

# JUSTOWRITER

## AUTOMATIC COMPOSING MACHINE

Now, SAVE up to 80% in composition and printing production costs for your business. Install your own modern composing facilities. It's FAST . . . it sets and justifies copy AUTOMATICALLY . . . EASY as typing



IT'S THE TAPE THAT TYPES AND JUSTIFIES

The text and sub-headings of this entire brochure were composed on the JUSTOWRITER

# JUSTOWRITER\*

PROVIDES THE  
OWN COMPOS  
ROLL...FOR B

## JUSTOWRITER Recorder

**DELETE LETTERS** Operator simply presses delete key Spaces tape back and retypes correction.

**TAPE FEED** . when depressed feeds leader strip of tape.

**PUNCH ON** when depressed all machine operations will record in tape in coded holes. When raised, tape will not feed or perforate.

**LIGHT** automatically goes on when the line reaches the justifying zone

**RIBBON** Standard typewriter fabric ribbon used for trial copy work.

**TAPE** always ready for use.

**SETTING COLUMNS** column width controlled by simple setting. Scale marked in 32nds of an inch.

**PERFORATING** of special code in tape stops automatic operation of tape reproducer

**DELETING LINES** pressing switch perforates tape for deleting line in reproducer

**JUSTIFY & CARRIAGE RETURN** when depressed automatically codes signals for line justification and carriage return.

**LINE SPACE KEY** provides for additional spaces between lines

**ON and OFF** Power Switch



### Justowriter TRIAL COPY Produced on Recorder

Composition on the Justowriter is the easiest and fastest method of obtaining justified lines of type for photographic reproduction.

A standard typewriter keyboard with electrically powered type bars combined with a light which indicates when justification is possible reduces the work of the operator to a minimum.

Errors can be eliminated either by deleting one or more letters or a whole line.

Short lines such as paragraph endings are handled without additional trouble.

Automatic retyping and justification require no attention from the operator beyond inserting and removing the paper

**PUNCH** automatically perforates letter codes and justifying signals in tape while typing.

**ALL ELECTRIC KEYBOARD** arrangement. Mechanically adjusted level speed keyboard with the normal speed, faster composition. Any time the entire day with very little fatigue operates automatically from tape required.

\* TRADE MARK

# NEW TIME-SAVING, MONEY-SAVING WAY TO PRODUCE YOUR TYPE FOR REPRODUCTION...PAGE, GALLEY OR CONTINUOUS FORMS, BOOKS, NEWSPAPERS, MANUALS OR ADVERTISING COPY

## JUSTOWRITER Reproducer

**STOP READ SWITCH** machine may be stopped temporarily by pressing stop switch.

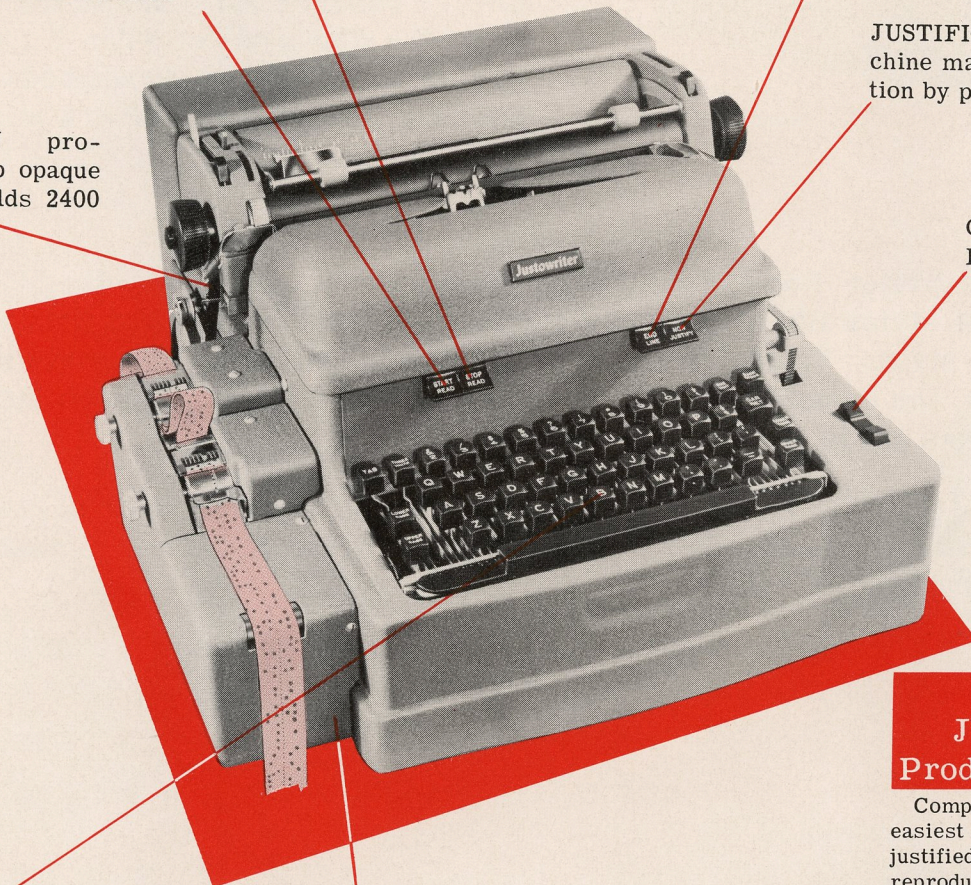
**START READ SWITCH** unit starts "reading" tape automatically when this start read switch is pressed.

**CARBON RIBBON** produces clear sharp opaque printing. Spool holds 2400 feet.

**END LINE SWITCH** for stopping machine when power is to be turned off.

**JUSTIFICATION SWITCH** machine may be used without justification by pressing switch.

**ON and OFF Power Switch**



. standard typewriter keyboard  
sted and electrically powered.  
w **FINGER-FIT** keys mean more  
pist can operate the Justowriter  
gue The Justowriter Reproducer  
but may be used manually when

**READER** . interprets the letter  
and justifying codes in the tape and  
automatically operates the repro-  
ducer at high speed. Tape is easily  
inserted, no critical adjustment nec-  
essary

### Justowriter **JUSTIFIED COPY** Produced on Reproducer

Composition on the Justowriter is the easiest and fastest method of obtaining justified lines of type for photographic reproduction.

A standard typewriter keyboard with electrically powered type bars combined with a light which indicates when justification is possible reduces the work of the operator to a minimum.

Errors can be eliminated either by deleting one or more letters or a whole line.

Short lines such as paragraph endings are handled without additional trouble.

Automatic retyping and justification require no attention from the operator beyond inserting and removing the paper.



# PROFIT BY USING THE JUSTOWRITER...IT PROVIDES A FASTER, MORE ECONOMICAL WAY TO COMPOSE COPY

JUSTOWRITER consists of two companion units a Recorder and a Reproducer. Each is basically a proportional spacing, electrically powered machine with a standard typewriter keyboard. These can be operated by any typist.

The Recorder automatically perforates in code on a narrow tape as the copy is typed by the oper-

ator. The completed tape is then inserted into the Reproducer unit which interprets the code and automatically types the copy in justified lines. This produces clear, correctly spaced, errorless text in page, galley or continuous roll form ready for offset or duplicator reproduction. The Justowriter Reproducer produces finished copy at a rate of more than 100 words a minute.

## HERE'S HOW EASY IT IS TO PREPARE COPY

The operator inserts a sheet of paper in the Justowriter Recorder, sets the Recorder to the desired line length and types the copy on a standard keyboard at electric typing speed. When the operator approaches the end of the line, a light goes on. Any time while the light is on, the justifying key may be pressed. The operation of this single key records the proper justifying information in the tape and returns the carriage automatically. It is not necessary for the operator to watch a scale. If the light is on, the line will justify.

When any length of tape has been perforated, it can be removed from the Recorder and inserted into the Justowriter Reproducer. The Reproducer operates from the tape automatically and continuously but can be stopped at any point either by signal, coded in the tape, or by pressing a stop key on the machine.

Justified lines can thus be produced in page, galley or continuous roll form. Additions or corrections can be made manually, if desired, on the Reproducer.

The Justowriter Reproducer has controlled, uniform type impressions. Each type bar is mechanically controlled and electrically actuated. Each type bar actuating mechanism is individually adjusted to obtain the right impression for that particular character. The result is clean, sharp, opaque type-set matter ideal for photo-offset, direct plate or duplicator reproduction.

**YOU SAVE MONEY.** The Justowriter, automatic composing machine, may be used for all your composition work--provides perfect masters for any modern duplicating process or photo-offset printing.

**YOU MAKE MONEY.** Now you can prepare all the sales literature, manuals, and other printed matter, you couldn't do before because of high composition cost. Justowriter permits you to do any job, large or small, in your own office.

**YOU SAVE TIME.** When a job requiring type composition arises, you can see "final proofs" not rough typewritten copy--faster than by any other composing method because you prepare the copy right in your own office.

**YOU IMPROVE YOUR WORK.** All your printing work, forms, letters, manuals, literature and sales promotion material take on a new appearance because Justowriter's distinctively styled type produces only the finest copy for reproduction.

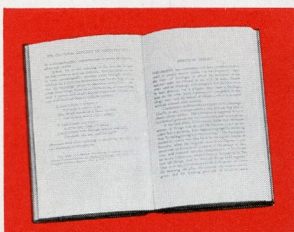
**YOU INCREASE THE PRODUCTIVITY OF YOUR TYPIST.** The Justowriter can be operated by any typist. The operator need not be an expert typist or a compositor. The savings in composition cost produced by your typist will soon pay for the machine.

**YOU PROFIT BY USING THE JUSTOWRITER...** The Justowriter composing machine will soon pay for itself as it is used--every time you use it, you save composition money, operators' time and materials.

# SAVE UP TO 80% IN COMPOSITION AND DUPLICATING OR PRINTING PRODUCTION COSTS

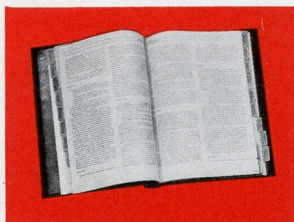
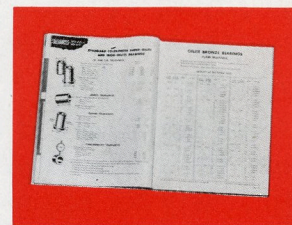
The Justowriter automatic composing machine can save you money on composition. It provides for your business a rapid, economical means of preparing perfect justified copy for all up-to-date processes of reproduction. It eliminates costly letterpress composition, proof-reading, make ready, resetting type, deliveries and other time-consuming details. It can be operated by any typist, without specific training. The keyboard is standard, like a typewriter, which permits high speed, electric preparation of copy and automatic line justification. You can SAVE up to 80% in composition and printing production costs for your business with the Justowriter.

## THESE ARE A FEW OF THE MANY WAYS YOU CAN SAVE MONEY IN YOUR BUSINESS WITH THE JUSTOWRITER



**BOOKS** . Justowriter is perfectly adapted for the preparation of page or continuous roll copy for book composition. Copy set straight or in columns is speedily prepared on the Justowriter . . . automatically justified and produced with ease at astonishingly low costs.

**CATALOGUES** . . . Complete catalogues or page inserts set in straight, column or run-around copy is economically prepared with the Justowriter. Now you can prepare your copy in your own office for all your technical work, which requires your constant supervision.



**MANUALS** . . . Sales, service, instruction, teaching and other type manuals which, before the Justowriter, cost so much to produce can be prepared at low cost. All the technical data which manually takes many writings and proofings, can be set on the Justowriter economically, speedily and under your supervision.

**LITERATURE** . . . All types of literature, stuffers, broadsides, booklets, brochures and other kinds of advertising and sales literature can be composed by you, in your own office on the Justowriter. This machine makes possible the production of many new pieces, that may not have been put out, because the production costs were prohibitive.



**PROPOSALS** . . . Now you can type-set prospect and customer proposals . . . really dress them up like a costly job. Justowriter produces only the finest composition, clean, sharp and attention-getting. You will be proud of the work you produce to represent your business.

**NEWSPAPERS and HOUSE ORGANS** . . . Justified galley or page copy, set on the Justowriter can be prepared faster than by any other typesetting method. Copy set for newspapers or house organs may be reduced or used in actual size. No copy of Justowriter's fine quality can be obtained at such low cost.



Use the Justowriter to compose your office forms, directions, price lists, reports, parts lists, bulletins, graphs, charts, production forms, statements, data sheets, engineering word drawings . . . wherever type composition is required. Use it actual size, reduced or enlarged.

# PROFIT BY USING THE JUSTOWRITER...IT PROVIDES A FASTER, MORE ECONOMICAL WAY TO COMPOSE COPY



JUSTOWRITER  
Recorder-Reproducer

For author's alterations, changes in parts catalogs, price lists and other applications where items change periodically, this unit is ideal. The Recorder-Reproducer automatically repunches tape so that when revisions are made, only the new information need be typed by the operator. Tape can also be punched manually in the same way as on the standard Recorder. Tape punched on this unit is used on the Reproducer to set justified lines at 100 words a minute.

## JUSTOWRITER'S DISTINCTIVELY STYLED TYPE

12 point The Justowriter Recorder may be equipped with any one of the 10, 11 or 12 point type styles illustrated. The Reproducer may be equipped with any one of the type styles, 8, 10, 11 or 12 point. When a different type style is used on each unit, the Recorder should be equipped with a Carbon Ribbon Mechanism. These lines set in **BOLD FACE TYPE**.

12 point *BOLD FACE ITALIC TYPE is especially useful on a Recorder in combination with a Bold Face Reproducer. For headings, word emphasis and footnotes, Italic copy is stripped in.*

12 point GALVIN TYPE is the result of a thorough study of the Justowriter method of printing. The designer sought to produce a type which would print well and be attractive. Not an adaptation of any existing type face.

12 point SECRETARIAL TYPE is a fine-line, feminine style type which is compact, legible and attractive. Excellent for making stencils.

11 point ROGERS TYPE was specifically designed for the Justowriter by Bruce Rogers. Especially suited to actual size use in books and other reading matter.

11 point DOCUMENTARY TYPE is distinctively styled for easy readability. Well suited for all offset or duplicator reproduction in actual or reduced size.

10 point MODERN TYPE is a smart looking, well-rounded type face. Well suited to actual size reproduction for books, manuals, house organs and sales literature.

8 point TEXT TYPE is a condensed, 8 point type perfect for newspapers and house organs. Can be used on the Reproducer only with any of the above type faces on the Recorder.

**COMMERCIAL  
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