ADDRESSOGRAPH • MULTIGRAPH
AT "A CENTURY OF PROGRESS"
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No single exhibit or no single book can tell the complete story of Addressograph and Multigraph and their service to business. Neither can do more than indicate their progress in the improvement of business methods and give some idea of how universal is the use of these business machines wherever business is done.

Since the days of the first Addressograph (1892) and the first Multigraph (1902) all branches of industrial and commercial
activity have made great strides. The tempo has been an ever-increasing one.

And with all the growth and development there has been necessary a growth and development in methods to handle the more complicated routine, to control far flung distribution organizations and to simplify and make more accurate the complication of detail that growth involves.

Having their beginnings at the time when modern business

A General view of the Addressograph-Multigraph exhibit in the General Exhibits Building at “A Century of Progress”.
was at the threshold of its greatest development, Addressograph and Multigraph have grown with Business and have contributed many things that have made its wide expansion possible.

Behind it all is an active policy of constant development—an alertness to business needs and business trends that have enabled Addressograph-Multigraph to provide business machines that kept pace with business needs.

It is the purpose of the Addressograph-Multigraph display

Addressograph Machines and Accessories. Only a few of the hundreds of machines are shown but their application to Business of all kinds is readily demonstrated.
at "A Century of Progress" and the purpose of this book—which is a permanent record of one feature of that display—to demonstrate, in a brief way, the wide service of Addressograph and Multigraph to business and to give some idea of the tremendous line of these business machines that is available for the use of Business.

Universal acceptance is the best indication of universal need. This book gives brief but conclusive proof of both.

The Multigraph display gives a comprehensive idea of types of equipment available but only a suggestion of the hundreds of uses. The new Multilith is at the right.
The first Addressograph was made by a young Iowa miller whose genius was challenged by the daily drudgery of hand addressing hundreds of grain bids, and who determined to find a way of doing the work faster and better. Crude as was his invention, it printed names and addresses ten times faster than hand-writing.

The first Addressograph was a simple mechanism for printing from a series of rubber stamps, arranged in an endless chain. An address was printed and the next stamp advanced to printing position each time the plunger was pushed down by the hand. Right: Mr. J. S. Duncan, inventor of the Addressograph.
MULTIGRAPH was conceived by a typewriter salesman who became convinced that the field of any business could be broadened—and profits increased—if facsimile typewritten letters and other sales messages could be produced in quantity from type, printing through an inked ribbon. His first model was immediately accepted by Business as a practical, profit-making machine.

The first Multigraph consisted of two parallel flat plates. Printers' type was set into the upper one and a letter was produced by laying carbon paper over a letterhead on the lower plate and bringing the top plate down sharply against it. Right: Mr. H. C. Gannett, inventor of Multigraph.
TEAM-MATES from the beginning, the history of Addressograph and Multigraph has been one of impressive progress. Each year has brought important new improvements and entirely new models. These achievements have created new uses, until today the more than one hundred models are capable of several thousands of variations for efficient service to every kind and size of business.

From these small beginnings, the Addressograph and Multigraph have grown to leadership in the office machinery field. They are now manufactured in a plant costing more than $2,000,000 and covering over eight acres.
So general is their application to modern businesses of all types and sizes—so necessary to efficient and economical business functioning—that these two indispensable office tools are now used in over three hundred different kinds of businesses for performing more than three thousand different business operations with profit.

The Address plate is the basis of the Addressograph principle. All Addressograph plates are made of indestructible metal, and such names, addresses or other data as may be required are embossed upon them with a Graphotype. This information is printed at will, through a ribbon, upon the proper forms at speeds up to many thousands per hour—legibly and without mistakes.
EVERY DAY in your home—office—factory—and school—you are coming in contact with the work of Addressograph-Multigraph. From the moment you pick up your morning newspaper until you fall asleep at night reading your favorite magazine, you are being served, in some way, by various Addressograph-Multigraph products.

The Multigraph is a rotary printing machine that prints with printer's ink or through an inked ribbon. It prints from type, electrotypes or from a specially prepared printing medium of thin embossed metal. The Flex-O-type Blanket (illustrated) is only one of several methods of affixing loose type to the Multigraph printing drum.
For example—most newspapers route their carriers and dealer deliveries, and keep their records, with Addressograph-Multigraph equipment. If you are a mail subscriber to a metropolitan newspaper or almost any of the national magazines, your copies are probably wrapped, sealed, addressed and sorted into the right mail sacks by speedy, accurate Addressograph-Multigraph machines.

The Models 2700 and 2900 are Addressographs—very versatile in their application to business uses. Illustrated are the 2900 with Lister for imprinting large forms shown on the opposite page, and the 2700 Mailing Strip Lister for printing address labels such as are sometimes used in the distribution of newspapers, publications and periodicals.
YOUR MAIL brings you news of new merchandise, special prices, excelling service—from butcher, baker and candlestick maker—printed and addressed by Multigraph and Addressograph. Letters, postcards and a wide variety of printed pieces keep you informed of price, quality and value. Thus they serve you well, and render invaluable aid to the businesses that use them in serving you.

The Model 110 Addressograph is used where the volume of work is too great for hand operated machines but where heavy duty equipment is not required. The Model 100 is the simplest Multigraph and the Model 86 Multigraph (at right) is the Double Duty printing and duplicating model.
There's a letter from your favorite shop or supplier. The letterhead has been printed in colors on a printing Multigraph. The letter has been dated—type-printed through a ribbon—personalized with your name and address in the salutation—signed with a real ink signature—and the envelope addressed—all in one operation—by an Addressing Multigraph.

On the opposite page is illustrated the Model 66 Addressing Multigraph, used by hundreds of companies to build sales. The Model 5200 Dupligraph (at right) dates, prints, personalizes and signs letters, printing from embossed metal plates and using Addressograph Plates for personalizing, at the rate of two thousand completed letters per hour.
OR THE MAIL may bring you business post cards. If their senders are large businesses they probably are printed on the Multigraph or Dupligraph. If they come from smaller stores, church, club or lodge, the senders may have used the Cardograph—a complete, hand-operated machine for small-unit printing. Of course, the Addressograph has been used for addressing.

The Model 700 and 5085 are an unbeatable team for low cost post card advertising. One prints a message through a ribbon on one side of the card, and the other prints the address on the other. The Model 100 Printing Multigraph (at right) may be used for printing post cards and other small pieces, but can accommodate pieces as large as 8½"x14".
AND the attractive advertising pieces that come in your mail—telling the story of every kind of merchandise and service—are, many of them, speedily printed in the sender’s own office on the Multigraph at very low cost. Or, perhaps they are produced, with all the rich tonal beauty of lithography, on a Multilith—a remarkable new Addressograph-Multigraph engineering development.

Models 200, 1100, and 100—a Multilith, an Addressograph and a Multigraph respectively—are all suited to every kind of work where large volume is not a requirement. The Model 200 is the smallest model of the new Multilith lithographic machines. The Model 2700 Addressograph with Autofeed (right) addresses five thousand envelopes an hour.
BUT Multigraph and Multilith have other important uses in business. Many of the bills, statements, receipts and other forms you receive are printed on the user's own Multigraph or Multilith with a considerable saving in time and money. Tens of thousands of firms are enjoying these savings every day.

On the opposite page is shown the new automatic Multilith. Complete with suction feed, it runs with little attention from the operator except supplying stock and removing lithographed pieces. The Model 8700 Addressograph (at right) is an all-purpose, heavy duty machine for constant use—day after day.
OTHER Addressograph-Multigraph machines print forms and fill in variable information—at one operation. Nine to one your insurance premium notice and receipt were produced complete with this equipment. And bills for gas, electricity, telephone and water were printed and filled in with but one passage through the machine.

Model 3700 is the highest development in volume billing. From a continuous roll of blank paper, it cuts the bills to size, perforates them for the various stubs, prints both sides with ink and imprints names and variable data through a ribbon, at one operation.

... It is standard with most large insurance companies, public utilities, banks and similar organizations.
If you live in one of several states your automobile license and driver’s certificate are handled by an Addressograph-Multigraph system that saves your state at least 40%. And many municipal and county taxing bodies prepare tax rolls, bills and records with these automatic machines at comparable savings, to your benefit.

The Pennsylvania Auto Registration forms — with identical imprint on five different stubs (illustrated at lower left, opposite) are imprinted at high speed on the Model 8675 Speedaumat shown at right. Small, self-contained plates make the Speedaumat an economical equipment for handling large lists. These machines are extensively used throughout the publishing world.
Your children's monthly school reports may be accurately and neatly headed by Addressograph. And your child may have participated in student class printing of school forms on Multigraph. Hundreds of schools now include the study of Addressograph and Multigraph machines and the mechanics of their operation as an important part of the instruction in commercial procedure.

For complete forms that are reprinted from time to time, or when color advertising is produced on the Multigraph, it is often advisable to make electrotypes. These are curved to fit the drum segment of the Multigraph and are fastened into place by simple clips. A curved electrotyped form is shown on a Multigraph segment at the right.
Even the balloons you buy for the youngsters and the cellophane wrapper on their favorite candy bars may have been printed on the Multigraph. Labels, wrappers and stickers of all kinds are easily and economically produced on the Multigraph. And variable information, such as size and quantity, is imprinted with Addressograph.

Balloon printing is an interesting special application of the Multigraph. A Model 66 Multigraph is stripped of its feeding mechanism and an inflated balloon is held against the revolving drum and rotated with it . . . This is only one of hundreds of special applications of Addressograph-Multigraph machines. The Model 60 Multigraph with suction feed is shown at the right.
DOMESTIC services—laundry, milk, ice, gas, electricity—depend on Addressograph-Multigraph for efficient functioning. The milk delivery that serves your home operates on an Addressograph-made schedule. The driver’s job is systematized by a few simple forms—printed on Multigraph and correctly inscribed with variable data—completely accurate—by Addressograph.

Typical machines to be found in thousands of large plants where operating routine is dependent upon Addressograph-Multigraph Equipment are the Model 1103 Addressograph and Model 88 Printing Multigraph shown on the opposite page. Every Addressograph plate must be embossed with name or other data. This is done on a Graphotype (right). The forming of each letter is completed by one touch on the operating keyboard.
YOUR grocery order is, perhaps, packed in bags and cartons that have been printed on the Multigraph—in the merchant's own store. And, if the grocer is taking full advantage of his opportunities, he has included an appealing, illustrated hand bill—Printed on the Multigraph—featuring low prices and the specials on sale tomorrow.

The Handy Hand Bill Compiler (at right) contains a complete assortment of names and terms used in Groceries and Markets—the name of each item is on a solid "slug" and is "set" as a unit. The same idea has been also developed for restaurants whose use of Multigraphs for menu printing has become almost universal.
ALL MANNER of businesses are organized by Addressograph-Multigraph methods to better facilitate service to you and decrease its cost. Thus your home, supposedly far removed from the mechanics of business is—nevertheless—constantly in contact with important business activities through Addressograph-Multigraph service.

The Model 680 electrically-operated Graphotype, at right, is used to emboss important business information on Addressograph metal plates. The characters are selected on a visible scale and the embossing is accomplished by means of a conveniently located trigger.
BUT let's get a glimpse of the widely different applications of Addressograph and Multigraph in business. In advertising and selling—record keeping—routing—imprinting—shipping—collecting—dispersing—scheduling—identifying—duplicating—and printing—Addressograph and Multigraph are used in every conceivable kind of business in every civilized country throughout the world.

Where outgoing mail is heavy—be it advertising, form letters or the regular daily correspondence—Addressograph-Multigraph Folding Machines save hours of time and insure correctly folded material. The one illustrated is the power-driven Model 58 that folds letters at the rate of 5000 per hour. Left, Addressograph and Multigraph are shown in a department store and a factory.
THE selling and advertising uses of Addressograph-Multigraph are as varied as the businesses that use them. Large manufacturers may produce and mail many thousands of sales messages daily. They do it *easily, quickly—and economically.* And they have the great advantage of *flexibility* and *directness* in their sales promotion.

Multigraph type is shaped like this ✄ to slide into slots in the Multigraph printing segment or Flex-O-Type Blanket. The method of setting type is so simple that operators very quickly learn to set type almost by touch—as a trained stenographer knows her typewriter keyboard. The photographs on the opposite page show Addressograph and Multigraph in the Sales Promotional Departments of two large nationally known companies.
SMALL businesses select Addressograph-Multigraph equipment to build sales and cut costs. With it they print and mail price lists, bulletins, announcements and other sales producers in the privacy of their own offices—all so easily that even the most inexperienced can soon turn out excellent work at surprisingly low cost.

Display type or special rules are equally as usable on the Multigraph as ordinary faces. The Multigraph Type Cabinet (illustrated at right) is designed to accommodate a wide selection of different kinds of type. Other cabinets are available for special ruling and spacing material for the Multigraph. The photo on the opposite page shows Addressograph and Multigraph in use by a Pittsburgh druggist.
ADDRESSOGRAPH-Multigraph methods offer accuracy, and economy, and speed in the keeping of basic records of business. They eliminate slow, tedious hand writing and costly attendant errors. The important records are kept correctly and alive on metal record plates which are available for automatic transcription whenever required.

The indestructible metal Addressograph Plates and Frames are made in nearly 100 different styles and sizes. The style used depends upon the service requirements, but the wide variety of combinations assures the ability to handle every sort of application. Address plates are filed just as cards are filed and are always available for use at a moment's notice.
In banking, Addressograph and Multigraph play an important role. In addition to speed and economy—absolute accuracy and privacy in printing confidential information are two of several other advantages welcomed by banks and other financial institutions. That thousands of banks—including the one hundred largest—are users, is proof of the indispensability of these machines.

The Model 57 “Heavy Duty” Multigraph is widely used by banks, manufacturers, and many other kinds of business whose requirements demand constant use of the machine or where the service needs unusually heavy construction for the handling of exceptional materials. The illustration at the right shows Model 57 equipped with Friction-Type Autofede. The photos on the opposite page show two typical Addressograph and Multigraph installations in medium sized companies.
THE use of Addressograph-Multigraph equipment in banks is a varied one. Statements, trust forms, ledger sheets, dividend checks, notices, instructions to the staff—all manner of routine records as well as promotion material—are printed, imprinted, addressed and mailed with these extremely versatile and efficient machines.

The Comptype "composes" type by embossing it in single-line metal strips that are automatically mounted by the machine on a special "blanket" which is large enough to accommodate a complete letter. This blanket is then mounted on the Multi-graph printing drum by a simple clamp, and the letter or form printed from it instead of from loose type or curved plates.
Insurance companies are among leading Addressograph-Multigraph users. Regular equipment handles promotional and routine work—special machines print and fill in premium notices and receipts at the rate of eight thousand per hour—saving hundreds of thousands of dollars each year and eliminating costly errors.

The Model 3800 is illustrated at the left. It handles the imprinting of premium notices, receipts, tax bills and other similar forms. The Model 2900 (at right) is an important machine for utilizing important records. It lists all kinds of information, issues payroll and dividend checks, prepares stockholder and policy holder lists, tax rolls, and performs many other functions.
IN MANUFACTURING, all information for complete control of every operation or process, and complete detail for time and material analyses are speedily handled by methods in which Addressograph-Multigraph play a major part. Today, no manufacturer can afford to be without the accurate and efficient operating control that this equipment makes possible, at great savings.

The Model 5150 is a useful machine in factory accounting. While there is no Addressograph or Multigraph machine that may not be properly applied to some sort of factory form writing, the Model 5150 performs a function that is unique. It prints whole pages of material lists, specifications, inventories, parts schedules and similar data at one operation—legibly and with 100% accuracy—from loose type, electrotypes or embossed metal plates.
THE Addressograph and Multigraph are standard equipment in hundreds of factory control systems. They accomplish—automatically—detail functions that are slow and highly inaccurate when done by hand. They transcribe standard information from metal plates or type forms to production and cost forms with errorless speed and perfect legibility. These machines eliminate the pencil as a shop tool and secure co-ordination of all manufacturing detail.

The more typical Addressographs such as Models 500, 700, 1100 and 2700 are used in the factory for filling-in all sorts of data—names, clock numbers, operation and order numbers, rates, part specifications, etc. Standard Multigraphs are indispensable to factory routine for printing shop forms and shop information. The special Web Tag Machine prints labels with variable information for cartons, boxes and packages. The special Multigraph Production Unit with Collator prints and collates work tickets for every plant operation.
OFTEN, conditions dictate the use of both Addressograph and Multigraph in combination—the one to print the shop forms and the other to imprint production data as required. There is no shop too small and no plant is too large or no production problem too complicated to be efficiently served by Addressograph-Multigraph methods.

This is the smallest Addressograph—the Model 50 Speedaumat—used in place of rubber stamps which the first Addressograph simulated. The modern business man keeps a small file of plates on his desk. Inserting a plate in the Speedaumat, he depresses the stamper arm and the desired standard message is legibly and indelibly written. This model is also used for proofing changes and corrections on lists.
In the shipping room, too, Addressograph and Multigraph have important uses—to print and imprint tags, labels, shipping notices, manifests and packing lists—and in the accurate, legible keeping of vital records. Throughout the whole range of manufactured goods, Addressograph-Multigraph equipment facilitates the handling of all kinds of production and distribution details.

Labels, tags, tape and all manner of package identification are required in the shipping room. Depending on the circumstances, any one of a dozen or more Addressograph-Multigraph Machines may be used. The Model 300 with Tag Lister is only one of the many models that are economically used to save time and eliminate errors in shipping goods.
Nowhere is the necessity for accuracy so imperative as in the handling of the highly complicated detail of tax assessment and collection. Here Addressograph-Multigraph equipment speedily prints office records and bills, and transcribes all data accurately—exactly as recorded on the indestructible metal Addressograph plates.

The Model 3400 is an automatic form-imprinting machine, widely used for tax bills, utilities bills or for rapid, automatic addressing of large lists. Equipped with suction feed and an automatically feeding discharge hopper, it needs no attention from the operator except to replenish the supply of forms and plates.
ONE or more indestructible metal record plates form the complete record of each parcel of property. These metal records print their information directly on the tax record by mechanical means—eliminating the possibility of error and speeding up the tremendous detail of transcription. Thousands of Government units—large and small—are enthusiastic users of this modern method of handling tax detail.

By means of a “shuttle” which shifts the sheet, and which is controlled by tabs on the plates, the information contained on each plate is imprinted in the proper columns automatically, in duplicate if desired. Thus owner’s name, description of property, indication of street and alley intersections and other reference information are registered in the proper place without attention from the operator, and with 100% accuracy.
Now let's look into the plant of a magazine publisher. Here the promotion and accounting departments use Addressograph-Multigraph constantly. The advertising and Sales promotion departments rely on it for business-getting letters and printed pieces. The circulation department uses it in all phases of its work.

The Model 108 High Speed Folder is illustrated at the right. Where large quantities of advertising, requiring a wide variety of folds, are sent out, this folder is a time- and money-saver. It folds sheets up to 12" x 18" at speeds from six thousand to fifteen thousand an hour. At the left are typical Addressograph-Multigraph installations in publisher's offices.
THE handling of magazines and newspapers by Addressograph-Multigraph equipment is of great interest. An almost human machine folds, wraps, seals, addresses and sorts over eight thousand magazines or newspapers per hour. And when a subscription nears expiration date, the address plate is automatically ejected and becomes part of a list to which renewal solicitations are sent.

The Selector is a feature of Addressograph machines that permits the automatic selection of any classification or group of classifications. It is useful in sending advertising to certain parts of a list—automatically skipping those not required. It permits the operation of separate classifications, such as territory, product, sex, rating, buying power, etc. It is also used in numerous data applications for rapid analysis work.
If you buy your magazine or newspaper on the street, Addressograph and Multigraph still enter into the transaction. They handle the detail of routing, delivering, collecting of returns and keeping accounts. Speed, accuracy, convenience and economy are necessary in the distribution of periodicals. Addressograph-Multigraph makes possible all these important advantages.

The Model 3600 Speedaumat — operating with the same address-plate unit as the newspaper folding and addressing machine — is widely used in publication distribution, general addressing of large lists and by commercial list houses where automobile registration lists and other large lists are sold or addressed and must be available in whole or in part on short notice. It is illustrated at the right.
Next, let's consider pay day. Preparation for it requires speed and accuracy. And Addressograph-Multigraph accepts the challenge. This equipment facilitates the printing and filling in of time cards, payroll sheets, envelopes, checks—every needed form, with all required data. Pay day—by currency or check—is simplified and safeguarded by these most modern machines.

The listing of names for payroll and hundreds of other business functions, is a laborious and highly inaccurate job when done manually. Addressographs, equipped with Listers are the solution of many a difficult problem in business. The Model 1105 shown at the right, is so equipped. A Lister may be placed on any Addressograph in a few minutes, permitting increased operating speed.
BUSINESS depends on Addressograph-Multigraph equipment - - for every kind of routine detail, for keeping alive and useful the basic records of Business, and for extending the scope of Business to new and profitable markets. In promotion - - from the idea to the mailbag - - there is Addressograph-Multigraph service that brings economical and effective results.

The Set-O-Type — shown at the right — is unbelievably fast in setting type for the Multigraph, either directly on the Multigraph Drum Segment or on the Flexotype Blanket. Letters, tabular forms, ruled forms — in typewriter or printer's type — can be set as fast as the characters can be struck on a regular typewriter keyboard. Anyone can operate it.
AND so, in every kind of business, from smallest to largest, there is universal acceptance for the time and labor saving machinery that is built by these pioneers of office printing and addressing equipment. In sixty-one cities in the United States and in over one hundred foreign cities there are sales and service offices for the convenience of hundreds of thousands of users, and to serve world-wide business in the interests of better business.
THIS brief survey of Addressograph-Multigraph service to business, and of the surprisngly frequent contact in our daily life of the products of its time and labor saving methods, gives only a glimpse of its myriad of uses wherever business is done. Its uses are constantly increasing as changes in business impose new requirements upon the methods of doing business. New applications are found almost daily and machines are being continuously modified and improved or new machines are being designed to keep pace with business development.

If this book has made clear the wide application of Addressograph-Multigraph Equipment to business and the almost limitless variety of conditions to which this line of machines may be applied, it has served its purpose.

Addressograph-Multigraph Corporation stands ready to serve business. The methods which our products make possible can serve your business. We will be glad to give you more complete information at your own convenience.