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
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?
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
51 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
this 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
## the NUBIAN SERIES

<table>
<thead>
<tr>
<th>Font</th>
<th>Size</th>
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<tbody>
<tr>
<td><strong>Delightful Evening</strong></td>
<td>12 pt</td>
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<td>14 pt</td>
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<td><strong>Simple Gown</strong></td>
<td>18 pt</td>
<td>$4.13</td>
</tr>
<tr>
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<td>24 pt</td>
<td>$8.25</td>
</tr>
<tr>
<td><strong>Regains</strong></td>
<td>30 pt</td>
<td>$16.00</td>
</tr>
<tr>
<td><strong>Wager</strong></td>
<td>44 pt</td>
<td>$46.00</td>
</tr>
<tr>
<td><strong>Paged</strong></td>
<td>42 pt</td>
<td>$9.50</td>
</tr>
<tr>
<td><strong>Big Girl</strong></td>
<td>48 pt</td>
<td>$14.95</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>60 pt</td>
<td>$29.95</td>
</tr>
<tr>
<td><strong>July 24</strong></td>
<td>60 pt</td>
<td>$29.95</td>
</tr>
<tr>
<td><strong>Fats Cycle</strong></td>
<td>72 pt</td>
<td>$59.95</td>
</tr>
<tr>
<td><strong>Kinsight</strong></td>
<td>72 pt</td>
<td>$59.95</td>
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### Prices

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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 T U V W X Y Z & S

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
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
Printing Designs in the Spirit of Our Time

Like a touch of magic

Les parfums du frane

The Rial
Beauty Cremes

Women today can acquire a complexion rivaling in effect the wonderful beauties from Napoleon the Third’s time. A daily application of the Rial Cremes and a matchless skin texture is developed in a few weeks. Get a trial jar today!

The Rial Company

American Type Founders Company

Martha Ondesen
Importer of Gowns and Dresses
Fifteen Marlin Avenue
Mason, Texas
 fonier's
modern textiles
for interiors are
exhibited today

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

gems
by Reis

now at the textile center
5 high street
near arden place

AMERICAN TYPE FOUNDERS COMPANY
Sets the Type Fashions

FOLLOW THE TYPE FASHIONS
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
Graceful Typographic Effects

60 Point
Dignified Advertising Campaigns

48 Point
Excellent Gowns Recently Imported

42 Point
Furnished Magnificent Country Home

36 Point
Incorporated Northern Banking Institution

30 Point
Distinguished Educators Magnificently Entertained

24 Point
European Fashion Dictators Admire French Embroidery

18 Point
Wonderful Architectural Designs Display Extraordinary Merit

14 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 C
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 . , ' ; ; ! ?

<table>
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<tr>
<th>PRICES AND SCHEMES OF JOB FONTS</th>
<th>PRICES AND SCHEMES OF WEIGHT FONTS</th>
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<td><strong>BODY</strong></td>
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</tr>
<tr>
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<tr>
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<td>14A</td>
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<td>60 Point</td>
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<tr>
<td>72 Point</td>
<td>3A</td>
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Complete Job or Weight Fonts sent unless otherwise ordered.

Weight Fonts may be ordered in parts as shown in this above table.

*Weight Fonts (when ordered 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

Chicago, Ill.
517-519 WEST MONROE STREET

New York City
104-112 EAST 25TH STREET

Milwaukee, Wis.
325 SECOND STREET

COR. 12TH AND CHERRY STREETS

St. Louis, Mo.
NINTH AND WALNUT STREETS

Baltimore, Md.
199-213 SOUTH HANOVER STREET

Minneapolis, Minn.
421 FOURTH STREET, SOUTH

Richmond, Va.
11 GOVERNOR STREET

Kansas City, Mo.
932 WYANDOTTE STREET

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

Des Moines, Iowa
313 COURT AVENUE

Buffalo, N. Y.
45 NORTH DIVISION STREET

Denver, Colo.
1621 BLAKE STREET

Pittsburgh, Pa.
523 THIRD AVENUE

San Francisco, Cal.
500 HOWARD STREET

Cleveland, Ohio
13 ST. CLAIR AVENUE, N. E.

Los Angeles, Cal.
222 S. LOS ANGELES STREET

Cincinnati, Ohio
646 MAIN STREET

Portland, Ore.
47 FOURTH STREET

Detroit, Mich.
557 WEST LARNE STREET

Spokane, Wash.
WEST 310 FIRST AVENUE

American Type Founders Company

SETS THE TYPE FASHIONS EVERYWHERE
Modernistic Borders
These borders carried in stock only at Foundry
24 Point No. 25  40 inches $3.85  24 Point No. 26 (Color for No. 25)  42 inches $3.85

Characters in Complete Font

30 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. 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) $1.15

3 Point No. 4  66 inches $2.75
One Character Border

12 Point No. 3  60 inches $3.30

8 Point No. 2  60 inches $1.05
6 Point No. 1  60 inches $2.75
One Character Border

(Over)
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. 11  60 inches $3.30
12 Point No. 12 (Color for No. 11)  60 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

American Type Founders Company
cast in type molds  **Sectional Dashes** point body, point set

Per pack $5.25  Contains one each (two pieces) of Nos. 1803, 1805, 1807 and 1808, and two fillers each Nos. 1, 2 and 3

<table>
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<th>No.</th>
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<tr>
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<tr>
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</tr>
<tr>
<td>1805-3</td>
<td>(1805 with filler)</td>
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<tr>
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<tr>
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**Timely Dashes**

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<tr>
<td>1804</td>
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*First two figures denote body, second two figures give total length of dash in inches

*Last figure denotes number of filler

**In the Spirit of the Times**

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

ATFC
SELLING HOUSES

BOSTON • 270 Congress Street
NEW YORK • 104-112 East 25th Street
PHILADELPHIA • Cor. 15th & 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 • 525 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 • 515 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 510 First Avenue

American Type Founders Company
developer in type
fashions