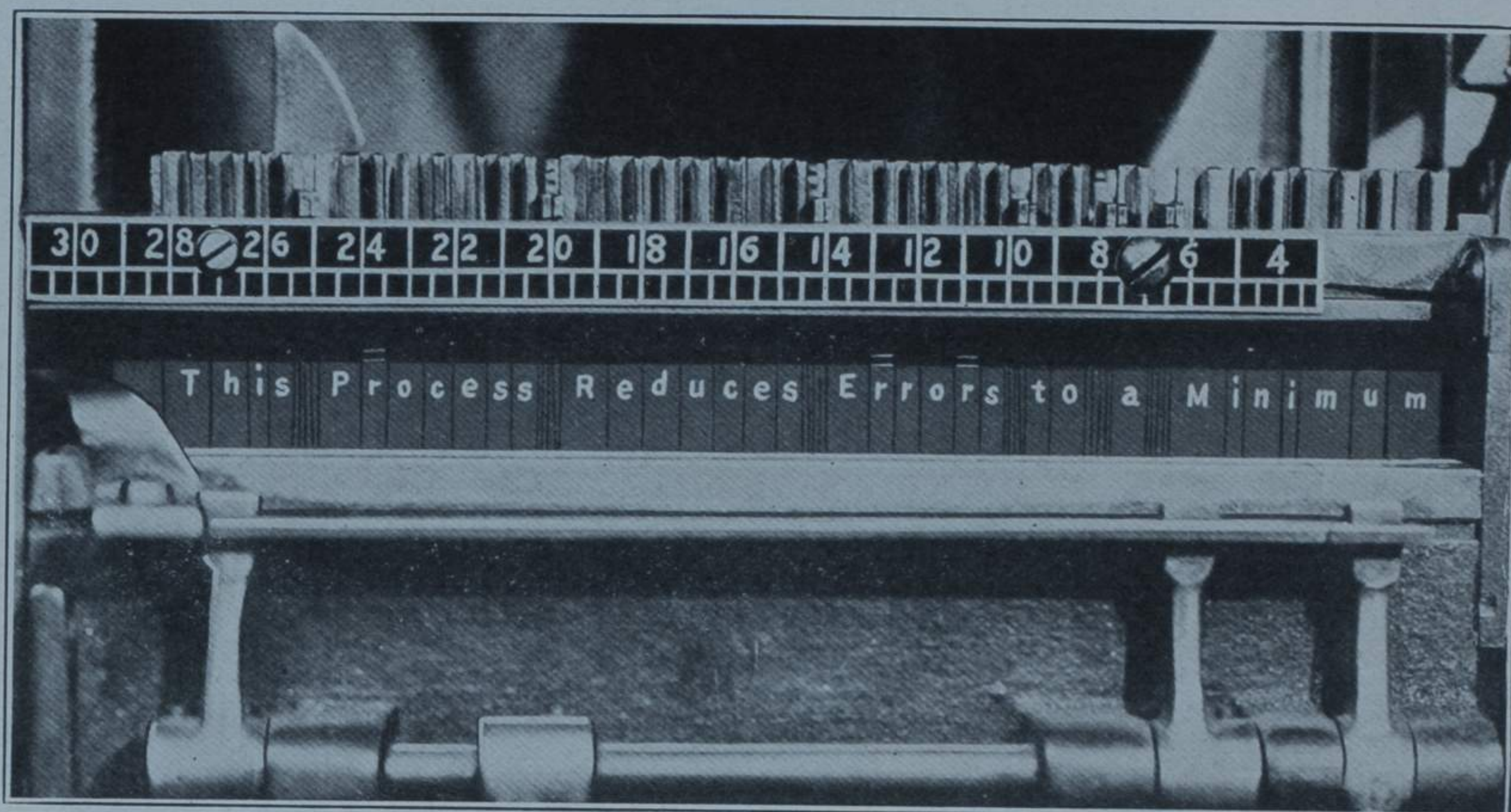


Every Operator Watches His Assembler—Hot Metal Burns!

**If**



, in glancing at the assembler, your composing machine operators could read the mats before the line was cast

*You Would Save*

at least 50% (<sup>We can</sup>prove it!) of all correction costs.

**USERS  
of the  
BLACK & WHITE  
Contrast Matrix**

- New York Times
- Hartford (Conn.) Times
- Cleveland Press
- Akron (O.) Times-Press
- Marion (O.) Star
- Canton (O.) Daily News
- Ravenna (O.) Republican
- Dover (O.) Reporter
- New Philadelphia (O.) Times
- Youngstown (O.) Vindicator
- Columbus (O.) Dispatch
- Kenmore (O.) Herald
- Huntington (W. Va.) Advertiser
- Lima (O.) Star
- Calumet Index, Chicago
- Pfeifer Show Print Co., Columbus, O.
- Youngstown Printing Company  
Youngstown, Ohio.
- Central Publishing Co., Cleveland, O.
- American Bohemian Daily,  
Cleveland, O.
- Evangelistic Publishing House,  
Cleveland, O.
- Crescent Plate Co., Cleveland.
- Blue Island Prtg. Co., Chicago.
- Chas. Henricks, New York City.

*and they have found it  
PROFITABLE*

**C**ATCH errors before they are made, and you save not alone the cost of making the error but the tremendously high cost of rectifying it.

With all your matrices (lino-type, intertype, ludlow) treated with our patented Black & White process, the engraved characters on the back of the mats are readable at a glance — transpositions, double letters, mistakes of all kinds are caught *before the line is cast*. And the operator's speed is not affected.

It is welcomed by operators because it saves eye-strain and the "boss" likes it because it saves money — actual, traceable dollars.

***And It Costs You Nothing***

We come into your plant and find the dollars to pay the processing charge *plus* a handsome profit to be turned back into your own cash drawer. You take absolutely no chance. Let us explain — show — prove! Write for details. There is no obligation.

**Matrix Contrast Corp.**

33 West 42nd St., New York