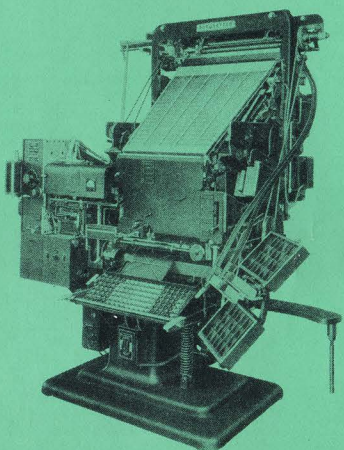
A hand is shown on the left side of the frame, holding a white rectangular card. The card is tilted and features the text 'FACTS YOU SHOULD KNOW ABOUT...'. The background is a solid, vibrant green. Below the white card, there is a black tilted rectangle containing the words 'Photographic' in a cursive font and 'TYPESETTING' in a bold, sans-serif font. A horizontal line with an arrowhead on the right end is positioned at the bottom of the image.

FACTS
YOU SHOULD
KNOW
ABOUT . . .

Photographic
TYPESETTING

FOTOSSETTER **was the first . . .** **and is the future** **in photographic** **typesetting**



If it isn't made by Intertype
it isn't a Fotsetter Machine

FACT 1

Intertype was first in the field

Sixteen years ago Intertype research and engineering specialists embarked on a multi-million dollar program which resulted in the Fotsetter photographic line composing machine. The project included detailed studies of numerous electronic and mechanical means of setting type without metal. In 1946 the first machine was installed experimentally in the Government Printing Office where exhaustive field tests were conducted before it was installed commercially.

FACT 2

The Fotsetter is the only machine available commercially

The Fotsetter machine was first shown publicly in September 1950 at the Sixth Annual Graphic Arts Exposition in Chicago where more than 100,000 people excitedly watched the Fotsetter perform. Stecher-Traung Lithograph Corporation in Rochester put a Fotsetter to work in 1949, where it has been pouring out type on film ever since. Today Fotsetter composition is legion. The machine and the method, pioneered by Intertype is in successful commercial use in a wide variety of plants from coast to coast.

FACT 3

Fotsetters have set "firsts" in every class of printing

The first hard bound book to be set by photographic means, *Typography and Design*, was set by the Government Printing Office in 1951. The first commercial book, *Handbook of Basic Microtechnique*, published by The Blakiston Company in 1952, was composed on an Intertype Fotsetter machine in the plant of Typographic Service, Inc. in Philadelphia. The usefulness of the Fotsetter, however, is not confined to books. Publications, advertisements, forms, reports, catalogs, labels, presentations, mailing pieces, motion picture and television titles, engraved invitations, stationery, insurance policies . . . every form of printing is common fare for the versatile Fotsetter.

FACT 4

Fotsetter composition is unsurpassed in quality

No other method of typesetting even faintly approaches the sharpness of outline, perfection of fit, exactness of alignment and evenness of color and

density of Fotosetter composition. Wherever plate-making is employed — gravure, lithography, photo-engraving, silk screen — the benefits are obvious. Gone is ink squeeze, gone are smudgy proofs, gone are worn or broken letters. A new standard of quality is here . . . ready for use in positive or negative form on film or photographic paper in every size from 4 to 36 point and up to 42 picas wide.

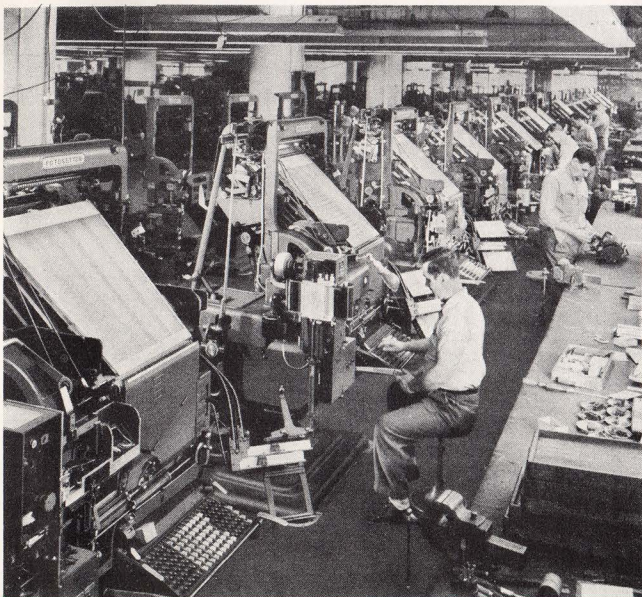
FACT 5

The success of Fotosetter is due to the method

From years of practical experience in the field, Intertype knew that a photographic composing machine, to be truly useful and profitable, must embrace the following features: (1) Simplicity. (2) Versatility. (3) Adaptability to the printing industry. (4) Dependability. (5) Easy maintenance. (6) Speed. For these reasons, Intertype employed the tried and proven method of the circulating *matrix*. Although the Fotosetter is made up of numerous parts, they are simple ones that had the “bugs” taken out of them years ago. The keyboard is standard; pi characters which are absolutely essential, are readily available without limitation. Operators quickly take to the Fotosetter.

It has speed. For even though each character is held still and steady at the time of exposure, which, by the way, is the key to Fotosetter quality, the camera mechanism exposes at the rate of 480 characters per minute!

As for reliability, you don't need electronic engineers to diagnose trouble. Your present personnel can keep Fotosetters pouring out type day and night.



Fotosetter machines are now in volume production. Here are 49 of them nearing completion.

FACT 6

Corrections are quick and accurate

Without a practical means of making corrections, photographic typesetting cannot succeed. Knowing this, Intertype developed a simple and rapid correction method. Fotosetter film has register holes punched in it on the sides of each line. When placed on pins in a precision punch, the film is held in exact alignment so that a line may be removed and a new one inserted . . . even in solid 6-point.

FACT 7

Intertype has the type faces

Designing faces for photographic composition calls for the highest professional skill. Intertype experience and years of painstaking work count here. Today there are more than eighty Fotosetter faces . . . and many others are in production. Most are conventional faces—those that are in wide demand for every class of printing work. Others are new, exciting. They take advantage of the Fotosetter's ability to set connected scripts and beautiful kerning italics. It has opened the door to new concepts in typography.

FACT 8

The Fotosetter has proved itself

The Fotosetter is years past the laboratory stage. Today there are more than fifty Fotosetter machines earning their keep in printing plants all over the country. Many are multiple machine installations. And nearly all these plants have come back with orders for additional machines. Our factory is tooled. Production is up, to keep pace with demand . . . a demand created by performance, dependability and profitable operation.

FACT 9

Behind the Fotosetter stands a firm of substance and reputation

It has been said that a machine is no better than the integrity of the maker. The *Fotosetter* is an *Intertype* product. Intertype Corporation has been building fine typesetting machines for thirty-seven years. It is an international organization of substance . . . which has already spent several million dollars of its own money developing the Fotosetter . . . a great contribution to progress in the graphic arts. Intertype has well organized sales engineering and service forces ready and able to help you. Look to Progressive Intertype . . . the pioneer with experience in photographic typesetting.



FIRST
with the
FINEST
SINCE
1916

360 Furman Street
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Main 4-6600

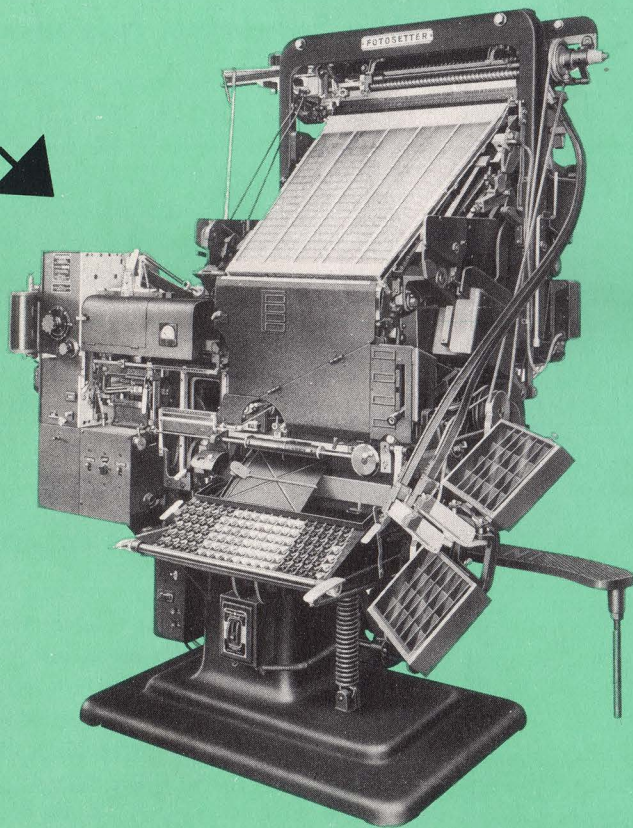
80 Federal Street
Boston 10, Mass.
Liberty 2-4797

500 Sansome Street
San Francisco 11, California
Exbrook 2-1100

1220 South Maple Avenue
Los Angeles 15, California
Prospect 4078

1007 Camp Street
New Orleans 10, Louisiana
Raymond 5606

57 West Grand Avenue
Chicago 10, Illinois
Mohawk 4-6768



Intertype
CORPORATION

This folder is an example of lithographic printing using type on film composed on the Intertype Fotosetter photographic line composing machine. Type faces used are Fotosetter Times Roman, Futura and Embassy Script. Printed in U. S. A.