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Book of letterheads set in type without aid of hand-lettering or special artwork, etc.. 1941

Williams, Robert A.

Evansville, Indiana: Robert A. Williams, 1941

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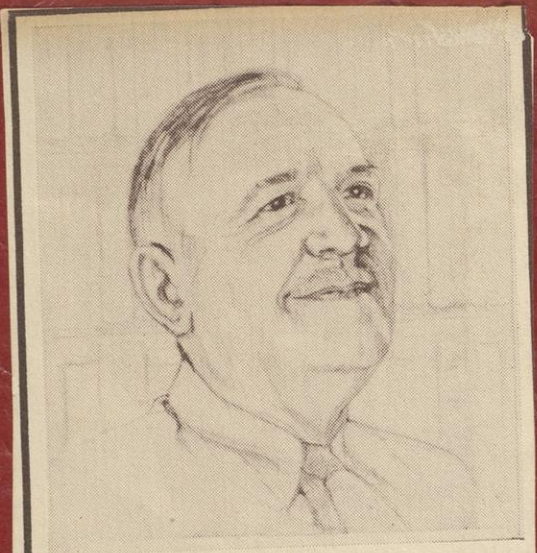
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Letterheads

BY ROBERT A. WILLIAMS



The W. A. Sumner Collection
in Agricultural Journalism

Silver Buckle Press

NO
100
12
6
1

NC
1002
.247
W55
1941

Book of



LETTERHEADS

**SET IN TYPE WITHOUT AID
OF HAND-LETTERING OR
SPECIAL ARTWORK ★ ETC**



**ROBERT A WILLIAMS
109 SYCAMORE STREET
EVANSVILLE ★ INDIANA**

NOVEMBER FORTY-ONE

Note: Due to the type of binding used, the letterheads in this book have been trimmed somewhat under standard size.



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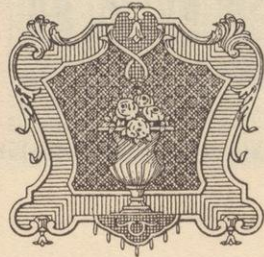
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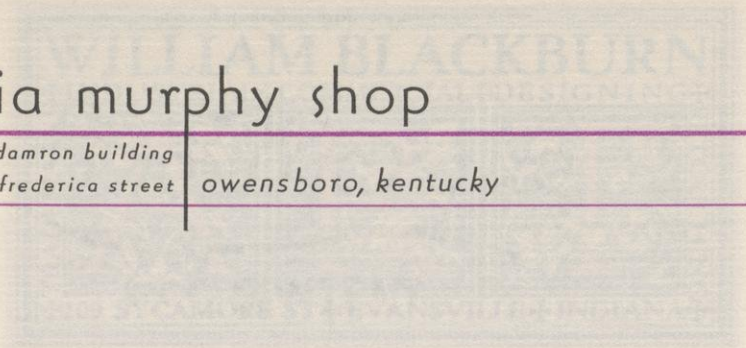
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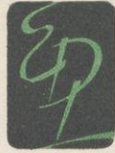
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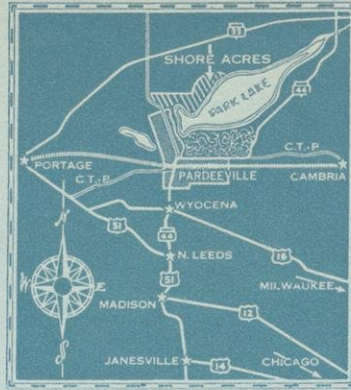
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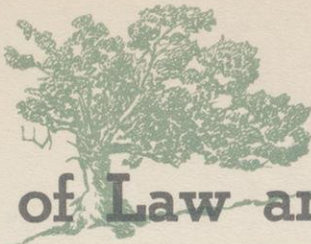
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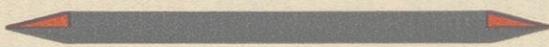
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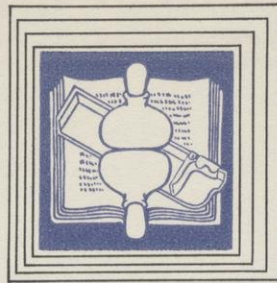
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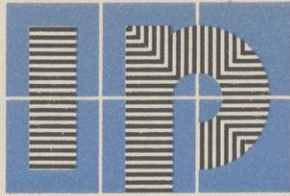
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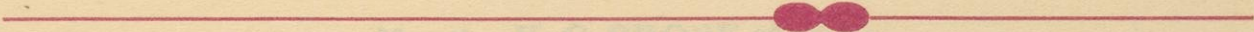
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Imagine Cheltenham Bold Outline in a striking modern letterhead — or rather, don't imagine it but look at it! The account-book background plus the typography of the major line certainly gives a different (and pleasing) effect. The description and address are also in Ludlow, the 12 point of Radiant Medium. The paper is Dictation Ledger, White, Substance 24 — a *Masterline Paper* as is its companion sheet, Dictation Bond.

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This is perhaps the soundest indication of Bodoni's versatility. An extremely simple arrangement that illustrates the strength of Bodoni alone, and the proper use of ornament. The initial is a Will Bradley Modern in 36-point from ATF. The ornament is Bernhard Cursive No. 15 from Bauer T.F. The characterful appeal of New Era Bond, White, Substance 20 is a choice paper selection here.

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This is an example of "magazine technique" in a letterhead, which you can verify by looking over many well laid out publications. It is strong without being offensive. The open letter is Ludlow's Delphian Open Title, the italic is 72 point Coronet, and the balance is 18 and 12 point Karnak Black. The paper is *Masterline* Sincerity Bond, White, Substance 24 — a fine 75% rag bond for letterheads and envelopes.

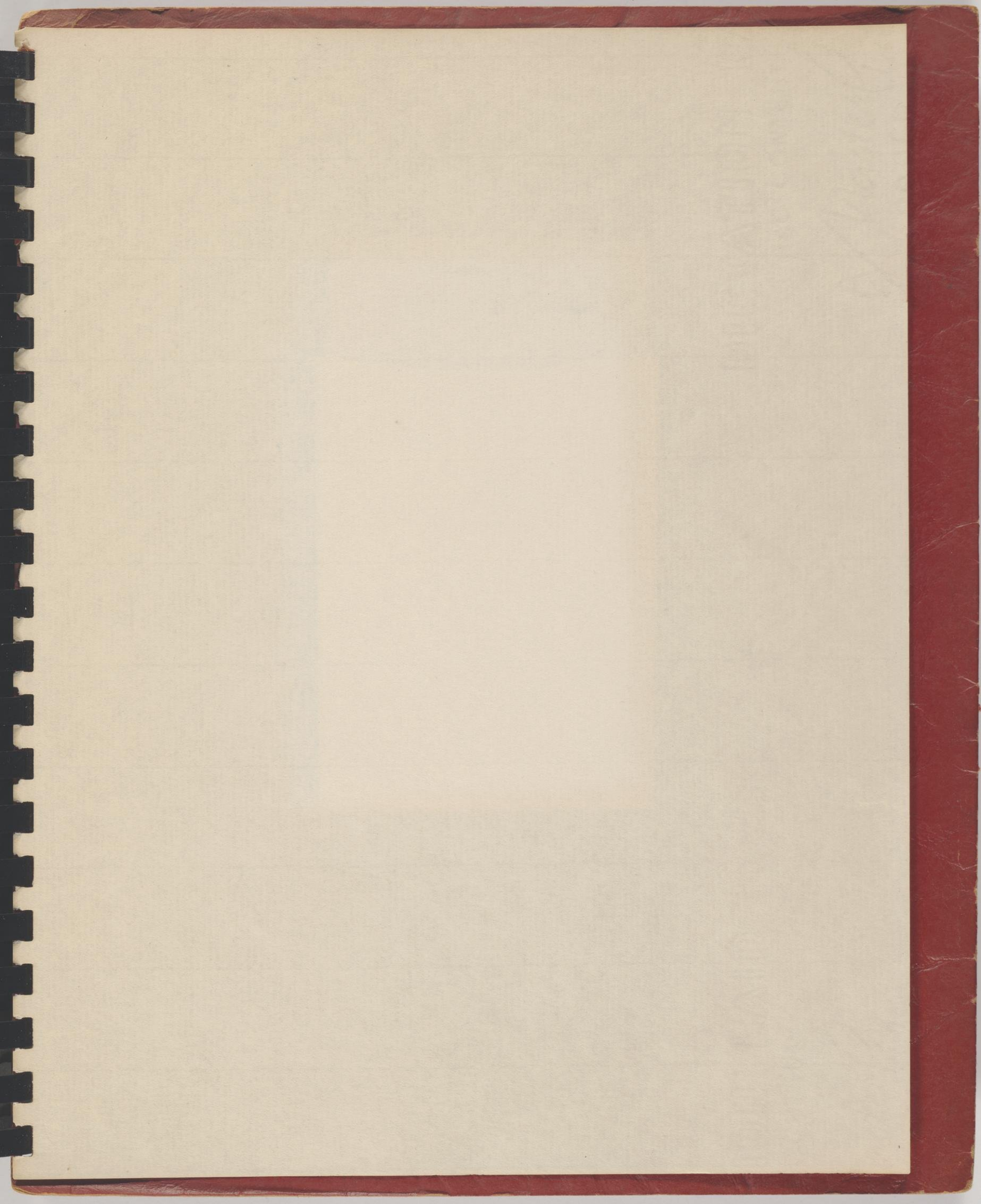
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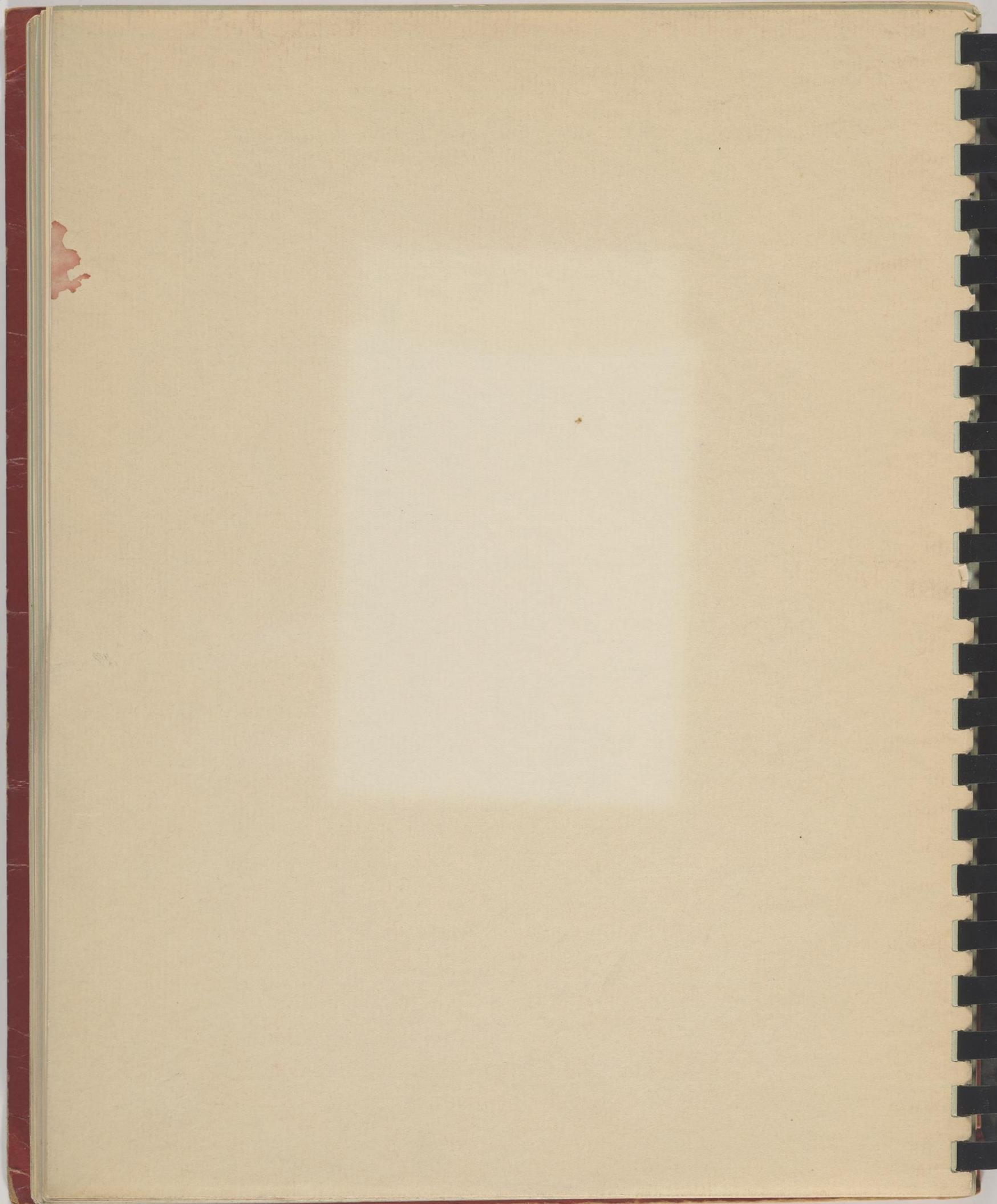
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