A Booklet of Designs

25 cts

Will Bradley's Art Service for Advertisers

131 East 23rd Street
New York
GENERAL INFORMATION

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

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

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

Out of town mail orders are filled and shipped promptly so as to reach their destination at the earliest possible moment.
Will Bradley's Art Service for Advertisers

M 98 $ .75
M 97 $ .75
M 152 $ .75
M 106 $ .85
M 135 $1.25
M 111 $1.00
M 96 $ .85
M 108 $1.25
L 205 $ .75

Above prices are for electrotypes; size as shown
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For special sizes see current price list.
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M 47 $ .75
M 85 $ 1.00
L 98 $ 1.25
L 102 $ 1.25
L 103 $ 1.25
L 185 $ .60
L 243 $ 1.35
L 260 $ 1.25
L 53 $ 1.00

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LAUGH and the World Laughs with You

Plates can be furnished in any size required.
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Plates can be furnished in any size required
The Highest Class Salesmanship

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

Reinforcement of Design and Delicate Handling Make of This Border an Appropriate Frame for Announcements and Title Pages.
Plates can be furnished in any size required.
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Will Bradley’s Art Service for Advertisers

Decorations for Booklet Covers, Labels, Box Tops, and the one hundred and one uses of the Progressive Advertiser.

Plates can be furnished in any size required.
Label Containers and Trade Ticklers

SOMETHING TO CROW ABOUT

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

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

These borders may be had in any size and any proportion.

Plates can be furnished in any size required.
Plates can be furnished in any size required
Will Bradley's Art Service for Advertisers

A PRICE LIST

L 318 $ 85

P 51 51.50

Above, prices are for electrotype. Size as shown.
SPRING 1914

M 49 $1.00

P 53 $1.50

M 55 $60

M 113 $1.35

P 56 $1.50

Unspecial Sizes. Get current price list.
Chapter One

PURITY OF TYPE ARRANGEMENT IS ESSENTIAL WITH THESE DESIGNS

Above prices are for electrotypes, size as shown.
131 East Twenty third Street New York

An Old French Design Charming In A Tint

UNUSUAL FOR ITS SIMPLICITY AND TYPOGRAPHIC EFFECTIVENESS

IN A TINT ON TINTED STOCK WITH TYPE OF DARKER COLOR THESE DESIGNS ARE MOST VALUABLE

For special sizes see current price list.
IT TAKES A BRASS BAND TO SELL SOME GOODS NOT SO WITH OURS

FOR A CATALOGUE COVER OR AN AD

FOR AN ANNOUNCEMENT OR A FULL PAGE ADVERTISEMENT THIS DESIGN HAS CLASS
A COVER DESIGN OR AN ANNOUNCEMENT IN TWO COLORS

AN ATTRACTIVE PLACE FOR TYPE

A MAGAZINE COVER

COVER DESIGN

A BLOTTER SUGGESTION OR A HEADING

REDUCTION SALE

THE TYPE HERE AND A PICTURE ABOVE

ANOTHER IDEA SAME AS ABOVE
Will Bradley's Art Service for Advertisers

FOR
LETTERHEADS
CARDS, ANNOUNCEMENTS
AND HIGH CLASS
ADVERTISING

P 75 $1.35

THE
MOST SEVERE
AND
DISTINCTIVE
TYPOGRAPHIC
DESIGNS

P 94 $1.00

NOT
APPROPRIATE
UNLESS
USED
WITH
PURE
TYPE
DESIGN

P 77 $1.35

PURE
DESIGN
FOR
REFINED
APPEAL

P 98 $ 85

A
DAINTY
BOOKLET
COVER
IN A
TINT
WITH
TYPE

P 83 $1.00

M 108 $ 75

Above prices are for electrotypes; size as shown.
Will Bradley's Art Service for Advertisers

Plates can be furnished in any size required.
FOR
PAGE ADVERTISEMENTS
COVER BORDERS
AND OTHER FORMS
OF REFINED
PRINTING

P. 64 $1.75

Univ Calif - Digitized by Microsoft ®
For special sizes see current price list.
FRUITS

M 13 $ .60

P 49 $1.65

M 132 $1.35

P 4 $1.75

Above prices for electrotypes, size as shown.
M 173 $ .75
AUTOMOBILE TOGGERY
OR ANY OTHER
BOOKLET
COVER

P 55 $1.75

PRINTERS & BINDERS

Quality

M 150 $.85

P 8 $1.75
For special sizes see current price list.
Will Bradley’s Art Service for Advertisers

PAGE
HEADINGS
CARD
OR
TITLE

M 165 $1.35

M 149 $1.00

Hundreds of Borders are available in any size and proportion for Magazine and Catalogue pages and General Printing.

M 110 $1.00

P 19 $1.65

M 166 $.75

M 167 $1.35

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PROGRAM for the Season of 1913-1914

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

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

DIAMONDS PEARLS JEWELRY SILVER WATCHES CLOCKS
A blocked zinc etching may be had of any of our designs in any size desired at the following rates:

**Small Sizes**

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

**Above Three Inches**

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

**Alteration**

$1 additional charge for change of proportion.

**Color Plates**

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

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

**Will Bradley’s Art Service for Advertisers**

131 East 23rd Street New York
CUTS
FROM
WILL BRADLEY'S
ART SERVICE
ARE ALL
NEW
AND UP TO DATE
IN DESIGN