TYPE SPECIMENS
BY
NEON TYPE DIVISION
TYPEFOUNDEERS
OF CHICAGO

TYPEFOUNDEERS OF CHICAGO
1100 S. KOSTNER AVENUE – CHICAGO, ILLINOIS
Acknowledgment

Inspiration—when the idea became a necessity:

Encouragement—when fatigue threatened:

Optimism—when the task seemed insurmountable:

Affection—when tenderness was the essential panacea:

and

Understanding—that sum total of all human requirements:

These vowels of life constituted the essential ingredients, blended by our family, customers, and friends, which were necessary to stimulate the creation of this encyclopaedia of typefaces. And thus to manifest sincerity and gratitude to our “Well Springs” in this forest of research, we select as their symbol, our beloved parents, Mr. and Mrs. Samuel Kreiter of Chicago, as the recipients of our thanks—and to them we lovingly dedicate this book.
FOREWORD

The changes in graphic arts created by the acceptance of etch proofs during the past two decades, gave birth to the demand for more accurate foundry type — precision cast and micrometer perfect. Neon Type Division answers that demand of repro work by producing hard metal type manufactured on special machines. The result of such endeavours places in the trade the finest type produced anywhere in the world today. In spite of the high labor cost of our precision work, and the added expenditure of our costlier overhead of "made to order" type casters, Neon's price schedules are realistic. In many instances — for similar type faces — our prices are considerably under those of other firms whose metal content or casting accuracy are not comparable. This fact is specifically shown in the prices of our Scripts and Cursives some of which require under-cutting in the foundry. The important point for the user to remember when ordering Neon Foundry type is that the products ARE precisely what the name implies — FOUNDRY CAST WITH FOUNDRY METAL ON FOUNDRY MACHINES. Neon, formerly located in Pittsburgh, is now producing in Chicago under the management of Typefounders of Chicago. This progressive firm, which purchased Neon in 1959, plans to enlarge Neon's library of faces with many imported type styles procured from European foundries — both in the fonted type cast there, and with the purchase of mats from which some European styles will be cast in Chicago. Some of these faces are shown in this catalog, and as others become available specimen sheets will be distributed. We hope that you will constantly refer to this index for guidance in proper type face selection for specific printing jobs.

CONTENTS

INDEX OF:

Foreign Type Styles
Domestic Foundry Type
Quads and Spaces
Handy Packages
Emblems — Ornaments
Leaders — Quad Rule

CASTCRAFT PRODUCTS:

- Handfinished Rules
- Decorative Borders
- Strip Spacing Material
- Brass Rules and Accessories
- Steel Rules: cutting, snapout, etc.
- Composing Room Supplies

NNN TYPE DIVISION / TYPEFOUNDERS OF CHICAGO

For Long Distance Dial Area Code #312-722-6530

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Published by

NEON TYPE DIVISION

$5.00 PER COPY

Compiled and Written by
David L. Kreiter, B.J.
### Schedule for NEON Cap Font Schemes

<table>
<thead>
<tr>
<th>Cap Scheme</th>
<th>Letters for Cap Fonts</th>
<th>Points for Cap Fonts</th>
<th>Figures for Cap Fonts</th>
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### Schedule for NEON Lower Case Font Schemes

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<td>1 2 3 4 5 6 7 8 9 0</td>
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The number of figures (6, 7, 8, etc.) and special characters contained in this font are approximately the same as the lower case q, x and z.
PURPOSE and AIMS

A wise old Chinese proverb, "One picture is worth 10,000 words", may be amplified with poetic license and restated that. One word properly displayed produces a masterpiece. Type faces exist in this expressive sphere and are the tools of composition artists in our "appearance conscious" society. They should thus be used in make-up and ad setting as a painter would employ colors. The desired effect of the work — whether it be a piece of copy or an unfinished oil painting on canvas — can be achieved only after careful consideration of the material, and the precise application of that material to create the craftsman's goal.

COLORS daubed on the palette, and the selection of type faces from a vast library of styles, are influenced in their final choice by the picture the artist wishes to display. Both paint and type in the hands of a skilled and selective craftsman are strong weapons which may mold public opinion and consequently develop sales appeal. Bearing the above points in mind, we display between the covers of this reference book those type faces which, in our opinion, manifest themselves in approximately 95% of the end products produced in the Graphic Arts field today. These selected type styles appear in periodicals, advertising brochures, hand books, catalogs, and are enveloped in practically every other kind of printed matter read daily by literally countless millions of people throughout the world. The remaining 5% of type faces — both of domestic or foreign origin — NOT illustrated here, are not lost to users of this book.

DUE TO OUR WIDE CONTACTS

with other foundries in Europe, Asia, and in our own country, practically any type style desired, whether it be American, Russian, Hebrew, Arabic, Japanese or Egyptian, is available through us to the advertising typographer and art director either in the type itself or in matrices from which they are able to cast the desired type face. We extend our thanks to MacKenzie & Harris for making available Van Dijck, Centaur, and Arrighi; Los Angeles Type Foundry for the Times family, all four faces from England.

It is gratifying for a type foundry to realize that the demand for type faces, new, old, ancient, unique or even specimens no longer existent, is made by someone, somewhere at some time. Our knowledge hungry jet age has brought all men and their varied cultures closer to each other. Similarly, an unusual type face arouses curiosity in craftsmen universally who wish to share in the development of their co-workers art and creative talents. This then, is our purpose in writing this directory, so that graphic arts people the world over may have access to type faces about which they would not normally be informed except for the presentation of this book.

THE DISCERNING CRITIC will note that we have not adhered to any set format in the compilation of this catalog nor in the manner in which the type faces are presented. Some are shown on a full page. Others on a half page, and in a few instances the complete size range of a face is not shown; the sizes not displayed however, are mentioned as to their availability. We feel secure in the belief that our brother paste-up man will appreciate the problems confronting one who compiles and does research on this kind of book. The important factor is not the style of the book, but by employing this reference, the user can measure a line of practically any type face with which he may have to work. That is another objective in presenting this type catalog.

A careful student of unique faces will find in these pages, amongst others, the flexible CONC — new and unusual from Germany. The art director and type lover will discover impact faces like IMPULS and REPORTER from Ludwig Wagner, and NORWAY from our own foundry. These faces will undoubtedly be employed in "man-ads" describing strength and sturdiness.

THE TYPE SELECTION, on the other hand, will probably use the dainty BRIDAL SCRIPT, PARK AVENUE, CORONET and the very alluring ARIABELLA, which are only a few in this catalog which depict femininity. These faces are being used now in lingerie, perfume and airy kinds of ads.

Faces such as our own NEON, MISTRAL from Amsterdam Continental, CHISEL and WIDE LATIN from England, PEIGNOT from France, the ITALIAN TORINO; also PALATINO and the very employable STANDARD from Germany are shown in this reference.

The classicist in the Graphic Arts field will invariably choose the always useful and necessary Gothis and Bodoni type faces to complement unique styles in well proportioned layouts. All of our Bodonis and 20th Century family are perfectly cast for this purpose. They are made in our own foundry from hard metal on foundry casters. Faces such as KAUSER SCRIPT, EDEN, DELPHIAN, RADIANT and CORONET, among others, are produced from Ludlow mats on special casters. These special Ludlow faces augment our productive capacity since we are fortunate in being able to manufacture practically any type face from any kind of matrix. This is possible due to the acquisition of a battery of foreign type casters which employ such innovations in the production of type. These machines enable us to achieve our objectives and aims to house under our roof the most complete type foundry in the world.

THIS CATALOG illustrates the products available at this factory, from type used every day to faces used once a year — from quads and spaces and strip spacing material to emblems and European underlines — from fancy borders and rules to leaders and "Ezy" rule units. Our well stocked inventory marks us as a complete store house which is constantly alert to the needs, both old and new, which the printer may require. Our selection of both foreign and domestic faces is practically complete. We believe that our shelves display a larger variety of type faces than any other firm in the world.

We have accumulated type styles from almost every known foundry and fortunately most of these items have been sold extensively through the years in the Americas.

This is a manifestation of the challenge in our trade; it is a demanding one and reminds us constantly that the need for type faces is ever present. We accept this challenge and will strive to fulfill the requirements of perpetual change in graphic arts.

A TRUE TYPE FOUNDRY makes these innovations available to its patrons. Although these demands are costly to all concerned — the foundry — the typographer — the agency and the public — the expenditure is warranted if the end result is a creative typographical work. We have reached a point in our growth where we can and must contribute to the continual development of this noble art — printing. Hence this type reference.
Neon types, now as always, are ABC 1234

14 pt.—22A  42a

Neon types now as always are ABC 1234
18 pt.—12A  26a

12 pt.—24A  47a

Neon types, now as always, are ABC 1234
14 pt.—22A  42a

Neon types, are produced 12345
18 pt.—12A  26a

Neon types, are produced 12345
24 pt.—8A  17a

Neon types, 1234
30 pt.—6A  10a

Neon typing 1234
36 pt.—5A  7a

Neon types, 1

NEW FACES are constantly being added to our large repertoire of types. If what you want is not shown in this book write to us for speedy service.

CAST FROM LUDLOW MTS

American Garamond

648E

* 6 point 30A, 60a
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 7 point on 8 point body 28A, 56a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  12345678
* 8 point 28A, 56a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 9 point on 10 point body 28A, 52a,
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  123456
* 10 point 28A, 52a,
  ABCDEFGHJIKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 11 point on 12 point body 28A, 48a,
  ABCDEFGHJIKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 12 point 28A, 48a,
  ABCDEFGHJIKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
  X Y Z &.,;:'"!?$%&'()_+-
  1234567890
  a b 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 FROM LUDLOW MTS

American Garamond Italic

648G

* 6 point 32A, 64a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  12345678
* 7 point on 8 point body 30A, 60a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  12345678
* 8 point 30A, 60a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 9 point on 10 point body 28A, 56a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 10 point 28A, 52a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 11 point on 12 point body 28A, 48a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
* 12 point 28A, 48a,
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz
  123456
  X Y Z &.,;:'"!?$%&'()_+-
  1234567890
  a b 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 FROM LUDLOW MTS

Adonis

10 pt.—20A  45a

Neon types, now as always, are produced 11111111 222222

12 pt.—21A  42a

Neon types, now as always, are produced 11111111

14 pt.—18A  36a

Neon types, now as always, are produced 1

18 pt.—13A  26a

Neon types, now as always, are 3

CAST FROM LINOTYPE MTS

CAST FROM LINOTYPE MTS
ALTERNATE GOTHIC No. 1

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

14 Pt.—22A  42a

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcde fghijklmnopqrstuvwxyz

$1234567890

6 Pt.—40A  CAPS  50a  Lower Case
ACDEFGHIJKLMNOPQRSTUVWXYZ

8 Pt.—30A  CAPS  60a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 Pt.—26A  CAPS  80a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 Pt.—24A  CAPS  80a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

14 Pt.—22A  CAPS  90a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

16 Pt.—18A  CAPS  150a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 Pt.—16A  CAPS  150a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

20 Pt.—14A  CAPS  120a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—10A  CAPS  80a  Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AUBCD EFGHIJKLMNOPQRSTUVWXYZ

New from Europe

Arabella

from 14 to 72 pt.
cast on American body and height
shown in foreign section

42 Pt.
AVAILABLE

typefounders OF CHICAGO is your com-
posing room — lines, sorts, fonts, foundry type,
monotype, linotype, all—slug and wood type.
Our branches have available for immediate
shipment the type shown in this catalog and
CASTCRAFT strip material, borders, rules shown
on the back pages.

1100 S. KOSTNER AVE • CHICAGO 24, ILL. Sacramento 2-6530
ALTERNATE GOTHIC No. 2 No. 77

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

abcdefghijklmnopqrstuvwxyz

., :; ! ?

6 Pt.—40A CAPS 80a Lower Case
Neon types, now as always, are produced from the highest 1234567890;

8 Pt.—30A CAPS 60a Lower Case
Typfounders of Chicago is a credit to the graphic arts industry ABCD abcd

10 Pt.—26A CAPS 52a Lower Case
Neon type, now as always is produced from the finest foundry m 1

12 Pt.—24A CAPS 47A Lower Case

ABCDEFHIJKLMNOPQRSTUVWXYZ &

14 Pt.—92A CAPS 49a Lower Case

ABCDEFHIJKLMNOPQRSTUVWXYZ

18 Pt.—19A CAPS 26a Lower Case

ASTUVWXYZABCDEFGHabcdef 456

24 Pt.—8A CAPS 17a Lower Case

AFGHIJKLMNOPQaghijklmnopq 78

30 Pt.—6A CAPS 10a Lower Case

AQRSTUVWXastuvwxyz 90

36 Pt.—5A CAPS 7a Lower Case

AYRBCDabcdefgijl 1

48 Pt.—4A CAPS 6a Lower Case

AIJMNWamnw 77

AWXYabef 81

ABZabz 191

42 PT. AVAILABLE IN BOTH ROMAN AND ITALIC

Alternate Gothic No. 2 Italic

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

abcdefghijklmnopqrstuvwxyz

., :; ! ?

14 Pt.—92A CAPS 49a Lower Case

ABCDEFHIJKLMNOPQRSTUVWXYZ

18 Pt.—19A CAPS 26a Lower Case

ASTUVWXYZABCDEFGHabcdef 456

24 Pt.—8A CAPS 17a Lower Case

AFGHIJKLMNOPQaghijklmnopq 78

30 Pt.—6A CAPS 10a Lower Case

AQRSTUVWXastuvwxyz 90

36 Pt.—5A CAPS 7a Lower Case

AYRBCDabcdefgijr 1

48 Pt.—4A CAPS 6a Lower Case

ABCDEamnop 3

60 Pt.—3A CAPS 6a Lower Case

AFGHaqrst 4

79 Pt. 3A CAPS 5a Lower Case

AIJKauvz 5

Nova Script No. 840

CAPS, Pts., Figs. Lower Case

18-pt. 7A 21a
Classy Text Letter for Modern Use
Wanted in Choice Work of Various Kinds

Immediate Appreciation was Received
Encouraging Letters from Many Customers 58

Studying Cost System a Printer Reports
Tremendous Overhead Expenses Much to Blame 36

Many Tasty Printers Most Cordially Invited
Large Quantities of Invitation Text Will be Ordered 76

Great Demand for this Choice Face Promptly Met
The Complete Series Ought to Grace Every Composing Room 94

Required Proper Material to Maintain Their Standards
Customers Become More Critical Daily About Their Printed Matter 232

Persistent Application to Business is Always Greatly Awarded
Constant Advance of Pittsburgh's Foundry Boosted by Faithful Service 86
Our Endeavors to Satisfy Are Appreciated Highly by Printers 622

Superior Equipment Means Constantly Increasing Business and Better Prices
Efficiently Arranged Mysterious Stacked with Modern Machinery and Appliances Needed 98
Combined with an Adequate Supply of this Foundry's High-Class Type Faces 1144

Characters #, %, & and @ with each size
PITTSBURGH BLACK (Cooper Black) 282

ANTIQUE OPEN

NEON TYPE IS VERY RICH

VERY POPULAR

FOR INITIAL LETTER

THUNDER and power 3

POSTER power ads 15

Neon 7 Acm 8
PITTSBURGH BLACK

36 point
SUITABLE
for large ads 11

30 point
RICH BOLD
type face with 29

24 point
EXPRESSES
durability plus punch 1

18 point
TYPE WEARS WELL
this face stands punishment 46

14 point
PITTSBURGH BLACK
the home of heavy goods industries 80

12 point
PRINT IN GREY INK
and then see how 49
beautiful the design is

10 point
THE CHIMNEY SWEEP
should have his business 37
card designed in Pittsburgh

8 point
THE ARTIST ALSO
because by correct spacing he 33
can express effective lettering

6 point
THE SMALLEST SIZE
sharply cut and beautifully cast on 14
it will print well for you
BANK GOTHIC LIGHT (STATIONERS)

6 point Bank Gothic Light No. 1  38 A
BANK GOTHIC IS THE EXTERNAL TYPE FACE, SOME DESIGNERS HAVE SAID IT HAD NO MERIT
6 point Bank Gothic Light No. 2  29 A
BECAUSE ANYONE CAN TAKE A DRAWING BOARD AND T-SQUARE, AND BY COMBINING
6 point Bank Gothic Light No. 3  25 A
STRAIGHT LINES AND CIRCLES, MAKE A GOTHIC TYPE, AND YET THERE IS
6 point Bank Gothic Light No. 4  21 A
NO MORE POPULAR TYPE THAN THIS SPLENDID AND WELL
12 point Bank Gothic Light No. 5  24 A
PRINTING-TYPES ARE MADE FROM AN ALLOY OF 1?2
12 point Bank Gothic Light No. 6  21 A
MELTED LEAD, TIN, ANTIMONY, AND 1234567
12 point Bank Gothic Light No. 7  17 A
SOMETIMES COPPER AND OTHER 1234
12 point Bank Gothic Light No. 8  15 A
METALS. THIS ALLOY FILLS THE &
12 point Bank Gothic Light No. 9  13 A
TYPOGRAPHY DEPENDS 123
12 point Bank Gothic Light No. 10  10 A
UPON THE ACCURACY 1

BANK GOTHIC MEDIUM (STATIONERS)

6 point Bank Gothic Medium No. 11  35 A
KNOWN BANK GOTHIC FACE. IS ENDING AS THE ROCK OF GIBRALTAR BECAUSE OF ITS
6 point Bank Gothic Medium No. 12  29 A
TREMENDOUS ADAPTABILITY EVERY FORM OF PRINTING CAN BE PRODUCED IN
6 point Bank Gothic Medium No. 13  25 A
BANK GOTHIC TYPE. FOR CARDS, STATIONERY, ETC. THERE IS NONE
6 point Bank Gothic Medium No. 14  21 A
BETTER FOR BOOK HEADINGS & DISPLAY LINES. &$1234567
12 point Bank Gothic Medium No. 15  24 A
MOLD EXACTLY, AND SHRINKS BUT LITTLE IN 1234
12 point Bank Gothic Medium No. 16  21 A
COOLING. EVERY TYPEFOUNDER HAS HIS 12
12 point Bank Gothic Medium No. 17  17 A
OWN FORMULA, WHICH HE KEEPS 1234
12 point Bank Gothic Medium No. 18  15 A
SECRET. THE UTILITY OF 12345
18 Pt. Bank Gothic Medium No. 19  12 A

SQUARE GOTHICS ARE 123

18 Pt. Bank Gothic Medium No. 20  8 A
USED FOR IMPACT 423

ALL COPPERPLATES AND BANK GOTHICS ARE CAST WITH IDENTIFYING NICKS.
The printers who are getting the business today, and making money, are those who have brought their plants up to new levels of $123

Efficiency. Printers who are losing out generally are those sticking to equipment and methods that $456

A new script that has the unusual needs and requirements of the $9

Modern era. It is one of the many 0

Arabella=Favorit

Favorit is spelled correctly. The designer (a chivalrous European) refuses to apply the word "Bold" (Favorit) to womanhood. We think this face will be a favorite of yours. Sizes range from 14 to 72,
**BODONI REGULAR**

<table>
<thead>
<tr>
<th>No.</th>
<th>Characters in Complete Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>375</td>
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</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z , :</td>
</tr>
</tbody>
</table>

* 5 pt. — 40 A, CAPS 80a Lower Case  
* 6 pt. — 40 A, CAPS 80a Lower Case  
* 7 pt. — 30 A, CAPS 60a Lower Case  
* 8 pt. — 30 A, CAPS 60a Lower Case  
* 9 pt. — 20 A, CAPS 30a Lower Case  
* 10 pt. — 20 A, CAPS 30a Lower Case  

**BODONI REG. ITALIC**

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<th>No.</th>
<th>Characters in Complete Font</th>
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</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z , :</td>
</tr>
</tbody>
</table>

* 6 pt. — 40 A, CAPS 80a Lower Case  
* 7 pt. — 30 A, CAPS 60a Lower Case  
* 8 pt. — 30 A, CAPS 60a Lower Case  
* 9 pt. — 20 A, CAPS 30a Lower Case  
* 10 pt. — 20 A, CAPS 30a Lower Case  

---

Bodoni: Created in 1799 by Giambattista Bodoni broke away from the old style Romans of Janson and Garamond. This modern Roman family of type designs is still popular today, and is characterized by strong contrasts of light and dark strokes.
### BODONI BOLD

**No. 275**

<table>
<thead>
<tr>
<th>CHARACTERS IN COMPLETE FONT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz,…’ &amp;: $1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No.</th>
<th>Caps, Pts., Figs.</th>
<th>Lower Case</th>
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</thead>
<tbody>
<tr>
<td>6 pt.</td>
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<td>Caps, 80a</td>
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<tr>
<td>8 pt.</td>
<td>30a</td>
<td>Caps, 60a</td>
</tr>
<tr>
<td>10 pt.</td>
<td>26a</td>
<td>Caps, 53a</td>
</tr>
<tr>
<td>12 pt.</td>
<td>24a</td>
<td>Caps, 47a</td>
</tr>
<tr>
<td>14 pt.</td>
<td>22a</td>
<td>Caps, 43a</td>
</tr>
<tr>
<td>16 pt.</td>
<td>19a</td>
<td>Caps, 36a</td>
</tr>
<tr>
<td>18 pt.</td>
<td>16a</td>
<td>Caps, 32a</td>
</tr>
<tr>
<td>20 pt.</td>
<td>14a</td>
<td>Caps, 28a</td>
</tr>
<tr>
<td>22 pt.</td>
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<td>Caps, 24a</td>
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</table>

### BODONI BOLD Italic

**No. 275K**

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</thead>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No.</th>
<th>Caps, Pts., Figs.</th>
<th>Lower Case</th>
</tr>
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<tbody>
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<td>40a</td>
<td>Caps, 80a</td>
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<tr>
<td>8 pt.</td>
<td>30a</td>
<td>Caps, 60a</td>
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<tr>
<td>10 pt.</td>
<td>26a</td>
<td>Caps, 53a</td>
</tr>
<tr>
<td>12 pt.</td>
<td>24a</td>
<td>Caps, 47a</td>
</tr>
<tr>
<td>14 pt.</td>
<td>22a</td>
<td>Caps, 43a</td>
</tr>
<tr>
<td>16 pt.</td>
<td>19a</td>
<td>Caps, 36a</td>
</tr>
<tr>
<td>18 pt.</td>
<td>16a</td>
<td>Caps, 32a</td>
</tr>
<tr>
<td>20 pt.</td>
<td>14a</td>
<td>Caps, 28a</td>
</tr>
<tr>
<td>22 pt.</td>
<td>12a</td>
<td>Caps, 24a</td>
</tr>
</tbody>
</table>

1100 S. KOSTNER AVE  •  CHICAGO 24, ILL.

Sacramento 2-6530  •  15
<table>
<thead>
<tr>
<th>Font Style</th>
<th>No.</th>
<th>Characters</th>
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</thead>
<tbody>
<tr>
<td>Bodoni Bold Condensed</td>
<td>775</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789</td>
</tr>
</tbody>
</table>

**Ultra Bodoni**

- **675J**
  - 6 Pt.—30A 60a
  - Neon Types, now as always, are produced $1234567890$
  - 8 Pt.—15A 32a
  - Neon Types, as always are produced with the following characters:
    - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 12 Pt.—12A 29a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 18 Pt.—15A 32a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 24 Pt.—18A 39a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 30 Pt.—21A 45a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 36 Pt.—25A 51a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 42 Pt.—30A 57a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 48 Pt.—35A 63a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 54 Pt.—40A 70a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 60 Pt.—45A 76a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 66 Pt.—50A 84a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 72 Pt.—55A 92a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 78 Pt.—60A 98a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 84 Pt.—65A 105a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Ultra Bodoni**

- **675J**
  - 90 Pt.—70A 111a
    - Neon Types, as always are produced with the following characters:
      - ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
Ultra Bodoni Italic 675K

8 pt.—15A 32a
Neon types, now as always, are produced 1234

10 pt.—13A 32a
Neon types, now as always, are prod 1234

12 point 14A 28a
ABCDEFGHJKLMN0PQRSTUWXYZ&. ;';!?$1234567890abcdefg
hijklmnopqrstuvwxyz

14 point 12A 28a
ABCDEFHJKLMNOPQRSTU VWXYZ&. ;';!?$1234567890abcdefg
hijklmnopqrstuvwxyz

16 point 10A 22a
ABCDEFHJKLMN0PQRSTUWXYZ&. ;';!?$1234567890abcdefg
hijklmnopqrstuvwxyz

18 point 9A 18a
ABCDEFHabcdesfg1234

20 point 8A 15a
ABCDEFHabcdesfg1234

24 point 6A 10a
ABCDEFHabcdesfg1234

30 point 5A 9a
ABCDEFHabcdesfg1234

36 point 4A 8a
ABCDEFHabcdesfg1234

42 point 3A 7a
ABCDEFHabcdesfg1234

48 point 2A 6a
ABCDEFHabcdesfg1234

60 point 1A 5a
ABCDEFHabcdesfg1234

72 point 3A 4a
ABCDEFHabcdesfg1234

NO EXTRA CHARGE FOR SPECIAL CHARACTERS IN FONT.
This beautiful set of initials is one of the last designs made by the celebrated English artist, illustrator and sculptor, ERIC GILL, before he died. It is here available, in foundry cast type, for the first time in America. No other size has been made. Note that the font consists of capitals only—no points or figures—full face on 48 point body—very easy to use as decorative initials!
**BULMER ROMAN**

No. 462

---

**CHARGERS IN COMPLETE FONT**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
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</thead>
<tbody>
<tr>
<td>VWXYZ&amp;abcdefghijklmnopq</td>
</tr>
<tr>
<td>rstuvwxyz.,-&quot;:;?!fiff</td>
</tr>
</tbody>
</table>

$1234567890$

---

*6 Pt.—40A. CAPS 80a Lower Case*

ABCDEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*7 Pt.—30A. CAPS 60a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*8 Pt.—30A. CAPS 60a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*9 Pt.—26A. CAPS 53a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*10 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*11 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*12 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*13 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

*14 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz1234567

---

**BULMER ITALIC**

No. 462K

---

**CHARGERS IN COMPLETE FONT**

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>VWXYZ&amp;abcdefghijklmnopqrstuvwxyz.,-&quot;:;?!fiff</td>
</tr>
</tbody>
</table>

$1234567890$

---

*6 Pt.—40A. CAPS 80a Lower Case*

ABCDEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*7 Pt.—30A. CAPS 60a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*8 Pt.—30A. CAPS 60a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*9 Pt.—26A. CAPS 53a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*10 Pt.—26A. CAPS 53a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*11 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

*12 Pt.—24A. CAPS 47a Lower Case*

ADEFHGIJKLMNOPQRSTUVWXYZSTU

VWXYZabcdefghijklmnopqrstuvwxyz12345678

---

**Pepita No. 613**

---

**Caps. Pts., Figs. Lower Case**

| 14 pt. | 12 A | 12a |
| 18 pt. | 8 A  | 9a  |
| 24 pt. | 6 A  | 6a  |
| 30 pt. | 5 A  | 5a  |
| 36 pt. | 4 A  | 4a  |
| 48 pt. | 3 A  | 3a  |
| 60 pt. | 3 A  | 3a  |

---

**NEED RULE? ... TELEPHONE CASTCRAFT**

Sacramento 2-6530

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**typefounders of CHICAGO**
BROADWAY 306 (B)

36 point
GOOD TYPE
abcdefi 1

30 point
POWER LINES
abcdef 123

24 point
UNUSUAL EFFECT
abcdefg 123

18 point
SHARP CONTRASTING
abcdefg hijkl rt 134

14 point
NOVELTY FACE WITH MERIT
abcdefg hijklmnop 234

12 point
A NOVELTY LETTER WITH POWER

10 point
ORDER THE COMPLETE SERIES NOW
Bookman

* 6 point 21A 40a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 7 point on 8 point body 20A 40a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 8 point 20A 40a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 9 point on 10 point body 18A 36a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 10 point 18A 36a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 11 point on 12 point body 15A 33a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 12 point 15A 32a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 14 point 13A 26a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 16 point 12A 23a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 18 point 9A 18a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 24 point 5A 10a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 36 point 4A 4a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 48 point 3A 3a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Festival No. 354

FESTIVAL ABC 12

Stagg No. 278

Stagg ABCDEFG 123

Hess Neobold No. 363

HESS NEOBOLD 1

Sans Serif Shadow No. 304

S.S.SHADW.

22 - Neon Type Division

Neon Type

is cast from pure foundry metal of our own formula...copper hardened to ensure long wear.

Bookman Italic

* 6 point 22A 44a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 7 point on 8 point body 21A 42a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 8 point 19A 38a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 9 point on 10 point body 18A 36a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 10 point 16A 34a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 11 point on 12 point body 15A 32a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 12 point 15A 32a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 14 point 13A 29a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 16 point 12A 26a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 18 point 9A 18a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 24 point 5A 10a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 36 point 4A 4a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 48 point 3A 3a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

* 60 point 2A 2a
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

TYPE FOUNDERS OF CHICAGO
Binny Old Style 21

<table>
<thead>
<tr>
<th>Font</th>
<th>Style</th>
<th>Size</th>
<th>Width</th>
<th>Height</th>
<th>Phones</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</td>
<td>Italic</td>
<td>21G</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bridal Script</th>
<th>12 Pt.—18A 36a</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</td>
<td>18A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cochin Light</th>
<th>61E</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</td>
<td>61E</td>
</tr>
</tbody>
</table>

1100 S. KOSTNER AVE • CHICAGO 24, ILL.  Sacramento 2-6530
**Caslon Bold**

*CHARACTERS IN COMPLETE FONT*

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
<td>6 pt.</td>
</tr>
</tbody>
</table>

No. 79

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>7 pt.</td>
</tr>
</tbody>
</table>

---

**Caslon Bold Italic**

*CHARACTERS IN COMPLETE FONT*

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>6 pt.</td>
</tr>
</tbody>
</table>

No. 79

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>8 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>48 pt.</td>
</tr>
</tbody>
</table>

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>48 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>60 pt.</td>
</tr>
</tbody>
</table>

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>72 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>24 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>24 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>24 pt.</td>
</tr>
</tbody>
</table>

---

**Neon Typ I**

<table>
<thead>
<tr>
<th>Character</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>a b 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</td>
<td>24 pt.</td>
</tr>
<tr>
<td>Characters in Complete Font</td>
<td>Caslon Old Style</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O</td>
<td>A B C D E F G H I J K L M N O</td>
</tr>
<tr>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
</tr>
</tbody>
</table>

**Neon types 12**

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>Neon ty l</th>
<th>Neon ty l</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
</tbody>
</table>

**Neon types 11**

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>Neon ty l</th>
<th>Neon ty l</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
</tbody>
</table>

**Neon types n 12**

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>Neon ty l</th>
<th>Neon ty l</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
</tbody>
</table>

**Neon types 01**

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
<th>Neon ty l</th>
<th>Neon ty l</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
<tr>
<td>P R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>Neon ty l</td>
<td>Neon ty l</td>
</tr>
</tbody>
</table>
Original Old Caslon (MacKellar) 337E

* 7 point on 8 point body  22A  60a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456789

* 9 point on 10 point body  22A  60a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456

* 11 point on 12 point body  18A  55a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

* 12 point on 14 point body  15A  45a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

14 point  14A  40a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

16 point  10A  25a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

18 point  10A  25a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

22 point on 24 point body  7A  16a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

24 point  7A  14a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  6A  10a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  5A  7a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

42 point on 36 point body  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

FOR LARGER SIZES #37 MAY BE USED

Caslon Bold Condensed 113

14 point  15A  30a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

24 point  7A  16a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  4A  7a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

FOR LARGER SIZES #37 MAY BE USED

Original Old Caslon Italic 337G

* 7 point on 8 point body  18A  56a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456789

* 9 point on 10 point body  18A  55a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456

11 point on 12 point body  16A  48a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

12 point on 14 point body  16A  48a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

14 point  12A  32a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

14 point  12A  32a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

18 point  9A  25a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

22 point on 24 point body  7A  16a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

24 point  6A  14a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  5A  10a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  4A  7a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

FOR LARGER SIZES #37 MAY BE USED

Caslon Bold Condensed 113

14 point  15A  30a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

24 point  7A  16a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

36 point  4A  7a  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234

FOR LARGER SIZES #37 MAY BE USED

from 14 to 72 pt  
  cast on American body and height

Arabella-Javorit  
  Companion to lighter Arabella  
  from Ludwig Wagner Foundry. See foreign page.
<table>
<thead>
<tr>
<th>New Caslon</th>
<th>No. 537</th>
<th>New Caslon Italic</th>
<th>No. 537K</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Pt.—22A 42a</td>
<td>ABCDEFGHIJKabcdefgijklmn12</td>
<td>14 Pt.—22A 42a</td>
<td>ABCDEFGHIJKabcdefgijklmno12</td>
</tr>
<tr>
<td>18 Pt.—12A 26a</td>
<td>ABBDEFGHIabcdefgijklj12</td>
<td>16 Pt.—12A 26a</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWabcdefgijklmnopq12</td>
</tr>
<tr>
<td>24 Pt.—8A 16a</td>
<td>ABCDEFGabcdefi12</td>
<td>24 Pt.—8A 16a</td>
<td>ABCDEFGHIabcdef12</td>
</tr>
<tr>
<td>30 Pt.—6A 10a</td>
<td>ABCDEFabcdi12</td>
<td>30 Pt.—6A 10a</td>
<td>ABCDEFGabcdef1</td>
</tr>
<tr>
<td>36 Pt.—5A 7a</td>
<td>ABCDabcd 12</td>
<td>36 Pt.—5A 7a</td>
<td>ABCDEabcdei</td>
</tr>
<tr>
<td>42 Pt.—4A 6a</td>
<td>Neon types 1</td>
<td>42 Pt.—4A 6a</td>
<td>Neon types, n1</td>
</tr>
<tr>
<td>48 Pt.—4A 6a</td>
<td>Neon typ 1</td>
<td>48 Pt.—4A 6a</td>
<td>Neon Aabc1</td>
</tr>
<tr>
<td>60 Pt.—3A 6a</td>
<td>Neon t 1</td>
<td>60 POINT AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>72 Pt.—3A 5a</td>
<td>Neon 1</td>
<td>Century Oldstyle Italic</td>
<td>No. 157K</td>
</tr>
<tr>
<td>84 ON 72 Pt.—3A Caps and Figures Only</td>
<td>NEO</td>
<td>6 Pt.—30A 60a</td>
<td>Neon ABCDEFGHIJKLMNOPQRSTUWVabcdefgijklmnopq12</td>
</tr>
<tr>
<td>8 PT. —26A 53a</td>
<td>Neon ABCDEFGHIJKLMNOPQRSTUWVabcdefgijklmnopq12</td>
<td>10 —24A 47a</td>
<td>Neon ABCDEFGHIJKLMNOPQRSTUWVabcdefgijklmnopq12</td>
</tr>
<tr>
<td>10 —24A 47a</td>
<td>Neon ABCDEFGHIJKLMNOPQRSTUWVabcdefgijklmnopq12</td>
<td>12 —22A 42a</td>
<td>NeonABCDEFGHIJKLMNOPQRSTUWVabcdefgijklmnopq12</td>
</tr>
</tbody>
</table>

**Neon Type**

Shadow Letters—although utilitarian are limited in scope. The proper application of these letters, however, achieves effective results.

1100 S. KOSTNER AVE • CHICAGO 24, ILL. Sacramento 2-6530
Neon types, now as always, are produced with the highest quality materials.

<table>
<thead>
<tr>
<th>CASLON, American</th>
<th>No. 637</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL CAPS 8 TO 12 POINT AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>8 pt. 30A-60a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always, are produced 1 3 4</td>
<td></td>
</tr>
<tr>
<td>10 pt. 26A-53a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always, are produced with the highest quality materials 1234</td>
<td></td>
</tr>
<tr>
<td>12 pt. 24A-47a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always, are produced 1234</td>
<td></td>
</tr>
<tr>
<td>SIZE BELOW SHOWS CHARACTERS IN COMPLETE FONTS</td>
<td></td>
</tr>
<tr>
<td>11 pt. 22A-42a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always, are produced 123</td>
<td></td>
</tr>
<tr>
<td>13 pt. 22A-42a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always 12</td>
<td></td>
</tr>
<tr>
<td>14 pt. 12A-60a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now as always 12</td>
<td></td>
</tr>
<tr>
<td>15 pt. 12A-60a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now a 12</td>
<td></td>
</tr>
<tr>
<td>16 pt. 5A-15a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now a 12</td>
<td></td>
</tr>
<tr>
<td>17 pt. 5A-15a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now a 1</td>
<td></td>
</tr>
<tr>
<td>18 pt. 5A-15a</td>
<td></td>
</tr>
<tr>
<td>Neon types, now a 1</td>
<td></td>
</tr>
<tr>
<td>19 pt. 3A-6a</td>
<td></td>
</tr>
<tr>
<td>Neon type 1</td>
<td></td>
</tr>
<tr>
<td>20 pt. 3A-6a</td>
<td></td>
</tr>
<tr>
<td>Neon ty 1</td>
<td></td>
</tr>
<tr>
<td>21 pt. 3A-5a</td>
<td></td>
</tr>
<tr>
<td>Neon 1</td>
<td></td>
</tr>
<tr>
<td>22 pt. 3A-5a</td>
<td></td>
</tr>
</tbody>
</table>

Flaws and imperfections identify this Oldstyle Roman design. William Caslon created the forerunner of an ample variety of Caslons when he cut the first Oldstyle in 1722 in his own foundry in England. The American version is shown on this page.
Caledonia Bold
CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&$1234567890.,-;?:'
abcdefghijklmnopqrstuvwxyz

All type on this page is made with hard foundry metal.

12 Pt.—24A, 47n
Neon types, now as always, are prod. 12345
14 Pt.—22A, 42n
Neon types, now as always, are 67890
16 Pt.—12A, 26n
Neon types, now as always 12345
18 Pt.—12A, 26n
Neon types, now as always 6789
21 on 24 Pt.—6A, 17n
Neon types, now as a 123
24 Pt.—6A, 17n
Neon types, now as 456
27 on 30 Pt.—6A, 10n
Neon types, now 789
30 Pt.—6A, 10n
Neon types, now 12
36 Pt.—5A, 7n
Neon types, n 34

CAMEO (B)

24 Pt.—6A [Caps and Figures Only]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890.,-;?:'

ABCD123456

PAGE 128 ILLUSTRATES SEALS, EMBLEMS, TRADE MARKS, INSIGNIA, ORNAMENTS, ETC.

Caledonia Bold Italic
CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&$1234567890.,-;?:'
abcdefghijklmnopqrstuvwxyz

12 Pt.—24A, 47n
Neon types, now as always, are prod. 12345
14 Pt.—22A, 42n
Neon types, now as always, are pr 567
16 Pt.—12A, 26n
Neon types, now as always 890
24 Pt.—6A, 17n
Neon types, now as a 12

CARTUNE LIGHT (B)

24 Pt.—6A, 17n
Neon types, now as 456
27 on 30 Pt.—6A, 10n
Neon types, now 789
30 Pt.—6A, 10n
Neon types, now 12
36 Pt.—5A, 7n
Neon types, n 34

IN OUR TIME WE FASHION S

FAMOUS MANSION RE

PERMANENT SE

GREEK SCULP

TRADE HOU

Reproduction Proofs

USING any type face shown in this catalog can be furnished quickly at regular composition rates. Press proofs can be furnished on enamel paper or transparent cellulose. Remember there is no metal to buy or type to store.

Sacramento 2-6530
OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own formula, which he keeps secret. The utility of typography depends upon the accuracy of each type, and the consequent squareness of a thousand or a hundred thousand types in any combination. This accuracy is most certain.

ABCFEGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890

OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own formula, which he keeps secret. The utility of typography depends upon the accuracy of each type, and the consequent squareness of a thousand or a hundred thousand types in any combination. This accuracy is most certain.

ABCFEGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890

OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own formula, which he keeps secret. The utility of typography depends upon the accuracy of each type, and the consequent squareness of a thousand or a hundred thousand types in any combination. This accuracy is most certain.
OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own formula, which he keeps secret. The utility of typography depends upon the accuracy of each type, and the consequent appearance of a thousand to a hundred thousand types in a combination. This accuracy

10 Pt. 18a 36a

OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own formula, which he keeps secret. The utility of typography depends upon the accuracy of each type, and the

12 Pt. 15a 32a

OUR FOUNDRY TYPE is made from an alloy of lead, tin, antimony and copper. This alloy fills the mold exactly, and shrinks but little in cooling. Every typefounder has his own A

7a

ABCDabcde23

14 Pt. 13a 26a

ABCDEFHGIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

36 Pt. 4a 7a

ABCDEFHGIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz

$1234567890

A printer is known by the typefaces he offers...
A PITTSBURGH Man is Economical 56

GREAT GREY FOX Harmoniously Teachings

COLLEGE MONTHLYS
Bright Maiden Invited Dance

MATRIMONIAL VENTURES
Lovesick Damsels Idly Dreaming 1921

PHILADELPHIA IS A GREAT CITY
Refreshments Galore for Automobile Drivers $ &

MILITARY ASSEMBLY
Drilling Soldiers Automatons
Bet His All and Lost 13

GREAT HUMAN WONDER
Dime Museums Manager Looking
And Eating Heartily

NEW MILLIONAIRES GROWING
More are Immensely Wealthy in Currency
Real Estate Greatly Improving

TEN MULES HAULING BEECHWOOD
Circular Sawing Rapidly Disposing of Tremendous
Piles of Choice Hardwood Box Material

42-48-60-72 PT. AVAILABLE
Neon types, now as always, are produced with the finest metals avail 12

12 Pt.—24A, 47a
Neon types, now as always, are pro 67890

14 Pt.—22A, 42a
Neon types, now as always, 12345

18 Pt.—12A, 26a
Neon types, now as a 6789

24 Pt.—8A, 17a
Neon types, now 1234

30 Pt.—6A, 10a
NeonABCDabcdfi1

36 Pt.—5A, 7a
NeonABabcdfi1

42 Pt.—4A, 6a
Neon types12

48 Pt.—4A 5a
Neon type1

60 Pt.—3A 5a
Neon ty1

72 Pt.—3A 5a
Neont1
CENTURY OLD STYLE  No. 157

THE CENTURY
a round readable 29

ALL PURPOSE
letter where medium 30

FOR BOOK WORK
an ideal type because it 24

A NICE SIZE FOR POSTERS
in this 18 point size you need no glasses

LETTERHEAD DESIGN
can be created in Century Old Style with 14

BODY TYPE
Century Old Style has no 12
competitor in the field

OPEN CAPITALS
are just one of the splendid 10
features about this type

CLEAN CUT AND OPEN
a standard round readable Roman 10
letter usable on all occasions

OFFICERS NAMES IN THE CORNERS
the calling card or letterhead demand a 6 point
open letter and here it is

SMALL CAPS ARE AVAILABLE IN 6-8-10-12 POINT SIZES
<table>
<thead>
<tr>
<th>Century Expanded</th>
<th>20A</th>
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<tbody>
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<tr>
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</tr>
<tr>
<td>AZABCDEFGHIJKLMNOPQRSTUVWXYZSTUVWXYZabcdefgijklmnopqrstuvwxyz $456</td>
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<tr>
<td>9 Pt. on 10 Pt. Body 10A 58a</td>
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<tr>
<td>ATUVWXYZABCDEFHIJKastuvwxyzabedefgh $789</td>
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<tr>
<td>10 Pt. 18A 55a</td>
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</tr>
<tr>
<td>ALMNOPQRSTUVWXYZAijklmnopqrstuvwxyz $012</td>
<td></td>
</tr>
<tr>
<td>11 Pt. on 12 Pt. Body 17A 50a</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZAxyzabcdefgijkl $345</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<td>9 Pt. on 10 Pt. Body 18A 50a</td>
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<td>18 Pt. 9A 92a</td>
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<tr>
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<tr>
<td>30 Pt. 5A 10a</td>
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<tr>
<td>AKLMN $890</td>
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<tr>
<td>36 Pt. 4A 8a</td>
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<tr>
<td>AOPQaop $123</td>
<td></td>
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</tbody>
</table>

**Arabella**

from 14 to 72 pt
oast on American body and height

See the complete range of this new import in the back pages of the book.
Kennerley Bold 269J

14 point 20A 56a
ABCDEFHJKLMNOPQRSTUVWXYZ
XYZ\{\}<>.;!?-\$\&
18 point No. 1 15A 30a
ABCD\vghij\k\mn\nopqrstuvwxyz

Cheltenham Old Style No. 64

(Chelten Old Style)

6 pt. 24A 4\sf
ABCDEFHJKLMNOPQRSTUVWXYZ\vabcdegfhiik\mn\nopqrstuvwxysz\wxyz1234567890.;\-\$\^{\&}8

Cheltenham Old Style Italic (Chelten) No. 64K

6 pt. 24A 4\sf
ABCDEFHJKLMNOPQRSTUVWXYZ\vabcdegfhiik\mn\nopqrstuvwxysz\wxyz1234567890.;\-\$\^{\&}8

Engravers Bold 323J

6 Pt. No. 1—25A
ENR\CH\IJ\CAS\H R\US\R\L\D OF PROPER QUALITY OF MAT
6 Pt. No. 2—25A
ANCIENT AND MODERN CONTRASTS: TYPOGRAPHIC CUSTOMS OF OLDER CEN
6 Pt. No. 3—20A
PRECISION IN OUR TYPE CUTTING RESULT SHOWING HIGHEST
6 Pt. No. 4—16A
REGULARITY IN METHODS: FOUNDRY PRACTICE E
6 Pt. No. 5—13A
SYSTEM IS POPULAR: PRODUCTION ENL.
12 Pt. No. 1—13A
ENTERTAINMENTS ALWAYS WE
12 Pt. No. 2—9A
EXCELLENCE RECOGNIT
12 Pt. No. 3—7A
IMPROVED CONDITION
18 Pt. No. 1—4A
PRINTING SUPER
18 Pt. No. 2—4A
CHOICE BIGGI
24 Pt. (18 Pt. Face)—3A
GRANTS DESI

36 • Neon Type Division / typefounders of CHICAGO
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<th>Size</th>
<th>Point Size</th>
<th>Uppercase</th>
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<tbody>
<tr>
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<td>ABCDEFGHIJKLMNPQRSTU VWXYZAdefghijklmnopqrstuvwxyzAadefghiiklmnopqrstuvwxyzb86789</td>
</tr>
<tr>
<td>8 pt.</td>
<td>28 A 56 a</td>
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<tr>
<td>9 pt. on 10 pt. Body</td>
<td>26 A 33 a</td>
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<td>11 pt. on 12 pt. Body</td>
<td>24 A 48 a</td>
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</tr>
<tr>
<td>12 pt.</td>
<td>24 A 46 a</td>
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</tr>
<tr>
<td>14 pt.</td>
<td>22 A 42 s</td>
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<td>15 A 30 s</td>
<td>Specify body size desired</td>
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<tr>
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<td>15 A 30 a</td>
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</tr>
<tr>
<td>18 pt.</td>
<td>15 A 29 a</td>
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<td>10 A 18 a</td>
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<tr>
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<td>10 A 18 a</td>
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<tr>
<td>42 pt.</td>
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<tr>
<td>48 pt.</td>
<td>6 A 10 a</td>
<td>AMNaklmnopqrstuvwxyzAadefghiiklmnopqrstuvwxyzb86789</td>
</tr>
<tr>
<td>60 pt.</td>
<td>5 A 7 a</td>
<td>See Arrighi for Companion Italic</td>
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**Sacramento 2-6530**
### Cheltenham Bold

**CHARACTERS IN COMPLETE FONT**

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<thead>
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<th>Size</th>
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<td>86J</td>
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<table>
<thead>
<tr>
<th>Size</th>
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<tbody>
<tr>
<td>6 pt</td>
<td>40A CAPS 80s Lower Case</td>
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<tr>
<td>8 pt</td>
<td>30A CAPS 60s Lower Case</td>
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<tr>
<td>10 pt</td>
<td>20A CAPS 30s Lower Case</td>
</tr>
<tr>
<td>12 pt</td>
<td>24A CAPS 47a Lower Case</td>
</tr>
<tr>
<td>14 pt</td>
<td>29A CAPS 48a Lower Case</td>
</tr>
<tr>
<td>16 pt</td>
<td>29A CAPS 26a Lower Case</td>
</tr>
<tr>
<td>18 pt</td>
<td>24A CAPS 17a Lower Case</td>
</tr>
<tr>
<td>20 pt</td>
<td>16A CAPS 10a Lower Case</td>
</tr>
<tr>
<td>24 pt</td>
<td>8A CAPS 7a Lower Case</td>
</tr>
<tr>
<td>28 pt</td>
<td>5A CAPS 7a Lower Case</td>
</tr>
<tr>
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<td>3A CAPS 6a Lower Case</td>
</tr>
<tr>
<td>60 pt</td>
<td>3A CAPS 6a Lower Case</td>
</tr>
</tbody>
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### Cheltenham Bold Ital.

**CHARACTERS IN COMPLETE FONT**

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<td>86K</td>
</tr>
<tr>
<td>&amp; a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
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<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
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<tbody>
<tr>
<td>6 pt</td>
<td>40A CAPS 80s Lower Case</td>
</tr>
<tr>
<td>8 pt</td>
<td>30A CAPS 60s Lower Case</td>
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<tr>
<td>10 pt</td>
<td>20A CAPS 30s Lower Case</td>
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<td>12 pt</td>
<td>24A CAPS 47a Lower Case</td>
</tr>
<tr>
<td>14 pt</td>
<td>29A CAPS 48a Lower Case</td>
</tr>
<tr>
<td>16 pt</td>
<td>29A CAPS 26a Lower Case</td>
</tr>
<tr>
<td>18 pt</td>
<td>24A CAPS 17a Lower Case</td>
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<tr>
<td>20 pt</td>
<td>16A CAPS 10a Lower Case</td>
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<tr>
<td>24 pt</td>
<td>8A CAPS 7a Lower Case</td>
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<td>28 pt</td>
<td>5A CAPS 7a Lower Case</td>
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<td>36 pt</td>
<td>4A CAPS 6a Lower Case</td>
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</tr>
<tr>
<td>60 pt</td>
<td>3A CAPS 6a Lower Case</td>
</tr>
</tbody>
</table>

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**What's new?** Plenty! Impuls, Reporter, Gong, Arabella, Arabella Favorit, Klang:

— These and many more exciting European styles are new and unique. See foreign section of this catalog for the most complete selection of imported faces.
ONE WORD—Displayed correctly is more precious than a thousand words assembled without proper type selection. The success of your ad depends on eye appeal.
Cheltenham Open No. 12

<table>
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<tr>
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Title Line is 14 pt.—12A 18a

Comstock

CHARACTERS IN COMPLETE FONT

ABCDEFGHJKLMNPQRSTUVWXYZ&$1234567890',;!? abedefghijklmnopqrstuvwxyz

All type on this page is made with hard foundry metal.

12 pt.—24A, 47a
Neon types, now as always, are 123

14 pt.—22A
 Neon Types, now as 456

16 pt.—12A, 26a
Neon types, now a 789

24 pt.—3A, 17a
Neon types, no 12

COND. TITLE # 43

ABCDE:,, '!??S&123

48 pt.—4A

ABCDEFG:1234

60 pt.—3A

ABCD:123

72 pt.—3A

NEW GOTHIC COND. 543

48 pt.—4A 5a

ABCDabcdew45

60 pt.—3A 4a

ABCDabcdi23

72 pt.—3A 4a

ABCabcf12

Cushing and Italic (Antique) No. 25 are available from 6 through 36 pt.

1100 S. KOSTNER AVE • CHICAGO 24, ILL. Sacramento 2-6530
Neon type division / typefounders of Chicago
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<th>Cloister Bold Italic</th>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdedfghijklmnopqrstuvwxyz 12345</td>
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<td>60 point 3A 6a</td>
<td>60 point 3A 6a</td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdedfghijklmnopqrstuvwxyz 12345</td>
</tr>
</tbody>
</table>

1100 S. KOSTNER AVE  •  CHICAGO 24, ILL.  
Sacramento 2-6530  * 43
CLOISTER OLD STYLE

No. 395

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
$1234567890-,;:?!$1234567890

COPPERPLATE HEAVY COND.

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
$1234567890-,;:?!$1234567890

6 4 Pt.—50 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&,

6-3 Pt.—50 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 &

10 Pt.—24 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

10 Pt.—24 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

12 Pt.—22 A 42 A
Neon types, now as always are produced from the finest metals available 1234567890

12 Pt.—22 A 42 A
Neon types, now as always are produced from the finest metals available 1234567890

14 Pt.—27 A 42 A
Neon types, now as always, are produced with 1234567890

18 Pt.—12 A, 26 A
Neon types, now as always, are 1234567890

24 Pt.—8 A, 17 A
Neon types, now as always 1234567890

30 Pt.—5 A, 10 A
Neon types, now as a 1234567890

36 Pt.—5 A, 7 A
Neon types, now 1234567890

Dorchester Script

14 point 9 A, 44 A
A B C D E F G H I J K L M N O P a b 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

18 point 9 A, 3 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 & \$[]\(\),\-:\;?!$1234567890

24 point 6 A, 21 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

26 point 4 A, 14 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

36 point 4 A, 14 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

FUTURA

. . . Designwise the versatile 20th Century series matches Futura. This most popular family of type finds expression in all sizes, weights, and ranges.

44° Neon Type Division / typefounders of Chicago
HEAVY COPPERPLATE GOTHIC

6 point Heavy Copperplate Gothic No. 21
HEAVY COPPERPLATE GOTHIC IS ANOTHER TO ITS MORE FEMININE SISTER, THE LIGHT COPPERPLATE 37 A

6 point Heavy Copperplate Gothic No. 22
GOTHIC. THE TWO SERIES CAN BE COMBINED WITH VERY SPLENDID EFFECT. MOST BUSINESSES 32 A

6 point Heavy Copperplate Gothic No. 23
MEN LIKE THE HEAVY COPPERPLATE GOTHIC BECAUSE IT HAS MORE TONE AND 26 A

6 point Heavy Copperplate Gothic No. 24
COLOR, THEREFORE, IS PERHAPS MORE IMPRESSIVE THAN ITS 21 A

12 point Heavy Copperplate Gothic No. 25
LIGHTER WEIGHT SISTER. THIS TYPE IS VERY INEXPENSIVE. COMES IN CAPITALS ONLY. EVERY 24 A

12 point Heavy Copperplate Gothic No. 26
PENSIVE. COMES IN CAPITALS ONLY. EVERY 19 A

12 point Heavy Copperplate Gothic No. 27
COMPOSING ROOM SHOULD HAVE FULL 16 A

12 point Heavy Copperplate Gothic No. 28
CASES OF THIS POPULAR TYPE AT 13 A

18 point Heavy Copperplate Gothic No. 29
ALL TIMES THEREBY ASSURING SERVICE AND SPEED 11 A

18 point Heavy Copperplate Gothic No. 30
9 A

24 point Heavy Copperplate Gothic No. 29
VERY EFFECTIVE FOR 7 A

24 point Heavy Copperplate Gothic No. 30
CARDS & ETC. 24 6 A

CAST WITH IDENTIFYING NICKS
COPPERPLATE GOTHIC LIGHT

6 point Copperplate Gothic Light No. 1 37 A
GOTHIC IS THE EXTERNAL TYPE FACE. SOMETIMES, DESIGNERS HAVE SAID IT HAD NO MERIT BECAUSE ANYONE

6 point Copperplate Gothic Light No. 2 32 A
CAN TAKE A DRAWING BOARD AND T-SQUARE, AND BY COMBINING STRAIGHT LINES AND

6 point Copperplate Gothic Light No. 3 26 A
CIRCLES, MAKE A GOTHIC TYPE. AND YET THERE IS NO MORE POPULAR TYPE

6 point Copperplate Gothic Light No. 4 21 A
THAN THIS SPLENDID AND WELL KNOWN LIGHT COPPERPLATE

12 point Copperplate Gothic Light No. 5 24 A
FACE. IS ENDURING AS THE ROCK OF GIBRALTAR 32

12 point Copperplate Gothic Light No. 6 19 A
BECAUSE OF ITS TREMENDOUS ADAPTABILITY

12 point Copperplate Gothic Light No. 7 16 A
EVERY FORM OF PRINTING CAN BE

12 point Copperplate Gothic Light No. 8 13 A
PRODUCED IN GOTHIC TYPE. FOR

18 point Copperplate Gothic Light No. 9 11 A
CARDS, STATIONERY, ETC. 13

18 point Copperplate Gothic Light No. 10 9 A
THERE IS NONE BETTER

24 point Copperplate Gothic Light No. 9 7 A
FOR BOOK HEADINGS

24 point Copperplate Gothic Light No. 10 6 A
& DISPLAY LINES

CAST WITH IDENTIFYING NICKS
BOLD COPPERPLATE GOTHIC

6 point Copperplate Gothic Extra Bold No. 41
BOLD COPPERPLATE GOTHIC SPEAKS INSISTENTLY. HAS TWICE AS MUCH POWER AS THE HEAVY, AND

37 A

6 point Copperplate Gothic Extra Bold No. 42
FOUR TIMES AS MUCH AS THE LIGHT. NEVERTHELESS THE THREE SERIES CAN BE USED IN

34 A

6 point Copperplate Gothic Extra Bold No. 43
CONJUNCTION. A SINGLE LINE OF THIS BOLD IN ASSEMBLED DISPLAY GIVES

25 A

6 point Copperplate Gothic Extra Bold No. 44
CONTRAST AND MOVEMENT TO THE COMPLETE DESIGN. NO COM-

22 A

12 point Copperplate Gothic Extra Bold No. 45
POISING ROOM IS COMPLETE WITHOUT THE THREE

24 A

12 point Copperplate Gothic Extra Bold No. 46
SIZES. ITS HARMONIZING AND STRIKING BEAUTY

19 A

12 point Copperplate Gothic Extra Bold No. 47
MAKES IT A SPLENDID FACE FOR CARDS,

16 A

12 point Copperplate Gothic Extra Bold No. 48
LETTERHEADS, INVOICES & ETC. 2

13 A

18 point Copperplate Gothic Extra Bold No. 49
INSTALL THIS FAVORITE TYPE

11 A

18 point Copperplate Gothic Extra Bold No. 50
A GOTHIC TYPE THAT IS

9 A

24 point Copperplate Gothic Extra Bold No. 49
DEPENDABLE AND 12

7 A

24 point Copperplate Gothic Extra Bold No. 50
SERVICEABLE 24

6 A

CAST WITH IDENTIFYING NICKS
Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

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18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point Caps only 15A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point Caps only 13A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point Caps only 6A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 point 3A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Jefferson Gothic

14 point 20A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 point 15A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 point 12A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 point 8A,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 point or 36 point body, 7A.

ABCDEF

262

Cochin Open

10 point Caps only 10A
Coronet Light

<table>
<thead>
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<th>Font Size</th>
<th>Description</th>
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<tbody>
<tr>
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<td>Neon types, now as always, are produced with the highest qu 1234</td>
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<td>18 pt.</td>
<td>Neon types, now as always, are produced with 123</td>
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<td>42 pt.</td>
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<td>72 pt.</td>
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CAST FROM LUDLOW MATS

Neon Type Division is the only type foundry in the world which produces the 14 pt. in Coronet

Coronet Bold

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Description</th>
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<tbody>
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<td>Neon types, now as always, are produced with the 1234</td>
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<tr>
<td>18 pt.</td>
<td>Neon types, now as always, are produced 1234</td>
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<td>24 pt.</td>
<td>Neon types, now as always, are 123</td>
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<td>Neon types, now as alway 45</td>
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<td>36 pt.</td>
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<td>48 pt.</td>
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<td>60 pt.</td>
<td>Neon types, 12</td>
</tr>
<tr>
<td>72 pt.</td>
<td>Neon types 1</td>
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</tbody>
</table>

Sacramento 2-6530
A HARMONY OF TYPE: 

A COMPOSITOR'S DREAM COME TRUE—SEE FOREIGN SECTION.

50 • Neon Type Division / typefounders of CHICAGO
The invention of Printing from movable types was one of the greatest developments in the history of communication. This revolutionized the way information was disseminated and paved the way for the modern printing press.

His family has farmed the land for generations, and having thus arrived at a modern printing press, they continue to produce high-quality texts.

A modern printing press is a marvel of mechanical engineering, allowing for the mass production of books and other printed materials. The art of fine printing is to arrange type so as to produce legible and aesthetically pleasing text.

The finer arts of print production involve not only the choice of typefaces but also the layout and design of the printed materials. It is an art form that requires both technical skill and creativity.

BEMBO TITLING (English) No. 370

THE ART OF FINE PRINTING ARE TO arrange type so as to produce legible and aesthetically pleasing text.

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THE Art of fine p

The Finer A

The Fine A

THE ARTS OF FINE PRINTING ARE TO arrange type so as to produce legible and aesthetically pleasing text.

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The finer arts of print production involve not only the choice of typefaces but also the layout and design of the printed materials. It is an art form that requires both technical skill and creativity.
PLANTIN BOLD (English)

ABCDEFGHIJKLMNOPQRSTUVWXYZiE(E&
abcdefghijklmnopqrstuvwxyzseoe

Alternative Figures Fa6o 1234567890

The invention of Printing from movable types was one of the chief
The invention of Printing from movable types was one

PLANTIN BOLD COND. (Heavy)

ABCDEFGHIJKLMNOPQRSTUVWXYZiE(E&
abcdefghijklmnopqrstuvwxyzseoe

Alternative Figures Fa6o 1234567890

The ART OF FINE PRINTING is to arrange
THE ART OF FINE Printing is to a
THE ARTS OF finer printin
THE ART OF fine prin
THE Art of finer p

"Jenson can with certainty be personally associated with the designing of types, cutting of letter punches, and making of matrices. His types have never been excelled, it is the opinion of the best authorities that they have never been equalled."
—HENRY LEWIS BULLEN

1100 S. KOSTNER AVE  •  CHICAGO 24, ILL.  Sacramento 2-6530
When jobs' type sizes fixed quickly, margins of error widen;

L'invention de l'imprimerie au moyen de caractères

Fashions change, and each succeeding generation

His family has farmed the land for over a century

There are few striking indications

In the vocation of typists

Type with quads of the same

Style termed a

Keystone

Neon A B C D E F G H J K a b c d e f g h

Neon A B C F G J K a l

Neon type, now a

54 - Neon Type Division / typefounders of Chicago
Most faces are in stock for immediate delivery by leading printers' supply dealers in many major cities.
FORUM (B) 274

Franklin Gothic No. 107

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 pt.—30A CAPS 80a Lower Case
ABCDEFHJKLMNOPQRSTUVWXYZ

14 pt.—40A CAPS 80a Lower Case

16 pt.—40A CAPS 80a Lower Case

18 pt.—40A CAPS 80a Lower Case

20 pt.—40A CAPS 80a Lower Case

22 pt.—40A CAPS 80a Lower Case

24 pt.—40A CAPS 80a Lower Case

30 pt.—60A CAPS 10a Lower Case

Franklin Gothic Italic 132K

Franklin Gothic Italic

6 Pt.—30A 60a
Neon types, now as always are produced with the timest metal salva
d.

8 Pt.—26A 53a
NEON TYPES, AS ALWAYS ARE PRODUCED ED 1234

10 Pt.—24A 47a
Neon types, now as always are produced 1234

12 Pt.—22A 47a
Neon types, now as always are produced 1234

FOURNIER (B) 305J

ORNATE

18 point 12A

Franklin Gothic

6 Pt.—30A 60a
Neon types, now as always are produced with the timest metal salva
d.

8 Pt.—26A 53a
NEON TYPES, AS ALWAYS ARE PRODUCED ED 1234

10 Pt.—24A 47a
Neon types, now as always are produced 1234

12 Pt.—22A 47a
Neon types, now as always are produced 1234

18 point 12A

ABCDEFHJKLMNOPQRSTUVWXYZ

1234567890$
<table>
<thead>
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<th>Font</th>
<th>Characters in Complete Font</th>
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<tr>
<td>Condensed Modern Gothic (Tourist) 140J</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>14 Pt.—22A, 42A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>18 Pt.—12A, 26A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>24 Pt.—8A, 17A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>30 Pt.—6A, 10A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
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<tr>
<td>36 Pt.—5A, 7A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>42 Pt.—4A, 6A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
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<tr>
<td>48 Pt.—4A, 6A</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
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<tr>
<td>54 Pt.—3A, 5a</td>
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<tr>
<td>66 Pt.—3A, 6a</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
<tr>
<td>72 Pt.—3A, 5a</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz ,-'$:?!$1234567890</td>
</tr>
</tbody>
</table>

84/64 on 72 POINT AVAILABLE
Inland Gothic, 149

Characters in complete font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

These include original and exclusive designs drawn by Fr

These advantages, combined with non-distrib

Neon ABCDEFGHIJKLMNOPQRSTUVWXYZ

GRAPHIC LIGHT

No. 101

12 Pt.—94A CAPS 47a Lower Case

14 Pt.—92A CAPS 49a Lower Case

16 Pt.—98A CAPS 24a Lower Case

ARSTUVabcdefghi 23

AWXYaijklmn 45

ADRTaopq 89

GRAPHIC BOLD

No. 104

12 Pt.—94A CAPS 47a Lower Case

14 Pt.—92A CAPS 49a Lower Case

16 Pt.—98A CAPS 24a Lower Case

AGHIJKLmnopqrs 12

AMNOPatuwxyz 34

AQRSazabcd56

ATUabefsi 78

Sacramento 2-6530
Greco Bold 326

ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz

10 pt.—94a caps 47a lower case
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $12

14 pt.—99a caps 49a lower case
ALMNOPQRSTUVWXYZ & abc
defghijklmnopqrstuvwxyz $67

18 pt.—19a caps 90a lower case
ARSTUV Wawxyz $54

AXYZAB abcde $56

ACDE afghi 78

AFGajkl 90

Neon Be1

Greco Bold Italic

12 pt.—86a caps 47a lower case
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $123

14 pt.—99a caps 49a lower case
ALMNOPQRSTUVWXYZ & abc
defghijklmnopqrstuvwxyz $90

18 pt.—12a caps 90a lower case
ARSTUV Wawxyz $45

AXYZAB abcdef 78

ACEL afghij 51

AFGaklm 9

48 point also available

Glamour Light 235

14 point 19a 37a
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234567890

16 point 12a 22b
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234

24 point 19a 15a
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234

30 point 6a 12a
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234

36 point 5a 10a
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234

48 point 4a, 6a
ABCDEF GH IJKLMN OPQR STUVWXYZ & abc
defghijklmnopqrstuvwxyz $1234

48 point also available

Neon type, 13

Neon types, now as always, are produced with 456

Neon types, now as always, are produced 789

Neon types, now as always, are pro 123

Neon types now as a 12

Neon types, now 12

Neon types, 45

60 • Neon Type Division / typefounders of Chicago
Glamour Medium 236

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Glamour Medium Italic No. 256K

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Pt.—96A CAPS 59a Lower Case

Neon types, now as always, are produced 12345

10 Pt.—95A CAPS 49a Lower Case

Neon types, now as always, are 123

12 Pt.—92A CAPS 39a Lower Case

Neon types, now as always, are 567

14 Pt.—92A CAPS 29a Lower Case

Neon types, now as always, are 12

16 Pt.—92A CAPS 29a Lower Case

Neon types, now as always, are 34

20 Pt.—92A CAPS 19a Lower Case

Neon types, now 5

24 Pt.—92A CAPS 19a Lower Case

Neon types, n 6

28 Pt.—92A CAPS 19a Lower Case

Neon type 7

DISPLAY SORTS SERVICE

You may obtain sorts and lines of any type face shown in this catalog. Charges are based on a running inch basis (fraction of an inch will be counted as full inch). Type is set without spaces or justification. Regular composition rates apply when type is letterboxed or justified.

SORTS:

at your fingertips! Why hunt and peck for that needed character? Our sort service keeps your cases workable.

Sacramento 2-6530
Glamour Bold

257

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ&$1254567890",.-';?!abcde\[ghijklmnopqrstuvwxyz]

Th in 8, 10, 12 point only

8 Pt.—20A. CAPS. 59s Lower Case

10 Pt.—20A. CAPS. 48s Lower Case

12 Pt.—20A. CAPS. 34s Lower Case

14 Pt.—20A. CAPS. 26s Lower Case

16 Pt.—20A. CAPS. 19s Lower Case

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48 Pt.—20A. CAPS. 1/8s Lower Case

56 Pt.—20A. CAPS. 1/16s Lower Case

64 Pt.—20A. CAPS. 1/32s Lower Case

Glamour Skyline

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ&$1254567890",.-';?!abcde\[ghijklmnopqrstuvwxyz]

10 Pt.—20A. 48s

Neon types, now as always are produced from finest mat 12

12 Pt.—22A, 42s

Neon types, now as always, are produced wit 1234

14 Pt.—20A, 37s

Neon types, now as always, are produced 67890

16 Pt.—20A, 32s

Neon types, now as always, are pro 1234

18 Pt.—20A, 22s

Neon types, now as always, are 5678

20 Pt.—20A, 15s

Neon types, now as always, 90

30 Pt.—20A, 12s

Neon types, now as a 12

36 Pt.—20A, 10s

Neon types, now 34

48 Pt.—20A, 7s

Neon type 67

56 Pt.—20A, 5s

Neon type 8

64 Pt.—20A, 5s

Neon Type Division

typefounders of Chicago
This italic is considered the most beautiful ever created. Robert Granjon drew this face continuing the 16th century work of Claude Garamond and Jean Jannon in producing this letter.
Garamond Bold (Garamont) is extensively employed in advertising display even today with the avalanche of so many new styles invading the type field. The italics are especially attractive, and are pliable for use in practically all kinds of printed selling media.
Girder Heavy
SIZE BELOW SHOWS CHARACTERS IN COMPLETE FONTS
14 pt. 32A-43a
ABCDGFHJKLNMOPQRSTUVWXYZ
WXY& $1234567890..'":!?»«() alphabet
18 pt. 12A-26a
Neon types, now as a 1235
24 pt. 8A-17a
Neon types, now 123
30 pt. 6A-10a
Neon types, no 12
36 pt. 5A-7a
Neon types, 12

Greeting Monotone
10 Pt.—20A 45a
ABCDGFHJkLKNOPRQabcdefgijklmnopqrstuvwxyz$123
12 Pt.—21A 42a
ABCDGFHjklmNOpQRSTUWXYZabcdefghijklmnopqrstuvwxyz..:;'"$&?()1234567890
14 Pt.—18A 36a
ABCDGFHjklmNOpQRSTUWXYZabcdefghijklmnopqrstuvwxyz
18 Pt.—13A 26a
ABCDGFHJkLKNOPQRSTUWXYZabcdefghijklmnopqrstuvwxyz90

GIANT TYPEWRIT'R (B)
24 pt. Only. Caps, Points, Figures. 20A
Characters in complete font—24 pt. shown below:
ABCDGFHJkLKM
OPQRSTUWXYZ&
$1234567890.,-

Girder Extra Bold
CHARACTERS IN COMPLETE FONT
ABCDGFHJKLNMOPQRSTUVWXYZ
WXY& $1234567890..'":!?»«() alphabet
14 pt.—19A, 27a
Neon types, now as always, 1234
18 pt.—12A, 22a
Neon types, now as al2
24 pt.—8A, 15a
Neon types, now a 3
30 pt.—6A, 12a
Neon types, no 4
36 pt.—5A, 10a
Neon types, 5
48 Pt.—5A, 9a
Neon ty 6

Hess Bold 159J
6 point 21A 57a
ABCDGFHJkLMLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
8 point 25A 84a
ABCDGFHJkLMLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
10 point 21A 44a
ABCDGFHJkLMLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
12 point 20A 38a
ABCDGFHJkLMLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

NEED DOTS •••••?
NEED DASHES ————?

Our complete range is shown on page 129 and also in the strip material section.
See back pages for interesting underlines from Europe. These strokes will challenge your comps to experiment with them for unusual layouts.
Goudy Handtooled
No. 383
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
.,';!: !?!!! $1234567890

12 Pt.—44A CAPS 47a Lower Case
ABCDEFGHJKLMabcdefghijklmnop $123

14 Pt.—24A CAPS 42a Lower Case
ABCDEFGHJKabcdedefghijklmn $90

16 Pt.—12A CAPS 26a Lower Case
ANOPQRSTaqrstuvwxy $45

24 Pt.—6A CAPS 17a Lower Case
AVVWXYZazabcde$67

30 Pt.—6A CAPS 10a Lower Case
AZABCafghijklm8

36 Pt.—5A CAPS 7a Lower Case
ADEFGanopq6

48 Pt.—4A CAPS 6a Lower Case
AHIJarstz0

60 Pt.—3A CAPS 6a Lower Case
AMAbw1

72 Pt.—3A CAPS 5a Lower Case
AKAx2

Goudy Hand’t’d It.
No. 383K
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
.,';!: :??!! $1234567890

12 Pt.—24A CAPS 47a Lower Case
ABCDEFGHJKLMabcdefghijklmnop $123

14 Pt.—24A CAPS 42a Lower Case
ABCDEFGHJKabcdedefghijklmn $90

16 Pt.—12A CAPS 26a Lower Case
AOPQRSTUapqrstuvwxy $45

24 Pt.—6A CAPS 17a Lower Case
AVWXYZZazabcde$67

30 Pt.—5A CAPS 10a Lower Case
ABCDEFaghijkl 89

36 Pt.—5A CAPS 7a Lower Case
AGHIJmanop 0

48 Pt.—4A CAPS 6a Lower Case
AKLaqrst2

60 Pt.—3A CAPS 6a Lower Case
AMAuv3

72 Pt.—3A CAPS 5a Lower Case
AOaw1

Goudy’s work may be categorized as not only prolific in design, but also as everlasting in usage. His 123 type creations touch on most phases of lettering design from the whisper of a serif in Copperplates to the pronounced crosslines of Deepdene. His versatility was never more discerning than in his presentation of Hadriano and Forum along the lines of lapidary engravings. These faces are manifestations of type genius.
Goudy Open

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Neon foundry type is made from an alloy ABCDEFGHIJKLMNOPQRSTUVWXYZ

The last design made by the skillful hands of the late, great American type designer Frederic W. Goudy, and appropriately named Goudy Thirty.
<table>
<thead>
<tr>
<th>Font</th>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
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<tr>
<td>Eden Bold</td>
<td>12 pt</td>
<td>24A-47a</td>
</tr>
<tr>
<td></td>
<td>14 pt</td>
<td>22A-42a</td>
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<td>Neon types</td>
<td>18 pt</td>
<td>12A-26a</td>
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<tr>
<td></td>
<td>24 pt</td>
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<tr>
<td></td>
<td>48 pt</td>
<td>5A-9a</td>
</tr>
<tr>
<td>NEON types</td>
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<td>AVAILABLE</td>
</tr>
<tr>
<td>Janson</td>
<td>14 pt</td>
<td>22A, 42a</td>
</tr>
<tr>
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<td>24 pt</td>
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<tr>
<td></td>
<td>30 pt</td>
<td>9A, 16A</td>
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<td>36 pt</td>
<td>7A, 12A</td>
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<td>Eden Light</td>
<td>12 pt</td>
<td>24A-47a</td>
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<tr>
<td></td>
<td>48 pt</td>
<td>5A-9a</td>
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<tr>
<td>NEON types</td>
<td>42 PT.</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Janson Italic</td>
<td>14 pt</td>
<td>22A, 42a</td>
</tr>
<tr>
<td></td>
<td>18 pt</td>
<td>14Aa, 28a</td>
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<td>24 pt</td>
<td>9A, 19A</td>
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<td></td>
<td>30 pt</td>
<td>9A, 16A</td>
</tr>
<tr>
<td></td>
<td>36 pt</td>
<td>7A, 12A</td>
</tr>
</tbody>
</table>

**Neon Type Division** / typefounders of Chicago
Grotesque Light

5 on 6 Pt.—40A 80a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
6½ on 7 Pt.—40A 80a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345
7½ on 8 Pt.—30A 60a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234
8 Pt.—30A 60a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
10 Pt.—26A 53a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
11 Pt.—24A 47a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
13 on 14 Pt.—22A 42a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
18 Pt.—12A 26a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
24 Pt.—9A 18a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
30 Pt.—6A 10a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
36 Pt.—5A 7a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

9 and 48 points also available.

Grotesque Medium

5 on 6 Pt.—40A 80a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
6½ on 7 Pt.—40A 80a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345
7½ on 8 Pt.—30A 60a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234
8 Pt.—30A 60a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
10 Pt.—26A 53a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
11 Pt.—24A 47a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
13 on 14 Pt.—22A 42a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
18 Pt.—12A 26a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
24 Pt.—9A 18a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
30 Pt.—6A 10a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
36 Pt.—5A 7a
ABCDGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

9 and 48 points also available.

Sacramento 2-6530 • 71
Grotesque Bold (B) No. 216

5 Pt. on 6—40A 80a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

6½ Pt. on 7—40A 80a
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

7½ Pt. on 8—30A 60a
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234

8 Pt.—30A 60a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 Pt.—26A 53a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

11 Pt.—24A 47a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

13 Pt. on 14—22A 42a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 Pt.—12A 26a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—9A 16a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—6A 10A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—5A 7a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Grotesque Bold Italic No. 216K

6½ Pt.—30A 60a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

9 Pt.—26A 53a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

11 Pt.—24A 47a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

13 Pt.—22A 42a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Special points available in Roman.

HADRIANO 409J STONE CUT (B)

24 Pt.—7A Caps, Figures and Points Only
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—6A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—4A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HADRIANO (B) 309

12 Pt.—20A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

18 Pt.—8A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—7A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—5A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—4A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Homewood (B)

Made with Caps, Points and Figures only.

18 Pt.—8A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—7A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—5A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—4A
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCE) (7

72 • Neen Type Division / typefounders of Chicago
Hauser Script (B)

18 pt. - 9A 17a

Exacting and zealous research has always

SIZE BELOW SHOWS CHARACTERS IN COMPLETE FONTS

24 pt. - 8A-13a

ABCDEFHIJKLMNOPQRSTUVWXYZ

$1234567890...'-':<!>()

abcdefghijklmnopqrstuvwxyz

FRACTIONS AND ACCENTS AVAILABLE

1/4 1/3 1/2 2/3 3/4 %

áéíóúüñ

30 pt. - 8A 10a

Exacting and zealous research

36 pt. - 5A-10a

Neon types, now a 123

48 pt. - 5A-9a

Neon types, n 4

60 pt. - 3A-6a

Neon type, 5

72 pt. - 3A-5a

Wordtyp 6

ALL OF OUR LUDLOW FACES ARE CAST
FROM SPECIAL MATS ON FOUNDRY
CASTERS WITH HARD METAL
TO ASSURE PERFECT PRO-
DUCTION WHETHER
FOR LETTERPRESS
OR OFFSET.

DELPHIAN (B)

(Caps, Figures and Points only)

18 pt. - 8A CAPS

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  '..:!:?:"-$1234567890

24 pt. - 8A CAPS

ABCDEFHIJK $123

36 pt. - 5A CAPS

ALMNOP 456

48 pt. - 5A CAPS

AQRST78

MONOGRAM INITIALS

All Fonts Contain 81 Characters

FLORAL

ABC  DEF  ABCD

36 pt.  48 pt.

VIRK  SHADOW  DIAMOND


NEWPORT

ABC  DEF  GHI  JKL

36 pt.
Invitation Script

24 point
This is a Showing of Twenty-four Point Invitation Script. A Very Popular Face suitable for

24 point No. 2
This is a Showing of Twenty-four Point No. 2 Invitation Script. A Very Popular Face that is suitable 123

18 point
Announcements, Wedding Invitations, Social Stationery. 216890
Invitation Script is a suitable face. This is eighteen point size. 46

14 point
This is a Showing of Fourteen Point Invitation Script. A Very Popular Face that is Suitable for Announcements, Wedding Invitations, Social Stationery. 1234567890

Mr. and Mrs. Albert Smythe
request the honor of your
presence at the marriage of their daughter
Mary Louise
to
Mr. Philip Somers Parrow
on the evening of Tuesday the second of June
at seven o'clock
at First Presbyterian Church

Dr. Louis Walters

Miss May Mayberry
Italian Old Style

CHARACTERS IN COMPLETE FONT

ABCDEFGHJKLMNOPQRSTUVWXYZ
VWXYZ&abcdefghijklmnopqrstuvwxyz

The Monotype, Italian Old Style And Italic Were First Show

Types Of John And Wendelin de Spire Cut In Venice

ITALIAN OLD STYLE ARE REMINISCENT OF THE ROM

Masterpiece Of Designing By Many Authori

Of The R, The Short Top Of Th

Having Ample Open Spa

ROMAN with ampl

CAPITAL letters

Italian Old Style Italic

CHARACTERS IN COMPLETE FONT

ABCDEFGHJKLMNOPQRSTUVWXYZ
VWXYZ&abcdefghijklmnopqrstuvwxyz

8 Pt.—30A, 60a
The Monotype, Italian Old Style And Italic Were First shown in

10 Pt.—26A, 53a
Types Of John And Wendelin de Spire Cut In Venice in

12 Pt.—24A, 47a
ITALIAN OLD STYLE ARE REMINISCENT OF THE roman

14 Pt.—22A, 42a
The Monotype, Italian Old Style and Italic w

18 Pt.—12A, 26a
AUTHORITIES have rated the It

24 Pt.—9A, 17a
A LETTER reminiscent o

30 Pt.—6A, 10a
DESIGNERS during

36 Pt.—5A, 7a
THE the italic poss

Karnak Black Condensed Italic

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

$1234567890,.;+-!?

All type on this page is made with hard foundry metal.

Neon types, now as always, are produc 123

Neon types, now as always, a 123

Neon types, now as al 45

Neon types, now a 6

Neon types, no 7

Neon types, i 8

Neon types 9

Neon ty 10

WORD t 1

Italian Old Style Wide, No. 443

To The Italian Old Style Family

WIDER, and a trifle heavy

THESE are slightly

PRINTING the

of the Italian

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
Kennerley Old Style

<table>
<thead>
<tr>
<th>CHARACTERS IN COMPLETE FONT</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz</td>
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No. 268

Kennerley Old Style Italic

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<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

268K

Swash Characters

Swash characters are not included in regular font

A B C D E M P R T U A

These Kennerly Flowers are available in all sizes from 12 to 36 pt. inclusive

From Europe...
THE COUNTRY'S LARGEST ARRAY OF THESE COMPOSITION NECESSITIES PARADE BEFORE YOU ON PAGES 131 THROUGH 162. THEY ARE REALISTICALLY PRICED AND ARE AVAILABLE FROM YOUR TYPE SUPPLIER.
If your type supplier does not stock an item which you require, please advise him to draw on our ample inventory for quick delivery to you.

Lyrian

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 & , . ; : ’ ” ! ? $ 123 45 67 89 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

8 pt.—30A, 60a
Neon Types, now as always, ABCDEFHIJKLMNOPQRSTUVWXYZ

10 pt.—26A, 53a
Neon types, now as always, are produced with t 67890

12 pt.—23A, 43a
Neon types, now as always, are produ 12345

14 pt.—22A, 42a
Neon types, now as always, are pr 6789

16 pt.—12A, 26a
Neon types, now as always, 123

18 pt.—6A, 17a
Neon types, now as a 45

20 pt.—6A, 10a
Neon types, now 67

Neon types, now 1

Lyrian 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 & , . ; : ’ ” ! ? $ 123 45 67 89 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

10 pt.—26A, 53a
Neon types, now as always, are produced with the h 12345

12 pt.—23A, 43a
Neon types, now as always, are produced w 12345

14 pt.—22A, 42a
Neon types, now as always, are produ 1234

16 pt.—12A, 26a
Neon types, now as always, are 123

18 pt.—6A, 17a
Neon types, now as al 123

20 pt.—6A, 10a
Neon types, now as 12

Neon types, now 1

STRAIGHT RULES AND FANCY BORDERS.
Please check the back pages for the interesting new rules and borders displayed.

78 * Neon Type Division / typefounders of CHICAGO
Lydian Bold

**CHARACTERS IN COMPLETE FONT**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;.,-!!&quot;!?&lt;f$l234567890</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
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<td>Neon types, now as always, are produced 12345</td>
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<td>16 Pt.—12A, 26a</td>
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<td>Neon types, now 12</td>
</tr>
<tr>
<td>36 Pt.—5A, 7a</td>
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</table>

Lydian Bold Italic

**CHARACTERS IN COMPLETE FONT**

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<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;.,-!!&quot;!?&lt;f$l234567890</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Pt.—30A, 60a</td>
<td>Neon types, now as always, are produced with the highest 1234567</td>
</tr>
<tr>
<td>10 Pt.—26A, 53a</td>
<td>Neon types, now as always, are produced with 12345</td>
</tr>
<tr>
<td>12 Pt.—23A, 43a</td>
<td>Neon types, now as always, produce 12345</td>
</tr>
<tr>
<td>14 Pt.—22A, 42a</td>
<td>Neon types, now as always, are produced 12345</td>
</tr>
<tr>
<td>16 Pt.—12A, 26a</td>
<td>Neon types, now as always, 123</td>
</tr>
<tr>
<td>18 Pt.—6A, 17a</td>
<td>Neon types, now as 123</td>
</tr>
<tr>
<td>20 Pt.—6A, 10a</td>
<td>Neon types, now 12</td>
</tr>
<tr>
<td>36 Pt.—5A, 7a</td>
<td>Neon types, no 1</td>
</tr>
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MODERNISTIC (E)

**CHARACTERS IN COMPLETE FONT**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;.,-!!&quot;!?&lt;f$l234567890</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Pt.—7A</td>
<td>Neon types, now as always, are produced with the highest 1234567</td>
</tr>
<tr>
<td>18 Pt.—6A, 53a</td>
<td>Neon types, now as always, are produced with 12345</td>
</tr>
<tr>
<td>20 Pt.—5A, 43a</td>
<td>Neon types, now as always, produce 12345</td>
</tr>
<tr>
<td>24 Pt.—4A, 42a</td>
<td>Neon types, now as always, are produced 12345</td>
</tr>
<tr>
<td>26 Pt.—4A, 41a</td>
<td>Neon types, now as always, 123</td>
</tr>
<tr>
<td>30 Pt.—5A, 39a</td>
<td>Neon types, now as 123</td>
</tr>
<tr>
<td>36 Pt.—5A, 37a</td>
<td>Neon types, now 12</td>
</tr>
</tbody>
</table>

Minuet

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ&amp;.,-!!&quot;!?&lt;f$l234567890</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Pt.—15A</td>
<td>Neon types, now as always, are produced with the highest 1234567</td>
</tr>
<tr>
<td>14 Pt.—14A, 53a</td>
<td>Neon types, now as always, are produced with 12345</td>
</tr>
<tr>
<td>16 Pt.—13A, 43a</td>
<td>Neon types, now as always, produce 12345</td>
</tr>
<tr>
<td>18 Pt.—12A, 42a</td>
<td>Neon types, now as always, are produced 12345</td>
</tr>
<tr>
<td>20 Pt.—12A, 41a</td>
<td>Neon types, now as always, 123</td>
</tr>
<tr>
<td>24 Pt.—12A, 39a</td>
<td>Neon types, now as 123</td>
</tr>
<tr>
<td>30 Pt.—12A, 37a</td>
<td>Neon types, now 12</td>
</tr>
<tr>
<td>36 Pt.—12A, 35a</td>
<td>Neon types, no 1</td>
</tr>
</tbody>
</table>

Modern Antique

<table>
<thead>
<tr>
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<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 point 26A</td>
<td>Neon types, now as always, are produced with the highest 1234567</td>
</tr>
<tr>
<td>8 point 22A</td>
<td>Neon types, now as always, are produced with 12345</td>
</tr>
<tr>
<td>10 point 18A</td>
<td>Neon types, now as always, produce 12345</td>
</tr>
<tr>
<td>12 point 16A</td>
<td>Neon types, now as always, are produced 12345</td>
</tr>
<tr>
<td>14 point 15A</td>
<td>Neon types, now as always, 123</td>
</tr>
<tr>
<td>16 point 14A</td>
<td>Neon types, now as 123</td>
</tr>
<tr>
<td>18 point 14A</td>
<td>Neon types, now 12</td>
</tr>
<tr>
<td>20 point 14A</td>
<td>Neon types, no 1</td>
</tr>
</tbody>
</table>

**BRASS ITEMS**

are important adjuncts to your composition technique.

1100 S. KOSTNER AVE • CHICAGO 24, ILL. Sacramento 2-6530
<table>
<thead>
<tr>
<th>Font</th>
<th>Page</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern</td>
<td>8A</td>
<td>* 6 point 22A 65a ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxzyz, 1234567</td>
</tr>
<tr>
<td>Modern Italic</td>
<td>8C</td>
<td>* 6 point 20A 60a ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxzyz, 1234567</td>
</tr>
<tr>
<td>MODERN ROMAN CONDENSED</td>
<td>1A</td>
<td>* 6 point 22A 65a ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxzyz, 1234567</td>
</tr>
<tr>
<td>MODERN ROMAN CONDENSED ITALIC</td>
<td>1C</td>
<td>* 6 point 20A 60a ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxzyz, 1234567</td>
</tr>
<tr>
<td>Mayfair Cursive</td>
<td>81</td>
<td>* 6 point 18A 55a ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxzyz, 1234567</td>
</tr>
</tbody>
</table>

PAGE 128 ILLUSTRATES SEALS, EMBLEMS, TRADE MARKS, INSIGNIA, ORNAMENTS, ETC.

Nicholas Cochin Bold

<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &amp; a b c d e f g i j k l m n o p q r s t u v w x y z</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Caps, Pts., Figs.</th>
<th>Lower Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Pt</td>
<td>25A</td>
<td>52a</td>
</tr>
<tr>
<td>10 Pt</td>
<td>20A</td>
<td>45a</td>
</tr>
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</table>

Waverly (Walbaum) No. 359

Waverly (Walbaum) ABCDEFGH abcdefg 1234

<table>
<thead>
<tr>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>8 on 9</td>
<td>25A</td>
<td>52a</td>
</tr>
<tr>
<td>10 on 11</td>
<td>20A</td>
<td>45a</td>
</tr>
<tr>
<td>12 on 14</td>
<td>16A</td>
<td>39a</td>
</tr>
</tbody>
</table>

Waverly (Walbaum) No. 360

Waverly Italic (Walbaum) ABCDEFG ab 1234

<table>
<thead>
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<th>Size</th>
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</thead>
<tbody>
<tr>
<td>8 on 9</td>
<td>25A</td>
<td>52a</td>
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<tr>
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<td>20A</td>
<td>45a</td>
</tr>
<tr>
<td>12 on 14</td>
<td>16A</td>
<td>39a</td>
</tr>
</tbody>
</table>

Waverly Medium (Walbaum) No. 357

Waverly Medium ABC abc 123

<table>
<thead>
<tr>
<th>Size</th>
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<th>Lower Case</th>
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</thead>
<tbody>
<tr>
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<td>32A</td>
<td>64a</td>
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<tr>
<td>10 pt.</td>
<td>27A</td>
<td>54a</td>
</tr>
<tr>
<td>12 pt.</td>
<td>22A</td>
<td>44a</td>
</tr>
<tr>
<td>14 pt.</td>
<td>21A</td>
<td>42a</td>
</tr>
<tr>
<td>18 pt.</td>
<td>12A</td>
<td>24a</td>
</tr>
<tr>
<td>24 pt.</td>
<td>9A</td>
<td>16a</td>
</tr>
<tr>
<td>30 pt.</td>
<td>6A</td>
<td>11a</td>
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<tr>
<td>36 pt.</td>
<td>9A</td>
<td>9a</td>
</tr>
<tr>
<td>48 pt.</td>
<td>4A</td>
<td>7a</td>
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<tr>
<td>72 pt.</td>
<td>3A</td>
<td>5a</td>
</tr>
</tbody>
</table>

Waverly Medium Italic (Walbaum) No. 358

Waverly Medium Italic (Walbaum) AB ab 123

<table>
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<tr>
<th>Size</th>
<th>Caps, Pts., Figs.</th>
<th>Lower Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 pt.</td>
<td>32A</td>
<td>64a</td>
</tr>
<tr>
<td>10 pt.</td>
<td>27A</td>
<td>54a</td>
</tr>
<tr>
<td>12 pt.</td>
<td>22A</td>
<td>44a</td>
</tr>
</tbody>
</table>

typefounders OF CHICAGO
NEULAND (NORWAY) (B)
(Caps, Figures and Points only)
10 point 25 A
NORWAY IS ULTRA MASCULINE AND YOU SHOULD
12 point 22 A
KNOW THAT THIS STURDY INTERESTING
14 point 17 A
TYPE DESIGN CANNOT BE USED TO
18 point 13 A
ADVERTISE MILLINERY AND
24 point 10 A
LINGERIE UNLESS YOU
30 point 7 A
PRINT IT IN GREY
42 point 4 A
INK AND 42

NEULAND INLINE (NORWAY) (B)
(Caps, Figures and Points only)
14 point 17 A
BROTHER MAKES A SPLENDID LINE
18 point 13 A
OF DISPLAY. THE INLINE
24 point 10 A
FEATURE ADDS COLOR
30 point 7 A
...SOFTENS TONE
42 point 4 A
ALWAYS 70
NEON CAP

ILLUMINATES 1

THE TIME TO BUY 3

THE CONTINENTAL GRILL

OF THE HOTEL MT. MIRADOR

Neon Cursive

This is a Showing of Eighteen Point Neon Cursive. Also Suitable for Wedding Announcements also 12345

This is a Showing of Fourteen Point Neon Cursive. Also suitable for Wedding Announcements, Invitations, Social Stationery, etc. 12

This is a Showing of Twelve Point Neon Cursive. Also Suitable for Wedding Announcements, Invitations, School Stationery, etc. The figures of this 1234507390
OLD FIGGINS Ornamented Rules

Sold in complete set of 17 pieces as shown on right

OLD FIGGINS Type Borders

A Recent Discovery of
OLD FIGGINS ORNAMENTS

Recent Discovery of
OLD FIGGINS ORNAMENTS

24 pt Stagecoach
24 pt Train
30 pt Train

84 * Nean Type Division / typefounders of Chicago
ORPLID (B)

Made in Caps, Points and Figures only

10 Pt.—18A
AARRBBDIEFGHIKLNM0123456789
12 Pt.—15A
AABCDIEFGHJKLMMNOPQ 1234567
14 Pt.—12A
AABCDIEFGHJLMMNO123456
18 Pt.—9A
ALMNOPQRSTUVWXYZ S3
24 Pt.—7A
ADEQRSTUVWXYZ S9
30 Pt.—5A
ANOPWXYZ S9
36 Pt.—4A
ABCDXY S0
AEIMNR 7

Parke Avenue

CHARACTERS IN COMPLETE FONT

ABCDEFGHJKLMNOPQRSTUVWXYZ
RSTUVWXbYZ &1 2 3 4 5 6 7 8 9 0 . : , / -

12 Pt. 12A 36a

Neon types, now as always, are produced with 12345

14 Pt. 12A 32a

Neon types, now as always, are produced 1234

18 Pt. 8A 20a

Neon types, now as always, are 1234

24 Pt. 5A 14a

Neon types, now as 123

30 Pt. 4A 12a

Neon types, now 123

36 Pt. 3A 10a

Neon types, no 123

Pagoda Bold (B)

18 Pt.—10A 20a

ABCDEFGHJKLMMNOPQRSTUVWXYZ
WXYZ &1 2 3 4 5 6 7 8 9 0 . : , / -

24 Pt.—9A 10a

ABCDEFGabcdefghij$12

36 Pt.—5A 7a

ABCDEabcde!$8

48 Pt.—4A 7a

ABCDabc$1

PARIAN

10 Pt.—19A 50a

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12 Pt.—16A 36a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

14 Pt.—13A 32a

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

18 Pt.—8A 20a

ABCDEHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pabst Old Style

No. 45J

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

9 Pt.—30A CAPS 60a Lower Case

abcdefgijklmnopqrstuvwxyz $123

10 Pt.—26A CAPS 53a Lower Case

abcdefgijklmnopqrstuvwxyz $123

12 Pt.—24A CAPS 47a Lower Case

abcdefgijklmnopqrstuvwxyz 45

14-18-24-30-36 POINT AVAILABLE
## Neon Old English

<table>
<thead>
<tr>
<th>Font</th>
<th>No.</th>
<th>Description</th>
<th>Types Available</th>
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</thead>
<tbody>
<tr>
<td>Neon Old English</td>
<td>183</td>
<td>All type on this page is made with hard foundry metal.</td>
<td>8, 10, 12, 14, 16, 18, 24</td>
</tr>
</tbody>
</table>

**Old English**

<table>
<thead>
<tr>
<th>Font</th>
<th>No.</th>
<th>Description</th>
<th>Types Available</th>
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</thead>
<tbody>
<tr>
<td>Old English</td>
<td>188</td>
<td>Neon types, now as always, are produced ABCabc1234567890</td>
<td>8, 10, 12, 14, 16, 18, 24</td>
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**Neon types, 123456**

<table>
<thead>
<tr>
<th>TYPEWRITER TYPE (B)</th>
<th>No. 72L</th>
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</thead>
<tbody>
<tr>
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<td>123456</td>
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<table>
<thead>
<tr>
<th>TYPEWRITER TYPE (B)</th>
<th>17L</th>
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<tbody>
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**Neon type 9**

<table>
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<th>TYPEWRITER TYPE (B)</th>
<th>270L</th>
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<tbody>
<tr>
<td>10 Pt. also available</td>
<td>123456</td>
</tr>
</tbody>
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**CAST FROM LUDLOW MATS**

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
**Punch**

Size below shows characters in complete fonts

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Character Set</th>
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</thead>
<tbody>
<tr>
<td>18 pt.</td>
<td>ABCDEFGHJKLMN...</td>
</tr>
<tr>
<td>24 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
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Neon types, now as at 123

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Character Set</th>
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<tbody>
<tr>
<td>30 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
<tr>
<td>36 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
</tbody>
</table>

PRISMA (B)

Characters in complete font

<table>
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<th>Character Set</th>
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<tbody>
<tr>
<td>18 pt.</td>
<td>ABCDEFGHJKLMN...</td>
</tr>
<tr>
<td>24 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
</tbody>
</table>

Neon types, now as at 123

<table>
<thead>
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<th>Font Size</th>
<th>Character Set</th>
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</thead>
<tbody>
<tr>
<td>30 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
<tr>
<td>36 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
</tbody>
</table>

Neon types, now as at 123

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>48 pt.</td>
<td>ABCDEFGHIJKLMNOP...</td>
</tr>
</tbody>
</table>

This unusual face is a lasting tribute to its creator — a true type artist

88 - Neon Type Division / typefounders of Chicago
PERPETUA LIGHT

No. 239

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890,.-'!?

14 Pt.—92A CAPS 48a Lower Case
ABCDFGHJKLMNOPQRSTUVWXYZ

18 Pt.—92A CAPS 50a Lower Case
ABCDFGHJKLMNOPQRSTUVWXYZ

24 Pt.—92A CAPS 50a Lower Case

ALTERNATE OR STRAIGHT CHARACTERS—
Do not come in regular font, must be purchased extra
Are Available in 24, 30, 36, 48 Point

A E F K M N R W Y

These Characters Are Available in 60 and 72 Point

A K M N R W

Reporte*r properly dispayed enhances any advertisement

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
Radiant Bold (B)

Neon types, now as always, are produce 90
Neon types, now as always, are 1234
Neon types, now as alw 567
Neon types, now a 89
Neon types, now 0
Neon types, i 1
Neon type, 2
Neon typ 3
Neon ty 4
Neon t 1

All type on this page is made with hard foundry metal.

Neon types, now as always, are pro 12
Neon types, now as always, are 34
Neon types, now as 56
Neon types, no 78
Neon types, 90

THE QUICK BROWN FO
THE QUICK BROW
FOX JUMPED
OVER THE
IDLE DOG
THE ON

14-60 AND 72 PT. ALSO AVAILABLE
14 Pt.—18A 60 Pt.—4A 72 Pt.—3A

All Radiants cast from Ludlow Mats

THIS POPULAR NEWSPAPER DISPLAY FAMILY IS CAST DEEP DRIVE FOR NOT ONLY PERFECT ETCH PROOFING BUT FOR LONG RUNS ON LETTER PRESS. THE COMPLETE RANGE OF SIZES AND WEIGHTS IS SHOWN ON PAGES 90, 91 AND 92.

90 * Neon Type Division / typefounders of Chicago
Radiant Medium (B)

CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&FIKmnRlU$1234567890,-:;•-!?

12 Pt.—24A, 47a
Neon types, now as always, are produced 567
14 Pt.—22A, 42a
Neon types, now as always, are pr 890
18 Pt.—12A, 26a
Neon types, now as always, 123
24 Pt.—8A, 17a
Neon types, now as a 45
30 Pt.—6A, 10a
Neon types, now a 6
36 Pt.—5A, 7a
Neon types, no 7
42 Pt.—4A, 6a
Advertising get
48 Pt.—4A, 6a
Neon type 9
60 Pt.—3A, 5a
Neon ty 0
62 Pt.—3A, 5a
Neon m1

6, 8, 10, PT. AVAILABLE
All Radiants Cast from Ludlow Mats

Strokes!

See back pages for interesting underlines from Europe. These strokes will challenge your comps to experiment with them for unusual layouts.

Radiant Bold Condensed (B)

CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&FIKmnRlU$1234567890,-:;•-!?

All type on this page is made with hard foundry metal.

12 Pt.—24A, 47a
Neon types, now as always, are produced with th 1234
14 Pt.—22A, 42a
Neon types, now as always, are produced w 1234
18 Pt.—12A, 26a
Neon types, now as always, are p 123
24 Pt.—8A, 17a
Neon types, now as always 45
30 Pt.—6A, 10a
Neon types, now as alw 6
36 Pt.—5A, 7a
Neon types, now as 7
42 Pt.—4A, 6a
Neon types, now 8
48 Pt.—4A, 6a
Neon types, no 9
60 Pt.—3A, 5a
Neon types, 0
62 Pt.—3A, 5a
Neon type, 1

1100 S. KOSTNER AVE • CHICAGO 24, ILL. Sacramento 2-6530
Attractive new typefaces always on hand better

Neon types, now as always, are produced with the big 1234

Neon types, now as always, are produced with 123

Neon types, now as always, a 6

Neon types, now as always, a 7

Neon types, now as always, a 8

Neon types, now as a 9

Neon types, no 0

Neon types, n 1
FOREIGN STYLES—
i.e., type faces from countries which do not use our alphabet will be added to our library as the mats become available. Russian, Greek, Hebrew and Gaelic, are displayed in this catalog. Subsequent showings will feature Arabic, Chinese and Japanese, among others. Specimen brochures will be distributed showing the complete range of sizes and weights of these foreign alphabets.

Russian Light

* 8 point. Prices on request

RUSSIAN

* 10 point. Prices on request

RUSSIAN ITALIC

* 12 point. Prices on request

RUSSIAN HEAVY

GAELIC

* 6 to 72 point

GAELIC BOLD

GREEK

HEBREW

<table>
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<tr>
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<th>Series</th>
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<td>12345</td>
<td>8 pt</td>
<td>50c</td>
</tr>
<tr>
<td>Russian Italic</td>
<td>113R</td>
<td>8 pt</td>
<td>50c</td>
</tr>
<tr>
<td>Russian Heavy</td>
<td>114R</td>
<td>8 pt</td>
<td>50c</td>
</tr>
<tr>
<td>GAELIC Series 24</td>
<td>85</td>
<td>6 to 72 pt</td>
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<td>GC 12 pt</td>
<td>192</td>
<td>8 pt</td>
<td>50c</td>
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</tbody>
</table>

Made with Caps, Points and Figures only.

<table>
<thead>
<tr>
<th>Font</th>
<th>Series</th>
<th>Size</th>
<th>Price</th>
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<td>ACDEFHJIKLMNOPQRSTUWXYZ</td>
<td>192</td>
<td>8 pt</td>
<td>50c</td>
</tr>
</tbody>
</table>

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
SCOTCH ROMAN

ABCDEF

SCOTCH ROMAN ITALIC

ABCDEF

SHOWBOAT

Neon ABCDEFGHIJKLMNOPQRSTUVWXYZ

STENCIL

ABCDEF

ALSO AVAILABLE

faces for words

moods, feelings, emotions, inspirations, impacts and forces can be expressed by type! Choose the right "face" for your words.
**Stylescript**

<table>
<thead>
<tr>
<th>No. 425</th>
<th>Characters in Complete Font</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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</table>

14 Pt. — 9 A. Caps 36 A. Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefg

18 Pt. — 7 A. Caps 24 A. Lower Case
ANOPRSTUYabcdefg

24 Pt. — 6 A. Caps 20 A. Lower Case
AVWXZabcdefg

30 Pt. — 5 A. Caps 16 A. Lower Case

36 Pt. — 4 A. Caps 14 A. Lower Case
AGHIJabedefghijklm

48 Pt. — 3 A. Caps 8 A. Lower Case
AMabcd

60 Pt. — 3 A. Caps 6 A. Lower Case
ANaeff2

**Swing Bold**

<table>
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<th>No. 217</th>
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<td></td>
</tr>
</tbody>
</table>

14 Pt. — 9 A. Caps 36 A. Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefg

18 Pt. — 7 A. Caps 24 A. Lower Case
AMNOPQRSTUVWXYZabcdefg

24 Pt. — 6 A. Caps 20 A. Lower Case
AVWXZabcdefg

30 Pt. — 5 A. Caps 16 A. Lower Case
AGHIJabedefghijklm

36 Pt. — 4 A. Caps 14 A. Lower Case
AMabcd

48 Pt. — 3 A. Caps 8 A. Lower Case
ANaeff2

60 Pt. — 3 A. Caps 6 A. Lower Case
ANaeff2

New and Unique Song

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
Samson

SIZE BELOW SHOWS CHARACTERS IN COMPLETE FONTS
24 Pt.—6A  14$a
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[ ] . , ’ : ; ! ? – ( )
$ 1 2 3 4 5 6 7 8 9 0
36 Pt.—5A  7$a

Neon types, 1

48 Pt.—4A  6$a

NEON ty 2

Formal Script No. 808 (B)

Formal Script A Babc 123

<table>
<thead>
<tr>
<th>Caps, Pts., Fig.</th>
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<tr>
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<tr>
<td>30 pt.</td>
<td>16A</td>
</tr>
<tr>
<td>36 pt.</td>
<td>15A</td>
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</tbody>
</table>

Special height spaces are included with each font.

SHADOW

<table>
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<th>(Caps, points, figures only)</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

14 Pt.—8A

ABCDEFghijklmnopqrstuvwxyz

18 Pt.—8A

ABCDEFghijklmnopqrstuvwxyz

24 Pt.—8A

ABCDEFghijklmnopqrstuvwxyz

30 Pt.—5A

ABCDEFghijklmnopqrstuvwxyz

36 Pt.—4A

ABCDEFghijklmnopqrstuvwxyz

48 Pt.—3A

ABCDEFghijklmnopqrstuvwxyz

SLIM LINE

24 Pt.—6A  12$a

ABCDEF abcdefghijklmnopqrstuvwxyz

36 Pt.—5A  10$a

ABCDEFghijklmnopqrstuvwxyz

48 Pt.—5A  7$a

ABCD KLM EFghij NOPQ

72 PT. AVAILABLE

WASHINGTON TEXT NO. 102

Washington Text ABCDE 123

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<th>Caps, Pts., Fig.</th>
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<td>14-pt.</td>
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Stymie Shaded

No. 193

<table>
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12 Pt.—9A

ABCDEFghijklmnopqrstuvwxyz

18 Pt.—9A

ABCDEFghijklmnopqrstuvwxyz

24 Pt.—8A

ABCDEFghijklmnopqrstuvwxyz

30 Pt.—6A

ABCDEFghijklmnopqrstuvwxyz

36 Pt.—5A

ABCDEFghijklmnopqrstuvwxyz

48 Pt.—3A

ABCDEFghijklmnopqrstuvwxyz

OUR HAND FINISHING DEPARTMENT IS ABLE TO CUT ANY RULE OR BORDER YOU MAY REQUIRE.
<table>
<thead>
<tr>
<th>Characters in Complete Font</th>
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<th>No. 190</th>
<th>Stymie Light Italic</th>
<th>190K</th>
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<tr>
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<td>6 Pt.—40A CAPS 80a Lower Case</td>
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<tr>
<td>P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y z , - ; : ' ( $</td>
<td>$1234567890</td>
<td></td>
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<tr>
<td>8 Pt.—30A CAPS 60a Lower Case</td>
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<td>10 Pt.—86A CAPS 53a Lower Case</td>
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<td>12 Pt.—94A CAPS 47a Lower Case</td>
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<td>16 Pt.—12A CAPS 25a Lower Case</td>
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<td>20 Pt.—22A CAPS 13a Lower Case</td>
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<tr>
<td>24 Pt.—24A CAPS 10a Lower Case</td>
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<td>30 Pt.—6A CAPS 10a Lower Case</td>
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</tr>
<tr>
<td>36 Pt.—5A CAPS 7a Lower Case</td>
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<tr>
<td>40 Pt. STYME LIGHT</td>
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<tr>
<td>48 Pt.—4A CAPS 6a Lower Case</td>
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<tr>
<td>60 Pt. STYME LIGHT</td>
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<tr>
<td>72 Pt. STYME LIGHT</td>
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<tr>
<td>1100 S. KOSTNER AVE • CHICAGO 24, ILL.</td>
<td></td>
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</tr>
</tbody>
</table>

**Type Metal Used**

EVEry type face shown in this catalog from 6 to 12 point up is cast from the very best grade hard foundry metal. In certain cases, such as card gothic, Banker Gothic and various book faces used by educational institutions, identifying sticks have been added. These are also cast in hard foundry metal from 6 to 12 point.

Sacramento 2-6530  97
<table>
<thead>
<tr>
<th>Stymie Bold</th>
<th>Stymie Bold Italic</th>
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<tr>
<td><strong>CHARACTERS IN COMPLETE FONT</strong></td>
<td><strong>CHARACTERS IN COMPLETE FONT</strong></td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y z.,'-;!:?$1234567890</td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &amp; a b c d e f g h i j k l m n o p q r s t u v w x y z.,'-;!:?$1234567890</td>
</tr>
</tbody>
</table>

| 6 Pt.—40A CAPS 80a Lower Case | 6 Pt.—40A CAPS 80a Lower Case |
| 8 Pt.—50A CAPS 60a Lower Case | 8 Pt.—50A CAPS 60a Lower Case |
| 10 Pt.—60A CAPS 50a Lower Case | 10 Pt.—60A CAPS 50a Lower Case |
| 12 Pt.—70A CAPS 47a Lower Case | 12 Pt.—70A CAPS 47a Lower Case |
| 14 Pt.—80A CAPS 42a Lower Case | 14 Pt.—80A CAPS 42a Lower Case |
| 16 Pt.—90A CAPS 38a Lower Case | 16 Pt.—90A CAPS 38a Lower Case |
| 18 Pt.—100A CAPS 35a Lower Case | 18 Pt.—100A CAPS 35a Lower Case |

**84/An 72 POINT AVAILABLE**

*Neon Type Division* / typefounders of Chicago
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<th>Characters in Complete Font</th>
<th>No. 290</th>
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<tbody>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ &amp; abcdefghijklmnopqrstuvwxyz .,;&quot;'!?($1234567890</td>
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</table>

6 Pt.—60 A CAPS 80a Lower Case  
8 Pt.—30 A CAPS 40a Lower Case  
10 Pt.—20 A CAPS 35a Lower Case  
14 Pt.—20 A CAPS 40a Lower Case  
18 Pt.—15 A CAPS 40a Lower Case  
24 Pt.—8 A CAPS 35a Lower Case  
30 Pt.—6 A CAPS 35a Lower Case  
36 Pt.—5 A CAPS 35a Lower Case  
42 Pt.—4 A CAPS 35a Lower Case  

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6 Pt.—60 A CAPS 80a Lower Case  
8 Pt.—30 A CAPS 40a Lower Case  
10 Pt.—20 A CAPS 35a Lower Case  
14 Pt.—20 A CAPS 40a Lower Case  
18 Pt.—15 A CAPS 40a Lower Case  
24 Pt.—8 A CAPS 35a Lower Case  
30 Pt.—6 A CAPS 35a Lower Case  
36 Pt.—5 A CAPS 35a Lower Case  
42 Pt.—4 A CAPS 35a Lower Case  

STYMIE  

an Egyptian style slab serif may be classed with Beton, Memphis, and Karnak. The forerunner of the above was cut in 1815 by Figgins and called Antique.
Stymie Extrabold  390J

6 Pt.—30A  60a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Pt.—26A  50a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 Pt.—25A  47a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 Pt.—22A  43a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

14 Pt.—19A  36a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—8A  17a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—6A  10a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—5A  7a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 Pt.—4A  6a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 Pt.—3A  5a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

60 Pt.—3A  5a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

72 Pt.—3A  4a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stymie Extrabold Italic  390K

6 Pt.—30A  60a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Pt.—26A  50a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 Pt.—25A  47a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 Pt.—22A  43a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

14 Pt.—19A  36a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Pt.—8A  17a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

30 Pt.—6A  10a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

36 Pt.—5A  7a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

42 Pt.—4A  6a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

48 Pt.—3A  5a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

60 Pt.—3A  5a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

72 Pt.—3A  4a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
the latest designs
and old standby borders
are illustrated on
several pages at the back
of the book.

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- **8 Pt.**—30A 60a
- **10 Pt.**—26A 53a
- **12 Pt.**—24A 47a
- **14 Pt.**—22A 42a
- **16 Pt.**—20A 36a
- **18 Pt.**—18A 32a
- **20 Pt.**—16A 28a
- **24 Pt.**—12A 20a
- **36 Pt.**—6A 10a

**Neon ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghiiklmnopqrstuvwxyz**

**Neon A**

42 pt. AVAILABLE

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1 set of two $1.50

- **126A—2 color**
  - with B font

A complete set-up for color work is comprised of 2 complete fonts . . . . $20.00
Sans Serif Extrabold Italic, No. 3321

CHARACTERS IN FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890 .,:/?"\n
Display—14 to 73 Point, 79 Characters

14 Pt.—22A  42a
Coming Into General Use In the past dec
18 Pt.—12A  26a
Italic Can Be Used With The extrab
24 Pt.—8A  17a
Faces Can Be Had By secur
30 Pt.—6A  10a
Extrabold Version I
36 Pt.—5A  7a
DISPLAY sizes
42 Pt.—4A  6a
Fine For Getti
48 Pt.—4A  5a
An Original I
60 Pt.—3A  5a
Daily New
72 Pt.—3A  5a
Extrabol

Sans Serif Medium, No. 331

CHARACTERS IN FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
$1234567890 .,:/?"\n
Display—14 to 72 Point, 81 Characters

AJWYaegjtu
331-H91—Available in all Display sizes from 14 to 72 Point

HARMONY OF TONE CAN Easily

To Sort Type Cases And make

As A Body Letter in s

CHARM and a q

IN FIVE fine $1

CASE is alway

Non-Distrib

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1100 S. KOSTNER AVE • CHICAGO 24, ILL.  Sacramento 2-6530 • 107
Tempo Black (B) Extended

14 Pt. — 9A  20a
ABCDEFGHJKLMNQPQ RSTUWXYZabcdefghijklmnopqrstuvwxyz.,":? $1234567890

18 Pt. — 6A  12a
ABCDEFabcdef-12

24 Pt. — 4A  7a
ABCDabcde3

30 Pt. — 3A  5a
ABCDabcd4

36 Pt. — 3A  5a
ABabc-5

CAST FROM LUDLOW MATS

Typo Roman Shaded

12 Pt. — 18A  36a
ABCDEFGHJKLMNQPQabcdefghijklmnopqrstuvwxyz 123

14 Pt. — 15A  32a
ABCDEFGHJKLMNabcdedghijklmnopqrstuvwxyz 123

16 Pt. — 9A  32a
ABCDEFGHJKLMNOPQabcdedghijklmnopqrstuvwxyz1234567

18 Pt. — 8A  30a
ABCDEFGHJKLMabcdedghijklm 12345

Trylon

No. 801

18 Pt. — 12A CAPS 95a Lower Case
ABCDfghijklmnopqrstuvwxyz ABcdefghijklmnopqrstuvwxyz1234567890

24 Pt. — 8A CAPS 114a Lower Case
ABCDfghijklmnopqrstuvwxyz

36 Pt. — 5A CAPS 7a Lower Case
ANOPQRSTUVWXYZANOPQRSTUVWXYZ $45

48 Pt. — 4A CAPS 6a Lower Case
AUWXYAUVWXYZ 6

48 on 42 Pt. — 4A Cases, Points and Figures only
AZBCEFGL.  ’":!?:?7

60 Pt. — 3A CAPS 6a Lower Case
AHJKabcdef 8

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AMNPQRSW 9

72 Pt. — 3A CAPS 5a Lower Case
AGHhimno 5

72 on 60 Pt. — 3A Cases, Points and Figures only
ASUVWXY 9

84 on 72 Pt. — 3A Cases, Points and Figures only
AYZABC 2

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Impuls commands attention.
Unsurpassable for emphatic advertising.
No kerns, no breakoff.
Della Robbia

ENGRAVERS ROMAN  223

Neon types, now as always, are produced with the highest quality materials and 12345

6 pt.-60A, 80u
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8 pt.-30A, 60u
Neon types, now as always, are produced with the highest quality materials and 12345

10 pt.-26A, 53A
Neon types, now as always, are produced with the highest quality materials and 12345

12 pt.-26A, 47A
Neon types, now as always, are produced with the highest quality materials and 12345

14 pt.-22A, 42A
Neon types, now as always, are produced with the highest quality materials and 12345

16 pt.-12A, 26A
Neon types, now as always, are produced with the highest quality materials and 12345

18 pt.-8A, 17A
Neon types, now as always, are produced with the highest quality materials and 12345

20 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

24 pt.-SA, 7A
Neon types, now as always, are produced with the highest quality materials and 12345

26 pt.-SA, 7A
Neon types, now as always, are produced with the highest quality materials and 12345

28 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

30 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

32 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

34 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

36 pt.-6A, 10A
Neon types, now as always, are produced with the highest quality materials and 12345

Engravers Text

12 pt.-18A CAPS  36A Lower Case
Neon Types now as always, are produced with from 12345

14 pt.-18A CAPS  36A Lower Case
Neon Types now as always, are produced with from 12345

16 pt.-12A CAPS  26A Lower Case
Neon Types now as always, are produced with from 12345

EGMONT INITIALS

Sacramento 2-6530  * 109
20th Century

20th Century Light

No. 606

14 Pt.—22A CAPS 42a Lower Case
CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

16 Pt.—12A CAPS 26a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

18 Pt.—12A CAPS 26a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

24 Pt.—8A CAPS 17a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

30 Pt.—6A CAPS 10a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

36 Pt.—5A CAPS 7a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

42 Pt.—5A CAPS 7a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

48 Pt.—4A CAPS 6a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

60 Pt.—3A CAPS 6a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

68 Pt.—3A CAPS 5a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

6-8-10-12 Pt. AVAILABLE IN BOTH ROMAN AND ITALIC

20th Century Light Italic

No. 606K

14 Pt.—22A CAPS 42a Lower Case
CHARACTERS IN COMPLETE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

18 Pt.—12A CAPS 26a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

24 Pt.—8A CAPS 17a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

30 Pt.—6A CAPS 10a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

36 Pt.—5A CAPS 7a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

42 Pt.—5A CAPS 7a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

48 Pt.—4A CAPS 6a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

60 Pt.—3A CAPS 6a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

68 Pt.—3A CAPS 5a Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One of the most versatile type families of our age. Its similarity to the European Futura opens many doors to the 20th Century series. We present this design in an all-encompassing display of sizes, weights and ranges. This face is ever popular and holds its own with Venus and Standard from Germany, Grotesque and Spartan from England, and other Grotesks from several other European lands.

Neue Type Division / typefounders of Chicago
maybe it's the size instead of the shape
...when you require

**TYPE**

typefounders OF CHICAGO has and can secure any size from 4 pt. through 120 pt. in metal type. We also stock a wide selection of wood type if sizes larger than 120 pt. are required for certain jobs. It is our aim to please the most discriminating type selector (even if the job needs the touch of a typographic artist) by virtue of the wide array of faces and sizes we have available for immediate shipment. This great selectivity may be had from either the domestic type of our own make, or the foreign type which we import.

**typefounders OF CHICAGO** is the most progressive type foundry in the country. A visit to our plant is an education in itself. Please visit us whenever you are in Chicago.
SEE GREEK LANGUAGE
FACES IN HANDY PACKAGES
ON PAGE 161.

Sacramento 2-6530  *  113
20th Century Extrabold 603 J

6 point 20A 60c
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 123456789

8 point 26A 53a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

9 pt. on 8 pt. body 25A 48a
Specify body size desired

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

10 point 25A 48a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

12 point 22A 43a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

14 point 19A 37a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

16 point 19A 37a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

18 point 19A 37a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

20 point 19A 37a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

24 point 18A 15a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

30 point 6A 12a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

36 point 5A 10a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

42 point 5A 8a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

48 point 4A 7a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

60 point 3A 5a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

72 point 3A 6a

ABCDEFGHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

20th Century Extrabold Italic 603 K

6 point 20A 60a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 123456789

8 point 26A 52a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

10 point 25A 46a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

12 point 22A 45a
ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

14 point 19A 37a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

16 point 19A 37a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

18 point 19A 37a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

20 point 19A 37a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

24 point 18A 15a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

30 point 6A 12a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

36 point 5A 10a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

42 point 5A 8a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

48 point 4A 7a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

60 point 3A 5a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

72 point 3A 6a

ABCDEFHJKLMNOPQRSTUVWXYZabcdeghijklmnopqrstuvwxyz 1234

... A TYPE SELECTION

as to a typography what a palette of paints is to an artist. Desired graphic effects can be obtained only when the facilities and type faces to produce them are available. Selections from this book can show the way.
HANDY PACKAGES START ON PAGE 131.

Sacramento 2-6530
20th Century Ultrabold

8 pt. 36A 62a
ABCD EFGHIJKLMNOPQRSTUVWXYZ
9 pt.—26A 53a
ABCDEF GHIJKLMNOPQRSTUVWXYZ

10 pt. 25A 49a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

12 pt. 22A 43a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

14 pt. 19A 37a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

16 pt. 12A 22a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

18 pt. 12A 22a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

20 pt. 8A 15a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

24 pt. 8A 15a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

28 pt. 6A 12a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

32 pt. 5A 10a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

36 pt. 5A 10a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

42 pt. 5A 8a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

48 pt. 3A 5a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

60 pt. 3A 5a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

72 pt. 3A 4a
ABCD EFGHIJKLMNOPQRSTUVWXYZ

20th Century Ultrabold’l’d Ital.

CHARACTERS IN COMPLETE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
&*^%(./-:;’?!$1234567890

8 pt.—30A CAPS 60a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

10 pt.—26A CAPS 53a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

12 pt.—22A CAPS 47a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

14 pt.—19A CAPS 37a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

16 pt.—12A CAPS 22a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

18 pt.—12A CAPS 22a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

20 pt.—8A CAPS 15a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

24 pt.—8A CAPS 15a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

28 pt.—6A 12a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

32 pt.—5A 10a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

36 pt.—5A 10a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

42 pt.—5A 8a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

48 pt.—3A 5a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

60 pt.—3A 5a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

72 pt.—3A 4a Lower Case
ABCD EFGHIJKLMNOPQRSTUVWXYZ

116 * Neon Type Division / typefounders of Chicago

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**20th Century Book Italic**

No. 613K

**Characters in Fonts**

```
ABCD EFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz     \n1234567890   .."":)!()
```

---

8 Pt.—30A 60a
IN GERMANY THE GOTHIC LETTER IS CALLED "BLOCK," Which Is Descri ANOTHER MATRIX Goes Into Position And Another Cost Is Made. This

10 Pt.—26A 53a
GOTHIC FORM IS CALLED "Block," Which Is Descriptive Of

12 Pt.—24A 47a
Thus, if the measurement of the alphabet $1234567890

12 Pt.—24A 47a
As Is Consistent With Good Design And Proper

**TYPE HEIGHTS—THICKNESSES**

<table>
<thead>
<tr>
<th>Type</th>
<th>Height of regular leads and slugs</th>
<th>Height of plate high leads and slugs</th>
<th>Ludlow slug height</th>
<th>Monotype quad height—display</th>
<th>Monotype quad height—composition</th>
<th>1 point thickness</th>
<th>2 point thickness</th>
<th>3 point thickness</th>
<th>6 point thickness</th>
<th>8 point thickness</th>
<th>10 point thickness</th>
<th>12 point thickness</th>
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<td>37a</td>
<td>726</td>
<td>765</td>
<td>765</td>
<td>.0133</td>
<td>.0277</td>
<td>.0415</td>
<td>.063</td>
<td>.1107</td>
<td>.1283</td>
<td>.156</td>
</tr>
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<td>19A</td>
<td>37a</td>
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<td>765</td>
<td>765</td>
<td>.0133</td>
<td>.0277</td>
<td>.0415</td>
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<td>12 pt.</td>
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<td>.0133</td>
<td>.0277</td>
<td>.0415</td>
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<td>.1107</td>
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<td>.0277</td>
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Times New Roman Bold

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<th>29A</th>
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Times Semi Bold

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<table>
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<table>
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<td>AB123?</td>
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TIMES BOLD ITALIC

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<th>7 Pt. on 8 Pt. Body</th>
<th>29A</th>
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<th>9 Pt. on 10 Pt. Body</th>
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<th>38a</th>
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</thead>
<tbody>
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<td>ARSTUVWXYZABCDEFGHIabcdefghijklmnopqrstuvwxyz</td>
<td>$789</td>
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<th>36a</th>
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<th>16A</th>
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120 * Neon Type Division / typefounders of chicago
UMBRA

Valiant Bold

(in complete font)

ABCDEFKMKLNMOPQRSTUVWXYZ
&S1234567890,;-'?!?-

NEON TYPES, NOW A 1

48 PL.-5A

NEON TYPES, N 12

36 PL.-6A

NEON TYPE 34

30 PL.-6A

NEON TYPE 2

24 PL.-8A

MAC 5

18 PL.-8A

MAC 4

14 point 15A 30a

ABCDEFHIJKLMNOPQRSTUVWXYZ
$1234567890 $&%* a

MAC 5

available in wood type—8, 10 and 12 line

HANDY PACKAGES START ON PAGE 131

1100 S. KOSTNER AVE • CHICAGO 24, ILL.
HEBREW No. 222

PENINIM POINTED SERIES No. 217

ASHURITH SERIES No. 219
The following faces can be furnished quickly to meet your make-up requirements. The metal furnished belongs to you. Size and price category range is shown on top of each face. Monotype is not designated but foundry and foundry script faces are identified.

Spacing or justification is not furnished except for angled body faces or when requested. Color — specific spacing orders — justified to measure or letter lines will be priced at composition rates.

Minimum charge for each size and type style — $2.00. Minimum order — $3.50.

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<th>Foundry</th>
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<td>14 to 36 pt. — (18 pt. shown)</td>
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**BEACHCOMBER**

18 to 36 pt. — (18 pt. shown)

12 to 18 pt. — (18 pt. shown)

Bernhard Fashion abcd 123

BERNARD MODERN abd 12

BERNARD Modern Ital 12

BERNARD BOLD abcd 12

BERNARD BOLD Ital 12

Bernhard Tango AB abd 12

**Biscayne**

18 to 36 pt. — (18 pt. shown)

BODONI BOOK abd efghijkl 12

6 to 36 pt. — (14 pt. shown)

BODONI BOOK ITALIC bc 345

6 to 72 pt. — (14 pt. shown)

BODONI REGULAR abcd 12

6 to 72 pt. — (14 pt. shown)

BODONI REGULAR Ital 12

6 to 72 pt. — (14 pt. shown)

BODONI BOLD abd efgh 23

6 to 72 pt. — (14 pt. shown)

BODONI BOLD ITALIC 123

14 to 36 pt. — (14 pt. shown)

BODONI BOLD Condensed abd 12

8 to 72 pt. — (14 pt. shown)

BODONI SHADED abcd 12

14 to 72 pt. — (18 pt. shown)

BODONI CAMPANILE abd efghi 123

18 to 48 pt. — (18 pt. shown)

BODONI CAMPANILE Ital 12

14 to 72 pt. — (14 pt. shown)

Bodoni Ultra Extra Cond. 123

8 to 72 pt. — (14 pt. shown)

BODONI ULTRA abd 1

8 to 72 pt. — (14 pt. shown)

BODONI ULTRA Ital.

24 to 48 pt. — (24 pt. shown)

BOOM Aire

6 to 36 pt. — (14 pt. shown)

BOOKMAN ABC abcd 12

6 to 36 pt. — (14 pt. shown)

BOOKMAN Ital abcd 12

6 to 36 pt. — (14 pt. shown)

Bridal Script ABCD abd efgh 12

14 to 36 pt. — (14 pt. shown)

Britannic ABDEFG abcd efgh 12

10 to 36 pt. — (14 pt. shown)

BROADWAY 123

14 to 36 pt. — (14 pt. shown)

BROADWAY ENG

18 to 72 pt. — (foundry) — (18 pt. shown)

Brosy ABCDEFG abd efgh 12

6 to 36 pt. — (14 pt. shown)

Brush ABCDEFG abcd efgh 12

6 to 36 pt. — (14 pt. shown)

BULMER ROMAN abcd 123

6 to 36 pt. — (14 pt. shown)

BULMER ITALIC abcd 123

12 to 36 pt. — (14 pt. shown)

CALEDONIA BOLD abd 34

12 to 24 pt. — (14 pt. shown)

CALEDONIA Bold Ital 12

14 to 36 pt. — (14 pt. shown)

AMERICAN CASLON abc 1

8 to 72 pt. — (14 pt. shown)

AMERICAN CASLON Ital 12

14 to 72 pt. — (14 pt. shown)

CASLON Oldstyle abcd 123

14 to 72 pt. — (14 pt. shown)

CASLON Oldstyle Ital 12

14 to 36 pt. — (14 pt. shown)

Caslon, New No. 537 abd 12

14 to 36 pt. — (14 pt. shown)

Caslon, New Ital No. 537K

6 to 78 pt. — (14 pt. shown)

CASLON BOLD Cond. abc 12

14 to 36 pt. — (14 pt. shown)
Chisel 12

12 to 18 pt. — (14 pt. shown)

COOPER BLACK ab 12
8 to 36 pt. — (14 pt. shown)

COOPER TOOLED 1
14 to 72 pt. — (18 pt. shown)

Coronet Light ABCDE abcede 12
18 to 72 pt. — (18 pt. shown)

Coronet Bold ABCDE abcede 12
7 to 36 pt. — (14 pt. shown)

Craw Clarendon Book
7 to 36 pt. — (14 pt. shown)

Craw Clarendon
8 to 60 pt. — (14 pt. shown)

DEEPDENE ABCDE abcede 12
8 to 60 pt. — (14 pt. shown)

DEEPDENE ITALIC ABC abcede 12
6 to 36 pt. — (14 pt. shown)

DELLA ROBBIA BC ab 12
18 to 48 pt. — (18 pt. shown)

DELPHIAN • 1234567
18 to 72 pt. — (foundry) — (18 pt. shown)

DOM CASUAL ABCD abcede 123
18 to 72 pt. — (foundry) — (18 pt. shown)

Dom Diagonal ABCD abcede 123
18 to 72 pt. — (foundry) — (18 pt. shown)

DOM BOLD ABCDE abcede 123
14 to 36 pt. — (18 pt. shown)

Dorchester Script EFHM abcede 12345
14 to 24 pt. — (14 pt. shown)

EGMONT LIGHT AB abc 12
14 to 42 pt. — (14 pt. shown)

Egmont Light Italic AB abcede 12
18 to 60 pt. — (18 pt. shown)

Egmont Medium A ab 12
18 to 36 pt. — (18 pt. shown)

Egmont Med. It. A abcede 12
18 to 60 pt. — (18 pt. shown)

Egmont BOLD A abcede 12
36 to 96 pt. — (foundry) — (156 pt. shown)

EMPIRE ABCDEFGHIJKLMNOP
4 sizes 6 pt., 3 sizes 12 pt., 14, 24, 30 pt. — (12 pt. shown)

ENGR. SHADED 2
3 sizes 6 pt., 3 sizes 12 pt., 2 sizes 18 pt. — (foundry)

ENGR. SHADY 2
3 sizes 6 pt., 3 sizes 12 pt., 2 sizes 18 pt. — (foundry)

ENGRASERS ROM
5 sizes 6 pt., 3 sizes 12 pt., 2 sizes 18 pt., 24 pt. — (foundry)

Esquire Script AB abcede 12
12 to 24 pt. — (12 pt. shown)

Esquire Script ABCD abcede 12
8 to 36 pt. — (14 pt. shown)

Esterbrook Script AB abcede 12
12 to 24 pt. — (12 pt. shown)

* Reproduction proofs only.
20th CENTURY LIGHT abcdef 12
6 to 72 pt. — (14 pt. shown)

20th CENTURY ITALIC abcdef 12
6 to 72 pt. — (14 pt. shown)

20th CENTURY MEDIUM CONDENSED ab 12
10 to 36 pt. — (14 pt. shown)

20th CENTURY MEDIUM CONDENSED Italic
6 to 72 pt. — (14 pt. shown)

20th CENTURY MEDIUM abc 12
6 to 72 pt. — (14 pt. shown)

20th CENTURY MEDIUM Italic
6 to 72 pt. — (14 pt. shown)

20th CENTURY BOLD abcde 12
6 to 72 pt. — (14 pt. shown)

20th CENTURY BOLDItalic 123
8 to 84 pt. — (14 pt. shown)

20th CENTURY BOLD Condensed 1234
8 to 72 pt. — (14 pt. shown)

20th CENTURY Extrabold 12
8 to 72 pt. — (14 pt. shown)

20th CENTURY Extrabold Ital.
8 to 72 pt. — (14 pt. shown)

20th CENTURY Ultrabold Condensed
14 to 72 pt. — (14 pt. shown)

20th CENTURY Ultrabold Cond. Ital.
8 to 72 pt. — (14 pt. shown)

20th CENTURY Ultrabold 1
8 to 72 pt. — (14 pt. shown)

20th Century Ultrabold’Ital.
14 to 48 pt. — (14 pt. shown)

20th Century Ult Ext
12 to 24 pt. — (16 pt. shown)

Type Roman ABCDEFGHI abcdefghij 123
12 to 18 pt. — (14 pt. shown)

Type Roman SHADED abedefgij 234
14 to 60 pt. — (14 pt. shown)

Type Script  A B C D abedef 1234
14 to 60 pt. — (foundry script) — (18 pt. shown)

Type Script Extended  Ab ef 244
14 to 24 pt. — (foundry) — (14 pt. shown)

Typo Text  ABCD abedefg 123
14 to 24 pt. — (foundry) — (14 pt. shown)

Type Upright ABCDEFGHI abcdefghij 123
18 to 72 pt. — (18 pt. shown)

UMBRA 1234567
14 to 72 pt. — (14 pt. shown)

VARIANT ABCDEFGHI abcdefghij 123
8 to 36 pt. — (14 pt. shown)

Venus Light Extended 12
8 to 36 pt. — (14 pt. shown)

Venus Medium Extended
8 to 54 pt. — (14 pt. shown)

Venus Bold Ext’nded
8 to 66 pt. — (14 pt. shown)

Venus Extrab’d Ext
8 to 24 pt. — (18 pt. shown)

Venus Light Italic 123
8 to 24 pt. — (14 pt. shown)

Venus Medium Italic 123
8 to 24 pt. — (14 pt. shown)

Venus Bold Italic abc 12
8 to 36 pt. — (14 pt. shown)

Wedding Text ABDEFG abcdef 12
14 to 48 pt. — (14 pt. shown)

WEISS ABCDEFG abedefg 123
8 to 36 pt. — (14 pt. shown)

Weiss Bold ABC abedefg 123
16 to 36 pt. — (16 pt. shown)

Weiss Italic ABC abedefg 123
18 to 48 pt. — (18 pt. shown)

Inline ABC abc 12
10-18 pt. Inclusive — (14 pt. shown)

Adonis
14 -18 - 24 - 24 pt. small — (18 pt. shown)

Invitation Script
12 - 60 pt. Inclusive — (16 pt. shown)

Arabella - Arabella Bold
10 - 42 pt. Inclusive — (18 pt. shown)

NORWAY
10 - 42 pt. Inclusive — (14 pt. shown)

NORWAY INLINE
18 - 54 pt. Inclusive — (18 pt. shown)

NEON
* Reproduction proofs only.

20th CENTURY BOLD
14 to 24 pt. — (16 pt. shown)

REPORTER
14 to 24 pt. — (36 pt. shown)

IMPULS
36 to 108 pt. — (36 pt. shown)

Gong

ADDITIONAL FACES AVAILABLE

This reference work displays those type faces in constant demand for today's production requirements. These styles are shown in individual specimen lines in their complete range of point sizes. In some instances certain type faces appear only in the sorts section.

A few of the foreign type styles are also shown in the sorts section, and may be purchased in fonts or in repro proofs if so desired.

There are, however, many old faces which have not been displayed here, either in the body of the book or in this section. Those faces of that category are available upon request, and will be cast into fonts or placed into cases on special order. If required faces are not listed here kindly contact us for information as to availability. A partial list of old standby styles follows: (Prices upon request.)

Blair and Blair Condensed
6, 12.

Ben Franklin Outline, No. 44
14, 16.

Bruce Old Style, No. 31

Bruce Old Style Italic, No. 31K

Cheltenham Bold Shaded, No. 218
12, 14, 18,

Cheltenham Italic, No. 286
14, 18, 24, 30, 36.

Clearface, No. 89
14, 18, 24, 30, 36.

Clearface Italic, No. 89K
24, 30, 36.

Cooper Italic, No. 482K
18.

De STANDARD BOLD, No. 317
42, 48, 60, 72.

De STANDARD BOLD Italic, No. 317K
42, 48, 60.

De Viane, No. 11
14, 18, 24, 30, 36.

De Viane Condensed, No. 111
24, 36.

De Viane Outline Italic, No. 41
24, 36.

Gothic Octic, No. 366
14, 18, 24, 30, 36.

Gothic Octic #2, No. 566
12, 16, 18, 24, 30.

Gothic Globe Cond., No. 239
30, 36.

Gothic Lining, No. 176
14, 18, 24.

Gothic No. 545 Lining, No. 66
18, 24, 30, 36.

Goudy Heavyface, No. 380
14, 18, 24, 30, 36.

Goudy Heavyface Italic, No. 380K
42, 60, 72.

Goudy Heavyface Condensed, No. 382
14, 18, 24, 30, 36.

Howland, No. 139
24, 30, 36, 48.

Jenson Old Style, No. 58
14, 18, 24, 30, 36.

Macfarland Italic, No. 68K
14, 18, 24, 30, 36.

Powell, No. 97
14, 18, 24, 30, 36.

Plymouth, No. 60
14, 18, 24, 30, 36.

Shoaffler, No. 69
14, 18, 24, 30, 36.

Winchell, No. 39
14, 18, 24, 30, 36.

Winchell Condensed, No. 119
14, 18, 24, 30, 36.