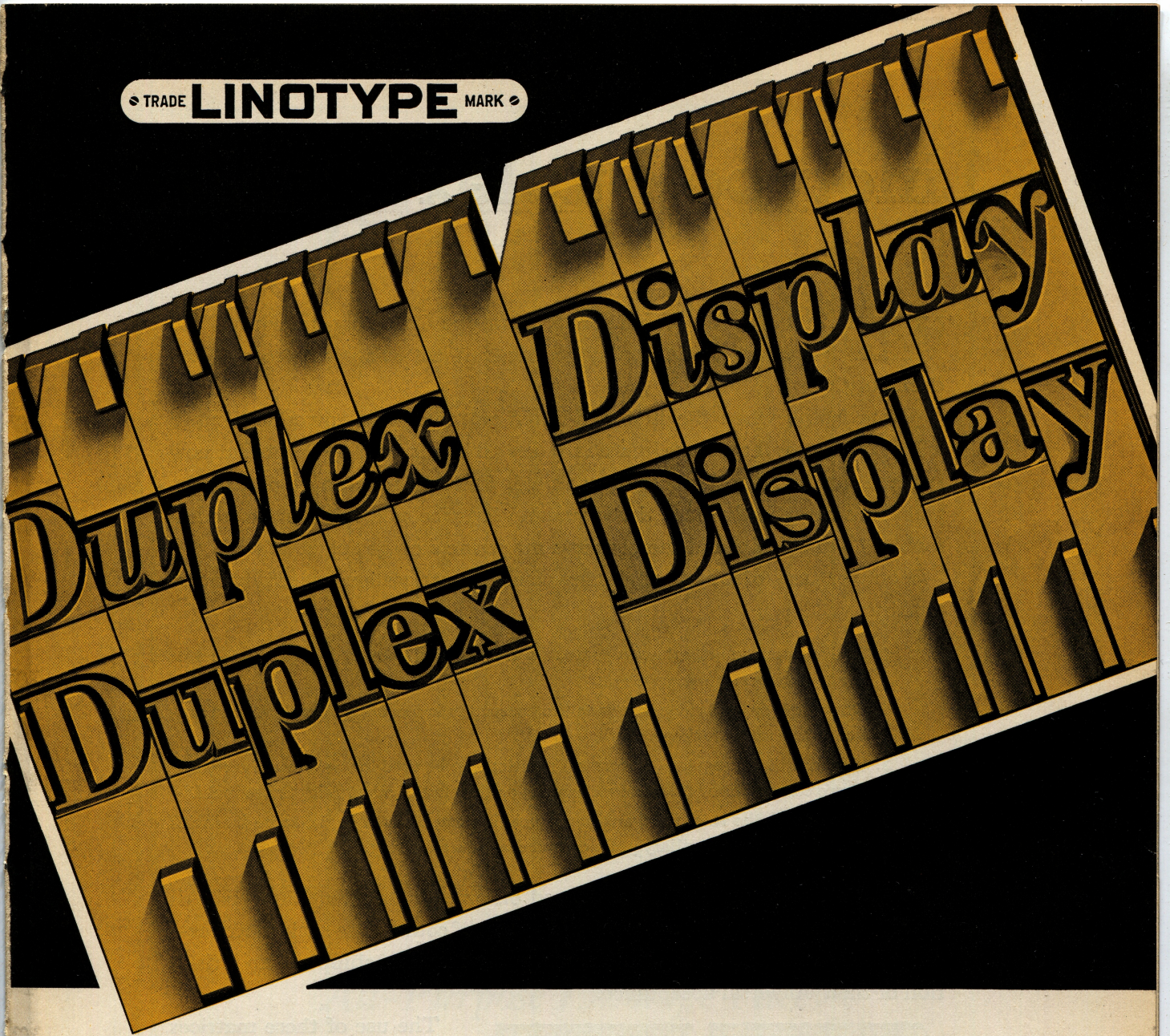


TRADE **LINOTYPE** MARK



**The Linotype Development
That Doubles Magazine Capacity**

Linotype Duplex Display

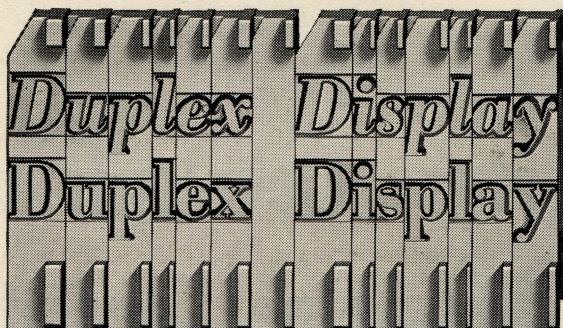
WHEN, in 1935, the Mergenthaler Linotype Company introduced 18- and 24-point duplex-display matrices, it cut composing-room costs decidedly.

From 1892, when the first two-letter matrices were introduced, until 1935, two-letter faces were limited to sizes no larger than 14 point. But now you can cast two display faces from a single font contained in a single magazine. This means, of course, that you can get twice as much service from a font and a magazine, and can conserve magazine-storage space, as well.

Four features of Linotype duplex-display matrices are especially noteworthy:

1. The faces are exactly the same size as corresponding foundry faces and one-letter Linotype faces.
2. The partition, or bridge, between the characters is more than ample for the prevention of metal leakage.
3. The face in the regular (or normal) position can be used for two-line advertising-figure composition and cast overhanging on the regular advertising figure mold.
4. The face in the raised (or auxiliary) position can be used in the same line with body faces in the auxiliary position and cast on a solid slug.

Duplex-display matrices can be used on any outstanding Linotype. All new Linotypes shipped from the factory can, of course, use such matrices—and they have been specified for almost every machine shipped—an indication of their universal acceptance.



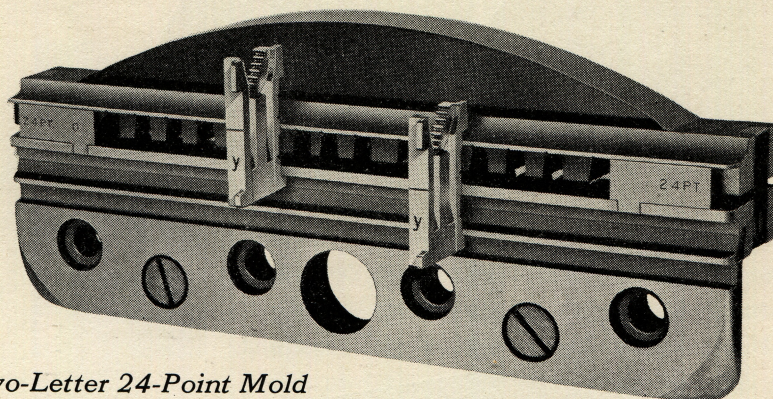
The use of these matrices is simple, as demonstrated by the following illustrations and explanations.

Here is a line of duplex-display matrices. The lower character in the illustration is in the same regular position and alignment as the character in the normal position on any two-letter matrix, 4 to 14 point. The upper character, as shown in the illustration, has been moved closer to the lower lug of the matrix, to accommodate the increased size of the character,

and the alignment of that character is the regular 45-point standard, which was established in 1913.

All Linotype 18- and 24-point duplex-display matrices are assembled at the regular (or lower) rail position in the assembling elevator, the same as the roman position of the 4- to 14-point two-letter matrices. If casting is desired from the regular position, no further operation is necessary. If the face in the auxiliary position is wanted, the first-elevator-slide filling piece is used. There are no complications and no new operations to master.

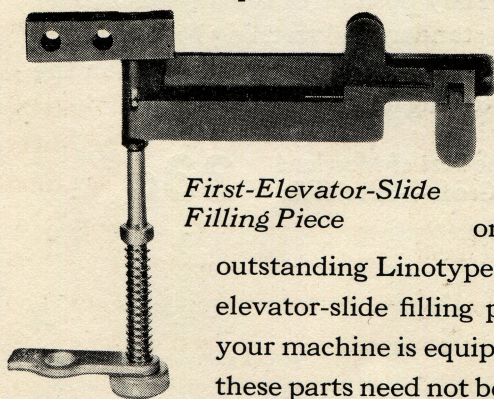
Illustrated here is the mold used for casting duplex-display faces. The only essential difference between this mold and any other two-letter mold is the location of the aligning groove for the auxiliary position, the same as on a standard 45-point mold.



Two-Letter 24-Point Mold

Note the two matrices and their positions. This is the way they meet the mold for casting—one casting from the regular position, the other from the auxiliary position. Each face is normally cast separately. To mix two faces in the same line, an attachment (an exclusive Linotype feature) is required.

Molds can be provided to cast either 18- or 24-point slugs, or adjustable for both bodies, in either the 30- or 42-pica range of the four-mold disk, or in the 24½ - or 30-pica range of the six-mold disk.

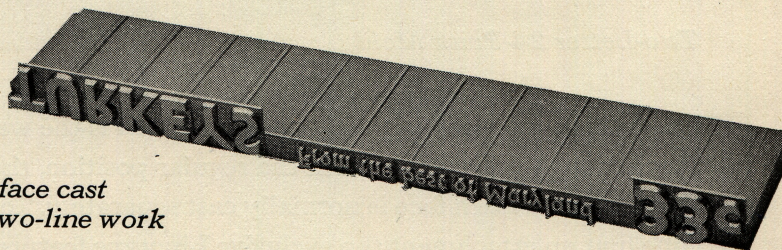
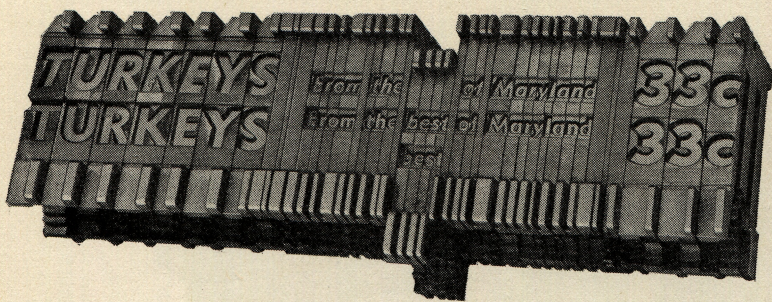


First-Elevator-Slide Filling Piece

Besides the mold and the matrices, the only other parts necessary to equip an outstanding Linotype for duplex-display matrices are a first-elevator-slide filling piece and a first-elevator-cam shoe. If your machine is equipped to cast 48-, 54- and 60-point faces, these parts need not be added.

The Use of Linotype Duplex-Display Matrices in Advertising

ON THESE MATRICES the bold face is usually punched in the regular position, so that it may be cast on a regular advertising-figure mold, for two-line advertising composition, as suggested by the following illustration. This is the same method that has always been used in casting overhanging figures. The face of secondary importance for advertising work is usually punched in the auxiliary position.

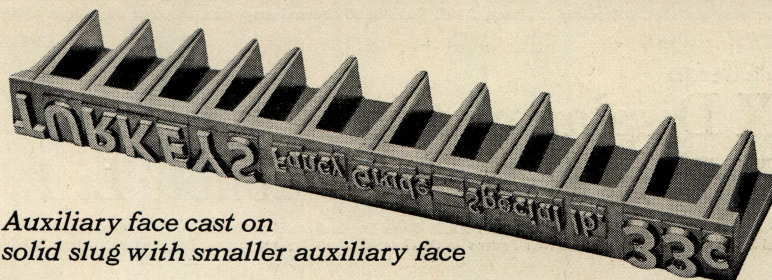
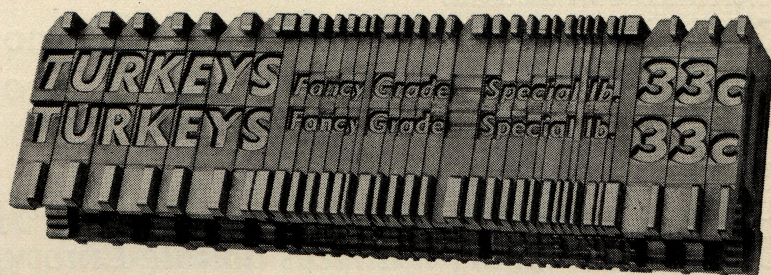


*Regular position face cast
overhanging for two-line work*

The characters in the regular (or normal) position of the duplex-display matrices are cast overhanging from the standard Advertising Figure Mold. Either the regular or auxiliary position of the body face can be used in the same line. Here is the result, with a second slug for two-line work:

TURKEYS From the best of Maryland **33c**
Fancy Grade—Special lb.

Note that the display face in the auxiliary position can also be used for advertising work. This is made possible by the aligning position of the auxiliary character, which permits the small face to align accurately at the bottom of the display line and cast on a solid slug without overhang. Here's how it is done:



Auxiliary face cast on solid slug with smaller auxiliary face

TURKEYS Fancy Grade—Special lb. **33c**

In this method, auxiliary characters of both the 24-point and 12-point faces are cast from one line of matrices. The line is cast in the raised position of a 24-point two-letter display mold. Thus it is possible to use the face in the auxiliary position for advertising work, and without the necessity of casting overhanging slugs.

It is also possible, using this method, to make the body face line up with the middle of the display face. The smaller the body face, the higher the alignment. Here's the way it looks when an 8-point body face is used:

TURKEYS Fancy Grade—Special lb. **33c**

Linotype duplex-display faces can be used another way for advertising-figure and food-store work. Logotypes in 18-point Bold Face No. 2 are now made two-letter, for use with duplex-display faces in either or both positions.

DUNKER'S WAX BEANS Small Can 2 for 13c

DUNKER'S WAX BEANS Small Can 2 for 13c

Linotype Duplex-Display Faces

18 Point Benedictine with Italic (18△18)

DUPLEX Display matrices double Linotype m 12
DUPLEX Display matrices double Linotype m 12

Matrix Information: Lower case alphabet, 223 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZHU.

18 Point Bodoni with Italic (18△38)

DUPLEX Display matrices double Linotype mag 12
DUPLEX Display matrices double Linotype mag 12

Matrix Information: Lower case alphabet, 208 points. Figures, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZETNU.

24 Point Bodoni with Italic (24△38)

DUPLEX Display matrices double Li 12
DUPLEX Display matrices double Li 12

Matrix Information: Lower case alphabet, 272 points. Figures, .1522. Runs in 72 channel magazine; also lower case, except m, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 22 point alignment. Code word, ZILLU.

18 Point Bodoni Book with Italic (18△80)

DUPLEX Display matrices double Linotype magazin 12
DUPLEX Display matrices double Linotype magazin 12

Matrix Information: Lower case alphabet, 191 points. Figures, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZILNE.

18 Point Bodoni Bold with Italic (18△10)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 227 points. Figures, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZEZBU.

24 Point Bodoni Bold with Italic (24△10)

DUPLEX Display matrices double L 12
DUPLEX Display matrices double L 12

Matrix Information: Lower case alphabet, 278 points. Figure 1, .1383; 2 to 0, .166. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 22 point alignment. Code word, ZIFNE.

24 Point Bodoni Bold Condensed with 18 Point Bodoni Bold Italic (24△84)

DUPLEX Display matrices double Linotype m 12
DUPLEX Display matrices double Linotype m 12

Matrix Information: Lower case alphabet, 229 points. Figures, .1107. Runs in 90 channel magazine. 22 and 16 point alignments. Code word, ZILOC.

18 Point Poster Bodoni with Italic (18△26)

DUPLEX Display matrices double 12
DUPLEX Display matrices double 12

Matrix Information: Lower case alphabet, 304 points. Figure 1, .1522; 2 to 0, .1798. Runs in 72 channel magazine; also lower case, except m and w, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZEZRE.

24 Point Poster Bodoni with Italic (24△26)

DUPLEX Display matrix 12
DUPLEX Display matrix 12

Matrix Information: Lower case alphabet, 411 points. Figure 1, .1937; 2 to 0, .249. Runs in Wide 72 channel magazine; also lower case in cap channels of 72 channel magazine with caps and figures in Wide 34 channel auxiliary magazine. Code word, ZIDTE.

18 Point Caslon with Italic (18△86)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 225 points. Figures, .1245. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZIMAZ.

18 Point Caslon No. 3 with Italic (18△66)

DUPLEX Display matrices double Li 12
DUPLEX Display matrices double Li 12

Matrix Information: Lower case alphabet, 270 points. Figure 1, .1383; 2 to 0, .166. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 19 point alignment. Code word, ZIKOV.

24 Point Caslon No. 3 with Italic (24△66)

DUPLEX Display matrices d 12
DUPLEX Display matrices d 12

Matrix Information: Lower case alphabet, 349 points. Figure 1, .1798; 2 to 0, .2075. Runs in 72 channel magazine; also in Wide 34 channel auxiliary magazine. Code word, ZIKPO.

24 Point Century Bold with Italic (24△76)

DUPLEX Display matrices doubl 12
DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 305 points. Figures, .166. Runs in 72 channel magazine; also in 34 channel auxiliary magazine. 25 point alignment. Code word, ZILHE.

18 Point Century Bold with Century Expanded (18△60)

DUPLEX Display matrices double Linotype m 12
DUPLEX Display matrices double Linotype m 12

Matrix Information: Lower case alphabet, 227 points. Figures, .1107. Runs in 90 channel magazine. 19 point alignment. Code word, ZIFVE. 18 point Century Bold with Italic (18△76) also available. Runs in 90 channel magazine.

18 Point Century Expanded with Italic (18△44)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 228 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZICZI.

18 Point Cheltenham with Italic (18△92)

DUPLEX Display matrices double Linotype maga 12
DUPLEX Display matrices double Linotype maga 12

Matrix Information: Lower case alphabet, 197 points. Figures, .1107. Runs in 90 channel magazine. 19 point alignment. Code word, ZINDE.

24 Point Cheltenham with Italic (24△92)

DUPLEX Display matrices double Lin 12
DUPLEX Display matrices double Lin 12

Matrix Information: Lower case alphabet, 246 points. Figures, .166. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZINEC.

18 Point Cheltenham Bold with Italic (18△90)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 231 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZINCA.

24 Point Cheltenham Bold with Italic (24△90)

DUPLEX Display matrices doubl 12
DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 299 points. Figures, .1937. Runs in 72 channel magazine; also lower case, except m and w, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZINIR.

18 Point Cheltenham Bold Condensed with Italic (18△24)

DUPLEX Display matrices double Linotype magazin 12
DUPLEX Display matrices double Linotype magazin 12

Matrix Information: Lower case alphabet, 195 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZPA.

24 Point Cheltenham Bold Condensed with Italic (24△24)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZINJA.

18 Point Cloister with Italic (18△14)

DUPLEX Display matrices double Linotype magazine ca 12
DUPLEX Display matrices double Linotype magazine ca 12

Matrix Information: Lower case alphabet, 178 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZEZDE.

18 Point Cloister Bold with Italic (18△12)

DUPLEX Display matrices double Linotype magaz 12
DUPLEX Display matrices double Linotype magaz 12

Matrix Information: Lower case alphabet, 201 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZEZCA.

24 Point Cloister Bold with Italic (24△12)

DUPLEX Display matrices double Lino 12
DUPLEX Display matrices double Lino 12

Matrix Information: Lower case alphabet, 256 points. Figure 1, .1245; 2 to 0, .1522. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 22 point alignment. Code word, ZIKVI.

18 Point Erbar Bold Condensed with Erbar Light Condensed (18△56)

DUPLEX Display matrices double Linotype magazine capacity 12
DUPLEX Display matrices double Linotype magazine capacity 12

Matrix Information: Lower case alphabet, 162 points. Figures, .0968. Runs in 90 channel magazine. Code word, ZIKUP.

24 Point Erbar Bold Condensed with Erbar Light Condensed (24△56)

DUPLEX Display matrices double Linotype magazin 12
DUPLEX Display matrices double Linotype magazin 12

Matrix Information: Lower case alphabet, 200 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIFEM. 24 point Erbar Light Condensed with Erbar Bold Condensed (24△4) also available.

18 Point Erbar Light Condensed with Erbar Bold Condensed (18△4)

DUPLEX Display matrices double Linotype magazine capacity 12
DUPLEX Display matrices double Linotype magazine capacity 12

Matrix Information: Lower case alphabet, 162 points. Figures, .0968. Runs in 90 channel magazine. Code word, ZEPSA.

18 Point Erbar Medium Condensed with Erbar Light Condensed (18△88)

DUPLEX Display matrices double Linotype magazine capacity with 12
DUPLEX Display matrices double Linotype magazine capacity with 12

Matrix Information: Lower case alphabet, 154 points. Figures, .0968. Runs in 90 channel magazine. Code word, ZIMBA.

24 Point Erbar Medium Condensed with Erbar Light Condensed (24△88)

DUPLEX Display matrices double Linotype magazine 12
DUPLEX Display matrices double Linotype magazine 12

Matrix Information: Lower case alphabet, 191 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIMCE.

18 Point Garamond Bold with Italic (18△22)

DUPLEX Display matrices double Linotype ma 12
DUPLEX Display matrices double Linotype ma 12

Matrix Information: Lower case alphabet, 220 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZEZNU.

24 Point Garamond Bold with Italic (24△22)

DUPLEX Display matrices doubl 12
DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 311 points. Figure 1, .1383; 2 to 0, .166. Runs in 72 channel magazine; also in 34 channel auxiliary magazine. 22 point alignment. Code word, ZIKDU.

18 Point Garamond No. 3 with Italic (18△62)

DUPLEX Display matrices double Linotype magazi 12

DUPLEX Display matrices double Linotype magazi 12

Matrix Information: Lower case alphabet, 198 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZIKNI.

18 Point Garamond Bold No. 3 with Italic (18△58)

DUPLEX Display matrices double Linotype ma 12

DUPLEX Display matrices double Linotype ma 12

Matrix Information: Lower case alphabet, 216 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. 16 point alignment. Code word, ZIFUD.

24 Point Garamond Bold No. 3 with Italic (24△58)

DUPLEX Display matrices double L 12

DUPLEX Display matrices double L 12

Matrix Information: Lower case alphabet, 279 points. Figure 1, .1245; 2 to 0, .1522. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 22 point alignment. Code word, ZIFUK.

18 Point Gothic No. 13 with Cheltenham Bold Condensed (18△36)

DUPLEX Display matrices double Linotype magazine c 12

DUPLEX Display matrices double Linotype magazine c 12

Matrix Information: Lower case alphabet, 189 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZICED.

24 Point Gothic No. 13 with Cheltenham Bold Condensed (24△36)

DUPLEX Display matrices double magazine 12

DUPLEX Display matrices double magazine 12

Matrix Information: Lower case alphabet, 233 points. Figure 1, .1107; 2 to 0, .1383. Runs in 90 channel magazine, with figures in advertising figure channels or in auxiliary magazine. Code word, ZIFDO.

18 Point Gothic No. 16 with Cheltenham Bold (18△34)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 231 points. Figures, .1107. Runs in 90 channel magazine. 19 point alignment. Code word, ZICDA.

24 Point Gothic No. 16 with Cheltenham Bold (24△34)

DUPLEX Display matrices doubl 12

DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 300 points. Figure 1, .1798; 2 to 0, .2075. Runs in 72 channel magazine; also lower case, except m and w, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. 25 point alignment. Code word, ZIHOL.

18 Point Memphis Light with Bold (18△16)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 232 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZEPE.

18 Point Memphis Bold with Light (18△48)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 232 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIDPO.

24 Point Memphis Bold with Light (24△48)

DUPLEX Display matrices doubl 12

DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 316 points. Figure 1, .1107; 2 to 0, .166. Runs in 72 channel magazine; also in Wide 34 channel auxiliary magazine. Code word, ZIDSA.

18 Point Memphis Bold with Italic (18△20)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 231 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZID. 24 point Memphis Bold with Italic (24△20) also available. Runs in 72 channel magazine; also in Wide 34 channel auxiliary magazine.

18 Point Memphis Bold with Medium (18△64)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 230 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIKOB.

24 Point Memphis Bold with Medium (24△64)

DUPLEX Display matrices doubl 12

DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 318 points. Figure 1, .1107; 2 to 0, .166. Runs in 72 channel magazine; also in Wide 34 channel auxiliary magazine. Code word, ZILIB.

18 Point Memphis Medium with Italic (18△28)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 231 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZUM.

18 Point Memphis Bold Condensed with Medium Condensed (18△68)

DUPLEX Display matrices double Linotype magazine cap 12

DUPLEX Display matrices double Linotype magazine cap 12

Matrix Information: Lower case alphabet, 180 points. Figures, .0968. Runs in 90 channel magazine. Code word, ZIKSA.

24 Point Memphis Bold Condensed with Medium Condensed (24△68)

DUPLEX Display matrices double Linotype 12

DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIKTE.

18 Point Memphis Extra Bold with Italic (18△52)

DUPLEX Display matrices double Lino 21
DUPLEX Display matrices double Lino 21

Matrix Information: Lower case alphabet, 269 points. Figure 1, .1107; 2 to 0, .1383. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZIFAY.

18 Point Memphis Extra Bold Condensed with Medium Condensed (18△70)

DUPLEX Display matrices double Linotype magazine cap 12
DUPLEX Display matrices double Linotype magazine cap 12

Matrix Information: Lower case alphabet, 180 points. Figures, .0968. Runs in 90 channel magazine. Code word, ZIKUC.

24 Point Memphis Extra Bold Condensed with Medium Condensed (24△70)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIKUJ.

18 Point Metrolite No. 2 with Italic (18△50)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 232 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIDUC.

24 Point Metrolite No. 2 with Italic (24△50)

DUPLEX Display matrices double 12
DUPLEX Display matrices double 12

Matrix Information: Lower case alphabet, 303 points. Figure 1, .1383; 2 to 0, .1937. Runs in 72 channel magazine; also in 34 channel auxiliary magazine. Code word, ZIKOH.

18 Point Metrolite No. 2 with Metroblack No. 2 (18△74)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZILFU.

18 Point Metroblack No. 2 with Metrolite No. 2 (18△8)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZEZEJ.

24 Point Metroblack No. 2 with Metrolite No. 2 (24△8)

DUPLEX Display matrices doubl 12
DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 302 points. Figure 1, .1383; 2 to 0, .1937. Runs in 72 channel magazine; also in 34 channel auxiliary magazine. Code word, ZIFMA.

18 Point Metroblack No. 2 with Italic (18△46)

DUPLEX Display matrices double Linotype 12
DUPLEX Display matrices double Linotype 12

Matrix Information: Lower case alphabet, 236 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIDON.

24 Point Metroblack No. 2 with Italic (24△46)

DUPLEX Display matrices doubl 12
DUPLEX Display matrices doubl 12

Matrix Information: Lower case alphabet, 311 points. Figure 1, .1383; 2 to 0, .1937. Runs in 72 channel magazine; also in 34 channel auxiliary magazine. Code word, ZIDOV.

18 Point Metromedium No. 2 with Metrothin No. 2 (18△6)

DUPLEX Display matrices double Linotype mag 12
DUPLEX Display matrices double Linotype mag 12

Matrix Information: Lower case alphabet, 215 points. Figure 1, .0968; 2 to 0, .1107. Runs in 90 channel magazine. Code word, ZETUZ.

24 Point Metromedium No. 2 with Metrothin No. 2 (24△6)

DUPLEX Display matrices double Lin 12
DUPLEX Display matrices double Lin 12

Matrix Information: Lower case alphabet, 272 points. Figure 1, .1245; 2 to 0, .1798. Runs in 72 channel magazine; also lower case, except m, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZIKME.

18 Point Metromedium No. 2 with Italic (18△54)

DUPLEX Display matrices double Linotype maga 12
DUPLEX Display matrices double Linotype maga 12

Matrix Information: Lower case alphabet, 209 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIFBE.

24 Point Metromedium No. 2 with Italic (24△54)

DUPLEX Display matrices double Li 12
DUPLEX Display matrices double Li 12

Matrix Information: Lower case alphabet, 375 points. Figure 1, .1383; 2 to 0, .1937. Runs in 72 channel magazine; also lower case, except m, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZIFCI.

18 Point Pabst Extra Bold with Italic (18△42)

DUPLEX Display matrices double 12
DUPLEX Display matrices double 12

Matrix Information: Lower case alphabet, 301 points. Figures, .166. Runs in 72 channel magazine; also lower case, except m and w, in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZICUN.

18 Point Pabst Extra Bold Condensed with Italic (18△72)

DUPLEX Display matrices double Linotype m 12
DUPLEX Display matrices double Linotype m 12

Matrix Information: Lower case alphabet, 224 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIKYA.

24 Point Pabst Extra Bold Condensed with Italic (24△72)

DUPLEX Display matrices double 12
DUPLEX Display matrices double 12

Matrix Information: Lower case alphabet, 293 points. Figures, .1522. Runs in 72 channel magazine; also lower case in cap channels of 90 channel magazine with caps and figures in 34 channel auxiliary magazine. Code word, ZIKZE.

18 Point Pabst Extra Bold Condensed with 14 Point Gothic No. 16 (18△78)

DUPLEX Display matrices double Linotype m 12
DUPLEX Display matrices double Linotype m 12

Matrix Information: Lower case alphabet, 224 points. Figures, .1107. Runs in 90 channel magazine. Alignment is 18 point in normal position and 14 point in auxiliary position of regular 5 to 14 point two-letter standard. Both faces will cast from regular U.A. mold (F-1407) and regular Advertising Figure mold (F-1904); 18 point will cast in normal position of two-letter 18 point mold (F-6338) and two-letter 18-24 point mold (F-6581). Smallest slug on which these faces will cast, without overhang, are 18 and 14 point respectively. Code word, ZILMA.

18 Point Textype with Italic (18△30)

DUPLEX Display matrices double Linotype ma 12
DUPLEX Display matrices double Linotype ma 12

Matrix Information: Lower case alphabet, 216 points. Figures, .1107. Runs in 90 channel magazine. Code word, ZIBZO.

Double-Duty Duplex Display For Food Store Ads

Regular Position in Two-Line Work

LAMB CHOPS Cut from Loin **25^C**
Special, pound

SLICED BACON Fancy, Lean **19^C**
¼ lb. package

SMOKED HAM Whole or Half **25^C**
Special, pound

SALMON STEAK Fancy Red **13^C**
pound

24 Point Metroblack No. 2, in a line with 10 Point Metromedium No. 2, is cast overhanging on a 10 point slug from the Regular Advertising Figure Mold. The second 10 point line is cast on a separate slug.

Auxiliary Position in One-Line Work

PRESERVES 2 pound jar **27^C**

PAPER TOWELS 3 Rolls **25^C**

DOG FOOD Canine Brand 3 cans **11^C**

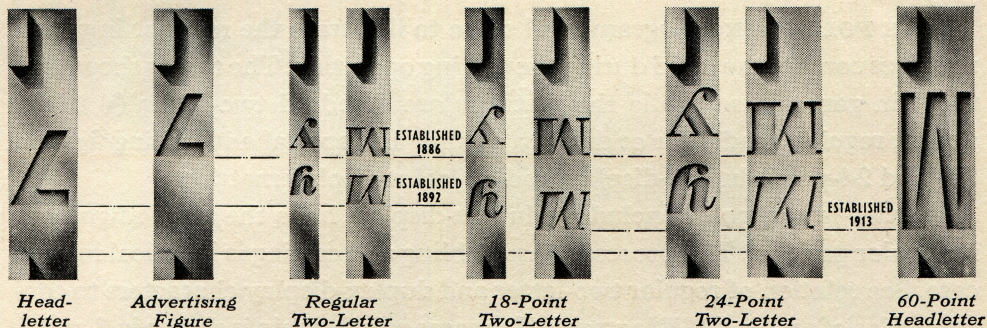
SWISS CHEESE per pound **39^C**

24 Point Metroblack No. 2 Italic, in a line with 12 Point Metromedium No. 2 Italic, is cast on a 24 point slug from the 24 point Two-Letter Display Mold.

Linotype Standard Alignments

THERE are three standard Linotype alignments of characters on the matrix. These are regular position, auxiliary position, and 45-point alignment position for 48-, 54- and 60-point faces. In the development of the duplex-display matrix, the standard 45-point alignment, established in 1913, was used for the auxiliary position character.

The following comparison of Linotype alignments will clearly illustrate the relative position of each:



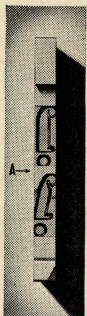
The illustration shows the different positions of the characters on the matrices. Notice particularly that the top of the regular headletter character aligns with the auxiliary character of the regular two-letter matrix, 4 to 14 point, and that the top of the auxiliary character of the 18- and 24-point duplex-display matrix aligns with the top of the 60-point headletter character.

Since duplex-display matrices are a comparatively recent development, it follows that technical information concerning the matrices and their use should be of interest to operators, machinists and Linotype users generally.

Linotype duplex-display faces are the same size as corresponding foundry faces and Linotype one-letter faces. In fact, the same punches are used in the manufacture of both duplex-display and the corresponding one-letter display matrices.

The bridge between the two characters is more than ample to prevent any possibility of metal leakage. To illustrate the size of the metal bridge on matrices with descending characters, a matrix of 24-point

Bodoni Bold with Italic is shown here. The lower case "j" represents the largest character duplexed on the matrix, since it has both ascending and descending elements. The bridge between the characters is therefore the minimum to be found in 24-point faces.



Notice the width of the bridge "A." By an ingenious method of manufacturing, the bridge is greatly increased in size over the corresponding character in 14 point. There is no possibility of metal leakage under any operating condition. An oversize, sturdy bridge is one of the features of *Linotype Duplex-Display Matrices*.

Relation of Matrices to Molds

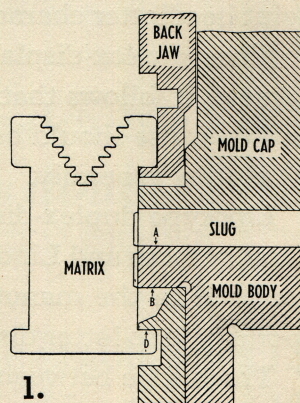
THE FOLLOWING diagrams will serve to illustrate the manner in which matrices contact the mold during the casting operation. The molds shown are those in general use, while the matrices are standard two-letter (4 to 14 point), regular headletter or display, regular and special advertising figures, 18- and 24-point duplex-display, and 60-point display matrices.

All two-letter molds, including duplex-display, have the same alignment in regular position. The process of assembling and casting is identical in each case. See relation of regular two-letter and duplex-display characters to constant edge of molds, "A," Diagram 1. The same relationship is shown in 3 and 7.

Since the characters in the regular position of duplex-display matrices are in the same relative position on the matrix as those in two-letter faces (4 to 14 point), and regular advertising figures, it can readily be seen that such faces can be cast on the same molds. That is, the character in the regular position of a 10-point matrix can be cast on the 18-24-point duplex-display mold either alone or in the same line with the 18-24-point faces. (Alignment will be at the top of the characters.) The 18- or 24-point regular position character may also be cast overhanging on a regular advertising figure mold, either alone or in conjunction with two-letter faces (4 to 14 point).

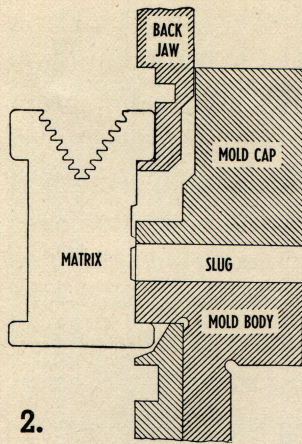
The character shown in Diagram No. 3 may be either a regular advertising figure or a character from the regular position of a duplex-display face.

Attention is called to the fact that the distance from the lower lug of the matrix to the constant edge of mold ("A," Diagram 1) represents the regular alignment position. All characters line up at

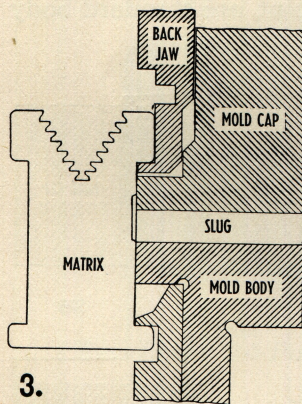


1.

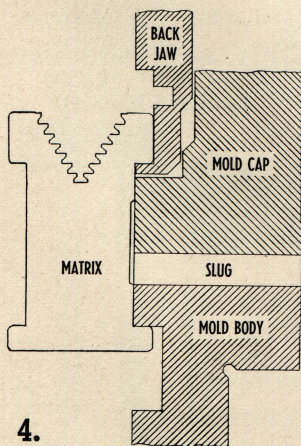
Universal Adjustable Mold
(Regular Position)



2.
Universal Adjustable Mold
(Auxiliary Position)



3.
Advertising Figure Mold
(Regular Position)



4.
Special Advertising Figure
Mold (Auxiliary Position)

the top of the slug, which is represented in the diagram by the constant edge of the mold ("A").

Diagrams 2, 4 and 5 show the auxiliary position character as it contacts the mold. These may be characters in the auxiliary position of 4- to 14-point two-letter matrices, one-letter display matrices, or special advertising figures. The correct molds, of course, must be used. Note that the auxiliary position character of duplex-display matrices cannot be cast on this type of mold.

The distance between the regular aligning rail ("D," Diagram 1) and the auxiliary aligning rail ("B," Diagram 1) is .21875, and this is the thickness of the regular first elevator slide filling piece. When this filling piece is in position, the lugs of the matrices are pulled up against the auxiliary aligning rail "B" and the character is correctly positioned on the slug.

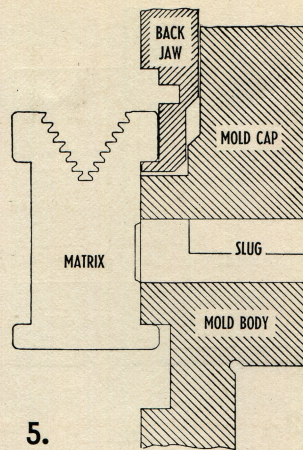
Diagrams 6 and 8 show the matrix contacting the mold in the 45-point alignment position. The term "45-point alignment position" means that the top of the character is the same distance from the lower lug of the matrix in all faces, 45 to 60 point, and the auxiliary position of 18- and 24-point duplex display.

Referring to Diagram No. 6, notice that the body section of the mold marked "C" is not as wide as the same section on all other molds and is the same as the 45-point mold. Since the auxiliary character is located closer to the lug of the matrix to provide room for a full size 24-point character without distortion, it will not cast on any mold except the duplex-display mold. Although the auxiliary character of a duplex-display face is in the same relative position on the matrix as a 48-, 54- or 60-point character, it cannot be cast on a 45-point mold, as metal would flow into both regular and auxiliary characters.

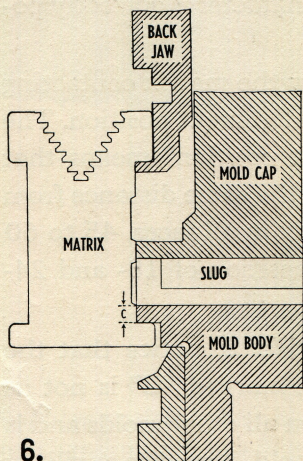
As the aligning position of the auxiliary character of the duplex-display matrix is the same as that of 48-, 54- and 60 point faces, the same first

elevator slide filling piece is used for both conditions. This filling piece is supplied in the form of a combination attachment that will cover the entire range of Linotype one- and two-letter display faces. It consists of two separate filling pieces which can be placed in operative position by a simple turn of the control knob. When the auxiliary position of 4-14 point two-letter and 18-36 point one-letter faces is used, the regular .21875" filling piece is placed in position. When casting from the auxiliary position of 18- and 24-point two-letter and 45-point one-letter faces, a second filling piece is simply added. Both filling pieces can be placed in or out of position instantly.

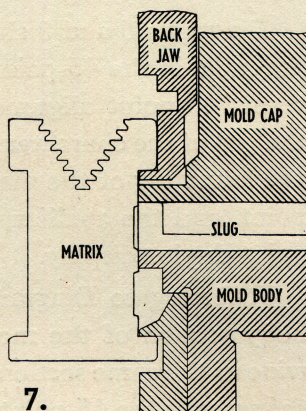
Slugs cast from duplex-display molds, 18 or 24 point, are standard body sizes, the same as cast from corresponding one-letter display molds.



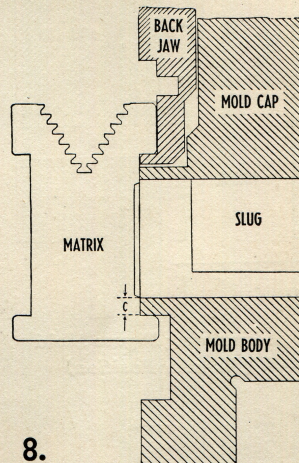
5.
Display Mold, One-Letter
(Auxiliary Position)



6.
Display Mold, Two-Letter
(Auxiliary Position)



7.
Display Mold, Two-Letter
(Regular Position)



8.
Display Mold, 45 Point
(Auxiliary Position)