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1934

BOOK of AMERICAN TYPES

Standard Faces

AMERICAN TYPE FOUNDERS

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Standard Faces

AMERICAN TYPE FOUNDERS

SALES CORPORATION

PRINTED IN U.S.A.

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American Type Founders

Sales Corporation

Location of Selling Branches

BOSTON, MASS.	270 Congress Street
NEW YORK CITY	104 East Twenty-fifth Street
PHILADELPHIA, PA.	Thirteenth and Cherry Streets
BALTIMORE, MD.	109 South Hanover Street
BUFFALO, N.Y.	327 Washington Street
PITTSBURGH, PA.	405 Penn Avenue
CLEVELAND, OHIO	1231 Superior Avenue
CINCINNATI, OHIO	646 Main Street
ATLANTA, GA.	192 Central Avenue, S. W.
CHICAGO, ILL.	510 West Monroe Street
DETROIT, MICH.	557 West Larned Street
WASHINGTON, D. C.	1224 H Street, N. W.
ST. LOUIS, MO.	Ninth and Walnut Streets
MILWAUKEE, WIS.	607 North Second Street
MINNEAPOLIS, MINN.	421 Fourth Street, South
KANSAS CITY, MO.	932 Wyandotte Street
DENVER, COLO.	1351 Stout Street
PORTLAND, ORE.	115 S. W. Fourth Avenue
SAN FRANCISCO, CAL.	500 Howard Street
VANCOUVER, B. C.	571 Hamilton Street
SEATTLE, WASH.	Western Avenue and Columbia
DALLAS, TEXAS	600 South Akard Street
LOS ANGELES, CAL.	222 South Los Angeles Street

The Price of This Book is Two Dollars

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PREFACE

DURING THE last decade there has been a period of experimental effort in typography the influence of which at times has carried us a long way from the traditional past. Older rigid notions of classifications limiting a type face to certain definite kinds of use have been largely discarded. Script types that once were confined to stationery and society printing are now appearing even in newspaper advertisements in daring association with bold-face letters.

THIS PERIOD of search for a new style of expression in type has been one of intense activity in type founding. New series have been added to those shown in our former catalogues and the range of many of the others increased by the addition of one or more new sizes. This has meant the cutting of many thousands of matrices, increasing the total number of series that have been currently offered to more than six hundred.

WITH THE increasing demand for new designs and the shifting of interest from many older ones, it has been necessary to reappraise our entire line to keep the number of type faces within reasonable manufacturing limits. Many of the older standard series continue to show steady sales attesting to the soundness of their design and their usefulness in general printing. There are many others of less common need which have a place that nothing else will fill. Their inherent beauty requires their retention on the basis of intrinsic merit alone. Something over two hundred designs have been selected and are shown on the pages of this catalogue. In this group are ideal faces for every practical use in modern printing.

WHERE THOUSANDS of items are involved, the carrying of adequate stocks presents a complex problem to any manufacturer. Every effort will be made to keep at each of our countrywide Branches adequate stocks of the designs shown on the following pages. Older faces not shown in this book will continue to be available but possibly will require slightly longer time for delivery as stocks of them at Branches when exhausted may not be renewed.

NO TYPE specimen book can ever be complete in the strictest sense. As the printing proceeds, new designs enter the early stages of preparation. Alphabets from leading artists and from our own pre-eminent staff of designers are being continually studied in the effort to anticipate style trends. Designing of new type faces has a strong promotional value for the printer as well as the type founder because the enormous use of printed matter of every kind requires variety of style. If a printer of today is to retain his clients he must be able to develop typographically the ideas of the artist and layout man.

DECORATIVE MATERIAL will be treated in a later book. This catalogue shows only type faces and very little effort has been made to show the use of the type in display. This book

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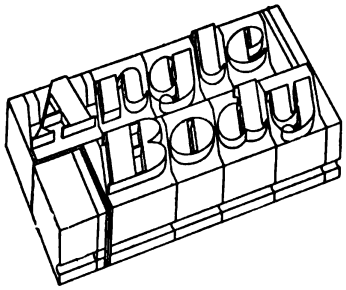
is intended as an exhibit of type styles rather than as a suggestion of how to use them. Supplementary specimens will be issued from time to time showing individual types and suitable combinations. This will permit greater latitude in layout and kinds of display than if they were confined to the limitations of a book page. Change is inherent in progress and every effort will be made to have these separate specimens reflect the most recent trends while at all times maintaining the highest typographic standards.

PROGRESS IN TYPE FOUNDING

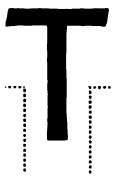
In the last few years three distinct improvements have become standard practice. Large sizes of practically all new faces are now cast on two sizes of body. In 144 point, for instance, all characters that extend below the line are being made on 144 point and the others on 120 point. This makes possible close setting of lines of caps and materially reduces the weight and therefore the price of the font. Sizes made this way are designated as 144/120.



ANGLE BODY

The troublesome question of kerns has been solved by the introduction of Angle Body Italics. By this greatly improved method sizes 24 point and larger are cast on a sloping body practically eliminating the overhangs that break frequently when the form is being stereotyped or while it is on the press. Angle Body is as easy to set as type cast in regular molds. It is the modern way of making italic type.

RECESSED CHARACTERS



One or more of the capital letters A, F, L, P, T, V, W and Y cast with body recessed are now included in fonts of the larger sizes of many recent designs. These letters will fit closely together without the unsightly white spaces that otherwise would be unavoidable and will work easily with the regular type without any special spacing. Casting the type with recesses makes unnecessary the expensive "cutting in" of type in the composing room and is a feature that has been much appreciated by the printers.

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New Type Faces in Preparation

As this book is being completed a group of New Type Faces of great interest is in preparation. In the limited space below we give a few lines to show the varied character of these designs. Specimens to be issued later will exhibit them completely and in all sizes

TOWER—36 Point

Tall and compact, Tower gives to printing the modern touch of vertical lines which adapts it to many uses. It makes possible the saying of a great deal clearly and smartly in a small space. The lack of hair lines insures durability and the design combines in pleasing form the qualities of the sans serif and the square serif letters now so greatly in demand.

Bernhard Tango

Lucian Bernhard, who designed for us this pleasing type face, has drawn it with a flowing grace rarely equalled in a cursive letter. Wisely used, it will carry a message of refinement and quality by the sure force of its own beauty. A large number of sizes will be available together with a special set of Swash Capitals cast on larger bodies which will adapt this face to extensive use in modern display.

Othello

Many type designs of today that have been received with wide acclaim as something new under the sun are scarcely more than adaptations from those of previous generations. In the "First Collective Specimen Book" of the American Type Founders Company, issued in 1895, may be traced the parentage of many of the "new" square serif and sans serif letters. Shorn of superfluous ornamentation to make it conform to the tastes of today, Othello is named for and modeled on a stalwart letter shown in our catalogue of forty years ago. Many distinguished users of type who have seen preliminary proofs believe Othello fills a need for heavy mass effects. It is full of color and easy to read.

American Backslant

Following the natural slope of handwriting, habit seems to have tied letter design permanently to a right-hand slope for italics. Very striking novelties in design may be secured by reversing the direction of the lines. American Backslant is offered as an aid to variety in modern type display. This interesting face makes possible new effects without resort to the eccentricity in layout so frequently disastrous to legibility. The unfamiliar slope of the lettering arrests the eye and compels immediate attention.

Benton

Like the beauty of old lace, the attractiveness of a type page depends upon a combination of many separate designs, each one beautiful in itself but without individual oddities to detract from the mass effect. Benton is the result of a long study of the best of the classical types. It retains many of the notable characteristics of both the Oldstyle and the Modern and produces a page which is readable and brilliant without being dazzling. This paragraph is 10 Point Benton.

SHADOW

Tonal effects secured by the use of outline types are necessary to the working out of certain design problems that are common in present-day printing. The ATF "Shadow," with its suggestion of a Gothic letter against a heavy background, is eminently fitted for this purpose. It has the three dimensional appearance so much in demand.

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Romany Series

72 Point 3A 5a

Delightfully Explored

60 Point 3A 5a

Novelty Snapshot Contest Surprised Judges

48 Point 4A 8a

Analyzed Reports Delight Mayor

36 Point 5A 10a

Specialty Dancer Presented Foreign Style Magnificently

24 Point 7A 14a

Metropolitan Society
Impress Independent Campaign
Arranges Program

Additional sizes: 12, 14 and 18 Point are in preparation

Characters in Complete Font

A a B C D E
F G H I J K
L M N O P Q
R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ?

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60 Point 3A

PERFUMES
$123456 7890

48 Point 4A

NEW DESIGN

36 Point 6A

MODERN & RICH
★$1234567890★

24 Point 9A

RIVERSIDE PARK STUDIOS ADVERTISING, ETC.

18 Point 12A

NUMBER ONE NORMANDY DRIVE „GARDEN SPOT OF ERIE"

Recessed Characters, where made, included in fonts 24 Point and larger

A F L P T V W Y

TYPE
PERICLES

DESIGNED BY

ROBERT FOSTER

MCMXXXIV

The American Type Founders present the new classic type which combines the purity of the Greek with the virility of the modern

Pericles used with 10 Point Bernhard Gothic Medium

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . , = ' „ " : ; ! ? · ç ★

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72 Point 3A 4a

Delightfully Explained

60 Point 4A 6a

Exhibited Colorful Lingerie

48 Point 5A 8a

Intelligently Displays Composition

42 Point 5A 9a

Opened Modern Apartment Buildings

36 Point 6A 11a

Most Exclusive Homes Exquisitely Decorated

30 Point 7A 14a

QUIET PLACE
Serene Neighbors

24 Point 10A 20a

RAREST DESIGN
Beautiful monograms and brochures shown

18 Point 15A 30a

INTRODUCES MODEL
Prominent European stylist desired pleasing compliment

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z &
. , - ‘ ’ : ; ! ?

The following characters, from 24 Point to 72 Point, are cast recessed

A F L P T V W Y

14 Point 22A 44a

QUAINTEST DESCRIPTION
Celebrated university teacher held big audience of youths spellbound

12 Point 25A 50a

EXTOLS SOUTHERN CUSTOMS
Northern paper manufacturer arrived to attend convention and golf tournaments

10 Point 28A 56a

PICTURESQUE HIGHLAND LAKES
Invigorating atmosphere and natural beauty enjoyed by summer vacationists and tourists

8 Point 30A 60a

BECOMING FRENCH COSTUME ADMIRED
Distinguished woman wore exquisitely tailored creation at the recent opening charity dance and entertainment

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*Piranesi Italic

48 Point 5A 13a

Modernistic Style Delighted Teachers
Bright Industrial Outlook

42 Point 6A 15a

Radical Effects Featured Jewelry Display
Noteworthy Daily Supplement

36 Point 6A 15a

Hieroglyphics Confounded Babylonish Expedition
Archaeologist Jubilantly Continued

30 Point 7A 18a

Balmy Atmosphere
Exquisite Laces

24 Point 9A 23a

Society Holds Banquet
Optimistic Governor
Picturesque Landscape

18 Point 15A 38a

Renders Interesting Rhapsody
Most Charming Setting
Displayed Beautiful Lingerie

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct st
. , - ' ' : ; ! ?

Plain Capitals are fonted separately and furnished only when specially ordered

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &

The following characters, from 24 Point to 72 Point, are cast recessed

A F L P T V W Y

*24 to 48 Point cast on Angle Body

14 Point 21A 52a

Beautiful Oriental Flowers Blooming
Enjoys Rhythmic Syncopation
Exquisite Chamber Music Rendered

12 Point 24A 60a

Lawyer Banqueted Cosmopolitan Sportsman
Thrilling Story Amazed Listeners
Noted Professor Introduced English Envoy

10 Point 27A 68a

Splendid Display Makes Countryside Attractive
Magnificent Japanese Cherry Trees
Extraordinary Typographic Specimens Displayed
Exceptionally Delightful Spring Celebration

8 Point 30A 75a

Sport Camps Attract Many Young People Every Summer
Enjoyed Holidays Amid Loftiest Mountains
Surrounded by Wonderful Lakes and Numerous Brooks
Outdoor Activities Bring Healthful Enjoyment

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Piranesi Bold

72 Point 3A 4a

FINER Designs 29

60 Point 4A 5a

80 Splendid ORDERS

48 Point 4A 7a

LEASED New Building 45

42 Point 4A 7a

31 Displayed Finest LINGERIE

36 Point 4A 9a

MODERN Refrigerators Installed 76

30 Point 5A 10a

FINE GEMS
Elegant Jewel

24 Point 7A 13a

NICE DESIGN
Splendid Gowns

18 Point 11A 21a

PLEASING SCENE
Exquisite Atmosphere

14 Point 14A 28a

QUAINT RESIDENCES
Picturesque Italian Garden

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' ' : ; ! ?

The following characters, from 24 Point to 72 Point, are cast recessed

A F L P T V W Y

Lining Figures furnished in separate fonts or will be supplied in the regular fonts instead of Old-style Figures when so specified on the order

$ 1 2 3 4 5 6 7 8 9 0

12 Point 17A 34a

INTERESTING PREVIEWS
Noted college professor held big audience of students spellbound

10 Point 19A 38a

PRAISED NOVEL MACHINES
Eastern shoe manufacturer attended convention and electrical expositions

8 Point 22A 44a

PICTURESQUE MOUNTAIN HOMES
Marvelous atmosphere and the natural beauty of this rugged and peaceful valley were greatly enjoyed by summer vacationists and campers

6 Point 25A 50a

BECOMING FRENCH COSTUME ADMIRED
Eminent woman displayed exquisitely tailored creation and was admired by the large crowd that attended the very recent gigantic theatrical dance and entertainment

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Piranesi Bold Italic

The Elegance of Burnished Silver

To the finely wrought characters of Piranesi Bold there has been added an Italic with a series of Beautiful Swash Capitals reminiscent of the engraved letters of the 18th Century. Used with other types or alone it has a delicacy and brilliance that speaks of the chaste and polished elegance of fine silver. Piranesi Bold Italic will be made in thirteen sizes

★42 Point 4A 7a

Splendid Modern Design Exhibited Wonderful Color Arrangement

★36 Point 4A 8a

Delightful Singing Noted Thespian

★30 Point 4A 9a

Fine Oriental Tapestry Exquisitely Draped

★24 Point 5A 13a

Beautiful Lingerie Display Foreign Gown Colorful

18 Point 9A 22a

Extraordinary Celebrities Congregated Advanced Program Given

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x
y z ct st . , - ' ' : ; ! ?

Plain Capitals are fonted separately and furnished only when specially ordered

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &

★24 to 72 Point cast on Angle Body

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Park Avenue

72 Point 3A 6a

Gentlefolks

Point 4A 7a

Beauty Shop

48 Point 5A 10a

College Diplomas

42 Point 6A 11a

Magnificent Gown

36 Point 6A 11a

Wonderful Reception

CHARACTERS IN COMPLETE FONT

A B C D E F G H

I J K L M N O P Q

R S T U V W X Y

Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s

t u v w x y z rs er es . , - '' : ; ! ?

Sizes 24 Point and larger cast on Angle Body

Hezlan

Tailors

TO

Gentlemen

HEZLAN *has become an accepted standard by which good clothing is judged. Call and see us.*

BUSINESS SUITS:
Ready for wear . . $85

EIGHTH and MARKET STREETS

PARK AVENUE BERNHARD BOOKLET 10 POINT OLD ENGLISH BORDER NO 44

30 Point 7A 13a

Smart Fabrics

Beautiful Spring Gown

24 Point 9A 18a

Landscapes Beautiful

Fragrant Narcissus Perfume

18 Point 11A 23a

Sixteenth Annual Exhibit

Very Distinguished Portrait Painter

14 Point 15A 32a

Enthusiastic Admirers Greatly Pleased

Mid-Season Promenade of Artists' Models

12 Point 18A 36a

American Type Designs Bring Results

Good Typography Will Stimulate Your Business

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48 Point 4A 7a

Girl Bought ANTIQUES

36 Point 5A 10a

ERECTS MODERN BUILDING
Many Refinements Incorporated

30 Point 6A 10a

PURCHASE DESIRABLE RECORDS
Bank Syndicate Employs New Method

24 Point 6A 13a

PHOTOGRAPHED MARVELOUS SCENERY
Returning Bold Adventurer Being Entertained

18 Point 10A 20a

HARMONIOUS DRAPERIES
Decorates Interior Beautifully

14 Point 15A 30a

RECEIVED BUILDING CONTRACTS
Japanese Dancer Opened New Theatre

12 Point 16A 32a

PICTURESQUE GRECIAN LANDSCAPES
Where one might imagine that mythological kingdoms still existed and wood gods lived

10 Point 18A 36a

MANY PRINTERS ATTENDED ART EXHIBIT
Featuring many colorful modernistic specimens which visiting rug manufacturer greatly admired

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

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Bodoni Series

72 Point 3 A 4 a

Sight

60 Point 3 A 5 a

Maple

48 Point 5 A 8 a

HEAPS IS King

42 Point 5 A 8 a

MONTH July One

36 Point 5 A 10 a

NUMBER Third Rig

30 Point 6 A 11 a

MOULDED Letter Style

24 Point 7 A 14 a

FINE HOUSE Submit Design

18 Point 11 A 22 a

USED TRACK REPAIR finished in time for race

14 Point 16 A 31 a

REMARKS MADE DEMANDS statement about large concern

12 Point 18 A 35 a

SECURE PRINTING GETTING qualifications considered reasonable under good conditions

10 Point 21 A 40 a

QUESTION METHODS HAPPY childhood pranks amused sedate professor while visiting at nursery

8 Point 23 A 46 a

EXHIBIT GREAT SUCCESS LAVISH business arrangement in western city amazed visitor from the slumbering lakeside

6 Point 28 A 52 a

PRINTERS GETTING BIG PROFITS

THOSE BUSINESS men who cannot secure the elusive dollars nowadays are certain some morning to awake and realise that the outlook is rocky and very uncertain unless they catch up with the crowd and realise that efficiency means prosperity

BEAUTY

IN ADVERTISING AND IN THE THING ADVERTISED IS A MOST POTENTIAL AGENT IN SECURING RESULTS

READE PRINTING COMPANY

Metropolitan Building

Chicago, Ill.

ITALIAN BAND

Distinctly Feminine

WINTER AND SUMMER STYLE CREATIONS DISPLAYED IN LARGE VARIETY

• • •

MADAME DUPONT

3519 Fifth Avenue

6 POINT TEAGUE BORDER NO. 816

Bodoni Types

Have a singularly alert, forceful look, and never fail to add life and color to the printed page

3 POINT BROCHURE BORDER NO. 15

Characters in Complete Font

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0 a b c

d e f g h i j k l m n o p q r s t u v

w x y z ff fi fl ffi ffl " " . , - ' ' : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890 from 6 to 18 Point, are put up in separate fonts and furnished only when specially ordered

THE MODERN Phonograph

FROM time immemorial music has been the great giver of delight. Nations were born in the glory of music. Dreams of kings have been shattered and kingdoms uprooted, yet music has sprung from the ruins and flourished. Such is the fine spirit of music which came to us through ages, and which the Modern Phonograph reproduces so feelingly.

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Bodoni Italic

Form

THE FINE FRUIT OF EVOLUTION

• Form is more than a convention, more than a precept, more than a practice; it is the mold in which ideas are most perfectly cast; it is not only a source of delight to the reader or the beholder, but it is invaluable discipline to the thinker, to the poet, to the painter, to the sculptor; it compels him to see, think, and express himself clearly.

ARTHUR JEROME EDDY

10 Point 21 A 41 a

EXQUISITE SHOWING
Beautiful sculpture being commended by numerous art connoisseurs of repute

8 Point 22 A 45 a

DISTINGUISHED HUNTER
Renowned professors arrange for an indefinite sojourn with explorer in uninhabited lands

6 Point 28 A 55 a

GIVES INTERESTING EXHIBITION
Educational supervisor expressing great personal satisfaction with latest display of ornamental porcelain that proved of intense interest to home builders as well as craftsmen. Many unique and artistic specimens received favorable comment

18 Point 11 A 22 a

HIDE DESIGN
Successful clerk wins promotion

14 Point 16 A 31 a

RESTORES BOND
Prominent financier builds country home

12 Point 18 A 33 a

EXPERT DIRECTOR
Musical society renews membership campaign under energetic leader

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u v v w w x
y z ff fi fl ffi ffl “ ” . , - ’ ’ : ; ! ?

72 Point 3 A 4 a

Dark

60 Point 3 A 5 a

Staple

48 Point 4 A 8 a

Beyond

42 Point 5 A 9 a

NORTH
Graceful

36 Point 5 A 9 a

REBUKE
Huge Disc

30 Point 6 A 11 a

BRIDGING
Kept Hotels

24 Point 7 A 13 a

NOBLE BIRD
Each Numeral

YOUTH is the golden season of foolishness for which the wise would barter all their wisdom, the rich all their wealth, and call it a bargain, knowing the value of youth

VANITY INITIAL

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Bodoni Book

48 Point 5 A 9 a

RESUMING
Bring Orders

42 Point 5 A 10 a

HARMONIZE
Simple Reason

36 Point 5 A 10 a

Nicely Decorated

30 Point 6 A 12 a

INTRODUCING
Graphical Sketch

24 Point 8 A 16 a

LARGE INDUSTRY
Neighbor Enterprises

18 Point 12 A 24 a

REPRODUCE MACHINE
ELIMINATES Unusual Defect

14 Point 17 A 33 a

BRIGHTER GREEN COLORING
HANDSOME Masterpieces Exhibited

GIAMBATTISTA BODONI

WHOSE WORKS SHED LUSTRE ON THE TYPOGRAPHIC ARTS

John Baptist Bodoni, whose works shed lustre on the typographic arts, was born in Italy in 1740, at Saluzzo, Piedmont, a town near the Alps, and learned the printing art in the small plant of his father in that same town. At eighteen he entered the printing house maintained in Rome by the Catholic church. It was here that the foundation of his later fame was laid.

COME TO OUR

WEDGEWOOD

SHOW

JULY FOURTH

6 POINT TEAGUE BORDER NO. 625

12 Point 19 A 38 a

COMPOSITION OF DISCOURSE
ENGLISH must follow high standard of correct usage that is observed in the writings of the greatest authors

10 Point 22 A 42 a

THE MODERN SHORT SENTENCE
SENTENCE construction as our ancestors knew this term is not cause for unmixed satisfaction among present-time writers

8 Point 24 A 47 a

KEEPING OFFICE RECORD FACILITIES
MOST managers will find that keeping available record facilities means reducing the overhead expenses and the general increase of efficiency

6 Point 27 A 52 a

INDUSTRIAL DISEASE PREVENTION ENCOURAGED
THE FUNCTION and duty of employers to exercise not ordinary but extraordinary care to prevent occupational diseases is no longer an arguable or debatable question. Adequate means are available whereby the spread of disease can be prevented

Characters in Complete Font ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890
abcdefghijklmnopqrstuvwxyzffiflffifflffifflffif

Bodoni Book Italic

THE
MODEL
RADIO

A *demonstration of the* MODEL *at Oliver's Music Store . . . All this Easter week.*

THE MODEL RADIO COMPANY

G. ADAMS
2679 Lakeside Road
CHICAGO

36 Point 6 A 9 a

BURDENSOME
Replace Original

30 Point 6 A 12 a

DISENCUMBERED
Magnificent Country

24 Point 8 A 15 a

SCIENTIFIC METHOD
Bright young prospectors introduced unique system

18 Point 12 A 24 a

INTERESTED COURIER
Spent many delightful days visiting several uninhabited places whilst seeking health

14 Point 16 A 33 a

WONDERING ASTRONOMERS
Observations reporting exceptional planetary activities cause populace many anxious moments during day

12 Point 19 A 39 a

BUILDER CONSERVING GROUND
Delightfully attractive bungalows with spacious basement quarters. Contractors enthusiastic concerning housing people

10 Point 22 A 43 a

NORTHERN SCENERY INSPIRING
Beautiful fields and enticing mountain trails become wonderfully attractive to sportsmen and vacationists during late summer and early fall. Nature provides numerous recreations during this season

8 Point 24 A 46 a

INTERESTING DISCOVERY RECORDED
Pleasing as the origins of our alphabet are in their details, they are not any more fascinating or interesting than the incidents by which these results have been gained. The patient working out of the meaning of various rock inscriptions has occupied the attention of notable scholars

6 Point 30 A 56 a

EDUCATION INCREASING MECHANICAL EFFICIENCY
Technical education has proved a propelling force in the march of progress in all parts of the world. It teaches modern business methods in a scientific manner, creates a spirit of self-reliance, and ensures a standard of proficiency that is to-day absolutely essential to the individual ambitious to become an efficient and skilled craftsman, and who expects to be really successful in life

KELLY AUTOMATICS

Kellys are the acknowledged "pacemakers of the pressroom," good for three shifts a day, week in and week out—taking the run-of-the-hook. Kellys give large production, accurate register and satisfactory profit-margin per dollar turnover. Kellys are swift, sure, practically continuous in operation and always dependable. The Kelly is "the press of no regrets," as thousands of printers in busy pressrooms the world over are demonstrating by daily experience.

AMERICAN TYPE FOUNDERS SALES CORPORATION

6 POINT AMERICAN BORDER NO. 616

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z ff fi fl ffi ffl " " . , - ' ' : ; ! ?

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Bodoni Bold

144/120 Point 3 A 4 a

Gill

120/96 Point 3 A 4 a

Halt

96/84 Point 3 A 4 a

Brisk

84/72 Point 3 A 4 a

Single

72 Point 3 A 4 a

Explain

60 Point 3 A 5 a

Resource

48 Point 4 A 8 a

Replied

42 Point 4 A 8 a

Inquirer

36 Point 5 A 8 a

MORTISE

Regulated

30 Point 6 A 10 a

CONCERTS

Novel Music

24 Point 6 A 12 a

INSTRUCTED

Large Deposits

18 Point 10 A 20 a

FIND TRADE

Expert Advice

14 Point 15 A 30 a

LOST INTEREST

Continues practice of ignoring orders

12 Point 17 A 32 a

SOLVES PROBLEM

Discuss new schemes for promoting clerks

10 Point 19 A 36 a

PRINTER INVENTIVE

Ambitious students will display modern designs

8 Point 21 A 41 a

AN INVALUABLE SERIES

Bodoni is adaptable to every class of work one may select

6 Point 25 A 49 a

TASTE IN SETTING COVER PAGE

Much of the real advertising value of any book, pamphlet or brochure lies in the type and quality of stock used

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ‘ ’ “ ” : ; ! ?

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Bodoni Bold Italic

10 Point 18 A 35 a

DEFINED SENTENCE
Oakland supreme court judge delivered oration at leading country club

8 Point 19 A 38 a

INSURES AUTOMOBILES
Noted youthful underwriter inaugurates modern system for securing office efficiency

6 Point 24 A 48 a

PRODUCING MOTION PICTURES
Several manufacturing concerns take advantage of new advertising novelty by having motion picture films made showing methods of producing goods made by them. This plan creates civic pride and is also a business stimulant

FIRST PUBLIC
MUSICALE
GIVEN BY PUPILS OF
Hampden School
BALTIMORE

THE AUDITORIUM
Thursday Evening, May First
AT EIGHT-THIRTY

18 Point 10 A 19 a

ENTERPRISE
Maine scientist received medal

14 Point 15 A 29 a

HUGE BUILDING
Beautiful entrance lends enchantment

12 Point 16 A 31 a

FOREIGN ARTISTS
Danish military band rendered remarkable descriptive overtures

72 Point 3 A 4 a

Nigh

60 Point 3 A 5 a

Effort

48 Point 4 A 6 a

MINDS

Striped

42 Point 4 A 8 a

HOMES

Diligent

36 Point 5 A 8 a

BOUNCE

Rejection

30 Point 6 A 12 a

NUMBERS

Proficiency

24 Point 6 A 12 a

HISTRIONIC

Fine Mansion

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m
n o p q r s t u v v w w x y z ff fi fl ffi ffl " " . , - ' ' : ; ! ?

The Bodoni Family

BEAUTIFUL PRINTING is an educator, the same as is any art. *The thoughts of an author take on added values by reason of it.* The mind is always receptive in proportion as it is helped to comprehend the real meaning of the writer. Nothing will assist more than an effective page of nicely printed type in enabling readers to arrive at that meaning quickly and easily, and for this purpose the *members of the Bodoni Type Family are not surpassed for power and beauty.*

AMERICAN TYPE FOUNDERS SALES CORPORATION

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Ultra Bodoni

120/96 Point ★ 3A 4a

I Got

96/84 Point ★ 3A 4a

Sit IN

84/72 Point ★ 3A 4a

HEled

72 Point 3A 4a

Hit FIN

60 Point 3A 5a

INK slab

48 Point 3A 6a

First SALE

42 Point 3A 6a

BIG displays

36 Point 4A 7a

Right PEN

30 Point 5A 9a

MAGICIANS
Improve Act

24 Point 6A 11a

FINE TROPHY
Original Model

18 Point 9A 18a

NEW GOLF COURSE
Splendid Recreation

14 Point 13A 26a

LARGE BANK DEPOSITS
Checking Account Opened

12 Point 15A 30a

IMPROVE RADIO STATION
Arrange Splendid Programs

10 Point 19A 37a

PROCURED FINANCIAL BACKING
Merchant Receiving Liberal Credit

8 Point 20A 38a

ANTIQUATED MACHINERY REPLACED
Progressive Printer Reduced Expenses

6 Point 22A 40a

DILIGENT WORKMAN EARNED PROMOTION
Superintendent Recognized Executive Ability

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5
6 7 8 9 0 a b c d e f g h
i j k l m n o p q r s t u
v w x y z . , - ' ' : ; ! ?

Characters below are cast recessed in sizes from 30 to 120 Point
A F L P T V W Y

★ 120, 96 and 84 Point, excepting the lowercase descenders and the cap Q and $, are cast on one size smaller body

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Ultra Bodoni Italic

14 Point 12 A 24 a

TELEVISION
Offers newest
transcription

12 Point 14 A 28 a

ENCOURAGES
Bright printer
exercised care

10 Point 17 A 34 a

NOVEL PICTURE
Austrian scholars
attend art exhibit

8 Point 19 A 38 a

FORTUNE HUNTER
Every business open
to future merchants

6 Point 20 A 40 a

STUDENT REWARDED
Creating original ideas
brings rapid promotion

36 Point 5 A 8 a

MIST
Eagle

30 Point 5 A 9 a

RINGS
Curfew

24 Point 6 A 10 a

EDITOR
Printing

18 Point 9 A 18 a

ORGANIZE
Community

72 Point 3 A 4 a

FAIR
Sting

60 Point 3 A 5 a

HONE
Dispel

48 Point 4 A 6 a

NAMES
Eagerly

42 Point 4 A 7 a

REFUND
Lost Ship

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ‘ ’ : ; ! ?

Characters shown below are cast recessed in sizes from 30 to 72 Point

A F L P T V W Y

Complete angle body fonts, in sizes 24 to 72 Point, will come to you in parcels as follows: Caps A to Z & — Lowercase a to z — Figures 1 to 0 $ £ — Points . , - ‘ ’ : ; ! ?

6 to 18 Point sizes of Ultra Bodoni Italic are cast only on the regular straight body

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Ultra Bodoni Extra Condensed

36 Point 4A 8a

GREAT RIDER
Improve Style

30 Point 6A 10a

EARLIER POEMS
Players Rejected

24 Point 7A 15a

HONORED STUDENT
Receives High Honor

18 Point 11A 22a

INCOME TAX REDEMPTION
Characteristic Experiments
Highest Grade Quality Foods

12 and 14 Point sizes in preparation

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ‘ ’ : ; ! ?

72 Point 3A 4a

8 NUMBER
Nice Circus

60 Point 3A 5a

LONELY GIRL
Forms Bank 2

48 Point 4A 5a

MODERN MINER
Respected Major

42 Point 4A 6a

EXPLORED RIVERS
Nomadic Craftsmen
Beautiful Sculpture

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Garamond Open

72 Point 4A 6a

BIG Specialty

60 Point 5A 7a

Dignified MAN

48 Point 6A 10a

BEST Clothing Sold

42 Point 6A 11a

Plays Excellent MUSIC

36 Point 7A 12a

OPEN Fine Haberdashery

30 Point 8A 14a

Exquisitely Designed GOWNS

24 Point 9A 19a

SUPERIOR Manufacturing Companies

18 Point 15A 29a

Delightful Performance Pleases Large AUDIENCE

Myriad

cut velvets are now on exhibition in a large variety of the newest patterns & colors. They offer uncommon artistic advantages as well as durable qualities

GIFTS

FOR EVERY OCCASION

ARTICLES OF PROVEN MERIT

FRANK M. BRIGHTON
STATIONER

Plays

CLELAND BORDERS AND ORNAMENTS

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
. , - ‘ ’ : ; ! ?

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THESE ARTISTS WILL APPEAR

THE complete list of concert artists of the highest musical standing whose names are printed here will appear under our personal direction during the coming season. To those who are familiar with the exacting standards of this office and with its reputation in the past no further introduction than the mention of these renowned names will be necessary. Broxton concerts never disappoint

PLAYS

THOSE interested in the drama, classic and contemporary, are sure to find our stock of plays and works on dramatic literature and technique in all its branches unrivalled by that of any establishment in the city. We have specialized in books of this kind for many years and we offer our knowledge in this department to any who care to avail themselves of this service

ADAMS BOOK SHOP
136 HARCOURT STREET

CLELAND BORDER AND ORNAMENTS

72 Point 4 A 6 a
Marks

60 Point 5 A 7 a
Sighted

48 Point 6 A 10 a
Eruption

42 Point 6 A 11 a
MODELS
Delighted

36 Point 7 A 12 a
INSPIRED
Huge Clock

30 Point 8 A 14 a
RESIGNS
Helps Girl

24 Point 9 A 19 a
ROMANCE
Gay songbird returns home

18 Point 15 A 29 a
MONUMENTS
BEGUN memorial dedicated to hero

16 Point 17 A 34 a
ENTERPRISING
FRENCH musicians banqueted by club

14 Point 22 A 42 a
BRIGHT PERSONS
NUMBER among your virtues piety and truth

12 Point 24 A 47 a
INTRODUCING ENGLISH STYLE
SEVERAL importing establishments will show latest designs in silks and satins by foreign textile mills

10 Point 26 A 53 a
DILIGENCE WITH TRUTH IS GAINED
ROADS seldom are too wearisome or lengthy for one who advances

8 Point 26 A 53 a
BROAD INFLUENCE OF CORDIAL CHATS
REAL enjoyment is never derived from books until ideas thus obtained have been ventilated in sound conversation with others

6 Point 30 A 60 a
GREAT DANGER MAKES MEN MORE INFLEXIBLE
STRONG courage increases the chances of success oftentimes by creating opportunities and availing itself of them. It gives the strength and power to see and overcome hidden dangers

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j
k l m n o p q r s t u v w x y z ct st ff fi fl ffi ffl . , - ' ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

The following characters are fonted separately and furnished only when specially ordered

Garamond Word Terminals
Made in sizes 6 to 72 Point inclusive

Garamond Oldstyle Figures
Made in sizes 6 to 72 Point inclusive

$ 1 2 3 4 5 6 7 8 9 0

Garamond Auxiliaries—Made in sizes 6 to 18 Point inclusive

¶ @ % ℅ ℔ ℀ * § † ( ) [ ] ‖ [ ] ⁑ - – — ¢ « »

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Braces are cast smaller than regular font bodies

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12 Point 24 A 48 a

SECURE DESIGN FOR MAGAZINE
Display of new styles in typography proved interesting exhibit at recent shows. Student exhibition very clever

10 Point 27 A 54 a

COLONIAL PERIOD TIME OF PROGRESS
Faithful workers should evince a continual desire to surpass their previous efforts each eventful day

8 Point 30 A 60 a

FINER FRENCH TYPE CAST BY GARAMOND
The very neat work turned out by printers centuries ago astonishes people to-day and especially if we consider the equipment at their disposal

6 Point 32 A 63 a

CLEVER ORGANIZATION SPECIALIZING METHODS
Experience has greatly extended and immensely broadened ideas governing the management and development of business. During this productive period many fine records of efficiency were reported

24 Point 10 A 19 a

DIGESTION
Fine samples of imported frocks attract maiden

18 Point 16 A 28 a

MISCONSTRUE
Conscientious effort stamps the work of true craftsmanship

16 Point 17 A 34 a

GOVERNMENTS
Eastern organization distributing religious tracts through station

14 Point 22 A 44 a

NOBLE PRIVILEGE
Pleasingly designed type faces favorably influence the cause of fine printing

48 Point 6 A 10 a

FORCED
Displayed

42 Point 7 A 12 a

HOMING
New Basket

36 Point 7 A 12 a

METHODS
Unfrequented

30 Point 9 A 16 a

ECONOMIZE
Color in printing is very attractive

MENU

HORS D'OEUVRES

CONSOMME ROYALE
au croutons

BROOK TROUT
Celery Sauté Meuniere Olives

RIS DE VEAU
Montebello
Petit Poids à l'etuvée

SELLE D'AGNEAU
Colbert

COEURS DE LAITU

COUPE GARAMOND
Petit Fours

CAFE

CLELAND ORNAMENTS

SPOTS

A SPOT OF COLOR HERE AND THERE WILL DOUBLE THE VALUE OF PRINTING · MANY NEW AND BEAUTIFUL ORNAMENTS ARE DISPLAYED FOR THE FIRST TIME IN THIS CATALOGUE

6 POINT CLELAND BORDER NO 631

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t
u v υ w ω x y z . , - ' ' : ; ! ?

These characters are supplied with all regular italic fonts but not made on Angle Body
ff fi fl ffi ffl as is us ct fr ll ſp ſt tt

The following characters are fonted separately and furnished only when specially ordered. They are not made on Angle Body.

Garamond Italic Swash Letters. Made from 6 to 48 Point.

A B C D E G L M N P R T Y &

Garamond Italic Word Terminals — Made from 6 to 48 Point

a e m n t The

Garamond Italic Quaint Characters — Made from 6 to 24 Point only

ſſſ ſi ſſi ſh ſi ſl ſp ß ſt gy

Garamond Italic Oldstyle Figures — Made from 6 to 48 Point

1 2 3 4 5 6 7 8 9 0 $

IMPORTANT NOTICE

Garamond Italic, 24 to 48 Point, is cast on Angle Body without overhangs as well as on regular body. Angle Body fonts are packed in parcels as follows: Caps A to Z & — Lowercase a to z — Figures 1 to 0 $ £ — Points , . - ' ' : ; ! ? — A liberal supply of Angle Body Spaces furnished with fonts, and extra fonts of spaces are obtainable.

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Garamond Bold

120 Point 3A 4a

Lyric

96 Point 3A 4a

Night

84 Point 3A 4a

Staples

72 Point 4A 6a

Gradual

60 Point 5A 7a

Delighted

48 Point 5A 9a

Reimbursed

42 Point 6A 10a

Natural Form

TYPOGRAPHY SENDS KNOWLEDGE ABROAD AS HEAVEN SENDS THE RAIN · ONE FRUCTIFIES THE SOIL, THE OTHER MAN'S INTELLIGENCE

3 POINT TEAGUE BORDER NO. 322

36 Point 6A 11a

Scriptural

30 Point 8A 14a

HISTORIC Enthusiasm

24 Point 8A 17a

NEIGHBORS Local Problem

18 Point 13A 26a

UNDERSTUDIES Rapidly Improved

16 Point 15A 30a

FINE AMBITION Exhibits Machinery

14 Point 20A 40a

GREAT COUNTRY Marvelous Landscape

12 Point 22A 44a

EXCELLENT GOWNS Displayed Latest Model

10 Point 23A 47a

WEEKLY CONFERENCE Housewives Outlined Plan

8 Point 26A 50a

AID SCIENTIFIC RESEARCH Newest Devices and Inventions

6 Point 28A 54a

PROGRESS IN PUBLIC SCHOOLS Employing Many Printing Instructors

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l m n o p q
r s t u v w x y z ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

Oldstyle Figures

Made in sizes from 6 to 72 Point only. Fonted separately and furnished only when specially ordered

1 2 3 4 5 6 7 8 9 0 $

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Garamond Bold Italic

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u v w x y z
. , - ' ' : ; ! ? { }

Swash Characters are included in all fonts 6 to 48 Point inclusive on regular body but are not included with Angle Body. They are also put up and sold in separate fonts in sizes 6 to 72 Point for both regular and Angle Body

A B C D E G L M N P R T Y & The
a e k m n t v w ff fi fl ffi ffl
as is us ct st ll sp tt fr gy ke

Garamond Bold Italic Lining Figures

Lining Figures furnished in separate fonts, or will be supplied in the regular fonts instead of Oldstyle Figures when so specified on the order

1 2 3 4 5 6 7 8 9 0 $

IMPORTANT NOTICE

Garamond Bold Italic, sizes 24 to 72 Point, cast on Angle Body without overhangs as well as on regular body. Angle Body fonts are packed in parcels as follows: Caps A to Z & – Lowercase a to z – Figures 1 to 0 $ £ – Points . , - ' ' : ; ! ? ( ) – Extra fonts of Angle Body Spaces are obtainable

30 Point 8A 14a

ORDERED PRINTING
Newest Specimen 1234678

12 Point 23A 44a

NORTHERN CAMPS
Summer campers locate
very fine fishing stream

10 Point 26A 50a

BEAUTIFUL SCENERY
Pretty mountain lakes and
rivers afford great pleasure

8 Point 28A 56a

GOOD PLEASURE RESORT
Every summer many thousands
visit this ideal vacation region

6 Point 30A 60a

MOST REFINED ATMOSPHERE
Countless lakes and rushing streams
are the haunts of rural walking clubs

24 Point 10A 17a

MODERNIZE
Historic Record

18 Point 15A 28a

BLEAK GROTTO
Sublime Atmosphere

16 Point 16A 29a

INSPIRING DEEDS
Charming Decoration

14 Point 21A 37a

PICTURESQUE GLENS
Ohio Lakes Attract Many

72 Point 4A 6a

MINED
Brightest

60 Point 5A 7a

CHINESE
Mysterious

48 Point 6A 10a

HUNDRED
Special Night

42 Point 8A 12a

REGIMENTS
Dutch Tapestry

36 Point 8A 13a

EXPERIENCES
Unique Sensation

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Goudy Oldstyle

72 Point 4 A 6 a

RICH Spirits

60 Point 5 A 7 a

MODE Highest

48 Point 5 A 9 a

NOTICE Bright lad leads class

42 Point 5 A 10 a

DANCED Celebrated big holiday

36 Point 6 A 10 a

HOME Quaint

30 Point 7 A 14 a

FOUND Musician delighted

24 Point 8 A 16 a

NOTICES Unfinished framework

18 Point 12 A 23 a

MECHANIC Gives experts usual warning

14 Point 17 A 34 a

EXPERIMENTS Bright magician spent much time unraveling tricks

12 Point 21 A 40 a

GRAND PICTURE Recent photographs inspire many leading theatrical promoters

10 Point 24 A 48 a

PERFECT SPECIMEN Simple design exhibited considered very artistic for modern typography

8 Point 27 A 54 a

CUT-COST EQUIPMENT Modern cabinets containing leads and quads reduce labor costs considerably. Efficiency material creates large profits

6 Point 29 A 58 a

STIMULATING PRODUCTION Progressive printers recognize the fact that economy lies in equipping their plants with modern materials and machinery. Now is the time, as every minute lost swells the pay roll

Characters in Complete Font

ABCDEFGHIJKLM
NOPQRSTUVWX
YZ&$1234567890
abcdefghijklmnopq
rstuvwxyzffifflffiffl ct
¶ ❦ . , - ' : ; ! ?

Small Caps from 6 to 18 Point, and Oldstyle Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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The
HENDERSON
GALLERIES
63 Ardsley Court
NEW YORK

Exhibition
& Sale

OF A COLLECTION OF

Old English Antiques

FROM THE

GENERAL WOLFE
MANSION

Roxbury, Mass.

THIS fine collection is offered for sale at the order of MR. JOHN BLUNT of London. It consists of the complete furnishings of the mansion including wood carvings, paintings, sculpture, vases, wrought iron and many heirlooms and highly prized rare books.

Sale starts

Friday, May 8th

at three o'clock, under the direction of

MR. EDWIN BLAKE

Goudy Italic

★72 Point 3 A 5 a

Enlist

★60 Point 4 A 7 a

Restful

★48 Point 5 A 9 a

Singular

★42 Point 6 A 10 a

CREAM
Graphites

Characters in Complete Font

A B C D E F
G G H I J J K
L M N O P Q
R S T T U V
W X Y Y Z
& $ 1 2 3 4 5 6
7 8 9 0 a b c d e
f g h i j k l m n o
p q r s t u v w x
y z ff fi fl ffi ffl
Qu ct . , - ' ' : ; ! ?

★New Sizes

36 Point 6 A 11 a

PRINTERS
Harpsichord

30 Point 7 A 14 a

MECHANIC
English Subject

24 Point 9 A 18 a

INTRODUCED
Quaint Inhabitant

18 Point 14 A 28 a

MODERN SYSTEM
Large Mercantile Firm

14 Point 19 A 36 a

EXCURSION STEAMER
Delights Numerous Children

12 Point 24 A 46 a

BEAUTIFUL COMPOSITION
Hartford Sculptor Awarded Medal

10 Point 26 A 52 a

PRINTING LEADING MANKIND
Michigan College Students Enlightened
Bright Scholars Learning Graphic Arts

8 Point 29 A 58 a

ENFORCES FIRE PREVENTION RULES
Drastic Regulations Ordered by Advisory Board
Brilliant Artist Receives Highest School Award
Sculptor Beginning Statue Destined For Library

6 Point 33 A 65 a

AMERICAN TYPE STYLES INCREASE BUSINESS
National Advertisers Demand Latest Typographic Designs
Magnificent Craftsmanship Delighted Cultured Audience
Interesting Specimens Inspired Printers Attending Exhibits

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PATENT APPLIED FOR

72 Point 3 A 5 a

Her KIN

60 Point 3 A 5 a

NEW Cars

48 Point 5 A 8 a

Quick MOVE

42 Point 5 A 9 a

KINGS Blandly

36 Point 6 A 10 a

HERON Madrigal

30 Point 6 A 12 a

NUMBER Rhapsodist

24 Point 8 A 16 a

UNIFORMS Philanthropy

18 Point 13 A 24 a

BACKBONE
Monthly sales are expanding

14 Point 17 A 34 a

LAST EDITION
The best books of fiction seldom fail to have good sales

12 Point 20 A 39 a

PRODUCTS SOLD
Men are interested in all matters pertaining to their own business

10 Point 23 A 44 a

SELECTED CLERK
Expensive handmade papers are much used at the present time for the finest sort of work

8 Point 26 A 51 a

EXCITING QUESTION
Newsprint is consumed in enormous amounts by the city newspapers especially for the Sunday editions of several bulky supplements

6 Point 30 A 60 a

COMPLICATED MACHINES
The wood pulp used for making newsprint contains the original impurities present in the wood; that is why our newspapers turn quite yellow and become brittle

TO THE RISING PROFESSIONAL MAN

NOW THAT YOUR EFFORTS SEEM TO BE CARRYING YOU FORWARD - THAT YOU ARE GETTING TO THE POSITION THAT WILL MEAN SUCCESS, YOU SHOULD KNOW HOW IMPORTANT IT IS FOR YOU TO CONSERVE AS MUCH AS POSSIBLE OF YOUR ENERGY. IF IT IS NEEDLESSLY SPENT IN CARS AND TRAINS, YOU WOULD DO WELL TO LOOK AT APARTMENTS WE HAVE VACANT IN GRACE COURT WEST TWELFTH STREET IN THE HEART OF THE BUSINESS DISTRICT OF NEW YORK

Characters in Complete Font

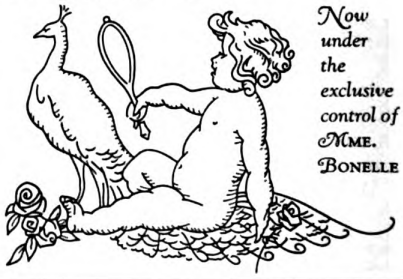
ABCDEFGHIJKLM
NOPQRSTUVWX
YZ&$1234567890ab
cdefghijklmnopqrst
uvwxyzfffiflffiffl.,-':;!?

VANITY BEAUTY SALON

Ralston Road, near Sandringham Park

A SHOP of rare charm and distinction that caters only to women of discriminating taste and refined judgment

Telephone for an Appointment



Now under the exclusive control of MME. BONELLE

12 POINT TEAGUE BORDER NO. 1205 ROTERS ILLUSTRATOR NO. 10846

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Goudy Catalogue Italic

10 Point 24 A 48 a

SENSIBLE ACTION

Only few are qualified to shine in society; but it is possible for almost all men to be agreeable

18 Point 13 A 24 a

FRANCHISE

Grand opening for trade school

72 Point 3 A 5 a

PATENT APPLIED FOR

Right End

8 Point 26 A 51 a

PROFIT BY MISTAKES

Experience is a safe light to walk by and he is not a rash man who expects to succeed in future by the same means that helped him in days past

14 Point 16 A 32 a

HARMONIOUS

Enjoyable musical selections heard by means of the radio

60 Point 3 A 5 a

Society Girls

6 Point 30 A 60 a

MEDICAL COURSES LIKED

Reading is to our minds the same as exercise is to our bodies. By the one, health is greatly invigorated and preserved; by the other, virtue which is the health of the mind is kept alive and tenderly cherished

12 Point 22 A 42 a

CENTER MARGIN

Rare manuscripts and books often yield ideas that are very practical

48 Point 5 A 9 a

One Certificate

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R

S T U V W X Y Z &

1 2 3 4 5 6 7 8 9 0 $

a b c d e f g h i j k l m n

o p q r s t u v w x y z

ff fi fl ffi ffl ct . , - ‘ ’ : ; ! ?

DURING DECEMBER

AN EXHIBITION

-OF-

PAINTINGS

WATER COLORS

ETCHINGS AND DRAWINGS OF INTERIORS

ROMANO STUDIO

42 Point 6 A 10 a

HOME

Unfilial

36 Point 6 A 11 a

EDITOR

Breakfast

30 Point 7 A 14 a

DUBIOUS

Melancholy

24 Point 8 A 16 a

UNSPOKEN

Phantom Ship

A SPECIAL CONSIDERATION has been given to register, durability, rigidity of impression, easy running qualities, speed and distribution, in

KELLY AUTOMATIC PRESS

construction. No effort is spared to produce a high-grade dependable printing unit to meet conditions as they are found in the up-to-date, progressive printing office.

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Goudy Bold

★120 Point 3 A 4 a

HE is

★96 Point 3 A 4 a

Dry IT

★84 Point 3 A 4 a

NO hat

72 Point 3 A 4 a

Dial

60 Point 3 A 5 a

Sight

48 Point 4 A 8 a

Baked

42 Point 5 A 9 a

Ringlet

36 Point 5 A 10 a

Epitaphs

Characters in Complete Font

ABCDEF
GHIJKL
MNOPQ
RSTUV
WXYZ&
$123456
7890abc
defghijkl
mnopqrs
tuvwxyz
ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

★New Sizes

30 Point 6 A 12 a

PRINTS Booklet

24 Point 8 A 14 a

Brought SPECIMEN

18 Point 12 A 23 a

NEIGHBOR
Help another
general cause

14 Point 17 A 32 a

DESIGN BOND
Exhibit beautiful
document before
critical audiences

12 Point 20 A 38 a

HIGH POSITIONS
Commission desired
doctors having large
influential following

10 Point 23 A 44 a

EXPERTS DECIDE
Gathering in lyceum
creates development
regarding imports of
foreign merchandise

8 Point 25 A 48 a

MAKES FINAL PLANS
Passenger resumes travel
after long and wearisome
months spent in locating
wonderful marble quarry
for building corporations

6 Point 29 A 57 a

THRONGED MAIN STREET
Downpour of rain disastrously
interferes with joyous carnival
and celebration that had drawn
immense crowds. After waiting
considerable time the majority
went to their respective homes

Catalogue
of
Prints & Etchings
Rare Books
on
Fine and Applied
Art

Telephone
14 Deal

Metropolitan Galleries
South Manchester

TEAGUE BORDERS

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NON-KERNING

Goudy Bold Italic

10 Point 23 A 45 a

TENTH LECTURE
Most knowing judges continue granting the youth letters praising comprehensive theme

18 Point 12 A 23 a

CONQUERS
Several tender vines matured

72 Point 3 A 4 a

Big RUN

8 Point 26 A 52 a

ENTHUSE BUILDERS
Prosperous manufacturer recently notified employes who contemplate erecting houses immediately of his indiscriminate assistance

14 Point 17 A 34 a

NICE SERVICE
Prominent mayor from remote town craves ceremonies

60 Point 3 A 5 a

DIGS Hole

6 Point 29 A 58 a

FINEST ENTRANCE GATE
The thought commonly coupled with a gate is its intention as a barrier stopping the entrance of unwelcomed guests, yet in these days a flowery garden entrance may attract rather than restrict

12 Point 21 A 41 a

ENJOY OUTINGS
Kindergarten lecture receives compliments from grateful patron

48 Point 5 A 8 a

Find UNCLE

37

42 Point 5 A 9 a

CHIDE
Helpful

AMERICAN
CUT-COST SYSTEM
OF PRINTING PLANT
EQUIPMENT

Time-Saving and Space-Saving

American Cut-Cost Equipments are made in both steel and wood

18 POINT OLD ENGLISH BORDER NO. 40

36 Point 6 A 10 a

DINERS
Engulfed

30 Point 7 A 12 a

FURNISH
Neat Styles

Characters in Complete Font

ABCDEFGGHIJKLMNOPQRSTU
VWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyzffffiflffiffl ct .,-'':;!?

24 Point 3 A 16 a

MUNCHED
Printer aided deaf students

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Goudy Handtooled

PATENT APPLIED FOR

★120 Point 3 A 4 a

IS flat

30 Point 6 A 12 a

RECIPE
Nymphs
soon fled

14 Point 17 A 32 a

BURLESQUE
European light opera with fine music featured first showing of imported plays

★96 Point 3 A 4 a

Set UP

24 Point 8 A 14 a

HOCKEY
Ice skating
quite early

12 Point 20 A 38 a

INDEPENDENT
Remote little isles given opportunity to obtain freedom from foreign king

★84 Point 3 A 4 a

BIG file

18 Point 12 A 23 a

NEIGHBOR
Helpful hints
about buying

10 Point 23 A 44 a

MEN GRADUATE
Students from many states complete their courses and graduate from popular college

72 Point 3 A 4 a

Dial

GOUDY TYPE FACES

A Showing of Popular Goudy Types

60 Point 3 A 5 a

Sight

48 Point 4 A 8 a

Epoch

42 Point 5 A 9 a

Hybrid

36 Point 5 A 10 a

Epitaphs

CONFIDENCE

FOR YEARS WE HAVE HELD THE COMPLETE CONFIDENCE OF OUR PATRONS AND HAVE HELPED THEM SOLVE PRINTING PROBLEMS THAT ARE ACCEPTED AS PART OF OUR JOB

ART PRESS
North Hampton
Maine

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 a b c d e
f g h i j k l m
n o p q r s t u
v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

★New Sizes

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Goudy Handtooled Italic

14 Point 17 A 34 a

MODERNIZE
Improved ways
of manufacture
being employed

12 Point 21 A 41 a

SUBSCRIPTION
Notable magazine
increasing number
of pages because of
additional interest

10 Point 23 A 45 a

HUNTING HORSE
Southern equestrians
display unusual skill
in handling imported
steeds in circus arena

30 Point 7 A 12 a

BRAND
Naughty

24 Point 8 A 16 a

GNOMES
Responded
after lunch

18 Point 12 A 23 a

DECEMBER
Quaint dance
was approved

PATENT APPLIED FOR

72 Point 3 A 4 a

HOUSE
Big Shop

60 Point 3 A 5 a

REFINES
Insure Life

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V W
X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y
z ff fi fl ffi ffl ct
. , - ‘ ’ : ; ! ?

GOUDY HANDTOOLED
ITALIC
REGULARLY USED
IN DISPLAY
EFFECTIVELY IDENTIFIES
& CALLS ATTENTION
TO THE
MESSAGE OF THE
ADVERTISER

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890

48 Point 5 A 8 a

MINE
Judges

42 Point 5 A 9 a

KINGS
Spirited

36 Point 6 A 10 a

DRONE
Northern

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Goudy Cursive

★72 Point 3 A 5 a

Intelligent Question

★60 Point 4 A 7 a

Symphonic Orchestras

★48 Point 5 A 9 a

Locate Mysterious Explorer

★42 Point 6 A 10 a

Foreign Business Shows Growth

36 Point 6 A 11 a

Methodical

30 Point 7 A 14 a

Quaint Etching

24 Point 9 A 18 a

Anniversary Sales

18 Point 14 A 28 a

Splendid Achievement

14 Point 19 A 36 a

Marvelous Jewels Displayed

12 Point 24 A 46 a

Gigantic Opportunities Everywhere

10 Point 26 A 52 a

Distinguished Orator Scores Pessimists

8 Point 29 A 58 a

Beautiful Gardens Blossoming With Flowers

6 Point 33 A 65 a

Prominent Merchants Advocate Universal Cooperation

Characters in Complete Font

A A B C D E F G H I J J

K K L M N N N O P Q R R

S T U U W X Y Z QU Qu

Th & $ 1 2 3 4 5 6 7 8 9 0

a b c d e e f g g h i j k k l

m m n n o p q r s t u

v v w w x x y z ff fi fl ffi ffl

qu ct st ſs . , - ' ' : ; ! ? ~ ~ ~ ~

THE capital letters shown below are cast in special molds which provide a lug or projecting body that forms a partial mortise for the overhanging part of the letter and makes the overhang as strong as the body itself. The introduction of these lugs on the type necessitates the casting of lower-case vowels on a smaller body than that of the capitals, in order that the lines may be easily justified. These letters are furnished with all fonts from 18 to 72 Point

K N N R Z a e i o u

Character QU not made in 42, 48, 60 and 72 Point sizes

★New Sizes

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Goudytype Series

72 Point 3 A 4 a

GEMS
Richly

60 Point 3 A 5 a

MUSIC
Original

48 Point 4 A 7 a

FICTION
New Story

42 Point 5 A 8 a

EXHIBITS
Modernistic
type designs

36 Point 5 A 9 a

HIDES
Expired

30 Point 6 A 10 a

MOTOR
Specialize

24 Point 7 A 13 a

POSITIVE
Right Kind

18 Point 10 A 20 a

CONGENIAL
Lodge member
inspired guests

14 Point 15 A 31 a

FINE CITIZENS
Splendid tribute to
aged public official

12 Point 17 A 35 a

GRAND SHOWING
Big municipal pageant
thrills large gatherings

10 Point 20 A 40 a

GROWING SUBURBS
Local contracting concern
erecting marble structures
of early Swiss architecture

8 Point 22 A 45 a

PICTURESQUE SCENERY
Our many national parks offer
visitors views of much interest
and unusual beauty and charm

6 Point 25 A 52 a

ADVERTISERS PLEASE NOTICE
This new design should interest those
who desire a fresh, out-of-the-ordinary
touch in their printing and advertising

Characters in Complete Font

A 𝒜 B ℬ C D 𝒟 E F
G H ℋ I J K L M ℳ
N 𝒩 O P 𝒫 Q R ℛ S
T 𝒯 U V W X Y 𝒴 Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl ct . , - ‘ ’ : ; ! ?

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Bernhard Gothic Medium

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★144/120 Point 3 A 4 a

IF Set

★120/96 Point 3 A 4 a

Ink ON

★96/84 Point 3 A 4 a

Kite

★84/72 Point 3 A 4 a

Melt

72 Point 3 A 4 a

Slope

60 Point 3 A 5 a

Drakes

★All characters, excepting descenders, cast on the smaller size body.

48 Point 4 A 6 a

Speaker

42 Point 4 A 7 a

Resigning

36 Point 5 A 9 a

GROWER
Buys Home

30 Point 6 A 12 a

MERINGUE
Quieted Boys

24 Point 8 A 16 a

FINE DESIGN
Helped Student

18 Point 12 A 24 a

INTERESTING TOPIC
enjoyable speaker quoted
some contemporary poets

14 Point 20 A 40 a

PRAISES MODERN TREND
distinguished advertising expert
eloquently defended modernism

12 Point 24 A 48 a

USING TRADITIONAL METHOD
finest pottery and fabrics are produced
successfully upon old looms and wheels

10 Point 26 A 52 a

PRODUCING SUPERFINE PRINTING
enterprising publishing house with splendid
facilities was awarded some large contracts

8 Point 28 A 56 a

ADVERTISING TECHNIQUE SHOWS CHANGE
economical business methods demand that publishers
produce magazines with intelligently arranged formats

6 Point 32 A 64 a

THINKING STRAIGHT BECOMES MOST NECESSARY
exacting conditions that nowadays confront executives require
that the technique of advertising and marketing be understood

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ‘ ’ : ; ! ? • ✤

Character $ not made in 6, 8 and 10 Point
Characters Th th not made for 84, 96, 120 and 144 Point

The following characters, from 30 to 144 Point, are cast recessed
A F L P T V W Y

Special Characters fonted separately and furnished on order only
Є K S Th th a e k r s u ʒ

Lining Figures furnished in separate fonts or will be supplied in the regular fonts instead of Oldstyle Figures when so specified on the order
$ 1 2 3 4 5 6 7 8 9 0

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Bernhard Gothic Medium Italic

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72 Point 3 A 4 a

BIG night

60 Point 3 A 5 a

holiday JOY

48 Point 4 A 7 a

FINE shipmate

42 Point 4 A 8 a

tempting MENU

36 Point 5 A 10 a

OLDEST Neighbors

30 Point 6 A 12 a

Stenographers REPORT

24 Point 8 A 15 a

PRINTED furniture catalogue

18 Point 12 A 22 a

HISTORIC MANSION
tastefully furnished rooms

14 Point 19 A 37 a

STRIKE OPTIMISTIC NOTE
latest bulletins indicate progress

12 Point 22 A 43 a

DELIGHTFUL MUSIC ENJOYED
engage excellent symphony orchestra

10 Point 25 A 48 a

HANDSOME SPECIMEN EXHIBITED
interesting display includes several models

8 Point 26 A 52 a

UNEXCELLED CRAFTSMANSHIP IN DEMAND
preference for printing of the best grade is justified from the standpoint of good business administration

6 Point 30 A 60 a

PROGRESSIVE HOUSES DEMAND GOOD PRINTING
every intelligent person knows that appearance counts largely these days and that men are more often judged by their clothes

6 to 18 Point sizes of Bernhard Gothic Medium Italic are cast only on the regular body

IMPORTANT NOTICE

Bernhard Gothic Medium Italic, sizes 24 to 72 Point, is cast on Angle Body without overhangs. Angle Body fonts are packed in parcels as follows: Caps A to Z &— Lowercase a to z— Figures 1 to 0 $ £— Points . , - ' ' : ; ! ?— A liberal supply of Angle Body Spaces furnished with fonts and extra fonts of spaces are obtainable

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character $ not made in 6, 8 and 10 Point

Characters " " are furnished with sizes from 18 to 72 Point

The following characters, from 24 to 72 Point, are cast recessed

A F L P T V W Y

Special Characters fonted separately and furnished on order only

Æ B D E € F H K P R S
Th a e k r u

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Bernhard Gothic Light

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Manufactured under Special

★120/96 Point 3A 4a

BIG bell

★96/84 Point 3A 4a

Sold TAR

★84/72 Point 3A 4a

KIND chef

72 Point 3A 4a

Solid ROAD

60 Point 3A 5a

BRAVE soldiers

48 Point 4A 6a

Hopeful WARDEN

42 Point 4A 7a

GRACEFUL student

36 Point 5A 9a

Majestical EXPOSITION

★All characters, excepting descenders, cast on the smaller size body

30 Point 6A 12a

DISTRIBUTION
foreign diplomat

24 Point 8A 16a

MUSIC STUDIOS
three pupils enrolled

18 Point 12A 24a

EXQUISITE PERFUMES
delicately scented boudoir

14 Point 20A 40a

FINE SOUVENIR PROGRAM
interesting typography displayed

12 Point 24A 48a

GREAT IMPROVEMENT REPORTED
large advertising campaigns in progress

10 Point 26A 52a

FOREIGN MOTION PICTURE SHOWN
internationally known star plays leading role

8 Point 28A 56a

INTREPID FLYER REACHES HIGHEST ALTITUDE
daring aviator and his mechanic perform thrilling stunt

6 Point 32A 64a

MODERN TYPE DESIGN THE BASIS OF FINE PRINTING
successful printers must react quickly to advances in typography

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ ¢ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. , - ‘ ’ : ; ! ? • ❖

Character ¢ not made in 6, 8 and 10 Point

Recessed Characters cast in sizes from 30 to 120 Point
A F L P T V W Y

Special Characters made from 6 to 72 Point; furnished on order
€ K S a e k r s u 3

Lining Figures furnished in separate fonts or will be supplied in the regular fonts instead of Oldstyle Figures when so specified on the order
$ 1 2 3 4 5 6 7 8 9 0

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Bernhard Gothic Light Italic

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72 Point 3A 4a

RISK rights

60 Point 3A 5a

daintily ICED

48 Point 4A 7a

FINER longhand

42 Point 4A 8a

hackneyed SONG

36 Point 5A 10a

INHERENT CHARM

enjoying holiday dance

30 Point 6A 12a

EXTENDED HORIZON

banquet speakers optimistic

24 Point 8A 15a

HEARD UNIQUE LEGEND

fascinating mythological kingdom

IMPORTANT NOTICE

Bernhard Gothic Light Italic, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &— Lowercase a to z—Figures 1 to 0 $ £—Points . , - ' ' : ; ! ?—A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable

18 Point 12A 22a

EXQUISITE SUBJECTS
seven magnificent imported
paintings exhibited recently

14 Point 19A 37a

VOGUE NEARING ZENITH
the insatiable urge for something
new brings frequent style change

12 Point 22A 43a

BEAUTIFUL CINEMA MAGAZINE
employing recently discovered process
for reproducing pictures in natural color

10 Point 25A 48a

ETCHINGS HAVE AESTHETIC CHARM
perfect technique and splendid craftsmanship
dominate these remarkably beautiful displays

8 Point 26A 52a

INTERPRETING SYMPHONIC COMPOSITIONS
metropolitan conductor handled augmented orchestra
and deserves credit for exceptionally fine performance

6 Point 30A 60a

MODERN ADVERTISING INTRIGUES US INTO BUYING
Creative typography demands something more than mere technical knowledge; it calls for ideals, imagination, the longing to excel; it cultivates a viewpoint that is eagerly and ardently modernistic

6 to 18 Point sizes of Bernhard Gothic Light Italic
are cast only on the regular body

• • •

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' ' : ; ! ?

Character $ not made in 6, 8 and 10 Point

The following characters, from 24 to 72 Point, are cast recessed

A F L P T V W Y

Special Characters fonted separately and furnished on order only

B D E € F H K P R S a e k r s u

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Bernhard Gothic Heavy

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★120/96 Point 3A 4a

BE art

★96/84 Point 3A 4a

big AID

★84/72 Point 3A 4a

ICE cold

72 Point 3A 4a

drake BIG

60 Point 3A 5a

NICE folder

48 Point 4A 6a

perfect VERSE

42 Point 4A 7a

MINOR terminal

36 Point 5A 9a

educated ANIMALS

30 Point 6A 12a

BUYS equipment

24 Point 8A 16a

QUAINT HEARTH
thirty beautiful rugs

18 Point 12A 24a

PICTURESQUE SCENES
charming landscape lauded

14 Point 20A 40a

EXHIBIT CLEVER SPECIMENS
intelligent typographic craftsmen

12 Point 24A 48a

NINTH AUTOMOTIVE EXPOSITION
electrical supply manufacturer attended

10 Point 26A 52a

BUYS MODERN PRINTING EQUIPMENTS
suburban printer received large consignment

8 Point 28A 56a

FOREIGN TOURISTS VISITED HISTORIC SHRINE
metropolitan industrialist entertained large gatherings

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z . , - ‘ ’
“ ” : ; ! ? • ✣ $

Character $ not made in 8 and 10 Point

The following characters, from 30 to 120 Point, are cast recessed

A F L P T V W Y

Special Characters made from 8 to 72 Point and furnished only on order

€ K a k r ş u

★All characters, excepting descenders, cast on the smaller size body

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Bernhard Gothic Extra Heavy

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★72/60 Point 3A 4a

NUMBER
rich codes

60 Point 3A 5a

MINERALS
silver cache

48 Point 4A 6a

FINER GLOBE
best statement

42 Point 4A 7a

NICEST HOMES
dignified student

36 Point 5A 9a

RESULTS MARKED
beautiful debutante

★All characters excepting descenders cast on 60 point body

CHARACTERS IN COMPLETE FONT

ABCDEЄFGHI
JKKLMNOPQ
RSTUVWXYZ
& $ 1 2 3 4 5 6 7
8 9 0 a a b c d e f
g h i j k l m n o p q r
s ş t u v w x y z . , -
‘ ’ “ ” : ; ! ? ✤ •

The following characters from 30 to 72 cast recessed

A F L P T V W Y

30 Point 6A 12a

RESOURCES
big shipment

24 Point 8A 16a

FRENCH SILKS
lighter material

18 Point 12A 24a

CHARMING MUSIC
delights royal tourist

14 Point 20A 40a

FASHIONABLE LINGERIE
exquisite colorful creations

12 Point 24A 48a

MODERN PRINTING PLANTS
have approved quicker methods
and favor automatic machinery

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Bernhard Booklet

72 Point 3A 4a

MODEL Recognized

60 Point 3A 6a

Enterprising URCHINS

48 Point 5A 10a

COUNSEL Reporting Eagerly

42 Point 5A 11a

Exquisite Display ANTICIPATED

36 Point 6A 11a

HUNDREDTH Quarterly Development

30 Point 7A 13a

DISPORTING
Guiding Players

24 Point 8A 17a

FINE THEATRE
Splendid Musicale

18 Point 14A 28a

CONTRACT BRIDGE
Lawyer Plays Fine Game

Figures

1 2 3 4 5 6 7 8 9 0 $

Characters

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ¢ §
. , - ' ' " " : ; ! ?

These characters " " not made in 8 and 10 Point sizes

14 Point 19A 38a

IMPROVEMENTS SHOWN
Merchant Places Larger Order

12 Point 22A 44a

BEAUTIFUL SURROUNDINGS
Remodels Exquisite Country Home

10 Point 26A 52a

IMPORTS GENUINE BROADCLOTH
Superbly Designed Silk Gowns Displayed

8 Point 28A 58a

SUMMER VACATIONISTS CRUISING LAKE
English Geologist Climbs Lofty Mountain Height

These characters are cast recessed in sizes 24 to 72 Point

A F L P T V W Y

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Bernhard Booklet Italic

72 Point 3A 4a

FOUND Playwright

60 Point 3A 6a

Great Linguist SPEAKS

48 Point 5A 10a

REVIEW Delightful Musicales

42 Point 5A 11a

New European Opera INSPIRING

36 Point 6A 11a

MODERN Apartment Building For Sale

30 Point 7A 13a

PROSCRIBED
Gets Scholarship

24 Point 8A 17a

JOVIAL WRITER
Finest Opportunities

18 Point 14A 28a

PLEASING SCENERY
Admires Beautiful Flowers

Figures

1 2 3 4 5 6 7 8 9 0 $

Characters

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & Th
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z . , -
' ' " " : ; ! ?

These characters " " not made in 8 and 10 Point size

Sizes 24 to 72 Point cast on Angle Body

14 Point 19A 38a

MODERN IMPROVEMENT
Displayed Old Period Furniture

12 Point 22A 44a

CHARMING ENVIRONMENTS
Desires Ideal Atmospheric Condition

10 Point 26A 52a

PLEASING TYPOGRAPHIC DESIGN
French Craftsman Reviews Many Displays

8 Point 28A 58a

THE CENTURY OF PROGRESS EXPOSITION
Prominent Thespian Gave Exceptional Performances

These characters are cast recessed in sizes 24 to 72 Point

A F L P T V W Y

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Bernhard Fashion

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72 Point 3A 4a

BID High

60 Point 3A 6a

Purple INK

48 Point 5A 9a

BEST Original

42 Point 5A 10a

CHARMING

Beautiful Specimen

36 Point 6A 11a

FRAGRANCE

Hyacinthe Perfumery

30 Point 7A 13a

DAINTY GOWNS

Elegant Display Admired

24 Point 8A 16a

COVER DESIGN

Reproduces Fine Printing

18 Point 12A 24a

AUTOMOBILE SOLD

Owner Drives Excellent Bargain

Rebuilt Cars Giving Satisfaction

14 Point 18A 35a

ENJOYS PERFORMANCE

Delightful Musicale by Splendid Musicians

Beautiful Souvenir Programs Distributed

12 Point 22A 43a

MODERN FINISHING SCHOOL

An Educational Institution of Highest Character

Scholarship Recently Awarded by Philanthropist

CHARACTERS IN COMPLETE FONT

A Ⱥ Ⱥ B C D E Є

Ɛ F G H I J K L M

N Ո O P Q R S Ʃ T

U V W Ш X Y Z &

$ $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. , - ` ' : ; ! ? « »

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Keynote Series

Point 3A 5a

Splendid Girl

Point 3A 6a

Majestic Royalty

Point 3A 9a

Printed Artistic Gem

Original Silk Design

Characters in Complete Font

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ&
$1234567890abc
defghijklmnopqrs
tuvwxyzttereseisorosTh th.,-'':;!?

Keynote is made in six useful sizes from 24 point to 96 point

Point 4A 11a

Lightning Speeds Thirsty Mechanic

Point 4A 13a

Beautiful Letter Form Delights Aged Printer

Point 7A 20a

Quality Will Increase Demand Normal Craft Conditions Follow Military Ball Brilliant Success

The Miamian

WORLD'S FINEST AND FASTEST

Train from New York to Miami

DANCE AND PLAY BRIDGE IN DE LUXE CARS

No Snow Down in Miami

WHEN ARE YOU LEAVING?

Harlequins, Typographic Dots, Cubist Moderniques and Brass Rule 8 Point Wave Bands No. 801

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Stymie Medium

★144/120 Point 3A 6a

Bald

★120/96 Point 3A 6a

Night

★96/84 Point 3A 6a

Job

48 Point 4A 7a

Spirit

42 Point 5A 8a

Maple

★84/72 Point 3A 4a

Girl

36 Point 5A 10a

IS Light

30 Point 6A 12a

Dye RED

★72/60 Point 4A 5a

Rain

24 Point 7A 14a

GREATEST Perspective

★66/60 Point 4A 6a

Spite

18 Point 10A 20a

COMPOSING Popular Lyrics

18 Point No. 2 12A 24a

INDUSTRIAL PROSPECTS
Business Revival Predicted

14 Point 15A 30a

CONSTANT PERFORMANCE
Arranging Delightful Program

12 Point 18A 35a

MAGNIFICENT STAGE COSTUME
Audience Admires Exquisite Gowns

10 Point 25A 45a

INDUSTRIOUS WORKERS PROMOTED
Supervisor Advances Diligent Mechanic

10 Point No. 2 25A 45a

MORE DISTINCTIVE PRINTING REQUIRED
Beautiful Showing Attracts Unusual Attention

8 Point 27A 55a

SUBURBAN HOME OWNERS CONSIDER CHARGE
Honest Public Officials Courted Widest Investigation

6 Point 30A 60a

PROMINENT BANKER ISSUES ENCOURAGING STATEMENT
Late Financial Reports Indicate Steadily Increasing Prosperity

★All characters, excepting descenders, cast on the smaller size body

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ? (

Superior $ furnished with all fonts from 24 to 144 Point

Characters A F L P T V W Y cast recessed from 24 to 144 Point

Special Characters A A a f r t y made in all sizes and sold separately

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Stymie Medium Italic

72 Point 3 A 5 a

BE Rigid

60 Point 4 A 6 a

Nice PAY

48 Point 4 A 7 a

RICH Styles

42 Point 5 A 8 a

Quietly BUILT

36 Point 5 A 10 a

MANY THANKS
Lovely Reception

30 Point 6 A 12 a

CHARMING SONGS
Gratify Royal Couple

24 Point 7 A 14 a

WONDERFUL CONTEST
Sportsmen Enjoyed Game

18 Point 12 A 24 a

COLORFUL LINGERIE
Many Exquisite Shades

18 Point No. 2 12 A 24 a

IMPORTS LOCOMOTIVE
Heaviest Models Required

14 Point 15 A 30 a

MECHANICAL OPERATION
Improved Equipment Ordered

12 Point 18 A 35 a

DISPLAYED EXCLUSIVE DESIGN
Sold Beautifully Embellished Books

10 Point 25 A 45 a

CRAFTSMEN VISIT ART EXHIBITION
English Merchant Receives Gold Medal

10 Point No. 2 25 A 45 a

PRESIDENT GREETS FOREIGN DELEGATE
English Statesman Rejoins Waiting Colleague

8 Point 27 A 55 a

MERCHANT MAKES GENEROUS CONTRIBUTION
Eminent Philanthropist Celebrates Golden Wedding

6 Point 27 A 55 a

STOVE MANUFACTURERS HOLD ANNUAL CONVENTION
Membership Plans Extensive Business Advertising Campaigns

IMPORTANT NOTICE

***Stymie Medium Italic**, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 $ £—Points . , - ‘ ’ : ; ! ? (—A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable*

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r r s t u v
w x y z . , - ‘ ’ : ; ! ? (

The following characters are cast recessed from 24 to 72 Point

A F L P T V W Y

Superior $ furnished with all fonts from 18 to 72 Point

Characters “ ” furnished with all fonts from 6 to 18 Point

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Stymie Light

★144/120 Point 3A 6a

IF set

★120/96 Point 3A 6a

Hits IT

★96/84 Point 3A 6a

Sky

48 Point 4A 7a

Mates

42 Point 5A 8a

Politics

★84/72 Point 3A 4a

Holt

36 Point 5A 10a

Quilting

30 Point 6A 12a

SHOWER

★72/60 Point 4A 5a

Stalk

New Birds

24 Point 7A 14a

ROADSTER

Saw Bargain

60 Point 4A 6a

Mirth

18 Point 10A 22a

REMARKABLE

Brake Adjusted

18 Point No. 2 12A 24a

HELPING TYPOGRAPHERS

New Creation Aided Industry

14 Point 15A 30a

PICTURESQUE LANDSCAPES

Foreign Artists Highly Enthused

12 Point 20A 40a

GOOD TYPE FACES ARE ESSENTIAL

Advertisers Approve Modern Designs

10 Point 25A 50a

RURAL COMMUNITIES HOLD MEETING

Many Recommendations Were Introduced

10 Point No. 2 25A 50a

EXCLUSIVE MANSIONS BEING AUCTIONED

Prominent Financier Made Most Attractive Offer

8 Point 25A 50a

METROPOLITAN STUDENTS RECEIVE CREDENTIALS

Distinguished French Professor Makes Lengthy Speech

6 Point 27A 55a

TYPOGRAPHIC CRAFTSMEN REVIEW MODERNISTIC PRINTING

Celebrated authorities highly commended the various specimens that were displayed at the recent printing and painting exposition

★ All characters, excepting descenders, cast on the smaller size body

Characters in Complete Font

A A A B C D E F
G H I J K L M N
O P Q R R S T U
V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ? (* § « »

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A F L P T V W Y

Superior $ furnished with all fonts from 24 to 144 Point

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Stymie Light Italic

18 Point 12A 24a

EUROPEAN PERFUMES
Imports Nearing Normal

18 Point No. 2 12A 24a

EXPORTED AUTOMOBILE
Buying Improvement Noted

14 Point 15A 30a

CHARMING WINTER SPORTS
Promotes Healthful Recreation

12 Point 18A 35a

RECEPTION TENDERED PRESIDENT
Notable Personages Attend Function

10 Point 25A 45a

MAGNIFICENT SYMPHONIC RECITALS
Soothing Melody Provides Entertainment

10 Point No. 2 25A 45a

MILLIONAIRE CONTRIBUTES ABUNDANTLY
Several Institutions Sharing Charitable Legacy

8 Point 27A 55a

BEAUTIFUL DEBUTANTES PLACIDLY SOJOURNING
Popular Winter Resorts Enjoying Marvelous Weather

6 Point 27A 55a

FURNITURE MANUFACTURERS HOLD YEARLY CONVENTION
Membership Planning Extensive Business Advertising Campaign

• • • •

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k l
m n o p q r s t u v w x y z
. , - ' ' : ; ! ? (« »

The following characters are cast recessed from 24 to 72 Point

A F L P T V W Y

Superior $ furnished with all fonts from 24 Point to 72 Point

Characters " " furnished with all fonts from 6 to 18 Point

72 Point 3A 5a

IS Bright

60 Point 4A 6a

Gold RIM

48 Point 4A 7a

HER Special

42 Point 5A 8a

Elegant LINEN

36 Point 5A 10a

MODERN Doctors

30 Point 6A 12a

Beautiful SPECIMENS

24 Point 7A 14a

EXHIBITED SCULPTURES
Received Highest Mention

IMPORTANT NOTICE

Stymie Light Italic, in sizes 24 to 72 Point, is cast on Angle Body without overhangs. All Angle Body fonts are packed in parcels as follows: Caps A to Z &–Lowercase A to Z–Figures 1 to 0 $ £–Points . , - ' : ; ! ? (« » –A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable

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Stymie Bold

★144/120 Point 3A 5a

Half

★120/96 Point 3A 5a

Stork

★96/84 Point 3A 5a

Iris

48 Point 4A 7a

Duty

42 Point 5A 8a

Joiner

★84/72 Point 3A 4a

Old

36 Point 5A 10a

Laughs

30 Point 6A 12a

Imported

★72/60 Point 4A 5a

Bets

24 Point 7A 14a

GREATER
Equipment

60 Point 4A 6a

Sage

18 Point 10A 20a

DEMANDED
Right Quality

18 Point No. 2 11A 22a

PROSPEROUS BROKER
Extends Unlimited Credit

14 Point 15A 30a

INTRODUCE MODERNISM
American Merchants Pleased

12 Point 18A 35a

PRODUCES STRIKING DESIGNS
Unusually Attractive Display Effect

10 Point 25A 45a

RECOMMEND HAND COMPOSITOR
Excellent Typography Earns Admiration

8 Point 27A 55a

PRINTING PLANTS INSTALLED IN SCHOOLS
Distinguished Educators Approve Printing Course

6 Point 30A 60a

ENTHUSIASTIC SPORTSMEN ENTERTAIN ATHLETE
Wonderful Reception Tendered Promising Football Player

★ All characters, excepting descenders, cast on the smaller size body

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R R S T U V
W X Y Z & $ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ?

Superior $ furnished with all sizes from 12 to 144 Point

Characters A F L P T V W Y cast recessed from 24 to 144 Point

Condensed Figures 1 2 3 4 5 6 7 8 9 0 $ for Stymie Bold made from 6 to 84 Point and sold separately

Special Characters A A a f r t y made in all sizes and sold separately

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Stymie Bold Italic

18 Point No. 2 9A 19a

INCREASED BUSINESS
Old Stockholders Pleased

14 Point 12A 24a

GYMNASTIC EXHIBITION
Promoted Healthful Exercise

12 Point 15A 30a

RELIABLE INSURANCE BROKER
Offers Agent Splendid Inducement

10 Point 16A 32a

AUTOMOBILE SALES INCREASING
Great Advertising Campaigns Planned

8 Point 19A 38a

MOTHERS ATTEND BENEFIT PERFORMANCE
Excellent Musical Program Follows Entertainment

6 Point 20A 40a

MODERN ADVERTISEMENT ATTRACTS ATTENTION
American Faces and Decorative Material Used Exclusively

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f f
g h i j k l m
n o p q r r s
t u v w x y z
. , - ' ' : ; ! ?

Superior $ furnished
with all sizes from 24 to 72 Point

Characters ***A F L P T V W Y*** cast recessed
from 24 to 72 Point

72 Point 3A 4a

BE Safe

60 Point 3A 5a

Nice FIT

48 Point 3A 5a

SING Lyric

42 Point 4A 6a

Employ MEN

36 Point 4A 6a

LOAN Required

30 Point 4A 8a

Magnificent HOME

24 Point 5A 10a

PATENTS INVENTION
Several Claims Allowed

18 Point 8A 17a

BANK DEPOSITS INCREASE
Financial Reports Encouraging

Sizes 24 to 72 Point cast on Angle Body

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Stymie Elongated Ascenders and Descenders

Elongated Characters for Stymie Types can be had in Bold, Medium and Light. Sold in sets or single characters for all sizes from 18 Point to 144 Point.

For 36 Point Stymie Light

b d f h k l

q j p q y

For 36 Point Stymie Medium

b d f h k l

q j p q y

For 36 Point Stymie Bold

b d f h k l

q j p q y

RADIO OR AUTOMOBILE
RECHARGED
IMMEDIATELY

battery

• The Keystone Battery Service have just installed in their modern service station one of the latest methods of recharging batteries

keystone battery service

Keystone Highway, Pennsylvania

GUARANTEED NEW EXTRA HEAVY DUTY

Mileage

TIRES

New Process Eight-Ply Cord

Mileage Tires are of exceptional beauty and strength . . . built of super-twist, long-staple cotton and of the finest quality rubber

AFFILIATED RUBBER COMPANY

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Canterbury Series

48 Point 7A 13a

MODERN AUTOMOBILES

Lovely New Hampshire Countryside

42 Point 8A 14a

EUROPEAN NIGHTINGALE

Bewitching Old Melody Enthralls Listener

36 Point 8A 16a

ENVIRONMENTS

Beautiful Announcements

30 Point 10A 19a

PLEASING PROGRAM

Rendered by English Musician

24 Point 11A 23a

HONORARY MEMBERSHIP

Buffalo Club Rewards Six Members

18 Point 18A 36a

COMMUNITY BENEFIT MUSICALE

Operatic Arias Enliven Christmas Entertainment

14 Point 25A 50a

SUCCESS DEPENDS ON AMBITION

Manager Approves Granting Numerous Bonuses

12 Point 27A 54a

PALATIAL METROPOLITAN RESIDENCES

Handsome City Homes Situated Along Riverside Drive

Characters in Complete Font

A A B B C C D E
E F G H H I J K
L L M M N N O
P Q R S T T U U
V W W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

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48 Point 6A 10a

REFRESHED
Splendid Plays

42 Point 6A 11a

QUIET FIELDS
Delightful Grove

36 Point 6A 11a

MUSIC STUDIOS
Proper Atmosphere

30 Point 8A 14a

ROMANTIC OPERA
Unique Camping Place

24 Point 9A 17a

WHISPERING ZEPHYRS
Especially interesting island

18 Point 13A 26a

VISITING NORTHERN WOODS
Motorists from distant cities traverse

14 Point 19A 39a

UNIQUE SUBURBAN MANSIONS
Many prominent men have had their homes built in this interesting region

12 Point 22A 45a

SERVES DELICIOUS BROOK TROUT
These speckled beauties are excellent fare for sportsmen and they are keenly relished when prepared and served at the lake shore

10 Point 25A 49a

SPLENDID OPPORTUNITIES IN WINTER
Tobogganing, snowshoeing and numerous other healthful winter sports lure several hundreds of outdoor enthusiasts to this beautiful lake region

8 Point 26A 52a

OUTDOOR RECREATIONS PROVED POPULAR
Golf and tennis are very enjoyable amid such beautiful surroundings and zestful atmosphere, while motoring along the marvelous highways and exploring the forest trails brings inconceivable pleasure to the vacationists

6 Point 28A 58a

JUNE CAMPERS HAVE COMPREHENSIVE SCHEDULES
Every season thousands of red-blooded sportsmen spend their summer vacation very pleasantly and profitably camping in this most remarkable mountainous section and the vast lakes, where hunting, fishing and boating may be enjoyed to its fullest extent

Characters

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Small Caps from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

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14 Point 23A 44a

HONOR MEMBERS WHO SAILED
Many scholars departed aboard steamer bound for uninhabited Eastern Islands

12 Point 23A 48a

RELATES HAZARDOUS EXPERIENCE
Prominent foreign geologist entertained the ambitious university students with the most remarkable tales of adventure and intrigue

10 Point 26A 53a

THE ENTIRE CITY WELCOMES AVIATORS
Fervidly enthusiastic multitudes vociferously cheer the foreign contingent of aviators upon completion of their great record breaking transcontinental trip

8 Point 28A 54a

DILIGENCE AND PERSEVERANCE OF INSECTS
At the next opportunity when you make a journey through the woodlands and meadows during the early warm spring days of the year, just take a little time to observe some of the fascinating and intensive activities of the common bee or ant

6 Point 31A 60a

MAN HARDLY COMPREHENDS WONDERS OF UNIVERSE
Practically every other day prominent scientists and astrologists with the help of wonderfully powerful and carefully adjusted telescopes and cameras discover the existence of still another new planet and we are only beginning to understand how big this universe really is

Characters

A B C D E F G H I J

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?

48 Point 6A 10a

MONSTROUS
Sailors Healthy

42 Point 6A 12a

FINER STOCKS
Diligent Cavalier

36 Point 6A 12a

BOUGHT HOUSE
Repair Conservatory

30 Point 8A 16a

EARNEST MARINER
Mechanic Complimented

24 Point 9A 20a

NUMBERING MACHINES
Complete Exhibition Inspected

18 Point 15A 31a

UNEXPLORED ARCTIC REGION
Daring Navigators Flying Northward

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Cast on Original Line

Caslon Oldstyle No. 471

72 Point 3 A 3 a

Best Act

60 Point 3 A 4 a

Rich Girls

48 Point 4 A 6 a

KINGDOMS

Bravest Knight

42 Point 4 A 6 a

HEARD

Dialogue

36 Point 5 A 7 a

MEN SING

Help Choir

30 Point 6 A 10 a

NAME USED

Right Subject

24 Point 7 A 14 a

RED INK
Displaying

22 Point 8 A 16 a

NICE MEN
Live Stylish

18 Point 10 A 25 a

EXPEDIENT
PLENTY of type
increases profit

14 Point 14 A 40 a

RENEW DOME
WORN letters cause
of expensive delays

12 Point 15 A 45 a

FINE QUALITY
CASLON adds dignity
to beautiful printing

10 Point 18 A 55 a

PILGRIM ROMANCE
IDEALIZING historical events
becomes ridiculous if some
narrative is unsubstantiated

8 Point 20 A 60 a

HISTORIC MELODRAMA
COMPOSERS sometimes take tunes
lacking in worth and glorify them
into symphonies; so the alchemy
of genius has transformed this play

6 Point 22 A 65 a

SONGS PRODUCE HAPPINESS
CHILDHOOD was spent in chasing
golden butterflies; then came those
youthful days of dreams. Happiness
came with the realization of power

9 and 11 Point carried in stock only at the Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl ct ( ) [ ]
. , - ' : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 48 Point

SMALL CAPS from 6 to 36 Point are put up in separate fonts and furnished only when specially ordered

Caslon Quaint Characters shown on opposite page

The Original
CASLON
OLDSTYLE
Roman *and Italic*
No. 471

THIS type face is cast also on the AMERICAN POINT LINE. *The difference is entirely in the shortening of several of the descenders. Its catalogue name is* CASLON NO. 540 *and Caslon Italic No. 540. The sizes are from 6 to 120 point in the roman and from 6 to 96 point in the italic*

Caslon Oldstyle No. 472

Caslon Oldstyle No. 472 is made in 18, 22 and 24 point only. The face is precisely the same as the Caslon Oldstyle No. 471, but cast from different matrices with a closer fit as shown in the examples at the right. Sold in weight fonts only.

Caslon Oldstyle No. 471

The sharp elements of
this type face insures a
legible job of printing

Caslon Oldstyle No. 472

The sharp elements of
this type face insures a
legible job of printing

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12 Point 14 A 42 a

ODD SPECIMEN
Leaflet printed in the early day found intact and presented to firm

10 Point 16 A 48 a

ANTIQUE PICTURE
Brought beautiful painting depicting hostile meeting on frontier with savage Indian

8 Point 18 A 55 a

HONORS FOR PURITANS
To break with the past, entrusting their lives to the wilds, required a spirit of adventure, challenging the great admiration of the world

6 Point 18 A 55 a

COLONIZING AT PLYMOUTH
Pilgrim men and women from across the ocean, fired with determination to secure freedom, landed upon the stern and forbidding New England shores

22 Point 7 A 16 a

NOTIONS
Folks acquire strange habits from learning

18 Point 9 A 25 a

COLONISTS
Sturdy mariner returning north with sweetheart

14 Point 12 A 36 a

CONSIDERED
European professors showed appreciation throughout exercises

9 and 11 Point carried in stock only at the Foundry

48 Point 3 A 5 a

BEST MUSIC
Entertain Society

42 Point 4 A 6 a

PROUD GIRLS
Diplomatic Chorus

36 Point 4 A 6 a

RICH LEADER
Determine Multitude

Wedding Gifts

For the wedding season many articles of beauty and utility are offered. Sterling silver dinner sets and choice pieces of exquisite design are shown in great variety.

This trade-mark identifies Hamilton & Sandford Craftsmanship

H&S

Characters in Complete Font

A B C D E F G H
I J J K L M N O P
Q R S T T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl ct
. , - ' : ; ! ?

Swash Characters shown on page 66

30 Point 5 A 10 a

MINISTER
English prelate journeying east

24 Point 6 A 14 a

EXHIBITION
New masterpieces recently discovered

CASLON QUAINT CHARACTERS

These characters were in general use in William Caslon's time, and have been preserved in their original form. They are not furnished with regular fonts but are sold separately in packages containing either Roman or *Italic*.

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

For the Roman Series of Caslon Oldstyle No. 471 all characters shown above are available in sizes from 6 to 36 Point. The 42, 48 and 60 Point contain the long s and ct only (ſ ct).

For Caslon Oldstyle Italic No. 471 the 11 characters shown above are available for all sizes from 6 to 30 Point. Only the long s, sk and ct (ſ ſk ct) are made for the 36 Point size and only the long s and ct (ſ ct) are made for the 42 and 48 Point sizes.

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Caslon No. 540

120 Point 3A 4a

Spilt

96 Point 3A 4a

Bond

84 Point 3A 4a

Night

72 Point 3A 4a

Squash

60 Point 3A 4a

Displays

48 Point 3A 6a

Rectangle

42 Point 3A 7a

Mythology

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z ff

fi fl ffi ffl ꝛt . , - ' : ; ! ? ( ) [ ]

Characters ( ) [ ] made only in sizes from 6 to 42 Point

SMALL CAPS from 6 Point to 18 Point inclusive and Quaint Characters ſ ſb ſh ſi ſk ſl ſt ſſ ſſi ſſl ꝛt from 6 to 30 Point inclusive are fonted separately and are furnished only when specially ordered. Only the Quaint Characters ſ and ꝛt are fonted in the 36 and 42 Point sizes

11 Point carried in stock only at the Foundry

36 Point 3A 7a

GUILD

Highest

30 Point 4A 10a

ZEPHYR

Complete

24 Point 5A 12a

ENGAGED

Quadrangles

20 Point 7A 14a

KINGDOMS

Antique Carpet

18 Point 9A 19a

INQUIRED

Philanthropic

14 Point 12A 27a

MONUMENTS

Beautiful Scenery

12 Point 13A 32a

QUAINT HOMES

Picturesque Gardens

10 Point 16A 44a

IMPROVED CENTRE

Newly Arranged Lighting

8 Point 18A 45a

ORIGINAL CONCEPTION

European designer brings many fantastic modern motor designs

6 Point 22A 63a

NATIONAL PRINTING EXHIBITION

Remarkable display attracts very important group of Latin American newspaper editors

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Caslon Italic No. 540

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z ff
fi fl ffi ffl ct . , - ' : ; ! ? ( )

To Users of Caslon Oldstyle Italic No. 471

The five largest sizes of the Caslon Italic No. 540 with Swash Characters are the equivalent of 60, 72, 84, 96 and 120 Point Caslon Oldstyle Italic No. 471

11 Point carried in stock only at Foundry

14 Point 12A 28a

EQUESTRIAN
Shady bridle paths intersect this region

12 Point 14A 33a

MODEL HOUSES
Dainty summer flowers bedecked the landscape

10 Point 18A 43a

RUSTIC NEIGHBORS
Beautiful suburban residences are located on the hillside and are homes well worth owning

8 Point 19A 46a

CHARMING ENGLISH CITY
Narrow streets and quaint inns create an atmosphere of peculiar charm which delights strangers

6 Point 21A 68a

PICTURESQUE UNIVERSITY TOWERS
Venerable elms surround the campus carpeted with velvety lawns and bordered by brilliant colored beds of geraniums, asters and peonies

30 Point 4A 9a

BUGLE
Quantities

24 Point 5A 12a

PRECEDE
Enjoys Books

20 Point 7A 14a

FLOUNDER
Manager bought new fishing boat

18 Point 8A 19a

SELECTIONS
Conductor renders new interpretation

96 Point 3A 4a

Night

84 Point 3A 4a

Stylish

72 Point 3A 4a

Healthy

60 Point 3A 5a

Multiples

48 Point 3A 6a

Bibliograph

42 Point 4A 7a

Candy Dealer

36 Point 4A 8a

INSTINCTS
New Kingdom

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Caslon Oldstyle Italic No. 471 Swash Characters

48 Point

A B C

42 Point

C D E F

36 Point

F G H L

30 Point

L M N O P

24 Point

R U S W &

22 Point

A B C C D E

18 Point

A B C

14 Point

C D E F

12 Point

F G H H

11 Point

K K L M

10 Point

A B C C D

9 Point

H K K L M

8 Point

U W & A B
C C D E F

6 Point

G H K L M N
O P R S U W &

Each size contains all characters shown in this Font

30 Point

A B C C D
E F F G H
H K K L L
M N O P R
S U W & gy
ε k ν w z
a e o u

Sizes 6 to 14 point and 22 point do not contain the characters a e o u

Caslon Italic No. 540 Swash Characters

Caslon Italic No. 540 Swash Characters are cast in special molds that provide a mortise so that lowercase letters can be fitted inside the overhanging parts without use of kerns. Lowercase letters included in the fonts are cast on bodies of proper size to fit the mortises in these capitals.

Font No. 1. Made in seven sizes, 36, 42, 48, 60, 72, 84 and 96 point. Fonts of each size include all the characters shown in the 36 point example.

Font No. 2. Made for the same sizes as Font No. 1, but in each case the capitals are cast on the next larger body to avoid overhangs. Fonts of each size include all the characters shown in the 36 point example, and the three largest sizes also include some additional lowercase letters.

Examples

Ric

Noh

We Lad

Font No. 2—*for 36 point*

C F
G H
K L
N k
R S
a e o u

Capitals in this font are cast on 42 point body
Lowercase cast on bodies to work with capitals

Font No. 1—*for 36 point*

A B C
D E I
M O P
U V W
& ν w ε
a e o u

Capitals in this font are cast on 36 point body. Lowercase cast on bodies to work with capitals

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Caslon Openface

48 Point 3 A 5 a

1 Bright Girl

42 Point 3 A 5 a

Display Hats 2

36 Point 3 A 5 a

39 Real Bargain

30 Point 5 A 8 a

Sale 50 New Modes

24 Point 6 A 10 a

Submitted Novel Designs

18 Point 9 A 18 a

IMPORTED TAPESTRIES

Majestic Creation Receives Prize

14 Point 15 A 28 a

MERCHANTS

Stationery Bought

10 Point 18 A 36 a

REGAINS PRESTIGE

Official explained conduct satisfactorily for electorate

12 Point 15 A 30 a

NICE PRINTING

Delightful Photograph

8 Point 20 A 40 a

INSTRUCTIVE SERMON

Distinguished audience applauds young speaker delivering address

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z ff fl ffl

. , - ' : ; ! ?

Overhanging characters A V W Y furnished in all sizes of Caslon Openface

Ransom Shaded Initials

(Clearcut Shaded Capitals)

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W Y

12 Point 10 A

14 Point 8 A

18 Point 6 A

24 Point 5 A

30 Point 4 A

36 Point 4 A

48 Point 3 A

Ransom Shaded Initials are cast without overhangs

Usable in combination with Caslon Oldstyle 471

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New Caslon

84 Point 3A 4a

Races 5

72 Point 3A 4a

8 Soldier

60 Point 3A 4a

Inexplicit

48 Point 3A 6a

74 BOUND
Elegant Cap

42 Point 4A 6a

DOMESTIC
Regular Stock

36 Point 4A 7a

BOYS CHOSE
Selected Quality

30 Point 5A 9a

DRUM
Identify

24 Point 5A 12a

ROUND
Magnetic

18 Point 8A 17a

BURDENS
Depreciated

14 Point 12A 24a

HISTRIONIC
Exemplification

12 Point 15A 30a

PICTURESQUE
Beautiful waterfall pleased sojourners

10 Point 17A 34a

HUGE BUILDING
Springfield real estate brokers transact deals

8 Point 21A 42a

REVIEWED REGIMENT
French military commander inspecting northern garrison

6 Point 23A 47a

SPECIAL MOTION PICTURE
Leading Cleveland cinema theatres show brilliant collegiate production

5 Point 21A 42a

ORGANIZING MUSICAL SOCIETY
Prominent saxophone and clarinet soloist renders selection. Enthusiastic directors furnishing incentive for youthful violinist

1 No matter what you make today, and how healthy you are, there is no way of telling what urgent need may arise *Save!*

2 Let your savings earn for you. A dollar is a very efficient worker if intelligently used and not foolishly hoarded *Save!*

FOUR REASONS

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

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ff fi fl ffi ffl

Fractions and Auxiliaries are made for New Caslon

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New Caslon Italic

8 Point 17A 51a

SLUMBERING HAMLETS
Eventually time mellowed and increased beauty of countryside where courageous pioneers had maintained their modest homes notwithstanding dire privation

14 Point 11A 30a

MONOTONES
Sepia landscapes invariably create sound impression

48 Point 3A 6a

FINISHED
High Score 5

6 Point 20A 60a

BEAUTIFUL DESERT GARDENS
Beneath the scorching desert sky grow many distinctively characteristic and unusual species of profusely blooming cacti that display marvelous adaption to environment and interest botanists because of their peculiar bristled and barbed construction and gay blossoms

12 Point 13A 32a

CONSTRUCTION
Officials will appoint special committees to furnish new building and arrange opening

42 Point 4A 7a

MUSICIANS
8 Rare Novelty

5 Point 17A 52a

UNOBTRUSIVE HOME FURNISHINGS
Craftsman furniture and home furnishings are suggestive of forest and woodland atmosphere and restful greens and woodsy browns became deservedly popular. Probably the reason some houses have been too elaborately ornamented is because variety and color are unconsciously sought and ultimately quickens the color spirit

10 Point 15A 44a

QUAINT CUSTOMS
Navajo Indians display unexpected cleverness in building houses weirdly symbolizing their myths

36 Point 4A 9a

COVER STOCK
Important Rules 3

3 A knowledge that you are thrifty and prudent insures employment and enables you to face senility without alarm *Save!*

4 The basis on which the world gets ahead and betters its condition in manifold ways is aptly expressed in one word *Save!*

Save

30 Point 4A 11a

ENLARGE STORE
Splendid Achievement

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

24 Point 5A 14a

BUILDS CHARACTER
Great Opportunity Offered

18 Point 8A 22a

PROGRESSIVE MERCHANT
Inaugurating Publicity Campaign

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Caslon Bold

96 Point 3 A 4 a

Bug 2

84 Point 3 A 4 a

3 Rays

72 Point 3 A 4 a

Hoping

60 Point 3 A 4 a

Designed

48 Point 3 A 5 a

Magnificent

42 Point 3 A 6 a

Newest Mode

36 Point 3 A 6 a

QUICK MINOR
Special Delivery

30 Point 4 A 9 a

GRIPS
Fragile

24 Point 5 A 11 a

DESIRE
Royalist

18 Point 8 A 17 a

INSURED
Perplexing

14 Point 12 A 23 a

QUESTIONS
Magnificence

12 Point 16 A 30 a

FINE SERMON
Energetic pastor
much stimulated

10 Point 16 A 32 a

HISTORIC SHIPS
Our representative
prevented disposal

8 Point 19 A 38 a

SHREWD MANAGER
Northeastern merchant
particular disciplinarian

6 Point 22 A 43 a

EASTERN RAIL SERVICE
Improvements contemplated
assure nice accommodations

5 Point 21 A 40 a

GRACEFUL DESERT GARDENS
Royal caravans reached wonderful
oasis before their meagre supplies
and water were entirely exhausted

CASLON
BOLD

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

Two-third Set 1234567890

En Set 1234567890

Both en set and two-third set figures are made up to and including 12 Point; above 12 Point the wide figures only are made and each size is made uniform set. Up to 12 Point inclusive, regular job and weight fonts contain en set figures only; above 12 Point, all fonts contain the wide uniform set figures. Both kinds furnished separately in five-pound fonts.

9 and 54 Point carried in stock only at Foundry

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Caslon Bold Italic

10 Point 16 A 30 a

ECONOMIZING
Production outlay
honestly curtailed
before organizing

8 Point 18 A 36 a

CHOICE ORCHARD
Northwestern farmers
predict enormous crop
from monthly spraying

6 Point 21 A 40 a

MINIMIZE RESOURCES
Several housewives making
organized plans to conserve
by forming purchasing guild
among chary acquaintances

5 Point 19 A 38 a

INTERIOR EFFECTS PLEASE
Bringing indoors a suggestion of
gay formal gardens and sparkling
water by sympathetic treatment of
the innumerable colors assembled

18 Point 8 A 14 a

MASTER
Noted and
thoughtful

14 Point 12 A 20 a

DECORATE
Gardener has
special flower
at convention

12 Point 15 A 28 a

ENTHUSIASM
Quiet performer
modestly roused
loftier sentiment

60 Point 3 A 4 a

BISQUE
Special 8

48 Point 3 A 5 a

RUSHING
9 Big Sale 5

42 Point 3 A 5 a

MUNITION
30 New Silks

36 Point 3 A 5 a

RUG DESIGN
Oriental Motifs

30 Point 4 A 8 a

FINE PRINTING
Cleverest Educator

24 Point 5 A 9 a

FOREIGN BROKERS
Diplomats Enthusiastic

CASLON
BOLD ITALIC

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v v w w x
y z rs . , - ' : ; ! ?

The following characters are furnished with all fonts from 5 Point to 24 Point inclusive

ff fi fl ffi ffl

9 and 54 Point carried in stock only at Foundry

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Caslon Bold Condensed

120 Point 3 A 4 a

He Bid

96 Point 3 A 4 a

Nice Act

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

54 Point carried in stock only at Foundry

84 Point 3 A 4 a

Red Ink

72 Point 3 A 4 a

Car Lines

60 Point 3 A 4 a

Hard Metal

48 Point 3 A 6 a

DETERMINE
Artistic Prints

42 Point 4 A 7 a

MARK
Ductile

36 Point 4 A 7 a

HOMES
Existing

30 Point 6 A 10 a

BRANCH
Majestical

24 Point 7 A 15 a

KEROSENE
Useful Brush

18 Point 12 A 23 a

MAGNITUDE
Historic Chest

14 Point 15 A 30 a

NEIGHBORING
Perfect Harmony

12 Point 19 A 38 a

BANK DIRECTORS
Reluctant Depositor

10 Point 21 A 43 a

NEW METHODS USED
Publicity agent securing certain profitable results

8 Point 24 A 48 a

GEOGRAPHIC MAGAZINES
Distinguished explorers write mighty interesting description

6 Point 26 A 52 a

OBTAINED HANDSOME PICTURE
Fearless photographer displays great acrobatic skill in securing numerous views from position on high building

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Paramount Series

72 Point 3A 4a

England

60 Point 4A 5a

BRIDGE

friendship

48 Point 4A 6a

PERFUME

lovely women

dine together

42 Point 4A 7a

MOUNTED

brighter shades

used effectively

36 Point 5A 7a

DINNER

fine service

30 Point 6A 10a

ENSURED

bright lawyer

24 Point 8A 17a

CREDITORS

gain confidence

in foreign trade

18 Point 12A 26a

STRING MUSIC

symphony orchestra

gives weekly concert

14 Point 20A 40a

UNIQUE RINGS

remarkable sapphire

of extraordinary size

12 Point 22A 44a

SUBURBAN HOME

famous carpet merchants

modernize old buildings

10 Point 23A 47a

BEAUTIFUL EXHIBIT

futuristic oil paintings and antique furniture displayed in prominent show windows

8 Point 26A 52a

JUDGE UPHELD DECISION

concerning large foreign shipments of all goods. The proposed general revision of the tariff should restore confidence and stimulate business

6 Point 30A 60a

UNIVERSAL TRUST COMPANY

If you draw up a will you can state your own terms for the division of the estate you built up throughout your life. If you do not make a will you simply delegate the State to distribute all your property

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. , - ‘ ’ : ; ! ?

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48 Point 4A 6a

MODERN
Elaborate Displays

42 Point 4A 7a

ORIGINAL
Belgian Architecture

36 Point 5A 7a

PRODUCING
Delightful Entertainment
Best Orchestra

30 Point 6A 10a

SPLENDID SHOP
Remarkable Millinery Exhibit
Unusual Designs

24 Point 9A 19a

AMERICAN CARS
Exceptionally Beautiful Arrangement
Elegant Upholstery

18 Point 12A 26a

VIOLET PERFUME
Obtained at Exclusive Shops Only
Distinctively Individual

14 Point 22A 42a

MODERNISTIC DESIGN
Beautifully Carved Bust Greatly Admired
Several Masterpieces Sold

12 Point 24A 47a

DELIGHTFUL MUSICALE
Entertainment and Dance by University Graduates
Beautiful Music Thrills Dancers

10 Point 26A 53a

ADMIRABLE RESOLUTION
Employers Offer Liberal Bonuses to Conscientious Men
Greater Opportunity for Beginners

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q
R S T U V W
X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , = ' ' : ; ! ?

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Rivoli Italic

18 Point 12 A 26 a

CHAMBER MUSIC

Quartette Sings Christmas Carols

14 Point 22 A 42 a

PICTURESQUE SCENE

Upland Landscape Attracted Thousands

12 Point 24 A 47 a

BELGIAN ARCHITECT

Designed Modernistic Residential Skyscrapers

10 Point 26 A 53 a

ADMIRABLE RESOLUTION

Employers Offer Large Bonuses to Conscientious Men

Greater Opportunity for Beginners

Characters in Complete Font

A A B B C D D

E E F G G H H I J

J K K L L M M N

O P Q R R S S T

U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s

t u v w x y z ct

. , = ' ' : ; ! ? ( )

48 Point 4 A 6 a

LINGERS

Modern Designs

42 Point 4 A 7 a

PERFUME

Spanish Atmosphere

36 Point 5 A 7 a

EMPORIUM

Beautiful Masterpieces

30 Point 6 A 10 a

AUTOMOBILE

Manufacturer Displays Car

24 Point 9 A 19 a

EXHIBITS JEWELS

Remarkably Beautiful Collections

Complete angle body fonts, in sizes 24 to 48 point, will come to you in parcels as follows: Caps A to Z &—Lowercase a to z—Figures 1 to 0 $—Points . , - " : ; ! ? ( ). A liberal supply of Angle Body Spaces is furnished with each font and extra fonts of spaces are obtainable. 10 to 18 point sizes of Rivoli Italic are cast only on the regular straight bodies

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72 Point 4 A 6 a

Flight

60 Point 5 A 7 a

Husky

48 Point 6 A 10 a

IS Quiet

42 Point 7 A 12 a

Red INK

36 Point 8 A 13 a

IMPORTS

Eighth Boat

30 Point 9 A 14 a

SYMBOLIC

Describe Race

24 Point 10 A 18 a

FINE ARTIST

Complete Border

18 Point 16 A 30 a

REJOINS OUTFIT

SELLING Fine Houses

16 Point 18 A 36 a

MODERN SHOP

NEWEST devices for making wire bought

14 Point 22 A 42 a

BANKER RETIRES

ERECTED biggest stores for this business section

12 Point 24 A 47 a

STORE TO EXPAND

VERY LARGE influx of the volume of business shown by company in statements

THE
BEST OF EVERYTHING
FOR THE PRINTER

AMERICAN TYPE

Borders and Brass Rule

KELLY PRESSES

Revolutionized the Pressroom

CUT-COST EQUIPMENT

For Efficient Composing Rooms

PEERLESS FEEDERS

10 Point 25 A 50 a

PECULIAR ATTITUDE

ENTHUSIASTIC conclave held by printers from many states concerning modern methods

8 Point 28 A 56 a

ARRANGE SPRING TRIPS

PASSENGER lines anticipate a very busy season due to the many new markets opened in foreign lands

6 Point 32 A 60 a

AUDIENCE ENJOYS NEW PLAY

DELIGHTED crowd cheered players at the opening performance last night of one of the best plays ever seen in this city. From all the comments heard it seems destined for a long and prosperous run and will be enjoyed by the thousands who may see it

Characters in Complete Font

ABCDEF
GHIJKL
MNOPQ
RRSTTU
VWXYZ
&$1234567
890abcde
fghijklmn
opqrstuvw
xyzffiflffiffl
Qu & ( ) [ ]
.,-‘’“”:;!?

SMALL CAPS
from 6 to 18 Point, and Lining Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

The CLOISTERS

CLOISTER OLDSTYLE ❦ CLOISTER ITALIC ❦ CLOISTER BOLD ❦ CLOISTER BOLD ITALIC ❦ CLOISTER BOLD CONDENSED ❦ THE CLOISTER INITIALS

CLOISTER OLDSTYLE, the first series of the Cloister family, was designed along lines similar to the type face designed and cast in Venice by NICOLAS JENSON, and first used by that excellent printer in the Eusebius of 1470. To the first series were added other members of the Cloister family as shown in this catalogue. All are cast on Art Line

NICOLAS JENSON produced the finest books that were printed in the first half century of printing. Born in France in 1420, he commenced printing in Venice, Italy, in 1470, and in his first year produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. Most of these books were composed entirely in his roman types, which competent authorities agree have never been surpassed for their beauty. All of his books are printed in either quarto or folio, and one of their chief characteristics is simplicity

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Cloister Italic

10 Point 28 A 56 a

SHOWING AT MUSEUM
Great crowds flock to see picture painted in many beautiful colors by a distinguished foreign worker

8 Point 30 A 60 a

NEW ISLANDS DISCOVERED
Astronomer reports finding of several new celestial bodies which had baffled scholarly professors all over the world

6 Point 33 A 65 a

PLEASING COMBINATION TRIED
Securing harmonious results in your printed matter calls for the proper selection of paper, ink and type coupled with neat and careful workmanship from beginning to end. Only in this way can the good will of a customer be secured and counted among a printer's assets

American Line

TYPE

The Best in Style Variety and Design

American faces, both in fashion and finish, lead the world, and it is the policy of this Company to produce new ornaments and borders which are designed to ensure perfect harmony

American Type Founders Sales Corporation

16 Point 19 A 38 a

GIRL PROMOTED
Stenographer awarded position as private aide

14 Point 23 A 46 a

LEADING WORKER
Sells building to manager of big furniture company

12 Point 26 A 52 a

JOINT PROPOSITION
Merchants settle final details for risk conference to be held next week in neighboring city

72 Point 4 A 6 a

Bipeds

60 Point 5 A 8 a

Register

48 Point 6 A 12 a

PIN Stick

42 Point 7 A 13 a

Huge ELK

36 Point 8 A 16 a

KITCHEN
Busy Student

30 Point 9 A 17 a

PROSPERED
New Condition

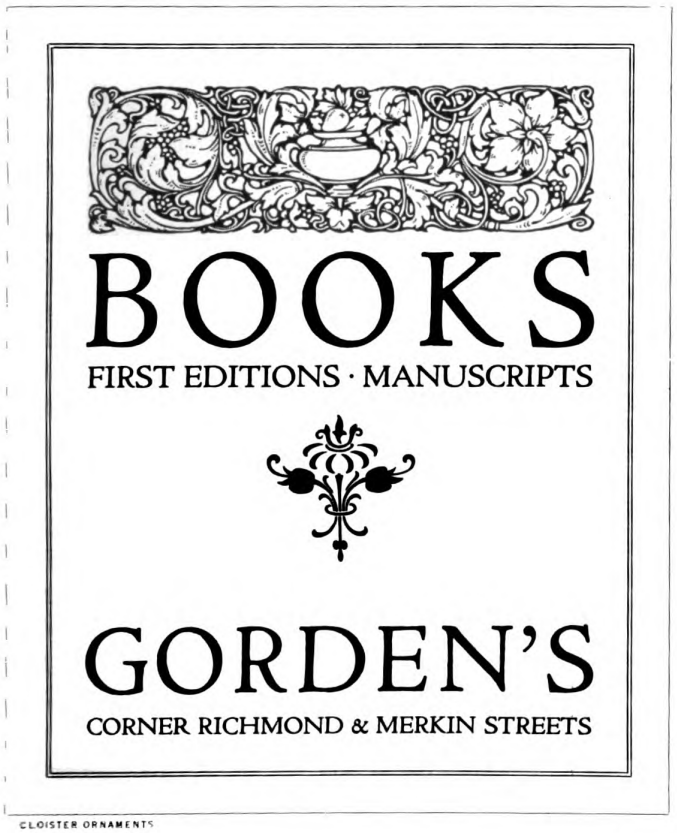
24 Point 11 A 20 a

LIGHT SHADE
Eastern Merchants

18 Point 17 A 31 a

HOME PLEASURES
Books Supply Enjoyment

THE CLOISTER FAMILY FOR DISTINCTIVE COMPOSITION



CLOISTER ORNAMENTS

Characters in Complete Font

AABBCC
DDEEFG
GHIJJKL
MMNN
OPPQRR
STTUVU
WXYYZ
&$1234567
890abcdefg
hijkklmnop
qrstuvvwww
xyzfffiflffiffl
Qu&ß () []
.,-'' "" :;!?

Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

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Cloister Lightface

48 Point 6A 11a

Metaphorical Expression

42 Point 6A 13a

New Hyacinth Cultivated

36 Point 7A 13a

Display Excellent Qualifications

30 Point 8A 15a

Argument Presented Diplomatically

24 Point 10A 20a

Extraordinary Difficulties Stimulate Thought

18 Point 15A 29a

Admirable Report
Mechanical Supervisors
Congratulated

16 Point 16A 32a

Fine Characteristics
Distinguished Philosopher
Endows Hospital

14 Point 22A 42a

Magnificent Spectacle
Beautiful Japanese Landscapes
Greatly Appreciated

12 Point 24A 48a

Bicentennial Celebration
Extraordinary Monument Erected
Commemorating Event

10 Point 26A 53a

Most Charming Personality
Governor Enthusiastically Applauded
Delivers Fine Address

8 Point 28A 58a

Remarkably Interesting Incidents
Local Editor Publishing Autobiographies of
Most Prominent Citizens

6 Point 31A 64a

Always Keep in Good Physical Condition
Intelligent Exercise and Careful Habits of Paramount
Importance in Preserving Health

SMALL CAPS for Cloister Lightface from 6 to 18 pt. are fonted separately and furnished only when specially ordered

CLOISTER OLDSTYLE and Cloister Lightface are adaptations to twentieth century use of the celebrated roman type design of Nicolas Jenson, first used by him in his printing house in Venice in 1470. Jenson's design, cut by him in one size only (approximately 16 point), has been acclaimed by many authorities as the ideal roman type design. The American Type Founders Company has conscientiously adhered to the Jenson model in the interpretations of that design now comprising the Cloister Type Family. Jenson did not use the capital letters J and U, Arabic figures or italic because none of these were at that time in use in printing. These characters had therefore to be added, as well as a squeezed form of the R (thus, HRH) for use in cap lines. Jenson did not use cap lines and for that reason

CALLIGRAPH INITIAL

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R R S T U V
W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o
p q r s t u v w x y z ff fi fl ffi ffl Qu ct . , - ‘ ’ “ ” : ; ! ? [ ] ( )

1 2 3 4 5 6 7 8 9 0 $ Lining Figures for Cloister Lightface in all sizes are fonted separately and furnished only when specially ordered

AN HISTORIC ROMAN TYPE DESIGN OF UNSURPASSED DISTINCTION

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Cloister Lightface Italic

12 Point 29A 48a

An Admirable Example
Charitably Inclined Citizen Endowed
Benevolent Institutions

10 Point 31A 54a

Improving Suburban Property
More and Better Roads Most Essential to
Real Estate Development

8 Point 32A 60a

Educational Literature Distributed
Schools and Colleges Everywhere Supplied with
Latest Methods of Instruction

6 Point 37A 63a

Eighth Annual Financial Report Approved
Board of Directors Highly Complimented for Excellent
Results Obtained During Depression

18 Point 16A 32a

Honorable Mention
Unusual Executive Ability
Secured Reward

16 Point 21A 36a

Establishing Confidence
Municipal Bonds Considered
Sound Investment

14 Point 25A 44a

Progressive Merchant
American Manufacturer Offering
Distinctive Creations

48 Point 6A 12a

Municipalities Organized

42 Point 8A 13a

Romantic Songs Exhilarate

36 Point 9A 16a

Superior Magazine Advertisement

30 Point 10A 18a

Diplomatic Executives Hold Conference

24 Point 12A 21a

Bright University Graduate Given Opportunity

could use a freer-flowing R, which, though more beautiful, does not adapt itself to every modern usage (thus, HRH). It was in 1914 that the American Type Founders Company announced its Cloister Oldstyle roman and italic. The intent was to restore the Jenson design in its original purity so far as modeling the letters was concerned, but a decision had to be made in the important detail of color. To adapt the design for use on smooth-surface papers, upon which the larger part of commercial printing is done, Cloister Oldstyle types were made heavier than the types cut by Jenson. Printed on smooth-surface papers, Cloister Oldstyle has the same thickness of line as the original types of Jenson appear to have when printed on the rough-surface papers that Jenson had to use, which required heavy impressions on dampened sheets, spreading the ink and creating an artificial thickness of line beyond that actually in

A ROMAN TYPE DESIGN FIRST USED BY NICOLAS JENSON

Characters in Complete Font

A A B B C C D D E E F F G G H I J J K L M M N N O P P Q R R S
T T U V V W X Y Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k k
l m n o p q r s t u v v w w x y z ff fi fl ffi ffl Qu Œ ß . , - ' ' " " : ; ! ? ( ) [ ]

1 2 3 4 5 6 7 8 9 0 $ *Lining Figures for Cloister Lightface Italic in all sizes are fonted separately and furnished only when specially ordered*

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Cloister Bold

72 Point 3 A 5 a

Nice Motor

60 Point 4 A 7 a

Same Reports

48 Point 5 A 10 a

HANDSOMER

Gowns Displayed

42 Point 6 A 10 a

QUAINT STORE

Strange Idol Found

36 Point 6 A 11 a

HIGHER GRADE

Stronger Endurance

30 Point 7 A 13 a

CHARMING WRAPS

School Swimming Races

24 Point 9 A 17 a

DELIGHTFUL BARGAIN

Original Manuscript Bought

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl Qu ct " ' " "
. , - : ; ! ?

Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

FROBEN & ERASMUS

The Story of a Friendship Unique in the Annals of Printing

6 POINT INTERRELATING BORDER NO. 16

18 Point 13 A 25 a

GRAND SALE
Useful furniture and other goods

14 Point 18 A 37 a

FINEST SERVICE
Department receives biggest consignment

12 Point 22 A 42 a

BEAUTIFUL HOME
Retired cigar merchant purchased little cottage near highest mountains

10 Point 23 A 46 a

ECONOMIC LECTURE
Newly appointed physical instructor delights village pupils with clever remarks

8 Point 25 A 51 a

RELIABLE SUGGESTION
Good advice properly digested guarantees success. American products have helped printers

6 Point 29 A 56 a

SPLENDID RESULT SECURED
Numerous workmen throughout the United States are studying personal efficiency. Improved morale satisfies leading industrial leaders and welfare investigators support the movement

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Cloister Bold Italic

Characters in Complete Font

A A B B C C D D E
E F G G H I J J K L
M M N N O P P Q
R R S T T U V V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y z ff fi fl ffi ffl
Qu ct st " " . , - ' ' : ; ! ?

JOHN FROBEN
Presents a Communication from the Dutch Scholar Desiderius Erasmus

6 POINT INTERRELATING BORDER NO. 19

72 Point 4 A 6 a

Nationally 1

60 Point 4 A 7 a

6 Rough Shoes

48 Point 6 A 10 a

ASSOCIATION of Agriculturists 2

42 Point 7 A 10 a

FINE PRESERVES Condiment Supreme

36 Point 7 A 11 a

BRILLIANT ROBE In Exquisite Displays

30 Point 8 A 16 a

GOOD TYPOGRAPHY Essential For Advertising

24 Point 9 A 17 a

AMERICAN TYPE STYLES Combine Richness of Design 4

10 Point 25 A 50 a

INCREASING BUSINESS
Live printers follow modern fashions closely and observe the many useful type designs

18 Point 15 A 30 a

MORE FRIGID
Low temperature dispelled comfort

8 Point 27 A 54 a

IMPROVING CONDITIONS
Antiquated printing material is properly replaced by something which will attract new customers

14 Point 21 A 40 a

RESUMED HOMES
Simple paneling effect strengthens outer part

6 Point 29 A 58 a

ORIGINAL IDEAS RECOGNIZED
Those who excel in printing generally possess literary skill. Leaders succeed because they fairly appreciate the fact that there is more for them to consider than the turning out of a pretty design

12 Point 22 A 45 a

NOTICE CONTRAST
Capable printers admire clear, sharp results when type used is foundry cast

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Century Oldstyle

72 Point — 3 A 4 a

58 Cycles

60 Point — 3 A 5 a

Raised BID

48 Point — 4 A 7 a

SON Qualifies

42 Point — 4 A 8 a

MITRE
Injector

36 Point — 5 A 8 a

HINDER
Distantly

30 Point — 5 A 10 a

BRUSHED
Liquidation

24 Point — 6 A 13 a

SOUVENIRS
Grandmother

18 Point — 10 A 20 a

GUARDIANS
BOATS rushed through canal

14 Point — 14 A 26 a

EAGLE SAILED
OWNER left when clearance arrived from proper clerk

12 Point — 17 A 32 a

ADMIRE NATURE
MANY famous artists now colonizing along historic river bottom

10 Point — 17 A 35 a

WESTERN HOMES
TWELVE families left pretty eastern towns recently for Idaho to locate disputed lands

8 Point — 21 A 42 a

ENCOURAGE SCHOLAR
SEVERAL thoughtful years of painstaking application generally produces versed minds. Ambitious student received free scholarships

6 Point — 23 A 46 a

ORGANIZED NEW SOCIETY
STUDENTS aid community club organized recently by children in a university town. The main objects are to keep the campus clean and create better feeling

9 and 11 Point carried in stock only at Foundry

Creating Highest Business Ideals

6 POINT TEAGUE BORDER NO. 620

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

Characters)] " " are furnished with all fonts from 6 to 18 Point inclusive

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

The Euterpe Conservatory of Music

FRANCIS KEMPTON, *Director*

COURSES are arranged into three sections, Interpretive, Vocal and Instrumental. An unexcelled faculty of noted musicians insures high grade instruction

43 Michigan Avenue, Detroit

VOCATIONAL CAMEO NO. 4811

Century Oldstyle Series for Plain Talk

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Century Oldstyle Italic

10 Point 18 A 35 a

FRANK MOTIVES
Real sincerity, though not an invited guest, is free to all, and carries his welcome with him

18 Point 9 A 20 a

DEFORMED
Many persons attended show

72 Point 3 A 4 a

Spirit '76

8 Point 20 A 42 a

UNIVERSAL DECISION
Mental pleasures never cloy; unlike those of the body, they are approved of by reflection, increased by repetition, and made stronger by enjoyment

14 Point 14 A 29 a

REVOLUTIONS
State officials and terminal engineer inspect new canal

60 Point 3 A 4 a

HIS Rights

6 Point 23 A 45 a

HAS STRONG INFLUENCE
Beauty has been the torment and the delight of the world ever since it began. Philosophers knew of its power for they left sayings which show how great was its influence

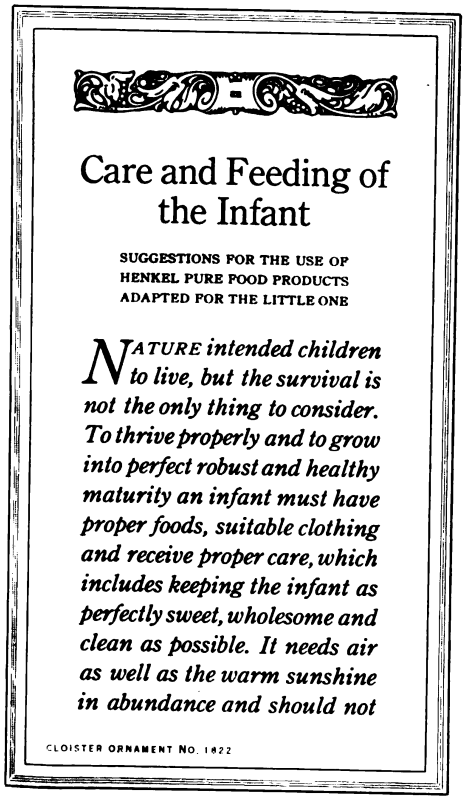
12 Point 17 A 32 a

NOBLE BURGHER
Remarkable collection of foreign gems found hidden in old chateau

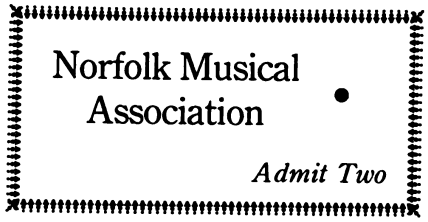
48 Point 4 A 8 a

Quality FINE

9 and 11 Point carried in stock only at Foundry



Century Oldstyle Italic for Legibility



Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

42 Point 5 A 8 a

HOIST Rapidly

36 Point 5 A 8 a

MARCH Heighten

30 Point 6 A 10 a

NUMBER Knowledge

24 Point 6 A 12 a

UNWOUND Queer Dialect

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Century Oldstyle Bold

120 Point 3 A 4 a

Boy 6

96 Point 3 A 4 a

8 Sales

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

84 Point 3 A 4 a

Rags 1

72 Point 3 A 4 a

2 Soups

60 Point 3 A 4 a

High Hat

48 Point 4 A 6 a

COUNCIL 3

Noted Band

Book Marks

CENTURY OLDSTYLE BOLD

HARLEQUIN SERIES 3 M 4

42 Point 4 A 7 a

Eight

36 Point 4 A 7 a

Spoke

30 Point 5 A 9 a

MOIRE

Bridget

24 Point 6 A 12 a

DEPEND

Imported

18 Point 9 A 18 a

REBUILDS

Omniscient

14 Point 12 A 24 a

HELIOTROPE
Plants Flowers

12 Point 14 A 29 a

NOURISHMENT
Settlement house has feast for kids

10 Point 16 A 32 a

HIGH MOUNTAIN
Climbing the rocky roads gives delight

8 Point 19 A 38 a

GOVERNMENT BONDS
Exceptional opportunity for investment purposes

6 Point 21 A 42 a

BITUMINOUS COAL FIELD
Underground passages make visiting extremely hazardous

5 Point 20 A 40 a

BREAKS RECORD IN AVIATION
Experience gained while in France helps aviator wonderfully making record flights in the United States

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Century Catalogue and *Century Catalogue Italic*

36 Point 6 A 10 a

NICE FIGURES 39

15 Unusual Bargains

30 Point 7 A 14 a

BROCHURE HELPED

Designed Rare Specimen

24 Point 9 A 17 a

GRAND BARGAIN SALES

Several Authentic Copies Sold

18 Point 13 A 26 a

MAGNIFICENT GARDEN HOME

Quieted Nerves Brought Contentment

14 Point 19 A 37 a

HUMBLE PEASANT FOUND TREASURE

Plough Brought Farmers Unexpected Bonanza

12 Point 22 A 43 a

ROMANTIC PRINTER ENTHUSIASTIC READER

Began life among lowly inhabitants of dismal metropolis and through intelligent reading learned rudiments of law

10 Point 24 A 48 a

GIGANTIC WORLD EXPOSITION DELIGHTS MILLIONS

Modern displays electrified audience of graphic arts connoisseurs attending magnificent advertising exhibition held in northern city

8 Point 27 A 54 a

QUANTITY PRODUCTION OF FINE PRINTING REQUIRES BRAINS

Beautiful examples of the modern trend in typography and color work are not produced like so much hash. They require intelligent planning and supervision

6 Point 30 A 60 a

MANUSCRIPT BOOKS WRITTEN AND ORNAMENTED BY ANCIENT CRAFTSMEN

Rare gems of the typographic art were produced nearly five hundred years ago, and for hundreds of years before the invention of moveable type, every book had to be written and decorated by an artist skilled in calligraphy and ornament. Is it any wonder that the first book printed far excelled later examples of typography? For printing as an art steadily declined until the last years of the nineteenth century, when William Morris started a renaissance that is reflected in work of to-day

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi fl ffi ffl . , - ‘ ’ “ ” : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

Century Catalogue Italic

18 Point 13 A 26 a

PROPER METHODS

Expected Unbiased Judge

14 Point 18 A 35 a

QUESTION RENEGADES

Introduces Damaging Evidence

12 Point 23 A 44 a

REDUCTIONS

Perfected System

8 Point 26 A 52 a

SEARCH BUILDING

Clever detectives found machine and equipment

10 Point 23 A 45 a

HIDE UNIFORM

Magnificent Design

6 Point 29 A 54 a

ENERGETIC PRINTERS

Prominent designers exhibit several handsome specimens

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z ct

ff fi fl ffi ffl . , - ’ : ; ! ?

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Century Schoolbook and *Century Schoolbook Italic*

48 Point 5 A 8 a

BIG Liners 4

36 Point 5 A 10 a

Splendid MUSIC

30 Point 6 A 12 a

NICER Calculation 9

24 Point 8 A 14 a

HEROIC COMMANDER
Courageous Sailors Cited

18 Point 11 A 22 a

MANY GALLANT OFFICERS
Scotch Brigade Fought Bravely

16 Point 13 A 24 a

MODERN SOUTHERN MANSION
Ideal Springtime Among Blossoms

14 Point 16 A 32 a

DESCRIBE INDUSTRIOUS NATIVES
Unique Description of a Strange People

12 Point 20 A 40 a

PROMISING TESTIMONY READILY GIVEN
Quick Decision Sought in Recent Market Case

10 Point 22 A 44 a

DELIGHTFUL SUMMERTIME EVENTS PROMISED
Steamboat Outing Greatly Enjoyed by Society Children

8 Point 26 A 50 a

BRONZE TABLETS AND QUAINT ORIENTAL IDOLS SECURED
Historical Treasures are Given to Scientific Museum by Explorers

6 Point 28 A 55 a

MODERN DISTRIBUTION SYSTEM ADMIRED BY BRILLIANT EXECUTIVES
Distinguished Visitors Pouring Into Town for the Annual Manufacturing Exhibit

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Small Caps from 6 to 18 Point are put up separately and furnished only when specially ordered

9 Point Century Schoolbook *and Italic* carried in stock only at Foundry

Century Schoolbook Italic

48 Point 5 A 8 a

Sight

36 Point 6 A 10 a

Dutiful

30 Point 6 A 12 a

Expedite

24 Point 8 A 14 a

Highlands

18 Point 11 A 22 a

Next Meeting

16 Point 13 A 26 a

SPORTSMEN
Displayed Grit

14 Point 16 A 32 a

REPRODUCED
Banking Capital

12 Point 20 A 38 a

KIND MOTHER
Quarterly Booklet

10 Point 21 A 43 a

NEW SELECTION
Interesting Example

8 Point 25 A 50 a

PENURIOUS OWNER
Secured Competent Men

6 Point 30 A 58 a

RIDICULOUS INTERVIEW
Diligent Steamship Reporters

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z ff fi fl ffi
ffl . , - ' ' : ; ! ?

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Century Schoolbook Bold and Schoolbook Oldstyle

48 Point 4 A 7 a

LINK River

36 Point 5 A 9 a

PURSE Marked

30 Point 6 A 10 a

REPORT Procured

24 Point 9 A 15 a

NUMBERS Production

18 Point 11 A 21 a

ENDURANCE Muscular boys gain first prize

16 Point 12 A 22 a

NEIGHBORING Educated youth kindly advising

14 Point 14 A 27 a

IMPORT CIGARS Charming oriental aroma fills the air

12 Point 17 A 34 a

INCREASE PROFITS Revival of business is encouraging everyone

10 Point 20 A 40 a

THE GOLDEN SILENCE Consider silently what a man says, as words often betray the speaker's mind

8 Point 23 A 44 a

THE ROAD TO GREATNESS Many people say greatness is but an eminence the ascent to which is very steep and lofty

6 Point 26 A 52 a

A GOOD NATURED COUNTENANCE Good nature is really more agreeable than wit. It gives to the countenance an air much more benign than beauty

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Schoolbook Oldstyle

48 Point 5 A 8 a

Mined

36 Point 5 A 10 a

Intrudes

30 Point 6 A 12 a

Nice Bank

24 Point 9 A 15 a

MONITORS Best Student

18 Point 12 A 23 a

QUICK WORK RECENT Change

14 Point 17 A 32 a

FINE INTERVIEW CURIOUS Merchants

12 Point 19 A 38 a

BEST AUTHORS ENGLISH professor writes love stories

10 Point 23 A 44 a

MIGHTY HUNTER NOTED explorer wins high honors in Africa

8 Point 25 A 50 a

MILITARY TACTICS IMPRESSIVE ceremony marked the arrival of our victorious soldiers

6 Point 30 A 55 a

PHYSICAL AND MENTAL HEALTHFUL recreation with a proper diet is the best way to prolong life and health

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' ' : ; ! ?

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Century Expanded

72 Point 3 A 4 a

BIG Rut

60 Point 3 A 4 a

NURSE 9
High Play

48 Point 4 A 6 a

4 BONDING
King Signed

42 Point 4 A 7 a

CHILD MIND
Eloquent Girls

36 Point 4 A 7 a

MANY GUILDS
Drawing Society

30 Point 5 A 10 a

GENEROUS LEAD
Olympic games now
are pleasing writers

CENTURY EXPANDED
EASY ON EYES

24 Point 6 A 11 a

NUMBER
Encamped

18 Point 9 A 20 a

SQUIRMING
Indescribable

14 Point 12 A 26 a

HEARD CHOIR
Rehearsals make
efficient vocalists

12 Point 15 A 32 a

GENUINE STONE
SQUARE shaped relic
exhumed from ruins

10 Point 18 A 36 a

PRINTER HONORED
MANY fellow craftsmen
worship famous master

8 Point 20 A 40 a

PROMOTED EIGHT MEN
MANAGER promised another promotion soon. Young men should continually study the science of being progressive

6 Point 24 A 48 a

CONCERNING RUBBER TREES
INDIA rubber trees that are tapped every other day continue to render sap for over twenty years, and the oldest trees produce the richest sap

5 Point 23 A 45 a

KNOWLEDGE TAKEN BY CHANCE
ALMOST everyone you meet knows more on some subject than you do. Turn that side of him towards you and absorb all you can while the opportunity is present and endeavor to mentally remember the most important points you have learned

4½ Point 19 A 38 a

EDUCATING HORSES FOR THE CAVALRY
HORSES used by the United States cavalry must be thoroughly trained in war work. The horses not only learn to stand steady under fire, but must know how to turn at the proper moment when the bridle is hanging loose, how to lie down and get up, and a score of other details

4 Point 21 A 42 a

WHY BUBBLES ARE ROUND AND EQUAL
BUBBLES are round because the air that forms the inside of the bubble pushes with uniform strength against all parts of the delicate film of water that surrounds it. The air presses evenly against the sides of the bubble so it stays round

5½, 7, 9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ff fi fl ffi ffl . , - ' : ; ! ?

Characters ( ) are furnished with sizes from 4 to 36 Point
Characters [ ] are furnished with sizes from 4 to 14 Point

SMALL CAPS from 4 to 12 Point are put up in separate fonts and furnished only when specially ordered

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Century Expanded Italic

6 Point 23 A 45 a

CONCERNING DEPORTMENT
Politeness may be defined as a true kindness. It is more a matter of the heart than of established precedent

5 Point 22 A 44 a

YOUR DRESS AND APPEARANCE
Personal cleanliness and neat garments are marks of self-respect, and no person should neglect these important matters

4½ Point 19 A 38 a

READING FOR MENTAL RECREATION
Books of commonplace are the amusements of literature. It is pleasant to have at one's side a well-selected volume to which one may turn for mental recreation after unusual activities

4 Point 22 A 44 a

ACCIDENTS DURING THE SEVENTIES
Do not think that life has been dangerous only since you began to race your tin wagon. In the exciting days of the seventies, the fast horses and grocery wagons caused the death of many

12 Point 16 A 30 a

NICE CUSTOMER
Returning salesmen praise general trade

10 Point 18 A 36 a

DISPUTING ORIGIN
Foreign shipments offer opportunity to study the lives of many rare birds

8 Point 20 A 42 a

ACCURACY AND SPEED
Many business firms employ adding machines and other clever labor-saving material

5½, 7, 9, 11, 42, 48, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

36 Point 4 A 8 a

HEAR GUARD
Spring Clothes 10

30 Point 5 A 10 a

BOUGHT DESIGN
29 Buy Modern Style

24 Point 6 A 12 a

BROUGHT LINGERIE
Importers Helped Dealer

18 Point 9 A 21 a

MYSTERIOUS RENEGADES
History full of stories about band who terrified neutral inhabitants

14 Point 13 A 28 a

INTERESTING STORIES WRITTEN
Sea captain becomes famous novelist and learned authority on all matters nautical

Century Expanded Italic

An Italic Design Without Hairlines

THIS face is easy to read and pleasing to the eye, possessing an individuality which gives distinctiveness. It is carefully cut and accurately cast, with the kerned letters eliminated to an unusual extent for an italic. Century Expanded Italic is a member of the celebrated Century Family of type faces. Its adaptability and attractive appearance have made it an important member of this wonderfully popular family as well as a standard italic face in the world of printing

American Type Founders Sales Corporation

Century Expanded Italic

Easy To Read And Pleasing To The Eye

12 POINT OLD ENGLISH BORDER NO. 47 JAQUISH DASH

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Century Bold

120 Point 3 A 1 a

Bold 5

96 Point 3 A 4 a

Red Ink

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

84 Point 3 A 4 a

His Act

72 Point 3 A 4 a

So Bad 3

60 Point 3 A 4 a

Nice Land

48 Point 4 A 6 a

PRODUCED
Great Leader

42 Point 4 A 7 a

MIST
Right

36 Point 4 A 7 a

BEND
Rights

30 Point 5 A 10 a

MINER
Diptych

24 Point 6 A 12 a

SHRUNK
Habituate

18 Point 10 A 18 a

NEIGHBOR
Honest girls forgot purse

14 Point 13 A 26 a

DISTINGUISH
Metal salesmen produce results

12 Point 15 A 32 a

CHILD PRODIGY
Award scholarship to youthful athlete

10 Point 18 A 36 a

PROMOTE SCIENCE
Aged college professor recipient of many gifts

8 Point 20 A 40 a

MYSTERIOUS HEROINE
Identity disclosed as young lady reveals characteristics

6 Point 24 A 48 a

FOREIGN SONGBIRD ARRIVES
Country folk greet famous singer who rendered delightful selection

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Century Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

72 Point 3 A 4 a

The Boy 2

60 Point 3 A 4 a

1 Night Owl

48 Point 4 A 6 a

Advertising 30

12 Point 14 A 30 a

GREETS MINER
Big ovation given speaker returning from wage parley

10 Point 17 A 32 a

GAINED SUPPORT
Shop magazines and bulletins are proving effective agencies for strengthening credit

8 Point 18 A 36 a

YOU WILL FIND NEW ideas and new materials in this catalog with which to enhance the quality of your print shop. The type designs in this book show a large number of latest and modern faces. Every

6 Point 22 A 44 a

EVERYTHING FOR PRINTERS
Typographic borders are still in popular demand having acquired it because they serve a useful and very specific purpose. A border or a combination of borders used in displaying an advertisement will distinguish it and make it stand out from among a full page of varied pieces of copy or as the

24 Point 6 A 10 a

HINDER
Boy choir applauds song film

18 Point 9 A 17 a

SPECIMEN
Joyful child surprised by schoolmates in new home

14 Point 14 A 27 a

MERCHANTS
Salesman used new method to secure smarter business hands in department

42 Point 4 A 6 a

20 CENTRAL
Evening Song

36 Point 4 A 7 a

BEAUTIFUL 10
Modest Maidens
Great Simplicity

30 Point 5 A 9 a

NATIONAL BANK
American Republics
Interesting Bargain

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Century Bold Condensed

72 Point 3 A 4 a

Big Display 2

60 Point 3 A 5 a

7 Spring Models

48 Point 5 A 8 a

Reliable Bargain 19

42 Point 5 A 8 a

4 DESIGN NEW ROBES

Majestical Reception

36 Point 5 A 10 a

RARE IMPORTED GEMS

Delights Shrewd Jeweler

30 Point 7 A 14 a

EASTER SILK HOSIERY SALE

Stylish Design Quickly Bought

24 Point 9 A 18 a

HUGE MARKET LEASED BUILDING

Gigantic corporation starts activity near picturesque eastern metropolis

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

Century Bold Condensed

18 Point 14 A 28 a

HUMOROUS SONG
Broadway comedy proving successful

10 Point 25 A 50 a

MYSTERIOUS HAPPENING
Remarkably clever stories describing wanderings and adventures among strange and uncivilized aborigines

14 Point 19 A 39 a

NORTHERN ORCHARD
Profitable agricultural achievement explained

8 Point 31 A 63 a

INTERESTING SPANISH MISSION
California boasts many romantic and picturesque old missions that should be included in the itinerary of every person visiting that state

12 Point 23 A 47 a

RENOWNED BIOGRAPHER
Describes personality with seldom equaled adroitness and characteristic charity

6 Point 30 A 60 a

BEAUTIFUL MUSICAL COMPOSITIONS
Somebody has said that practically all the music of humankind might perish without serious loss provided the love songs might remain. Everybody knows there are moments in famed love songs unreached anywhere else in our music

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Baskerville Roman

72 Point 3 A 4 a

Kid Belt

60 Point 3 A 5 a

Big Rink 7

48 Point 4 A 6 a

5 Hard Metal

36 Point 4 A 8 a

RENUMBER
Serious Knight

30 Point 5 A 9 a

MERITORIOUS
Reports Produced

24 Point 9 A 16 a

IMPORTED JEWELS
Charming Pendant Secured

18 Point No. 2 13 A 24 a

PICTURESQUE MANSION
ROMANTIC Homestead Bought

18 Point No. 1 16 A 30 a

REFURNISHING DORMITORIES
APPROVE Modernistic Color Scheme

14 Point 20 A 39 a

INTRODUCTION
MAIDS Enter Society

12 Point 23 A 46 a

EXQUISITE MEALS
SERVICE Unusually Fine

10 Point 27 A 55 a

RESPONSIBLE CITIZEN
PURCHASED valuable property near greatest railroad station

8 Point 30 A 58 a

GOLD BULLION INSURED
ENORMOUS shipments of precious metals arrived under strong guard

6 Point 37 A 75 a

PRODUCES SPLENDID TYPOGRAPHY
THE AVERAGE printer produces good work quickly with this wonderfully adaptable face

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ff fi
fl ffi ffl ct
. , - ' : ; ! ?

SMALL CAPS, 6 to 18 Point, are put up separately and furnished only when specially ordered

BASKERVILLE ROMAN
BASKERVILLE ITALIC

Baskerville Italic

18 Point No. 2 13 A 26 a

KERNING
Reorganized

18 Point No. 1 15 A 30 a

STRENGTH
Reinforcements

14 Point 20 A 40 a

HEMISPHERE
Learn Geography

12 Point 25 A 50 a

SONG ADMIRED
Delightful Rendition

10 Point 31 A 60 a

RETIRE PRESIDENT
Unprecedented Procedure

8 Point 32 A 63 a

SCIENTIFIC REGULATION
Reconstructed Railroad Terminal

6 Point 36 A 70 a

PROFIT MAKING TYPE DESIGNS
American type faces are effective business builders and a real delight to the vision

Characters in Complete Font

A A B B C D D
E E F G G H I J K
L M M N N O P
P Q R R S T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ff fi fl ffi ffl ct
. , - ' : ; ! ?

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Bookman Oldstyle

72 Point 3 A 4 a

Napkin 4

60 Point 3 A 4 a

9 MINK Best Coat 1

48 Point 4 A 6 a

5 SMOKING The Job Office

36 Point 4 A 6 a

RANCH BAR Signal of Quality

30 Point 5 A 9 a

MODERN & CHIC Great displays typify exhibits at auto show

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ' : ; ! ?

These Special Characters, except the Ornament, are put up with each font. The Ornament is furnished with the 6 to 14 Point sizes inclusive

A M R r y of & The

9 Point carried in stock only at Foundry

BOOKMAN OLDSTYLE

3 POINT TEAGUE BORDER NO. 319

24 Point 5 A 10 a

SOUND Injection

20 Point 6 A 14 a

ENDEAR Gratuitous

18 Point 9 A 18 a

RESUMING Congratulate

14 Point 13 A 26 a

MONOGRAMS Neatly Designed

12 Point 15 A 32 a

SEEK FORTUNE Explorers search for hidden copper mines

10 Point 18 A 36 a

BUYING PROPERTY Rich merchant develops valuable suburban farm land adjacent to railroad

8 Point 20 A 40 a

BECOME COURAGEOUS Success comes eventually to those who have the courage to smile when failure is near

6 Point 23 A 47 a

CREATE POPULAR DEMAND Progressive business men speak highly of the advantages which may be attributed to advertising

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Bookman Italic

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive, and furnished only when specially ordered

Æ Œ ß ſ ſ ÿ

9 Point carried in stock only at Foundry

BOOKMAN ITALIC
6 POINT TEAGUE BORDER NO. 610

10 Point 16 A 34 a
ENFORCE ORDER
Slovenly habit caused waste of valuable time and endless confusion

8 Point 19 A 38 a
FORESEEING THINGS
Those tales of dreams that have guided men are often much exaggerated, but true

6 Point 22 A 44 a
INTEGRITY UNDOUBTED
Honest and courageous persons have very little to say regarding either their honesty or integrity

12 Point 13 A 27 a
PERFECTION BRINGS REWARD
Splendid satisfaction comes from doing work perfectly, complete in every way

24 Point 5 A 11 a
MODES
Clothing

18 Point 9 A 18 a
DIAMOND
Respectable

14 Point 11 A 23 a
BURLESQUE
Comedian Wins

72 Point 3 A 4 a
Break 5

60 Point 3 A 4 a
2 MUSIC
Reported

48 Point 3 A 7 a
LEADER 2
Strong Mind

36 Point 4 A 7 a
PERFORMER
Quaint Acrobat

30 Point 5 A 9 a
SERIOUS GIRLS
Charming orations win great applause

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Scotch Roman

48 Point 4 A 6 a

MORTISED 2
Special Reglets

36 Point 4 A 7 a

CLEVER GUIDE
Soldiers gather many specimens for exhibit

30 Point 5 A 10 a

EASTERN MANSION
Large delightful grounds exhibit mysterious jungle

24 Point 6 A 11 a

RECEIVED ORDER
Management producing reliable specifications for constructing large floats

18 Point 9 A 18 a

SENSATIONAL REPORTS
Undoubtedly masterful sleuths accurately presented opinions of sincere legislators during action

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 24 Point inclusive

ff fi fl ffi ffl

11, 60 and 72 Point carried in stock only at Foundry

Scotch
ROMAN

14 Point 13 A 26 a

DESIRED PURPOSE ACHIEVED
Modern devices and inventions are very prominent features of the ingenuity and the energetic development of humanity

12 Point 15 A 30 a

GUIDE HUNTER
Numerous sportsmen take advantage of the remaining deer season

8 Point 21 A 41 a

INCREASED NEW TRADE
Several merchants have found it highly profitable to organize and are starting campaigns for more business and equal profit

10 Point 19 A 38 a

HEALTHY CHILDREN
Plenty of exercise outdoors and sufficient sleep are fine builders of excellent health

6 Point 22 A 45 a

CONSTRUCT MANY BUILDINGS
National statistics compiled under supervision of reliable men show a large increase during the past year in the number of buildings erected

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Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

11 Point carried in stock only at Foundry

Scotch
Roman Italic

48 Point 3A 6a

6 BROMIDE
Royal Buglers

36 Point 4A 6a

HOME BRIDE 8
Elegant position for maid desiring travel

30 Point 5A 8a

2 MODERN ROSES
Beautiful exhibit placed among leading features

14 Point 12A 24a

MOTION PICTURE HOUSES
Draw plans for places to be opened in heart of this city. Several foreign stars will have the leading roles next season

8 Point 22A 42a

BOUNDLESS PROSPECTS
Excellent opportunities present themselves to investors who have sufficient capital. Many citizens migrating to unexplored regions

12 Point 16A 32a

STOP RUSHING
Careless drivers given plenty of warning and must take consequence

6 Point 23A 45a

CONNECTICUT IS BEAUTIFUL
Mountains and small lakes where sport and scenery appeal to all are only a part of nature's gift to this wonderful section of New England

10 Point 21A 42a

FIRM HAS PROSPECTS
Manufacturers of new article are making giant strides with assurance of many big orders

24 Point 5A 10a

SECURE DESIGN
Attractive typography from distinctive design should help production

18 Point 9A 15a

CHARMING SEASONS
Delightful party of European excursionists and tourists are traveling amid southern cities

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72 Point 3A 5a

Mythical Sights

60 Point 4A 6a

Quickly Displayed

48 Point 5A 8a

Explains Ideal Subject

36 Point 6A 11a

Delightful Chat

24 Point 8A 17a

Stylish Cloak Design

18 Point No 2 11A 23a

PUBLIC OPINION
Great Questions Debated

18 Point No 1 15A 28a

SPLENDID SUNRISE
Boy Describes Beautiful Sight

14 Point 18A 37a

REQUIRES EXPERIENCE
Demanded Exceptional Knowledge

12 Point 21A 42a

ADDS MUCH DISTINCTION
Compositors Produce Handsome Effects

10 Point 23A 47a

STYLE OF EIGHTEENTH CENTURY
Recent Exhibition Attracts Famous Printers

8 Point 26A 51a

NICOLAS COCHIN TYPES ARE FAMOUS
Beautifully Printed Specimens Receive Much Praise

6 Point 28A 55a

FRENCH TYPE DESIGNS QUITE DISTINCTIVE
Excellent Results Obtained Interested Desirable Customer

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ' " " : ; ! ?
( ) — « » *

Lining Figures have been added to the series to meet the requirements of the American printer

Original French Figures

Put up in separate fonts and furnished only when specially ordered

$ 1 2 3 4 5 6 7 8 9 0

MODERNISTIC DECORATORS NO. 3

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NICE Graceful Style

Elegant Display Line NOTICE

MODERN HOUSES ERECTED

Splendid Apartments Magnificently Decorated

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e ɔ f g h i

j k l m n ɔ o p q r

r s t ʇ u v w x y z

ff fi fl ffi ffl & « »)

. , - ' : ; ! ?

Lining Figures have been added to the series to meet the requirements of the American printer

Original French Figures

Put up in separate fonts and furnished only when specially ordered

$ 1 2 3 4 5 6 7 8 9 0

YOUNG SOLDIER
Service medal awarded man when first enlistment expired

GRAND RECEPTION
Distinguished Guests Delighted

DESERVING CHARITIES
Supplies for earthquake victims sent from emergency storehouses instantly

MUNICIPAL GOVERNMENT
Highway commissioner appoints deputies to patrol indian reservation fearing outbreaks

DISTINCTIVE QUALITIES NOTED
Up-to-date typographers will quickly observe the versatility of this harmonious type series for catalogues, booklets, or other advertising matter

SUNSETS OF SOUTHERN CALIFORNIA
Here as the sun sets the natural colors change and the hills seem to be bathed in transparent films of beautiful ever-changing shades, creating a scene of rare beauty

ITALIC DESIGN OF EXCEPTIONAL BEAUTY
The italic associate of Nicolas Cochin is indeed a very suitable one. It follows closely some of the graceful cursive lettering of the most famous masterly engravers of the seventeenth century

48 Point 5 A 9 a

36 Point 6 A 11 a

24 Point 8 A 15 a

18 Point Nº 2 12 A 24 a

18 Point Nº 1 13 A 26 a

14 Point 19 A 37 a

12 Point 22 A 43 a

10 Point 23 A 47 a

8 Point 25 A 50 a

6 Point 26 A 52 a

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Cochin & *Cochin Italic*

14 Point 16A 32a

DISCOVERS HISTORIC BOOKS

Metropolitan collector secures fifteenth century religious books in fine condition

12 Point 21A 42a

COLLECTOR OF RELIGIOUS EDITIONS

University professor possesses remarkable library which will probably be presented to his alma mater

10 Point 24A 48a

CRAFTSMEN HAVE BEEN REWARDED

Eminent watch manufacturer rewards employees for many years of faithful service while building up a business that has become internationally famous

8 Point No. 2 27A 53a

ECCENTRIC RULER EMBELLISHED HIS RARE BOOKS

Perhaps the name of booklover could scarcely be applied to Henry III for he probably never read the works that were bound for him in the most elaborate way; however, he showed interest in the art of printing

8 Point No. 1 31A 62a

NUMEROUS WOMEN OF NOBILITY HAD LIBRARIES

So general and ardent has the love of good books been in France, that it would be a very simple thing to write a sort of bibliomaniac history of that country which would prove of the greatest interest

6 Point 39A 75a

LURE OF EXQUISITE BINDINGS HAS LONG BEEN POTENT AT THE FRENCH COURT

As a patron of all the arts, Francis I was naturally an admirer of good bindings. The fates of books were very curiously illustrated by the story of the copy of Homer, which Aldus, the famous Venetian printer, presented to Francis I. This volume was owned for awhile by a leading English statesman

The Cochin Series is made only in the sizes shown above

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p

q r s t u v w x y z ff fi fl ffi ffl

. , - ' : ; ! ? " " ( ) — « » •

14 Point 18A 37a

HAND DECORATED LATIN BIBLE

Collector discovers splendidly preserved volumes in a monastery situated far away in mountains

12 Point 23A 46a

NOVEL METHOD OF COLLECTING BOOKS

Naudé had peculiar ideas regarding the buying of rare books. His favorite plan was to buy whole libraries in the gross, speculative lots as the other dealers called them

10 Point 26A 51a

DISTINCTIVE DESIGN ENHANCED BOOK

Among kings and princes it is well to meet one man of letters, and be, the greatest of the age, a bibliophile to wit. The enemies and rivals of Moliere were always reproaching him for his great love of rare old editions

8 Point No. 2 27A 55a

BEAUTIFUL BOOKS NUMEROUS IN BYGONE CENTURIES

Colbert, the celebrated French statesman, was a bibliophile who did not read but who amassed beautiful books and looked forward, as business men do, to the day when he would have time to study them. After Grolier, De Thou and Mazarin, Colbert possessed probably the most elaborate private library in Europe. The ambassadors of France were charged to procure rare volumes

8 Point No. 1 33A 65a

LITERATURE AND HISTORIES OF EARLIEST PERIODS

People who wanted to gain Colbert's favor approached him with presents of books, and the city of Metz presented him with two real curiosities: the famous Metz Bible and the Missal of Charles the Bald. The Elzevirs sent to him their finest examples, though Colbert probably saw more of the fine bindings and the gilt covers of his books than of their contents

The Cochin Italic Series is made only in the sizes shown above

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z ff

fi fl ffi ffl . , - ' : ; ! ? " " ( ) « »

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Gravure Series

72 Point 4 A 5 a

HONEST Sailors 3

60 Point 5 A 7 a

8 Interesting APPEAL

48 Point 5 A 9 a

EXHIBITS Rarest Antique

42 Point 6 A 10 a

10 Mail Order ADVERTISING

36 Point 6 A 10 a

DESIGNING Artistic Booklet Covers

30 Point 7 A 12 a

High-class PRINTING

24 Point 9 A 16 a

MAGNIFICENT Apartment

18 Point 12 A 23 a

Finest Selection of DRESS GOODS

14 Point 17 A 33 a

COUNTRIES Visited by American Citizens

12 Point 19 A 37 a

PREFERENCE FOR HIGH-CLASS ENGRAVING
Essentially Desirable in Fine Advertising Display

Figures

$ 1 2 3 4 5 6 7 8 9 0

Characters

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

a b c d e f g h i j

k l m n o p q r s t u

v w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?

Cast on Art Line

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Raleigh Cursive

NEW

Jackmurd

ALL MODELS
NOW AVAILABLE FOR

Quick Delivery

•

Convertibles
Sedans
Victorias
Roadsters

•

JACKMURD MOTORS

RALEIGH CURSIVE WITH BERNHARD BOOKLET

Bristol

A NEW DEAL IN
HOTELS

RALEIGH INITIAL RALEIGH CURSIVE AND STYMIE LIGHT

72 Point 3A 4a

Highest Realm

60 Point 4A 7a

Magnificent Gowns

48 Point 5A 10a

Enterprising Diplomatist

42 Point 6A 11a

Bulgaria Imported Biplanes

36 Point 6A 11a

Delightful Saxophone Orchestra

30 Point 7A 13a

Noted Educator Attending Convention

24 Point 9A 18a

Beautiful Women Handsomely Gowned

18 Point 15A 28a

Typographic Specimen Deserved Honorable Mention

14 Point 21A 41a

Recent Developments in Horticulture Exciting Considerable Interest

12 Point 22A 45a

Wonderful Reception Tendered International Heroes During Celebration

10 Point 27A 55a

Exhibition of Rare Curios and Fine Antiques Continues to Attract Notable Connoisseurs

Sizes 24 to 72 Point cast on Angle Body

Characters

A B C D E F G H
I J K L M N O
P Q R S T U
V W X Y Z & $
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ar er ir as es is us . , - ' ' : ; ! ?
1 2 3 4 5 6 7 8 9 0

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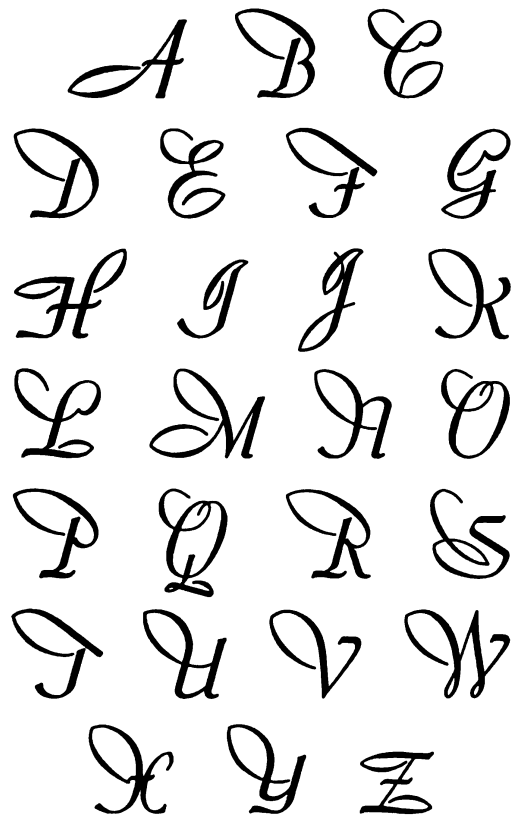
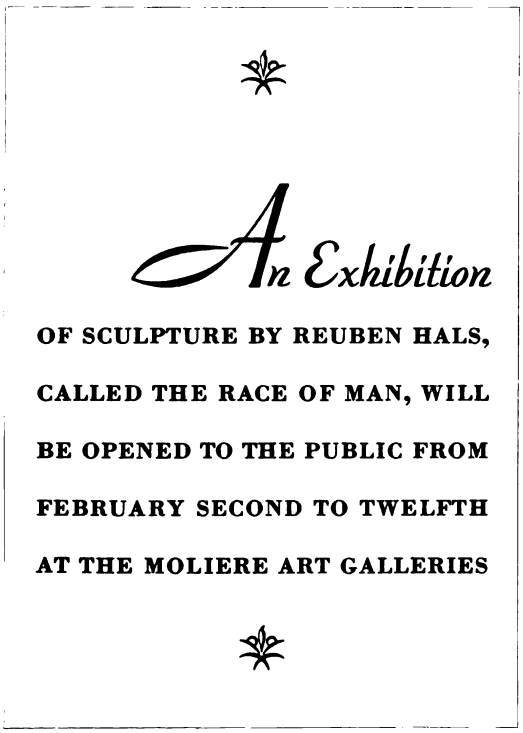
36 Point

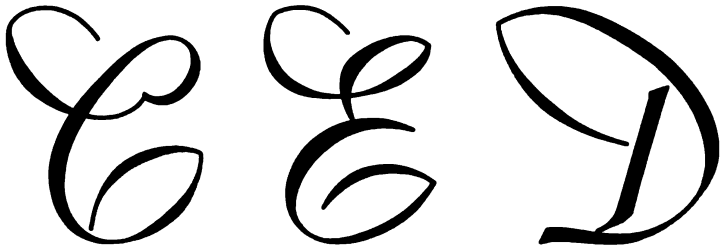


Initials J and Q cast on size larger body
26 characters made in all sizes

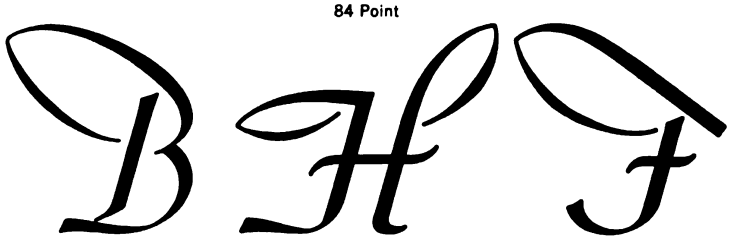


RALEIGH INITIAL RALEIGH CURSIVE AND 18 POINT MODERNISTIC BORDER NO. 78

96 Point



84 Point



72 Point

60 Point

54 Point

48 Point

36 Point

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Cheltenham Oldstyle

72 Point 3A 4a

8 Authority

60 Point 3A 4a

Right Styles 5

48 Point 4A 8a

2 Money Lender

42 Point 5A 8a

Regiment Inspected

36 Point 5A 8a

DEPORTS MINER
Questioned Legislation

Characters in Complete Font

A B C C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi fl
ffi ffl Qu ct st ¶])
' " . , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

11 Point carried in stock only at Foundry

Cheltenham Oldstyle

MODERN NIC-NACS

30 Point 6A 10a

MONEY PROMISED
Organizations contributing extensively toward project

24 Point 6A 12a

IMPROVING GARDENS
Japanese chrysanthemum more mystifying and greatly admired

18 Point 10A 21a

MOISTENED
Quaint buildings interested author

14 Point 15A 30a

IMPERFECTION
Golden opportunities awaiting every youth

12 Point 18A 38a

BROWN OCTOBER
Nature bedecks autumnal woodlands so unstintingly and sublimely each season

10 Point 21A 42a

REFINED DRAPERIES
Beautifully illustrated booklets present inexpensive decorative schemes and harmonious color combinations for bright homes

8 Point 24A 48a

INTERNATIONAL RECORD
Expert craftsmen magically produce wonderful instrument which reveals almost incredible improvement over everyday music producing machines

6 Point 24A 48a

SOUTHERN RIDING ACADEMY
Thorough instruction in horsemanship and other outdoor activities imparted by eleven courteous instructors. Our carefully trained saddle horses insure safety and the immense well-lighted riding arena makes instruction possible notwithstanding climatic conditions

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Cheltenham Italic

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct ff fi
fl ffi ffl . , - ' : ; ! ?

The following special characters are supplied with all fonts from 6 to 14 Point inclusive. They are put up in separate fonts from 18 to 72 Point inclusive, and are furnished only when specially ordered

A B D E G M N P
R T U b j r v w y Qu

11 Point carried in stock only at Foundry

CHELTENHAM ITALIC

GRAYBAR COMBINATION BRACKETS, GROUP D USED WITH 18 POINT TEAGUE BORDER NO 1810

72 Point 3 A 4 a

Reported 2

60 Point 3 A 5 a

3 Stylish Bag

48 Point 4 A 9 a

Author Replying

42 Point 5 A 8 a

Mortgage Satisfied

36 Point 5 A 11 a

BUYING HOMES
Real Estate Bargains

10 Point 20 A 46 a

BOUGHT RESIDENCE
Leading magazine and book publisher buys historic edifice situated in picturesque valley and remodels it for exhibition

8 Point 23 A 46 a

NUMEROUS MERCHANTS
Several investigators report foreign financiers satisfied with conditions between international business men that bespeak commercial prosperity

6 Point 22 A 46 a

EMINENT ARTISTS LECTURED
Prominent printers congregate in spacious auditorium and listen attentively to expert designer speaking about the application of modern art to printing. Definite plans are being made by advertising and publishing company for additional educational talks

18 Point 11 A 21 a

RENOUNCE
Many important discoveries made

14 Point 15 A 28 a

HIDE FIGURES
Exchanges machine after prolonged trial

12 Point 17 A 36 a

SECURES DESIGN
Display of newest styles drew immense crowds of motorists to annual show

30 Point 7 A 11 a

HONOR SCHOLAR
Students contribute much amusement for graduates

24 Point 7 A 12 a

SECURE PERFORMER
Eastern instrumentalist giving demonstrations during sojourn

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Cheltenham Medium

72 Point 3A 4a

Nightly 6

60 Point 3A 6a

3 Repeater

48 Point 4A 7a

Dandy Baby 8

42 Point 5A 8a

21 ROMANTIC

Historical Study

36 Point 5A 9a

MAGIC WORDS 2

Important Message

30 Point 6A 10a

RIVER CLUB TENNIS

5 Matches Great Event

24 Point 7A 14a

SIGNS OF PROSPERITY 1

Country Grange Attractions

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ct st
. , - ’ : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

The Incomparable Cheltenham Family

DECORATIONS: UNITS FROM MODERN NIC-NACS

18 Point 11A 21a

IMPORTUNE
Frank criticism stimulates help

10 Point 19A 38a

ESCAPE HOT SPELL
Many who like outdoor recreation defer taking their vacation until cool September winds come

14 Point 15A 28a

FINE AMBITION
Industrious printer shows artistic taste for finest sketching

8 Point 22A 45a

ACQUIRES RARE PRINTS
Those hoping to collect prints could select one department, and find an active and trusted print dealer who is assuredly in sympathy with such efforts

12 Point 17A 34a

DISCOVER TRUTH
Merchants convinced that advertising would market their products

6 Point 26A 50a

PUBLIC SCHOOLS PROGRESS
The prevailing and ancient method of taking and training apprentices can not and does not create skilled workmen. Instruction in printing is being given nowadays in our public schools with many excellent results

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Cheltenham Medium Italic (Non-Kerning)

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct st
ff fi fl ffi ffl . , - ' : ; ! ?

Cheltenham Medium Italic

DECORATIONS: UNITS FROM MODERN NIC-NACS

72 Point 3 A 4 a

Buyers 5

60 Point 3 A 5 a

6 Avoiding

48 Point 4 A 6 a

Special Offer 1

42 Point 5 A 7 a

3 BLIND MICE
Lovely Styling 8

36 Point 5 A 8 a

FINE DIAMOND
2 Beautiful Homes

30 Point 6 A 9 a

MEN ANNOUNCE 4
Indoor Championships

24 Point 7 A 12 a

ELITE COUNTRY CLUB
Offers Gala Entertainment 7

10 Point 19 A 38 a

RARE GEMS GIVEN
Generous magnate will award prize to students finishing college course in practical advertising

18 Point 10 A 20 a

UPHOLDING
Knight plowed fertile meadow

8 Point 22 A 43 a

DRIVER FIXED BRAKES
Every good chauffeur should regularly inspect entire body of his automobile. If bolts or nuts become worn and loose do not neglect proper repairs

14 Point 15 A 28 a

RETURNS FISH
Careful sportsman lost dandy pickerel before leaving boat

6 Point 24 A 48 a

PROFIT SURPRISES PRINTER
New inventions gradually replaced methods in vogue forty odd years ago when every artistic compositor was an expert rule twister. Efficient production and quality work make the hard working job printer happy

12 Point 18 A 35 a

GRAND STEAMER
Magnificent transport brings returning army from turbulent section

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Cheltenham Bold

120 Point 3 A 4 a

Sight 2

96 Point 3 A 4 a

5 Maple

84 Point 3 A 4 a

Camp 6

72 Point 3 A 4 a

3 Printer

60 Point 3 A 5 a

Mythical 4

48 Point 4 A 6 a

8 EXPLORE

Original Girls

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

r s t u v w x y z

. , - ' : ; ! ?

Cheltenham BOLD

CHARACTER FROM MODERNISTIC BORDER NO. 73

42 Point 4 A 8 a

Might

36 Point 5 A 8 a

HORN

Grated

30 Point 6 A 10 a

ENTIRE

Delivery

24 Point 6 A 13 a

NEITHER

Simplified

18 Point 10 A 20 a

NICKNAME

Honest Sport

14 Point 14 A 26 a

REPRODUCES

Quaint Drawing

12 Point 17 A 33 a

DESCRIBE SCENE

Entering Battlefield

10 Point 18 A 37 a

SOLDIERS REJOICE

Timely reconnoitering narrowly averted war

8 Point 22 A 45 a

INDUSTRIOUS WORKER

Diligent mechanic becomes department superintendent

6 Point 24 A 48 a

BOLD MOUNTAIN CLIMBERS

Encounter many hardships while making perilous journey upward

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Cheltenham Bold Italic

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Sizes 24 to 72 Point furnished also on Angle Body

72 Point 3 A 5 a

Regular 9

60 Point 4 A 6 a

2 Complains

48 Point 4 A 6 a

Gigantic Sale 5

Cheltenham Bold Italic

42 Point 5 A 7 a

3 MINERALS
Specimen Gem

12 Point 15 A 32 a

GUIDES DESIGN
Sought suggestions wandering through picturesque valleys

24 Point 7 A 11 a

REOPEN
City folks interested

36 Point 5 A 8 a

MORTGAGES 1
Payable Monthly
Legal Compound

10 Point 16 A 34 a

NOTED GROUNDS
Children frolic midst wonderful botanical garden and enjoy the exhilarating climate

18 Point 9 A 20 a

SPECIMEN
Brochure by old artificer delights boy

8 Point 20 A 42 a

COMPLIMENTS ARTIST
Many entertaining exhibits of painting are displayed in the main room. The library habitue will be interested in these fascinating art works

30 Point 6 A 9 a

4 FINE EFFICIENT
Advertisers Prospect
Showy Organization

14 Point 14 A 28 a

DISTRIBUTER
Urchins pleased with many gifts donated weekly by the merchant

6 Point 20 A 42 a

SOLDIERS IN MANEUVERS
Numerous troops forming with beautiful accuracy along road passed inspections and started active work. Quickly establish permanent headquarters while zephyrs sharpen their appetite

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Cheltenham Bold Condensed

72 Point 3 A 4 a

1 Hunts Quality

60 Point 3 A 4 a

Designs Boudoir 2

48 Point 4 A 8 a

9 BROUGHT RADIOS

Graphic Art Displayed

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r r s t
u v w x y z
. , - ' : ; ! ?

42 Point 5 A 8 a

MODERN GOWNS Elicited Admiration

$ 1 2 3 4 5 6 7 8 9 0

36 Point 5 A 8 a

STRANGE REMEDIES Beautiful Girls Embark

30 Point 7 A 13 a

CONDENSED LINES HELP Enabled job printers to save valuable space when needed

24 Point 8 A 16 a

ENHANCING Beautiful star shining bright

18 Point 12 A 26 a

IMPROVEMENT Enlarged interior has pleasing look

14 Point 17 A 36 a

HEROIC REGIMENT Springfield holds fine banquet for the many men who gained fame

12 Point 21 A 44 a

DEFENDS DOCTRINE Honor system becomes main discussion among professors at meetings

10 Point 22 A 46 a

POSTPONE PROGRAM Curtail winter concerts of symphony orchestra until arrival of eminent soloists

8 Point 27 A 54 a

ERECTED BEAUTIFUL HOME Retired manufacturer purchases tract adjoining present property for building magnificent mansion

6 Point 30 A 60 a

OFFICIAL REFUSES NOMINATION Government officer declared principal reason for not accepting situation was remuneration. This created quite some comment among several acquaintances

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Cheltenham Bold Extra Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r r s t u v w x y z
ff fi fl ffi ffl . , - ’ : ; ! ?

$1234567890

14 Point 20 A 40 a

ENERGETIC PLANS
Serious development undertaking finished

12 Point 24 A 48 a

LEADING GYMNASIUM
Many contestants report intense activity at camps

10 Point 27 A 54 a

NOTEWORTHY DECISION
Important questions settled during informal conference between opposing societies

8 Point 33 A 68 a

INDEMNIFIED MANUFACTURER
Erecting monstrous warehouse of standardized materials as required by the fire insurance underwriters

6 Point 36 A 73 a

NUMEROUS CHANGES IN SCHEDULE
Excursion steamers crowded to capacity with smiling throngs of July vacationists returning home after enchanting pleasure jaunts to mountain and seashore resorts

42 Point 6 A 10 a

Red Eagle

36 Point 6 A 10 a

Night Hawk

30 Point 8 A 14 a

FOREBODING
Hemispherical

24 Point 10 A 19 a

DISCOMPOSURE
Brief Exploration

18 Point 15 A 31 a

PERFECT SPECIMEN
Kinder Characteristic

120 Point 3 A 4 a

Engine 4

96 Point 3 A 4 a

1 Company

84 Point 3 A 4 a

Machinery 8

72 Point 3 A 5 a

6 Graphic Arts

60 Point 3 A 5 a

Liquidate Debts 3

48 Point 6 A 9 a

5 SPRING FASHIONS
Automobile Showings

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Cheltenham Bold Extended

72 Point 3 A 4 a

Nails 5

60 Point 3 A 4 a

Hunters

48 Point 3 A 4 a

Excursion

42 Point 3 A 5 a

REDUCING
Best Mark 3

36 Point 3 A 5 a

INSPECTORS
Unique Mode

30 Point 4 A 7 a

PERFORMANCE
Entertain Society

24 Point 5 A 9 a

PLEASANT SINGER
Swedish Nightingale

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ' : ; ! ?

CHELTENHAM
BOLD
EXTENDED

PENLINE FLOURISHES 7203L AND 7203R GROUP 4

18 Point 7 A 13 a

BROKEN
Solicitors
mystified

10 Point 13 A 28 a

INSTRUCTION
Extra buildings provide golden opportunity for additional class

14 Point 10 A 21 a

REMINDER
Companion encouraged further trial

8 Point 15 A 30 a

MINIATURE ROSE
Swiss horticulturist exhibits interesting hardy varieties that brought loud praise from noted growers

12 Point 12 A 25 a

NOURISHING
Food scientist makes rations very tempting

6 Point 17 A 35 a

RAINBOW CREATION
Beautiful satin ribbons help in conveying that distinctive atmosphere of rare refinement and good taste so desirable and universally sought

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Cheltenham Wide

72 Point 3 A 4 a

Signifies 8

60 Point 3 A 4 a

MOTIONS

Rejuvenate

48 Point 4 A 8 a

DEMAND 93

Select Quality

42 Point 4 A 8 a

BAKED CAKE

Invites Neighbor

36 Point 5 A 8 a

REAL PRINTING

25 Elegant Layouts

30 Point 5 A 10 a

PUBLICITY STUNTS

Distinguish Advertising

Characters in Complete Font

A B C C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r r s t u v

w x y z ff fi fl ffi ffl

Qu ct st ¶)] ' "

. , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

11 Point carried in stock only at Foundry

Cheltenham Wide

24 Point 6 A 12 a

GHERKIN

Stimulating the appetite

18 Point 10 A 21 a

NEIGHBORS

Hold rehearsal of playlet early

14 Point 15 A 30 a

BURN CHURCH

Historical building and art collections completely ruined

12 Point 18 A 38 a

FORTUNE SMILED

Diamond miner found indescribable beauties after wearisome quest

10 Point 21 A 42 a

DEFECTS REVEALED

Notable professors bring remarkable photographs for use in scientific study

8 Point 24 A 48 a

CONCERNING DREAMERS

Natural ability without energy is always deplorable and often terminates in complete despair

6 Point 24 A 48 a

ENERGETIC FOLKS ADVANCE

Lazy men are most certain of failure while active men invariably succeed in most fields. This statement should be carefully considered by everyone

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Cooper Series

72 Point 3A 3a

GUIDE delayed 6

60 Point 3A 4a

1 delightful MAIDEN

48 Point 3A 6a

FINE GOLD

3 parking rules

36 Point 4A 7a

QUAINT SHOP

harmony prevailed

30 Point 5A 9a

SPRING CHORUS

paint sylvan landscape

24 Point 6A 10a

IMPORTS FURNITURE

firm received large shipment

18 Point 9A 18a

MODERN PICTURES SHOWN

SPECIAL attraction pleases hundreds

16 Point 11A 20a

PROGRESSIVE REPORTS MADE

BANKERS anticipated greater prosperity

14 Point 13A 26a

APPROVES MODEST STYLES

SEVERAL attractive samples shown

12 Point 16A 32a

IMPROVED DECORATION SOUGHT

LARGE building employed mysterious design

10 Point 20A 40a

UNIVERSALLY IMPROVED CONDITIONS

REGULAR monthly statements show improvement

8 Point 22A 44a

REMARKABLE SYMPHONIC PROGRAM RENDERED

GRAND opening highly impressed critical cosmopolitan audience

6 Point 24A 48a

PROPERTY OWNERS HOLDING FOURTH CONVENTION

SUBURBAN residents make application for needed traffic improvements

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z . , - ' : ; ! ?
Q [— ·

Characters made only in sizes from 6 to 36 Point

Characters ff fi fl ffi ffl made only in sizes from 6 to 18 Point

Small Caps in sizes from 6 to 18 Point are put up separately and furnished only when specially ordered

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Cooper Italic (Non-Kerning)

72 Point 3 A 4 a

HOME supreme 8

60 Point 3 A 4 a

5 introducing NIECE

14 Point 16 A 32 a

MENTIONING PRODUCTION
famous corporation increasing force

12 Point 21 A 42 a

OPERATION IMPROVED SURGEON
restricted habits and recreation prolong life

10 Point 23 A 46 a

PRONOUNCE METHOD INDISPENSABLE
maintaining improved typographic service becoming purpose of largest printing and advertising concerns

8 Point 26 A 52 a

WONDERFUL IMPROVEMENTS CONTEMPLATED
impressive assortment of new models exhibited at automobile show presages continuation of development for motor industry

6 Point 30 A 60 a

GREAT RESULTS ACCOMPLISHED BY DOING WORK WELL
preference for high-class printing is justified from the standpoint of sound business and also from an admiration for clever, discernible craftsmanship

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ? ( )

Characters ff fi fl ffi ffl made only in sizes from 6 to 18 Point

48 Point 4 A 6 a

NICE TIME
2 beautiful rug

36 Point 5 A 7 a

SEND REPORT
financial problems

30 Point 6 A 10 a

BRIGHT SOLDIER
displays nice uniform

24 Point 8 A 16 a

GOVERNMENT BONDS
broker considering investment

18 Point 11 A 22 a

MODERN TYPES DESIGNED
insure distinctive typographic effect

16 Point 14 A 28 a

PUBLICITY PRINTING EXHIBIT
display in newspapers pleased advertisers

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Cooper Black

120 Point 3A 3a

OIL sold

96 Point 3A 3a

half 8

72 Point 3A 3a

BE paid

60 Point 3A 4a

3 days IN

48 Point 3A 4a

BOLD style

42 Point 3A 4a

4 stage HITS

36 Point 3A 4a

REAL position

30 Point 4A 7a

inspected HOMES

24 Point 5A 9a

PINK drapery

18 Point 6A 13a

delighted FRIEND

14 Point 10A 20a

MAYOR greatly pleased

12 Point 13A 26a

BEAUTIFUL SPRING COATS
finely tailored sport costume

10 Point 14A 28a

ENTRANCING MUSICAL DRAMA
collegiate glee club has rehearsal

8 Point 16A 32a

METROPOLITAN BUSINESS INCREASED
builder receives many encouraging reports

6 Point 18A 36a

NOTED JURIST GIVES IMPORTANT DECISION
this long disputed question satisfactorily settled

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ? q · —]

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Cooper Black Italic

120 Point 3A 3a

SIX tails

24 Point 5A 10a

HOME delights

18 Point 6A 15a

indisputable STORY

14 Point 10A 23a

CHARMING lace displays

12 Point 13A 26a

investigated annual REPORTS

10 Point 14A 28a

CROWDS welcome arctic explorer

8 Point 16A 32a

DISCOVERS UNTOLD MINERAL WEALTH
young traveler described unexploited region

6 Point 19A 38a

ROMANTIC ADVENTURE LIES BEYOND HORIZON
wanderlust victims always enjoy the wide open spaces

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z . ,
- ' : ; ! ? [ ] ‘ — ( )

The following characters are fonted separately and furnished only when separately ordered

A B D E F G M N
P R T Y

96 Point 3A 3a

shift 4

72 Point 3A 4a

NO mail

60 Point 3A 4a

5 built UP

48 Point 3A 4a

MEN signed

42 Point 3A 4a

sold 28 LOTS

36 Point 3A 5a

REAL publicity

30 Point 4A 8a

duplicates ORDER

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Cooper Hilite

120 Point 3A 3a

BIG girl

96 Point 3A 3a

thin ICE 2

24 Point 5A 9a

RECOGNITION
elegant lecture

18 Point 6A 13a

ORIENTAL CARPET
beautiful tapestries

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x
y z . , - ' : ; ! ?
q • —]

72 Point 3A 3a

HIS job

60 Point 3A 4a

high BIT

48 Point 3A 4a

SIX forty 5

36 Point 3A 4a

largest HARE

30 Point 4A 7a

MODERN RINKS
delight juveniles

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72 Point 3 A 4 a

5 Holiday

60 Point 3 A 4 a

Developed

48 Point 3 A 7 a

NUMEROUS

2 Employment

36 Point 3 A 8 a

6 GRAND BIRDS

Some Magnificent

30 Point 4 A 10 a

ROMAN SCHOLAR

Education propelling force in craftsmanship

24 Point 5 A 12 a

AMERICAN development

Intrepid explorers continue trail completely unmolested

18 Point 7 A 21 a

EXHIBITION
New products put on display

14 Point 9 A 27 a

MOST Delightful Originality marks the Parsons types

12 Point 10 A 30 a

FINE Complimentary Things have been said of this series by all the printing trade papers

10 Point 12 A 36 a

MANY NEW FEATURES
Embodied in the Parsons design have made it liked by clever advertising men

8 Point 14 A 42 a

THOSE LONG ASCENDERS
And descenders help to give effects that are certainly very novel and also very attractive if used with pleasing restraint

6 Point 16 A 46 a

FOR CERTAIN FORMS OF JOB Work, in which there are not too many lines, this type provides all the most important advantages of hand lettering; that is, informality and distinction, qualities that are of value in securing the attention

Parsons

Characters in Complete Font

A A B C D E F G H I J
K L M M N N O P Q R
S T T U V W X Y Z &
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff
fi fl ffi ffl . , - ' : ; ! ? — [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d q h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

Characters ff fi fl ffi ffl made only in 6 to 18 point sizes

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Nubian Series

dorian
NOVELTY SHOP

ROCK & RYE

Frosted Rock and Rye Bottles, ster-
.79 ling silver trimmed.

•

Airplane Travelers

Zipper Bag of Moire used as a back rest. Quilted throw of
24.60 lamb's wool.

•

KID MULES

High heeled, silver
10.98 lined. Ultra modern.

NOVELTY SHOP
dorian

NUBIAN AND BERNHARD GOTHIC LIGHT

72 Point 3A 4a

Sharp

60 Point 3A 4a

Garden

48 Point 3A 4a

Query 89

42 Point 3A 5a

Syndicates

36 Point 4A 6a

Oriental 492

Characters

A B C D E F G
H I J K L M N
O P Q R S ſ T
U V W X Y Z &
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' ' : ; ! ?

The following characters are cast recessed in sizes from 24 to 72 Point

A F L P T V W Y

30 Point 5A 7a

Oil Gun

24 Point 5A 9a

Quits Job

18 Point 6A 11a

DESIGNED
Many Boats

14 Point 9A 17a

MODEL SHOP
Pays Dividend

12 Point 11A 21a

GARDEN
Help Man

10 Point 12A 24a

BOUNDED
Rapid Shot

8 Point 14A 28a

DRY BRUSH
Queries artist about designs

6 Point 15A 30a

EASTER SALES
Many bargains in beautiful baskets

1 2 3 4 5 6 7 8 9 0 $

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GALLIA SERIES

72 Point 3 A

KINGS

60 Point 3 A

BINDER

48 Point 4 A

RUG SALE

36 Point 6 A

NICE DESIGN

30 Point 8 A

SAMPLE GOWNS

24 Point 9 A

CHARMING SINGER

18 Point 12 A

BRIGHT COLORS PLEASED

14 Point 15 A

SCORE BOARDS

12 Point 16 A

MODEL PICTURE

Characters

A A B C D E E F G H I J
K L M N O P Q R R S ſ
ſ ſſ T T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0 . , ~ ' : ; ! ?

FLATTERY
OF FOX

◆

TOWN COATS
BY MAY

◆

AMAZING
SOFTNESS

◆

WORTHY
COLLECTION

GALLIA WITH BODONI ITALIC

FOOD

FOR THOSE
WHO KNOW

CHOICER, fresher foods, and better balanced portions, French cuisine, at less than you would expect to pay. Luncheon 60c. Dinner 75c. Cocktails 25c. No cover charge.

JAY'S

123 HADON STREET

GALLIA WITH BODONI FAMILY
CALENDAR AUXILIARY GROUP F CHARACTER 39

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VISIT THE
FLORIST
SHOP

at JOY'S

A separate little shop has been set apart for your delectation . . Fresh cut flowers always on hand. See the Geranium display

JOY'S

TYPOGRAPHIC DOT AND MODERN NIC-NACS
3 POINT MODERNISTIC BORDER NO. 4

72 Point 3 A 4 a

RUN Quickest

60 Point 4 A 6 a

Delightful IDEAS

48 Point 6 A 9 a

BUYS Rare Hyacinth

42 Point 7 A 10 a

Merchant Imported LACE

36 Point 7 A 11 a

JOINT Convention Approved

30 Point 8 A 14 a

International Photographer FOUND

Characters

A B C D E E F G H I

J K L M M N O P Q R

S S T U V W X Y Z &

a b c d e f g h i j k l m n

o p q r s s t u v w x y z

. , - ‘ ’ : ; ! ?

The following characters are cast recessed in 60 and 72 Point sizes

A F L S T V W Y

24 Point 10 A 17 a

RURAL HOME
Picturesque Cottage

18 Point 14 A 30 a

SPLENDID SONG
Played Latest Rhapsody

14 Point 19 A 38 a

ENDEARING CHARM
Symphony Rendition Exquisite

12 Point 23 A 46 a

BRIGHT SELECTION
Lauded European Thespians

10 Point 26 A 53 a

SUPERFINE QUALITY
Extraordinary Display Pleases

8 Point 27 A Made in Caps only

DEALERS ENTHUSIASTIC
MADE ELABORATE PLAN
FOR MONTHLY MEETING

6 Point 28 A Made in Caps only

THE METROPOLITAN COLLEGE
COMMENCEMENT EXERCISES
STUDENT RECEIVED DIPLOMA

1 2 3 4 5 6 7 8 9 0 $

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Camelot Oldstyle

36 Point 6 A 9 a

BRIGADIER
Managerial

30 Point 6 A 13 a

DESCENDING
Recapitulation

24 Point 8 A 15 a

SPECTROSCOPE
Electric Separator

18 Point 12 A 23 a

NUMEROUS POEMS
Pleasant Country Ride

12 Point 16 A 40 a

HAND LETTER DESIGN
Beautiful letters imparted a feeling of class to every ordinary piece of printing

10 Point 18 A 40 a

DISTINGUISHED CUSTOMER
Magnificent stage costumes displaying appropriate taste brought unstinted approval

8 Point 20 A 52 a

DREAMER BUILDS MODERN EDIFICE
Enthusiastic architect praises work and originality of young unknown who had just finished new building

6 Point 25 A 50 a

MAGNIFICENT SHOWINGS HELP SALES
Carefully planned and printed publicity cannot fail to inspire confidence in your product by its unconscious appeal to the esthetic sense of the average individual

Characters in Complete Font

A B C D E F G H I J K L M M N O
P Q R R S ſ T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0 a a b c d e f
g h h i j k l m m n o p q r s t u v
w x y z ff fi fl ffi ffl ct . , - ' : ; ! ?

Hyancinthe
Creations

The Hyancinthe Shop
North Bloomfield Center

Adonis Series

Characters

A a A B B C D E
F G G H I J K L M
N O P Q R S T t U
V v W W X Y Z &
a b c d e f g h i
j k l m n o p q r
s s t u v w x y z
. , - ` ' : ; ! ?

Figures for Adonis

1 2 3 4 5 6 7 8 9 0 $

24 Point 8 A 16 a

Exceptional Clothing Bargain
5 Modernistic Textile Designs

18 Point 13 A 26 a

Beautiful Lettering Attractively Handled
Imparted Charm to Every Advertisement

14 Point 18 A 36 a

Newest Models in Streamlined Effects Thrill Critics
Eagerly Await Opening of International Exposition

12 Point 21 A 42 a

Uncover New Evidence of Ancient South American Culture
Civilization More Idealistic in Some Degree Than Our Own

10 Point 25 A 50 a

More advertisers are calling for uncommon type designs and layouts that will give their products a certain elusive air of cultured refinement

8 Point 26 A 52 a

Brilliant and almost unbelievably hazardous undertaking finally succeeds after countless days of unmitigated toil and patient struggling against recalcitrant foe

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Della Robbia

72 Point 3 A 4 a

SERIES 1
QuickSet

60 Point 3 A 4 a

24 ARCH
Rare Prints

48 Point 4 A 8 a

MEETING 5
Special Agent

42 Point 5 A 9 a

8 EMPLOYES
Oppose Striking
General Offices

36 Point 4 A 9 a

DRIVE
Myriad

30 Point 5 A 11 a

PERISH
Liquidity

24 Point 7 A 12 a

NIMROD
Rhapsodist
Deplorable

18 Point 9 A 18 a

KNAPSACK
Underhanded
Hieroglyphics

14 Point 13 A 26 a

DISJUNCTION
Prominent exhibit secures first prize at agricultural fair

12 Point 16 A 33 a

UNEXPERIENCED
Big municipal pageant thrilled large gathering of enthusiastic citizens

10 Point 18 A 36 a

MAIN CONCOURSE
Discerning photographer secures wonderful views for suburban newspaper

8 Point 23 A 46 a

EXCELLENT PROGRAMME
Impressive demonstration marked arrival of distinguished foreigners who have come for trade meeting

6 Point 26 A 52 a

PROFESSIONAL INFORMATION
Manufacturing companies amalgamated their research departments in order that greater efficiency might be secured. This necessitated many changes in personnel

36 Point Della Robbia Figures

$1234567890

Characters in Complete Font

A B C D E F G H I J J
K L M N O P Q R R S T
U V W X Y Y Z Qu Q & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o
p q r s t u v w x y z Qu Q
ff fi fl ffi ffl . , - ' · : ; ! ?

54 Point carried in stock only at Foundry

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★ *Liberty Series*

72 Point 3A 9a

Automobile Oiled

60 Point 4A 12a

Membership Gaining

48 Point 4A 16a

Elegant Hosiery Displayed

42 Point 4A 16a

Radio Broadcasting Program

36 Point 5A 17a

Attractively Decorated Auditorium

30 Point 6A 22a

Beautiful Engravings Sold Quickly

24 Point 7A 26a

Extraordinary Typographic Effects Obtained

18 Point 10A 40a

Unusual Demonstration Marks Thirtieth Anniversary

14 Point 14A 55a

Beautiful Landscapes Exhibited at Metropolitan Museum of Art

12 Point 16A 63a

Graduates Received Handsome Diplomas at the Annual Commencement Exercises

The New Low Priced RADIO

La Petite

A Handful of RADIO

. . . You've always wanted to own one of these compact little **RADIOS** . . . Now is your **CHANCE**

. . .

PETITE RADIO COMPANY

LIBERTY SERIES WITH BODONI AND ITALIC
GRAYBAR COMBINATION BRACKETS GROUP G

Characters

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?
1 2 3 4 5 6 7 8 9 0

★ Cast on straight body and can be justified with regular quads

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36 Point 6 A 11 a

ENDURANCE RECORD

Equestrians Complimented

30 Point 7 A 14 a

DELIGHTFUL ADVENTURE

Ancient Clipper Ship Welcomed

24 Point 9 A 13 a

REAL SCIENTIFIC INSTRUCTION

Prominent speaker announces a series of lectures regarding muscular exercise

18 Point 14 A 28 a

PERT DAMOSEL BEGUILES NEW STUDENT

Charming oriental perfumes gently wafted through the atmosphere bring back long-forgotten memories

Characters in Complete Font

A B C D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ‘ ’ : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

14 Point 21 A 40 a

ELEGANT MERCHANDISE

Business promoters developing experimental suburban hamlet

12 Point 22 A 44 a

HELD SECRET CONFERENCE

Negotiations quickly discontinued notwithstanding pacifying actions

10 Point 25 A 50 a

PROPOSE DEVELOPMENT FUND

Magnanimous building superintendent distributes numerous gratuities among diligent employees for efficient services

8 Point 26 A 50 a

BIG COLLEGES RESUME ACTIVITIES

Students hastening back to classrooms from long vacation are enthusiastic over prospect of being promoted before commencing terms

6 Point 27 A 53 a

MODIFY PLANS FOR APARTMENT HOUSE

Draughtsmen hurriedly prepare numerous designs for manufacturer who contemplates increasing the production of large factory despite repeated warning from friends and associates opposing the agreement

Stylish Hats
from Paris

THESE hats are imported by this company direct from the leading French designer and have been conceded the most exclusive of all foreign goods

FIFTEEN DOLLARS TO SIXTY DOLLARS

MAKLEN & CO.
Rutherford Boulevard

Modern Suit Pump

New for wear with the

Spring Suit

$8.50

NUREMBAR'S

ANNOUNCEMENT SERIES WITH BODONI

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Announcement Italic

Characters in Complete Font

A B B G D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ' ' : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

36 Point — 6 A 11 a

HARMONIOUS CHORD
Large Entranced Audience

30 Point — 7 A 13 a

STRENUOUS SPORTSMEN
Brilliant Maneuvering Cheered

24 Point — 8 A 16 a

SILENCE IS A GOLDEN VIRTUE
An honest and courageous person will seldom question the integrity of others

18 Point — 13 A 24 a

PERFECT WORKMANSHIP BRINGS PRAISE
Real satisfaction comes from doing one's work in a manner that precludes the possibility of criticism

14 Point — 20 A 40 a

RAILROAD EXCURSIONS
Throngs appreciated splendid train service and amusements

12 Point — 22 A 44 a

PRINTERS DESIRE INCOME
Handsome type faces are business creators which help multiply trade

10 Point — 23 A 47 a

IMPRESSING NOTED TEACHER
Remember to choose your friends very thoughtfully and wisely. The man who believes in nobody is not to be trusted

8 Point — 25 A 50 a

DEGREASED PRINTING EXPENSES
Inefficiency sometimes intrudes itself under the most successful management. The great fault often lies in poor printing equipments

6 Point — 26 A 52 a

FINE COMPOSITION AND PERSONALITY
Many good talkers lose their argument because of a disagreeable personality, just as good copy often fails because of unattractive display. Personality like composition always pays the largest dividends

A
GREAT SALE
OF
BOUGLÉ
SUITS
(THREE)
(PIECE)
$17.50
Hand-Loomed
☆
Non-Stretch
☆
Ten Colors
☆
LUCILE

ANNOUNCEMENT ITALIC WITH BODONI BOOK

The House of

Mallingfriend

2468 Raymond Street
Chicago

Desires to call the attention of the public to the annual exhibit of

Spring and Summer Gowns

Our sunlit rooms permit selections to be made undisturbed in an atmosphere of pleasing privacy

Monday, Tuesday, Wednesday
February 24, 25, 26

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Civilite Series

48 Point — 4A 12a

Designer Exhibited Quaint French Specimen

36 Point — 5A 15a

Beautiful Composition Awarded Graphic Arts Medal

30 Point — 6A 18a

Advertising Proficiency Explained
Enterprising Merchant Adopted System

14 Point — 3A 39a

Patriotic Societies Donate Emblems
Historic Mansion Restored to Former Beauty
Valuable Colonial Manuscript

24 Point — 8A 24a

Beautiful Decorations Reproduced
Handwriting Expert Signed Legal Document

12 Point — 15A 45a

President Issued Eight Annual Statement
Big Munition Corporation Secured Large Contracts
Board of Directors Hold Conference

18 Point — 10A 30a

Tourists Charter Palatial Steamship Majestic
Delightful Inland Scenery Inspired Brazilian Ornithologists

10 Point — 17A 51a

Quaint New England Colonial Residence
University Arranges Important Shakespearean Pageant
Wonderful Landscape Photographs

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a a b c d d e e f g g h h i j k l l m m n n o p p
q r s s t u v w w x y z z nd ge . , - ' ' : ; ! ?

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ENGRAVERS BOLD

36 Point 3 A

SUM

30 Point 4 A

KING

24 Point 5 A

MIRTH

18 Point No. 2 7 A

ESTATES

18 Point No. 1 8 A

DISHONOR

12 Point No. 3 10 A

BOLD MINER

12 Point No. 2 12 A

IDEAL FRIENDS
MODERN PRICE

12 Point No. 1 17 A

PROMINENT DRIVER
MODERN PURCHASE

6 Point No. 5 16 A

DISTINGUISHED PAINTER
KNIGHT PROCURES HOME

6 Point No. 4 20 A

REPRODUCED FAMOUS MASTER
ARCHITECTURAL SUPERVISORS

6 Point No. 3 27 A

REMARKABLE SPECIMEN COLLECTIONS
AMERICAN CONTRACTORS INSTRUCTED

6 Point No. 2 30 A

MANY BRIGHT PRINTERS MOVING NORTHWARD
INSTRUCTORS PRESENT VEXATIOUS PROBLEMS

6 Point No. 1 34 A

SEVERAL MAGNIFICENT SCENES INSPIRED DESIGNER
ENTERTAINERS DEMANDED INSURANCE PROTECTION
SOME ROMANTIC ESCAPADES RECENTLY DISCLOSED

CHARACTERS

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied with each font except 6 Point Nos. 1 and 2

A F P T V W Y

READINGS
FROM
DICKENS
By ALICE N. REID
ELOCUTIONIST

MISS REID HAS BEEN
DELIGHTING LARGE
AUDIENCES FOR THE
PAST FOUR SEASONS

WEDNESDAY EVENING
JUNE TENTH

AT THE
BIRGEN AUDITORIUM
SOUTH BURLING STREET
MERIDEN

ENGRAVERS ROMAN

24 Point 5 A

BRING
HOPES

18 Point 8 A

MARKER
EXPIRES

12 Point No. 43 11 A

FILE REPORT
PRINT CARDS

12 Point No. 42 13 A

NICER SPECIMEN
ELEGANT MENUS

12 Point No. 41 17 A

SOUND INVESTMENTS
UNUSUAL SIMPLICITY

CHARACTERS

A B C C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

A V W Y overhanging characters in each font

6 Point No. 43 18 A

ATTENDS ANNUAL MEETING
STOCK EARNING DIVIDENDS
OFFICIALS HIGHLY PLEASED

6 Point No. 42 23 A

AUTOMOBILE INSURANCE POLICIES
DIGNIFIED BUSINESS STATIONERY
INTERESTING DOCUMENTS SIGNED

6 Point No. 41 34 A

SET BUSINESS FORMS IN THIS ATTRACTIVE FACE
PRODUCES WONDERFUL STEEL ENGRAVED EFFECT
CHOSEN BY DISCRIMINATING BUYER OF PRINTING

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ENGRAVERS BODONI

24 Point No. 12 7A

REJOICING COMPOSES

24 Point No. 11 8A

GYMNASIUM HISTORIANS

18 Point No. 10 9A

NICE MANSION SINKING FUND

18 Point No. 9 11A

BUSINESS HOUSE STRONG METHOD

12 Point No. 8 14A

FINE MOTORS HIDES CHECK

12 Point No. 7 16A

RESIGNS OFFICE BEING INSPIRED

12 Point No. 6 20A

NEW STYLE SHOWN PRINTER HONORED

12 Point No. 5 24A

CHOICE RELIC BOUGHT COMPETENT ENGINEER

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' ' : ; ! ?

The following overhanging characters supplied only with fonts No. 7 to No. 12 inclusive

A F L P T V W Y

6 Point No. 4 20A

EFFORT BROUGHT SUCCESS
INSTRUCTOR ENCOURAGED
FINEST SPECIMENS SHOWN

6 Point No. 3 25A

EXCEPTIONAL ANNOUNCEMENTS
MADE WONDERFUL IMPRESSION
CAUSING FAVORABLE COMMENT

6 Point No. 2 30A

REPORTS SATISFACTORY ADJUSTMENT
MERCHANT HAS PROSPEROUS SEASON
SCHOOL TEACHERS ATTEND BANQUET

6 Point No. 1 36A

MONTHLY STATEMENTS PLEASED DIRECTORS
SUBMITTED INTERESTING FINANCIAL REPORT
PRINTER DESCRIBES ARTISTIC COMPOSITION

RAILROAD SECURITIES

H. E. ROBERTS & COMPANY
STOCK BROKERS

PHONE: KING 813

MERIDAN BUILDING
CHICAGO

EDGAR H. MORRISON

18 EAST 24TH STREET
PITTSBURGH

RICHMOND & THOMKINS OF EASTON
TAKE GREAT PLEASURE ANNOUNCING THAT

MR. H. S. BRACKEN

HAS BEEN ADMITTED TO PARTNERSHIP IN THE COMPANY. HE WILL TAKE CHARGE OF THE CLOTHING DEPARTMENT, SUCCEEDING MR. T. H. JANIS, WHO RETIRES AFTER MANY YEARS OF FAITHFUL SERVICE.

RICHMOND & THOMKINS
T. H. RICHMOND, PRESIDENT

NOVEMBER 6, 1935

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BRANDON SERIES

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

No figures made for 6 Point No. 0

24 Point 6 A

STRONG BANKS RIGHT NUMBER

18 Point No. 2 8 A

LEADING BROKERS HARMONIOUS PLAN

AN EVER POPULAR TYPE FACE

18 Point No. 1 9 A

INQUISITION PROSPECTUS

12 Point No. 4 12 A

REMINISCENCE ENTERPRISING

12 Point No. 3 14 A

HUGE MONUMENT RETURNED PRIZE

12 Point No. 2 18 A

NOTED MUSIC SOCIETY BRITISH OCEAN LINER

12 Point No. 1 21 A

MOTION PICTURE STUDIOS TYPE DESIGNS IMPROVED

6 Point No. 3 18 A

HONORED MARINE REGIMENTS PRAISE INGENIOUS MECHANIC

6 Point No. 2 22 A

EASTERN COLLEGE HEADS CONVENE INTERESTING SUBJECTS DISCUSSED

6 Point No. 1 26 A

LARGE FRENCH CRUISER ENTERED HARBOR DEVISED CREDIT SYSTEM FOR MERCHANTS

6 Point No. 0 36 A

MANY SENATORS ATTEND MEMORIAL DAY EXERCISES HUMOROUS COMEDIANS DELIGHT MIRTHFUL CHILDREN

CARD LIGHT LITHO

12 Point No. 4 12 A

FOREIGN PERFORMER SUBSTITUTE REPORTS

12 Point No. 3 15 A

DETERMINED GUARDSMEN SOLDIERS REORGANIZING

12 Point No. 2 17 A

HEROIC GRENADIERS RETURN PLUMED KNIGHTS MARCHING

12 Point No. 1 22 A

RENUMBERING BRIGHT MINDS

6 Point No. 4 21 A

BOLD FISHERMEN HANDSOME HOME

6 Point No. 3 24 A

INGENIOUS MARINER EXPERIENCED FIRMS

6 Point No. 2 28 A

DETERMINED SALESMEN SECURED NEW MEMBERS

6 Point No. 1 30 A

DECREASING PRODUCTIONS MODERN GOWNS EXHIBITED

CHARACTERS IN COMPLETE FONT

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

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Litho Roman

72 Point 3 A 4 a

Regalia

60 Point 3 A 4 a

Sculptor

48 Point 3 A 4 a

BIG Daily

36 Point 3 A 6 a

Majestic FIRE

30 Point 4 A 8 a

TIME 32 Seconds

24 Point 5 A 9 a

Bought New MOTOR

18 Point 8 A 14 a

NOTICE Foreign Diplomat

14 Point 11 A 21 a

Merchant Invests 49 THOUSAND

12 Point 13 A 26 a

EXCELLENT Display Composition Wins

10 Point 15 A 28 a

TYPOGRAPHERS EARNED REPUTATION
Preference for High-Grade Printing is Justified

8 Point 18 A 34 a

PREDICT IMPROVEMENT IN INDUSTRIAL SITUATION
Leading Automobile Manufacturers Express Optimistic Views

6 Point 20 A 38 a

AMERICAN TYPE DESIGNS SET THE FASHION EVERYWHERE
Discriminating Advertisers Recognize Importance of Modern Typography

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Litho Roman

BRASS RULE NO. 13212 PINNATE BORDER UNIT

FIRST NATIONAL BANK OF DUBOIS

DUBOIS, MASSACHUSETTS

Being a brief review of the advantages of placing your money with the largest and best bank in this fast growing community

GOUDY ORNAMENT

OFFICERS

James D. Holt . . President
Adam Hoyt . Vice-President
Charles N. Bahr . . Cashier

6 POINT TEAGUE BORDER NO. 614

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Invitation Series

24 Point 8 A 16 a

MASQUERADING
Exquisite Harmony

18 Point 12 A 22 a

IMPROVE BROCHURE
Finish Original Specimen

14 Point 16 A 32 a

MERITORIOUS CHARACTER
Recognizing Distinctive Qualities

12 Point 18 A 36 a

UNIQUE PRODUCTION VIEWED
Magnificent specimen of typography thrilled enthusiastic college students

10 Point 20 A 40 a

LIBRARY TRUSTEES HEAR REPORT
Helpful suggestions welcomed by officers at annual meeting held in library building

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

8 Point 23 A 44 a

BIDS RECEIVED FOR BOOK
Contract awarded to competitor submitting finest example of art

6 Point 24 A 47 a

STUDYING FOREIGN EXAMPLES
Bright craftsmen study all periodicals in their constant search for good ideas

ELITE

FINISHING SCHOOL

An organization of unusual excellence which meets every demand of patrons who desire nothing but the best. Every teacher is a leader in his especial field

Chauncey M. Barns
Principal
29 East Boulevard
Columbus

HAFTEL ORNAMENT NO. 3602

Invitation Shaded

Earl Sandringham Hotel

Invitation Matinee Dansant

Given for the benefit of the

Mount Pleasant Dispensary

Saturday, October Eighteenth

Two Dollars Three to six o’clock

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l
m n o p q r s t u v w x y z ff fi fl ffi ffl o’c . , - ‘ ’ : ; ! ?

Character O’C made only in sizes from 10 to 18 Point

24 Point 6 A 10 a

BURNISHING
Inspired Singer

18 Point 9 A 18 a

SPRING MODELS
Enchanting Damsel

14 Point 13 A 25 a

HANDSOME LIBRARY
Quickly Impressed Ladies
Distributed Old Specimen

12 Point 15 A 30 a

DANCING INSTRUCTORS
Lessons Given Each Monday
Helping Ambitious Students

10 Point 16 A 32 a

SOCIETY MAIDENS ELOPED
Purely Unsophisticated Gambol
Brought Joyous Reconciliations

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Typo Roman

24 Point No. 1 8A 16a

Metropolitan Securities Company
Independent Organization

24 Point No. 2 9A 18a

Engravings Satisfactorily Reproduced
Unabridged Encyclopedia

18 Point No. 1 12A 24a

Distinguished Scholars Receiving Diplomas
Nineteen Graduates Honored

18 Point No. 2 15A 30a

Newspapers Launched Big Advertising Campaign
Remarkable Journalistic Enterprise

14 Point 17A 34a

Magnificent Specimens of Swiss Architecture Exhibited
Modernistic Designs Receive Most Notice
American Graphic Arts Society

12 Point 19A 38a

Impressive Ceremonies Mark Opening of Suburban Highway
Numerous State Officials Attend Celebration
Laud Splendid Improvement

10 Point 20A 41a

Delightful Entertainment and Dance Concludes Quarterly Conference
Symphony Orchestra Renders Delightful Music
Excellent Banquet Arranged

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
o' r. ay ay, ty . , - ‘ ’ : ; ! ?

Typo Roman Shaded

24 Point No. 1 8A 16a

Metropolitan Securities Company
Independent Organization

24 Point No. 2 9A 18a

Engravings Satisfactorily Reproduced
Unabridged Encyclopedia

18 Point No. 1 12A 24a

Distinguished Scholars Receiving Diplomas
Nineteen Graduates Honored
Relatives Delighted

18 Point No. 2 15A 30a

Newspapers Launched Big Advertising Campaign
Remarkable Journalistic Enterprise
Editors Enjoy Speakers

14 Point 17A 34a

Magnificent Specimens of Swiss Architecture Exhibited
Modernistic Designs Receive Most Notice
American Graphic Arts Society
Lexington Parkway

12 Point 19A 38a

Impressive Ceremonies Mark Opening of Suburban Highway
Numerous State Officials Attend Celebration
Laud Splendid Improvement

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
o' r. ay ay, ty . , - ‘ ’ : ; ! ?

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THERMO TYPES

24 Point No. 109 11A

COMPOSING

24 Point No. 209 9A

IMPROVES

24 Point No. 309 8A

REQUIRE

24 Point No. 108 13A

INSTRUCTIONS

24 Point No. 208 11A

REMARKING

24 Point No. 308 9A

QUALITIES

18 Point No. 107 15A

ACKNOWLEDGED

18 Point No. 207 13A

DISCOURAGED

18 Point No. 307 11A

DISCRETION

18 Point No. 106 18A

SHREWD INVESTOR

18 Point No. 206 15A

EXPERT PRINTER

18 Point No. 306 13A

HIRES SINGER

12 Point No. 105 23A

PRINTING KNOWLEDGE

12 Point No. 205 19A

GRAIN HARVESTING

12 Point No. 305 16A

PUBLISH NAMES

12 Point No. 104 27A

DISTINGUISHED REPUBLICAN

12 Point No. 204 24A

MYSTERIOUS DETECTIVE

12 Point No. 304 19A

WONDERFUL HOUSE

12 Point No. 103 32A

MAGNIFICENT PAINTING EXHIBITED

12 Point No. 203 28A

SPONSOR UNIQUE RECEPTION

12 Point No. 303 24A

CHILDREN ENACT DRAMA

6 Point No. 102 31A

FORMER AMBASSADOR HOMEWARD BOUND
PRESIDENT MENTIONS NOTABLE SENATOR

6 Point No. 202 29A

LUMBERMEN AWAITING CONVENTIONS
PROMINENT DELEGATES INTERVIEWED

6 Point No. 302 23A

PARISIAN MILLINERY ENCHANTS
HUNDREDS VISITED SHOWROOM

6 Point No. 101 43A

SWEDISH ACTRESS GIVES WONDERFUL PERFORMANCE
THEATRICAL PROFESSION REJOICES WITH RISING STAR

6 Point No. 201 36A

TREMENDOUS BUSINESS FOLLOWS DEPRESSION
SATISFIED CUSTOMERS RETURNING ABUNDANTLY

6 Point No. 301 31A

HOLD MARVELOUS PAINTING EXHIBITION
CONGRESSMAN BUYS EXHIBITED PICTURE

6 Point No. 100 50A

MOUNTAIN CLIMBING CONTESTS PROVED INVIGORATING EXERCISE
SUMMER VACATIONISTS ENTHUSIASTICALLY APPLAUD CONTESTANTS

6 Point No. 200 45A

FIRST VICE-PRESIDENT INTRODUCES IMPORTANT CHARTER
EUROPEAN BANKERS DISCUSS AMERICAN CREDIT SYSTEMS

6 Point No. 300 36A

INDIAN POLOISTS DISPLAYED FINE SPORTSMANSHIP
NORWEGIAN HORSEMEN MAKE BRILLIANT SHOWING

CHARACTERS IN COMPLETE FONT

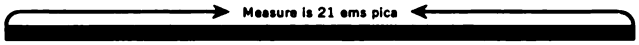
A B C D E F G
H I J K L M N
O P Q R S ſ T
U V W X Y Z & $
1 2 3 4 5 6 7 8
9 0 . , - ' ' : ; ! ?

The following characters are cast recessed in the 24 Point sizes only

A F L P T
V W Y

THERMO TYPES ARE LABOR-SAVING

The example below shows why Thermo Types are labor-saving. The measure is 21 ems pica. You wish to use the largest 24 Point (No. 309) for the name FRAMINGDALE, and it comes



FRAMINGDALE
FRAMINGDALE

out one pica too long. Simply change the R and N to 24 Point No. 209 and you have the correct measure within a point or two. Each series is the same in weight, size for size. The type is fitted point set and is practically self-spacing.

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Heavy Copperplate Gothic

24 Point No. 30 — 6 A

ENDANGER

24 Point No. 29 — 7 A

INSTRUCTION

18 Point No. 30 — 9 A

ERASED MARKS

18 Point No. 29 — 11 A

DEPTH MEASURED

12 Point No. 28 — 13 A

KNOWLEDGE SOUGHT

12 Point No. 27 — 16 A

FOUND HANDSOME BOOK

12 Point No. 26 — 19 A

SEVEN SCHOLARS FURNISHED

12 Point No. 25 — 24 A

INTERNATIONAL BOATING CONTEST

OUR BIRTHDAY

WHILE SERVING THE PUBLIC FOR THE PAST TWENTY-FIVE YEARS WE HAVE MADE A REPUTATION FOR OURSELVES OF WHICH WE ARE PROUD. TO-DAY WE CELEBRATE OUR

TWENTY-FIFTH ANNIVERSARY

IN HONOR OF THIS IMPORTANT EVENT PATRONS OF OUR STORE WILL BE GIVEN THE BENEFIT OF A THIRTY PER CENT REDUCTION ON ALL MERCHANDISE IN THE BUILDING. THIS LIBERAL OFFER IS FOR TO-DAY ONLY. DO NOT FAIL TO TAKE ADVANTAGE OF IT

BROAD DEPARTMENT STORE
CHESTER, INDIANA

6 Point No. 24 — 21 A

DEMONSTRATION SATISFACTORY MODERN LABOR-SAVING DEVICES

6 Point No. 23 — 26 A

COLLEGE PROFESSOR RETURNS REPORT DEPARTMENT OFFICIAL CORRECTS NOTE

6 Point No. 22 — 32 A

JUDGE HONORED FAMOUS EUROPEAN LIBRARIAN NEWSPAPER PUBLISHED BIOGRAPHY OF VISITOR

6 Point No. 21 — 37 A

RAPID CALCULATING MACHINE PROVES VERY EFFICIENT SEVERAL LEADING BUSINESS MEN ENDORSED INVENTION

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

Light Copperplate Gothic

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 4 — 21 A

PREPARED ELEMENTARY COURSE SCHOOL TEACHERS DIRECT BOYS

6 Point No. 3 — 26 A

INTERNATIONAL IMPROVEMENT SOCIETY FOREIGN BRANCH OFFICES CONSIDERED

6 Point No. 2 — 32 A

AMERICAN RAILROADS CHANGE TIME SCHEDULE COMMUTERS REJOICED WHEN THEY HEARD NEWS

6 Point No. 1 — 37 A

FURNISHED APARTMENT HOUSE NOW BEING REMODELED WORK TO BE DONE BEFORE THE COLD WEATHER ARRIVES

LOUIS PINE
PRESIDENT

JOHN LIONS
TREASURER

MONROE BANK

CAPITAL AND SURPLUS
$975,000

•

ANNUAL
REPORT

NORTH REVINGTON BOULEVARD — CHICAGO

24 Point No. 10 — 6 A

RENUMBER

24 Point No. 9 — 7 A

HARMONIOUS

18 Point No. 10 — 9 A

MONTH ENDING

18 Point No. 9 — 11 A

EXCEPTING RULES

12 Point No. 8 — 13 A

SPECIMEN EXHIBITION

12 Point No. 7 — 16 A

REPRODUCTION INSURED

12 Point No. 6 — 19 A

SPECIALIZING MACHINE WORK

12 Point No. 5 — 24 A

FURNISHED MODERN DEPARTMENT

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LIGHT COPPERPLATE GOTHIC CONDENSED

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

THE MONTAUK DRAMATIC SOCIETY

A SOCIETY COMPOSED OF

MEMBERS OF THE METROPOLITAN CHURCH

WILL PRESENT

THE PRODIGAL SON

A SKETCH IN FOUR ACTS

AT THE CHURCH AUDITORIUM

MANHATTANVILLE, NEW YORK

WEDNESDAY EVENING, FEBRUARY TWENTY-FOURTH

12 Point No. 36 — 26 A

ENGRAVING EXHIBITED
DELIGHTFUL MUSICALE

12 Point No. 35 — 29 A

FINE ORATION DELIVERED
PROFESSOR LAUDS JUDGE

6 Point No. 34 — 27 A

FINE WEDDING ANNOUNCEMENT
PRAISE ARTISTIC WORKMANSHIP
DISPLAYS EXCELLENT SPECIMEN

6 Point No. 33 — 31 A

APARTMENT EXCLUSIVELY DECORATED
REMARKABLE LANDSCAPE PAINTINGS
MANY BEAUTIFUL SCENES EXHIBITED

6 Point No. 32 — 37 A

GOOD TYPOGRAPHY SOUGHT BY ADVERTISER
PROGRAMS ARRANGED FOR CHURCH SOCIAL
PLAN TREMENDOUS ADVERTISING CAMPAIGN

6 Point No. 31 — 42 A

ORGANIZED NEW MERCHANDIZING HEADQUARTERS
HAT MANUFACTURERS HOLD ANNUAL CONVENTION
SEVERAL INTERESTING RESOLUTIONS SUBMITTED

24 Point No. 40 — 8 A

BRIDGES

24 Point No. 39 — 10 A

PROSPECT

18 Point No. 40 — 11 A

EXPOSITION

18 Point No. 39 — 14 A

HUMORESQUE

12 Point No. 38 — 18 A

PLEASING SHOW
FRENCH ACTORS

12 Point No. 37 — 22 A

MODERNIZED HOME
RAREST DRAPERIES

HEAVY COPPERPLATE GOTHIC CONDENSED

24 Point No. 20 — 8 A

HONORS

24 Point No. 19 — 10 A

EXCLUDED

18 Point No. 20 — 11 A

IMPRESSIVE

18 Point No. 19 — 14 A

EMBANKMENT

12 Point No. 18 — 18 A

MODERN HOMES
FINE MERCHANT

12 Point No. 17 — 21 A

SPLENDID EXAMPLE
BEAUTIFUL GARDEN

12 Point No. 16 — 25 A

REMARKABLE STORIES
EXQUISITE APARTMENT

12 Point No. 15 — 29 A

SIMPLICITY OF DESIGNING
NOVEL SPECIMEN SHOWN

6 Point No. 14 — 27 A

EXTRAORDINARY IMPROVEMENT
ACQUIRED MODERN BUILDINGS
INDUSTRIAL TREND IMPROVING

6 Point No. 13 — 31 A

SUBMITS VERY INTERESTING REPORT
NATIONAL BOARD OF UNDERWRITERS
ENCOURAGING INDUSTRIAL OUTLOOK

6 Point No. 12 — 37 A

IMPROVED FINANCIAL CONDITIONS SHOWN
ADVERTISING CAMPAIGNS BEING PLANNED
GOOD TYPE DESIGNS COMMAND ATTENTION

6 Point No. 11 — 42 A

PROGRESSIVE MANUFACTURER ORDERS PRINTING
MOST ADVERTISERS PREFER HAND COMPOSITION
HANDSOME TYPE FACES CREATE MORE BUSINESS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

BUSINESS STIMULATED

AN ARTISTIC PIECE OF PRINTING USUALLY ATTRACTS THE EYES OF BUSINESS MEN IN NOT ONLY YOUR OWN BUT IN EVERY OTHER LINE. WITH OUR FACILITIES FOR PRODUCING ARTISTIC PRINTING YOUR BUSINESS CAN BE STIMULATED NO MATTER WHAT YOU MAKE OR SELL

ARTISTIC PRINTING COMPANY

ADVERTISING DESIGNERS AND TYPOGRAPHERS

POUGHKEEPSIE, NEW YORK

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Light Copperplate Gothic Extended

24 Point No. 70 — 5 A

ENSURED

24 Point No. 69 — 6 A

RIGHTEOUS

18 Point No. 70 — 8 A

INSTRUCTIVE

18 Point No. 69 — 9 A

FOREIGN BIRTH

12 Point No. 68 — 11 A

SMART EXECUTOR

12 Point No. 67 — 13 A

PRODUCING FIGURES

12 Point No. 66 — 15 A

MECHANICS PROSPERING

12 Point No. 65 — 18 A

HISTORIC BANKING CONCERN

6 Point No. 64 — 17 A

ENTHUSIASTIC ADVERTISER
SHOWING ARTISTIC DESIGN

6 Point No. 63 — 22 A

IMPORTANT BANQUET ARRANGED
MANY NOTED SPEAKERS PRESENT

6 Point No. 62 — 26 A

INTERNATIONAL ROWING CHAMPIONSHIP
MAGNIFICENT BRONZE TROPHY AWARDED

6 Point No. 61 — 30 A

CONTEMPLATE REMARKABLE DEMONSTRATION
PRESIDENT ATTENDS IMPRESSIVE CEREMONIES

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

BAKER-RICHMOND COMPANY

MADISON SQUARE, ST. LOUIS, MISSOURI

OUR MR. JACKSON WILL CALL ON YOU SEPTEMBER 24TH
WITH AN UNUSUAL SHOWING OF USEFUL AND ARTISTIC

SILVERWARE

MR. JACKSON RANKS AMONG THE LEADING AUTHORITIES
ON SILVERWARE, AND WE SINCERELY BELIEVE YOU WILL
FIND HIS VISIT VERY INTERESTING AND OF REAL VALUE

BAKER-RICHMOND COMPANY

AUGUST NINTH

Heavy Copperplate Gothic Extended

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 74 — 17 A

CONCERT SINGERS RETURN
BEAUTIFUL WINTER HOMES

6 Point No. 73 — 22 A

ILLUSTRATED WESTERN SCENERY
VARIOUS KINDS OF LARGE SHOWS

6 Point No. 72 — 27 A

NEW MACHINE BREAKS RACING RECORD
HIGH-GRADE SHOES SOLD REASONABLY

6 Point No. 71 — 30 A

NEW YORK CENTRAL TRAVELS ALONG HUDSON
COUNTRY WINDOW DISPLAYS VERY ATTRACTIVE

MRS. EDNA BROWNSON

TAKES GREAT PLEASURE IN INVITING YOU
TO BE PRESENT AT HER

SECOND VIOLIN RECITAL

SUNDAY AFTERNOON, SEPTEMBER FIRST

THREE FORTY-FIVE O'CLOCK

MENDLESHON DRAWING ROOMS

NORTHSHORE MANOR

FOR THE BENEFIT OF AGED MUSICIANS

24 Point No. 80 — 5 A

MENDING

24 Point No. 79 — 6 A

DISREPUTE

18 Point No. 80 — 7 A

COLD WINDS

18 Point No. 79 — 8 A

NUMBER FOUR

12 Point No. 78 — 11 A

FROZEN CHICKEN

12 Point No. 77 — 13 A

NOTED AUTOMOBILE

12 Point No. 76 — 15 A

MERCHANTS CROWDING

12 Point No. 75 — 18 A

NUMEROUS HOMES DESIRED

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COPPERPLATE GOTHIC ITALIC

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

6 Point No. 54 — 21 A
STRAIGHTFORWARD APPRENTICE NOTABLE LEGISLATORS ELECTED

6 Point No. 53 — 25 A
PROFESSIONAL ACTIVITIES CONDEMNED STORES ENJOYED PROSPEROUS SEASON

6 Point No. 52 — 32 A
BRILLIANT ENTERTAINMENT CLOSES PAGEANTRY MISUNDERSTANDING CAUSES SERIOUS BLUNDER

6 Point No. 51 — 37 A
WONDERFUL RESULTS SECURED BY SIMPLIFIED PROCESS ELECTRICIANS DISCUSS NUMEROUS TOPICS OF INTEREST

FOURTH SEASON

DRAMATIC GUILD

DECEMBER

ROMEO AND JULIET

ACADEMY OF MUSIC

SEASON TICKETS ARE NOW ON SALE

24 Point No. 60 — 6 A
HUNDREDS

24 Point No. 59 — 8 A
EXPOUNDING

18 Point No. 60 — 9 A
MAGNIFICENCE

18 Point No. 59 — 11 A
RECONSTRUCTION

12 Point No. 58 — 12 A
PERMANENT SERVICE

12 Point No. 57 — 16 A
LEGENDARY HAPPENINGS

12 Point No. 56 — 18 A
DASHING OFFICER PROMOTED

12 Point No. 55 — 22 A
ENTHUSIASTIC VOYAGERS RETURN

COPPERPLATE GOTHIC BOLD

24 Point No. 50 — 6 A
EMBRACED

24 Point No. 49 — 7 A
RETRIBUTION

18 Point No. 50 — 9 A
NECROMANCER

18 Point No. 49 — 11 A
UNCOMPROMISING

12 Point No. 48 — 13 A
MYSTERIOUS SEARCH

12 Point No. 47 — 16 A
FINANCIAL ADJUSTMENTS

12 Point No. 46 — 19 A
DISTINGUISHED PHILOSOPHER

12 Point No. 45 — 24 A
BRILLIANT INSTRUCTOR RESIGNED

6 Point No. 44 — 22 A
SUPERINTENDENT ENCOURAGED MECHANIC PATENTED INVENTION

6 Point No. 43 — 25 A
PERIODICAL ILLUSTRATORS BANQUETED BUILDS EXTENSIVE STEEL WAREHOUSES

6 Point No. 42 — 34 A
ESTABLISHED SEVENTEEN NORTHERN BRANCHES HASTEN ARRANGEMENTS FOR INVITATION DANCE

6 Point No. 41 — 37 A
MANUFACTURING BUILDER SECURES FACTORY CONTRACT FREIGHT CONFERENCE ADJOURNS AFTER PRELIMINARIES

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

SLOAN & BUCHANAN

MANAGING AGENTS AND DIRECTORS FOR THE PRINCIPAL FOREIGN AND DOMESTIC COMPANIES

INSURANCE

PITTSBURGH INDIANAPOLIS CINCINNATI

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BANK GOTHICS

Bank Gothic Light	Bank Gothic Medium	Bank Gothic Bold
18 Point No. 10 10A	18 Point No. 20 10A	18 Point No. 30 9A
MECHANICS	EXTENDING	PRODUCED
18 Point No. 9 12A	18 Point No. 19 12A	18 Point No. 29 11A
REPRODUCED	BENEVOLENT	DISTINGUISH
12 Point No. 8 15A	12 Point No. 18 15A	12 Point No. 28 13A
SECURED HOME	GRAND SCENES	MODERN RADIO
12 Point No. 7 17A	12 Point No. 17 17A	12 Point No. 27 16A
CLEVER SALESMAN	HISTORIC VOLUME	BANK TREASURER
12 Point No. 6 21A	12 Point No. 16 21A	12 Point No. 26 20A
SUPERIOR INSURANCE	STEADY EMPLOYMENT	ECONOMIC METHODS
12 Point No. 5 24A	12 Point No. 15 24A	12 Point No. 25 24A
ENTERPRISING EXHIBITOR	ENCOURAGING SYMPTOM	DESIRABLE PRODUCTION
6 Point No. 4 21A	6 Point No. 14 21A	6 Point No. 24 21A
BEAUTIFUL SUMMER GARDENS TENNIS CHAMPION SURPRISED	INTERESTING COVER DESIGNS PROMOTES REAL INVESTMENT	SUBMIT INTERESTING REPORT NATIONAL BANK STATEMENTS
6 Point No. 3 25A	6 Point No. 13 25A	6 Point No. 23 25A
AMERICAN PRESIDENT ENTERTAINED REMARKABLE MECHANICAL EXHIBITS	MODERNISTIC OFFICE STATIONERY PRINTING INSTRUCTORS ENGAGED	UNUSUAL OPPORTUNITY OFFERED HANDSOMELY BOUND DICTIONARY
6 Point No. 2 29A	6 Point No. 12 29A	6 Point No. 22 29A
ARTIST ILLUSTRATING WESTERN SCENERY FIRM ESTABLISHING NORTHERN BRANCH	DISTINCTIVE PRINTING RECEIVED AWARD CUSTOMER DESIRES ARISTOCRATIC TYPE	COMPETENT MECHANIC MADE FOREMAN MANUFACTURING CONCERN PROSPERED
6 Point No. 1 35A	6 Point No. 11 35A	6 Point No. 21 34A
ARCHITECTURAL INSTITUTE GIVING EXHIBITION BRILLIANT PAGEANT CLOSING ENTERTAINMENT	ADMIRES DIGNIFIED COMMERCIAL STATIONERY REPRODUCE FINE ENGRAVED ANNOUNCEMENT	INTERNATIONALLY PROMINENT TYPOGRAPHER EXHIBITED WONDERFUL PRINTING SPECIMENS

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0 . , - ' ' : ; ! ?

Characters are the same in Light, Medium and Bold

FRANK PANKEY. JR.
TREASURER

GEORGE M. CHAPMAN
PRESIDENT

CHARLES E. MEISTER
CHEMIST

GIBSON-KINNEY COMPANY

MANUFACTURING CHEMISTS

MANUFACTURERS
FOR
BOTTLERS
EXCLUSIVELY

•

MEMBER OF
WESTERN MANUFACTURERS
OF SODA WATER
FLAVORS

ESTABLISHED 1896
TELEPHONE MAIN 1301

FLAVORS
CERTIFIED COLORS
ACIDS
COMPOUNDS
GINGER ALE
EXTRACTS
ETC.

1027 RIVER STREET

DANTOWN, IOWA

VOCATIONAL CAMEO 3616

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Bank Gothics Condensed

Bank Gothic Condensed Light

18 Point No. 40 13A

MODERN HOUSE

18 Point No. 39 15A

INCREASED ORDER

12 Point No. 38 17A

PURCHASED BUILDING

12 Point No. 37 20A

IMPROVING PRODUCTIONS

12 Point No. 36 25A

REPORT SPLENDID CONDITION

12 Point No. 35 29A

MANUFACTURERS CALLED MEETING

6 Point No. 34 25A

DISTINGUISHED LAWYER RECEIVED AWARD
EUROPEAN THESPIANS HELD CONVENTION

6 Point No. 33 30A

EXHIBITING DIGNIFIED COMMERCIAL STATIONERY
REPRODUCED FINE ENGRAVED ANNOUNCEMENTS

6 Point No. 32 35A

MODERNISTIC EMBELLISHMENT PLEASED TYPOGRAPHER
CRAFTSMAN CREATED MANY ORIGINAL COVER DESIGNS

6 Point No. 31 40A

MANY CUSTOMERS ARE DEMANDING ARISTOCRATIC TYPE FACES
PROSPEROUS MANUFACTURING CONCERN PROMOTED FOREMAN

Bank Gothic Condensed Medium

18 Point No. 50 12A

REGAL EMPIRES

18 Point No. 49 15A

STYLISH LINGERIE

12 Point No. 48 17A

MODERNIZED SKETCH

12 Point No. 47 19A

EXCLUSIVE ATMOSPHERE

12 Point No. 46 23A

BEAUTIFUL SUMMER GARDEN

12 Point No. 45 27A

INTERESTING COVER DESIGN SOLD

6 Point No. 44 25A

ARTIST ILLUSTRATING WESTERN SCENERY
FIRM ESTABLISHING NORTHERN BRANCH

6 Point No. 43 28A

ARCHITECTURAL INSTITUTE GIVING EXHIBITION
BRILLIANT PAGEANT CLOSES ENTERTAINMENT

6 Point No. 42 33A

CONCERN ORDERED MODERNISTIC OFFICE STATIONERY
MANY PROMINENT PRINTING INSTRUCTORS ENGAGED

6 Point No. 41 38A

AMERICAN PRESIDENT ENTERTAINED DISTINGUISHED ENVOYS
SHOWN NUMEROUS REMARKABLE MECHANICAL INNOVATIONS

Bank Gothic Condensed Bold

18 Point No. 60 11A

RIGHT DESIGN

18 Point No. 59 13A

DESCRIBES SHIP

12 Point No. 58 15A

RURAL MERCHANTS

12 Point No. 57 17A

SPLENDID ATTRACTION

12 Point No. 56 21A

ORDERS COLORFUL GOWNS

12 Point No. 55 25A

FRENCH AIRPLANE TRIUMPHANT

6 Point No. 54 22A

BROKER SUBMITS EXCELLENT REPORT
MARKET NATIONAL BANK STATEMENTS

6 Point No. 53 26A

UNUSUAL OPPORTUNITY OFFERED DIRECTOR
HANDSOMELY EMBELLISHED DICTIONARIES

6 Point No. 52 31A

COMPETENT YOUNG CRAFTSMAN GETS PROMOTION
MACHINE MANUFACTURING CONCERN PROSPERED

6 Point No. 51 35A

INTERNATIONALLY PROMINENT TYPOGRAPHERS CONVENED
EXHIBITS SEVERAL WONDERFUL TYPOGRAPHIC SPECIMENS

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0 . , - ' ' : ; ! ?

Characters are the same in Light, Medium and Bold

FOR LARGER SIZES OF BANK GOTHIC CONDENSED MEDIUM SEE POSTER GOTHIC, PAGE 185

PEERLESS AUTOMATIC UNIT

•

THE PEERLESS AUTOMATIC UNIT WILL HANDLE THE FULL RANGE OF STOCK, STARTING WITH 13-POUND FOLIO, UP TO 10 OR 12-PLY CARDBOARD. IT WILL ALSO FEED BLOTTERS, ENVELOPES, TAGS, CARDS, AND EVEN CERTAIN FOLDED JOBS THAT ARE TO BE IMPRINTED. THERE IS AN ENDLESS VARIETY OF WORK WHICH THE PEERLESS WILL DO QUICKER AND BETTER THAN CAN BE DONE ON A PRESS FED BY HAND

AMERICAN TYPE FOUNDERS SALES CORPORATION

AMERICAN
INSTRUMENTS OF UNUSUAL
EXCELLENCE

KINGSMAN
PIANOS

ON DISPLAY
AT THE MUSIC SHOW
HARMONY HALL

KINGSMAN PIANO COMPANY
PHILADELPHIA

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Blair Series

24 Point No. 2 — 5 A
NICHE

24 Point No. 1 — 6 A
URBAN

18 Point No. 2 — 8 A
SQUIRM

18 Point No. 1 — 9 A
REPENTS

12 Point No. 4 — 11 A
MORTGAGE
BIG SIPHON

12 Point No. 3 — 14 A
INSPIRED HIM
HIDES CHECK

12 Point No. 2 — 16 A
PRINTING TRUE
MOSAIC DESIGN

12 Point No. 1 — 18 A
RAMBLING NOMAD
HELPED CAPTIVES

6 Point No. 4 — 16 A
MODERN ORCHESTRA
SHIP FOLDERS QUICK

6 Point No. 3 — 19 A
EXPERIENCED WORKERS
BUILD SUBURBAN SHOP

6 Point No. 2 — 23 A
PRUDENT ADVERTISERS SAVE
RARE DRAWING GIVEN WRITER
QUAINT FURNITURE EXHIBITS

6 Point No. 1 — 29 A
NEAT TYPOGRAPHIC SPECIMEN BOOK
CANADIAN CRAFTSMEN BANQUETING
IDAHO SENATOR DELIVERED ORATION

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 0 carried in stock only at Foundry

SECOND ANNUAL
WHIMSICAL DANCE
OF THE
ROXBURY CLUB

FRIDAY EVENING — MARCH TENTH

Steelplate Gothic Shaded

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

THE NORTHERN
OF NEW YORK

THE LEADING PERIODICAL IN ITS FIELD

ANNOUNCES
THE APPOINTMENT OF

MR. ALEXANDER JACKSON

AS THE EDITOR-IN-CHIEF

12 Point No. 73 — 17 A
MERCHANDISE
SHOWING FINE
NEW METHODS

12 Point No. 72 — 19 A
FOURTH ANNUAL
DECEMBER CLUB
FLAG EXHIBITION

12 Point No. 71 — 23 A
MANY INTERESTING
PAPERS EXHIBITED
BENEFITING LOCAL
FLOWER MERCHANT

6 Point No. 74 — 28 A
DISTINGUISHED BANKER
BESTOWS COMPLIMENTS
UPON DARING OFFICERS
AND MEMBERS OF FORCE

6 Point No. 73 — 32 A
PROMINENT EASTERN WRITER
RECOVERS FRENCH PICTURES
DURING THE RECENT DISPLAY
BY PROMINENT CONNOISSEUR

24 Point No. 72 — 6 A
BANKS
HEDGE

24 Point No. 71 — 8 A
EMBARK
SECOND

18 Point No. 72 — 9 A
NOMADIC
KINGDOM

18 Point No. 71 — 11 A
RESIDENCE
DIRECTORS

12 Point No. 74 — 14 A
DEMOLISHING
AMENDMENTS

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Comstock

36 Point 3 A 4 a

HERB

Spent

30 Point 4 A 5 a

MUSIC

Elderly

24 Point 5 A 7 a

NIMROD

Regicide

18 Point 7 A 10 a

ENSURING

Habilitated

14 Point 9 A 15 a

BRIGHT BLUE

Secure Result

12 Point No. 1 12 A 20 a

INSURED MINER

Request Granted

12 Point No. 2 15 A

HISTORIC DESIGNS

KNIGHTS CONVENE

EXQUISITE DINNER

12 Point No. 3 18 A

EUROPEAN COSTUMERS

ORCHESTRAS ENGAGED

HUMOROUS COMEDIANS

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z . , - ' : ; ! ?

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE

TELEPHONE 123

ELMFORD, MD.

COMSTOCK WITH CASLON NO. 471 AND ITALIC TELEPHONE CAST CUT NO. 1802

Engravers Shaded

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

The following overhanging characters are supplied with each font

A F L P T V W Y

MISS ELINORE HICKSON

42 HUNEKER PLACE

18 Point No. 1 6 A

PAYING

DEVICE

18 Point No. 2 7 A

MONDAY

PARTIES

12 Point No. 1 10 A

MAY DAYS

REGILDER

AUDITORS

12 Point No. 2 12 A

DESIGN GIFT

ART EDITOR

RIGHT BOND

12 Point No. 3 16 A

AMERICA FIRST

GIRL NEIGHBOR

RESERVE BANK

6 Point No. 1 18 A

HANDSOME DESIGNS

BRIGHT SPRING DAY

MORNING EXERCISE

FINE ARTS DIVISION

6 Point No. 2 21 A

THE MUNICIPAL COUNCIL

INVESTIGATED REPORTS

TAXPAYER COMPLAINED

EXHIBITION OF POTTERY

6 Point No. 3 25 A

COMPLIMENT GREAT ORATOR

SCHOOLS OBSERVED EASTER

MANY PROMINENT IN CHURCH

COLORFUL MUSICAL SERVICE

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Antique Shaded

72 Point 3 A 4 a

Curls 2

24 Point 4 A 7 a

REBUS
Musing
an hour

12 Point 10 A 20 a

NUMBERING
Inventor likes
the intricately
fitted machine
to work nicely

60 Point 3 A 4 a

5 Money

18 Point 7 A 11 a

EMBERS
Boy scout
tends fire

10 Point 12 A 22 a

INSTRUCTORS
Reads literature
containing most
beautiful phrase
written in years

48 Point 3 A 4 a

CRIMES 8
Large haul

14 Point 9 A 17 a

MUSICALE
Big receipts
benefit poor

8 Point 14 A 26 a

MERCHANT SAILS
Around the world in
about seven months
combining pleasure
with business spirit

6 POINT MODERNISTIC STARS NO. 2

42 Point 3 A 4 a

4 DOCTORS
Advise quiet

36 Point 3 A 4 a

FIRST SALE 3
Suits and Coats

30 Point 4 A 6 a

ANNUAL DANCE
1 Elite Patronized

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ‘ ’ : ; ! ?

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An interesting display
of the latest

Mid-Winter Fashions

awaits your approval
and offers great
variety at

The Elite Shop

Broadway and Grand
San Francisco

Lucille Harmon

Miss Florence Burke

Piano Instruction

Sniffin Ornament
No. 7

48 Point 3A 6a

Defended

36 Point 4A 11a

Magniloquent

30 Point No. 551 4A 12a

Lids Replaced

30 Point No. 552 4A 12a

Beautiful Home

24 Point No. 551 6A 18a

Stylish Decorators

24 Point No. 552 6A 18a

New Samples Given

18 Point No. 551 7A 21a

Regular Customer
Admire Ideal Proposal

12 Point No. 551 9A 36a

Distinguished Gentleman
Merchants Entertaining Diplomat

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v
w x y z , ' . - = ' : ; ! ?

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Type Script

60 Point 3A 8a

Hesperian

48 Point 3A 10a

Rhapsodical

36 Point 4A 14a

Beautiful Girls

30 Point 4A 17a

Captivated Knight

24 Point 6A 20a

Delightful Atmosphere
Summer Homes

18 Point 8A 24a

Mighty Behemoth
President Invited Everybody
Bought Automobile

14 Point 8A 32a

Remarkable Personality
Famous English Psychologist Returns
Cordial Reception
Entertained Vast Assemblage

Characters in Complete Font

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s ſ t u v w x y z
. : , ; - ' : ; ! ? , '

Typo Script Extended

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s ſ t u v w x y z
. : , ; - ' : ; ! ? , '

24 Point 6A 18a

Government
Large Aeroplanes

18 Point 8A 24a

Delightful Chat
Pleasant Surroundings

14 Point 8A 32a

Manufactured Fabric
Building Terminal Extension

12 Point 10A 40a

Preferred Stockholders
Marine International Companies
Insurance Division

60 Point 3A 7a

Majestic

48 Point 3A 9a

Knapsack

36 Point 4A 12a

Synchronize

30 Point 4A 14a

Depositors
Redfield Bank

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Typo Upright Bold

60 Point 3 A 9 a

Hieroglyphical

48 Point 3 A 10 a

Mysterious Story

36 Point 4 A 13 a

Wonderful Decoration

30 Point 5 A 16 a

Acknowledges Qualification

24 Point No. 1 7 A 20 a

Purchased Magnificent Portrait

24 Point No. 2 8 A 23 a

Compiled Very Interesting Reports

18 Point 9 A 29 a

Discovered Extraordinary Metamorphosis

14 Point 11 A 32 a

Beautiful Rose
Displays Fine Flowers

12 Point 11 A 45 a

Successful Business
Banking Situation Pleases

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z Th Tu & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l
m n o o' p q r s s' t u v w x y z
. ' ‘ - , ; - ’ : ; ! ?

Typo Upright

18 Point 9 A 35 a

Prominent Jurist Given Agreeable Surprise

14 Point 9 A 44 a

Finest Specimens
Exquisite Type Designing

12 Point 10 A 48 a

Brilliant Scholars
Professor Awarded Prizes

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & Tu Th $ 1 2 3 4 5 6 7
8 9 0 a b c d e f g h i j k l m
n o o' p q r s s' t u v w x y z
fi fl . ' ‘ - , ; - ’ : ; ! ?

48 Point 3 A 10 a

Best Encyclopedia

36 Point 4 A 14 a

Metropolitan Theatres

30 Point 5 A 18 a

Smart Handwriting Expert

24 Point No. 1 6 A 21 a

Beautiful Engravings Duplicated

24 Point No. 2 7 A 26 a

Customers Admire Aristocratic Letter

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48 Point 3 A 12 a

Reproduce Magnificent

36 Point 4 A 15 a

Lithographed Design Pleasing

30 Point 5 A 18 a

Highest Quality Kentucky Tobaccos

24 Point No. 1 6 A 22 a

Suspend Judgment
Night Editions Helped

24 Point No. 2 8 A 25 a

Invention Safeguarded
Royalty Cheered Acrobats

18 Point 10 A 32 a

Extraordinary Manuscript
Delightful Country Residences
Important Structures

14 Point 12 A 40 a

Wonderful Encyclopedias Bought
Unprejudiced Photographer Exonerated
Remarkable Demonstrations

Elizabeth Rembrandt
Philadelphia

Announcing a special
showing of

Dainty Silk Lingerie

in the latest and most
distinctive designs

Exhibited on the third floor in the
Fashion Department

Wednesday May fifth
Half after three

Pinnate Border No. 9

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z Th Tu
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o o p q r s s t u v w x y z
, ' " . - , ; - ' : ; ! ?

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Typo Text

24 Point 4A 11a

Beautiful Parks

18 Point 6A 18a

Recently Established

14 Point 9A 28a

Given Delightful Surprise
Honorable Mention

12 Point 11A 31a

Entertains Celebrated Violinist
Requests Introduction

10 Point 11A 34a

Diplomatic Methods Solve Problem
Noteworthy Achievement

8 Point 14A 40a

Popular Artist Displays Masterpiece
Valuable Information Concerning Exhibition
Artistic Paintings Recognized

1 2 3 4 5 6 7 8 9 0

24 Point Figures set solid

12 Point Chic Border No. 4

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl o'c
. , - ' : ; ! ?

Character o'c made only in sizes from 8 to 18 Point

Betrothed
Marjorie Eleanor Baskerville
and
Raymond Henderson

Waldorf Text

CHARACTERS

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

36 Point 4A 12a

Splendid Scenic Route Production

24 Point No. 2 5A 15a

Manhattan Sculpture Studio Beauty Parlor

24 Point No. 1 6A 18a

Exceptional Window Displays Costumers

18 Point 9A 27a

Twenty-second Annual Entertainment Successful

14 Point 12A 33a

Recently Purchased New Theological Seminary Most Modern

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Engravers Text

24 Point No. 1 8A 22a

Southern Progressive Association
Noted Speakers Introduced

18 Point No. 2 14A 42a

President Appoints New Chairman
Cosmopolitan Securities Corporation Lauded
Elegant Brochure Printed

24 Point No. 2 9A 27a

Handsome Building Lately Constructed
Modernized Effect Procured

14 Point 18A 53a

Advertising Designers Praise Artist
Picturesque Landscapes Accurately Photographed
Best Commercial Stationery

18 Point No. 1 13A 38a

East Greenpoint Military Academy
Third Regimental Band Entertains Troopers
Delightful Programme Enjoyed

12 Point 20A 60a

Third Anniversary
County Historical Society
Highest Ideal

10 Point 23A 68a

Grand Entertainment
Church Auditorium Dedicated
Visitors Welcome

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & 5 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' ' : ; ! ?

★

American Type
"The Best in Any Case"

Mr. and Mrs. Reginald Harper
request the honor of
your company at the marriage of their daughter
Jacqueline Marie
to
Mr. Alfred Bruce Saylor
on the evening of Wednesday, the first of October
at half after seven o'clock
at Six hundred and ten Richelieu Place
Kingsland, Wyoming

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1
2
3
4
5
6
7
8
9
0

48 Point Figures set solid

Nobby Decorator No. 3602

48 Point 4 A 10 a

Important

42 Point 4 A 11 a

Quiet Parks

36 Point 4 A 13 a

Very Brightly

30 Point 5 A 15 a

Sculptor Helped

24 Point No. 1 6 A 18 a

Appreciation
Distinctive Portrait

24 Point No. 2 7 A 19 a

Reliable Methods
Noted Lawyer Elected

18 Point No. 1 9 A 30 a

Proposed Library
Valuable Records Intact

18 Point No. 2 10 A 30 a

Fitting Memorial
Erecting Beautiful Statues

14 Point 13 A 40 a

Receive Unique Design
Talented Decorators Gratified

12 Point 12 A 45 a

Quaint Paintings
Enthusiastic Art Critic
Magnificent

10 Point 15 A 50 a

Cordial Reception
Most Graceful Dancer
Entertainment

8 Point 16 A 54 a

Awarded Scholarships
Holding Impressive Ceremony
Made Valedictorian

6 Point 18 A 60 a

Distinguished Personality
Congenial Representative Secured
Inspiring Confidence

Characters in Complete Font

A B C D E F G H H
I J K L M N O P Q
R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
nd rd o'c st th . , - ' : ; ! ?

Character o'c made only in sizes from 6 to 18 Point

Janet Savoy

extends a most cordial invitation to
you to inspect a complete
assortment of

Excellent Gowns

designed by popular
modistes

Tuesday, October Eighth

Kenilworth Parkway
Sayerville

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48 Point 4 A 8 a

Repudiated

36 Point 4 A 11 a

Decides Position

30 Point 5 A 14 a

Enlivening Crowds

24 Point 5 A 16 a

Geographic Study
Practical Development

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z ꝛc
. , - ' : ; ! ?

Character ꝛc made only in sizes from 8 to 18 Point

18 Point 8 A 25 a

Ardent Support
Begins New Method

12 Point 15 A 45 a

Possessed Originality
Reliable Business Policies
Artistic Designing

10 Point 16 A 50 a

Excitement Subsiding
Delivered Forceful Lecture
Generous Rewards

14 Point 13 A 38 a

Produce Fine Printing
Obtaining Desirable Results

8 Point No. 1 18 A 54 a

Used Appropriate Type Faces
Satisfied Customer Repeats Order
Extraordinary Performance

8 Point No. 2 22 A 65 a

Great Demonstrations Everywhere
Many Celebrated People Arriving Daily
Entertain Distinguished Guest

Permit us to extend the personal services and courtesy of

Miss Elsie May Bosworth

Special Designer of

The Ladies' Apparel Department

who will assist you and afford you every consideration
in the selection of your hats and gowns

Rodman Company

Please present this card

1 2 3 4 5 6 7 8 9 0

48 Point Figures
set solid

AMERICAN
TYPE FOUNDERS
SALES
CORPORATION

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48 Point 6A 10a

Dignified Printer

36 Point 6A 10a

Fine Musical Program

30 Point 8A 14a

Semi-annual Golf Tourney

24 Point 10A 18a

Now in Progress
Notable Embroidery Exhibitions

18 Point 14A 28a

Fancy Skating Display
Summer Vacations Will Soon Be in Order
Healthful Games

14 Point 21A 40a

Masterpieces Bought
Nine Day Cruise to the West Indies & South America
Coerce Metropolitan Author

12 Point 22A 42a

Brochure Won Trophy
Steamship Companies Report European Tours Very Popular
National Association of Scribes

10 Point 25A 49a

Seventh Regimental Dance
Meeting of the Board of Education Voted to Erect New High School
Legislative Manual for Government

8 Point 27A 53a

Choicest Educational Literature
Philadelphia Girls Friendly Society
Horticultural Exposition

6 Point 29A 58a

International Yacht Racing Contests
Weekly Meeting of Southern Negro Guild
Eighth Financial Statement

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Greeting Monotone

24 Point 9A 20a

Many Happy Returns

18 Point 14A 28a

Greetings for CHRISTMAS

14 Point 22A 43a

HOLIDAY MAIL HEAVY
Exports to Foreign Countries Increase

12 Point 23A 45a

ANNUAL CHARITY BALL
Benefit Performance for Out of Work Fund

10 Point 24A 48a

INDEPENDENCE DAY PARADE
Celebrated with Athletic Events and Fireworks

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2 3 4
5 6 7 8 9 0 a b c d e f g h i j k
l m n o p q r s t u v w x y z ff fi fl ffi ffl
Th . , - ‘ ’ : ; ! ?

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72 Point 3 A 5 a

Bible

60 Point 3 A 5 a

Picked

48 Point 3 A 7 a

Explain
Teach

42 Point 4 A 7 a

Loadstar
Speak

36 Point 4 A 8 a

Handicraft
Refusal

30 Point 5 A 11 a

Pyrotechnics
Chorister

24 Point 5 A 12 a

Advocate
Entertained
Banker

18 Point 8 A 22 a

Incantation
Holiday Social
Venetians

14 Point 10 A 33 a

Finished Manse
Pleasant Reception
Mademoiselle

12 Point 13 A 37 a

Guardianship
Twelve Modistes
Wonderful

10 Point 14 A 44 a

Racer Rewarded
Fine Entertainment
Yuletide Tale

8 Point 16 A 48 a

Elaborate Reception
One Hundred Thousand
Tenth Pedagogue

6 Point 16 A 50 a

Impressive Presentation
Builders Recommend Actor
Dedication Ceremonial
Reports Harmony

Characters in Complete Font

A B C D E F G
H I J I K L M
N O P Q R S T
U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z æ ß ff fi fl ffi ffl ct o'r
. , - ' " : ; ! ?

Character o'r made only in sizes from 6 to 18 Point

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

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Cloister Black

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

12 Point 12 A 36 a
Exceptionably
Serving Luncheon
Tournament

10 Point 14 A 42 a
Elected Secretary
Officiating Conductor
Congressional

8 Point 16 A 52 a
Delightful Confections
Acknowledgment Registered
United Congregation

6 Point 17 A 55 a
Theological Organization
Insurance Company Courageous
September Testimonial
First Exposition

24 Point 5 A 14 a
Yachting
Educational
Anchor

18 Point 8 A 22 a
Graduation
Testamentary
Statutes

14 Point 10 A 32 a
Horticulturist
Wasted Program
Bridesmaid

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V Y W
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ſt ll
. , - ' : ; ! ?

72 Point 3 A 5 a
Brief

60 Point 3 A 6 a
Debut

48 Point 4 A 7 a
Knights
Nectar

42 Point 4 A 8 a
Musicale
Width

36 Point 4 A 9 a
Respirator
Counsel

30 Point 5 A 11 a
Index Leased
Handicap

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American Text

72 Point 3A 5a

Scripture Quoted

60 Point 3A 8a

German Philosopher

48 Point 4A 10a

Distinguished Theologian

42 Point 4A 11a

Eulogize University Graduate

36 Point 4A 13a

Mystic Shrine Dedicates Building

30 Point 5A 15a

Exceptionally Artistic Programmes

24 Point 7A 19a

Provident Building and Loan Association
New Series Recently Opened

18 Point 9A 30a

Distinguished German Visitor Unveiled Monument
Many Diplomats Attend Ceremonies

Figures

1 2 3 4 5 6 7 8 9 0 $

Melodious
"Linda di
Chamounix"
at the **REX**

The Opera in
Review at
The
REX

CHARACTERS

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ‘ ’ : ; ! ?

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Hobo Series

48 Point 3 A 5 a

SPORTING 37 Athletes

36 Point 4 A 6 a

SWEET MUSIC Dance Acrobat

24 Point 6 A 11 a

48 NOTABLE CRITICS Enjoy Radio Programs

18 Point 9 A 18 a

FRAGRANT LILAC PERFUME Gayly Decorated Auditoriums

14 Point 12 A 23 a

PRINT SOCIAL ANNOUNCEMENTS Excellent Letter for Society Printing

12 Point 15 A 29 a

NEW PAPER INCREASES CIRCULATION Progressive Merchant Regular Advertiser

10 Point 17 A 35 a

NOTED ARCHITECT DESIGNS MODERN HOMES Suburban Realty Company Erects Quaint Building

8 Point 20 A 39 a

FINE MUSICAL PROGRAM
Applaud Fine Violin Soloist

6 Point 24 A 48 a

RUNNERS TRAIN FOR MARATHON
Noted Athletes Enter Great Struggle

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Cast without descenders on Title Line

HOBO

WANDELING AUTO TIRES

Manufactured to satisfy the natural demand for service and for mileage, two important elements that determine the very life of a tire. Wandeling tires give you service of a kind that is peculiarly satisfying, with unusual freedom from troubles.

Manufactured by the

WANDELING TIRE COMPANY
CHICAGO, ILLINOIS

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BROADWAY SERIES

72 Point 3 A

HERDS

60 Point 3 A

IGNORE

48 Point 3 A

GRANTED

42 Point 4 A

DELUSIONS

CHARACTERS

A B C D E F
G H I J K L
M N O P Q R
S ſ ſſ T U V
W X Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

36 Point 5 A

BURN

30 Point 6 A

CHAFE

24 Point 8 A

EXPORT

18 Point 10 A

ROMANTIC
RED ROSES

14 Point 13 A

DRAMATIC
FINISHING

12 Point 14 A

HISTORICAL
NEW HOMES

10 Point 17 A

FINE ORCHIDS
MODELS HOME

8 Point 19 A

MOUNTAIN LAKES
EMPIRE FOUNDER

6 Point 20 A

BEAUTIFUL COSTUMES
EXHIBIT INTERESTING

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Broadway Condensed

72 Point 3 A 4 a

NICE Style

60 Point 3 A 5 a

Largest SITE

48 Point 4 A 7 a

CLEVER Knight

42 Point 5 A 7 a

Exquisite MODELS

36 Point 5 A 8 a

BUILDS New Cottage

30 Point 6 A 10 a

Finest Zinc ETCHING

24 Point 8 A 13 a

MODERN Designs Please

10 Point 20 A 39 a

SPLENDID SPECIMEN
Electrical Expositions

8 Point 22 A 43 a

BANKER MADE DECISION
Mayor Questions Legality

6 Point 24 A 48 a

MIDSUMMER VACATIONISTS
Holiday Resorts Are Crowded

18 Point 11 A 20 a

HUGE Cylinder

14 Point 15 A 29 a

Splendid DESIGNS

12 Point 17 A 34 a

EXPORTS FINE LINEN
Receives Big Shipment

NEW AND
USED

Motor Cars

BARGAINS IN
NEW AND REBUILT
TRUCKS AND
CARS OF
ALL MAKES

Automobile Exchange

MADISON SQUARE

Characters

A B C D E F G H I J
K L M N O P Q R S ſ
ſſ T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ` ´ : ; ! ?

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BOUL MICH

72 Point 3 A

CHARM

60 Point 3 A

BRIDGES

48 Point 4 A

FURNISHED

42 Point 5 A

SYMBOLIZES

36 Point 6 A

FINE BUILDING

30 Point 7 A

BRIGHT GIRLS

24 Point 9 A

SPLENDID SCENE

20 Point 10 A

ENGLISH CRAFTSMEN

18 Point 11 A

NICE DESIGN

14 Point 14 A

GEOGRAPHY

16 Point 13 A

RICH MAIDEN

12 Point 15 A

MODERNISTIC

One more
month
and it will be
SPRING

Everything
for the Garden

GARDEN
SHOP
PORTLAND STREET

BOUL MICH AND STYMIE LIGHT
CALENDAR SILHOUETTE. SERIES J. NO 2

CHARACTERS

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' ' : ; ! ?

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72 Point 3A 4a

FINER Catalog

60 Point 3A 6a

Splendid DESIGN

48 Point 5A 8a

DESIRABLE Quietude

42 Point 5A 9a

Prosperous MERCHANT

36 Point 5A 10a

ORDERS Bank Investigated

30 Point 6A 12a

International Parleys CONTINUED

Characters

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
a b c d e f g h i j k l
m n o p q r s s t u v
w x y z . , - ' ' : ; ! ?

Superior $ furnished with all sizes from 24 to 72 Point

Special Characters made in all sizes and fonted separately

E F M Œ S Ƶ U Y a r s

24 Point 8A 15a

ANNUAL DANCES
Delightful Evening

18 Point 12A 24a

BANKERS CONVENED
Extraordinary Session

14 Point 16A 30a

EXCLUSIVE APARTMENTS
Demands Steadily Increase

12 Point 18A 36a

WONDERFUL SPECIMEN
Exclusive Border Design

10 Point 20A 40a

PRESIDENTIAL RECEPTION
Accorded Visiting Diplomat

8 Point 22A 43a

INCREASED TOURIST BOOKING
Steamship officials predict quick return to more normal conditions

6 Point 23A 46a

BUSINESS FUTURE ENCOURAGING
Wisest industrialists and merchants throughout the nation are optimistic

1 2 3 4 5 6 7 8 9 0 $ $

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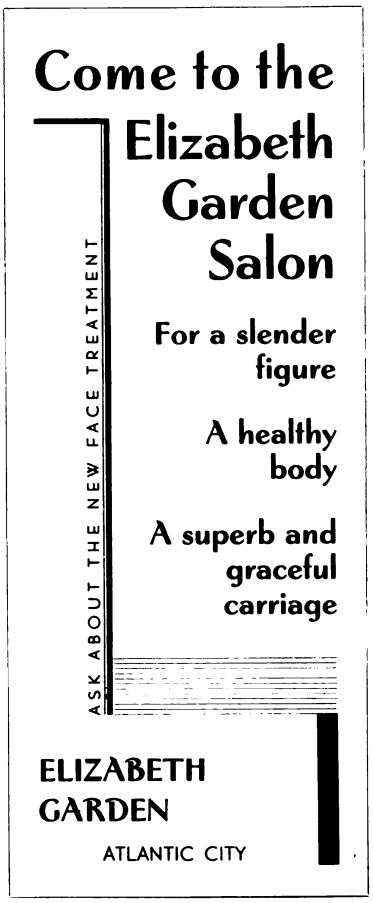
Rosetti Series



ROSETTI SERIES AND BERNHARD GOTHIC LIGHT

Characters

A A B B C D D
E E F F G H I J K
L M M N N O P P
Q R R S T T U V
W W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a a b c d e f g h i j k
l m n o p q r s t u v w
x y z ct st . , - ' ' : ; ! ?

The following characters are cast recessed in sizes from 24 to 72 Point

A F L P T V W Y

72 Point 3A 4a

MEN Delayed

60 Point 3A 5a

Beautiful SIGNS

48 Point 4A 6a

HEARS Philosopher

42 Point 5A 8a

Display Latest GOWNS

36 Point 6A 10a

FRENCH Diplomat Sailed

30 Point 7A 12a

Splendid POEMS

24 Point 8A 16a

REDUCING PRICES
Dainty Silk Garments

18 Point 13A 26a

COLORFUL INDIAN RUG
Modernistic Design Pleases

14 Point 19A 38a

OPERA SINGER VISITS SWEDEN
European Thespians Honor Judge

12 Point 21A 42a

SUBMIT GOOD REPORT
Stockholders Well Satisfied

10 Point 25A 50a

ENCOURAGE DAILY EXERCISE
Health and strength is the reward to those who practice calisthenics

8 Point 26A 52a

EXCELLENT METHOD APPROVED
Many prominent educators endorsed newest systems of vocational training practiced in schools and institutions

6 Point 27A 54a

WAY TO AVOID FUTURE DEPRESSIONS
Progressive merchants appreciate the many benefits obtained by advertising constantly in prominent newspapers and by direct mail

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EAGLE BOLD

96 Point 3 A

SIDE

84 Point 3 A

PAIR

72 Point 3 A

MEND

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&$
1234567890
.,-''':;!?

Letters A, F, L, P, T, V, W, Y, are cast recessed in all sizes
At least one such character included in every font

60 Point 3 A

KING

48 Point 3 A

MINER

42 Point 4 A

RETAIN

36 Point 5 A

SINGERS

30 Point 6 A

REMINDER

24 Point 7 A

MODERNIZED

18 Point 10 A

EAGLE BOLD TYPE

GADGETS
FOR SPRING DAYS

and nights—choose them last, but they're likely to be first in your affection. We make unusual little things.

PARRAN
FOUR WEST PALM STREET

EAGLE BOLD BODONI 12 POINT MODERNISTIC BORDER NO. 37 6 POINT MODERNISTIC STARS NO. 2

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Agency Gothic

120 Point 3 A

MODERNIZE

96 Point 3 A

NICE PRINTING

84 Point 3 A

BRIGHT COLORS

72 Point 4 A

CHARMING DESIGN

60 Point 5 A

EXPENSIVE FURNITURE

48 Point 5 A

ADVERTISING

36 Point 8 A

SALES INCREASE

CHARACTERS

AABC
DEFG
HIJK
LMM
NOPQ
RSTU
VWXY
Z&$¢
1234
5678
90
_ ` ’
. , ’
: ; ! ?

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Agency Gothic Open

120 Point 3 A

DESIRING

96 Point 3 A

SPECIMENS

AGENCY GOTHIC OPEN, FRANKLIN GOTHIC AND P. T. BARNUM

CHARACTERS

A A B C D E F G
H I J K L M N O
P Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0 ¢
- ' " . . ! ?
. . " . " . .

84 Point 3 A

BURNISHED

72 Point 4 A

FINE DESIGNS

60 Point 5 A

MODERN HOUSE

48 Point 5 A

ATTRACTIVE SALES

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Raleigh Gothic Condensed

Other sizes in preparation

144 Point 3A Font contains two punctuation marks (? !), also period and comma which may be justified into position with quads to form other punctuation marks

Above Character Cast on 72 Point Body

Raleigh Gothic Condensed Figures, as well as Grotesque Characters A, K, M, N, S, shown above, are not included in the regular font

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Newport Series

72 Point 3 A 5 a

HOMES Decorated

Descenders cast on 78 Point body

60 Point 4 A 6 a

Enthusiastic SPEAKER

Descenders cast on 66 Point body

48 Point 5 A 8 a

MODERN System Adopted

Descenders cast on 54 Point body

42 Point 5 A 10 a

Promote Gigantic ENTERPRISE

36 Point 6 A 10 a

REMARKABLE Australian Biography

30 Point 7 A 14 a

36 Oldest Apartment Houses REMODELLED

24 Point 9 A 18 a

CITIZENS WELCOMED Great European Philosophers

18 Point 16 A 30 a

Excellent Musical Program Distinguished CHURCH ENTERTAINMENT

1 2 3 4 5 6 7 8 9 0 $ *$ *¢

★ Not made in sizes below 24 Point

14 Point 21 A 40 a

THOUSANDS VISIT EXHIBITION
Fine Paintings Greatly Admired

12 Point 23 A 46 a

MELODIOUS THRUSHES RETURNED
Spring Gloaming Inspirited Scholar

10 Point 27 A 54 a

PROFITABLE CONIFEROUS WOODLANDS
Northern Operations Increasing Monthly

8 Point 30 A 60 a

AUTUMNAL MIGRATION DELIGHTED STUDENTS
Birds travelling into the unknown without any previous knowledge or experience to ultimately winter on grounds of which they are ignorant

6 Point 33 A 65 a

STUPENDOUS PUZZLE SEEMINGLY INEXTRICABLY MIXED
Everywhere are shorebirds and none have ever travelled before; this is the first migration. Here is a rabble from the north, southward bound; no mistakes must be made

CHARACTERS

A B C D E F
G H I J K L
M M N O P
Q R S T U V
W W X Y Z &
a b c d e f
g h i j k l m
n o p q r s t
u v w x y z
. , - ‘ ’ : ; ! ?

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Alternate Gothic No. 1

72 Point 3 A 5 a

Symbol

60 Point 3 A 6 a

BINDERS

Quietude

48 Point 6 A 10 a

ENCOMIUM

Multiplicity

42 Point 7 A 10 a

DISCOURAGE

Recapitulate

36 Point 7 A 13 a

KINDERGARTEN

Bright Scholars

30 Point 9 A 16 a

DISCOMPOSE

Spendthrifts

24 Point 11 A 22 a

MODERN GUIDE

Gifted Violinist

18 Point 16 A 34 a

HONEST MEMBERS

Registers Approval

14 Point 24 A 48 a

DOMESTIC ENTERPRISE

Establishments opened long before completion

12 Point 25 A 50 a

SECURITIES INVESTIGATED

Many stockholders rejoice on completion of inventory which proved encouraging

10 Point 30 A 60 a

REMARKABLE OPPORTUNITIES

New schools install necessary equipment and capable teacher gives instruction for operating

8 Point 32 A 63 a

IMPORTANT SUGGESTION PUBLISHED

Discontinuance of extravagant method and the practicing of strictest economy wherever practicable pleased taxpayer

6 Point 35 A 70 a

PICTURESQUE JOURNEY PLEASING PROFESSORS

There are many beautiful residences along the well-kept mountain highways. How refreshing the atmosphere and pleasing the early sunset after tiresome labors in crowded metropolis

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z . , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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Alternate Gothic No. 2

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

12 Point 24 A 48 a

ENTERPRISING CITIZEN
Introduces novel system
for finding true valuation
after many futile efforts

10 Point 26 A 52 a

WONDERFUL GYMNASTICS
Great athletes exhibit skill
and daring to amuse people
who gaze on in amazement

8 Point 29 A 58 a

PRACTICABILITY DEMONSTRATED
Business men manifesting unusual
interest in novel heating apparatus
which promises great saving of fuel

6 Point 33 A 65 a

INDEPENDENCE BRINGS US CONFIDENCE
Contradictory as they seem, two things go
together always: manly self-reliance and
manly independence. They are inseparable
attributes to personal courage and dignity

30 Point 8 A 13 a

HUNDREDS
Graduating

24 Point 9 A 18 a

MANIFESTED
Remonstrate

18 Point 15 A 30 a

DEMAND RIGHTS
Judges Expected

14 Point 20 A 41 a

NEAREST BUILDING
Overhauled recently
for big athletic club

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

72 Point 3 A 4 a

Mythic

60 Point 3 A 5 a

RECORD

Encircle

48 Point 5 A 9 a

SCHEMER

Influential

42 Point 6 A 9 a

MUSICIANS

Gesticulate

36 Point 6 A 12 a

DISTINGUISH

Chamberlains

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Alternate Gothic No. 3

72 Point 3 A 4 a

Maple

60 Point 3 A 4 a

BOUND

Dignify

48 Point 5 A 8 a

MODERN

Splendor

42 Point 5 A 9 a

FINISHING

Gymnasts

36 Point 6 A 9 a

REMAINDER

Disintegrate

30 Point 7 A 12 a

SHARPEN

Captivate

24 Point 8 A 15 a

RIGHTEOUS

Headstrong

18 Point 12 A 25 a

DISORGANIZED

Restores Order

14 Point 18 A 35 a

STRANGE CUSTOM

Unusual practices discontinued here

12 Point 20 A 40 a

EXCELLENT REPORTS

Promising young man gets highest average in recent history test

10 Point 23 A 46 a

PROPOSE CONFERENCE

Many nationally famous railroad magnates have been invited to meeting

8 Point 27 A 54 a

MEN SHOULD USE DISCRETION

We believe there are many more good traits in the mind of man, but few so useful as discretion

6 Point 30 A 60 a

FUTURE IS REPETITION OF THE PAST

History often repeats itself, making only such changes of programme as growths of nations and time require and should direct man in the future

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ’ : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set Solid

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CONDENSED TITLE GOTHIC No. 11

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

12 Point 23 A
DIRECTING CHOIR
CHANGE OBJECTS
REHEARSE OFTEN

10 Point 27 A
MOST ENTHUSIASTIC
INTRODUCED BRIDES
BEGINS CONVENTION

8 Point No. 112 32 A
HONOR INTREPID HUNTER
DELEGATE INVESTIGATING
HONOR CLUB EXECUTIVES

8 Point No. 111 37 A
REQUIRED DISTINCTIVE SUITE
GIVE MAGNIFICENT SOUVENIR
HUMOROUS CRITICISM HEARD

6 Point No. 113 37 A
FOREIGN SCIENTIST PRAISED WORK
DISTINGUISHED SURGEON REMAINS
YOUNG MECHANIC DECIPHERS CODE

6 Point No. 111 45 A
MERCHANT REPLENISHED ENTIRE STOCKS
INGENIOUS MECHANIC EARNS PROMOTION
SOME PHILANTHROPIC GENTLEMAN DINED
EXPENSIVE PRODUCTIONS BROUGHT HERE

30 Point 9 A
MEANING
BROKERS

24 Point 13 A
DIMENSION
ENCUMBER

20 Point 16 A
HIDE BRANCH
CONDUCTORS
MARKED SIZE

16 Point 20 A
RIGHT GOVERNOR
SPREADING BUSH
COMBS REMOVED

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

72 Point 3 A
MUCH

60 Point 3 A
BROKE

48 Point 5 A
DICTION
SUNDER

42 Point 5 A
HEROISM
CAMBRIC

36 Point 6 A
UNRACKED
DESIGNING

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72 Point 4 A

FOUNDED
REMAINS

60 Point 4 A

NARCOTIC
SHOCKING

48 Point 8 A

COMPOSITOR
MARKS DATE

42 Point 8 A

DOMESTICATE
COUNTY ROAD

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

54 Point carried in stock only at Foundry

36 Point 9 A

UNDERMINED
CONDUCTORS

30 Point 11 A

ENCUMBERING
REPAIRS ROAD

24 Point 17 A

GRAND WELCOME
BEAUTIFUL GIFTS
SUPERIOR MUSIC

20 Point 23 A

MYSTERIOUS FIGURES
INGENIOUS WORKMEN
PRODUCTIVE METHOD

16 Point 26 A

OVERWHELMING DEMANDS
UNUSUAL DEMONSTRATION
NOTEWORTHY APPEARANCE

12 Point 30 A

MANUFACTURER PROGRESSING
INTELLIGENT SUPERINTENDENT
HIRED INDUSTRIOUS WORKERS

10 Point 37 A

SCHOLARS ENCOURAGED INSTRUCTOR
TEACHER SUBMITS SPLENDID REPORT
ENTIRE CLASS ATTENDED RECEPTION

12
34
56
78
90

48 Point Figures
set solid

Chic Border No. 5

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RAILROAD GOTHIC

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

14 Point 19 A
INTERESTING BIOGRAPHERS

12 Point 20 A
HIGHLANDERS MASTERPIECE

10 Point No. 2 24 A
FOREIGN SINGER BLIND MUSICIAN

10 Point No. 1 30 A
RECOVERED FRIEND PUBLIC RESOURCES

8 Point No. 2 26 A
UNAUTHORIZED FORCE IMPORTANT PAINTING

8 Point No. 1 30 A
EXHIBITED CLEAN LEDGER INDIAN MAIDS CAMPING

6 Point No. 5 36 A
DISTRICT CHAIRMAN APPOINTED UNCOMPROMISING COMMANDER

6 Point No. 4 42 A
REMODELING SUBURBAN FARMHOUSE SOUTHERN CONVENTION ADJOURNED

6 Point No. 3 48 A
GOVERNMENT SECURING PLENIPOTENTIARIES CONGRESSIONAL INVESTIGATION SUCCESSFUL ENCOURAGED RESERVATIONS CONFIRMATION

6 Point No. 2 54 A
BEAUTIFUL MOUNTAIN RESIDENCES COMPLETED ORGANIZATION IMPROVED DISTRIBUTING CHARGE SEVERAL BOUNTIFUL GENTLEMEN CONTRIBUTING

42 Point 5 A
BRING IDEAS

36 Point 6 A
MOUTH REGAIN

30 Point 8 A
EXPOSED COINAGE

24 Point 11 A
PROVISION MACHINES

18 Point 15 A
NECKERCHIEF UNDESIRABLE

54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

120 Point 3 A
SIX

96 Point 3 A
RUN

84 Point 3 A
KIDS

72 Point 3 A
HOUR

60 Point 3 A
BRAIN

48 Point 4 A
ENGINE

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Franklin Gothic

96 Point 3 A 4 a

Ida

84 Point 3 A 4 a

Sift

72 Point 3 A 4 a

Elks

60 Point 3 A 4 a

Baby

48 Point 3 A 6 a

Rejoin

42 Point 4 A 6 a

Nuptial

36 Point 4 A 7 a

Haughty

30 Point 5 A 8 a

MAIDS
Repeat

24 Point 5 A 11 a

QUARTZ
Borough

18 Point 8 A 17 a

NITROGEN
Hymnology

14 Point 12 A 24 a

EQUESTRIAN
Popular Story

12 Point 14 A 29 a

QUICK SERVICE
Important Notes

10 Point 16 A 32 a

NIGHTINGALES
Bird sanctuaries become popular for nature study

8 Point 19 A 38 a

SUBMERGE BRIDGE
Detour necessitated selecting altogether new homeward route

6 Point 21 A 44 a

BRIGHTEST SUNSHADE
Summer costumes show most amazing display of decidedly new colors and enliven drab city streets

5 Point 22 A 46 a

SCREEN PLAY FASCINATING
Fancy runs riot under the spell of motion pictures, for by fairy enchantment shackles of time and space fall away and we live and move amid mystic scenes

4 Point 20 A 48 a

QUAINT COLONIAL ARCHITECTURE
Interesting old-fashioned villagers that overflow with shrewd, vinegary humor inhabit these historic towns but once their confidence is gained you discover their sterling qualities

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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Franklin Gothic Italic (Non-Kerning)

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

10 Point 15 A 30 a

WINTER HOMES
New departments showing valuable household design

8 Point 18 A 36 a

CONSIDER PROBLEM
Many opportunities for business boys seeking more happy prospects

6 Point 19 A 39 a

SPEAKERS APPLAUDED
Prominent editorial writer will deliver daily discourse to former collegians. Some diagrams shown explained

5 Point 19 A 38 a

HOME OR OFFICE EFFICIENCY
Frequently this phrase is used in connection with more production but the business man will handle the word with intelligence. There are different phases of efficiency

18 Point 8 A 14 a

SPLENDOR
Entertained their guests

14 Point 11 A 21 a

HOME GUARD
Enlisted guide gave watchers valuable paper

12 Point 14 A 27 a

PICTURE FOUND
Enchanting scene recently restored interested critics

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

Gift

60 Point 3 A 4 a

Sale

48 Point 4 A 5 a

Night

42 Point 4 A 6 a

Myths

36 Point 5 A 7 a

BROKE
Cymbal

30 Point 5 A 8 a

QUENCH
Replaced

24 Point 6 A 9 a

DREAMER
Hydropical

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Franklin Gothic Condensed

72 Point 3 A 4 a

Dyke

60 Point 3 A 5 a

Slight

48 Point 4 A 7 a

Months

42 Point 5 A 8 a

BROKEN

Register

36 Point 5 A 9 a

HUMIDOR

Exploiting

30 Point 6 A 10 a

NOURISHED

Indigo Gown

24 Point 7 A 14 a

NOSTRUM

Junior help impetuous

18 Point 11 A 20 a

EXTRACTION

Old countries partly helped intrepid sons

14 Point 15 A 30 a

KINDERGARTEN

Healthy children enjoy embryonic educational year

12 Point 17 A 34 a

BRONZE FIGURE

Generous citizen donates splendid memorial college

10 Point 19 A 38 a

MOUNTAIN TRACK

Great geographers explore unfamiliar mountainous trails

8 Point 22 A 45 a

ENCHANTED PARADISE

Startling adventures in remote islands recently discovered make movie picture very interesting

6 Point 24 A 46 a

PRETTY ORIENTAL VASES

Newest imported novelties suitable to personal usage or holiday gifts are found in greater variety in this store than ever thought possible

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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Franklin Gothic Extra Condensed

1
2
3
4
5
6
7
8
9
0

60 Point Figures
set solid

14 Point 18 A 36 a
POWERFUL ENGINE
Displays Character

12 Point 21 A 44 a
ENDURANCE CONTEST
Awakened enthusiasm
among local amateurs

10 Point 25 A 48 a
RESTORED CONFIDENCE
Great printing concerns
installed new machinery

8 Point 28 A 55 a
FIRST DEGREE ADMINISTERED
Newly elected members enjoy
banquet after being initiated

6 Point 30 A 60 a
INCREASES SUBURBAN BUSINESS
Merchants insist that advertising
gives business an added stimulus

42 Point 5 A 9 a
Magnet

36 Point 5 A 11 a
Respited

30 Point 7 A 14 a
High Grade

24 Point 9 A 18 a
DISCOVERED
Stylish Guest

18 Point 14 A 29 a
NOTED FARMER
Invested Capital

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

120 Point 3 A 4 a
Bait

96 Point 3 A 4 a
Myth

84 Point 3 A 4 a
Rapid

72 Point 3 A 4 a
Ginger

60 Point 3 A 6 a
Defects

48 Point 4 A 8 a
Navigable

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GOTHIC CONDENSED TITLE NO. 117

120 Point 3 A

HINDER

96 Point 3 A

BANKERS

72 Point 3 A

MESHING

60 Point 3 A

BURNISHED

54 Point 6 A

UNDERMINES

48 Point 6 A

MERCHANDISE

42 Point 8 A

HOUSE BUILDING

36 Point 8 A

UNKNOWN CRIMES

30 Point 9 A

SUPERIOR MINE IS OUR DEMAND

24 Point 14 A

GOOD COMPOSITORS FOR CLASS PRINTING

20 Point 18 A

DESIGNED FOR SPECIMEN DISTINCTIVE BOOK COVER

18 Point 21 A

SERVING NEEDS OF CUSTOMER PLEASING HIS UTMOST DESIRE

16 Point 21 A

SHARP BUSINESS COMPETITION DEMANDS NEWER EQUIPMENTS MODERN SHOPS DO FINE WORK

12 Point 25 A

CANNOT BE EXECUTED ON ANY WORN OUT MACHINERY OR WITH OLD TYPE NOT IN FIT CONDITION $1234567890

10 Point No. 1172 33 A

SOME HIGH CLASS WORK REQUIRES EXTRA MACHINES AND IN PRESSROOMS CONTAINING CORRECT EQUIPMENT THIS PROBLEM CAN BE

10 Point No. 1171 39 A

COMPOSITION TODAY IS SIMPLIFIED BY CONFINING ENERGIES SPENT IN EXECUTING HIGHEST CLASSES OF PRINTING TO STANDARD OF TYPE FACES NEEDED

8 Point 44 A

MAXIMUM STRENGTH IN THE FORCEFUL EXPRESSION CONVEYED BY THE PRINTED WORDS OFTEN CONSTITUTES THE IMPELLING REASON FOR THE PARTICULAR ADAPTABILITY OF THE GOTHICS

6 Point 39 A

HEADLETTER PURPOSES ARE WELL SERVED BY THE TITLE CONDENSED ITS VARIED USES AS A MEMBER OF THE GOTHIC CONSTELLATION BEING RECOGNIZED WHERE COMPACTNESS IS AN ESSENTIAL REQUISITE FOR

5 Point 33 A

FIVE POINT SIZE IN THIS GROUP INDISPENSABLE AS ALL PRACTICAL PRINTERS AGREE ITS INCLUSION STRENGTHENS THE UTILITY OF THE SERIES AND ADDS CHARACTER TO FINISHED PRINTED PRODUCTIONS THUS CONTRIBUTING PRIME IMPORTANCE TO THIS

1234567890

54 Point Figures set solid

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Gothic No. 578

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

10 Point 16 A 30 a
MARINE GUARD
Naval destroyers anchor in harbor to guard interests

8 Point 20 A 38 a
EMINENT POLITICIAN
Great crowds welcome soldiers on return from battlefields of Flanders

6 Point 24 A 44 a
LARGE OFFICE BUILDINGS
Happy bank clerks take great delight in the coziness of their new quarters. Beautiful view of river may be had from roof

5 Point 21 A 38 a
DELIGHTFUL SUMMER OUTINGS
Numerous excursionists line deck of palatial steamboat about to start up the Hudson River. A syncopated jazz band will furnish dance music

24 Point 5 A 10 a
BONUS
Distinct

18 Point 8 A 16 a
REIGNED
Magnifies

14 Point 12 A 23 a
IMPROVING
State House

12 Point 15 A 27 a
HONORARIUM
English lawyer found evidence

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y
Z & $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a
Rail

60 Point 3 A 4 a
Bird

48 Point 3 A 4 a
MIEN
Ignite

42 Point 3 A 5 a
EIDER
United

36 Point 4 A 6 a
BOUGH
Knights

30 Point 4 A 8 a
NOMADS
Exporting

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Gothic No. 544

36 Point 4 A 7 a

NIMBUS
Eclipsing

30 Point 5 A 9 a

MIXTURE
Distinction

24 Point 6 A 12 a

HUMOROUS
Congratulated

18 Point 9 A 19 a

NICE UNIFORM
Excellent Soldier

14 Point 12 A 25 a

GYPSIES CAMPED
Build Splendid Huts

12 Point 14 A 28 a

FRESH ENCOUNTER
Rivals Contested Game

10 Point 17 A 36 a

DANGEROUS MECHANISM
Accidents Fortunately Averted

8 Point 18 A 38 a

ENCHANTING SURROUNDINGS
Grotesquely Painted Establishment

6 Point 18 A 40 a

DELIGHTS INTERESTED AUDIENCE
Noted Actor Scored Wonderful Success

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

42, 48, 54 and 60 Point carried in stock only at Foundry

PAGEANT

Commemorating the Opening of the
Home for Aged Actors

Kenilworth Auditorium
Newark, Kansas

WEEK OF JUNE FIRST

Under auspices of the
ACTORS' WELFARE LEAGUE
of Hudson County

VOCATIONAL CAMEO NO. 7213

1 2 3 4 5 6 7 8 9 0

36 Point Figures
set solid

AMERICAN
TYPE FOUNDERS
SALES
CORPORATION

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Gothic No. 545

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

72 Point 3 A 4 a

Nod

60 Point 3 A 4 a

Bank

48 Point 3 A 5 a

Expert

42 Point 3 A 6 a

Mikado

10 Point 15 A 30 a

NEW METHOD
Company claims greatly improved facilities caused more production

18 Point 8 A 17 a

HUNTING
Bought girl
nifty tackle

36 Point 4 A 6 a

BUNGS
Haughty

8 Point 18 A 36 a

RAILROAD BRIDGES
Engineer arranging the many necessary details and superintending the preliminary regulations for immediate building

14 Point 11 A 22 a

NEIGHBOR
Companions encountered former mate

30 Point 5 A 8 a

RESUME
Qualifying

6 Point 18 A 36 a

BANKING EQUIPMENT
Model conveniences that enhance the satisfaction and accommodations for many depositors are now installed. The gentlemen directing are industrious

12 Point 13 A 26 a

RESOURCES
Maintain some mode of saving for unusual use

24 Point 6 A 10 a

DECISIONS
Metropolitan

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Gothic Nos. 520 to 526

48 Point No. 520 3 A

USE

42 Point No. 520 5 A

NICK

36 Point No. 520 5 A

ROAD

30 Point No. 520 6 A

BENCH

24 Point No. 520 8 A

MISGIVE

18 Point No. 520 10 A

INDENTED
REPOSING

12 Point No. 520 15 A

EACH NUMBER
NOTICE FROCK

10 Point No. 520 18 A

BARGE RETURNING
DISTINCTIVE HOME

8 Point No. 526 20 A

HIRE CLEVER MECHANIC
UNIQUE MACHINE GIVEN

8 Point No. 525 23 A

GET PRODUCTION REPORTS
FURNISH CHARMING MUSIC

6 Point No. 524 23 A

BEAUTIFUL BUILDING
MADE HONOR GUARD
HISTORIC MANSIONS

6 Point No. 523 30 A

ENTERTAINS GOVERNOR
HANDLING HUGE CROWD
SPECTACULAR RESULTS

6 Point No. 522 33 A

PURCHASED FINE CALENDAR
EXHIBIT NUMEROUS STYLES
REMARKABLE SCHOLAR WON

6 Point No. 521 37 A

RETURN FROM EUROPEAN CLIME
OVERHAUL SEVEN AUTOMOBILES
JUDGE URGES INSPECTION TOUR

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

54 and 60 Point carried in stock only at Foundry

Gothic Condensed No. 524

24 Point 10 A 19 a

EXPORTED
Huge Stock

18 Point 12 A 24 a

DEMANDING
Kept Enough

14 Point 19 A 33 a

MODERN USAGE
Began Production

12 Point 22 A 45 a

MEMBERS RESIGN
Organize Sport Club

10 Point 25 A 54 a

HANDSOME BORDERS
Bought Choice Material

8 Point 32 A 65 a

DESIGNS INTEREST PUBLIC
Spanish Masterpiece Displayed

6 Point 31 A 63 a

GIVE COMICAL PERFORMANCE
Prominent vaudeville actors make extensive plans for entertainment

30, 36, 48, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

36 Point
Gothic No. 520
Figures
set solid

12
34
56
78
90

24 Point
Gothic Condensed
No. 524 Figures
set solid

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GOTHIC CONDENSED No. 521

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

CHARACTERS
IN COMPLETE FONT

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

20 Point 20 A
SIGNED NOTE BARS REPORT

16 Point 24 A
PROCURE ORDER DESIGN SCENERY

12 Point 29 A
MANAGERS GATHER CLEVER INVENTORS

10 Point 35 A
RESOLUTIONS ADOPTED SHOE MANUFACTURERS

8 Point 48 A
EXTRAORDINARY PHOTOGRAPHER MERCHANT DEMANDED BUILDING

6 Point 44 A
DISTINGUISHED WRITER RETURNED INVENTS WONDERFUL INSTRUMENT

9 and 54 Point carried in stock only at Foundry

HARDWARE
MATERIALS FOR CONTRACTORS AND MECHANICS

FARMING AND FACTORY SUPPLIES

TRACTOR AND AUTOMOBILE SERVICE STATION

STEPHENER & BUSHSTEIN
OFFICE AND DELIVERY YARD
RUNSDEN CENTER, MAINE

72 Point 3 A
ROUND

60 Point 4 A
BORDER

48 Point 6 A
SECURING

42 Point 8 A
DIM FIGURE

36 Point 8 A
HEROES DINE

30 Point 10 A
GIRLS RECOVER MARINES HUNT

24 Point 15 A
NOTED EXPLORER REFINERS MARCH

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72 Point 3 A 5 a

Objected

60 Point 3 A 5 a

DISGUISE

Multiplier

48 Point 6 A 10 a

EXCURSION

High Country

42 Point 6 A 11 a

REMODELING

Notable Firms

36 Point 6 A 12 a

UNDISCOVERED

Spring Mountain

30 Point 9 A 17 a

COLUMBIAN

Rich Authors

24 Point 12 A 25 a

REQUIREMENTS

Expects Payment

18 Point 17 A 36 a

NOMINATE SOLDIER

Country Enthusiastic

14 Point 22 A 46 a

CHANGING LARGE MAP

Baffling Manufacturers

12 Point 28 A 55 a

HOLD MOTORCYCLE RACES

Scores of motorcyclists have now signified their intention of riding in endurance races

10 Point 31 A 65 a

OCEAN LINER CAPACITY TAXED

Large demands for reservation on passenger steamer. Tourists booking ahead for autumn rush

8 Point 35 A 70 a

EXHIBITS FINER PORTRAIT PAINTING

Magnificent display of these famous paintings; also noted etchings, which are products of the foreign masters

6 Point 35 A 70 a

CROWD AT SEASHORE LARGEST KNOWN

Extraordinarily warm weather resulted in the greatest gatherings at the seashore hostelries and resorts ever encountered

CHARACTERS IN COMPLETE FONT

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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POSTER GOTHIC

1 2 3 4 5 6 7 8 9 0

48 Point Figures
set solid

60 Point 4 A

DINE

96 Point 3 A

MEN

48 Point 4 A

HAND
SOME

84 Point 3 A

RIME

42 Point 5 A

CARES
SPORT

72 Point 3 A

HARK

36 Point 6 A

MAIDEN
REMIND

30 Point 8 A

PRINTING
GIGANTIC

24 Point 10 A

NEIGHBORS
DISTRIBUTE

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0 . , - ' " : ; ! ?

FOR SIZES SMALLER THAN 24 POINT SEE BANK GOTHIC CONDENSED MEDIUM, PAGE 141

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72 Point 3 A 4 a

Right

60 Point 3 A 5 a

Equity

48 Point 4 A 8 a

Intrepid

42 Point 5 A 9 a

Klondike

36 Point 5 A 9 a

RETURNS

Exposition

30 Point 6 A 10 a

HISTRIONIC

British Kings

24 Point 7 A 14 a

REPRODUCED

Neat Pamphlet

18 Point 11 A 22 a

MENAGERIE

Big elephant securely tied

14 Point 15 A 29 a

ENTERPRISING

Cloth merchant pleasing buyers

12 Point 17 A 34 a

RECEIVED NICELY

Brilliant statesman gladly returns after prolonged absence

10 Point 21 A 42 a

OBEY INSTRUCTION

Commanding officer teaches recruits how hospital tents should be folded when down

8 Point 23 A 45 a

MAKING REAL FRIENDS

Good nature is positively more agreeable than wit. It gives to the face an air more benign than beauty

6 Point 25 A 50 a

ROAD TO EMINENCE HARD

Many say greatness is really an eminence, the ascent to which is steep and lofty, and superior men always display unusual boldness and vigor

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

1 2 3 4 5 6 7 8 9 0

60 Point Figures set solid

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News Gothic Condensed

1 2 3 4 5 6 7 8 9 0

60 Point Figures
set solid

10 Point 26 A 51 a

WORDS BETRAY WISDOM
Consider silently whatever folks say, because speech either conceals or reveals the speaker's inmost soul

8 Point 28 A 55 a

GOOD BOOKS ARE INSPIRING
Remember that chiefly through books we have intercourse with master minds, and good books are now within the reach of all

6 Point 30 A 60 a

DUTIES FAITHFULLY PERFORMED
We require from buildings, as from men, two kinds of goodness: doing their practical duties well, and that they be pleasing while doing them, which is itself another form of duty

18 Point 15 A 30 a

INSURED SALES
Advertising idea helped business

14 Point 21 A 40 a

REASON EXPECTED
Our education must depend upon brains

12 Point 25 A 48 a

RESTORE CONFIDENCE
Wonderful strides made toward business revival encouraging merchants

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a

Myriad

60 Point 4 A 6 a

Register

48 Point 5 A 8 a

Symbolize

42 Point 5 A 9 a

Eulogistical

36 Point 6 A 9 a

NOURISHING
Gain Strength

30 Point 7 A 14 a

PERSEVERANCE
Capable Scholar

24 Point 10 A 18 a

HANDSOME COVER
Beautiful Designing

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72 Point 4 A 6 a

Relinquish

60 Point 4 A 6 a

Enjoyed Ride

48 Point 6 A 11 a

Hunting Season

42 Point 6 A 13 a

Mysterious Words

36 Point 6 A 13 a

ENCOURAGES ORDER

General Reorganizing

30 Point 9 A 17 a

INVINCIBLE CHARACTERS

Display Indomitable Spirit

24 Point 12 A 23 a

GOLDEN HARVESTING BEGINS

Everybody Enjoying Prosperity

18 Point 19 A 38 a

DIGNIFIED ILLUSTRATION

Catalogue shows various designs simply arranged

14 Point 25 A 49 a

GREATLY PLEASE INSTRUCTOR

Children studying the histories of many celebrated statesmen

12 Point 28 A 56 a

QUESTIONS OF GREAT IMPORTANCE

Shrewd advertisers usually require publications to give facts regarding circulation and territory they cover

10 Point 31 A 63 a

JOURNALISM OF BENEFIT TO MANKIND

Newspapers are servants of the human intellect, and their ministry is for good or for evil, according to the standing or character of the folks who direct them

8 Point 35 A 70 a

OUR MINDS INCLINE TO DIFFERENT OBJECTS

Many ideas grow better if transplanted into another mind. That which was a weed in one mind soon becomes a flower in the other, and flowers change to weeds in the same manner

6 Point 34 A 68 a

HEALTHFUL RECREATION STIMULATES WORKERS

Recreation is a physical and moral necessity. The toilworn artisan, stooping and straining over his task which taxes eye and brain and limb, ought to have opportunity and means for an hour or more of healthful relaxation when that task is concluded

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

12

34

56

78

90

60 Point Figures set solid

AMERICAN TYPE FOUNDERS SALES CORPORATION

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1 2 3 4 5 6 7 8 9 0

36 Point
Lightline Gothic
Figures set solid

1 2 3 4 5 6 7 8 9 0

12 Point
Lightline Title
Figures set solid

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

LIGHTLINE TITLE GOTHIC

12 Point No. 8 17 A
RECOGNIZES
DISPOSITION

12 Point No. 7 21 A
BURGOMASTER
ENCYCLOPEDIA

12 Point No. 6 24 A
HONEST PERSON
UNION SERVICES

12 Point No. 5 29 A
PICTURESQUE GUIDE
FINANCIAL CREDITOR

6 Point No. 4 26 A
MECHANICAL TRICK
PREVIOUS REPLIES
COMPULSORY PLAN

6 Point No. 3 31 A
BEWILDERING ACTIONS
NATIONAL PARLIAMENT
ILLUSTRATED FEATURE

6 Point No. 2 40 A
FRANK OUTSPOKEN YOUTH
OUTSTANDING SECURITIES
MEMBERS PRAISE OFFICER
NEW TURBINES INSTALLED

6 Point No. 1 46 A
CAPITALIST PURCHASED ESTATE
INTERNATIONAL MAGNATE WEDS
RELATIVES GREATLY SURPRISED
TELEPHONE CONGRATULATIONS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z & $ 1 2 3
4 5 6 7 8 9 0 . , - ' : ; ! ?

36 Point 6 A 9 a
Hypothesis

30 Point 6 A 12 a
Military Band

24 Point 8 A 14 a
EXPENDITURE
Rival Champion

18 Point 11 A 22 a
FOREIGN DICTUM
Independent Official

14 Point 17 A 32 a
SOCIAL CONFERENCE
Bibliographic Discussion

12 Point 19 A 39 a
UNINTERESTING STORIES
Entertain Rich Philanthropist

10 Point 22 A 43 a
POPULAR DRAMAS RECALLED
Many famous plays scheduled for presentation starting next season

8 Point 24 A 47 a
NEWSPAPER PUBLISHERS CONVENE
Editors and proprietors have agreed upon program for their semi-annual conference

6 Point No. 4 26 A 52 a
IMPORTANT MATTERS AWAIT SETTLEMENT
Discussion of advertising and circulation among the numerous topics scheduled for presentation

6 Point No. 3 31 A 61 a
PAPER MANUFACTURERS DESCRIBED CONDITIONS
Give lengthy explanation for increasing contract prices of newsprint despite objections from the weekly newspapers

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Bulletin Typewriter

36 Point 4 A 20 a

IMPORTANT ANNOUNCEMENT: Marsh Motor Trucks are now ready for delivery.

24 Point 6 A 30 A

Many Marsh Motor Trucks are picked at random to run their lives out without ever leaving the building.

18 Point 8 A 40 a

In our engineering research laboratories, Marsh Trucks are subject to that investigation which helps to keep Marsh quality.

CHARACTERS IN COMPLETE FONT OF BULLETIN TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abc
defghijklmnopqrstuvwxyz.,-'":;!?()¯/@¢*%#

Justifiers are sold separately in one and in five pound fonts

---

Jumbo Typewriter

24 Point 6 A

NOTICE: MARSH MOTOR COMPANY OFFERS EXTRAORDINARY QUALITY!

CHARACTERS IN COMPLETE FONT OF JUMBO TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
$1234567890.,-'":;!?(

Justifiers are sold separately in one and five pound fonts

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Typewriter Faces

28 A 85 a

6 Point AMERICAN TYPEWRITER. Characters 4 Point Set. Imitation typewritten letters have come to occupy an important place in ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯*@¢/%#

Fractions are fonted 1/2 1/3 1/4 1/5 1/6 1/7 1/8 and furnished separately

20 A 78 a

6 Point REPRODUCING TYPEWRITER. Characters 4½ Pt. Set. Imitation typewritten letters have come to occupy an ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 and furnished separately

20 A 100 a

10 Point AMERICAN TYPEWRITER. Characters 6 Pt. Set. Imitation typewritten letters ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯*@¢/%#

18 A 65 a

8 Point REPRODUCING TYPEWRITER. Characters 5 Pt. Set. Imitation typewritten letters have come to ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯/%#

9 A 42 a

10 Point ELITE OLIVER TYPEWRITER. Characters 6 Pt. Set. Imitation typewritten ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

15 A 52 a

10 Point REPRODUCING TYPEWRITER. Characters 6 Point Set. Imitation typewritten ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯/%#

9 A 42 a

10 Pt. ELITE UNDERWOOD TYPEWRITER. Characters 6 Point Set. Imitation type- ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯=°+*$@¢/%#

20 A 100 a

10 Point NEW MODEL ELITE REMINGTON TYPEWRITER. Characters 5 7/8 Point Set. Im- ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯¤@¢/%#

Fractions are fonted 1/8 1/3 1/8 3/5 7/8 and furnished separately

20 A 100 a

12 Point NEW MODEL UNDERWOOD TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯°*@¢/%# Fractions are fonted 1/8 1/3 1/8 3/5 7/8 and furnished separately

20 A 100 a

12 Point NEW MODEL REMINGTON TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'"::!?()¯*@¢/%# Fractions are fonted 1/8 1/3 1/8 3/5 7/8 and furnished separately

8 A 84 a

12 Point UNDERWOOD TYPEWRITER. Characters 7 1/4 Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%# 1/8 3/4

15 A 60 a

12 Point RIBBON-FACE TYPEWRITER. Characters 7 1/4 Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business in- ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯/%#

20 A 100 a

12 Point SILK REMINGTON TYPEWRITER. Characters 1/10 Inch Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%# Fractions are fonted 1/8 1/3 1/8 3/5 7/8 and furnished separately

20 A 100 a

12 Point REMINGTON TYPEWRITER No. 2. Characters 7 Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business instincts ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,,-'":;!?()¯/%#

20 A 100 a

12 Point STANDARD TYPEWRITER. Characters 7¼ Point Set. Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnopqrstuvwxyz.,-'":;!?()¯/%# Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

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BODY TYPE . . . MODERN AND OLDSTYLE

READABILITY and attractiveness being essential qualities of all printing, the type face for the text matter of booklets and catalogues should be very carefully selected. Foundry type, hand set and perfectly spaced gives the extra touch of artistry that always distinguishes first-class work. An otherwise well planned job can be spoiled by careless handling of important small text matter. Reader interest—the whole purpose of a catalogue—depends upon careful attention to little details not possible except by hand setting. The designs shown in this body type section offer sufficient variety for every purpose and are grouped by sizes for easy comparison. Sizes larger than twelve point, where made, will be found on other pages of this book in the showing of the complete series.

SIX POINT BODONI BOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison *of weight and size of face, thereby enabling the printer*

SIX POINT BASKERVILLE ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, *thereby enabling the printer to make the selection of type most*

SIX POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together *for comparison of weight and size of face, thereby enabling*

SIX POINT CASLON NO. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of *weight and size of face, thereby enabling the printer to make the*

SIX POINT MODERN ROMAN NO. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in *calculating copy space. All the faces of each size*

SIX POINT ROMAN NO. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the *faces of each size have been grouped together for com-*

SIX POINT CASLON OLDSTYLE NO. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have *been grouped together for comparison of weight and size of*

SIX POINT CLOISTER OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped *together for comparison of weight and size of face, thereby en-*

SIX POINT GOUDY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of *each size have been grouped together for comparison of*

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SIX POINT SCOTCH ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the *faces of each size have been grouped together for*

SIX POINT CENTURY SCHOOLBOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy *space. All the faces of each size have been group*

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SIX POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of *service in calculating copy space. All the faces of*

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SIX POINT CENTURY EXPANDED AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have been grouped together*

Six Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating *copy space. All the faces of each size have been*

FIVE POINT ROMAN NO. 527 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of *face, thereby enabling the printer to make the selection*

Six Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped *together for comparison of weight and size of face, thereby*

Six Point Stymie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces *of each size have been grouped together for com-*

FIVE POINT ROMAN NO. 524 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size *of face*, thereby enabling the printer to make the selection of type most appropriate *for the contemplated job—be it booklet, catalog or publication*

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BODY TYPE

EIGHT POINT BODONI BOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines *have been made long enough to be of service*

EIGHT POINT BASKERVILLE ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long *enough to be of service in calculating copy space. All*

EIGHT POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines *have been made long enough to be of service in calcu-*

EIGHT POINT CASLON NO. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. *The lines have been made long enough to be of*

EIGHT POINT MODERN ROMAN NO. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the *correct body type for any piece of printing.*

EIGHT POINT ROMAN NO. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. *The lines have been made long enough to*

EIGHT POINT CASLON OLDSTYLE NO. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made *long enough to be of service in calculating copy space.*

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EIGHT POINT GOUDY OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of *printing. The lines have been made long enough*

EIGHT POINT BULMER ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of print*ing. The lines have been made long enough to*

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EIGHT POINT SCOTCH ROMAN AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of print*ing. The lines have been made long enough to*

EIGHT POINT CENTURY SCHOOLBOOK AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct *body type for any piece of printing. The*

EIGHT POINT CENTURY CATALOGUE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece *of printing. The lines have been made long*

EIGHT POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy *the selection of the correct body type for*

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Eight Point Goudy Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any *piece of printing. The lines have been made*

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Eight Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of *printing. The lines have been made long*

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Eight Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have *been made long enough to be of service in calcu-*

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BODY TYPE

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TEN POINT CASLON NO. 540 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and *size of face, thereby enabling the printer to make the selection of type*

TEN POINT CASLON OLDSTYLE NO. 471 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size of face, thereby enabling the printer *to make the selection of type most appropriate for the contemplated job*

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TEN POINT MODERN ROMAN NO. 64 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have *been grouped together for comparison of weight and size*

TEN POINT GARAMOND AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for compari*son of weight and size of face, thereby enabling the printer to make*

TEN POINT ROMAN NO. 510 AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for compari*son of weight and size of face, thereby enabling the printer to*

TEN POINT CENTURY CATALOGUE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been *grouped together for comparison of weight and size of*

TEN POINT CLOISTER LIGHTFACE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and *size of face, thereby enabling the printer to make the selection of type*

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BODY TYPE

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TEN POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. *All the faces of each size have*

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Ten Point Bookman Oldstyle and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been *grouped together for comparison of weight and size*

Ten Point Stymie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of *each size have been grouped together for compari-*

Ten Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size have been grouped together for comparison of weight and size *of face, thereby enabling the printer to make the selection of*

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12 Point Baskerville Roman and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calcu*lating copy space. All the faces of each size have been grouped*

12 Point Piranesi and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy space. All the faces of each size *have been grouped together for comparison of weight and size of face,*

12 Point Caslon No. 540 and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made *long enough to be of service in calculating copy space.*

12 Point Caslon Oldstyle No. 471 and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made *long enough to be of service in calculating copy space. All*

12 Point Bodoni Book and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in cal*culating copy space. All the faces of each size have*

12 Point Bernhard Booklet and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in cal*culating copy space. All the faces of each size have been*

12 Point Bulmer Roman and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calcu*lating copy space. All the faces of each size have been*

12 Point Modern Roman No. 64 and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have *been made long enough to be of service in calculat-*

12 Point Garamond and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in cal*culating copy space. All the faces of each size have been grouped*

12 Point Roman No. 510 and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough *to be of service in calculating copy space. All the faces*

12 Point Century Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long *enough to be of service in calculating copy space.*

12 Point Cloister Lightface and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy *space. All the faces of each size have been grouped together for*

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12 POINT CLOISTER OLDSTYLE AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in calculating copy *space. All the faces of each size have been grouped together for*

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12 Point Goudy Catalogue and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been *made long enough to be of service in calculating*

12 POINT CENTURY EXPANDED AND ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The *lines have been made long enough to be of ser-*

12 POINT SCHOOLBOOK OLDSTYLE WITH CENTURY SCHOOLBOOK ITALIC. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body *type for any piece of printing. The lines have*

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12 Point Stymie Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made *long enough to be of service in calculating*

12 Point Bernhard Gothic Light and Italic. The body type faces shown on this and accompanying pages are some of the famous types of printing history. They cover a wide range of styles making easy the selection of the correct body type for any piece of printing. The lines have been made long enough to be of service in *calculating copy space. All the faces of each size have*

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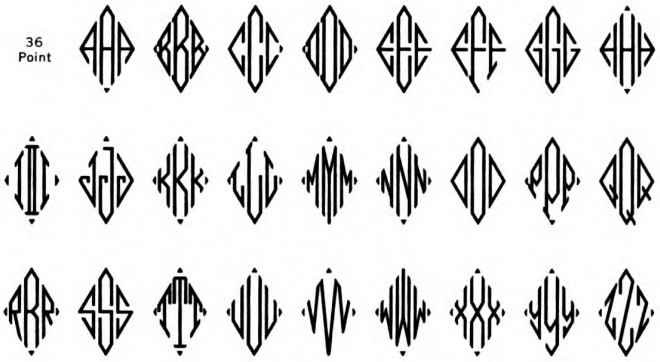
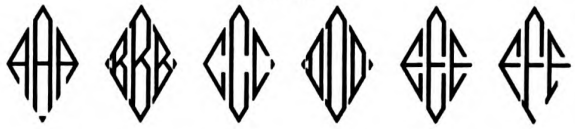
DIAMOND COMBINATION MONOGRAMS

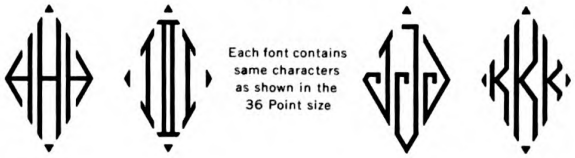
36 Point



48 Point



60 Point

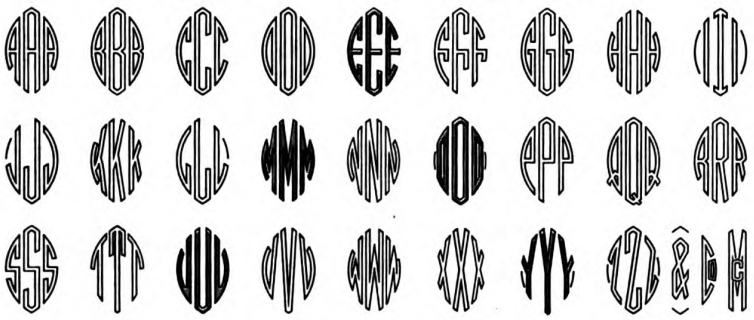


Each font contains same characters as shown in the 36 Point size

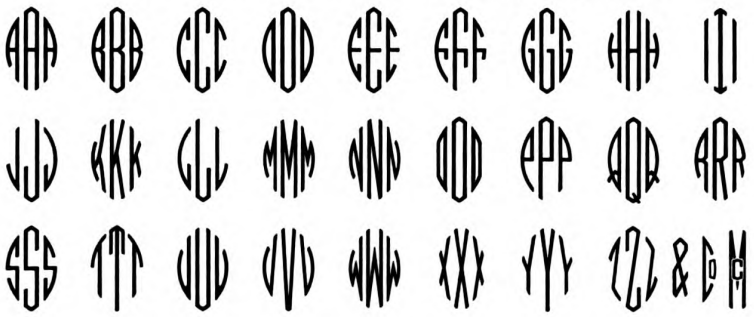
VIRKOTYPE COMBINATION MONOGRAMS

Sold in fonts, or separately in two, three, four and five letter combinations

Series E, 36 Point. Put up in fonts of one type each, 81 characters



Series F, 36 Point—Color for Series E. Put up in fonts of one type each, 81 characters



Series C, 48 Point
Put up in fonts of one type each, 81 characters

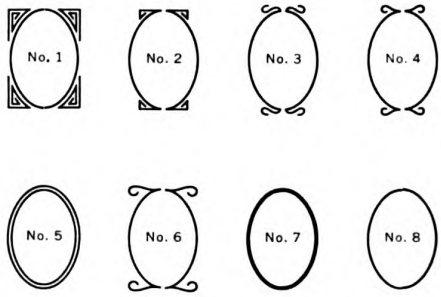
Series D, 48 Point—Color for Series C
Put up in fonts of one type each, 81 characters

Series A, 60 Point
Put up in fonts of one type each, 81 characters

Series B, 60 Point—Color for Series A
Put up in fonts of one type each, 81 characters

VIRKOTYPE FRAMES

Series EF, to be used with Series E or F Virkotype Combination Monograms



Series CD, to be used with Series C or D Virkotype Combination Monograms

All characters cast on 72 Point body

Series AB, to be used with Series A or B Virkotype Combination Monograms

All fonts contain all designs shown in Series EF
When ordering specify Series and Number of frame desired

VIRKOTYPE TINT BLOCKS

Four sizes: for use with two, three, four and five letter combinations

Series No. 3, for use with 36 Point

Series No. 2, for 48 Point

Series Nos. 1 and 2 contain all characters shown in Series No. 3

Series No. 1, for 60 Point

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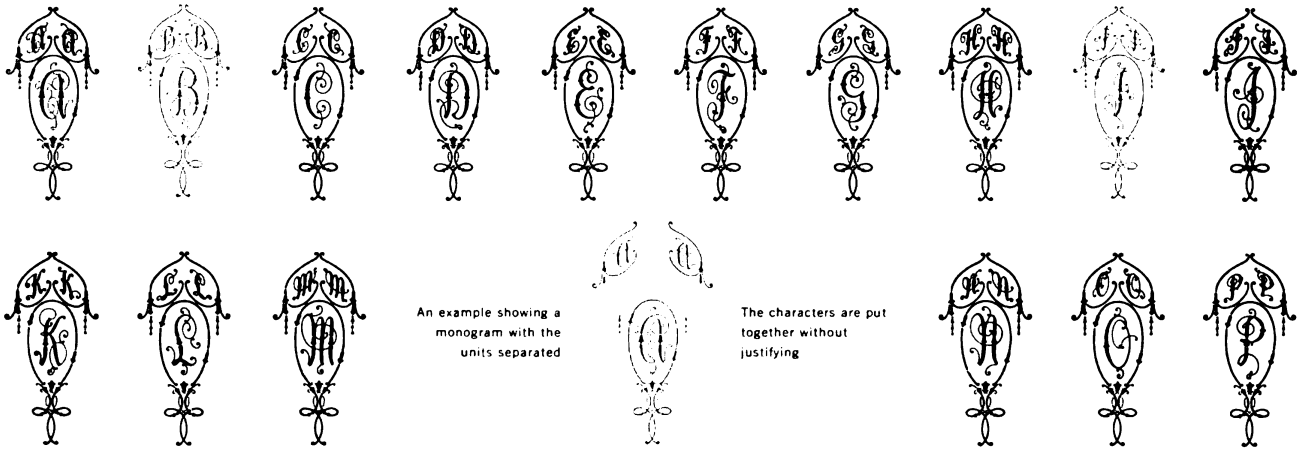
PRINCESS COMBINATION MONOGRAMS—*For One Color*

A font contains one each of the smaller characters A to Z (right and left), and one each of the larger characters A to Z

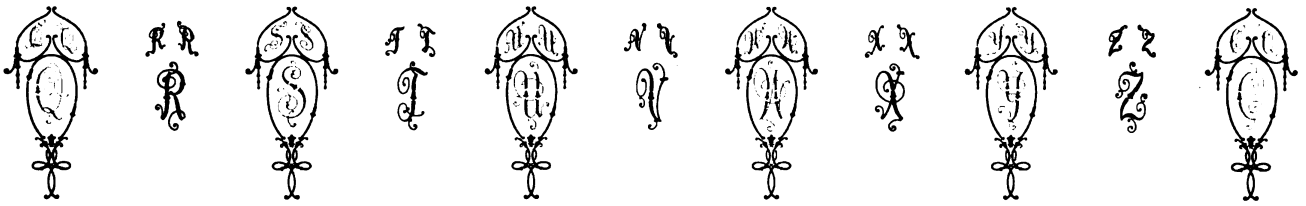


An example showing a monogram with the units separated

The characters are put together without justifying

PRINCESS COMBINATION MONOGRAMS—*For Two Colors*

In this series the decoration is cast separately, otherwise the font is made up the same as the one color font. Six type of the decorative piece are included in a font

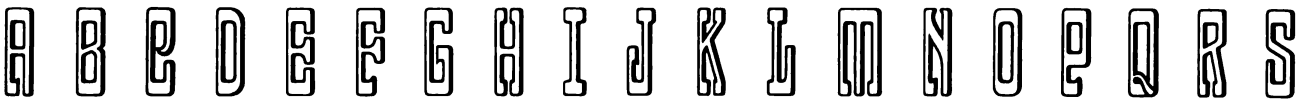


NEWPORT MONOGRAMS

Cast on 36 Point body

Fonts contain three of each character, which may be arranged in a variety of ways, the initial of the family name always being last

Characters are cast on 12 point set, except the I (9 point) and M and W (18 point). All cast to register for two color printing



Tint font contains same characters as shown in outline, and sold separately

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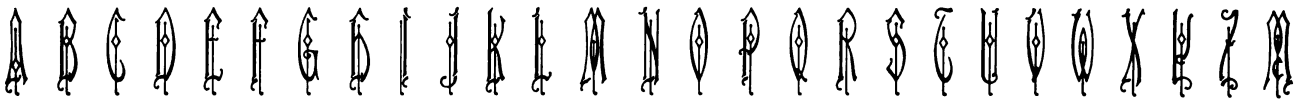
ELITE MONOGRAM INITIALS

Series C, 36 Point



Series A, 60 Point

Series B, 48 Point

Series A and B contain same characters as Series C. Fonts contain three of each character

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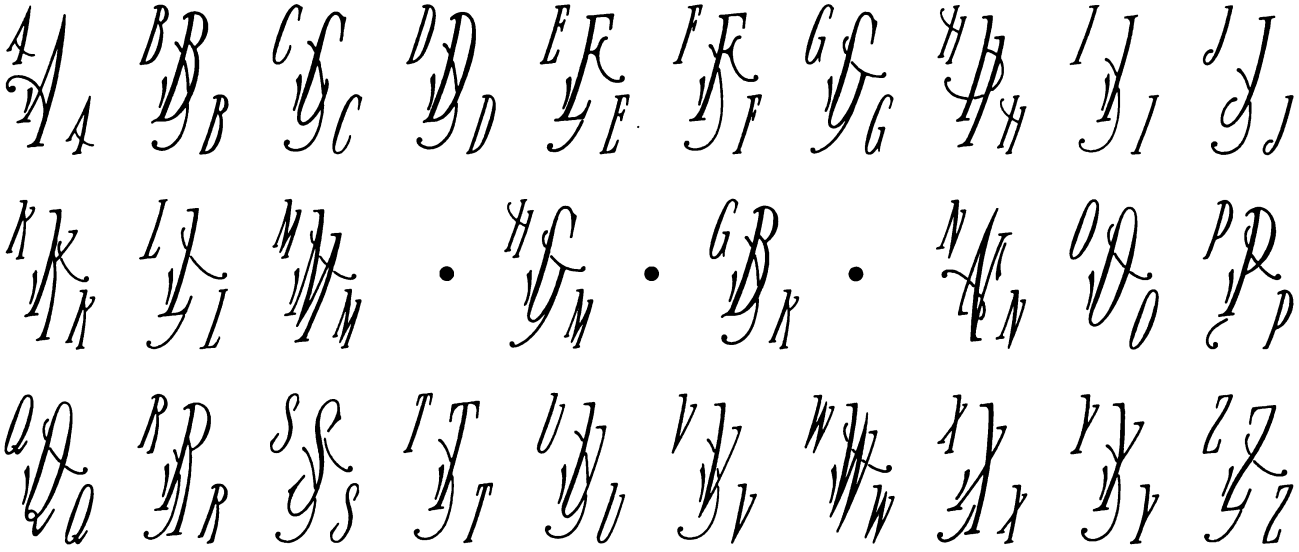
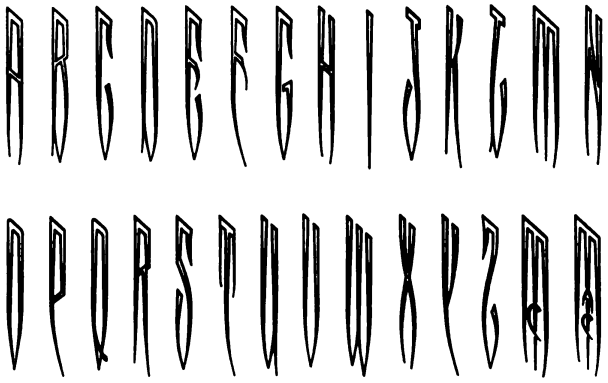
BROADWAY MONOGRAM INITIALS

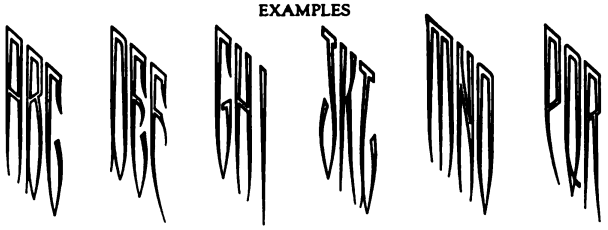


Fonts contain one each of the larger letters A to Z and two each of the small letters. Large letter should be used for the family name. The larger letters are cast recessed at top and bottom, which permits the insertion of the small characters without justification. Very effective results may be obtained by printing these monograms in more than one color.

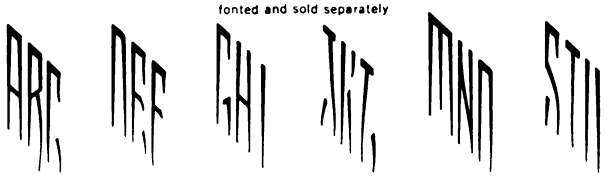
HOLLYWOOD COMBINATION INITIALS



EXAMPLES

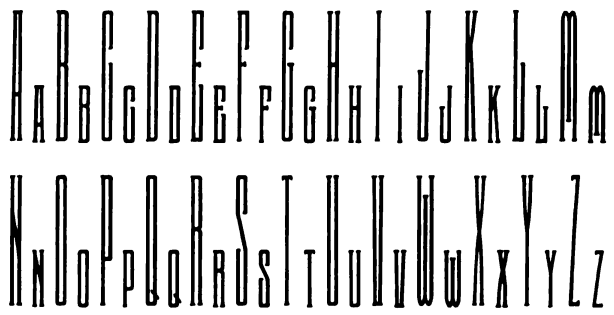


Color Characters for Hollywood Combination Initials shown below, are fonted and sold separately



A font of Hollywood Combination Initials contains three characters of every letter in the alphabet and an Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc and Mac (cast 12 point set) all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters require slight justification in order to give the desired slope.

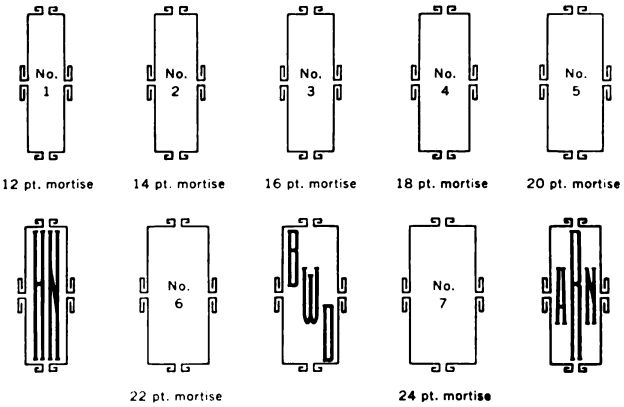
FIFTH AVENUE MONOGRAM INITIALS



A font contains three type of each character cast on 54 point body, and three type of each character cast on 24 point body. The M and W of both sizes are cast on 8 point set; all other characters are cast on 6 point set. Very effective results may be obtained by printing these monograms in more than one color.

FIFTH AVENUE INITIAL FRAMES

Made in seven sizes (two pieces, right and left), to accommodate the different combinations which may be made with the letters by simple justification



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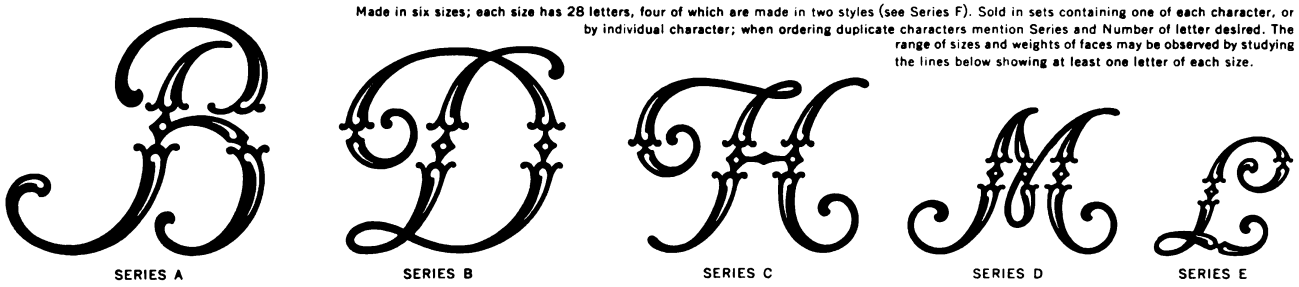
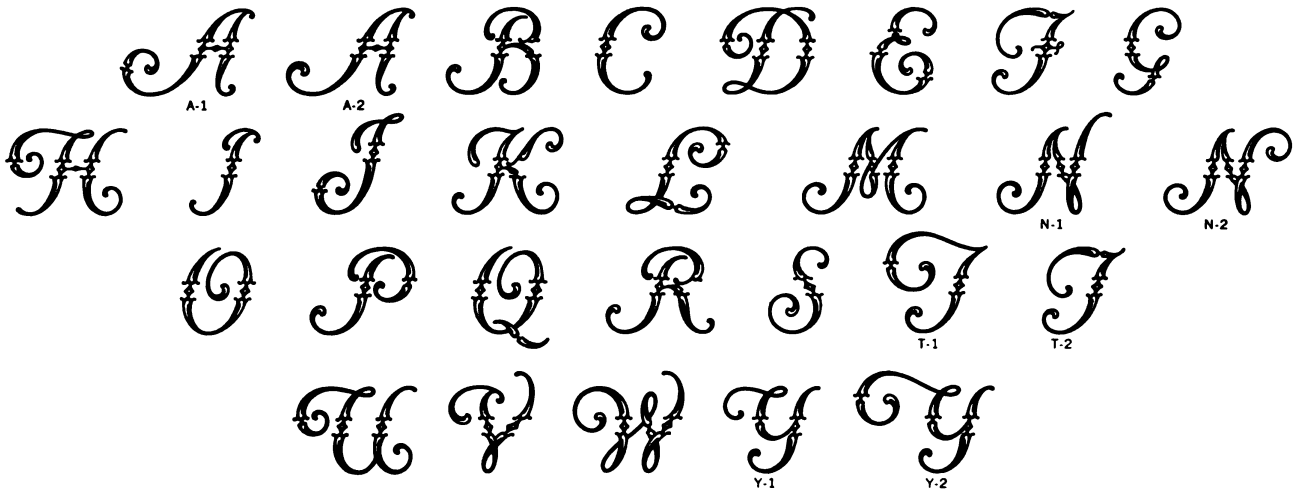
VOGUE INITIALS

Made in six sizes; each size has 28 letters, four of which are made in two styles (see Series F). Sold in sets containing one of each character, or by individual character; when ordering duplicate characters mention Series and Number of letter desired. The range of sizes and weights of faces may be observed by studying the lines below showing at least one letter of each size.

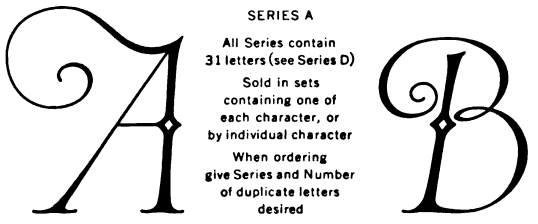


SERIES A SERIES B SERIES C SERIES D SERIES E

SERIES F Characters in Complete Font



LIBERTY INITIALS



SERIES A

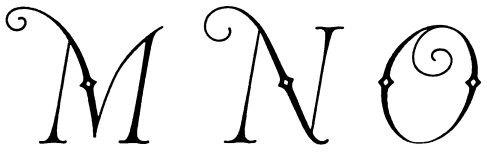
All Series contain 31 letters (see Series D)

Sold in sets containing one of each character, or by individual character

When ordering give Series and Number of duplicate letters desired

SERIES B

SERIES C



SERIES D Characters in Complete Font

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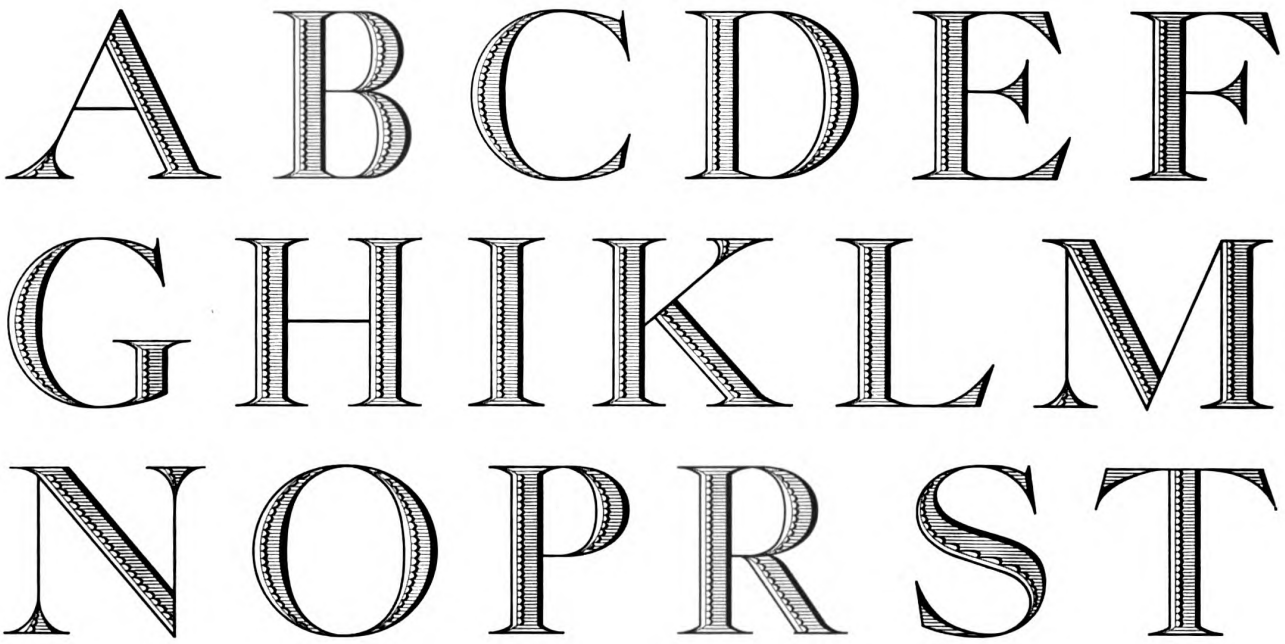
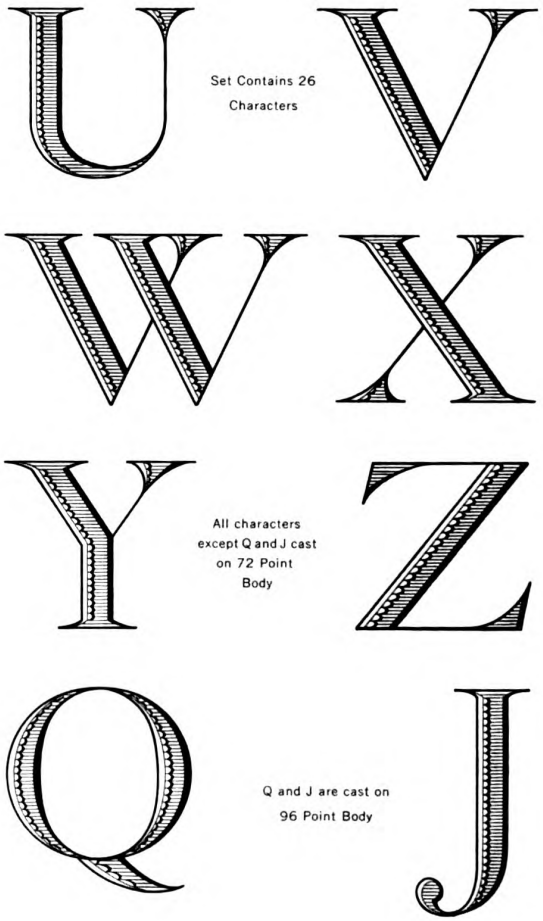
GEORGIAN INITIALS—Series A



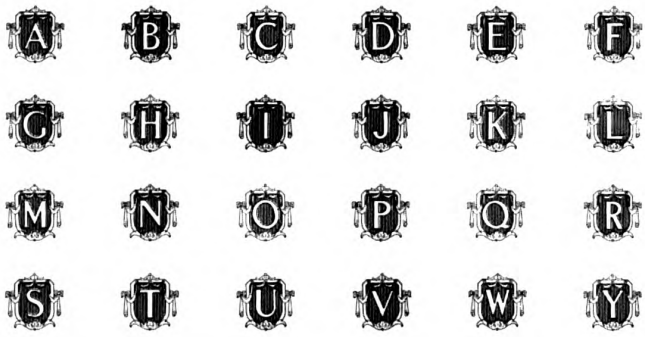


Set Contains 26 Characters

All characters except Q and J cast on 72 Point Body

Q and J are cast on 96 Point Body

24 POINT STATIONERS INITIALS



For One or Two Colors—Sold by the Set or Individual Character

One Color Set Contains 24 Characters Two Color Set Contains 48 Characters

36 POINT STATIONERS INITIALS

48 POINT STATIONERS INITIALS

36 and 48 Point Sets Contain Same Characters as Shown in 24 Point

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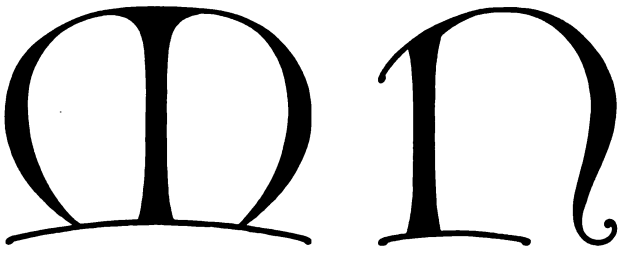
Made in Twenty-four Characters

72 POINT CALLIGRAPH INITIALS

Sold by the Set or Individual Character

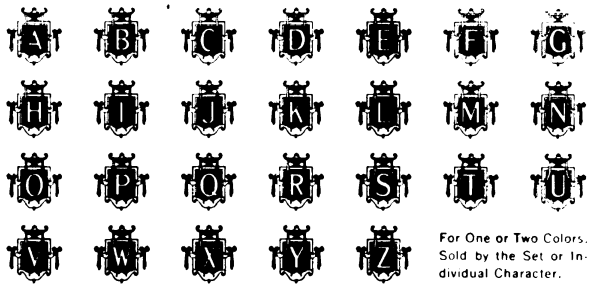
96 POINT CALLIGRAPH INITIALS



120 POINT CALLIGRAPH INITIALS

All Sets Contain Same Characters as Shown in 72 Point Size

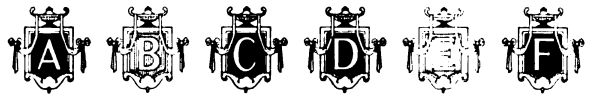
24 POINT UNIVERSITY INITIALS



For One or Two Colors. Sold by the Set or Individual Character.

One Color Set contains 26 Characters Two Color Set contains 52 Characters

36 POINT UNIVERSITY INITIALS



48 POINT UNIVERSITY INITIALS

All Sets Contain Same Characters as Shown in 24 Point Size

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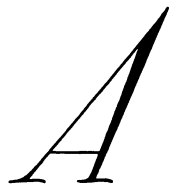
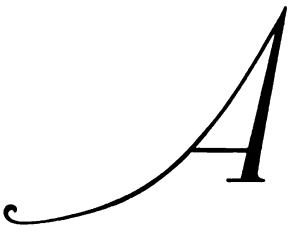
VANITY INITIALS

Cast full body and are not mortised

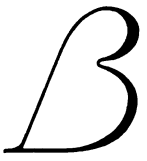


A-3 72 Point
other sizes { A-2 60 Point, A-1 48 Point

A-6 72 Point
other sizes { A-5 60 Point, A-4 48 Point

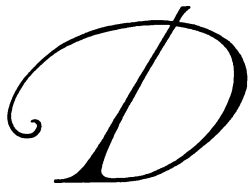


A-9 96 Point; other sizes { A-8 72 Point, A-7 60 Point

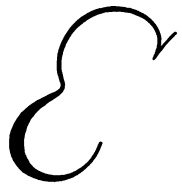


B-1 60 Point
other sizes { B-2 48 Point, B-3 36 Point

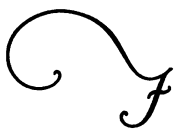
C-2 60 Point
other sizes { C-1 48 Point, C-3 36 Point



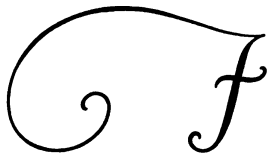
D-3 72 Point
other sizes { D-2 60 Point, D-1 48 Point



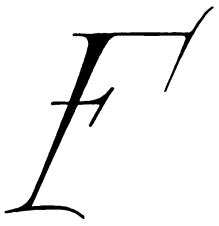
E-3 72 Point
other sizes { E-2 60 Point, E-1 48 Point



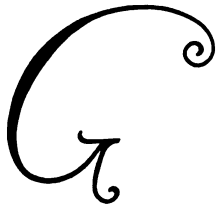
SF-4 48 Point



SF-1 60 Point; other sizes { SF-2 48 Point, SF-3 30 Point



F-3 96 Point
other sizes { F-2 72 Point, F-1 54 Point



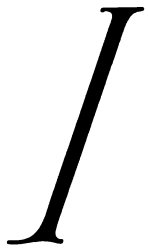
G-9 84 Point
other sizes { G-8 72 Point, G-7 54 Point

G-6 96 Point
other sizes { G-5 72 Point, G-4 54 Point

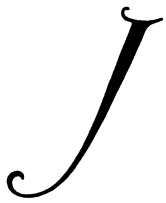
G-3 120 Point
other sizes { G-2 72 Point, G-1 48 Point

H-3 144 Point
other sizes { H-2 120 Point, H-1 96 Point

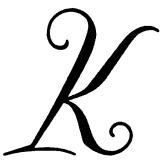
H-6 72 Point
other sizes { H-5 60 Point, H-4 48 Point



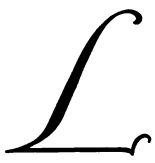
I-3 96 Point
other size: I-2 72 Point



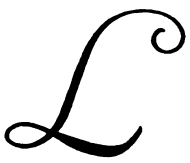
J-3 84 Point
other sizes { J-2 72 Point, J-1 54 Point



K-3 60 Point
other sizes { K-2 48 Point, K-1 36 Point



L-3 60 Point
other sizes { L-2 48 Point, L-1 36 Point



L-6 60 Point
other sizes { L-5 48 Point, L-4 36 Point

M-3 96 Point
other sizes { M-2 72 Point, M-1 48 Point

M-6 120 Point; other sizes { M-5 96 Point, M-4 72 Point

N-3 120 Point; other sizes { N-2 96 Point, N-1 72 Point

P-3 60 Point
other sizes { P-2 48 Point, P-1 36 Point

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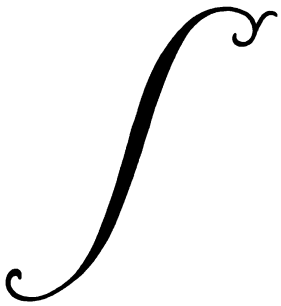
VANITY INITIALS

Cast full body and are not mortised

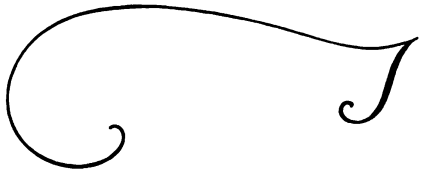
R-3 108 Point
other sizes { R-2 84 Point, R-1 54 Point

S-3 72 Point
other sizes { S-2 48 Point, S-1 36 Point

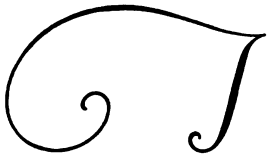


S-6 120 Point; other sizes { S-5 84 Point, S-4 60 Point

ST-13 34 Point; other size ST-5 24 Point



ST-8 72 Point; other sizes { ST-9 48 Point, ST-3 36 Point

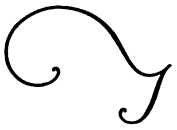


ST-6 60 Point
other sizes { ST-10 48 Point, ST-2 30 Point

ST-4 54 Point; other size ST-11 36 Point

ST-7 36 Point

ST-12 36 Point



ST-1 48 Point

U-3 60 Point
other sizes { U-2 48 Point, U-1 36 Point

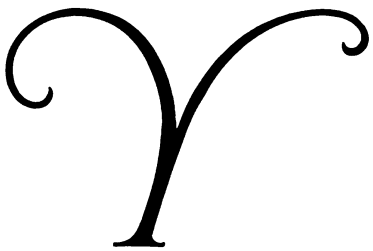
V-3 72 Point
other sizes { V-2 60 Point, V-1 48 Point

W-10 60 Point; other sizes { W-9 48 Point, W-8 36 Point

W-7 60 Point; other sizes { W-6 48 Point, W-5 36 Point

W-4 84 Point
other sizes { W-3 72 Point, W-2 54 Point, W-1 42 Point

Y-3 84 Point
other sizes { Y-2 60 Point, Y-1 36 Point



Y-5 96 Point
other size Y-4 72 Point

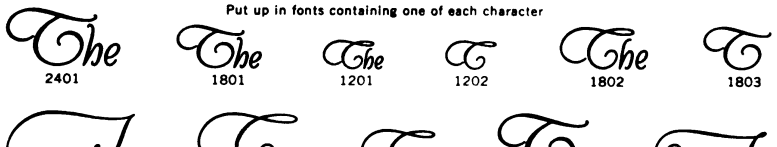
LT-6 48 Point
other sizes { LT-7 42 Point, LT-8 36 Point, LT-9 30 Point, LT-10 24 Point

LT-4 24 Point

LT-1 36 Point
other size LT-5 24 Point

MINIATURE VANITY INITIALS

Put up in fonts containing one of each character



2401 1801 1201 1202 1802 1803

2402 2403 1804 2404 1805

LT-2 36 Point

LT-3 36 Point

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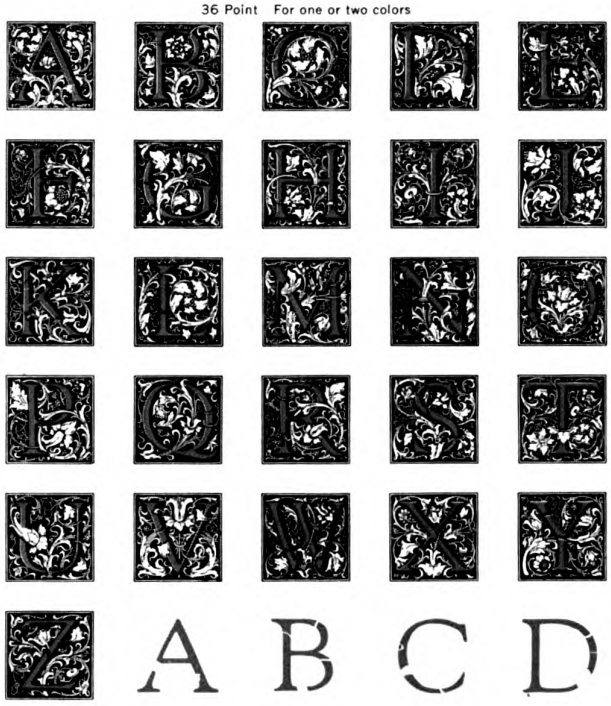
Cloister Initials and Bradley Ultra Modern Initials

CLOISTER INITIALS—*Designed by* F. W. Goudy

36 Point For one or two colors



A B C D

Cloister Initials sold singly, and in sets containing one of each character
Tint blocks are available for all sizes except 36 Point

96 Point

84 Point

72 Point

144 Point

120 Point

48 Point

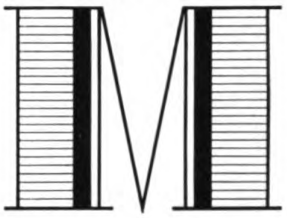
60 Point

BRADLEY ULTRA MODERN INITIALS

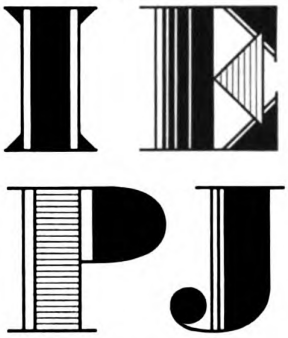
Designed by Will Bradley

Sold singly, and in sets containing one of each character shown in the 36 Point size

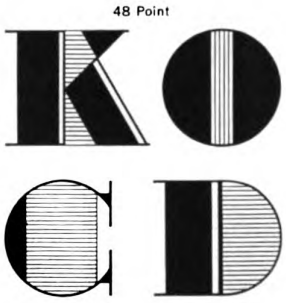
84 Point



60 Point



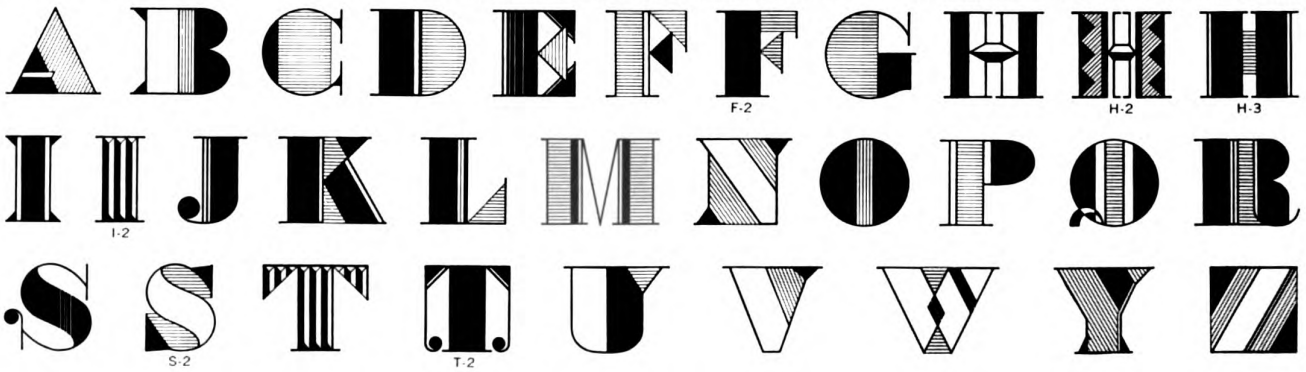
48 Point



Characters in Complete Font

36 Point BRADLEY ULTRA MODERN INITIALS

Mention Size and Number when ordering single characters



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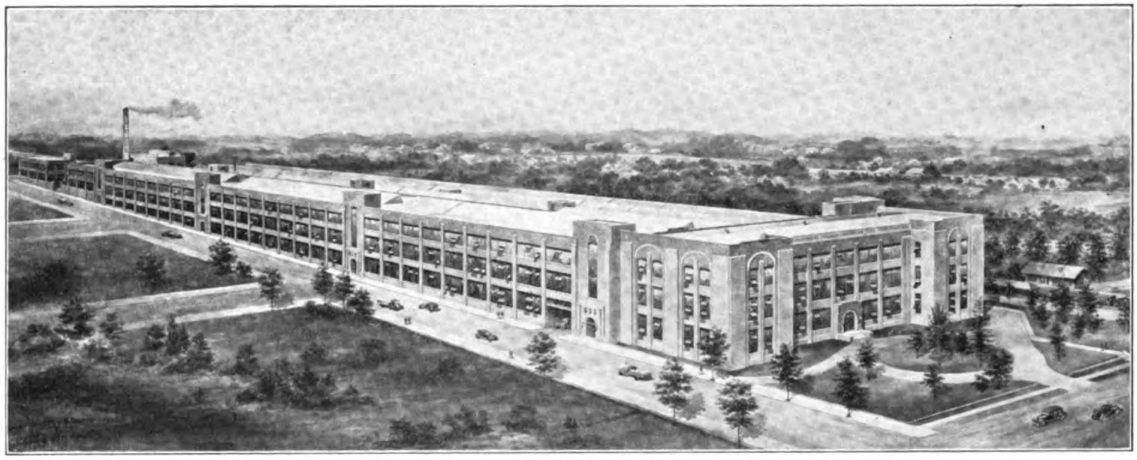

This entire book, made up of thirteen signatures of sixteen pages each, was printed on No. 2 Kelly Automatic Presses manufactured in the plant of our Kelly Press Division illustrated above

Kelly—

the first and last word in automatic printing presses

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