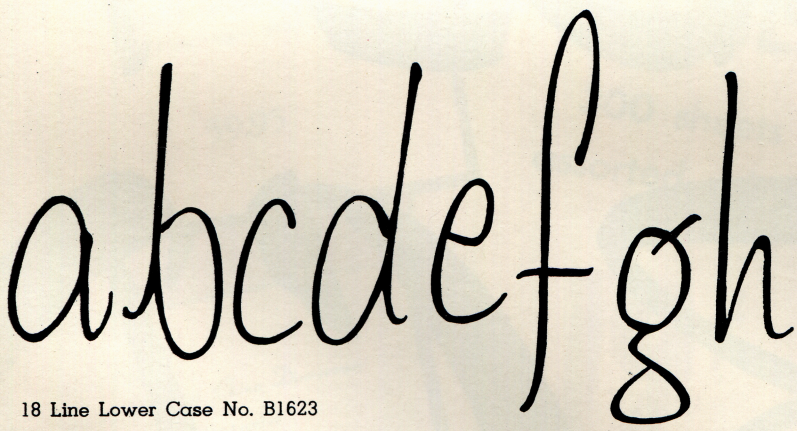




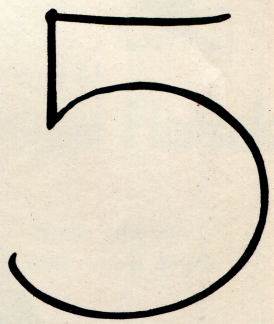
24 Line Lower Case No. B1626



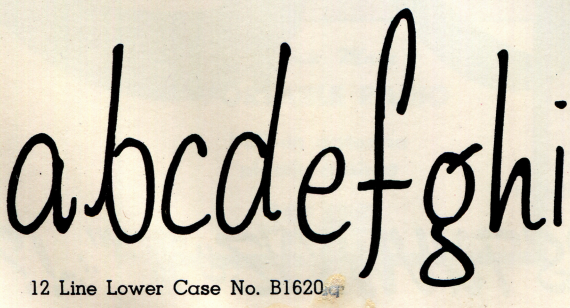
24 Line Figures No. B1627



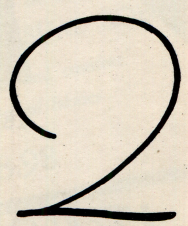
18 Line Lower Case No. B1623



18 Line Figures No. B1624



12 Line Lower Case No. B1620



12 Line Figures No. B1621

Line-O-Scribe

BEAUX-ART

® Pat. D172758



ABCDEFGH

8 Line Caps No. B1516

ABCDEF

12 Line Caps No. B1519

ABCD

18 Line Caps No. B1522

Reduced type to show complete alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Th''''":;-!?

THE MORGAN SIGN MACHINE CO.

BEAUX-ART

Line-O-Scribe

Beaux-Art
Trademark

Beaux Art brings you a high styled studio lettering for your display signing. It is designed to give you an artistic air using large capital letters with an uneven semi-joining lower case. The type is made on blocks of a uniform length for ease in lining. Design patented by The Morgan Co.

abcdefghijklmno 123

Figures No. B1518

8 Line Lower Case No. B1517

abcdefghi 123

Figures No. B1521

12 Line Lower Case No. B1520

abcdef 12

18 Line Lower Case No. B1523

Figures No. B1524

Reduced type to show complete alphabet

abcdefghijklmnopqrstuvwxyz ssttfffls 1234567890$¢

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CORONET BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B550

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B511

1234567890

Figures B552

AHIJKL

36 Point Caps B553

ahijklmnopqrstuvwxyz

Lower Case B554

123456789

Figures B555

ALMOWH

48 Point Caps B556

aleignrunf

Lower Case B557

56789

Figures B558

ABCDelightan

72 Point Caps B559

Lower Case B560

6789

Figures B561

ABRabi

8 Line B562 Caps

Lower Case B563

789

Figures B564

ABpst

12 Line B565 Caps

Lower Case B566

67

Figures B567

THE MORGAN SIGN MACHINE CO.

BRUSH

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B101

abcdefghijklmnopqrstuvwxyz

24 Point Lower B102

1234567890

Figures B103

ABHJKL ahijklmnopqr 123456789

36 Point Caps B104 | Lower Case B105 | Figures B106

AHLMO aleignrunf 5789

48 Point Caps B107 | Lower Case B108 | Figures B109

ABC elightan 789

72 Point Caps B110 | Lower Case B111 | Figures B112

AGabc789

8 Line Caps B113 | Lower Case B114 | Figures B115

AJay3

12 Line Caps B116 | Lower Case B117 | Figures B118

Line-O-Scribe

20th CENTURY MEDIUM CONDENSED

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
24 Point Caps B601

abcdefghijklmnopqrstuvwxyz
24 Point Lower Case B602

1234567890
Figures B603

ABCKNOPRSTUVW
36 Point Caps B609

acdefhimn
Lower Case B610

34567890
Figures B611

ABCDEFGHIJK
48 Point Caps B612

abcdefprs
Lower Case B613

234567
Figures B614

ABCREST
72 Point Caps B615

acdipte
Lower Case B616

5678
Figures B617

ABCKNOP
6 Line Caps B618

34567
Figures B620

ABCDEF
8 Line Caps B621

4567
Figures B623

ABCR
12 Line Caps B624

567
Figures B626

20th CENTURY MEDIUM

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B901

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B902

1234567890

Figures B903

ABCMOPRST

30 Point Caps B930

abcdefgh

30 Point Lower Case B931

56789

Figures B932

ABCMOPRST

36 Point Caps B904

abcdefgh

Lower Case B905

56789

Figures B906

ABCHIJW

48 Point Caps B907

abcoprs

Lower Case B908

5689

Figures B909

ABRS

72 Point Caps B910

abifts

Lower Case B911

569

Figures B912

ARBEST

6 Line Caps B913

569

Figures B915

ABKR

8 Line Caps B916

569

Figures B918

AB

12 Line Caps B919

59

Figures B921

Line-O-Scribe

20th CENTURY EXTRA BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B301

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B302

1234567890

Figures B303

AHJKL

36 Point Caps B304

ahijklnrstyz

Lower Case B305

123789

Figures B306

ALMOH

48 Point Caps B307

aleignr

Lower Case B308

5689

Figures B309

ABC

72 Point Caps B310

eligh

Lower Case B311

689

Figures B312

AHJK

6 Line Caps B313

789

Figures B315

ALM

8 Line Caps B316

89

Figures B318

AB

12 Line Caps B319

89

Figures B321

THE MORGAN SIGN MACHINE CO.

20th CENTURY BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B801

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B802

1234567890

Figures B803

ABCPRSTU

36 Point Caps B804

abcdefgh

Lower Case B805

45689

Figures B806

ABCRST

48 Point Caps B807

abcostu

Lower Case B808

5678

Figures B809

ABES

72 Point Caps B810

abito

Lower Case B811

569

Figures B812

ABEST

6 Line Caps B813

4569

Figures B815

ABEG

8 Line Caps B816

59

Figures B818

AB

12 Line Caps B819

59

Figures B821

Line-O-Scribe

20th CENTURY BOLD CONDENSED

ABCDEFG 239

6 Line Caps No. B229

6 Line Figures No. B230

CONDENSED GOTHIC

AB

6 Inch Caps No. B238

CONDENSED GOTHIC

Line-O-Scribe

ABCOATS 56

8 Line Caps B231

Figures B232

ABCS 56

12 Line Caps B233

Figures B234

ABC 5

3 Inch Caps B235

Figures B236

Larger Sizes of Wood Type made on Orders.

We shall be glad to quote prices.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES



3 Inch 20th Century Medium Figures B924



4 Inch Condensed Gothic Figures B237

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES

259

3 Inch 20th Century Bold Figures B824

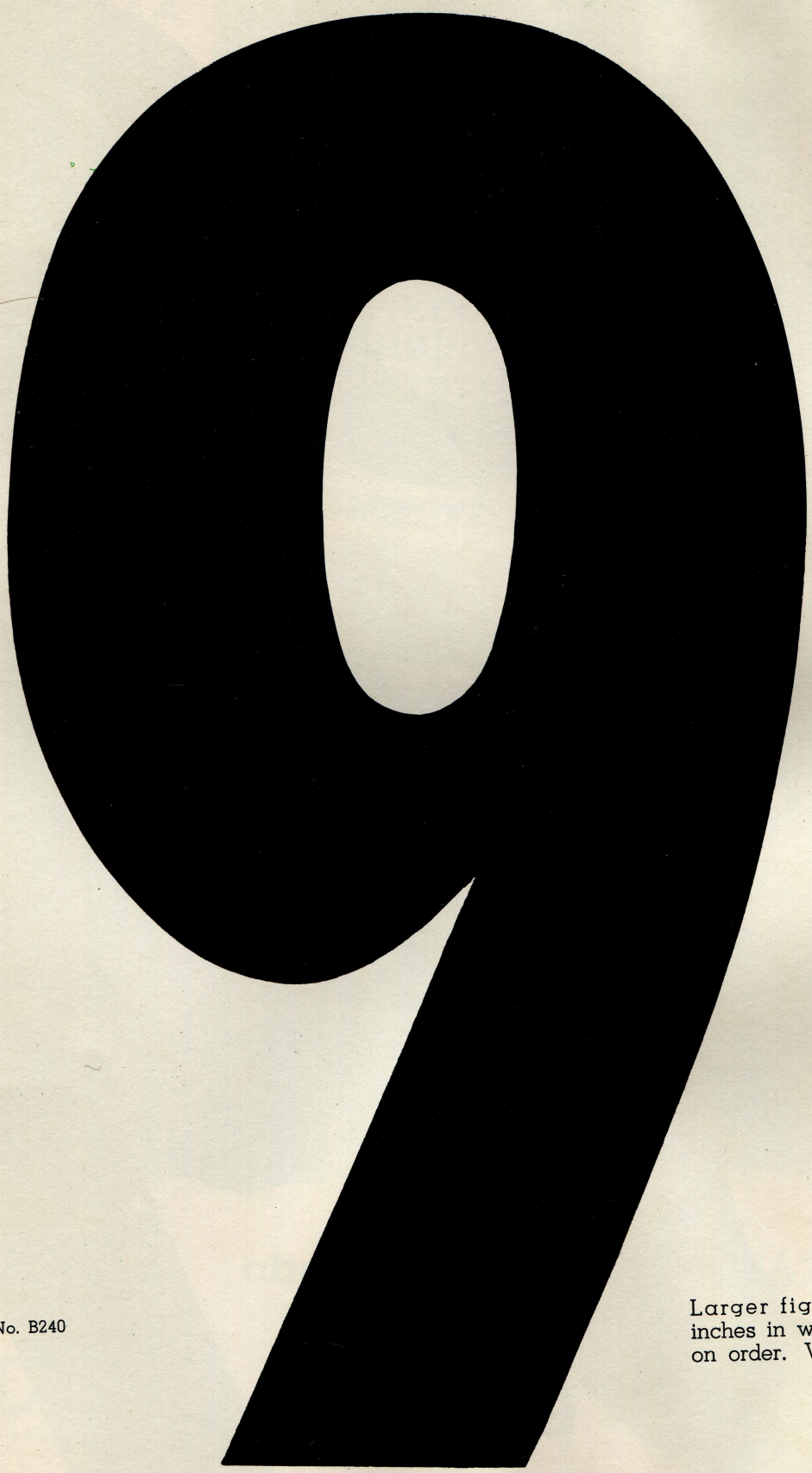
59

6 Inch Condensed Gothic Figures B239

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CONDENSED GOTHIC



9 Inch Figures No. B240

Larger figures up to 18 inches in wood type made on order. Write for prices.

THE MORGAN SIGN MACHINE CO.

BALLERINA

Line-O-Scribe

ABCA

12 Line Caps B1201

abcegkrst

12 Line Lower Case B1202

B



4 Inch Caps B1205

MADE ON ORDERS

3 Inch Caps B1203

3 Inch Lower Case B1204

4 Inch Caps B1205

4 Inch Lower Case B1206

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

GARAMOND LIGHT

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B701

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B702

1234567890

Figures B703

ABCDEFGH

36 Point Caps B707

abclmnop

Lower Case B708

123456

Figures B709

ABCEFG

48 Point Caps B710

abclmop

Lower Case B711

2345

Figures B712

ABCST

72 Point Caps B713

abcst

Lower Case B714

456

Figures B715

ABIS

8 Line Caps B716

789

Figures B718

23568

12 Line Figures B719

THE MORGAN SIGN MACHINE CO.

GARAMOND BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B401

abcdfeghijklmnopqrstuvwxyz

24 Point Lower Case B402

1234567890

Figures B403

ABCMOPRST

36 Point Caps B405

abcdefgh

Lower Case B406

56789

Figures B407

ABCHIJW

48 Point Caps B408

abcoprs

Lower Case B409

5689

Figures B410

ABRS

72 Point Caps B411

abifts

Lower Case B412

569

Figures B413

BRS

8 Line Caps B414

569

Figures B416

569

12 Line Figures B419

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SANS SERIF LIGHT

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1001

abcdefghhijklmnopqrstuvwxyz

24 Point Lower Case B1002

1234567890

Figures B1003

ACDEFGHIJ

36 Point Caps B1005

abcdefmno

Lower Case B1004

234567

Figures B1026

ABDEK

72 Point Caps B1011

acdefg

Lower Case B1010

346

Figures B1029

ABC

8 Line Caps B1013

239

Figures B1030

2346

12 Line Figures B1014

THE MORGAN SIGN MACHINE CO.

SANS SERIF BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1150

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1151

1234567890

Figures B1152

ABCDEFGH

36 Point Caps B1155

abcdefgh

Lower Case B1154

234567

Figures B1176

ABCHIJK

48 Point Caps B1156

abchijkm

Lower Case B1157

45678

Figures B1158

ABCD

72 Point Caps B1161

abcrst

Lower Case B1160

789

Figures B1179

ADH

8 Line Caps B1163

450

Figures B1180

345

12 Line Figures B1181

9

3 Inch Figures B1133

Line-O-Scribe

ADDITIONAL TYPE STYLES

Styles on this page can be supplied on order. Shipments approximately 3 weeks. Sizes available as listed. Standard sizes are 24 pt., 36 pt., 48 pt., 72 pt., 8 line, 12 line, 3 inch.

Serious Case

Caslon Italic—B1700
24 Point to 72 Point.

Food Show

20th Century Medium Italic
B1800—24 Point to 72 Point.

Modern Art Sells

Modern Gothic—B2000
24 Point to 72 Point.

Time Clock

Bodoni Bold—B1900
24 Point to 3 Inch.

AKRON AUTO SHOW

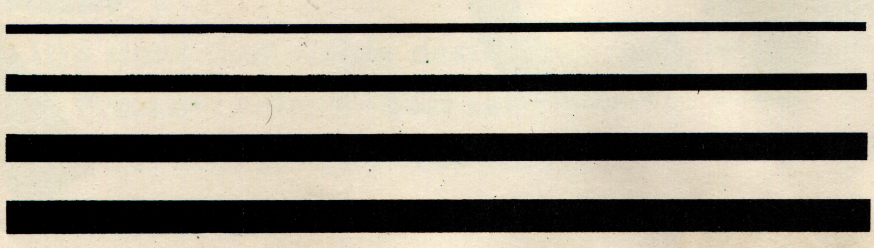
Spire—B2100 Caps and Figures
Only—24 Point to 72 Point.

Busy Plant

Stymie Light—B2200
24 Point to 72 Point.

For Heads

Stymie Medium—B2300
24 Point to 3 Inch.



3 Point Rule B81

6 Point Rule B82

9 Point Rule B83

12 Point Rule B84

THE MORGAN SIGN MACHINE CO.

Trim for day wear
Romantic for evenings

A New Exciting Beauty

You'll wear them jacketed
on cool evenings, and
without in the sun . . . 39.95



Fashionaire

TRADE-MARK

Brings new cleanness in lettering with today's characteristics. It has the look of freshness and newness for fashion promotions . . . Available in a range of sizes from one to four inches.

ABCD

3 inch Caps (18 line) No. B2622

abcd 89

3 inch Lower Case (18 line) No. B2623

Reduced size of alphabets and figures

Figures No. B2624

ABCDEFGHIJKLMNOPQRSTUVWXYZ!&Th?

aabcdeeffghiijklmnoopqrrsstuvwxyz-1234567890thtt¢$.''"",;:,

Fashionaire

TRADEMARK

ABCDEFGH

8 line Caps (1¼ inch) No B2616

abcdefghijklm 23

8 line Lower Case No. B2617

Figures No. B2618

ABCDEF

12 line Caps (2 inch) No. B2619

abcdefghi 45

12 line Lower Case No. 2620

Figures No. B2621

THE MORGAN SIGN MACHINE CO.

BERNHARD MODERN ROMAN

Line-O-Scribe

This Type Face is Bernhard Modern Roman

24 point Caps. No. B2801 Lower Case No. B2802 Figures No. B2803

This Type Face is
Bernhard Modern Roman

36 point Caps. No. B2804 Lower Case No. B2805 Figures No. B2806

This Type Face is
Bernhard Modern Roman

48 point Caps. No. B2807 Lower Case No. B2808 Figures No. B2809

This Type Face is
Bernhard Modern
Roman 72 point

Caps. No. B2810 Figures No. B2812 Lower Case No. B2811

Bon-Air

TRADEMARK PAT. D185646

Pure Silk Linen

After - Five Companions

with imported Cashmere
matching embroidered Cardigan

$98.

ABCDEFG

8 line Caps (1¼ inch) No. B2516

aabcdefghijklm 23

8 line Lower Case No. B2517

Figures No. B2518

ABCDE

12 line Caps (2 inch) No. B2519

abcdefghi 45

12 line Lower Case No. B2520

Figures No. B2521

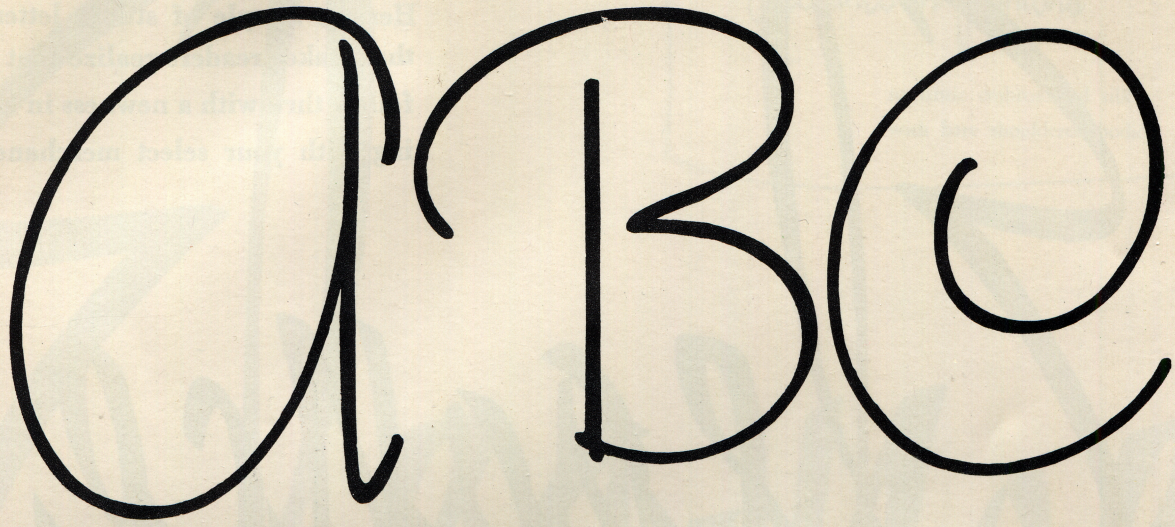
Reduced size of Complete Alphabet and Figures

ABCDEFGHIJKLMNOPQRSTUVWXY!?&

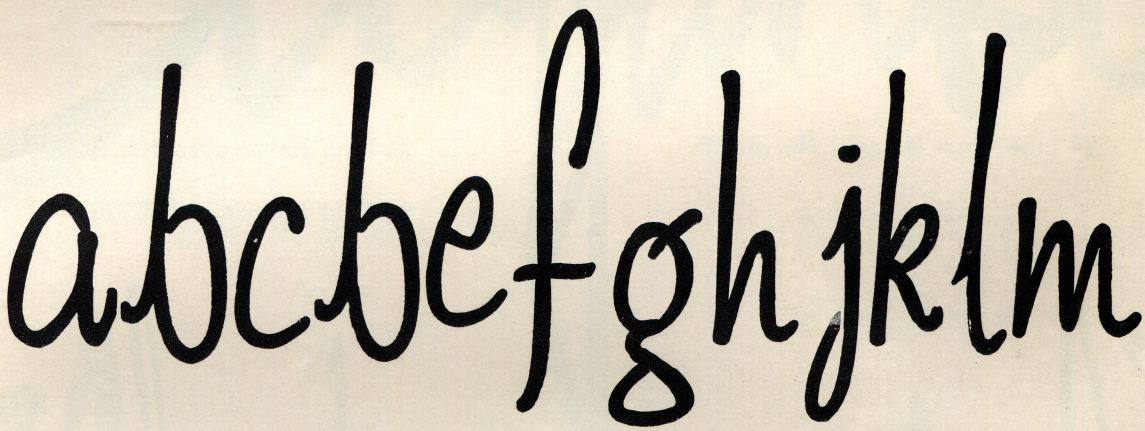
aabcdefghijklmnoopqrsstuvwxyzttth 123456780¢$ ::,.' "'" - Th

BELLAIRE BOLD

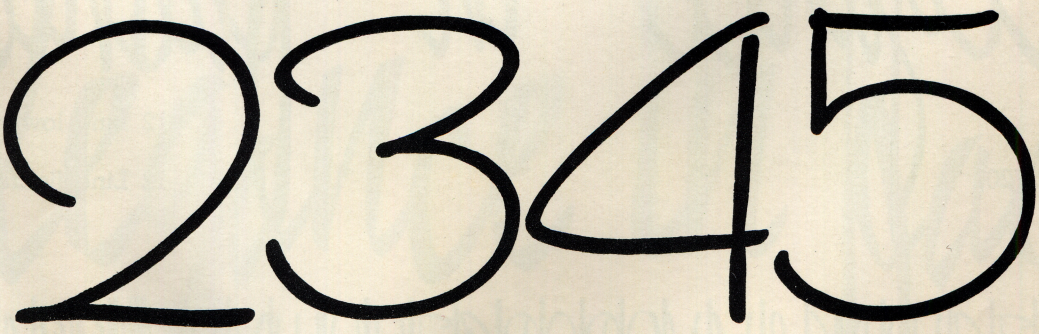
Line-O-Scribe



18 Line Caps. No. B1610



18 Line Lower Case No. B1611



18 Line Figs. No. B1612

Fashion-Art

PAT. D192058

Here is a style of studio lettering that makes readers realize that you follow thru with a newness in keeping with your select merchandise.

Elegance

24 Line caps (4 inch) No. B2726

24 Line lower case No. B2727

24 Line figures No. B2728

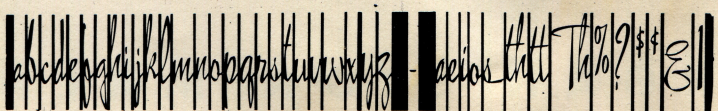
Elegance in fashions

12 Line caps
(2 inch) No. B2720

12 Line lower case No. B2721

12 Line figures No. B2722





Elegance

Elegance in fashions

romantic embroidered silks
with bare shouldered bodice

30 Line caps
(5 inch) No. B2729

30 Line lower case
(5 inch) No. B2730

30 Line figures No. B2731

Elegance in fash

18 Line caps
(3 inch) No. B2723

18 Line lower case No. B2724

18 Line figures No. B2725

Line-O-Scribe

20th CENTURY BOLD CONDENSED

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrsuvwxyz

24 pt. Caps. No. B201 Lower Case No. B202

1234567890

Figs. No. B203

ABCORSWY

30 pt. Caps. No. B204

abcrestom

Lower Case No. B205

2345678

Figs. No. B206

ABCDEFGHIJKL

36 pt. Caps. No. B207

abcdefg

Lower Case No. B208

34567

Figs. No. B209

ABCRES

48 pt. Caps. No. B210

abcre

Lower Case No. B211

3456

Figs. No. B212

ABCRE

60 pt. Caps. No. B213

abcr

Lower Case No. B214

456

Figs. No. B215

ABCR

72 pt. Caps. No. B216

abc

Lower Case No. B217

234

Figs. No. B218

MURRAY HILL BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B2901

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B2902

1234567890

Figures B2903

ABCDEFGH

36 Point Caps B2904

abcdefgh

Lower Case B2905

234567

Figures B2906

ABCDEG

48 Point Caps B2907

abcdef

Lower Case B2908

23456

Figures B2909

ABC

72 Point Caps B2910

abcdefg

Lower Case B2911

450

Figures B2912

AG

8 Line Caps B2916

abc

Lower Case B2917

456

Figures B2918

AC

12 Line Caps B2919

al

Lower Case B2920

56

Figures B2921

Line-O-Scribe

BODONI BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1901

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1902

1234567890

Figures B1903

ABCMOPRST

36 Point Caps B1904

abclmnop

Lower Case B1905

123456

Figures B1906

ABCEFG

48 Point Caps B1907

abclmop

Lower Case B1908

2345

Figures B1909

ABCST

72 Point Caps B1910

abcst

Lower Case B1911

456

Figures B1912

ABCS

8 Line Caps B1916

123

Figures B1918

AB

12 Line Caps B1919

29

Figures B1921

The MORGAN SIGN MACHINE Co.

manufacturers of Sign Machines & Supplies

4510 NORTH RAVENSWOOD AVENUE • CHICAGO, ILLINOIS 60640 • TELEPHONE LONGBEACH 1-5926

SOLD TO

SHIP TO

DATE	CUST. ORDER NO.	TERMS F.O.B. CHICAGO	SHIP VIA	SOLD BY

QUANTITY	NUMBER	DESCRIPTION	UNIT PRICE		TOTAL	

PURCHASER

PRINTED IN U.S.A.

ORDERS SUBJECT TO ACCEPTANCE BY CHICAGO OFFICE

ALL MDSE. F. O. B. CHICAGO

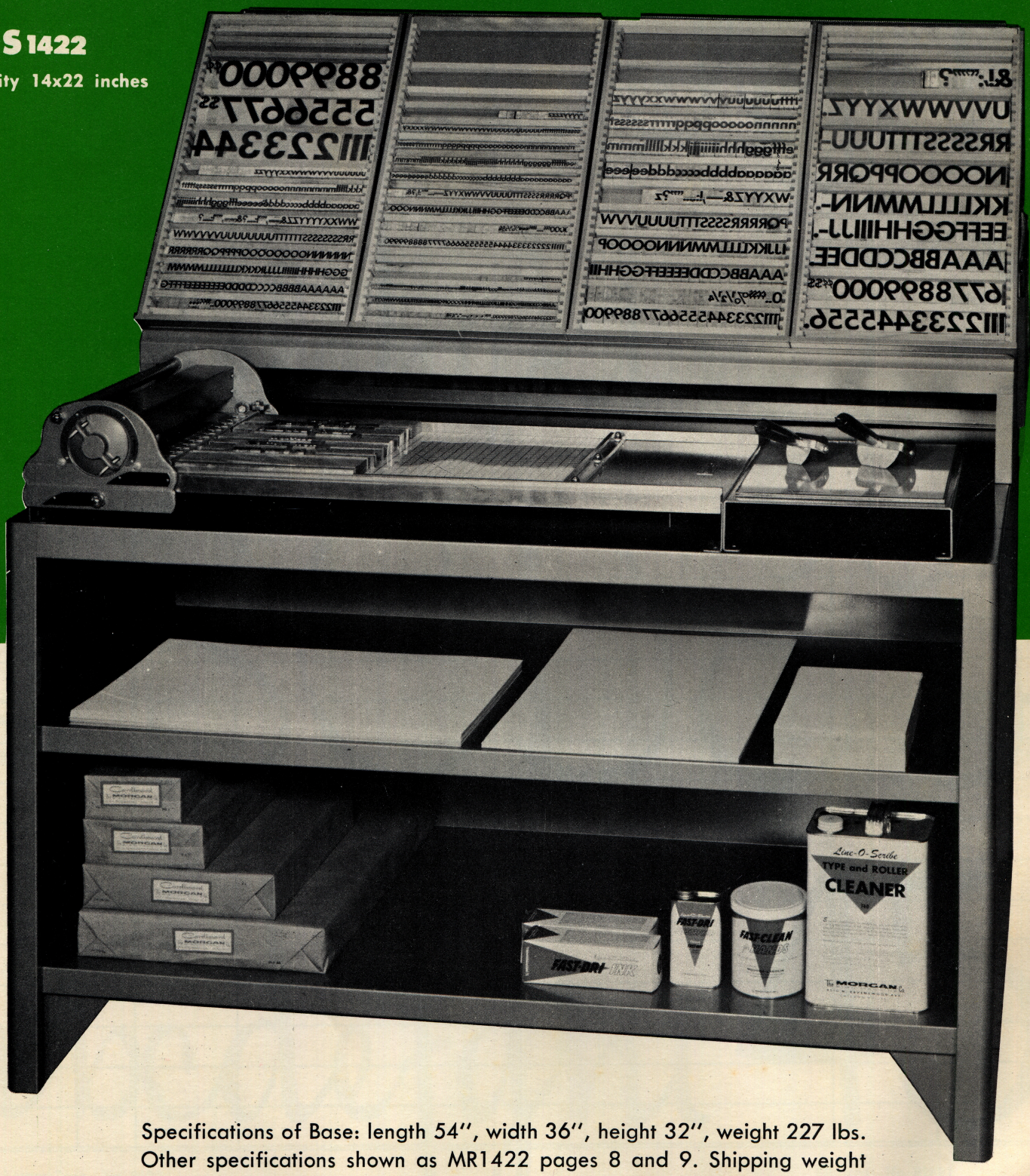
Cut this page out.

Line-O-Scribe SIGN MACHINE

MODEL

MRS 1422

Capacity 14x22 inches



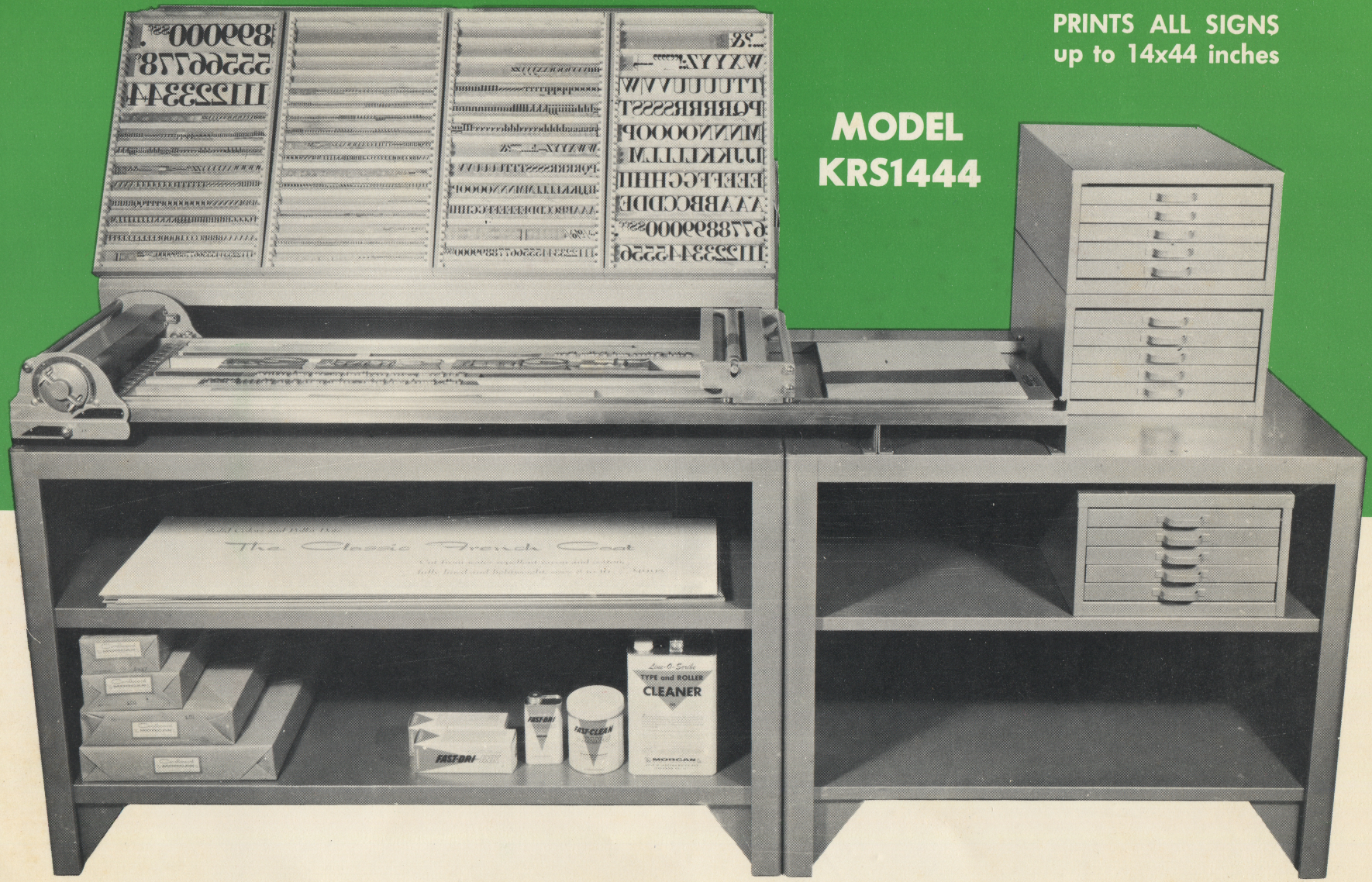
Specifications of Base: length 54", width 36", height 32", weight 227 lbs. Other specifications shown as MR1422 pages 8 and 9. Shipping weight 523 lbs. complete.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe SELF-INKING SIGN MACHINE

PRINTS ALL SIGNS up to 14x44 inches

MODEL KRS1444



	LENGTH	WIDTH	HEIGHT	WEIGHT
K1444 Line-O-Scribe MACHINE	73″	18″	7″	310 lbs.
TYPE RACK 4 DRAWS	54″	17″	27½″	70 lbs.
ALL STEEL BASE UNIT	54″	36″	32″	228 lbs.
ALL STEEL BASE UNIT	40″	31½″	32″	180 lbs.
3 TYPE CABINET 4 DRAWS	22¾″	15½″	9″	210 lbs.

FINISH — BAKED GREEN CORTEX and SATIN CHROME
TYPE — select from catalog and add

K1444 specifications on page 5

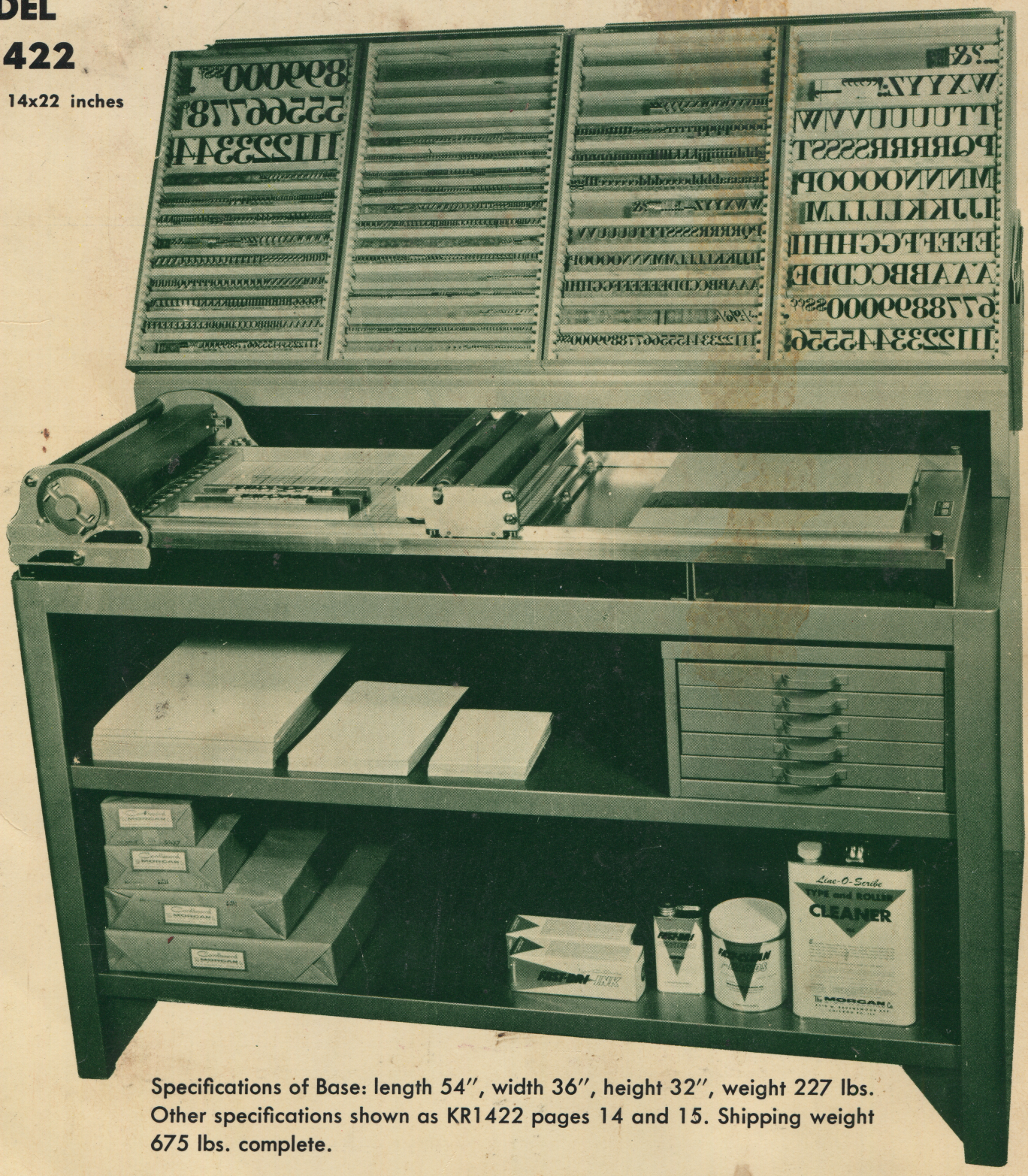
for SIGNS • VISUAL AIDS • IMPRINTING • PROOFING

SELF-INKING *Line-O-Scribe* MACHINES

- for signs, one of a kind, one-sided or two-sided
- economically produces quantities, several or 100 or more
- imprints masters for offset duplicating
- makes proofs of any cuts or display type
- works on paper or cardboards of any thickness
- uses standard type in any sizes

MODEL KRS1422

Capacity 14x22 inches



Specifications of Base: length 54", width 36", height 32", weight 227 lbs. Other specifications shown as KR1422 pages 14 and 15. Shipping weight 675 lbs. complete.

Printed in U.S.A.

The MORGAN SIGN MACHINE Co.

manufacturers of Sign Machines & Supplies

4510 NORTH RAVENSWOOD AVENUE • CHICAGO, ILLINOIS 60640 • TELEPHONE 312-561-5926

Cust. Order No._____ Date_____ 19____

Sold to_____

Address_____

_____

Ship to_____

Address_____

_____

Model Number of Machine

_____ Terms: — Net 30 Ship Via_____

QUANTITY	CATALOG NO. OR SIZE	DESCRIPTION	PRICE	

SIGNED_____

PURCHASER

ALL MDSE. F.O.B. CHICAGO

EFFECTIVE 9-6-74

PRICE LIST • CATALOG M656

Line-O-Scribe

SIGN MACHINES and SUPPLIES

TERMS...MACHINES - F. O. B. FACTORY CHICAGO — net 30 days.
MACHINES may be purchased one-third down or on receipt of shipment, with balance payable monthly in three equal payments without carrying charges.

Prices based on machines being equipped with your choice of the following type: 20th Century Medium, 20th Century Bold, 20th Century Medium Condensed, 20th Century Extra Bold, 20th Century Bold Condensed, Bodoni Bold, Condensed Gothic, Garamond Light, Garamond Bold, Sans Serif Light, Sans Serif Bold, Coronet Bold up to 72 point, or any assortment in quantities listed in machine specifications. Other types can be selected with price adjusted accordingly.

SUPPLIES - F. O. B. FACTORY CHICAGO — net 30 days.
Prices subject to change without notification.

Page 1
MATCHING TYPE

24 Point Sorts	.17 ea.
30 & 36 Point Sorts	.20 ea.
48 Point Sorts	.30 ea.
60 Point Sorts	.36 ea.
72 Point Sorts	.50 ea.
6 Line Sorts	1.30 ea.
8 Line Sorts	1.45 ea.
12 Line Sorts	1.70 ea.
3 Inch Sorts	2.75 ea.
4 Inch Sorts	4.00 ea.
6 Inch Sorts	4.40 ea.
9 Inch Sorts	8.25 ea.

For Beaufonte, Ballerina, Beaux Art, Fashion-Art, Bellaire, Bon-Air, Fashionaire, Brush, Bellaire Bold, Murray Hill Bold, Bernhard Modern Roman, and type faces on Page 68, Casual and Coronet Bold, see page number on which type is listed.

Page 3
MR711 ..... 389.00

Page 4
M711 ..... 325.00

Page 5
K1444 ..... 1425.00

Pages 6 & 7
MR1411 ..... 765.00

Pages 8 & 9
MR1422 ..... 895.00

Pages 10 & 11
MK1411 ..... 1395.00

Pages 12 & 13
MK1422C 2295.00

Pages 14 & 15
KR1422 ..... 1625.00

Last Page
MRS1422 ..... 1165.00

Pages 16 & 17
M2228 ..... 2995.00

Page 20
No. FE51-100 in pad .95 ea.
10 pads 6.75
100 pads 62.50

Pages 23, 24 & 25
Cardboard Quantity Discounts Based on **22x28 sheets** or **equivalent of cut sizes**
400 to 999 shts. 22x28 5%
1000 and up shts. 22x28 10%

No. 61 White 6-ply

22x28	per	100	34.50
14x22	per	100	18.65
11x14	per	100	9.65
7x11	per	100	4.95
5½x7	per	100	2.70
3½x5½	per	100	1.60
2¾x3½	per	100	1.10

6-ply Colors
No. 50, 62, 63, 68

22x28	per	100	36.75
14x22	per	100	19.80
11x14	per	100	10.20
7x11	per	100	5.20
5½x7	per	100	2.80
3½x5½	per	100	1.70
2¾x3½	per	100	1.15

No. 70 Black 6-ply

22x28	per	100	40.50
14x22	per	100	21.65
11x14	per	100	11.15
7x11	per	100	5.70
5½x7	per	100	3.05
3½x5½	per	100	1.80
2¾x3½	per	100	1.20

V-Neer Cardboard
No. 21, 23, 25, 27

28x44	per	100	91.50
22x28	per	100	47.90
14x22	per	100	24.70
11x14	per	100	12.65
7x11	per	100	6.65
5½x7	per	100	3.55
3½x5½	per	100	2.10
2¾x3½	per	100	1.35

14-ply Colors
No. 620-621

28x44	per	100	98.25
22x28	per	100	51.30
14x22	per	100	25.95
11x14	per	100	13.25
7x11	per	100	6.95
5½x7	per	100	3.70
3½x5½	per	100	2.15
2¾x3½	per	100	1.40

14-ply White—No. 600

28x44	per	100	73.50
22x28	per	100	38.15
14x22	per	100	19.85
11x14	per	100	10.20
7x11	per	100	5.40
5½x7	per	100	2.90
3½x5½	per	100	1.75
2¾x3½	per	100	1.20

14-ply Colors
No. 604, 605, 606, 660, 641, 666, 652, 657, 643, 649, 647, 650, 651, 648, 640

28x44	per	100	79.50
22x28	per	100	41.90
14x22	per	100	21.70
11x14	per	100	11.15
7x11	per	100	5.90
5½x7	per	100	3.15
3½x5½	per	100	1.90
2¾x3½	per	100	1.25

Page 26
Packed in 100's
T54, T57, T52, T55, T53, T56,
T64 1000's 84.15
100's 9.35
T60, T58, T59, T65
1000's 45.90
100's 5.10
T66 1000's 27.90
100's 3.10
T63, T61, T62, T67
1000's 16.20
100's 1.80

Page 27
Blank Toppers—Red Border or Plain White
No. T50 11"—per 1000 84.15
per 100 9.35
No. T51 7"—per 1000 68.40
per 100 7.60

Colored Toppers, No Border
6-ply—minimum lots 1M
Same price as above

Page 28

S34B	47.50 dz.
.....	4.40 ea.
S35B	48.00 dz.
.....	4.45 ea.
S33B	85.30 dz.
.....	7.90 ea.
S32B	58.30 dz.
.....	5.40 ea.
S31B	51.85 dz.
.....	4.80 ea.
S30B	48.00 dz.
.....	4.45 ea.

The MORGAN SIGN MACHINE Co. 4510 N. RAVENSWOOD AVENUE • CHICAGO, ILLINOIS 60640

S29B and S29C

100	66.40
50	34.60
1 dz.	8.70
each	1.15

Page 29

Sign Holders
Flat Bases — per dz.

V 3½x5½	16.20
V 5½x7	18.40
V 7x11	24.15
V 11x14	30.25
H 3½x5½	16.20
H 5½x7	18.40
H 7x11	24.15
H 11x14	30.25

Round Cast Bases
Adjustable Stems

HA 3½x5½	84.60
HA 5½x7	84.60
HA 7x11	99.40
HA 11x14	104.10
VA 3½x5½	84.60
VA 5½x7	84.60
VA 7x11	99.40
VA 11x14	104.10

Stationary Stems

HS 3½x5½	58.70
HS 5½x7	63.40
HS 7x11	69.50
HS 11x14	81.40
VS 3½x5½	58.70
VS 5½x7	63.40
VS 7x11	69.50
VS 11x14	81.40

Page 30

BR532	5.25
BR533	5.25
BR534	5.25
B94X	3.85
BR524	4.65
BR525	4.65
BR526	4.65

Page 31

BR545	5.25
BR546	5.25
BR547	5.25
BR548	5.25
BR549	5.25
BR550	5.25

Page 32

BR535	5.25
BR536	5.25
BR537	5.25
BR538	5.25
BR539	5.25
BR531	4.65

Page 33

BR540	5.25
BR541	5.25
BR542	5.25
BR543	5.25
BR544	5.25
BR530	4.65

Pages 34 & 35

B88-99	44.50
In Metal Tray	51.50
B91, B89, B88, B90	ea. 3.85
B99, B95, B94, B93, B96 B92, B98, B97	ea. 5.25

Page 36

BR559	6.95
BR562	10.80
BR555 4½"	4.65
BR555 6½"	6.65
BR555 9"	8.95

Page 37

BR560	10.80
BR561	10.80

Page 38

BR552	3.85
BR551	3.85
BR556	3.85
BR557	6.95
BR558	6.95
BR553	3.85
BR554	3.85

Page 39

D50	79.50
D50X	115.00
No. 516	15.75
No. D51	75.50
No. D51X	83.95
No. F53	2.25 pad
10 pads 20.25	
No. D52	205.50
No. D53	9.50
No. D54	9.50
No. M711	8.50
No. D55	.25

Page 40

W.C. Ink

¼ lb. tubes WC1	1.95
½ lb. cans WC2	Disc.
1 lb. cans WC3	3.95

Quantity discount 1# cans
20—1# cans or more—10%

Rubber Rollers

No. 1—¾" wide	2.10
No. 2—2" wide	2.55
No. 3—3" wide	3.15
No. 6—6" wide	7.75

Ink Platen—Aluminum

No. 20—Single	2.65
No. 21—Double	5.10

Scroll Sheets
No. S51, S52, S53, S54, S55, S56 Pink, S57 Buff, S58 Tan

20x26 per 100	21.25
13x20 per 100	10.70

Easels

No. S21 per 100	3.10
No. S22 per 100	4.75
No. S23 per 100	9.40

Bordered Window Banners
(Specify Blue or Red Borders)

No. 822 per 100	6.00
No. 822 per 1000	54.00
No. 1117 per 100	Disc.
No. 1117 per 1000	Disc.
No. 1122 per 100	7.00
No. 1122 per 1000	63.00
No. 1422 per 100	7.25
No. 1422 per 1000	65.25
No. B10 per 100	Disc.
No. B10 per 1000	Disc.
No. B141 per 100	8.50
No. B141 per 1000	76.50
No. S1111 per 100	6.40
No. S1111 per 1000	57.60
No. S1414 per 100	7.25
No. S1414 per 1000	65.25

Page 41

F55	1.95
F56	4.25
F65	3.45

*All standard colors except Gold, Silver and Copper—See Special Color prices.

Quantity discount 1# cans
Standard colors only
20—1# cans or more..10%

SPECIAL COLORS OF FAST-DRI INKS

Gold, Silver and Copper

¼ lb. Tube	2.95 ea.
½ lb. Tube	4.95 ea.
1 lb. Can	8.95
F60	3.50 Gal
6 in case	18.90 Case.
F60X Special	.5.75 Gal.
F57	1.25
F58	1.75 Qt.

12 in case $18.90

F59 —3" Roller	4.35
F59A—2" Roller	3.85
F59B—1" Roller	3.75
F59C—6" Roller	6.90
F61 If Available	6.70
F62 If Available	13.40
F63	.50

XTRON ROLLERS

	Wire Handle	Wood Handle
X59 3"	7.70	9.20
X59A 2"	7.15	8.65
X59B 1"	7.15	8.65
X59C 6"		10.75

Page 42

No. FE51 — V51 100 in pad	.95 ea.
10 pads	6.75
100 pads	62.50
K1422 Ink Rlr. Drbl.	48.50
M2228 Ink Rlr. Drbl.	61.00
K1422 Xtron Ink Roller	65.50
M2228 Xtron Ink Roller	76.50
RT6 Rubber Tire	1.40
M2228 Cover	110.00
M2228 Card Arm	17.00
NL1	43.75
NL2	39.00
NL3	15.25
B85	.85
B86	30.00
In Covered Tray	36.25
B86X	.85

Fraction and Per Cent

24 Point	.25 ea.
36 Point	.32 ea.
48 Point	.45 ea.
72 Point	.73 ea.
6 Line	2.30 ea.
8 Line	2.65 ea.
12 Line	3.00 ea.
3 Inch	8.00 ea.
4 Inch	8.10 ea.
6 Inch	10.95 ea.

Page 43

No. 36	.45	No. 43	.77
No. 37	.66	No. 44	1.30
No. 38	.50	No. 45	1.05
No. 39	.60	No. 46	.75
No. 40	.60	No. 47	.55
No. 41	.75	No. 48	1.40
No. 42	.88	No. 49	1.15

No. 50—¾"x½"x21" . . 1.85
Add 20 cents each if bars are rubber lined on one side

Metal Type Spacers
All sizes . . . . . 2.00 lb.

D66	.55	D71	.60
D67	.60	D72	.95
D68	1.30	D76	.50
D69	1.10	D77	.60
D70	1.20	D78	.45

M711 Layout Sheet	1.75
M1411 Layout Sheet	2.75
M1422 Layout Sheet	3.25
M2228 Layout Sheet	5.25
NL23	2.25
NL24	2.75
No. 515—Sign Rack	10.20
No. 501—Cutter	36.00
No. 8—Bench Model 30" Cutter	114.00
513X	57.00

Lock Sheets "B" Model

No. 391—B57	1.10
No. 392—B711	1.90
No. 393—B1114	2.10
No. 394—B1422	2.70
No. 395—B2228	5.25
No. 396—Wax	.65

Platen Covers "B" Model

No. 387—B57	.60
No. 388—B711	.75
No. 389—B1114	.95
No. 390—B1422	1.25
No. 390X—B2228	2.50

Pages 44 & 45

B2419	204.60
B2420	240.70
B2421	67.50
B2422	265.10
B2423	311.85
B2424	87.60
B2425	315.90
B2426	371.50
B2427	104.25

MATCHING TYPE

6 Line	2.95
8 Line	3.70
10 Line	4.00

Page 46

24 Pt. Caps 15A	19.05
Lower 32a	22.15
Figs. 11-1	8.85
36 Pt. Caps 6A	25.05
Lower 13a	28.45
Figs. 5-1	11.35
48 Pt. Caps 5A	30.85
Lower 9a	40.90
Figs. 4-1	13.60
72 Pt. Caps 4A	54.15
Lower 5a	50.10
Figs. 4-1	26.40
B1419	99.40
B1420	123.10
B1421	34.40
B1423	129.40
B1424	158.40
B1425	42.90

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for Special Prices

8 Line	1.80
12 Line	2.10

Page 47

B1616	131.70
B1617	164.50
B1618	43.90

Pages 48 & 49

B1625	306.85
B1626	369.05
B1627	107.70
B1622	262.00
B1623	327.50
B1624	87.55
B1619	188.60
B1620	235.65
B1621	63.00

MATCHING TYPE

8 Line	2.15
12 Line	3.05
18 Line	4.10
24 Line	4.60

Pages 50 & 51

B1516	130.30
B1517	163.00
B1518	43.60
B1519	189.60
B1520	237.05
B1521	63.25
B1522	264.45
B1523	330.65
B1524	88.35

MATCHING TYPE

8 Line	2.15
12 Line	3.05
18 Line	4.10

Page 52

B550	8.10
B511	9.35
B552	3.25
B553	9.35
B554	11.50
B555	4.10
B556	12.95
B557	15.80
B558	5.70
B559	25.25
B560	31.85
B561	9.45
B562	99.40
B563	123.10
B564	34.40
B565	129.40
B566	158.40
B567	42.90

MATCHING TYPE

24 Point	.19
36 Point	.23
48 Point	.35
72 Point	.66
8 Line	1.80
12 Line	2.10

Page 53

B101 6A	19.05
B102 15a	22.15
B103 5-1	8.85
B104 4A	25.05
B105 10a	28.45
B106 4-1	11.35
B107 3A	30.85
B108 8a	40.90
B109 3-1	13.60
B110 3A	54.15
B111 5a	50.10
B112 3-1	26.40
B113	99.40
B114	123.10
B115	34.40
B116	129.40
B117	158.40
B118	42.90

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for Special Prices

8 Line	1.80
12 Line	2.10

Page 54

B601	7.30
B602	8.95
B603	3.30
B609	9.00
B610	10.90
B611	4.10
B612	11.75
B613	14.40
B614	5.15
B615	22.95
B616	28.95
B617	8.55
B618	51.85
B620	20.00
B621	55.65
B623	21.35
B624	68.05
B626	23.85

Page 55

B901	7.30
B902	8.95
B903	3.30
B930	8.50
B931	10.25
B932	4.00
B904	9.00
B905	10.90
B906	4.10
B907	11.75
B908	14.40
B909	5.15
B910	22.95
B911	28.95
B912	8.55
B913	51.85
B915	20.00
B916	55.65
B918	21.35
B919	68.05
B921	23.85

Page 56

B301	7.30
B302	8.95
B303	3.30
B304	9.00
B305	10.90
B306	4.10
B307	11.75
B308	14.40
B309	5.15
B310	22.95
B311	28.95
B312	8.55
B313	51.85
B315	20.00
B316	55.65
B318	21.35
B319	68.05
B321	23.85

Page 57

B801	7.30
B802	8.95
B803	3.30
B804	9.00
B805	10.90
B806	4.10
B807	11.75
B808	14.40
B809	5.15
B810	22.95
B811	28.95
B812	8.55
B813	51.85
B815	20.00
B816	55.65
B818	21.35
B819	68.05
B821	23.85

Page 58

B229	51.85
B230	20.00
B238	180.60

Page 59

B231	55.65
B232	21.35
B233	68.05
B234	23.85
B235	103.50
B236	32.65

Page 60

B924	32.65
B237	45.75

Page 61

B824	32.65
B239	53.10

Page 62

B240	83.80

Page 63

B1201	136.70
B1202	168.60
B1203	202.95
B1204	250.55
B1205	294.65
B1206	357.85

MATCHING TYPE

12 Line	2.45
18 Line	3.40
24 Line	4.75

Page 64

B701	7.30
B702	8.95
B703	3.30
B707	9.00
B708	10.90
B709	4.10

B710	11.75
B711	14.40
B712	5.15
B713	22.95
B714	28.95
B715	8.55
B716	55.65
B718	21.35
B719	23.85

Page 65

B401	7.30
B402	8.95
B403	3.30
B405	9.00
B406	10.90
B407	4.10
B408	11.75
B409	14.40
B410	5.15
B411	22.95
B412	28.95
B413	8.55
B414	55.65
B416	21.35
B419	23.85

Page 66

B1001	7.30
B1002	8.95
B1003	3.30
B1005	9.00
B1004	10.90
B1026	4.10
B1011	22.95
B1010	28.95
B1029	8.55
B1013	55.65
B1030	21.35
B1014	23.85

Page 67

B1150	7.30
B1151	8.95
B1152	3.30
B1155	9.00
B1154	10.90
B1176	4.10
B1156	11.75
B1157	14.40
B1158	5.15
B1161	22.95
B1160	28.95
B1179	8.55
B1163	55.65
B1180	21.35
B1181	23.85
B1133	32.65

Page 68

APPROXIMATE FONTING SCHEME OF TYPE LISTED ON THIS PAGE

(Figures included in Cap Font up to 72 Pt.)

	Caps	Lower Case
24 Pt.	8A	17a
36 Pt.	5A	7a
48 Pt.	4A	6a
72 Pt.	3A	5a
8 Line	3A	6a
12 Line	3A	6a
18 Line	3A	6a

24 Pt. Caps	25.30
Lower	21.60
36 Pt. Caps	21.50
Lower	17.40
48 Pt. Caps	22.20
Lower	19.00
72 Pt. Caps	35.50
Lower	31.90
8 Line Caps	55.65
Lower	68.40
Figs.	21.35
12 Line Caps	68.05
Lower	83.80
Figs.	23.85
18 Line Caps	103.50
Lower	127.70
Figs.	32.65

8, 12 and 18 Line PRICES ARE MINIMUM ORDER OF 65 PCS. in any one style and size.

B81 22" Long	.60
B82 22" Long	1.10
B83 22" Long	1.70
B84 22" Long	2.20

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B2622	310.55
B2623	368.35
B2624	101.40

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B2616	175.80
B2617	208.70
B2618	57.50
B2619	236.65
B2620	281.20
B2621	77.40
MATCHING TYPE	
8 Line	2.50
12 Line	3.10
18 Line	4.20

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B2801 7A	19.05
B2802 15a	22.15
B2803 7-1	8.85
B2804 5A	25.05
B2805 10a	28.45
B2806 4-1	11.35
B2807 3A	30.85
B2808 7a	40.90
B2809 3-1	13.60
B2810 3A	54.15
B2811 5A	50.10
B2812 3-1	26.40
MATCHING TYPE	

24 Pt. thru 72 Pt.—Write for Special Prices

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B2516	175.80
B2517	208.70
B2518	57.50
B2519	239.00
B2520	283.35
B2521	78.00
MATCHING TYPE	
8 Line	2.50
12 Line	3.15

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B1610	262.00
B1611	327.50
B1612	87.55
MATCHING TYPE	
18 Line	4.10

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B2726	407.70
B2727	487.45
B2728	131.35
B2720	262.70
B2721	314.05
B2722	84.65

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B2729	961.80
B2730	1149.75
B2731	309.55
B2723	353.40
B2724	412.55
B2725	113.95
MATCHING TYPE	
12 Line	3.60
18 Line	4.65
24 Line	5.40
30 Line	12.35

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B201	7.30
B202	8.95
B203	3.30
B204	8.50
B205	10.25
B206	4.00
B207	9.00
B208	10.90
B209	4.10
B210	11.75
B211	14.40
B212	5.15
B213	16.05
B214	20.60
B215	6.55
B216	22.95
B217	28.95
B218	8.55

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B2901 5A	19.05
B2902 19a	22.15
B2903 8-1	8.85
B2904 4A	25.05
B2905 13a	28.45
B2906 6-1	11.35
B2907 3A	30.85
B2908 9a	40.90
B2909 4-1	13.60
B2910 3A	54.15
B2911 7a	50.10
B2912 4-1	26.40
B2916	99.40
B2917	123.10
B2918	34.40
B2919	129.40
B2920	158.40
B2921	42.90
MATCHING TYPE	

24 Pt. thru 72 Pt.—Write for Special Prices

8 Line	1.80
12 Line	2.10

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B1901	7.30
B1902	8.95
B1903	3.30
B1904	9.00
B1905	10.90
B1906	4.10
B1907	11.75
B1908	14.40
B1909	5.15
B1910	22.95
B1911	28.95
B1912	8.55
B1916	55.65
B1918	21.35
B1919	68.05
B1921	23.85

Prices for Items Not Listed in Catalog

WATERPROOF CARDS

14-Ply Coated 2 sides

	C2S
22x28	60.45 per C
14x22	30.65 per C
11x14	15.85 per C
7x11	8.00 per C
5½x7	4.15 per C
3½x5½	2.45 per C

Beveled Edge Cards Deluxe Mat Board

14x22	82.50 per 100
11x14	46.75
7x11	25.30
5½x7	15.40
3½x5½	10.70
2¾x3½	9.35

C1S White and Buff Gold Beveled Edge Cards or Boutique Cards any color 14-ply —Smooth Finish—

14x22	60.50 per 100
11x14	36.50
7x11	22.50
5½x7	14.30
3½x5½	9.90
2¾x3½	8.80

Adhesive Lining Material For Lining Bars $2.50 per Roll of 20 Ft.

Drying Rack—2 spring- 8.75

Shown on Pages Indicated

MR711 Rack P. 3.	79.50
MR1411 Rack P. 6.	86.00
MR1411 Base P. 10.	235.00
MR1422 Base P. 80.	270.00
MRS1422 Unit P. 80.	1165.00

INSIDE BACK Cover . KRS1444 ..... $2295.00

BACK Cover . . . . KRS1422 ..... 1895.00