

# A Booklet of Designs

25 cts



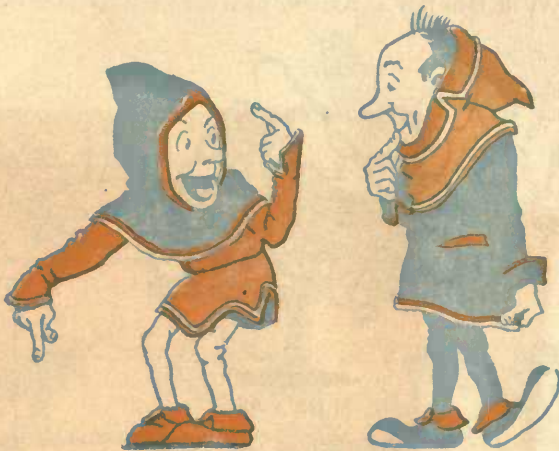
Will Bradley's  
Art Service for  
Advertisers  
131 East 23rd Street  
New York

229.2  
B704  
174b



JOHN HENRY NASH





D 65 — 2 colors \$2.50; 1 color \$1.35

## GENERAL INFORMATION

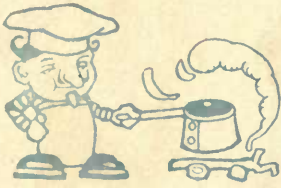
The designs in this catalog are furnished in plate form blocked and ready for printing, in any size, any proportion and for as many colors as desired. They may also be had in the form of mats, curved multigraph plates, and lantern slides. The prices for same will be found in our current price list except in the case of our stock electrotypes sizes where the prices are listed under each cut.

**DELIVERY:**— All prices include delivery by Parcel Post or express according to our judgement.

**TERMS:**— All cuts are sold on “cash with order” basis and to avoid confusion and delay, this rule should be closely observed. Remittance may be made by cash, mail or express money-orders, draft or check (to include exchange). The prices given are strictly net and not subject to discount.

Out of town mail orders are filled and shipped promptly so as to reach their destination at the earliest possible moment.

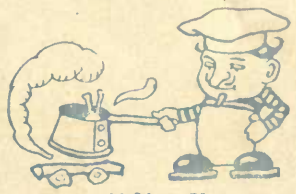
Will Bradley's Art Service for Advertisers



M 98 \$ .75



M 148 \$ .85



M 97 \$ .75



M 152 \$ .75



M 93 \$ .60



M 106 \$ .85



M 135 \$1.25



M 111 \$1.00



M 96 \$ .85



M 108 \$1.25



L 205 \$ .75

Above prices are for electrotypes, size as shown

Digitized by Microsoft



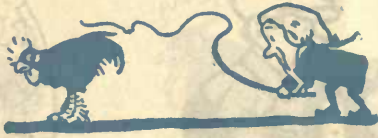
L 26 \$1.00



L 235 \$1.00



M 76 \$1.25



L 210 \$.85



L 114 \$.65



L 57 \$1.00



M 54 \$.75



L 39 \$.75



L 139 \$.85



L 50 \$1.00



M 75 \$.60



L 17 \$.75



EL 108 \$1.25



L 315 \$1.00

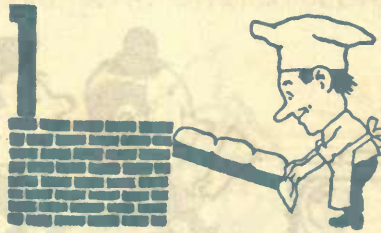
Above prices are for electrotypes, size as shown.



Will Bradley's Art Service for Advertisers



L 92 \$ .85



L 97 \$1.00



L 100 \$1.25



L 93 \$ .85



L 88 \$1.00



L 55 \$1.00



L 118 \$1.00



L 3 \$ .75



M 84 \$ .60



L 190 \$1.00



L 202 \$1.00

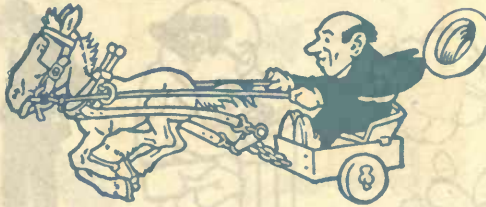


L 164 \$1.00

Above prices are for electrotypes, size as shown.



L 171 \$ .60



M 92 \$1.00



L 167 \$ .60



L 206 \$ .75



M 33 \$ .75



L 5 \$ .75



M 100 \$ .75



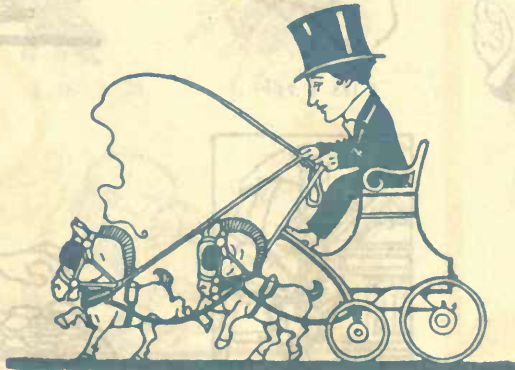
M 88 \$1.35



M 87 \$ .75



L 65 \$1.00



L 291 \$1.35



M 38 \$ .85



Will Bradley's Art Service for Advertisers



L 73 \$1.00



M 59 \$ .75



M 27 \$ .75



L 154 \$1.00



M 69 \$ .75



M 67 \$ .75



L 85 \$ .75



M 46 \$ .60



M 44 \$ .60



M 66 \$1.25



L 123 \$ .75



L 52 \$1.00



M 68 \$ .85



L 61 \$1.00





L 269 \$1.25



M 79 \$1.00



M 80 \$1.00



L 75 \$1.00



L 8 \$ .75



L 14 \$ .75



L 6 \$1.00



L 16 \$ .75



L 145 \$ .75



M 77 \$1.25



L 51 \$1.00



M 78 \$1.25

Will Bradley's Art Service for Advertisers



L 158 \$ .75



L 136 \$ .75



L 124 \$ .75



L 148 \$ .75



L 162 \$ .75



L 128 \$ .75



L 131 \$ .75



L 137 \$ .75



L 147 \$ .75



L 142 \$ .75



L 156 \$ .75



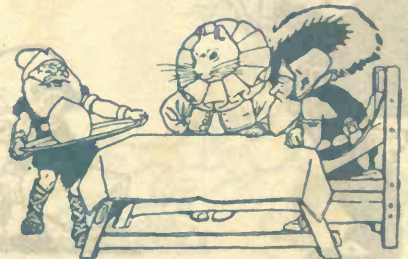
L 149 \$ .75



L 127 \$ .75



L 28 \$ .75



L 79 \$1.00

Above prices are for electrotypes, size as shown.





L 115 \$ .75



L 89 \$ .75



L 10 \$ .75



L 29 \$ .75



L 1 \$ .75



L 33 \$ .75



L 83 \$ .85



L 96 \$ .85



L 30 \$ .75



M 65 \$1.00



L 109 \$ .60



L 90 \$ .75



L 67 \$1.00



L 143 \$ .75



M 45 \$ .60

Will Bradley's Art Service for Advertisers



L 141 \$ .75



L 38 \$ .75



L 117 \$ .75



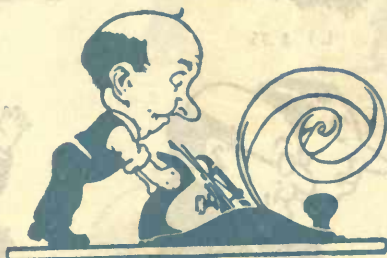
L 160 \$1.00



L 95 \$ .75



L 151 \$ .75



L 144 \$1.00



L 37 \$ .75



L 138 \$ .75



M 18 \$ .60



L 42 \$ .75



L 4 \$ .75



L 86 \$ .75



L 31 \$ .75

Above prices are for electrotypes, size as shown.

Digitized by Microsoft





L 23 \$1.00



L 64 \$1.00



L 25 \$1.00



L 63 \$1.00



L 70 \$1.00



L 68 \$1.00



L 209 \$ .75



L 183 \$ .60



M 81 \$ .75



L 175 \$ .60



L 77 \$1.00



L 170 \$ .75



L 172 \$ .75

Will Bradley's Art Service for Advertisers



M 70 \$ .75



L 19 \$ .75



L 11 \$ .75



M 34 \$ .75



L 153 \$ .75



M 63 \$ .75



L 9 \$ .75



L 34 \$ .75



L 54 \$ 1.00



M 72 \$ .75



L 44 \$ 1.00



M 86 \$ .75



L 45 \$ 1.00



M 71 \$ .75

Above prices are for electrotypes, size as shown.





L 87 \$1.00



L 82 \$ .85



L 20 \$ .75



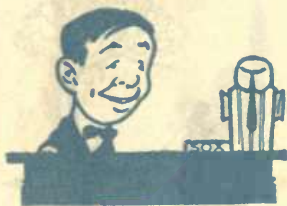
L 84 \$ .85



FL 9 \$ .75



L 74 \$1.00



L 91 \$ .75



L 15 \$ .75



L 18 \$ .75



L 41 \$ .75



L 107 \$ .85



L 177 \$ .85



L 32 \$ .75

Will Bradley's Art Service for Advertisers



L 218 \$ .85



M 40 \$ .85



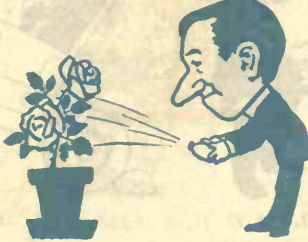
L 21 \$1.00



L 22 \$1.00



L 176 \$ .60



L 13 \$ .75



L 72 \$1.00



L 188 \$ .75



L 216 \$ .75



L 194 \$ .75



M 39 \$ .85



L 76 \$1.00



L 165 \$ .85



L 168 \$ .75

Univ Calif - Digitized by Microsoft®  
Above prices are for electrotypes, size as shown.





L 254 \$1.00



L 60 \$1.00



L 272 \$.85



L 152 \$.60



L 116 \$.75



L 120 \$.75



L 135 \$.85



L 324 \$.60

L 323 \$.60



L 125 \$.75



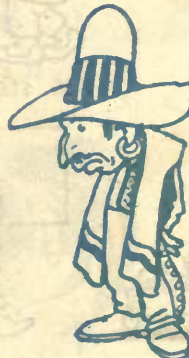
L 126 \$.75



L 47 \$1.00



L 48 \$1.00



L 53 \$1.00



L 46 \$1.00

Will Bradley's Art Service for Advertisers



L 71 \$1.00



L 296 \$.85



L 80 \$1.00



L 40 \$.75



L 2 \$.75



L 111 \$.60



L 110 \$.60



M 10 \$.75



L 66 \$1.00



L 56 \$1.00



L 27 \$1.00



L 182 \$1.00



M 82 \$.60



L 199 \$.85

Above prices are for electrotypes, size as shown.





L 81 \$ .85



L 266 \$ .85



L 211 \$ .85



L 265 \$ .85



L 268 \$1.00



L 146 \$ .85



L 58 \$1.00



M 83 \$ .75



L 113 \$1.00

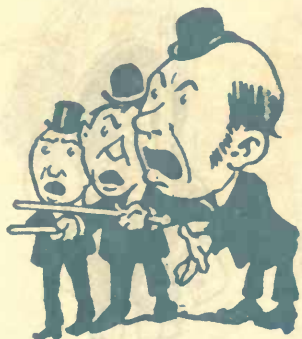


M 33 \$ .75



L 256 \$ .85

Will Bradley's Art Service for Advertisers



L 159 \$1.00



L 213 \$.75



L 181 \$1.00



L 122 \$.85



L 215 \$.75



L 204 \$.85



L 94 \$.85



L 130 \$.85



L 140 \$1.25



L 121 \$.85



L 62 \$1.00



L 157 \$.75





M 36 \$ .75



L 217 \$1.00



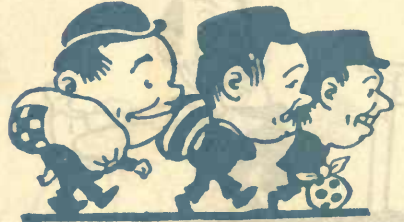
L 75 \$1.00



L 134 \$ .75



L 155 \$ .75



L 59 \$1.00



L 78 \$1.00



L 24 \$1.00



L 69 \$1.00



L 180 \$ .75



L 49 \$1.00



L 150 \$ .75

Will Bradley's Art Service for Advertisers



L 201 \$1.00



L 196 \$1.00



L 214 \$ .75



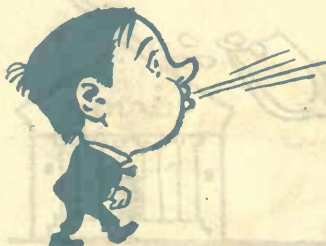
L 191 \$1.00



L 187 \$ .85



L 193 \$ .85



L 186 \$ .85



L 195 \$ .75



L 184 \$ .60



L 36 \$ .75



L 173 \$ .75



L 198 \$1.00



L 212 \$ .75

Above prices are for electotypes, size as shown.





L 179 \$1.00



L 200 \$.75



L 169 \$.75



L 178 \$.85



L 207 \$.75



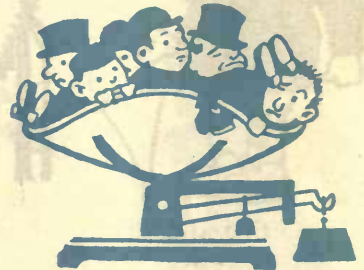
L 203 \$.85



L 192 \$.85



L 197 \$.75



L 174 \$.85



L 101 \$1.00



L 208 \$.75



L 166 \$.75

Will Bradley's Art Service for Advertisers



L 103 \$1.25



M 47 \$.75



L 185 \$.60



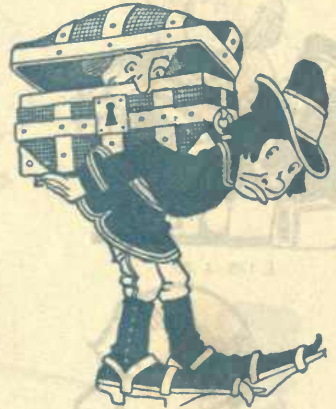
L 98 \$1.25



L 102 \$1.25



L 260 \$1.25



L 104 \$1.25



M 85 \$1.00



L 243 \$1.35



L 53 \$1.00

Univ Calif - Digitized by Microsoft®  
Above prices are for electotypes, size as shown.



131 East 23rd Street New York



M 143 \$1.35



M 142 \$1.25



M 141 \$1.35



M 146 \$1.35



DL 68 \$1.35



M 144 \$1.35

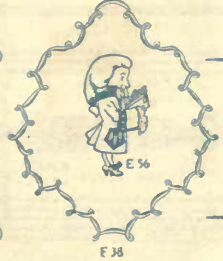
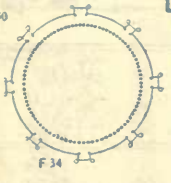
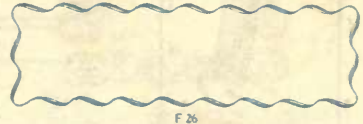
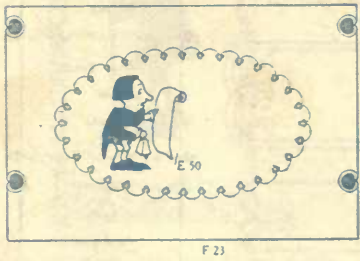
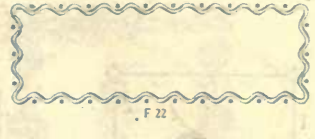
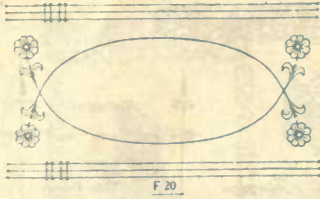
Will Bradley's Art Service for Advertisers



LAUGH  
and the  
World Laughs  
with You

Plates can be furnished in any size required





Delicate Designs  
for  
Chapter and Page Headings  
Programs Labels and  
Trade Ticklers

# Will Bradley's Art Service for Advertisers

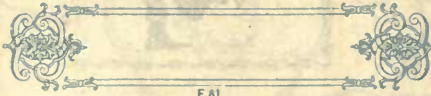


F 110



E 96

C 28



E 81



F 111



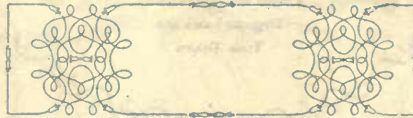
E 82



E 90



E 91



E 92



E 93



E 94



E 95



F 112



F 113



F 114



Decorative

Head Bands  
Title Frames  
and

End Pieces  
for  
Books

Magazines  
and  
Catalogues

D 60



E 97

C 29



E 99

C 30



E 98



E 100



E 101

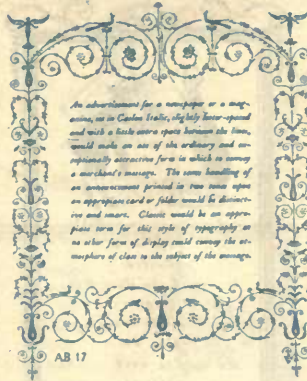
Plates can be furnished in any size required





E 44

AB 16



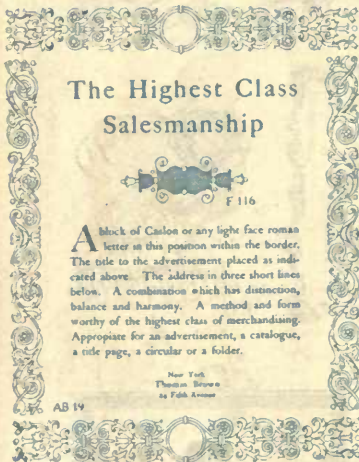
*An advertisement for a newspaper or a magazine, as in Classic Letter, slightly letter-spaced and with a face across space between the lines, would make an use of the ordinary and un-ornamented attractive form in which to convey a merchant's message. The same handling of an announcement printed in two sizes upon an appropriate card or folder would be distinctive and smart. Classic would be an appropriate term for this style of typography as no other form of display could convey the atmosphere of class in the subject of the message.*

AB 17



E 45

AB 18



### The Highest Class Salesmanship



F 116

A block of Caslon or any light face roman letter in this position within the border. The title to the advertisement placed as indicated above. The address in three short lines below. A combination which has distinction, balance and harmony. A method and form worthy of the highest class of merchandising. Appropriate for an advertisement, a catalogue, a title page, a circular or a folder.

New York  
Theodore Brown  
45 Fifth Avenue

AB 19



F 57

AB 20



### A TITLE PAGE



F 115

The Leading Printer  
Classic City

AB 21



D 19

AB 22



REFINEMENT  
OF  
DESIGN  
AND  
DELICATE HANDLING  
MAKE OF THIS  
BORDER  
AN  
APPROPRIATE  
FRAME  
FOR  
ANNOUNCEMENTS  
AND  
TITLE PAGES

AB 23



D 20

AB 24

Will Bradley's Art Service for Advertisers

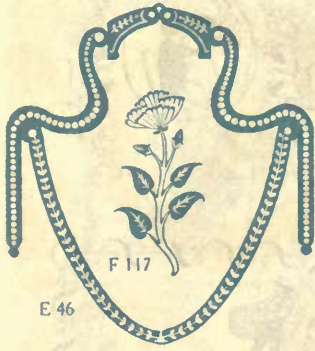


Plates can be furnished in any size required





Will Bradley's Art Service for Advertisers



E 46



C 19



D 21



D 22



F 57



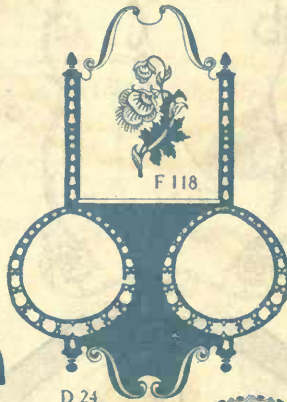
D 23



E 48



E 47



D 24



F 58



F 59



F 60



D 26



F 61



E 49



F 62

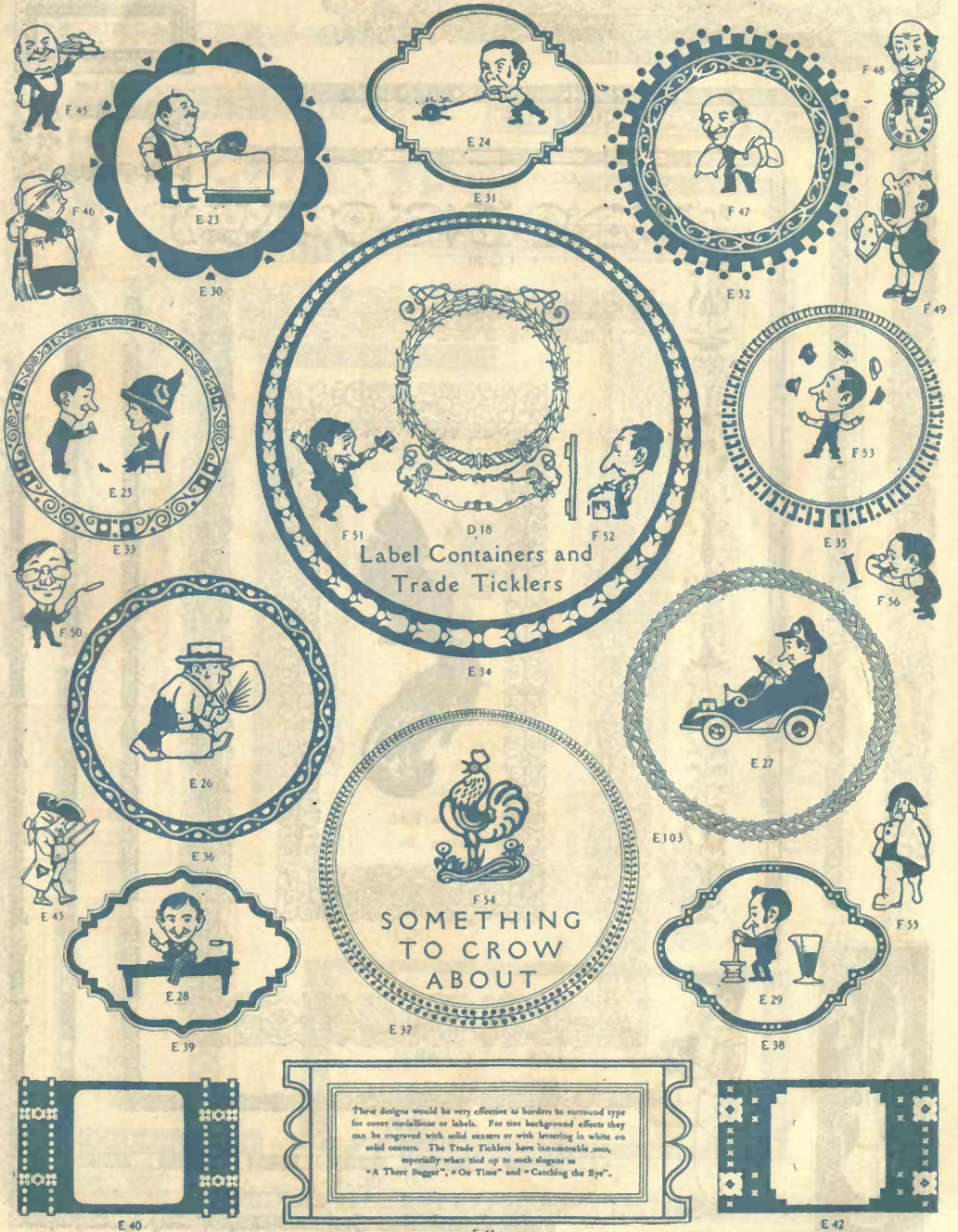


F 63



D 25





Label Containers and Trade Ticklers

F 54  
SOMETHING TO CROW ABOUT

These designs would be very effective as borders to surround type for cover medallions or labels. For tint background effects they can be engraved with solid centers or with lettering in white on solid centers. The Trade Ticklers have hinged, removable, areas, especially when tied up to such slogans as "A Thirst Bigger", "On Time" and "Catching the Eye".

Will Bradley's Art Service for Advertisers



CG 17



E 19



CG 18



E 20



CG 19



CG 20



CG 21



F 42



AB 25



CG 23



F 41



F 40



CG 24



CG 25

Univ Calif - Digitized by  Plates can be furnished in any size required



CG 1

CG 2

CG 3

CG 5

CG 4

CG 6

CG 7

CG 8

CG 9

CG 10

E 21

Any of the borders  
 may be made up with rules  
 the same as this center panel,  
 in which form  
 they can be supplied  
 only at the C rate.

CG 26

E 22

CG 16

F 43

These borders may be had  
 in any size and any  
 proportion

F 44

CG 12

CG 15

CG 14

CG 13

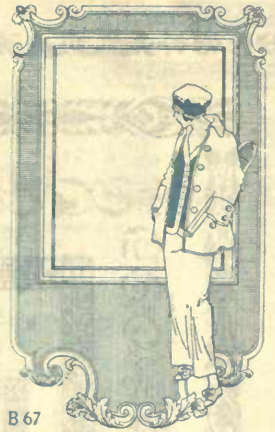
Will Bradley's Art Service for Advertisers



B 65



B 66



B 67



B 68



B 69



B 70



B 71



B 72



B 73



131 East Twenty third Street New York



*Program*

P 6 \$1.75



PAGE HEADING

P 14 \$1.50



M 52 \$ .85



FOR A  
PHOTOGRAPH  
OR  
REFINED  
TYPE

P 1 \$1.25



M 53 \$ .85



P 51 \$1.50



M 114 \$1.35

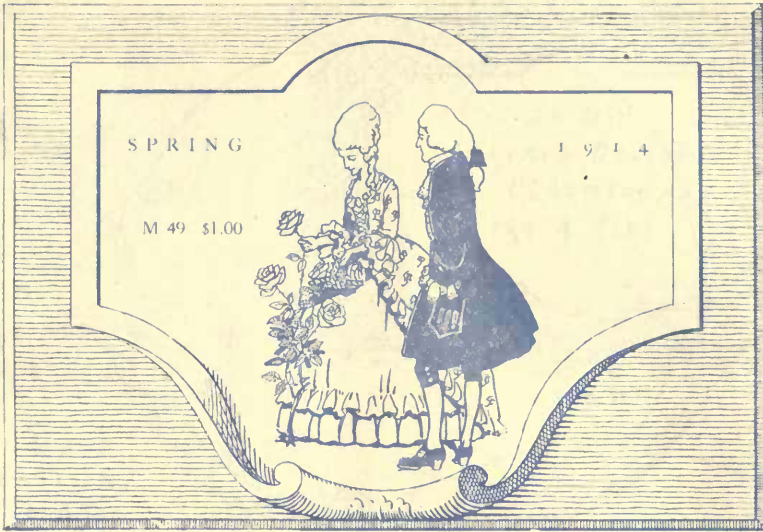
P 38 \$1.35



M 117 \$1.35

Above prices are for electrotype. Size as shown





SPRING

1914

M 49 \$1.00

P 53 \$1.50



M 113 \$1.35



M 55 \$ 60

P 56 \$1.50



M 171 \$1.25



P 25 \$1.50



L 259 \$1.25



PURITY  
OF  
TYPE ARRANGEMENT  
IS ESSENTIAL  
WITH  
THESE DESIGNS

P 89 \$1.65



L 283 \$ .85



L 284 \$ .85

Above prices are for electrotypes, size as shown.





P 57 \$ .75

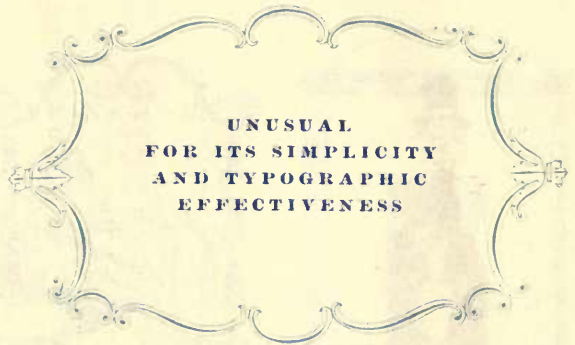


P 54 \$1.35

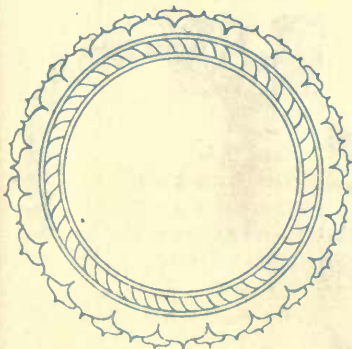
THESE  
DESIGNS  
MAY  
BE  
HAD  
IN ANY  
SIZE



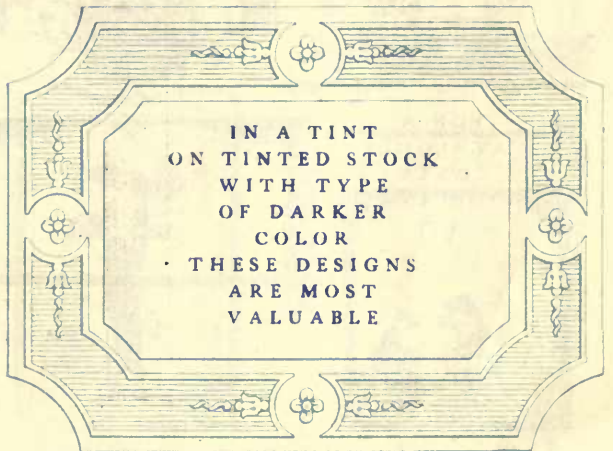
P 81 \$1.35



P 73 \$1.35



P 79 \$ .85



P 50 \$1.35



IT TAKES  
A  
BRASS BAND  
TO SELL  
SOME  
GOODS  
NOT SO WITH  
OURS

B 27



MAGAZINE

A 11



FOR A  
CATALOGUE  
COVER  
OR AN  
AD

C 18



B 26

FOR AN  
ANNOUNCEMENT  
OR A FULL PAGE  
ADVERTISEMENT  
THIS DESIGN  
HAS  
CLASS

A9

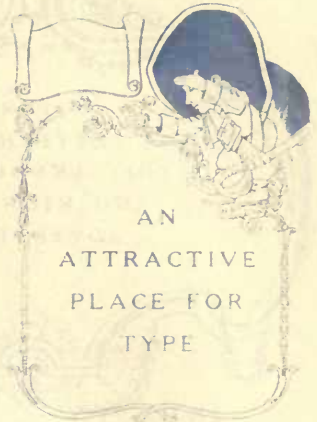




A 12



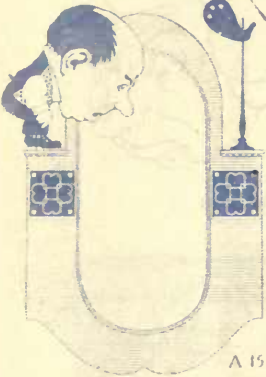
A 13



A 14



E105



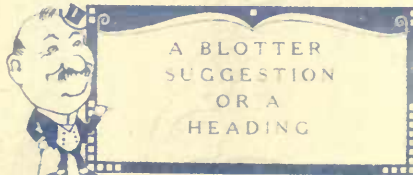
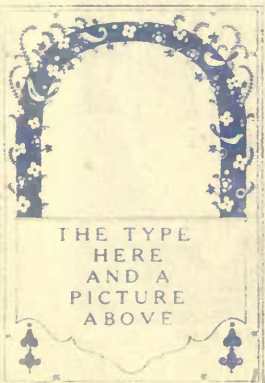
A 15



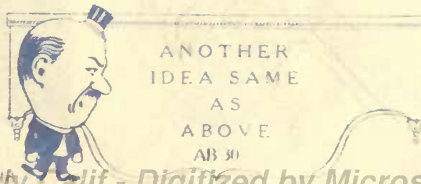
A 17



A 16



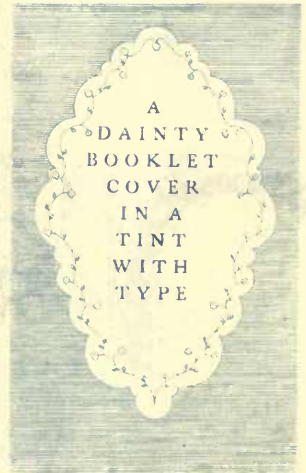
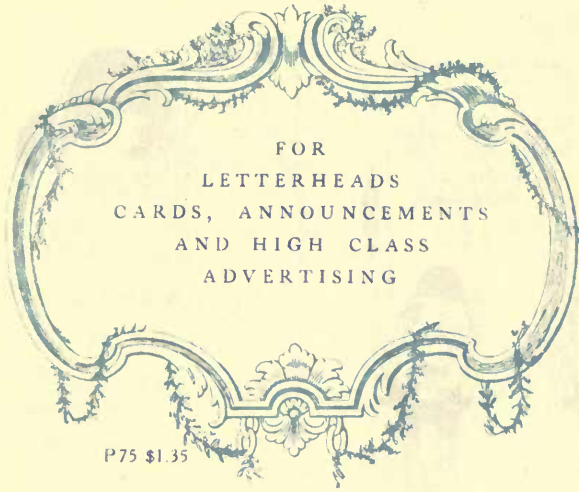
AB 29



A 19

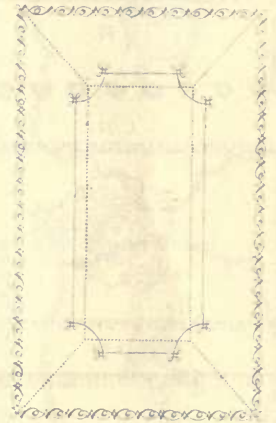


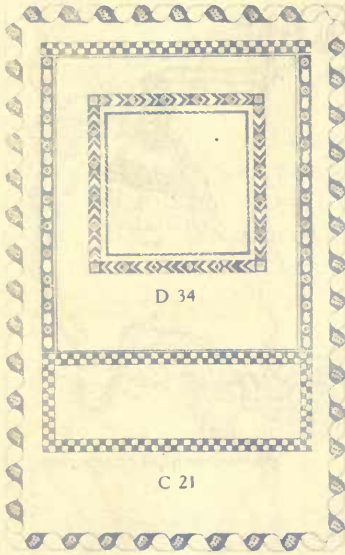
Will Bradley's Art Service for Advertisers



Above prices are for electrotypes, size as shown.

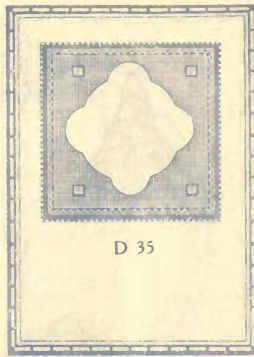






D 34

C 21



D 35

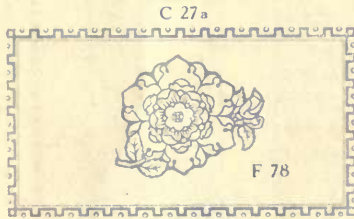
D 46



E 66

D 37

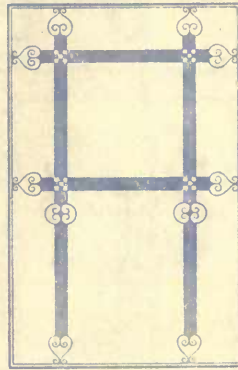
C 22



C 27 a

F 78

D 38

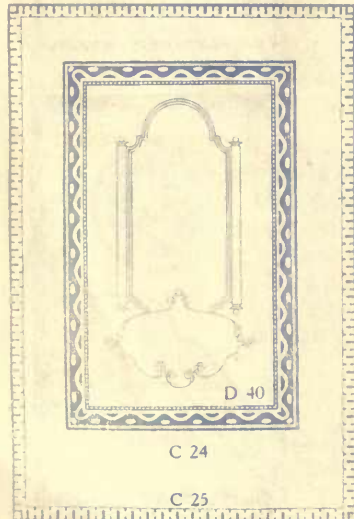


D 36



E 67

D 39



D 40

C 24

C 25



D 41



F 79

C 20

D 45



D 42

D 43

D 44

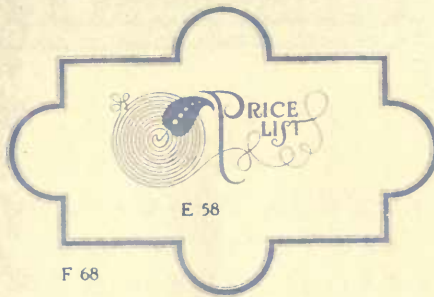
C 26





F 67

E 65



E 58

F 68



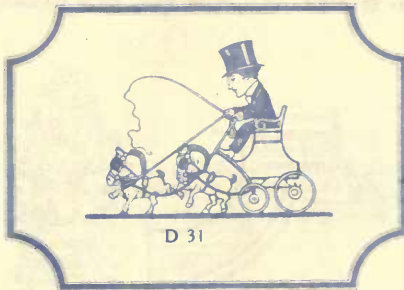
F 69

E 59



E 64

F 70



D 31

F 71



F 72

F 73



F 74

F 75



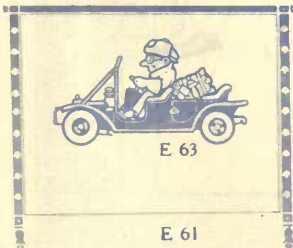
E 60

B 61



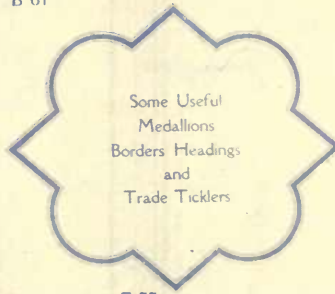
F 76

E 102



E 63

E 61

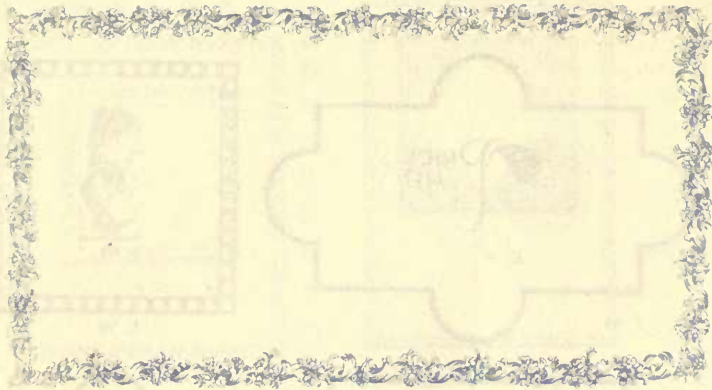


F 77



E 62

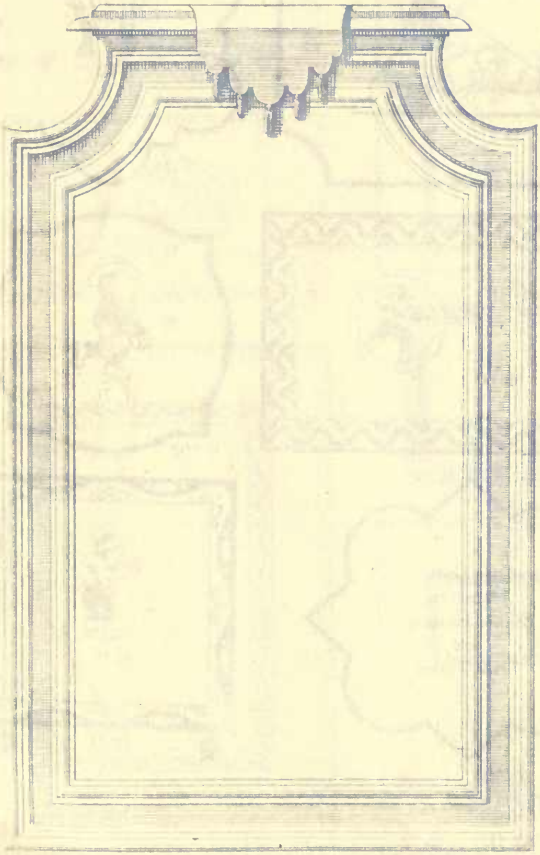
D 33



B 1



E 1



E 2

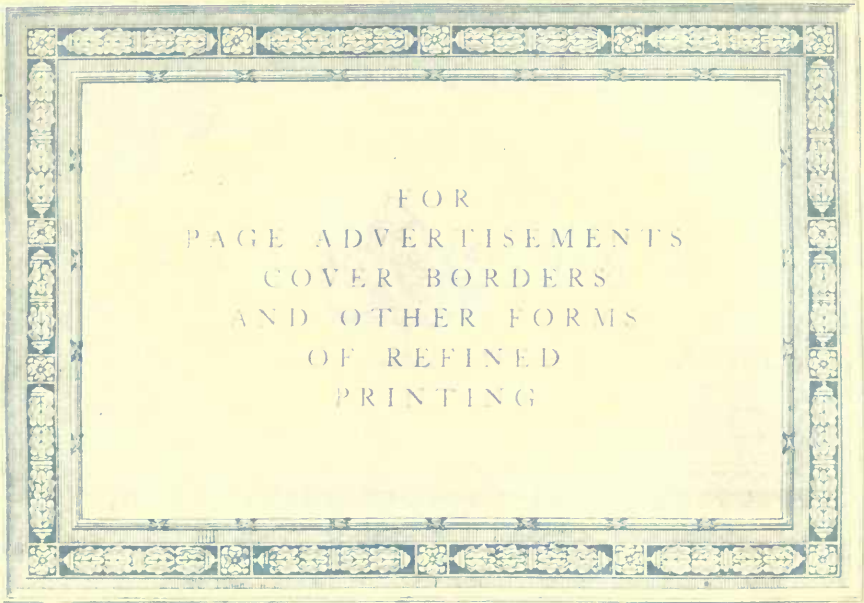


F 14

B 5



F 15



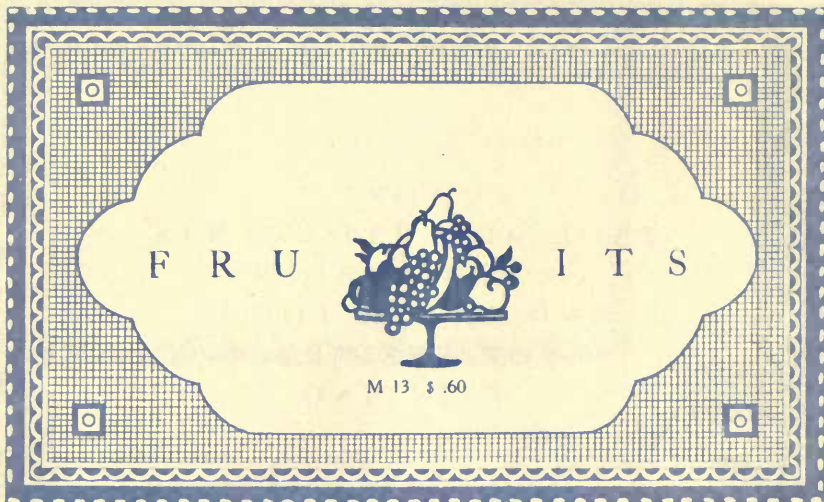
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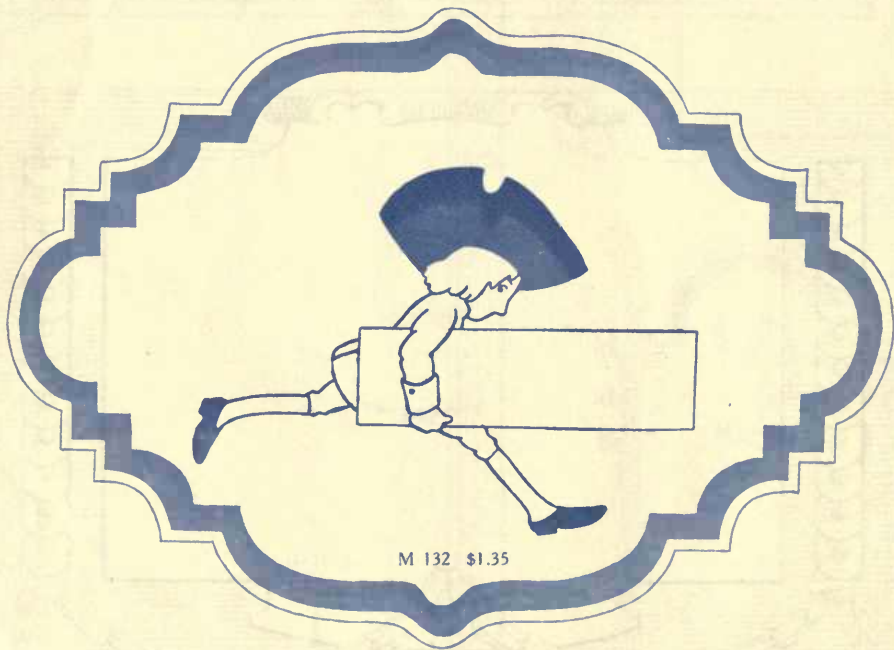


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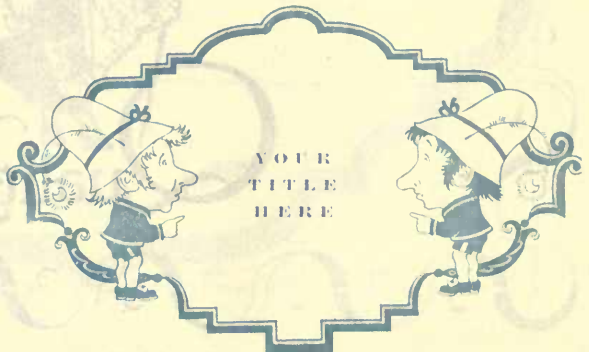


M 110 \$1.00

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AB 32



AB 44



AB 33



AB 34



AB 35



AB 36

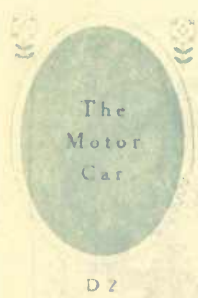


AB 37



AB 39

Will Bradley's Art Service for Advertisers



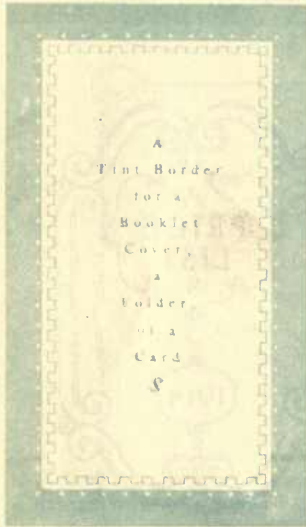
D 2



B 6



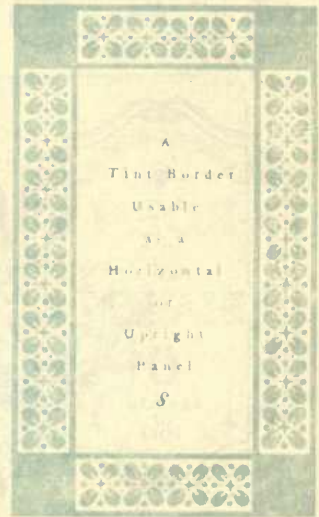
E 11



C 12



B 7



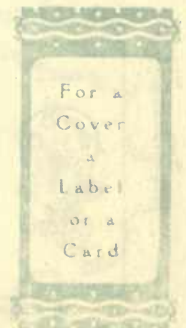
C 13



D 4



B 8



D 5



C 14



D 6



C 15



D 3



E 12



B 9



E 13



F 18



F 19



C 16



D 7




C 17



D 13



791  
2239.2  
B704  
1914



D 64

**PROGRAM**  
for the  
*Season*  
of  
**1913-1914**

H

AB 42

**W**ON

I HOPE TO HAVE  
THE PLEASURE  
OF  
ACCORDING YOU  
AN ADVANCE  
SHOWING  
OF OUR LINE  
FOR  
NEXT SEASON

M

B 41

**GIFTS of**  
*Choice*  
**SILVERWARE**  
delicately suggest  
Personality and  
indicate  
Good Taste  
Our Designs are  
*Exclusive, Beautiful*  
and of Refined  
Individuality

H

B 40

**DIAMONDS**  
**PEARLS**  
**JEWELRY**  
**SILVER**  
**WATCHES**  
**CLOCKS**

K

AB 43



## New Price List

JANUARY 1915



A blocked zinc etching may be had of any of our designs in any size desired at the following rates:

### Small Sizes

When the longest dimension does not exceed:  
1 inch 75 cents; 2 inches \$1.; 3 inches \$1.50

### Above Three Inches

When the longest dimension exceeds 3 inches:  
\$1 for the use of design, plus eight cents per square inch for plate. Minimum \$2.00

### Alteration

\$1 additional charge for change of proportion.

### Color Plates

Any design may be had for two colors, at double the cost of same for one color.

The above prices are upon the basis of cash with the order. By this plan we offer 5 percent discount on immediate cash payment on any order above \$10, and 10 percent discount on immediate cash payment on any order above \$25. Prices include mailing.

Will Bradley's Art Service  
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IN DESIGN

