

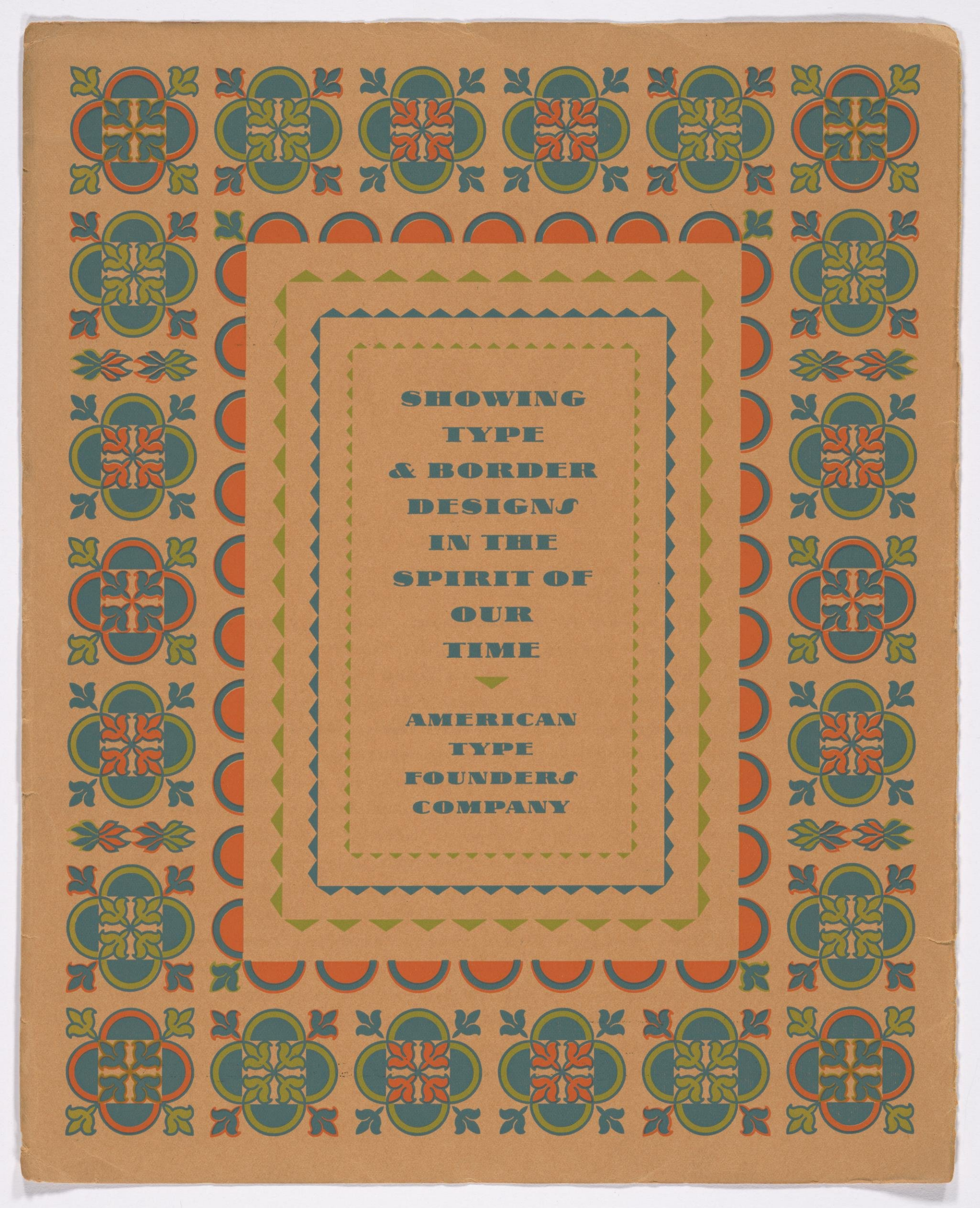


**the**  
**NUBIAN**

---

**a**  
**NEW**  
**FASHION**  
**in**  
**TYPES**

**Introduced by**  
**American Type Founders Company**



**SHOWING  
TYPE  
& BORDER  
DESIGNS  
IN THE  
SPIRIT OF  
OUR  
TIME**

**AMERICAN  
TYPE  
FOUNDERS  
COMPANY**

# 1928 FASHIONS in TYPE

 **In** this pamphlet is shown the forerunner of a new fashion in Type and Decorative Material, designed primarily for use in publicity printing. This fashion has been named "Modernistic," although the term "Jazz" is bound to be popular. The effects obtained are startling, eye-catching, attention-riveting and decidedly intriguing to the memory. And exactly for the same reason that the syncopations of jazz music linger persistently and rhythmically in the memory, so will these modernistic types and decorative materials linger persistently and vividly in the mind's-eye of the prospective buyer. Having all these qualities, which are so essential to modern advertisers in the newspapers and magazines, or who use broadsides and circular announcements, no argument is needed as to the artistry of these bizarre modernistic types and borders and ornaments. The fact is that they satisfy the advertisers, who realize that they must **PROVOKE** attention toward their advertisements at a glance. The alert printer does not wait until his own customers call attention to novelties in type faces and decorative materials displayed in compositions done by other printers. He appreciates at its full value the advantage of a flying start. Are you an alert printer?

**TYPE AND BORDERS IN THE SPIRIT OF TODAY**



**SEE**  
**EUROPE** this year and

**we'll wager that you will want to  
go again. Our fast, modern ships  
make your trip doubly enjoyable**



**CONTINENTAL LINES**



**Our exhibit of  
rugs designed in the modern  
manner will open on Friday,  
March 4th • The patterns are  
all of them refreshingly new  
and exclusive • Rich, striking  
color effects vividly enhance  
these beautiful new designs**

**Smith & Sons**  
**31 Grant Boulevard**

the  
**holland**  
**apartments**



*Unusual suites ready for  
occupancy next December  
may now be inspected. All  
decorations and furniture  
will be in keeping with the  
modernistic spirit evident  
in the design of the entire  
building. The suites range  
from three to nine rooms.  
Rents from \$950 upwards*

ALBERT M. FRAIN, Manager

**Seven South  
Fifth Street**

**AMERICAN TYPE FOUNDERS COMPANY**

**PUBLICITY PRINTING MUST LOOK DIFFERENT**



**Stylmark**  
**CLOTHIERS**  
Chicago

for \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# **Nubian**

**12 to 72 Point**

**American Type  
Founders Company**



**Oil**

**t**his series of articles by the  
**ace of technical writers, Leo  
Gainworthy, will run for six  
months and will cover every  
phase of oil activity. And in  
addition to this you enjoy all  
the other features of this big  
magazine**

**Stone's**

**Review** for

**March**

**PRINTING MUST LOOK DIFFERENT**



# the NUBIAN SERIES

12 Point 11A 21a Weight Font 36A 125a  
**DELIGHTFUL EVENING**  
 College graduates tender  
 fine banquet to directors

14 Point 9A 17a Weight Font 25A 90a  
**GRAND SHOWING**  
 Industrious printers  
 display artistic taste

18 Point 6A 11a Weight Font 16A 52a  
**SIMPLE GOWN**  
 Girls introduced  
 strange methods

24 Point 5A 9a Weight Font 13A 38a  
**VAIN WAYS**  
 Bright Skies

30 Point 5A 7a Weight Font 10A 23a  
**REGAINS**  
 Lost Might

36 Point 4A 6a Weight Font 6A 16a  
**WAGER**  
 New Hat

42 Point 3A 5a Weight Font 9A 23a  
**PAGED**  
**Big Girl**

48 Point 3A 4a Weight Font 8A 15a  
**MODE**  
**July 24**

60 Point 3A 4a Weight Font 6A 9a  
**FATS**  
**Cycle**

72 Point Weight Font 4A 5a  
**KIN**  
**Sigh**

Publicity Types to be effective in **PUTTING OVER** the message of today and tomorrow must of necessity be **Decidedly Different** in appearance from type designs of yesterday. **NUBIAN** is another **Modernistic Type**, with each font containing characters here shown

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  
 a b 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, in sizes from 24 to 72 point, are cast mortised, and will set properly, as demonstrated in this showing

**A F L P T V W Y**

## PRICES

12 Point Caps \$2 80 Lowercase \$3 00 Complete \$5 80 *Weight Font 20 lbs. about \$22 00	36 Point Caps \$7 00 Lowercase \$6 25 Complete \$13 25 *Weight Font 25 lbs. about \$21 00
14 Point Caps 2 90 Lowercase 3 40 Complete 6 30 *Weight Font 20 lbs. about 21 20	42 Point Caps 8 65 Lowercase 6 85 Complete 15 50 *Weight Font 50 lbs. about 41 00
18 Point Caps 3 50 Lowercase 3 30 Complete 6 80 *Weight Font 20 lbs. about 20 00	48 Point Caps 11 25 Lowercase 7 35 Complete 18 60 *Weight Font 50 lbs. about 40 00
24 Point Caps 4 05 Lowercase 4 20 Complete 8 25 *Weight Font 25 lbs. about 23 50	60 Point Caps 16 25 Lowercase 10 75 Complete 27 00 *Weight Font 50 lbs. about 39 00
30 Point Caps 6 00 Lowercase 4 75 Complete 10 75 *Weight Font 25 lbs. about 22 00	72 Point (Not put up in job fonts) *Weight Font 50 lbs. about 38 00

\*Weight Fonts (when fonted by the same scheme sometimes vary in weight) are billed at actual weight, and the cost may vary from the price stated  
 †Carried in stock only at Jersey City and Chicago

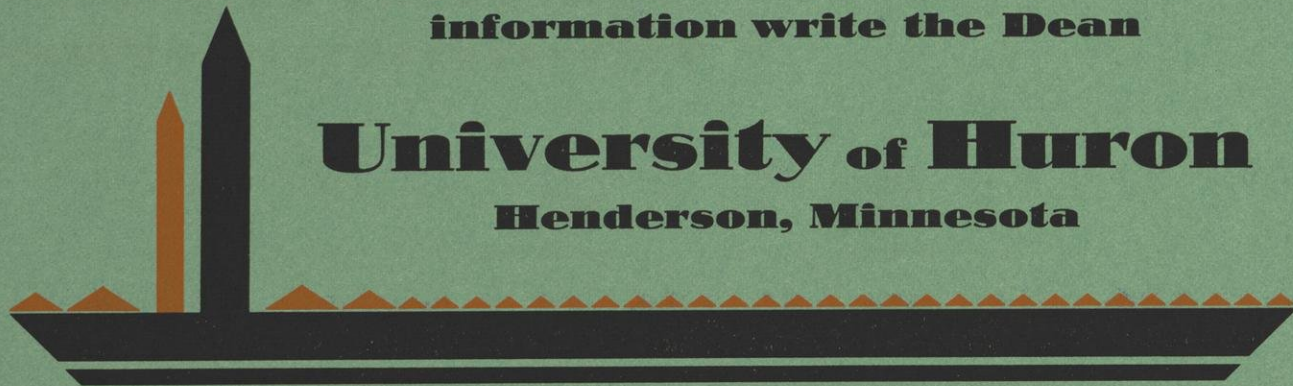


**A special tour organized by the University of Huron and under the direction of Dr. Elensted invites other university students to participate**

# **Egypt**

## **and the Nile**

**Leaving Boston March 11th on the S.S. San Petro. Will visit all the famous ruins in the Valley of the Kings; the historic temples of Karnak and Luxor, etc. For further information write the Dean**



**University of Huron**  
**Henderson, Minnesota**

**Every change in type fashions creates new opportunities for the printer and his customers**





**PUBLICITY PRINTING MUST LOOK DIFFERENT**

**f**onier's  
**modern textiles  
for interiors are  
exhibited today**

now at the textile center

**5 high street  
near arden place**

**AMERICAN  
TYPE FOUNDERS  
COMPANY**

**Sets the Type Fashions**

**FOLLOW THE TYPE FASHIONS**

**Startling  
Designs  
of gems in gold  
and silver by  
a craftsman of  
our times may  
be viewed at  
Carlton's Fifth  
Avenue Shop**

**g**ems  
by **Reis**

the  
**REX  
straight  
EIGHT**  
for  
**1928**  
is the  
ultimate  
in  
fine car  
value



Advance Proof

# Liberty Series

*A Beautiful and Graceful Italic* MADE IN TEN SCIENTIFICALLY GRADED SIZES *Accurately*  
*Cast in HARD METAL in Standard Type Molds—CORRECT American Height, Point Set*  
AND *Point Body* AND SOLD IN *Liberal* SIZED FONTS AT *Regular Prices*

*Not a Script Type*

REGULAR SPACING MATERIAL USED

*American Type Founders Company*

SEE LIST OF SELLING HOUSES ON BACK PAGE

*Liberty Series*

72 Point

*Beautiful and Distinctive*

60 Point

*Graceful Typographic Effects*

48 Point

*Dignified Advertising Campaigns*

42 Point

*Excellent Gowns Recently Imported*

36 Point

*Furnished Magnificent Country Home*

30 Point

*Incorporated Northern Banking Institution*

24 Point

*Distinguished Educators Magnificently Entertained*

18 Point

*European Fashion Dictators Admire French Embroidery*

14 Point

*Wonderful Architectural Designs Display Extraordinary Merit*

12 Point

*Unusual Business Announcement Requires Delicate Type Designs  
Original Steel Engravings Beautifully Imitated*

FOR SCHEMES AND PRICES SEE OPPOSITE PAGE

*American Type Founders Company*

SETS THE TYPE FASHIONS EVERYWHERE

## 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

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

. , = ' : ; ! ?

PRICES AND SCHEMES OF JOB FONTS						PRICES AND SCHEMES OF WEIGHT FONTS						
BODY	CAP SCHEME	PRICE CAP FONT	LOWERCASE SCHEME	PRICE LOWERCASE FONT	PRICE COMPLETE FONT	FONT SCHEME	*PRICE CAP FONT	*PRICE LOWERCASE FONT	*PRICE POINTS	*PRICE FIGURES	*PRICE COMPLETE FONT	APPROX. WEIGHT
12 Point	16A	\$3 00	63a	\$2 80	\$5 80	78A 310a	\$9 50	\$10 60	\$0 90	\$1 00	\$22 00	20 lbs.
14 Point	14A	3 15	55a	3 15	6 30	58A 220a	9 40	9 95	85	1 00	21 20	20 lbs.
18 Point	10A	3 45	40a	3 35	6 80	36A 145a	8 65	9 50	85	1 00	20 00	20 lbs.
24 Point	7A	3 90	26a	3 60	7 50	27A 108a	10 40	11 00	90	1 20	23 50	25 lbs.
30 Point	6A	4 95	22a	4 30	9 25	17A 68a	9 85	9 95	85	1 35	22 00	25 lbs.
36 Point	5A	5 65	17a	4 75	10 40	12A 49a	9 75	9 35	75	1 15	21 00	25 lbs.
42 Point	4A	6 20	16a	6 05	12 25	18A 75a	18 65	19 05	1 35	1 95	41 00	50 lbs.
48 Point	4A	8 25	16a	8 00	16 25	14A 58a	18 20	18 55	1 25	2 00	40 00	50 lbs.
60 Point	4A	11 75	12a	8 50	20 25	8A 36a	16 50	19 25	1 25	2 00	39 00	50 lbs.
72 Point	3A	13 05	9a	8 45	21 50	6A 21a	19 10	15 85	1 05	2 00	38 00	50 lbs.

Complete Job or Weight Fonts sent unless otherwise ordered. Weight Fonts may be ordered in parts as shown in the above table.  
 \*Weight Fonts (when fonted by the same scheme sometimes vary in weight) are billed at actual weight, and the cost may vary slightly from the price stated.

# Liberty Series

IS CARRIED IN STOCK FOR PROMPT DELIVERY AT OUR CONVENIENTLY  
LOCATED SELLING HOUSES

*Boston, Mass.*  
270 CONGRESS STREET

*New York City*  
104-112 EAST 25<sup>TH</sup> STREET

*Philadelphia, Pa.*  
COR. 13<sup>TH</sup> AND CHERRY STREETS

*Baltimore, Md.*  
109-113 SOUTH HANOVER STREET

*Richmond, Va.*  
11 GOVERNOR STREET

*Atlanta, Ga.*  
192-196 CENTRAL AVENUE, S. W.

*Buffalo, N. Y.*  
45 NORTH DIVISION STREET

*Pittsburgh, Pa.*  
323 THIRD AVENUE

*Cleveland, Ohio*  
15 ST. CLAIR AVENUE, N. E.

*Cincinnati, Ohio*  
646 MAIN STREET

*Detroit, Mich.*  
557 WEST LARNED STREET

*Chicago, Ill.*  
517-519 WEST MONROE STREET

*Milwaukee, Wis.*  
125 SECOND STREET

*St. Louis, Mo.*  
NINTH AND WALNUT STREETS

*Minneapolis, Minn.*  
421 FOURTH STREET, SOUTH

*Kansas City, Mo.*  
932 WYANDOTTE STREET

*Des Moines, Iowa*  
313 COURT AVENUE

*Denver, Colo.*  
1621 BLAKE STREET

*San Francisco, Cal.*  
500 HOWARD STREET

*Los Angeles, Cal.*  
222 S. LOS ANGELES STREET

*Portland, Ore.*  
47 FOURTH STREET

*Spokane, Wash.*  
WEST 310 FIRST AVENUE

## American Type Founders Company

SETS THE TYPE FASHIONS EVERYWHERE

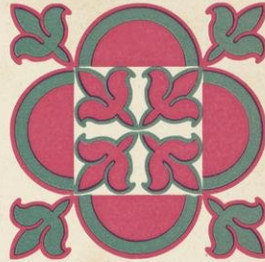
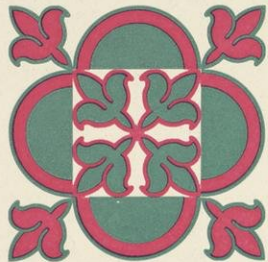
# MODERNISTIC DECORATIVE MATERIAL

## Modernistic Borders

These borders carried in stock only at Foundry

24 Point No. 25 42 inches \$3 85    24 Point No. 26 (Color for No. 25) 42 inches \$3 85

Characters in Complete Font



18 Point No. 27 48 inches \$3 30    18 Point No. 28 (Color for No. 27) 48 inches \$3 30    See page 7 of Nubian showing

12 Point No. 15 60 inches \$3 30    12 Point No. 16 (Color for No. 15) \$1 35

Characters in Complete Font

12 Point No. 29 60 inches \$3 30

Characters in Complete Font

12 Point No. 30 (Color for No. 29) 60 inches \$3 30

6 Point No. 13 60 inches \$2 75

Characters in Complete Font

6 Point No. 14 (Color for No. 13) \$1 10

24 Point No. 17 42 inches \$3 85    24 Point No. 18 (Color for No. 17) 42 inches \$3 85

Characters in Complete Font

3 Point No. 4 66 inches \$2 75

One Character Border

18 Point No. 19 48 inches \$3 30    18 Point No. 20 (Color for No. 19) 48 inches \$3 30

Characters in Complete Font

12 Point No. 3 60 inches \$3 30

8 Point No. 2 60 inches \$3 05

6 Point No. 1 60 inches \$2 75

One Character Border

# MODERNISTIC DECORATIVE MATERIAL

## Modernistic Borders

These borders carried in stock only at Foundry

24 Point No. 7 42 inches \$3 85    24 Point No. 8 (Color for No. 7) 42 inches \$3 85

Characters in Complete Font



36 Point No. 5 36 inches \$4 50    36 Point No. 6 (Color for No. 5) 36 inches \$4 50    See front cover page of Nubian showing

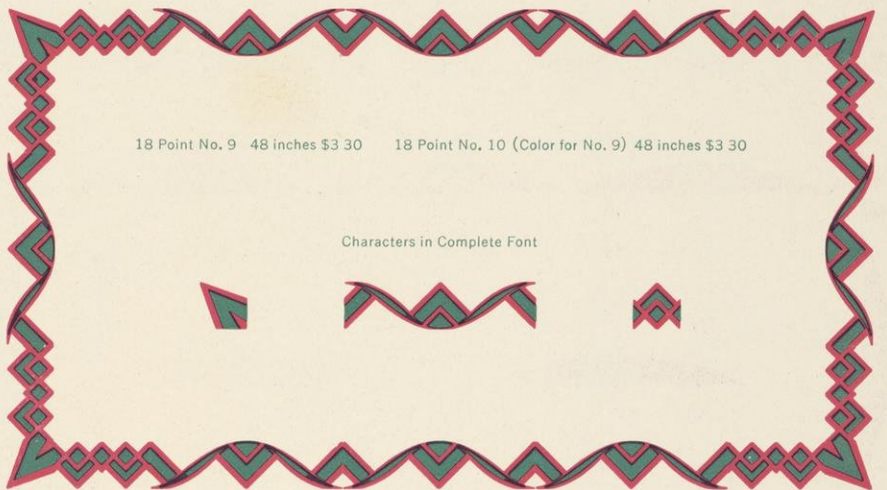


24 Point No. 33 42 inches \$3 85  
24 Point No. 34 (Color for No. 33) 42 inches \$3 85

Characters in Complete Font







36 Point No. 31 24 inches \$3 00  
36 Point No. 32 (Color for No. 31) 24 inches \$3 00



18 Point No. 9 48 inches \$3 30    18 Point No. 10 (Color for No. 9) 48 inches \$3 30

Characters in Complete Font


18 Point No. 35 48 inches \$3 30  
18 Point No. 36 (Color for No. 35) 48 inches \$3 30

Characters in Complete Font



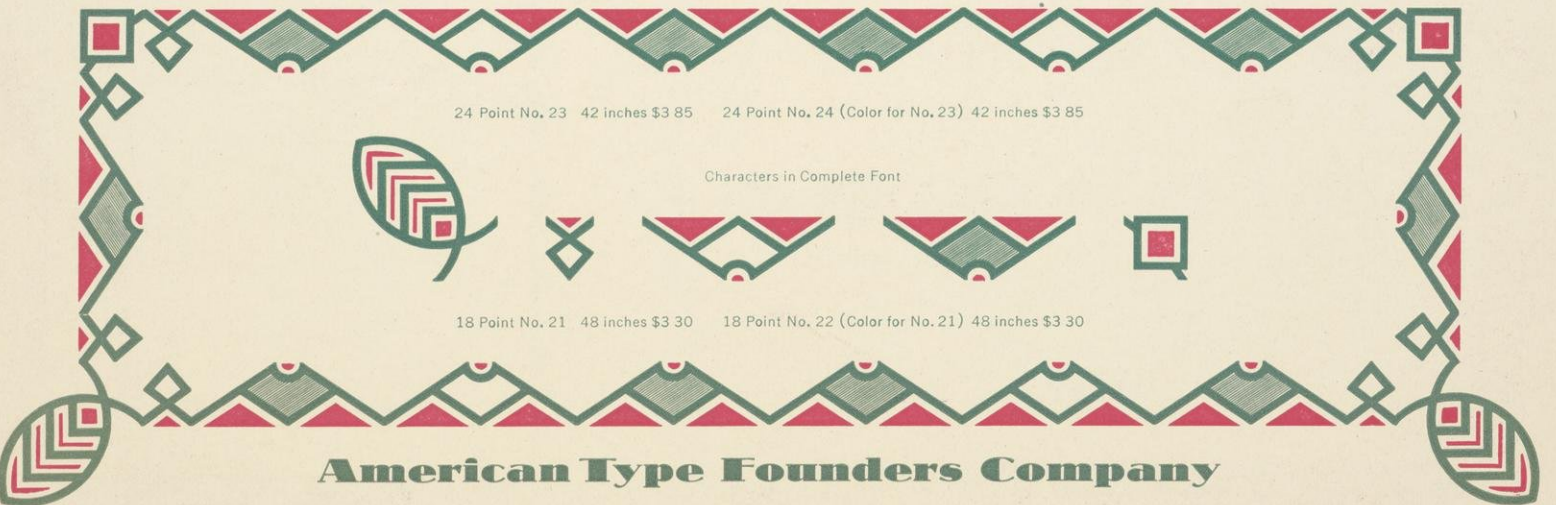

12 Point No. 37 60 inches \$3 30  
12 Point No. 38 (Color for No. 37) 60 inches \$3 30



12 Point No. 11 60 inches \$3 30    12 Point No. 12 (Color for No. 11) 60 inches \$3 30






Characters in Complete Font



24 Point No. 23 42 inches \$3 85    24 Point No. 24 (Color for No. 23) 42 inches \$3 85

Characters in Complete Font

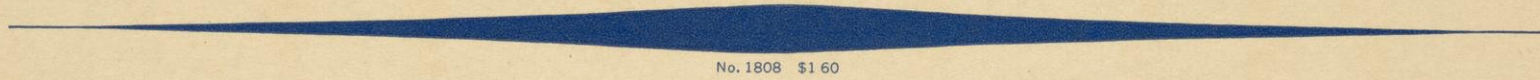
18 Point No. 21 48 inches \$3 30    18 Point No. 22 (Color for No. 21) 48 inches \$3 30

American Type Founders Company

(Over)

cast in type molds **Sectional Dashes** point body, point set

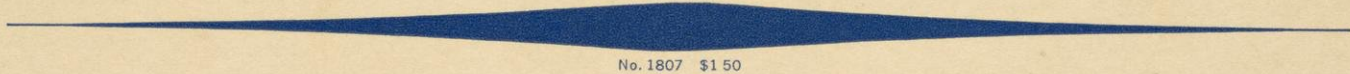
Per font \$5 25 Contains one each (two pieces) of Nos. 1803, 1805, 1807 and 1808, and two fillers each Nos. 1, 2 and 3



No. 1808 \$1 60



No. 1808-1\* (1808 with filler) \$1 80



No. 1807 \$1 50



No. 1807-2\* (1807 with filler) \$1 70



No. 1805 \$1 20



No. 1805-3\* (1805 with filler) \$1 40

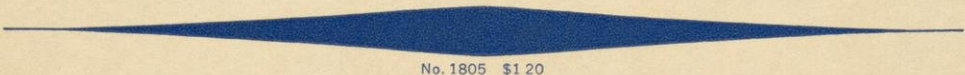


No. 1803 85c

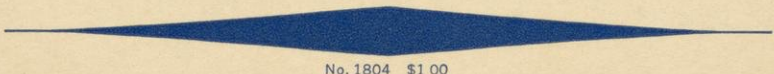


No. 1803-2\* (1803 with filler) \$1 05

**Timely Dashes**



No. 1805 \$1 20



No. 1804 \$1 00



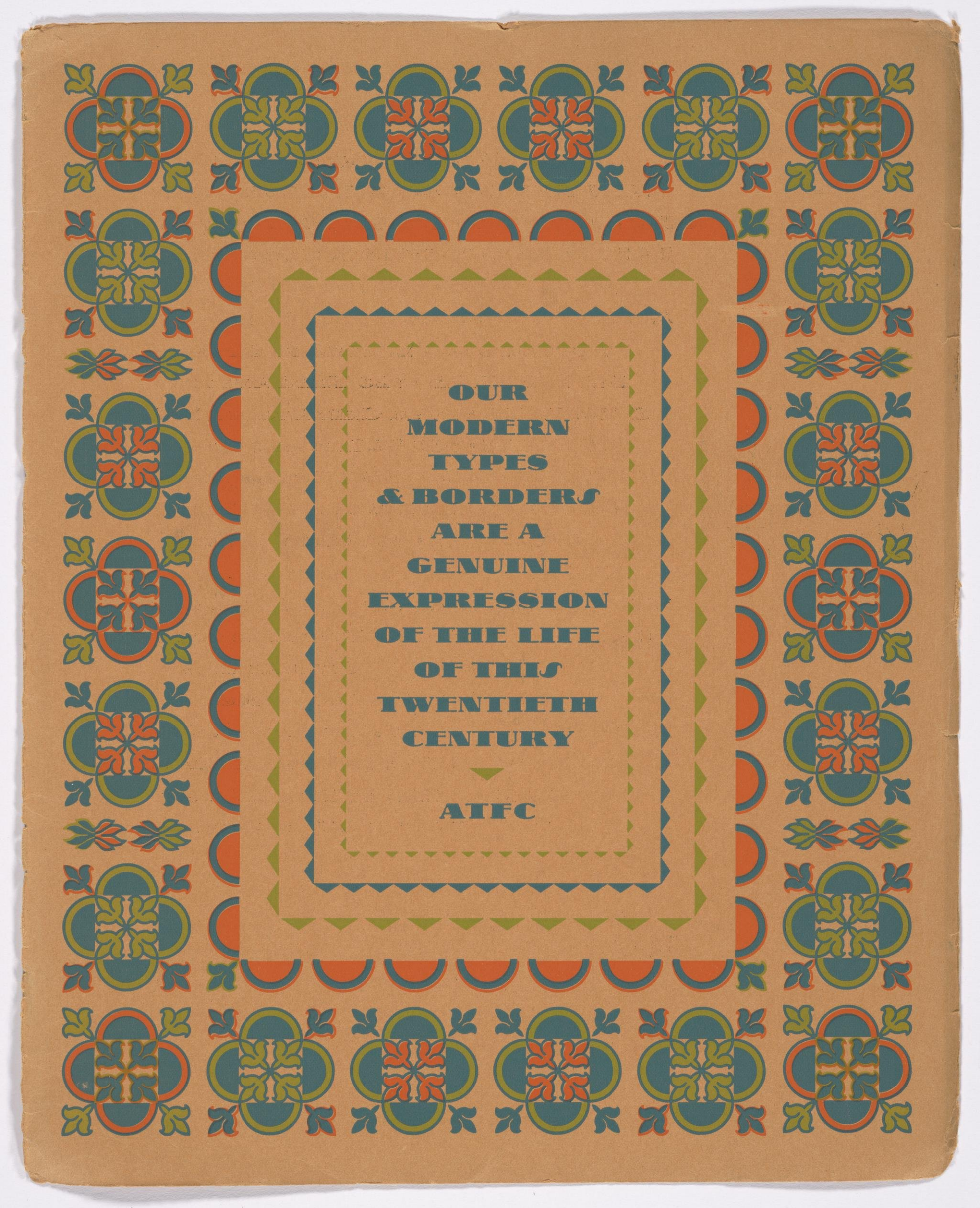
First two figures denote body, second two figures give total length of dash in inches  
\*Last figure denotes number of filler



**AMERICAN TYPE FOUNDERS COMPANY**

PRINTED IN U.S.A.





**OUR  
MODERN  
TYPES  
& BORDERS  
ARE A  
GENUINE  
EXPRESSION  
OF THE LIFE  
OF THIS  
TWENTIETH  
CENTURY**

**ATFC**

**S  
E  
L  
L  
I  
N  
G  
H  
O  
U  
S  
E  
S**



- BOSTON • 270 Congress Street**  
**NEW YORK • 104-112 East 25th Street**  
**PHILADELPHIA • Cor. 13th & Cherry Streets**  
**BALTIMORE • 109-113 S. Hanover Street**  
**RICHMOND • 11 Governor Street**  
**ATLANTA • 192-196 Central Avenue, S. W.**  
**BUFFALO • 45 N. Division Street**  
**PITTSBURGH • 323 Third Avenue**  
**CLEVELAND • 15 St. Clair Avenue, N. E.**  
**DETROIT • 557 W. Larned Street**  
**CHICAGO • 517-519 W. Monroe Street**  
**MILWAUKEE • 125 Second Street**  
**CINCINNATI • 646 Main Street**  
**ST. LOUIS • Ninth & Walnut Streets**  
**MINNEAPOLIS • 421 Fourth Street, South**  
**KANSAS CITY • 932 Wyandotte Street**  
**DES MOINES • 313 Court Avenue**  
**DENVER • 1621 Blake Street**  
**LOS ANGELES • 222 S. Los Angeles Street**  
**SAN FRANCISCO • 500 Howard Street**  
**PORTLAND, ORE • 47 Fourth Street**  
**SPOKANE • West 310 First Avenue**

**American  
Type Founders  
Company**

leader in

**type**  
**f**ashions