An illustration in a stylized, high-contrast, graphic style. The background is a solid orange-red color. In the foreground, a man in a dark suit and striped tie is shown from the chest up, looking down at a large, light-colored document or map he is holding. In the background, a ghostly, line-art style image of an older man with a mustache and glasses is visible, looking towards the right. The overall composition is dynamic and emphasizes the theme of progress and legacy.

**ADDRESSOGRAPH • MULTIGRAPH  
AT "A CENTURY OF PROGRESS"**

**ADDRESSOGRAPH • MULTIGRAPH  
AT "A CENTURY OF PROGRESS"**

**N** O 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





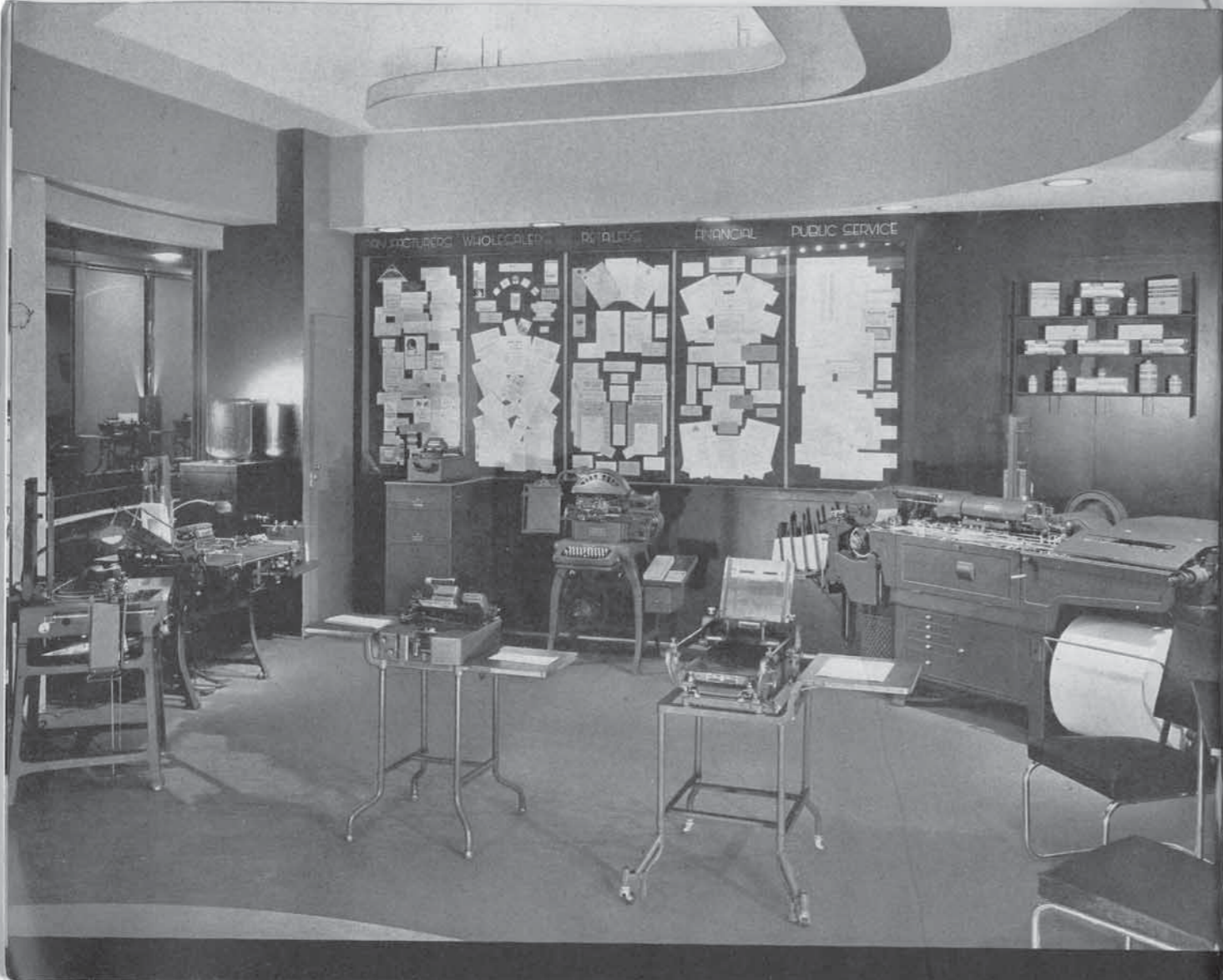
activity have made great strides. The tempo has been an ever-increasing one.

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.



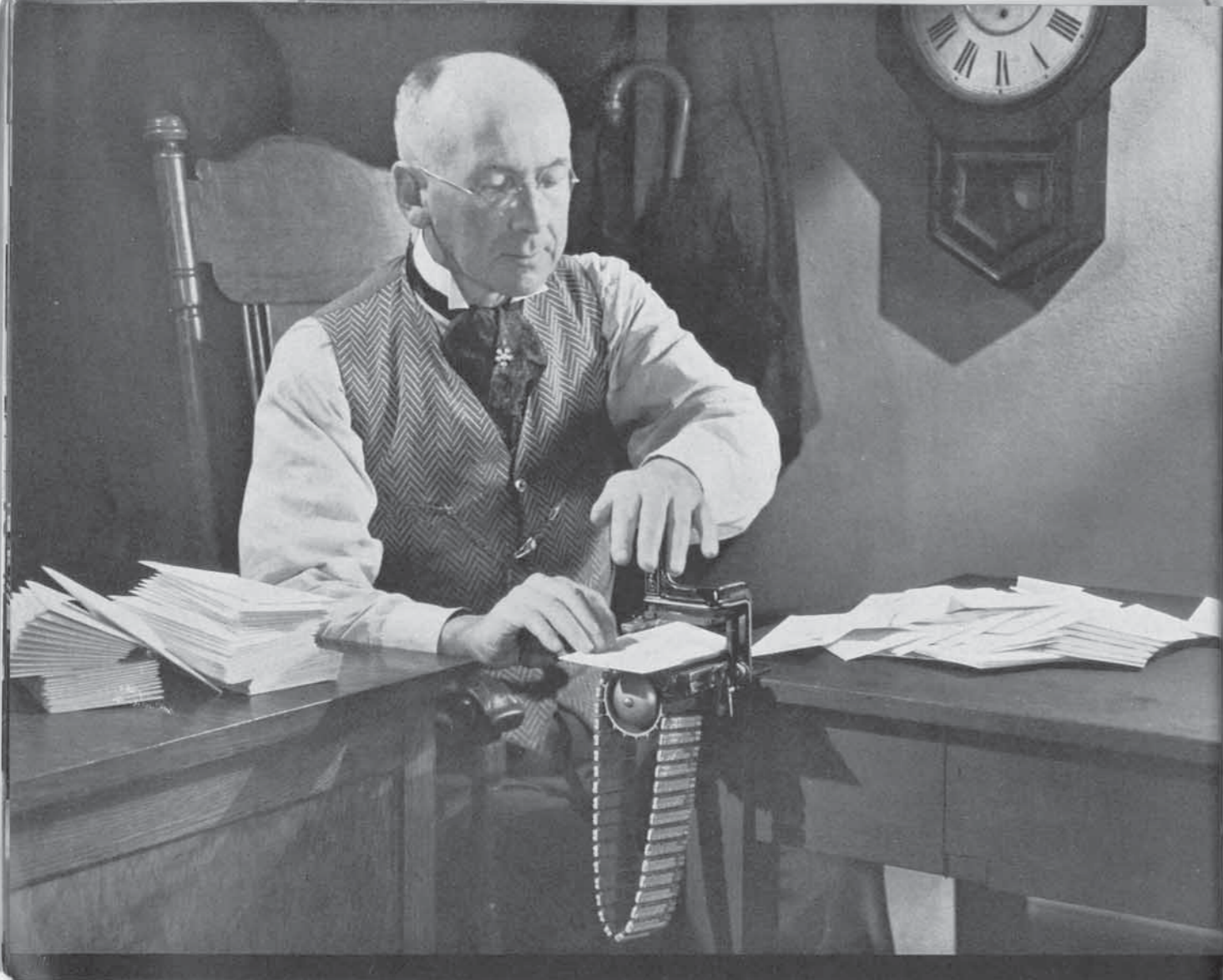


at "A Century of Progress" and the purpose of this book — which is a permanent record of one feature of that display — to demonstrate, in a brief way, the wide service of Addressograph and Multigraph to business and to give some idea of the tremendous line of these business machines that is available 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.*





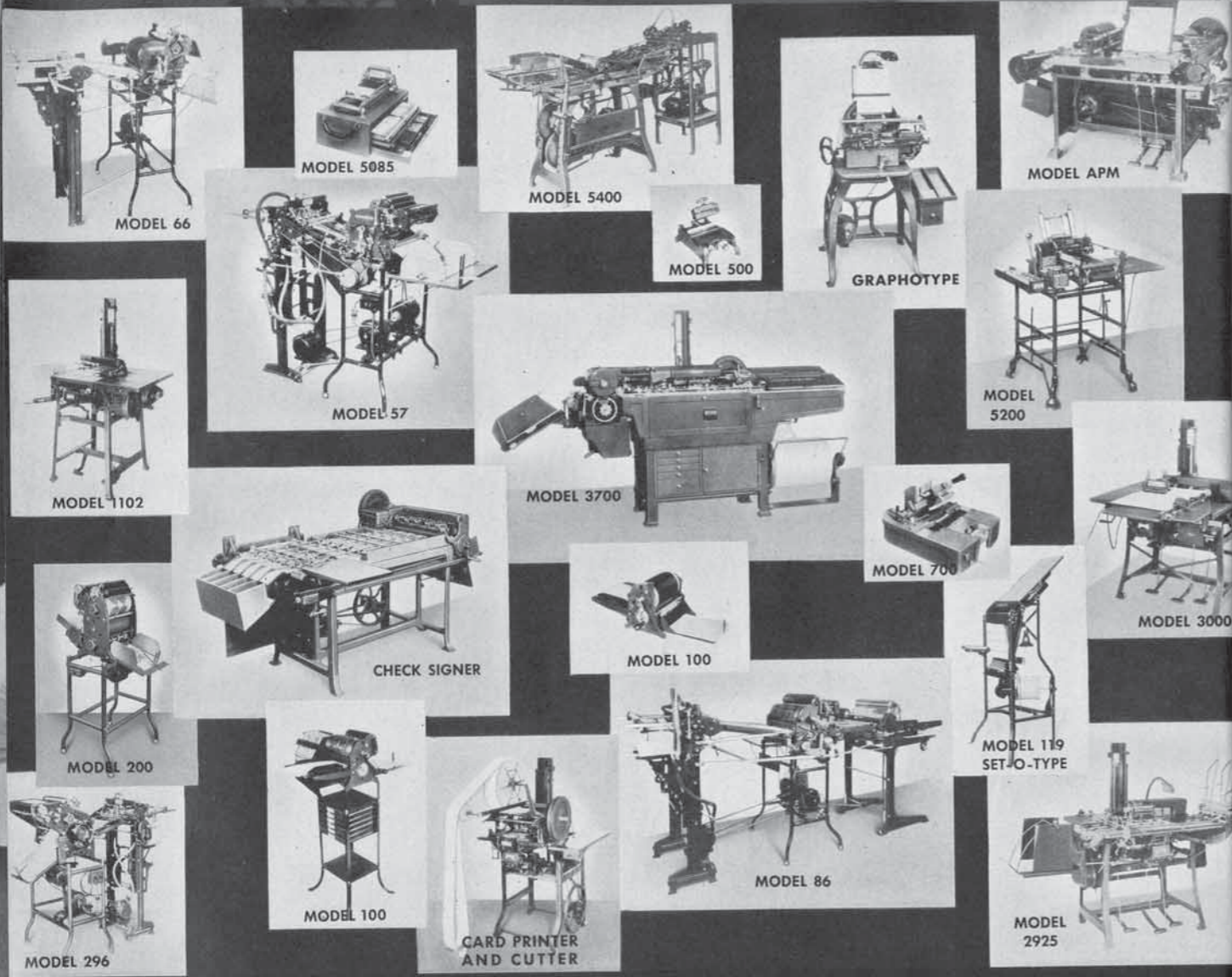


**M**ULTIGRAPH was conceived by a typewriter salesman who became convinced that the field of any business could be broadened—and *profits increased*—if facsimile typewritten letters and other sales messages could be produced in quantity from type, printing through an inked ribbon. His first model was 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. Gammeter, inventor of Multigraph.*

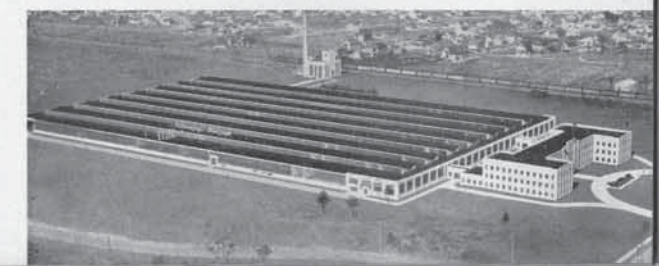






**T**EAM-MATES from the beginning, the history of Addressograph and Multigraph has been one of impressive progress. Each year has brought important new improvements and entirely new models. These achievements have created new uses, until today the more than *one hundred* models are capable of *several 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.

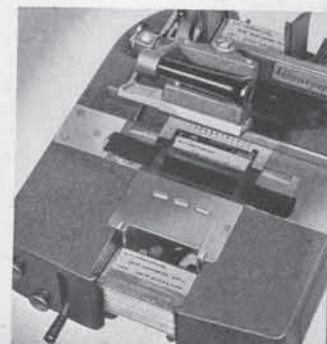






SO GENERAL is their application to modern businesses of all types and sizes—so necessary to efficient and economical business functioning—that these two indispensable office tools are now used in over *three hundred* different kinds of businesses for performing more than *three thousand* different business 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.

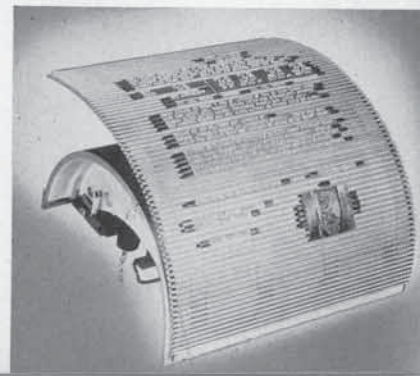






**EVERY DAY** in *your* home—  
office—factory—and school—*you* are coming in contact with  
the work of Addressograph-Multigraph. From the moment  
you pick up your morning newspaper until you fall asleep at  
night reading your favorite magazine, *you* are being served, in  
some way, by various Addressograph-Multigraph products.

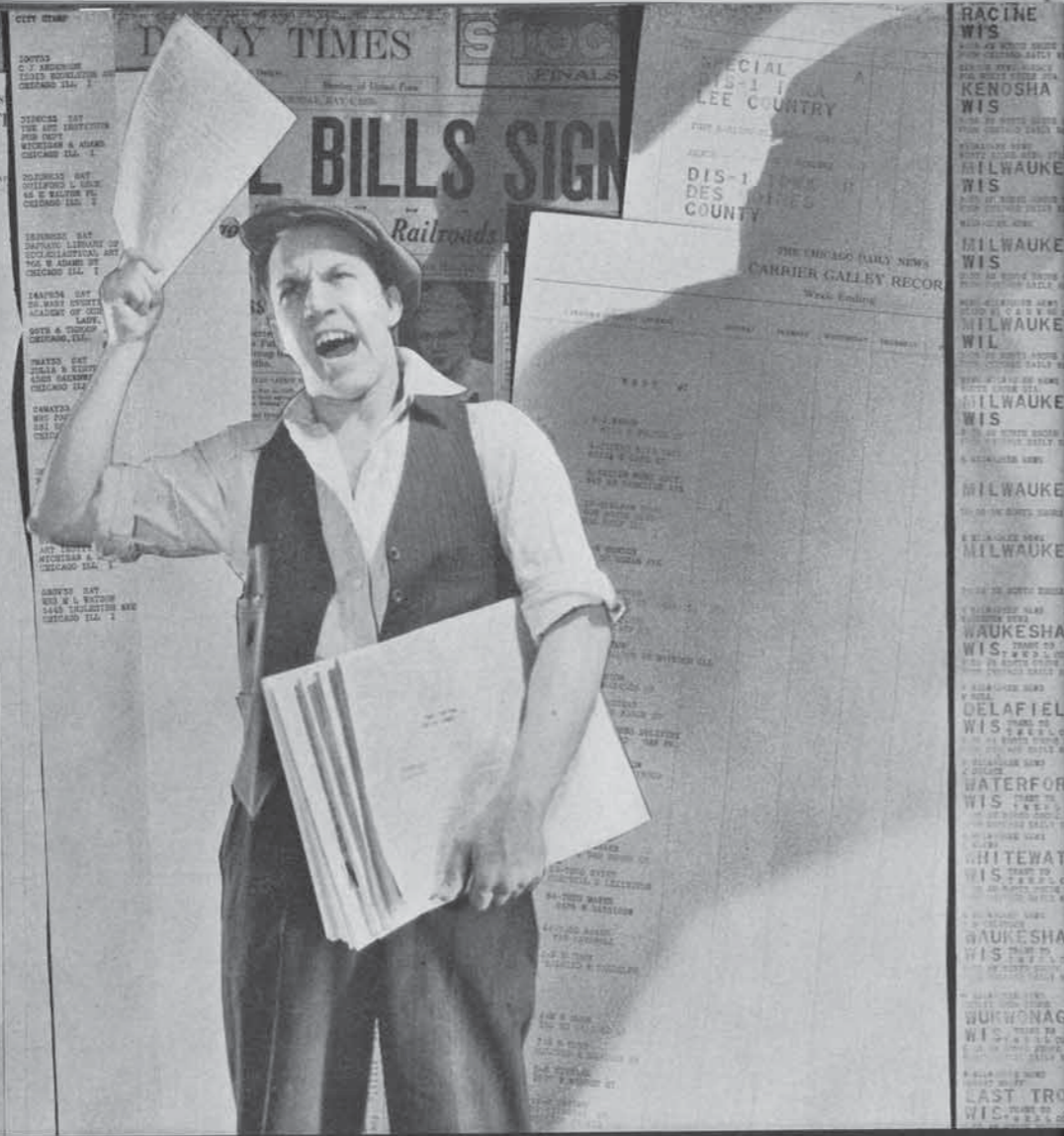
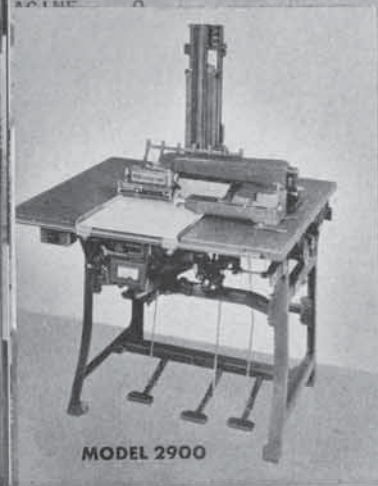
The Multigraph is a rotary printing machine that prints with printer's ink or through  
an inked ribbon. It prints from type, electrotypes or from a  
specially prepared printing medium of thin embossed metal.  
The Flex-O-type Blanket (illustrated) is only one of several  
methods of affixing loose type to the Multigraph printing drum.





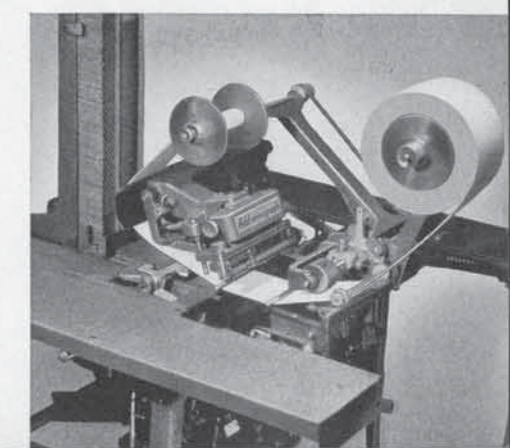
THE CHICAGO DAILY NEWS  
DEALERS' BLOTTER  
Week Ending

DEALER	QUANTITY	REMARKS
W. HENNINGSON	25	
ANTHONY ARBOR		
W. ICH		
W. SCHWENKER	2	
ADDAMS ROVE ILL		
W. HENNINGSON	3	
W. HENNINGSON	15	
W. HENNINGSON	2	
W. HENNINGSON	2	
W. HENNINGSON	0	
W. HENNINGSON	0	



**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.

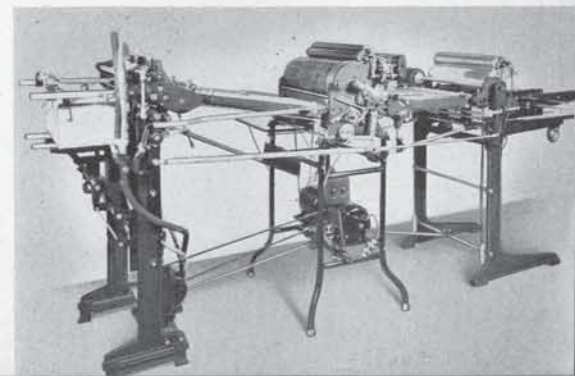






**YOUR MAIL** brings you news of new merchandise, special prices, excelling service—from butcher, baker and candlestick maker—printed and addressed by Multigraph and Addressograph. Letters, postcards and a wide variety of printed pieces keep you informed of price, quality and value. Thus they serve you well, and render invaluable aid to the businesses that use them in serving you.

The Model 1102 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.





ADDRESSOGRAPH MULTIGRAPH CORPORATION  
General Offices -  
1100 PENNSYLVANIA AVENUE  
PHILADELPHIA, PA.

June 1, 1933

J. B. Lippincott,  
1719 Spruce St.,  
Philadelphia, Pa.

Dear Mr. Lippincott:

This complete letter, including name, address, personal salutation, date and a real ink signature was produced and the envelope addressed in a single operation on an Addressing Multigraph.

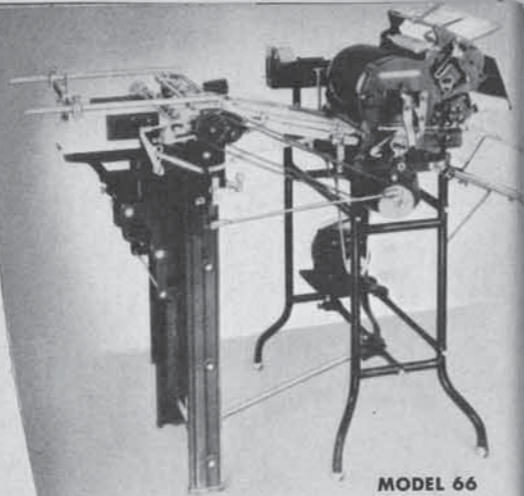
It looks like a personal letter, individually written by an expert typist. Yet one experienced operator, with an Addressing Multigraph can produce as many of these neat, personalized letters as fifty to a hundred expert typists.

The reason for this close resemblance to individually typed letters is that the Multigraph prints from metal type through a ribbon, just as typewriters do -- the same style of type and the same spacing.

It affords the most practical and economical method of producing high-grade multiple letters and envelopes at a price that is within the reach of every business, no matter how small.

Yours very truly,

ADDRESSOGRAPH-MULTIGRAPH CORPORATION  
General Manager



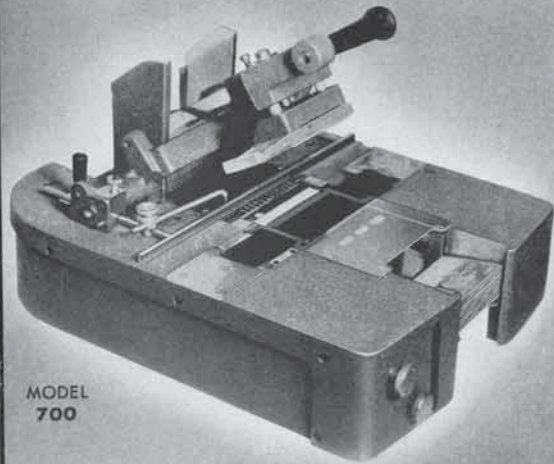
MODEL 66

**T**HERE'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 5300 Dupligrph (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.







MODEL 700

CL.S.S. ASSN  
 MON. JAN. 29 - 30  
 20.75  
 20.00  
 18.00  
 16.00  
 14.00  
 12.00  
 10.00  
 8.00  
 6.00  
 4.00  
 2.00  
 1.00

EDWARD J. REYNOLDS INC.  
 1000 East 10th Street  
 CLEVELAND, OHIO

WE WILL SAVE YOU MONEY EVERY DAY IN THE WEEK

SPECIALS for FRI. & SAT. WED. 5th & 6th

WOODFIELD or ARSON VALLEY BUTTER CO. VOLGENS, WILLS or RADUS COFFEE

CHICKENS  
 LARD with meat order  
 LINTS on above items - None to

PRIDE BUTTER... meat order  
 GOOD EGGS... in cartons  
 ROLLED RIB ROAST... only  
 SLICED BACON... Sugar cured  
 SPARE RIBS... fresh & lean

SNOW WHITE MARK  
 1033 East Labo Street  
 DUREL 9791

WITT'S SUGGEST  
 TALK WITH...  
 BEING STRONG  
 FANG JACOBI  
 FANG JACOBI

SPECIAL FOR SATURDAY AUGUST 20  
 GRAPE JUICE (Dry Brand) Pint 17c  
 SANDWICH DINCK ALE 2 for 35c (12 Oz. Size) PLUS Bottle Chg.  
 50c HIGHLAND LINEN 100 PAPER 29c  
 WILLIAMS-TALCUM POWDER 3c  
 1 lb. BLACK PEPPER SEED 57c (bottle Creek)

"EAST" BY CITY

EASTER  
 The Time when the Holy Center of the Church  
 The Glorious Event of for the most joyful calendar - Easter. Flowers are the most fully represented in this most beautiful Festival.

Dear Madam:  
 Our Annual Daisy Sale in the Better section starts July fifth and I know you will be interested in the unusual values.  
 These Dresses are our regular Best stock which, as you know, sell for considerably more than the prices of \$17. to \$25 which they are marked during this sale.  
 I will be very happy to give you my personal attention in selecting some of these dresses and as sure you will be pleased.  
 Cordially,  
 Dayton's Better Gowns,  
 Third floor.

Mr. W. F. Page,  
 Addressograph-Multigraph Corp.,  
 1400 East 12th St.,  
 Cleveland, Ohio.

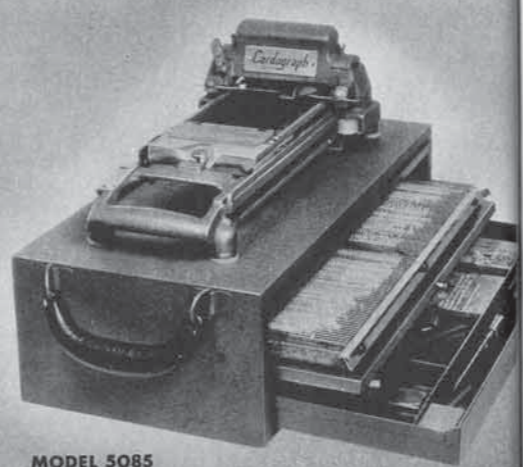
SWEN  
 The Inside Man  
 SHIRTS, COLLARS AND NECKWEAR  
 1400 East 12th St.  
 CLEVELAND, OHIO

CAREFUL CLEANING  
 EXPERT DYEING  
 LADIES' DRESSES, blouses, \$1.00  
 HATS, coats, blouses, 1.25  
 Sweaters and blouses, 1.00  
 Sport to sample, 3.00  
 Fur coats cleaned, stained and remodeled.  
 SHIRTS and COVERS SERVICE

WEN'S  
 Suits, \$1.75  
 Over Coats, 1.25  
 Suits, sweaters & dresses, .40

JUNTILLA & COMPANY  
 WEEKLY SPECIALS  
 Many housewives of our city have taken advantage of our week and saved money.  
 This week we have a special...  
 We wish to introduce...  
 CLEAN DRYERS to our...

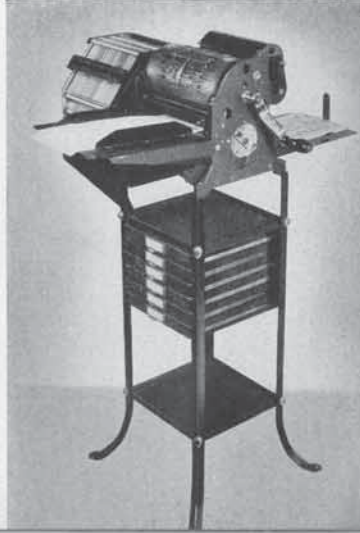
KCCPANG'S  
 1400 East 12th Street  
 CLEVELAND, OHIO  
 Phone KE 7080



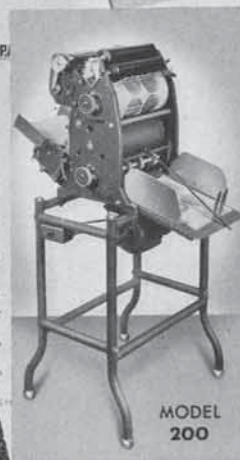
MODEL 5085

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.

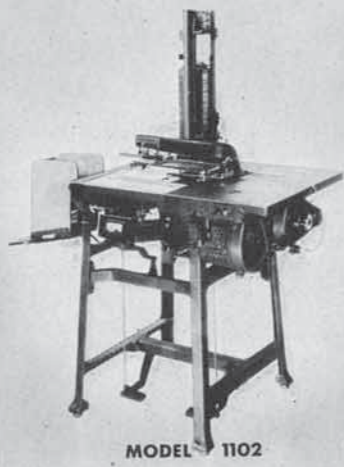
The Model 700 and 5085 are an unbeatable team for low cost post card advertising. One prints a message through a ribbon on one side of the card, and the other prints the address on the other. The Model 100 Printing Multigraph (at right) may be used for printing post cards and other small pieces, but can accommodate pieces as large as 8 1/2"x14".



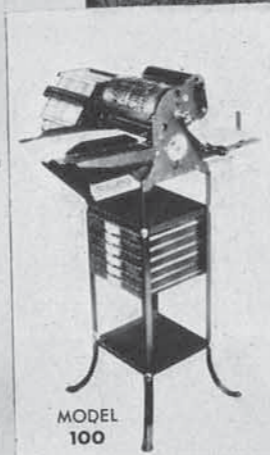




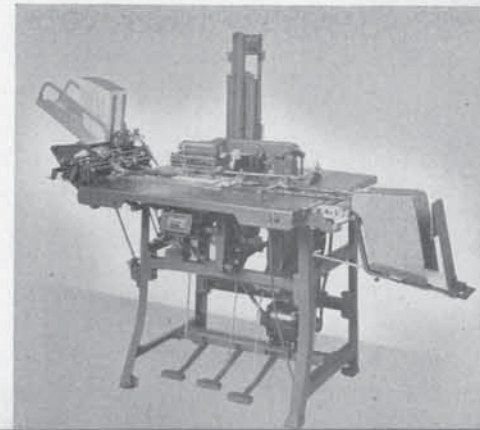
MODEL 200



MODEL 1102



MODEL 100



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 Autofede (right) addresses five thousand envelopes an hour.



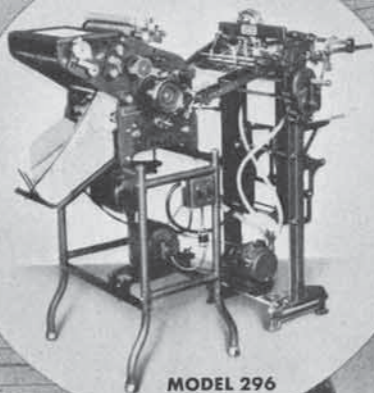
W. CARLISLE & CO.  
UPHAM & RUTLEDGE, INC.  
PRINTERS - STATIONERS  
LITHOGRAPHERS  
SAN FRANCISCO

ADDRESSOGRAPH SALES AGENCY.  
45 SECOND ST.,  
SAN FRANCISCO, CALIF.

JAN.  
31ST  
1933

**Kline's**  
KANSAS CITY'S DOMINANT STORE  
1112 W. BRADLEY ST. (CORNER 11TH ST.)  
KANSAS CITY, MO.

5125 Tenth Street,  
3834 E. 7th St.,  
Kansas City



MODEL 296

**EMMERICH**  
PILLOWS 1858

POSTIAC 21X27  
CURLER DOOSE FEATHER

This Pillow is Manufactured of  
ALL NEW MATERIAL  
NEW FEATHERS and NEW TICKETS  
**EMMERICH PILLOW**

BL 5715

PAY RECEIPT  
The Jeffrey Mfg. Co.

From  
**HAMMERMILL PAPER CO.**  
Erie, Pa.

THE DIMKEN DETROIT COMPANY, DETROIT, MICH.  
According to the terms of your contract a payment on your  
Timbre Arrow Oil Engine becomes due

CONTRACT NO. C-301  
AMOUNT OF PAYMENT \$24.50

PAYMENT NO. 57

MARGARET MC GOWAN,  
2415 EASTON RD.,  
HATBORO, PA.

THE NATIONAL CASH REGISTER CO.  
OF CANADA, LIMITED TORONTO, ONTARIO

PARCELS & EXPRESS

STANDARD

2 1/2 PER 2/100	...	\$17.50	over 2 1/2% 20c
2 1/2 PER 2/50	...	15.00	" "
2 1/2 PER 2/25	...	12.50	" "
2 1/2 PER 2/10	...	10.00	" "

OVERSILE

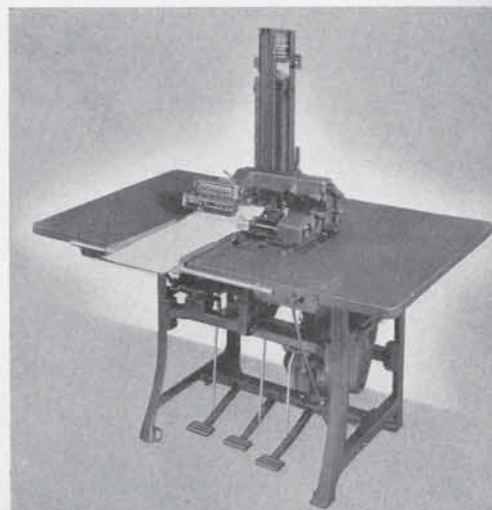
2 1/2 PER 2/100	...	\$27.50	over 2 1/2% 20c
2 1/2 PER 2/50	...	25.00	" "
2 1/2 PER 2/25	...	22.50	" "
2 1/2 PER 2/10	...	20.00	" "

SPECIALTIES

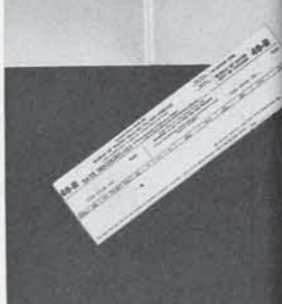
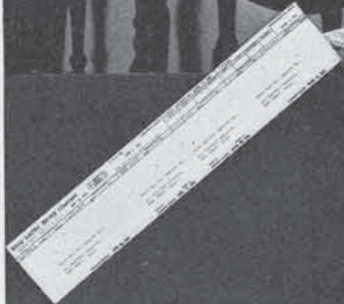
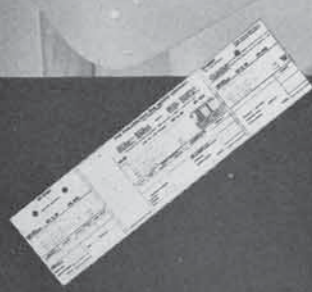
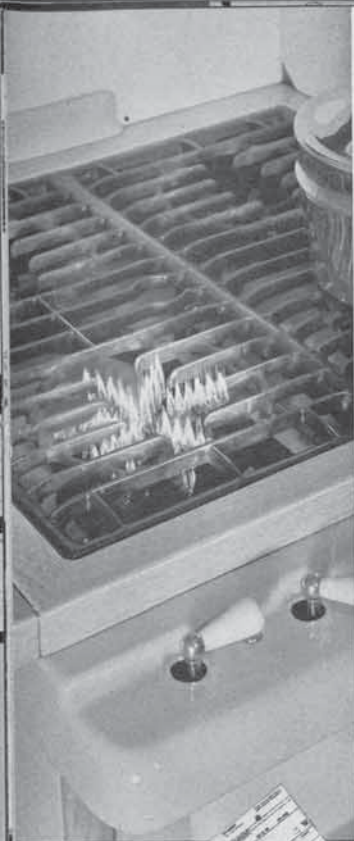
2 1/2 PER 2/100	...	\$27.50	over 2 1/2% 20c
-----------------	-----	---------	-----------------

**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 2700 Addressograph (at right) is an all-purpose, heavy duty machine for constant use—day after day.

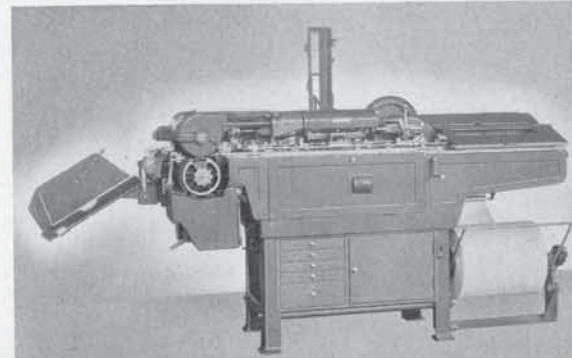




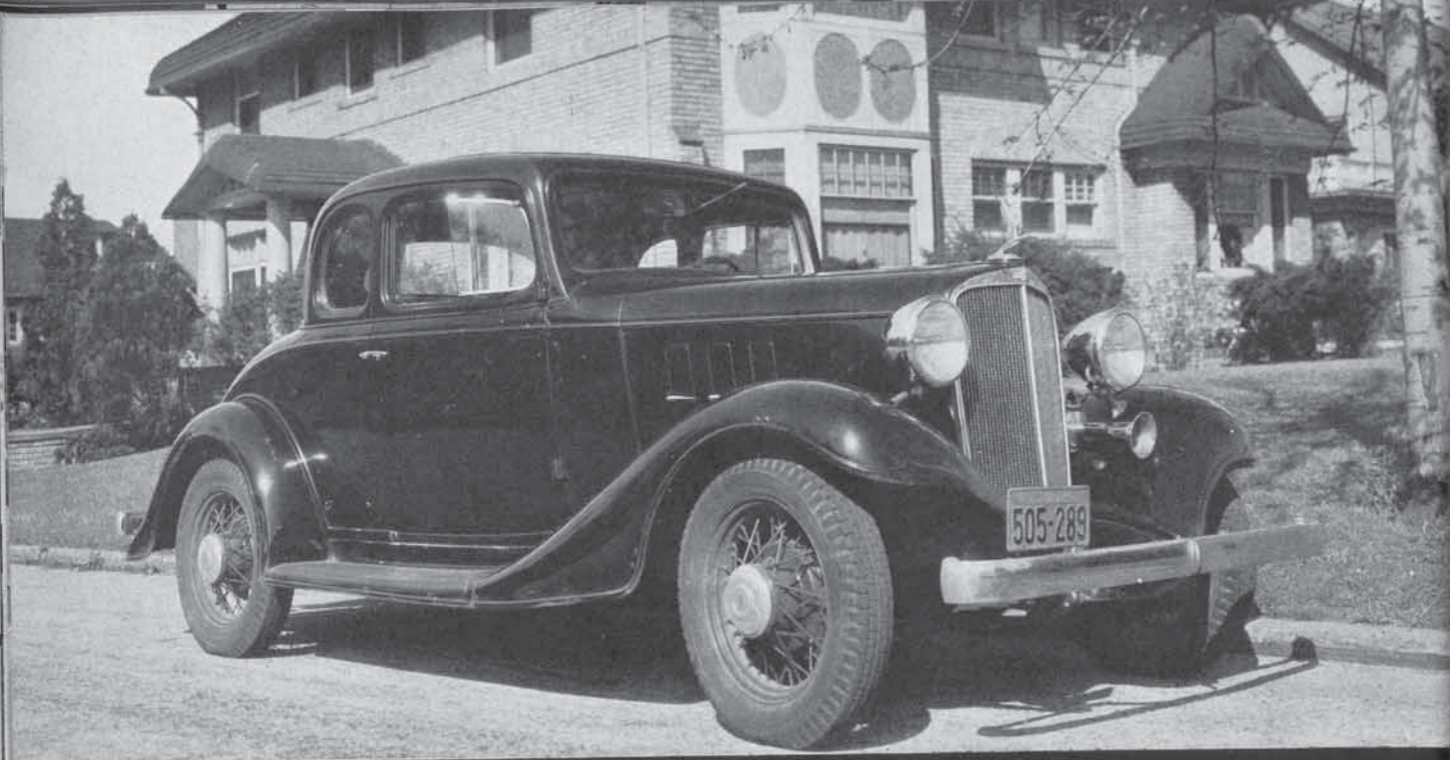


OTHER Addressograph-Multi-graph machines print forms and fill in variable information — *at one operation*. Nine to one your insurance premium notice and receipt were produced *complete* with this equipment. And bills for gas, electricity, telephone and water were printed and filled in with but one passage through the machine.

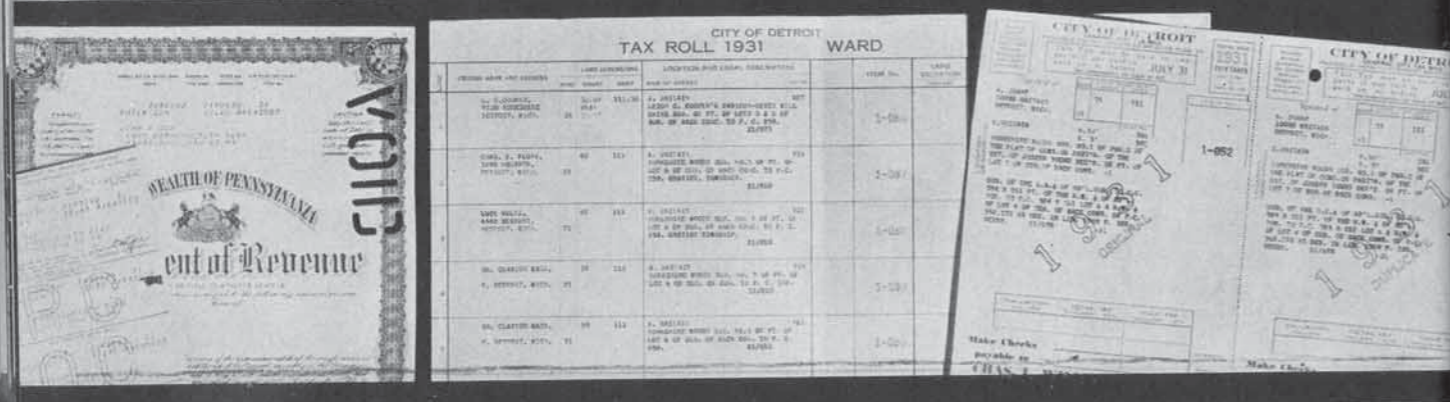
Model 3700 is the highest development in volume billing. From a continuous roll of blank paper, it cuts the bills to size, perforates them for the various stubs, prints both sides with ink and imprints names and variable data through a ribbon, at one operation. . . . It is standard with most large insurance companies, public utilities, banks and similar organizations.



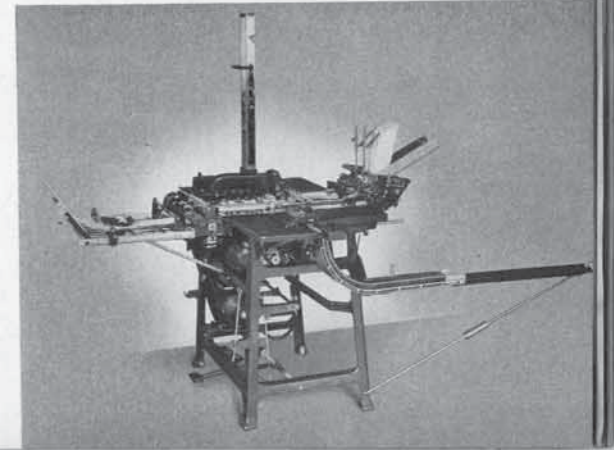




**I**F YOU live in one of several *states* your automobile license and driver's certificate are handled by an Addressograph-Multigraph system that *saves your state at least 40%*. And many municipal and county taxing bodies prepare tax rolls, bills and records with these automatic machines *at comparable 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 2675 Speedamat shown at right. Small, self-contained plates make the Speedamat an economical equipment for handling large lists. These machines are extensively used throughout the publishing world.







REPORT CARD  
KINDERGARTEN AND GRADES 1-6  
19<sup>33</sup> 19<sup>34</sup>  
REPORT OF  
Esther Jamison 3-A  
Teacher Jane Perkins  
Principal B. F. Thompson School Hawthorne

---

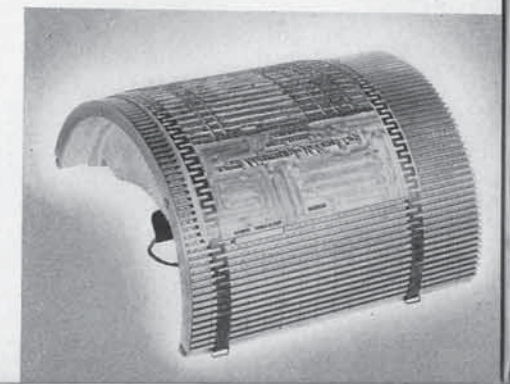
TO PARENTS

1. You are urged to visit the school and consult with the principal and teachers.
2. The laws of Ohio make attendance at school compulsory. You are urged to impress upon your children the fact that regular attendance is necessary for successful school work.
3. Your signature indicates that you have inspected the card—not that you approve or disapprove. Please return the card promptly.

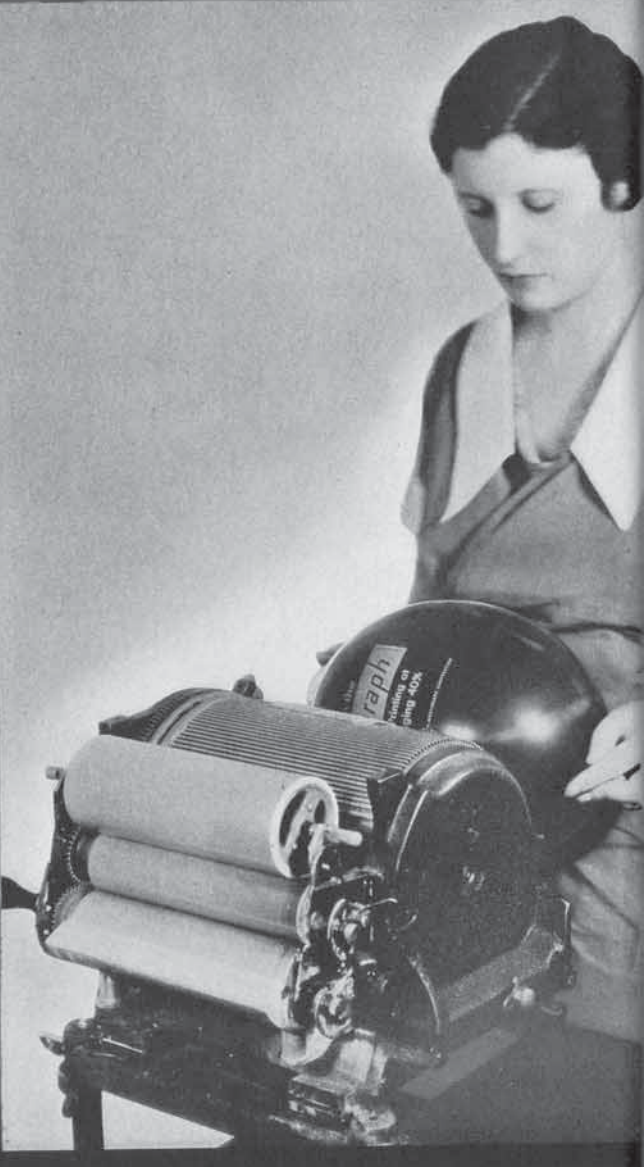
R. G. JONES,  
*Superintendent of Schools*

**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.

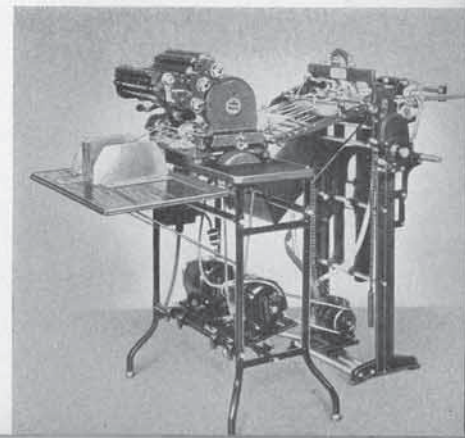




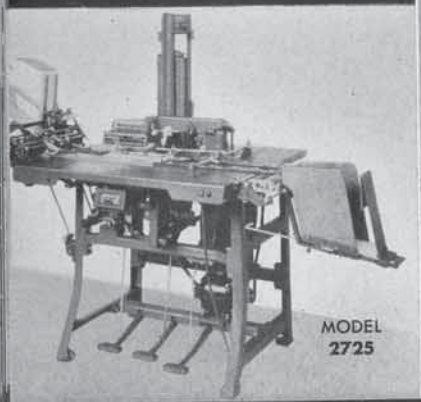
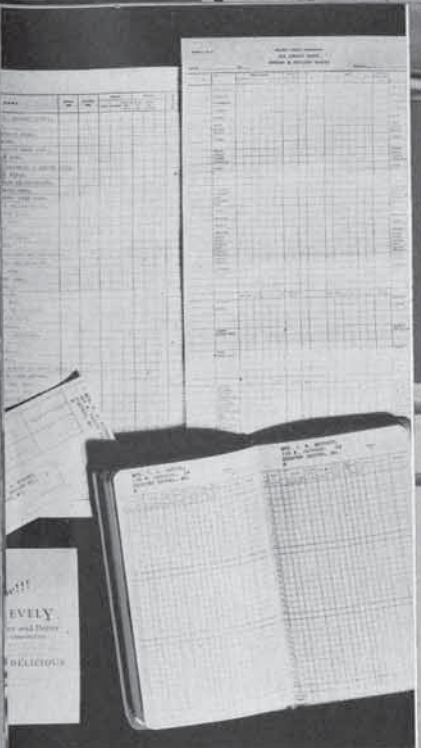


**EVEN** the balloons you buy for the youngsters and the cellophane wrapper on their favorite candy bars may have been printed on the Multigraph. Labels, wrappers and stickers of all kinds are *easily and economically produced* on the Multigraph. And variable information, such as size and quantity, is imprinted with Addressograph.

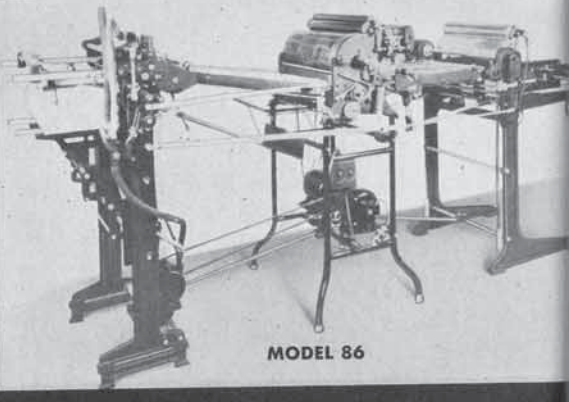
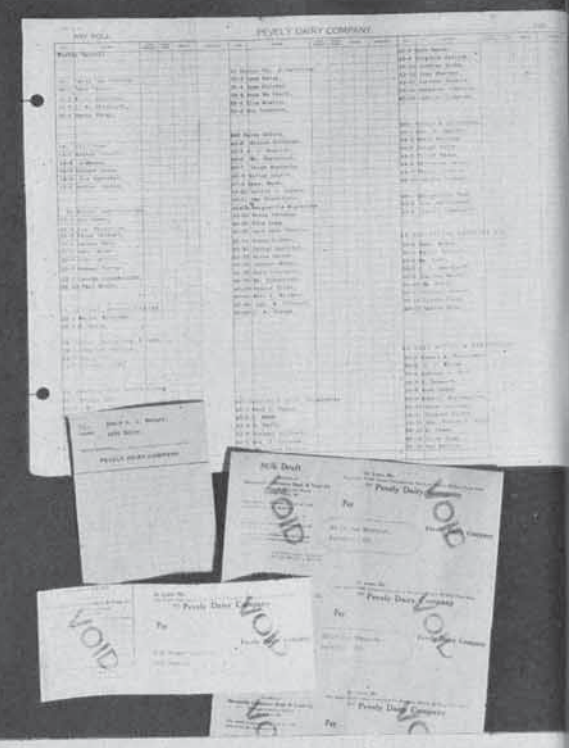
Balloon printing is an interesting special application of the Multigraph. A Model 66 Multigraph is stripped of its feeding mechanism and an inflated balloon is held against the revolving drum and rotated with it . . . This is only one of hundreds of special applications of Addressograph-Multigraph machines. The Model 66 Multigraph with suction feed is shown at the right.







MODEL 2725



MODEL 86

**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 1105 Addressograph and Model 86 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.







**Sullivan's Store**  
NEW BERLIN, ILLINOIS PHONE 8

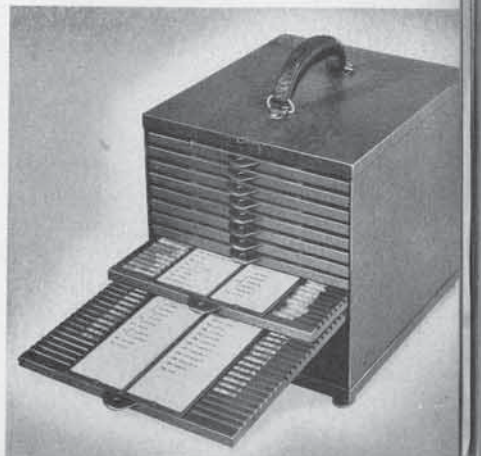
**CASH SPECIALS FOR SATURDAY OCT**

<p><b>Gold Medal Flour</b></p>  <p><small>KITCHEN TESTED FOR EVERY BAKING PURPOSE.</small></p> <p><b>24 LB. COTTON SACK 97c</b></p>	<p><b>CORN</b> ILLINOIS NEW PAC No. 2 Can <b>9c</b></p>
<p><b>Great Northern BEANS</b> A BIG BUY 2 Pounds For <b>21c</b></p>	<p><b>KIRK'S</b> <b>Flake White Soap</b></p> <p>10 Bars For <b>39c</b></p> 
<p><b>Grandma's SOAP POWDER</b> LARGE PACKAGE <b>18c</b></p>	
<p>Eastern Cane Granulated <b>SUGAR</b> 10 Lbs. <b>58c</b></p>	

*Patronize the INDEPENDENT Grocer*

**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.

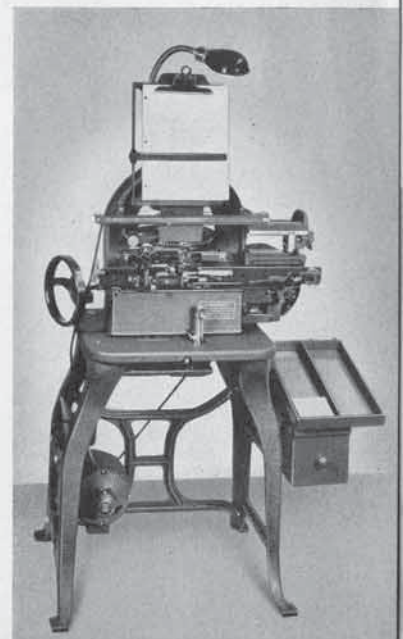




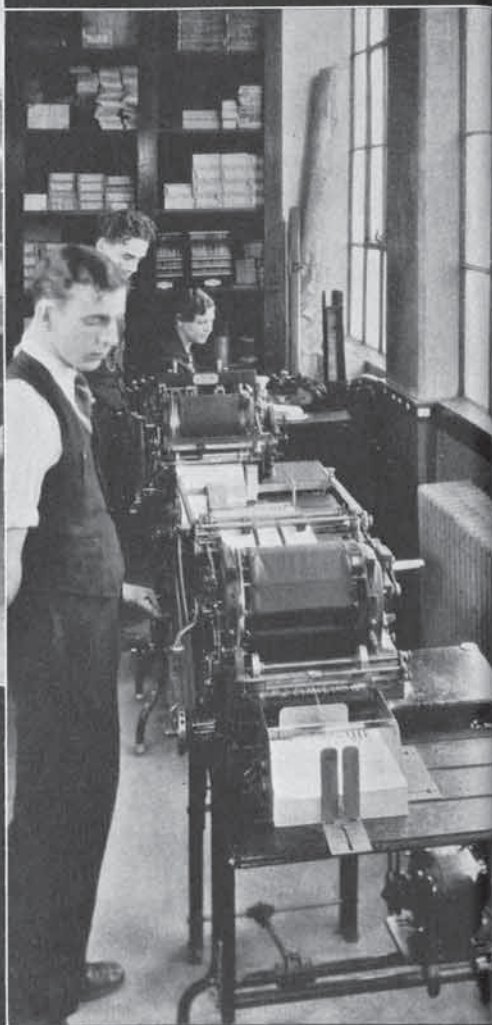
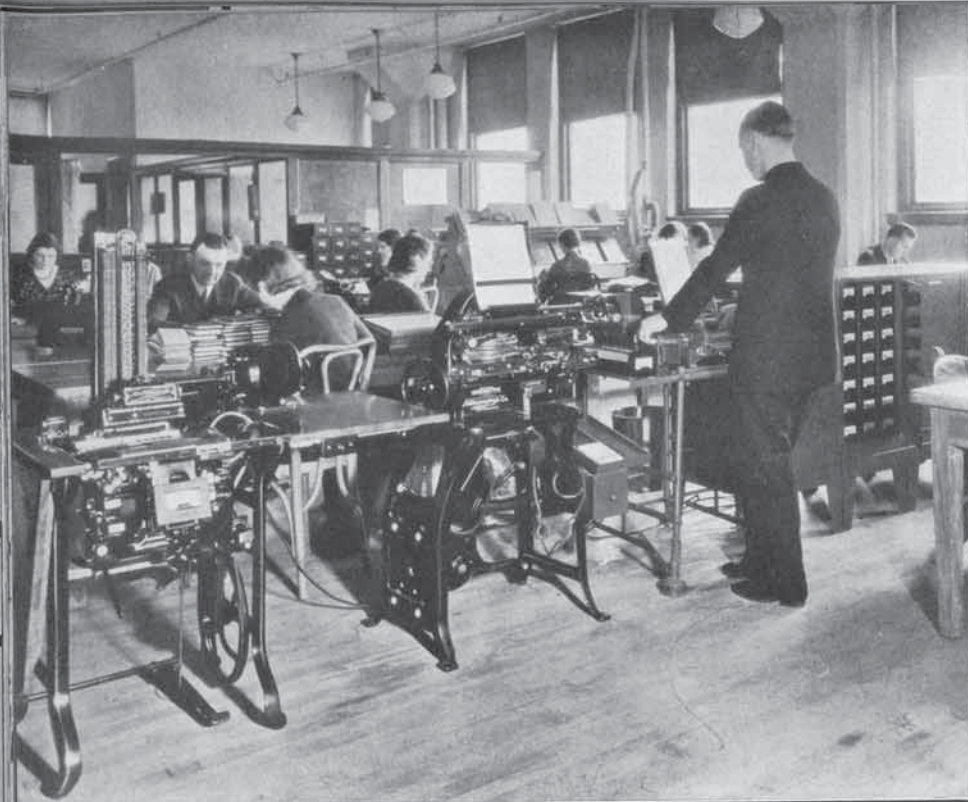


**A**LL MANNER of businesses are organized by Addressograph-Multigraph methods to better facilitate service to *you* and decrease its cost. Thus *your* home, supposedly far removed from the mechanics of business is — nevertheless — constantly in contact with important business activities through Addressograph-Multigraph service.

The Model 6280 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.

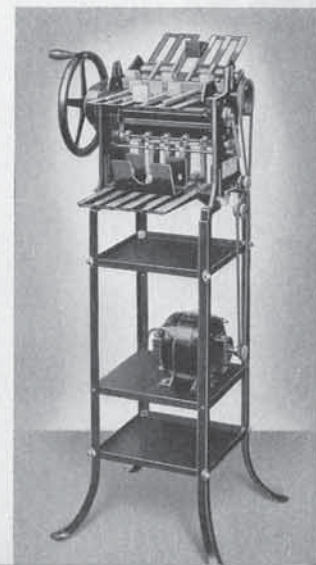






**B**UT let's get a glimpse of the widely different applications of Addressograph and Multigraph in business. In advertising and selling — record keeping — routing — imprinting — shipping — collecting — disbursing — scheduling — identifying — duplicating — and printing — Addressograph and Multigraph 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.

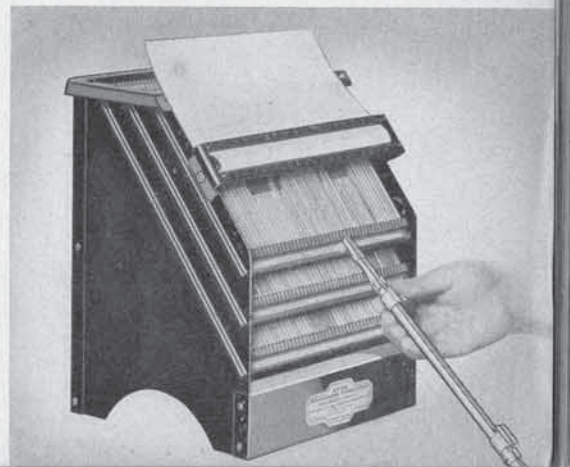






**T**HE selling and advertising uses of Addressograph-Multigraph are as varied as the businesses that use them. Large manufacturers may produce and mail many thousands of sales messages daily. They do it *easily, quickly—and economically*. And they have the great advantage of *flexibility* and *directness* 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.

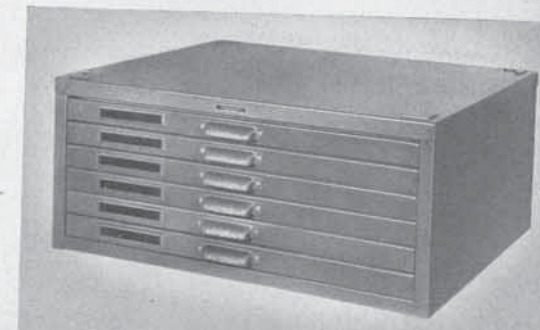






**S**MALL businesses select Addressograph-Multigraph equipment to build sales and cut costs. With it they print and mail price lists, bulletins, announcements and other sales producers in the privacy of their own offices—all so easily that even the most inexperienced can soon turn out *excellent work 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.

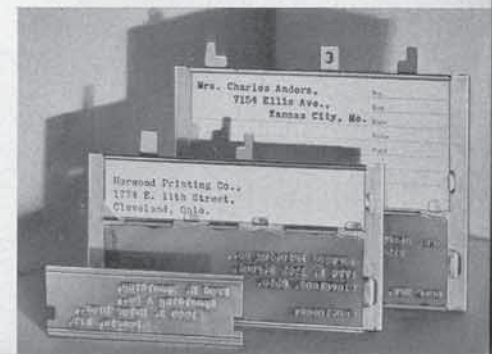




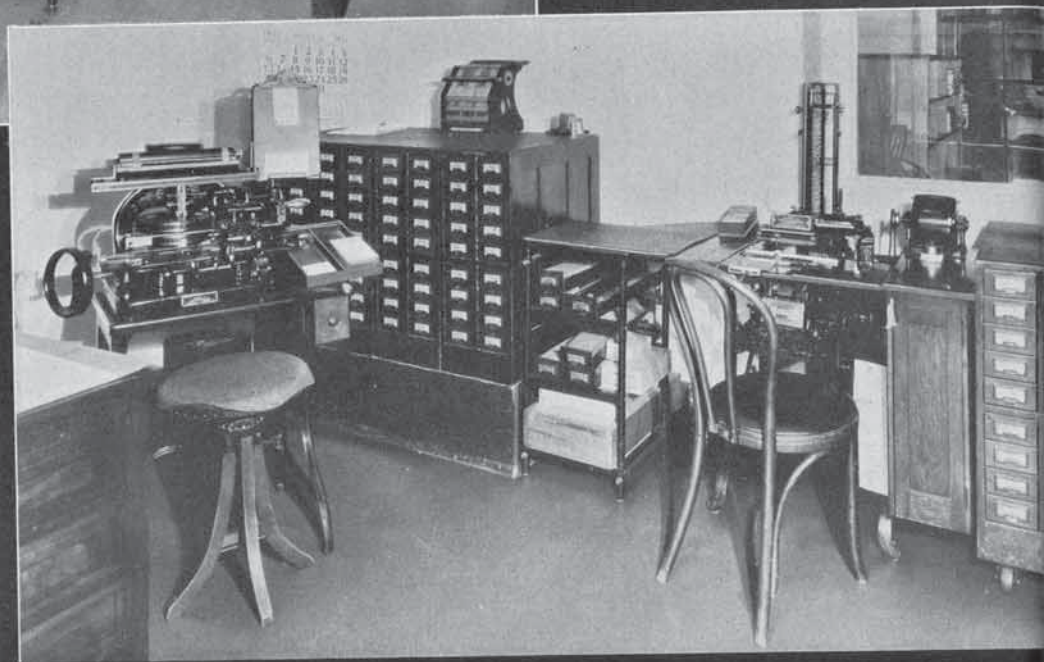
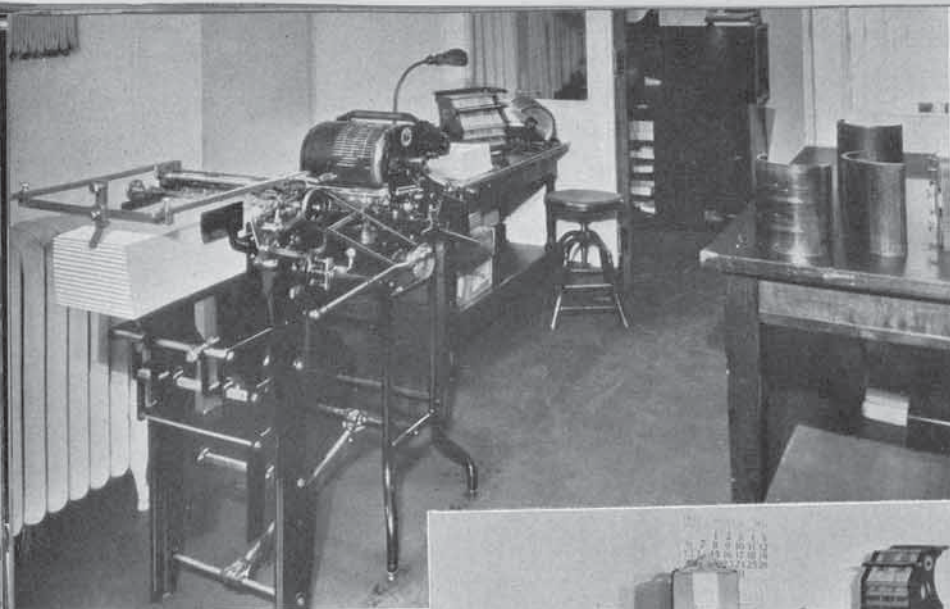


**ADDRESSOGRAPH** - Multigraph methods offer *accuracy*, and *economy*, and *speed* in the keeping of basic records of business. They eliminate slow, tedious hand writing and costly attendant errors. The important records are kept *correctly* and *alive* on *metal record plates* which are available for 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.

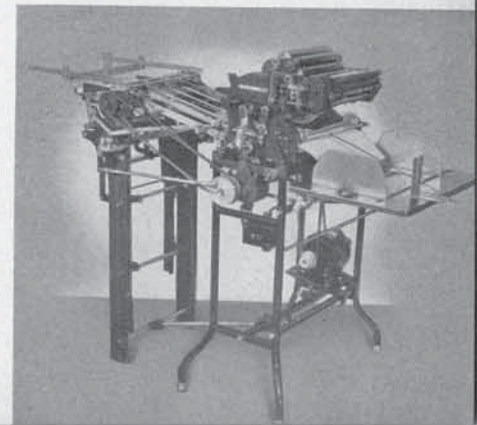




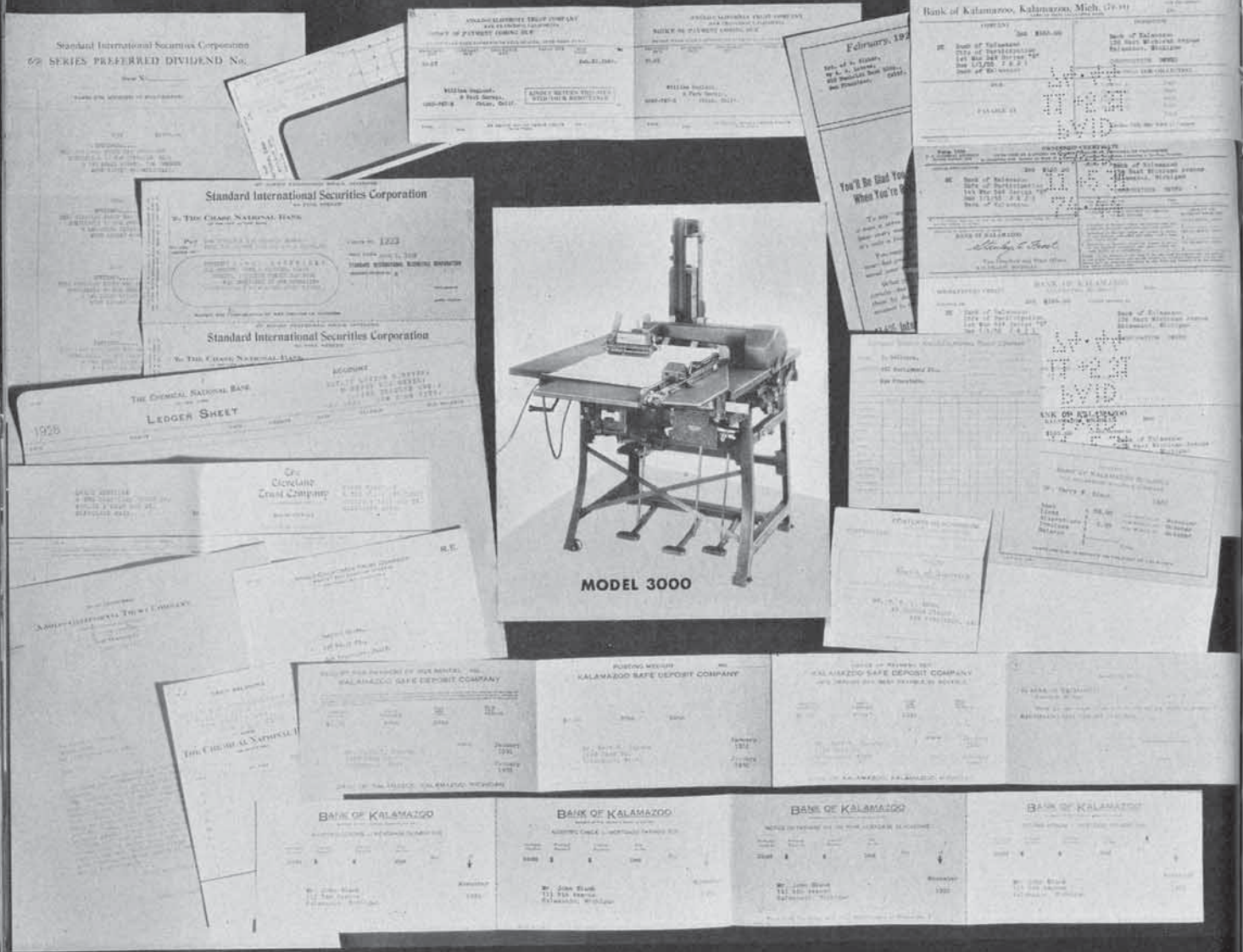


**I**N BANKING, Addressograph and Multigraph play an important role. In addition to speed and economy — absolute accuracy and privacy in printing confidential information are two of several other advantages welcomed by banks and other financial institutions. That thousands of banks — including the one 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.

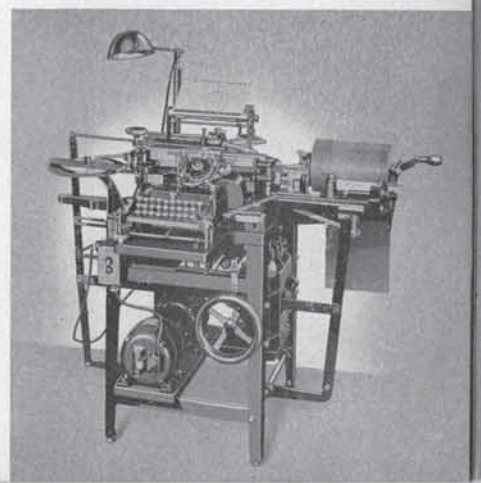






**T**HE use of Addressograph-Multigraph equipment in banks is a varied one. Statements, trust forms, ledger sheets, dividend checks, notices, instructions to the staff—all manner of routine records as well as promotion material—are printed, imprinted, addressed and mailed with these extremely versatile 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 Multigraph printing drum by a simple clamp, and the letter or form printed from it instead of from loose type or curved plates.





**AUTOMATIC NON-FORFEITURE MEMORANDUM**  
**POLICY RECORD**  
 JOHN WILSON, JR.  
 1723 E. CHERRY, ST. LOUIS, MO.  
 POLICY NO. 123456789  
 AMOUNT \$10,000.00  
 PREMIUM \$100.00  
 DATE 1/1/30

**OFFICE COPY**  
 KANSAS CITY LIFE INSURANCE COMPANY  
 1723 E. CHERRY, ST. LOUIS, MO.

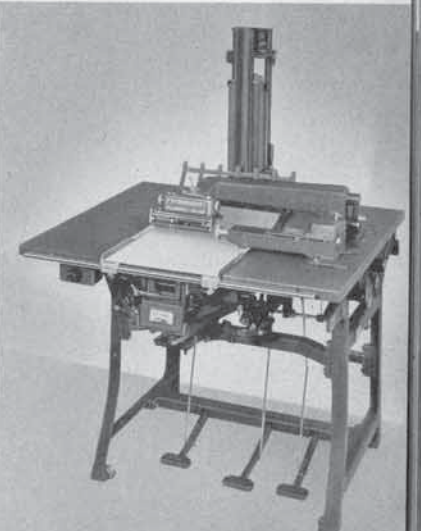
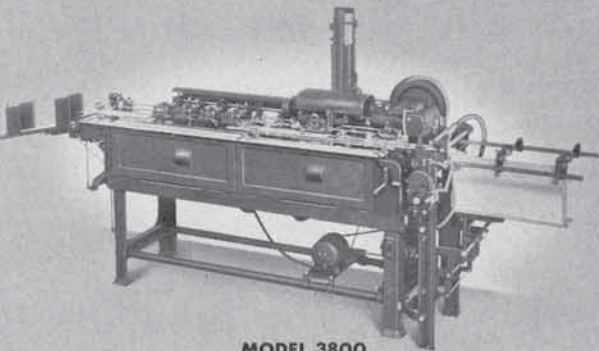
**REMINDS YOU**  
 KANSAS CITY LIFE INSURANCE COMPANY  
 1723 E. CHERRY, ST. LOUIS, MO.

**VITALLY IMPORTANT**  
 KANSAS CITY LIFE INSURANCE COMPANY  
 1723 E. CHERRY, ST. LOUIS, MO.

**TABLE OF OPERATED YEARS**  

Year	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940
1	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
3	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
4	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
5	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
6	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
7	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
9	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
10	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
11	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
12	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
13	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
14	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
15	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
16	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
17	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
18	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
19	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
20	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

**MODEL 3800**



**I**NSURANCE 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.





**I**N 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.

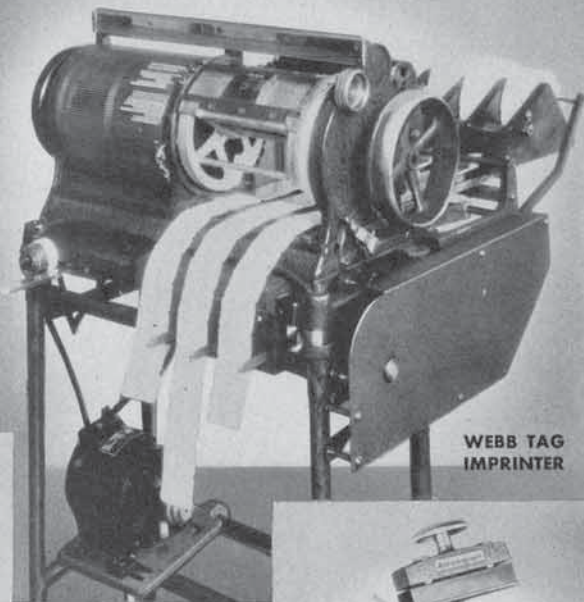
The Model 5150 is a useful machine in factory accounting. While there is no Addressograph or Multigraph machine that may not be properly applied to some sort of factory form writing, the Model 5150 performs a function that is unique. It prints whole pages of material lists, specifications, inventories, parts schedules and similar data at one operation—legibly and with 100% accuracy—from loose type, electrotypes or embossed metal plates.



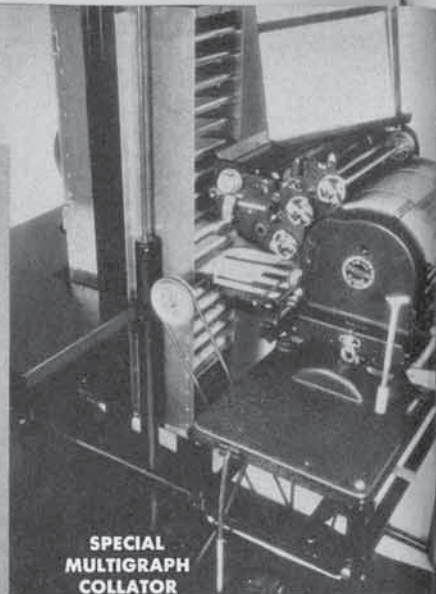




MODEL 5150



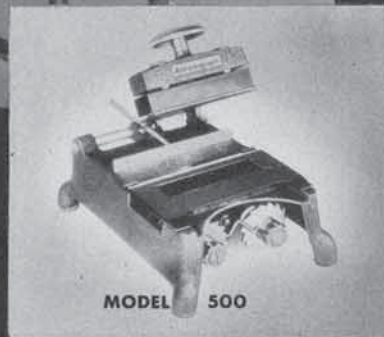
WEBB TAG  
IMPRINTER



SPECIAL  
MULTIGRAPH  
COLLATOR



KEYBOARD  
GRAPHOTYPE



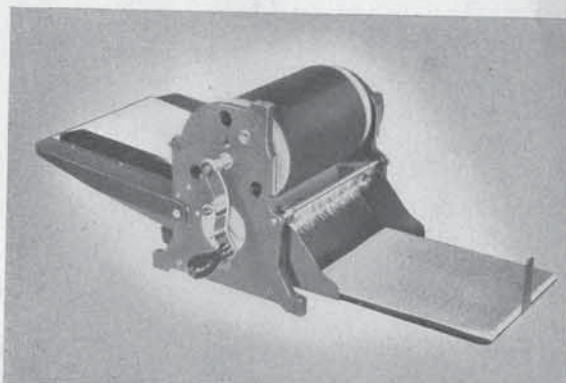
MODEL 500



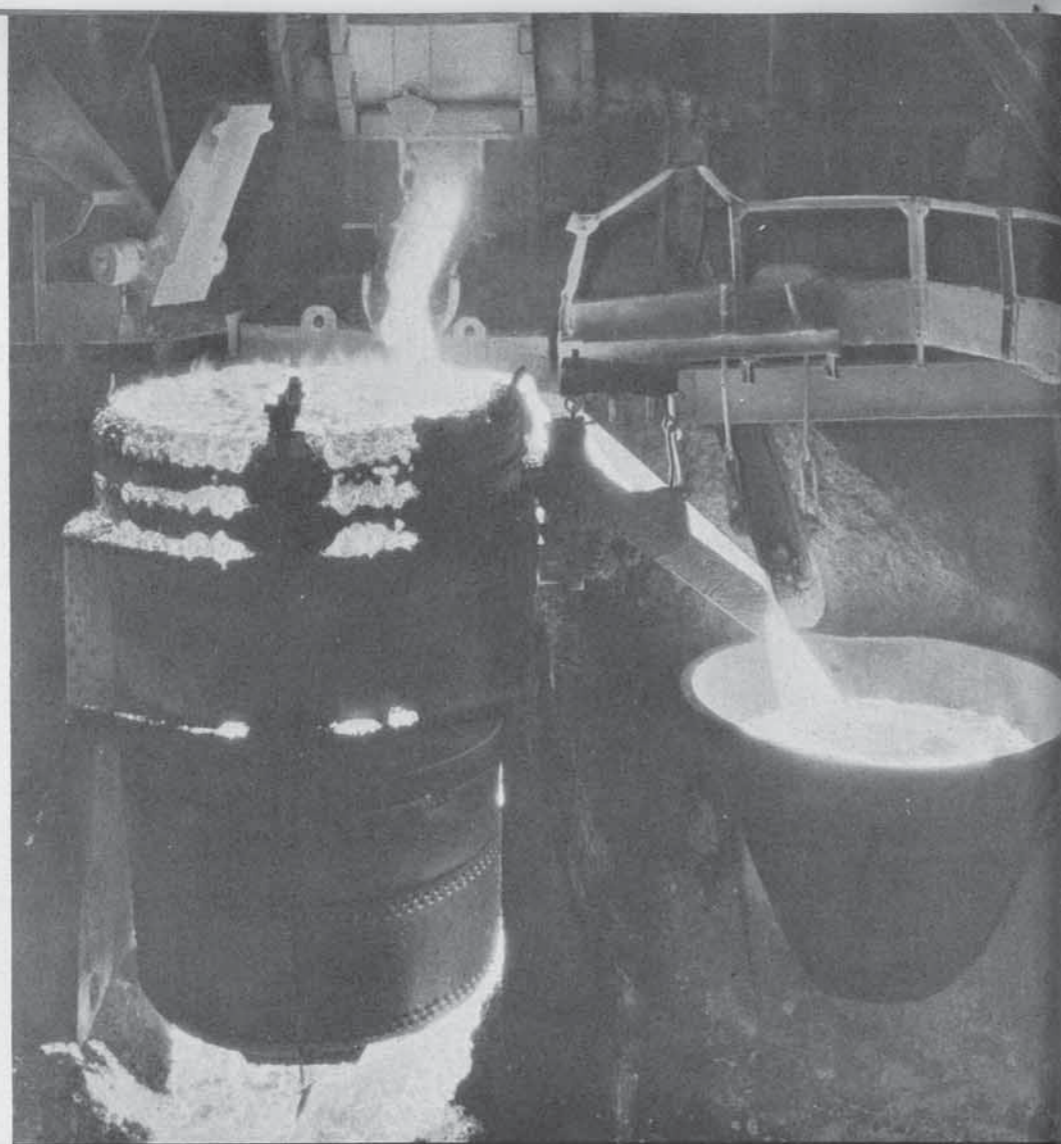
MODEL 720

**T**HE 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.







**O**FTEN, 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 Speedamat — 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 Speedamat, 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.

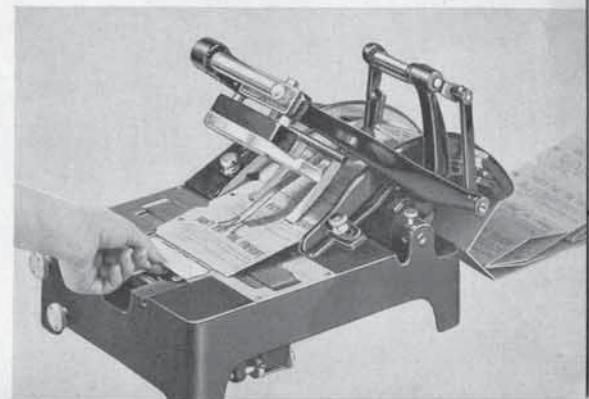




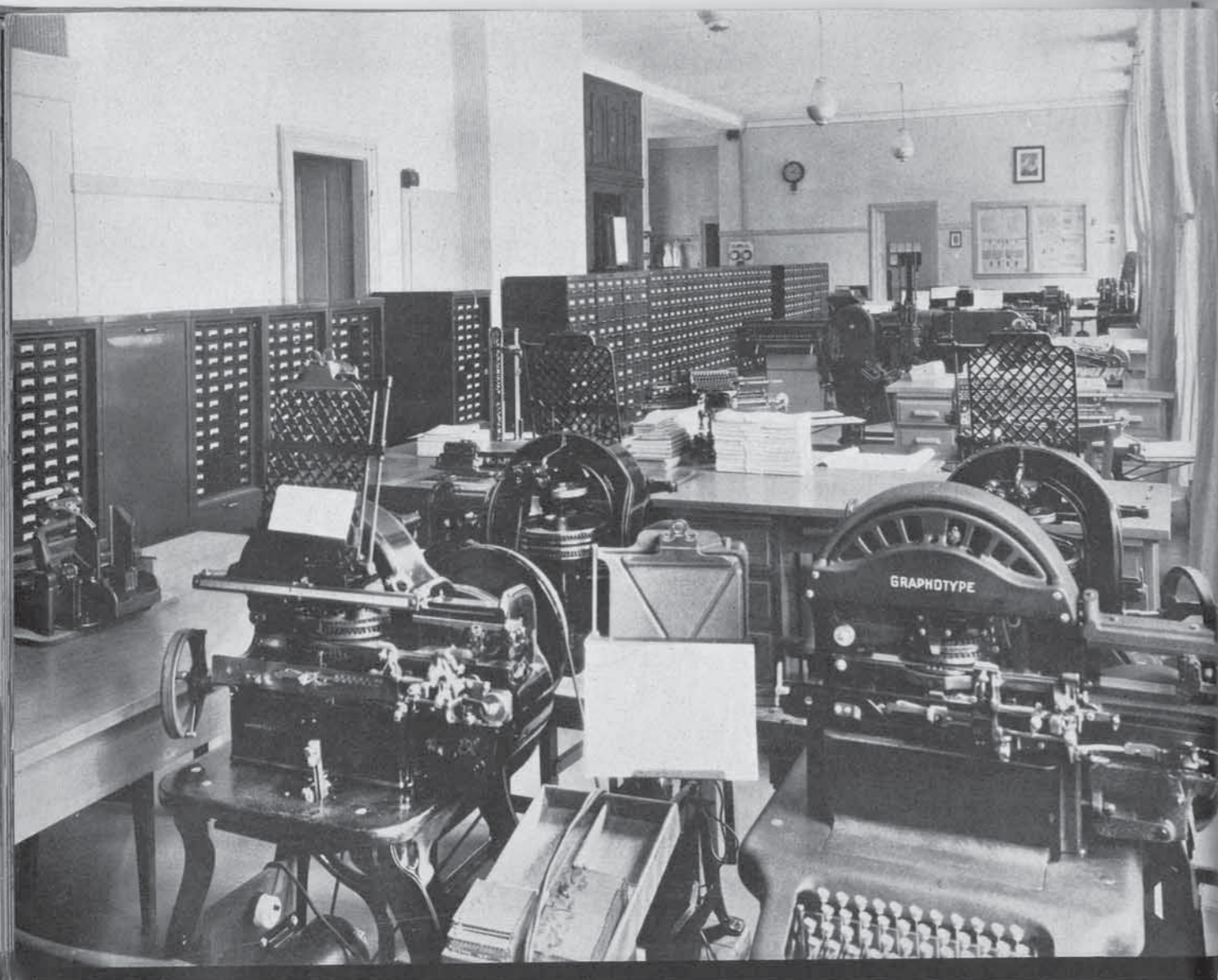


**I**N THE SHIPPING ROOM, too, Addressograph and Multigraph have important uses—to print and imprint tags, labels, shipping notices, manifests and packing lists—and in the accurate, legible keeping of vital records. Throughout the whole range of manufactured goods, Addressograph-Multigraph equipment 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 100 with Tag Lister is only one of the many models that are economically used to save time and eliminate errors in shipping goods.

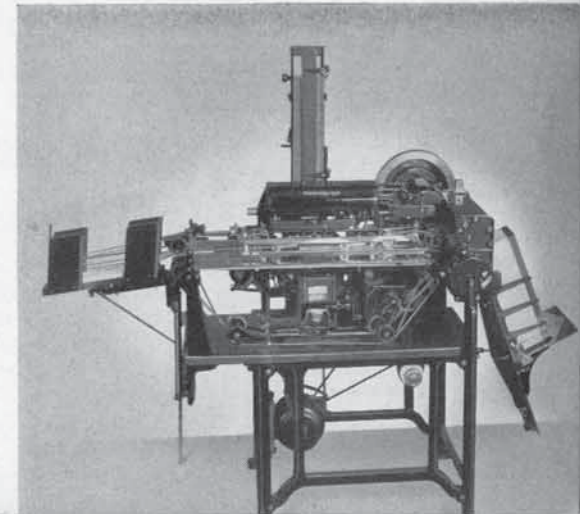






**N**OWHERE is the necessity for accuracy so imperative as in the handling of the highly complicated detail of tax assessment and collection. Here Addressograph-Multigraph equipment speedily prints office records and bills, and transcribes all data accurately—*exactly* as recorded on the indestructible 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 receding discharge hopper, it needs no attention from the operator except to replenish the supply of forms and plates.





CIGARETTE DEALERS LICENSE RECORD FOR

NAME OF PERSON, FIRM OR CORPN AND LOCATION OF BUSINESS	AMOUNT OF TAX	LICENSE NUMBER	DATE ISSUED			REMARKS
			MONTH	DAY	YEAR	
ABRAHAM, J. E. 835 WEHRMAN AVE. CIN. O.	RETAIL \$25.00					

**APPLICATION FOR CIGARETTE DEALER'S LICENSE**  
 CASH. Code Sec. 8894.8

To the Auditor of Hamilton County, Ohio

RETAIL \$25.00

NO. 1- 1

Please change address if incorrect. If on Rural Route specify number.

ABRAHAM, J. E.  
835 WEHRMAN AVE.  
CIN. O.

**MAY 22ND, 1933** POSITIVELY LAST DAY

**SPECIAL NOTICE**  
 If you will not continue in the Traffic after May 22, 1933, it will be your duty to sign the following statement to the same without delay to the County Auditor, Court House.

I will not engage in the Traffic after May 22, 1933.

**RECEIPT FOR CIGARETTE DEALER'S LICENSE TAX**

RECEIVED OF ABRAHAM, J. E. 835 WEHRMAN AVE. CIN. O.

RETAIL \$25.00

No. 1- 1

For payment of license tax on business of selling CIGARETTES from 1933 to the month of \_\_\_\_\_ 1933.

**1933 RETAIL Cigarette Dealer's License**

STATE OF OHIO

NAME OF LICENSEE ABRAHAM, J. E.  
 PLACE OF BUSINESS 835 WEHRMAN AVE.  
 CITY, VILLAGE OR TOWNSHIP CIN. O.

AMOUNT \$25.00

NO. 1- 1

**REAL ESTATE TAX LIST**  
 HAMILTON COUNTY, OHIO

TOWNSHIP	SCHOOL DISTRICT	WARD	BOOK	PLAT	PARCEL	TAX CODE	DATE
						52-19-36	

ASER, MARIE E.  
 5126 GLOSE AVE.  
 NORWOOD, O. 523 0 34

25 X 112.50  
 LOT 141 NORWOOD VIEW SUB  
 COLIA TRP NORWOOD SCH 3

**TO EDGAR FRIEDLANDER, DP.**  
 COUNTY TREASURER

SECOND HALF 1931 TAXES DUE JUNE 20, 1932

VALUATION	TAX RATE PER \$100	CODE	AMOUNT
523.00	3.278	CM	172.23

**TO EDGAR FRIEDLANDER, DP.**  
 COUNTY TREASURER

FIRST HALF 1931 TAXES—DUE DEC. 20, 1931

VALUATION	TAX RATE PER \$100	CODE	AMOUNT
523.00	3.278	CM	172.23

**ASER, MARIE E.**  
 5126 GLOSE AVE.  
 NORWOOD, O. 523 0 34

25 X 112.50  
 LOT 141 NORWOOD VIEW SUB  
 COLIA TRP NORWOOD SCH 3

**ASER, MARIE E.**  
 5126 GLOSE AVE.  
 NORWOOD, O. 523 0 34

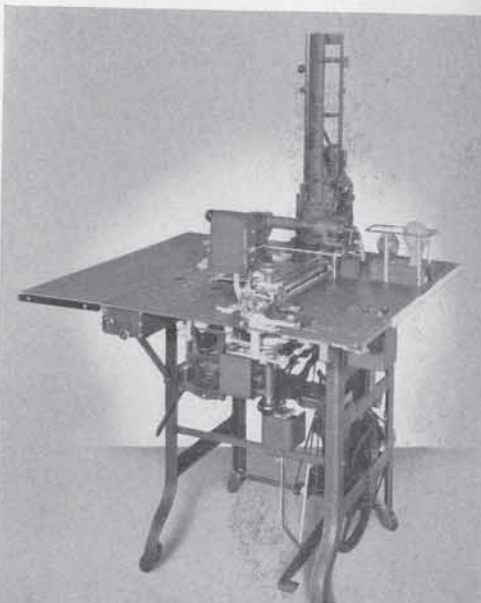
25 X 112.50  
 LOT 141 NORWOOD VIEW SUB  
 COLIA TRP NORWOOD SCH 3

**ASER, MARIE E.**  
 5126 GLOSE AVE.  
 NORWOOD, O. 523 0 34

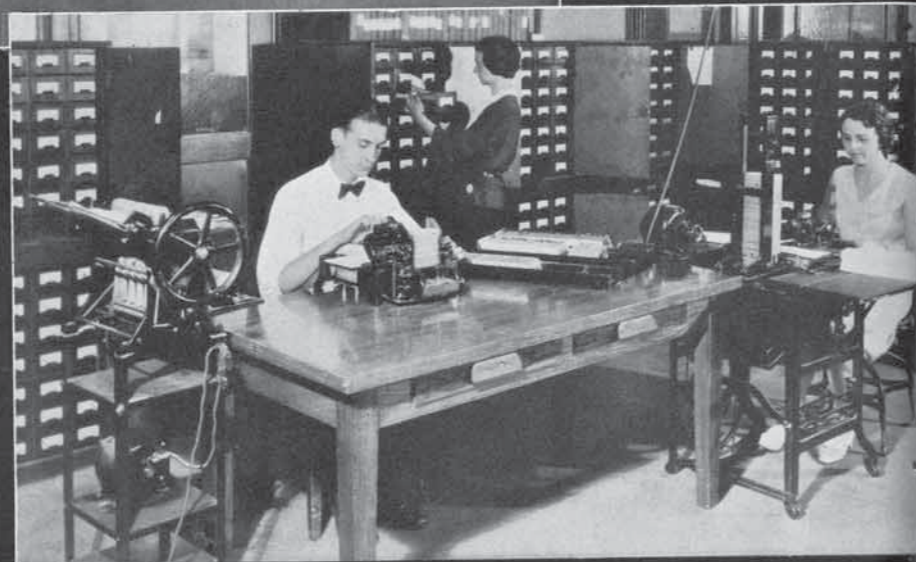
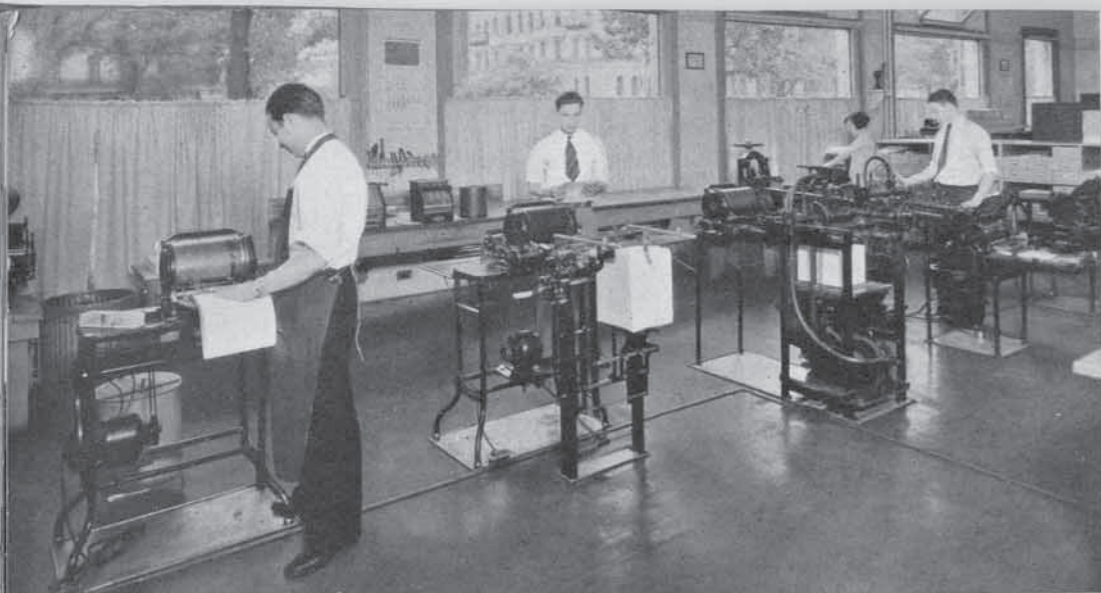
25 X 112.50  
 LOT 141 NORWOOD VIEW SUB  
 COLIA TRP NORWOOD SCH 3

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.





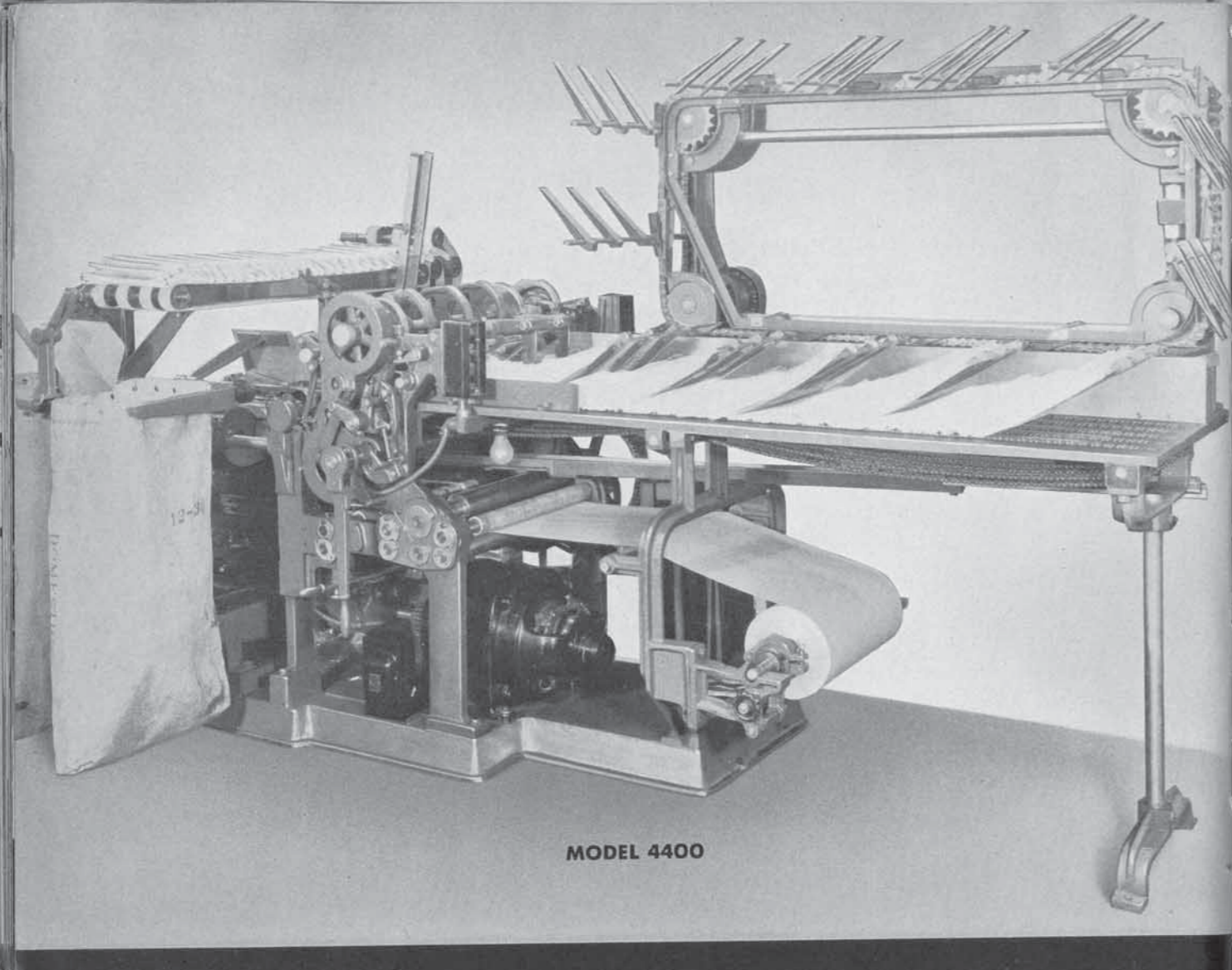


Now let's look into the plant of a magazine publisher. Here the promotion and accounting departments use Addressograph-Multigraph constantly. The advertising and Sales promotion departments rely on it for business-getting letters and printed pieces. The circulation department uses it in all phases of 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.



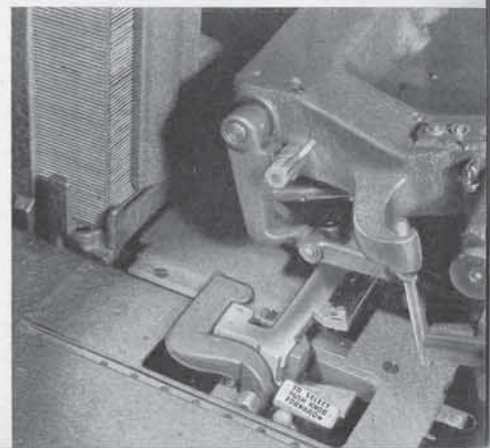




MODEL 4400

**T**HE 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.

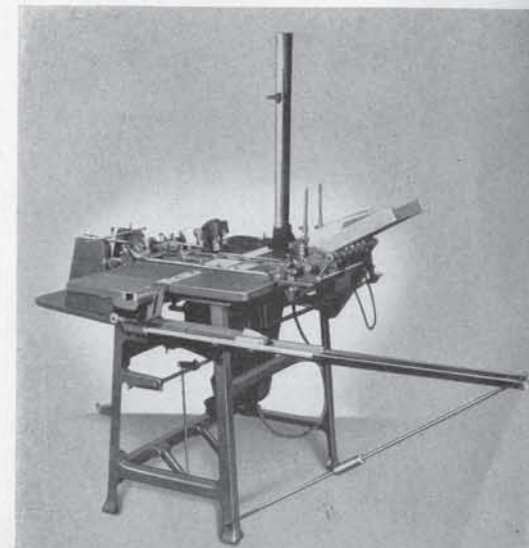




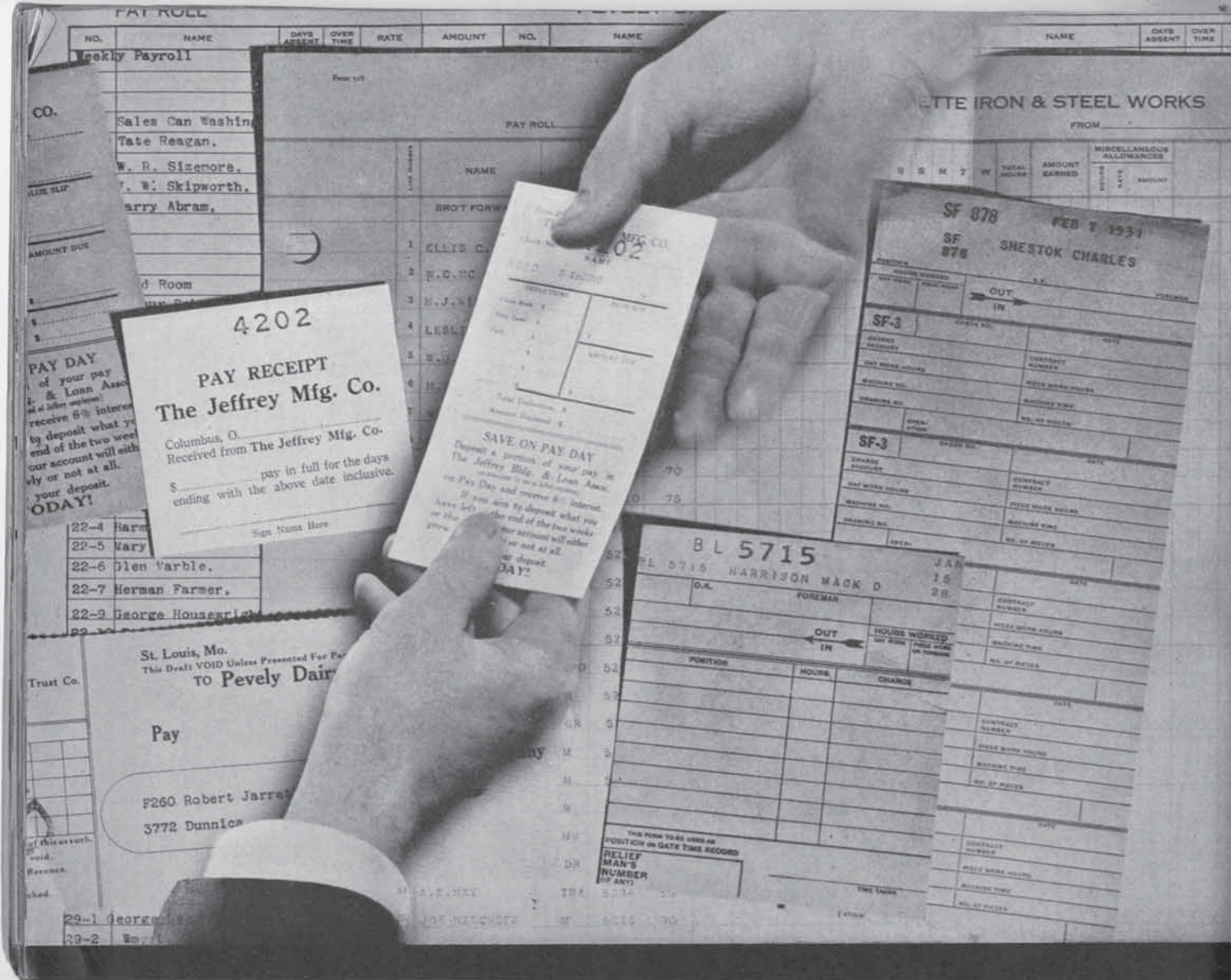


**I**F YOU buy your magazine or newspaper on the street, Addressograph and Multigraph still enter into the transaction. They handle the detail of routing, delivering, collecting of returns and keeping accounts. Speed, accuracy, convenience and economy are necessary in the distribution of periodicals. Addressograph-Multigraph makes possible all these important advantages.

The Model 2600 Speedamat — 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.

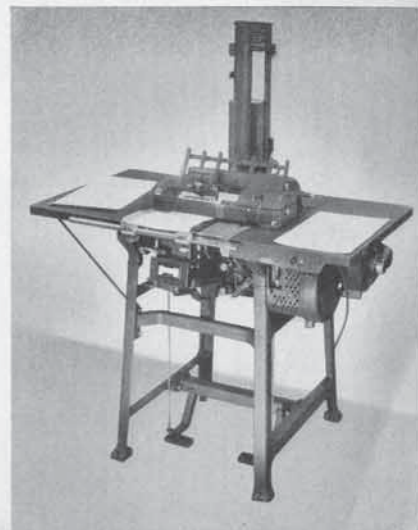




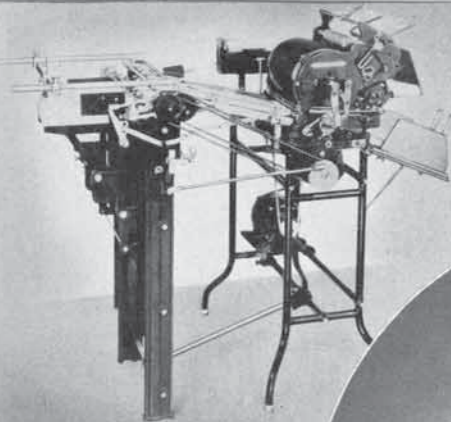


**NEXT**, let's consider pay day. Preparation for it requires *speed* and *accuracy*. And Addressograph - Multigraph accepts the challenge. *This* equipment facilitates the printing and filling in of time cards, payroll sheets, envelopes, checks — every needed form, with all required data. Pay day — by currency or check — is simplified and safeguarded by these most modern machines.

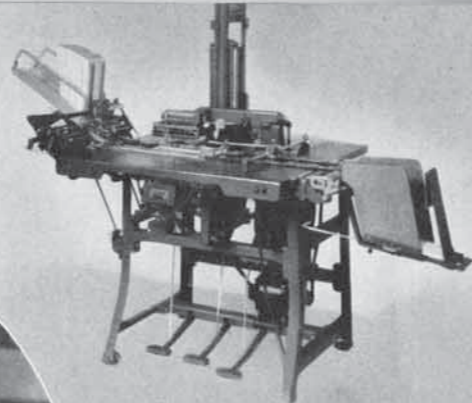
The listing of names for payroll and hundreds of other business functions, is a laborious and highly inaccurate job when done manually. Addressographs, equipped with Listers are the solution of many a difficult problem in business. The Model 1105 shown at the right, is so equipped. A Lister may be placed on any Addressograph in a few minutes, permitting increased operating speed.



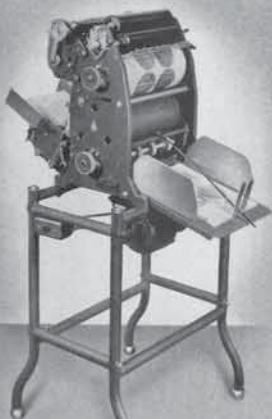




MODEL 66



MODEL 2725



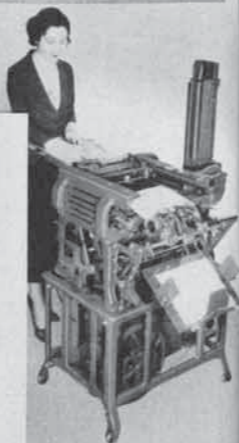
MODEL 200



MODEL 108 FOLDER



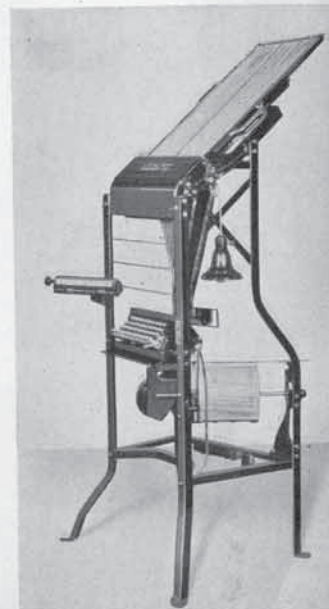
KEYBOARD GRAPHOTYPE



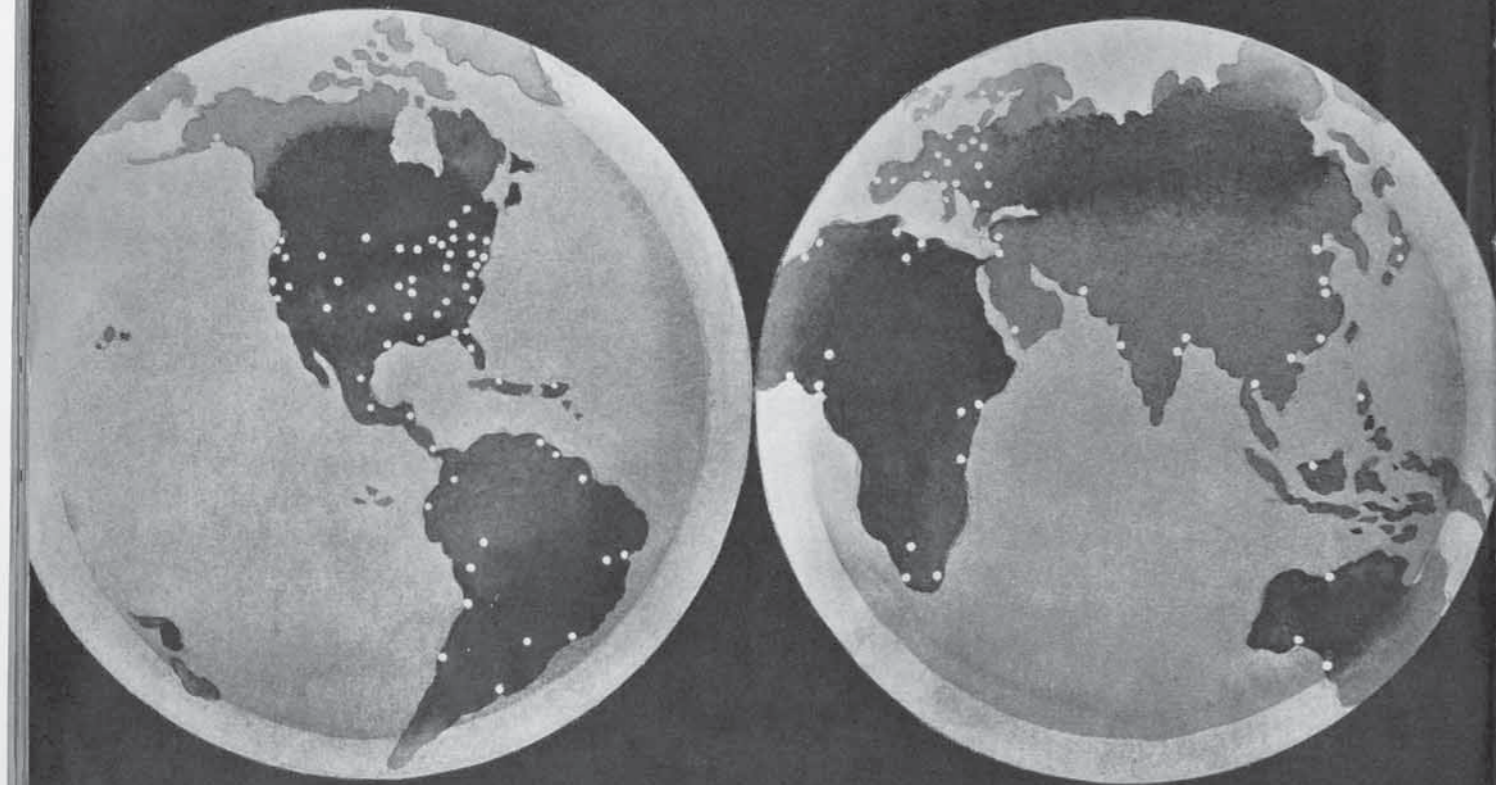
MODEL 5300

**B**USINESS 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.







**A**ND 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.



**T**HIS brief survey of Addressograph-Multigraph service to business, and of the surprisingly 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.



# ADDRESSOGRAPH - MULTIGRAPH CORPORATION

*Home Office & Works*

ADDRESSOGRAPH - MULTIGRAPH CORPORATION, Cleveland, Ohio, U. S. A.

## *Subsidiary Manufacturing and Sales Companies*

ADDRESSOGRAPH-MULTIGRAPH, LTD. OF CANADA, ADDRESSOGRAPH - MULTIGRAPH, LTD., London, England,  
Toronto, Ont., Halifax, N. S., Montreal, Que.,

ADDRESSOGRAPH-MULTIGRAPH, S. A., Paris, France.  
Vancouver, B. C., Hamilton, Ont., Ottawa, Ont., ADDRESSOGRAPH-MULTIGRAPH G. m. b. H., Berlin, Germany,  
Winnipeg, Man.

## *Sales Agencies in the United States*

Albany	Denver	Minneapolis	Rochester, N. Y.
Altoona	Des Moines	Nashville	St. Louis
Atlanta	Detroit	Newark, N. J.	Salt Lake City
Baltimore	Duluth	New Orleans	San Antonio
Birmingham	El Paso	New York	San Francisco
Boston	Grand Rapids	Oakland, Cal.	Scranton
Brooklyn	Hartford	Oklahoma City	Seattle
Buffalo	Houston	Omaha	South Bend, Ind.
Butte	Indianapolis	Peoria	Spokane
Chicago	Jacksonville	Philadelphia	Springfield, Mass.
Cincinnati	Kansas City	Pittsburgh	Syracuse
Cleveland	Los Angeles	Portland, Me.	Toledo
Columbus	Louisville	Portland, Ore.	Wahpeton, N. D.
Dallas	Memphis	Providence	Washington, D. C.
Dayton	Milwaukee	Reading	Youngstown
		Richmond	

## *Sales and Service Centers Throughout the World*

ARGENTINA	CHINA	HOLLAND	JAVA	PORTO RICO
Buenos Aires	Shanghai	The Hague	Batavia	San Juan
Rosario	Hongkong	Rotterdam	Soerabaya	Ponce
Mendoza	Tientsin	Amsterdam	Semarang	PORTUGAL
AUSTRALIA	Hankow	Utrecht	Bandoeng	Lisbon
Melbourne	Mukden	Groningen	JUGOSLAVIA	ROUMANIA
Sydney	Canton	Leeuwarden	Zagrev	Bucharest
Perth	Harbin	Arnhem	MEXICO	SALVADOR
Brisbane	COSTA RICA	Enschede	Mexico City	San Salvador
Adelaide	San Jose	Eindhoven	NEW ZEALAND	SIAM
Newcastle	CUBA	Nijmegen	Wellington	Bangkok
Hobart	Havana	Goes	Auckland	SOUTH AFRICA
AUSTRIA	CZECHOSLOVAKIA	Haarlem	Dunedin	Cape Town
Vienna	Prague	Maastricht	Christchurch	Johannesburg
BELGIUM	DENMARK	HONDURAS	Wanganui	Durban
Brussels	Copenhagen	San Pedro Sula	Napier	SPAIN
Liege	ECUADOR	Tegucigalpa	NORWAY	Madrid
Antwerp	Guayaquil	HUNGARY	Oslo	Barcelona
Ghent	Quito	Budapest	PANAMA	Sevilla
BRAZIL	FINLAND	ICELAND	Panama City	Bilbao
Rio de Janeiro	Helsinki	Reykjavik	PHILIPPINES	SUMATRA
Sao Paulo	GREECE	INDIA	Manila	Medan
Porto Alegre	Athens	Bombay	POLAND	SWEDEN
Pernambuco	Piraeus	Calcutta	Warsaw	Stockholm
Bahia	Salonica	ITALY	Bydgoszcz	Gothenburg
Bello Horizonte	GUATEMALA	Milan	Katowice	SWITZERLAND
CHILE	Guatemala City	Rome	Krakow	Zurich
Valparaiso	HAITI	Naples	Lwow	URUGUAY
Santiago	Port-au-Prince	Bologna	Lodz	Montevideo
COLOMBIA	HAWAII	JAPAN	Poznan	VENEZUELA
Bogota	Honolulu	Osaka	Wilno	Caracas
				Maracaibo



