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Telephone: 3114, 3115 John . . .  
Cable Address: Linotype, New York

PHILIP T. DODGE, Pres. & Gen'l Mgr.  
FRED'K J. WARBURTON, Sec. & Treas.

JOHN O. GOODENOUGH,  
SOLE SELLING AGENT

Please address reply to Sales Department



# MERGENTHALER LINOTYPE COMPANY NEW YORK

July 24, 1900.

Mr. R. H. Walker,  
Athens, Alabama.

Dear Sir:-

In pursuance of your request of the 21st inst., we take pleasure in stating that the price of a Linotype machine with simplex fitting, i. e., an equipment of one magazine, one set of matrices and mold, complete for any one face, body and measure desired, is \$3000; with duplex fitting, i. e., an equipment of two magazines, two sets of matrices and two standard molds, (or universally adjustable mold complete for two bodies and measures) \$3225. This refers to a machine with the ordinary one-letter fitting, such as is commonly used in newspaper offices. At an additional cost of \$125 we can fit a machine for the use of two-letter matrices, enabling an operator to set, direct from the keyboard, italics and small caps, as well as Roman characters; or, in a few cases combinations of Roman and black face can be supplied. We notice you refer to a machine setting title letter as well as body type. Perhaps you could utilize our Brevier Roman with Brevier Gothic, as shown on the slip which we inclose. This is the two-letter equipment, and with it the Gothic could be used for headings and the Roman for body work without loss of time for adjustments. Or, if you prefer the single-letter fitting, you could secure a font of title letters — say our Brevier title No. 1 also shown on the inclosed slip — but in such case you would probably need a duplex outfit, with which some five minutes would be required in changing magazines from one face to the other.

Athens, (Ala.) R. H. Walker -2-

7/24/1900.

Our deliveries are made f.o.b. New York. The machine boxed, ready for shipment, weighs 2680 pounds, and the freight to Huntsville would probably be about \$25.

The power actually necessary to run a Linotype is about one-quarter horse. We, however, recommend an allowance of one-half horse power in order to insure the steadiness of motion, which is essential to the best results from the machine.

There are hundreds of Linotype plants in successful operation with no other supervision but that given by the operator, or in some cases the foreman or pressman. It does not require a skilled machinist. Should you place an order you would have the privilege of sending a man to our factory in Brooklyn for instruction in the mechanism and care of the machine. For this service we would make no charge, and a bright man with some aptitude for mechanics should, in two or three weeks time, become thoroughly proficient in the points mentioned.

From the above prices we can make no discount for spot cash, but we can accept \$500 or \$600, as the fitting may be simplex or duplex, at time of shipment, with the remainder distributed over a period of three years in satisfactory 6% notes, maturing at monthly or quarterly intervals.

We have tried to cover pretty fully the points mentioned by you, but if anything has been omitted please do not hesitate to call upon us freely, as we shall take pleasure in assisting you to secure an intelligent and comprehensive idea of the Linotype subject whether you favor us with an order or not. Hoping to hear from you in the near future, we are,

Very truly yours,  
MERGENTHALER LINOTYPE COMPANY,

*J. C. Goodenough*  
Selling Agent.