

# *Matrotype Company*

Britische Firma gegründet 1964 als Hersteller von Schriftmatrizen für Intertype/Linotype Setzmaschinen. 1970 von der amerikanischen Firma *Castcraft Industries Inc.* übernommen.

Alpine Light  
Alpine Light Italic  
Alpine  
Alpine Italic  
Alpine Bold  
Alpine Bold Italic

Matrotype Bell Gothic Bold

Matrotype Crown  
Matrotype Crown bold

Matrotype Diana  
Matrotype Diana Bold

Maurice J. Moore  
Maurice J. Moore

Matrotype Gothic No.12  
Matrotype Gothic No. 13

Matro News  
Matro News Bold

Souvenir  
Souvenir Demi Bold

Matrotype Times Roman  
Matrotype Times Italic  
Matrotype Times Bold  
Matrotype Times Bold Italic

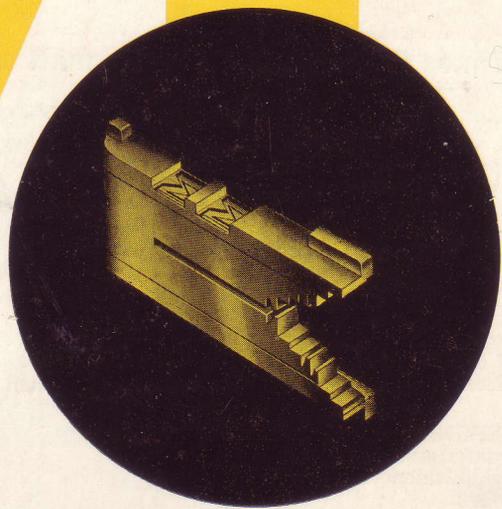
Matrotype Univers 45  
Matrotype Univers 46  
Matrotype Univers 55

Matrotype Univers 56  
Matrotype Univers 65  
Matrotype Univers 66  
Matrotype Univers 75  
Matrotype Univers 76  
Matrotype Univers 57  
Matrotype Univers 58  
Matrotype Univers 67

**DRUPA 1972 EDITION**

# **Matrotype**

**Linecasting Matrices**



**MATROTYPE COMPANY (SUCCESSORS) LTD.**

**MAIDENHEAD**

**BERKSHIRE**

**ENGLAND**

## AN EXCLUSIVE FOR MATROTYPE!!

### Times Bold + *Bold Italic*

#### 8pt Times Bold with bold italic

What are words? Of the many wonderful things in this world of ours, words must be one of the strangest. Indeed they might almost be said to belong to another world altogether – a world of ideas, a spiritual world where ideas are paramount. One of the greatest words in any language must surely be Liberty. It has come down through Man's long history like a fiery sword. It has inspired many brave deeds in the overthrow of tyranny. It has been in the past, as it is today, the keyword in many a nation's Constitution. It is democratic; a word of the people as well as of statesmen; an honest word, even though it may sometimes be used for ignoble purposes. Man has often excelled himself because of it, but it remains just a word, a description of an idea. How, therefore, did the idea come to Man? It has no shape or substance, so how can

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Fount 217  
 Figure size .0587

Lower case alphabet 109·87  
 Average characters 2·83 to 1 pica

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#### 10pt Times Bold with bold italic

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Fount 317  
 Figure size .0692

Lower case alphabet 129·52 points  
 Average characters 2·40 to 1 pica

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# MATROTYPE



## Who and What is Matrotype?

The answer to that query is – Matrotype couples American 'ingenuity' with British 'know-how'. The American side stems from the Kreiter family of Castcraft Printing Supply, Inc. of Chicago, Illinois. Castcraft, the parent company of Typefounders of Chicago, and Type Films of Chicago, is well known as a leading manufacturer of foundry type, strip material and other composing room supplies, including 2" film strips.

Castcraft was founded in 1940, and but for 5 years of wartime service, the Kreiter brothers, David L., Harry, A. E. (Boomie), Ned and H. M. (Manny) have been actively engaged in serving the industry. Castcraft acquired the Matrotype firm in June 1970.

The English counterpart is comprised of several founding members of Matrotype who have been with the company since its beginning in 1964. These men have helped build the Matrotype firm into one of the world's leading matrix manufacturers. Under the direction of Thomas Taylor, the General Manager, Matrotype is staffed with men well versed in the field. The department supervisors are listed below : Colin Broad – chief engineer; Les Burke – inspection; William Buss – stock control; Stanley Everett – shipping; R. P. (Chick) Fowler – company secretary; Frederic (Ted) Maynard – production; Maurice J. Moore – designer; Joseph Streller – punch cutting.

Matrotype is embarking on a programme of continuously producing more type faces in order to make available those matrices which are in great demand.

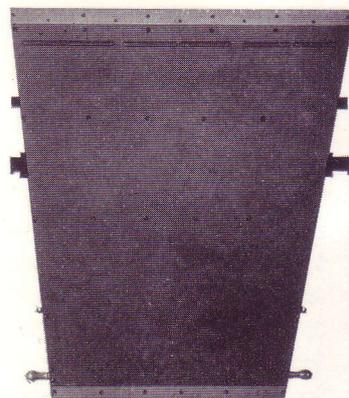
## ARCA Magazines

### for ENGLISH LINOTYPE

The one piece escapement block permits perfect operation of this magazine.

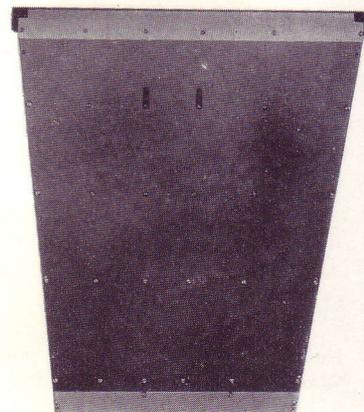
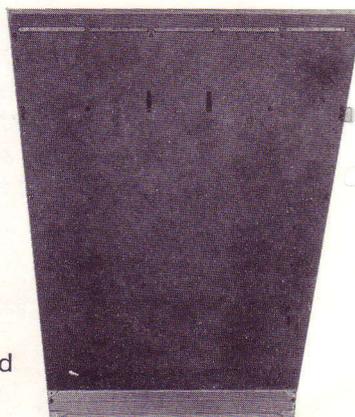
The single milling operation of escapement block and plate assures matrix speed and eliminates trouble.

The matrix releasing and dropping mechanism has passed severe testing on High-Speed Tape Operated machines usually working at a speed of 30,000 characters per hour.



### for LINOTYPE

These magazines are supplied in universal and standard.



### for INTERTYPE

These magazines are supplied in universal and standard.