

Bauer types in use.

New York, New York: Bauer Alphabets Inc., [s.d.]

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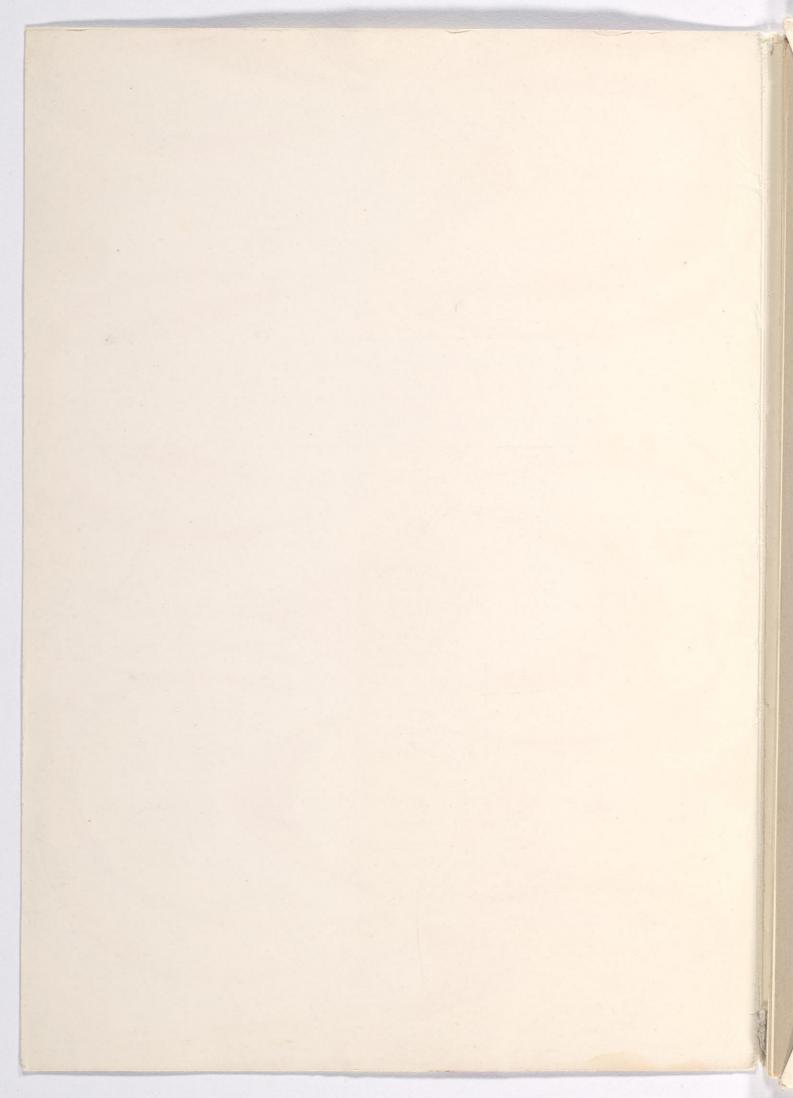
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BAUER TYPES IN USE

Bauer Alphabets Inc. 235 EAST 45TH ST. NEW YORK 17 VA 6-1263



A bow from Bauer

May we present to *you*...this Portfolio of compositions featuring the versatile performance of *Bauer* Types.

These distinctive faces, so mobile with expression, are modeled with incisive sculpturesque strokes.

Bauer faces have individual attributes. Properly cast, in the right role, they command spontaneous attention. Here, too, is style and stance that at once connotes quality and upgrades attitudes.

These types, so astutely studied in values, possess inherent symmetry that makes for finely integrated relationships. No matter how you use them, they resolve into visual fusions that result in persuasive scansions.

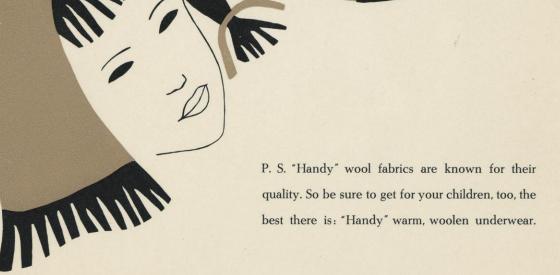
There is nothing to compare with hand-set types...they remain supreme and invite consummate craftsmanship. Then, they inspire minute modulations that create living effects...a refreshing relief from the rigid setness of mechanical methods.

Here is perfection in type that stems from a variety of carefully cultivated refinements, which responsively lend themselves to the most delicate adjustments. You may also look to *Bauer* faces for a multitude of diverting contrasts that afford a subtle inter-play of accents.

Please view the pages that immediately follow purely as typographic cues... cues that we sincerely hope will prompt you to devise even more compelling designs. The potential of these type faces is infinite.

SO WARM AND COMFORTABLE AND SO BEAUTIFUL!

How long were you looking for a warm, nicely-colored scarf? Here it is! "Handy" is just the scarf you wanted. Such fine material, such quality! And you can choose between many lovely shades. You can wear it with your coat, you may wrap it round your head, you can wear it with a pull-over to add some gaiety – you even may drape it round your waist – there is little you can't do with a "Handy". And there's no harm done if you are caught in the rain – your "Handy" won't wrinkle or shrink. It is also a perfect gift. Don't wait! Get your "Handy" today!



"HANDY" WOOL FABRICS · WASHINGTON, D.C.

Chairs



More than any other piece, the chair is the measure of fine cabinet making. The chair sets the keynote in styling and because of the finesse involved in fine chair making, it represents a challenge to both, the craftsman and designer.

The Ostermor collection includes 75 fine examples of modern chair making.



The Ostermor Furniture Inc.

Beauty is worth

caring for

SHADE TREES are among our most beautiful possessions. Nature endowed mankind with their beauty... but also made it necessary for man to protect this beauty against the attacks of insects and disease. Trees must be cared for. And, should you picture in your mind's eye your home without trees, then, surely, you will agree that their beauty is worth caring for.

Good tree care, scientific tree care costs so little to provide so much. The scientific way eliminates guesswork and needless loss; it means knowing what to do, and how and when to do it for best results. It means quick work with specially designed tools and materials, and efficient work by experienced, trained dendricians. The scientific way, backed by scientific laboratory research, experimentation and analysis, is best exemplified by The Bartlett Way.

THE BARTLETT TREE EXPERT CO.

HOME OFFICE AND RESEARCH LABORATORIES STAMFORD, CONN.

Lilies Exquisite Selections for Spring Planting

for loveliness stateliness brilliance

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LILLIAN CUMMINGS – Grenadine-red flowers on 3 to 5 ft. stems, flowers in July. Price \$1.00 each; \$10.00 per dozen.

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STATELY ARISTOCRATIC DELPHINIUMS – Field grown clumps in shades of heavenly blue with white bees, true blue, clear lavender-pink and deep violet, as well as pure white. Six ft. spires flowering in June and in September, if planted this Spring. Price \$1.50 each; \$15.00 per dozen.

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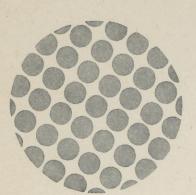


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As your children learn the first simple melodies, a magical world of music comes to life under their eager fingers, a world for them to keep and treasure all their lives. Time and time again, they'll thank you for their Acrosonic. Every Acrosonic Piano has the famous "full-blow" action, the big tone and beautiful design and finish

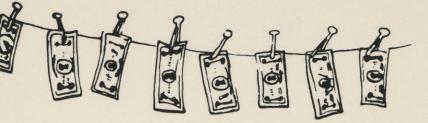
for which Baldwin is well known.

The Baldwin Piano Company

Crew

Cincinnati 2, Ohio

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What are the new trends

in decoration?

October HOUSE & GARDEN is an issue you won't want to miss because it is a first-hand report of new ideas in decoration. It shows you how to combine traditional furniture with modern, how to use color in stimulating new ways, how to create attractive room settings. Plus these exciting features:

A newsmaking collection of documentary prints in fabrics and wallpapers
The Italian Influence in new wrought iron furniture designed by Maurizio Tempestrini
Siam ... its colors, its influence on decoration today
How to coordinate your kitchen color scheme to the rest of your house
How to plan your holiday cooking now
Little bulbs to plant now for spring ... terraces planted to create a perfect setting
"A little honesty is a dangerous thing" by Russell Lynes



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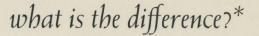
and then bring your friends,

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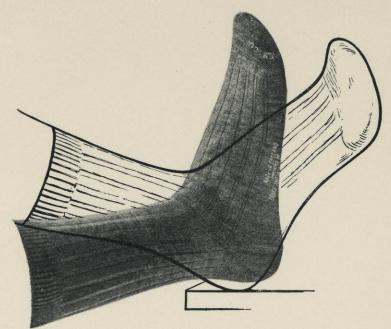
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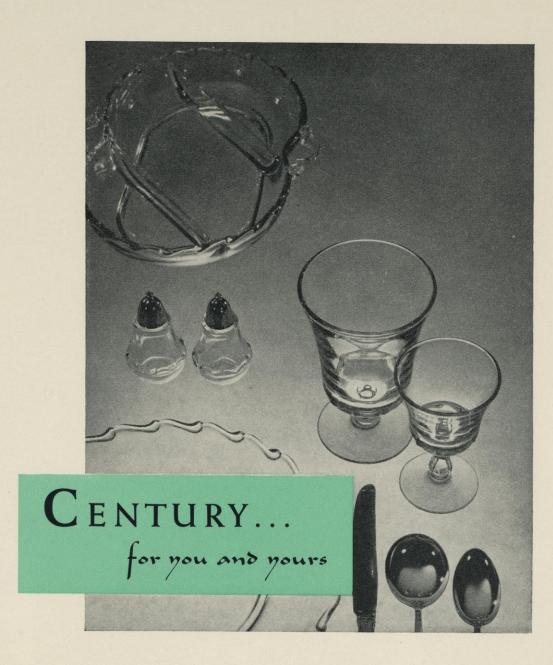




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THE LEAVES

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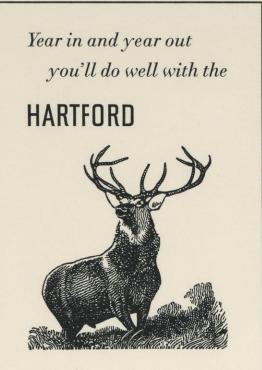
BATES FABRICS INC., 80 WORTH ST., NEW YORK 13



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How would you like to spend *all* your life on the sunny side of the street? Where the sun never sets — to shrink your horizons, to dim your eye, to weight your soul. Such a home, lighting-men have dreamed of for over 70 years, ever since Thomas Edison's first electric lamp — a home in which artificial lighting rivals nature's own. And now this home can be yours, brought within your reach by developments that make practical at last the home lighting sought for so many years. These developments include a great array of new, efficient lamp bulbs, lighting fixtures and portable lamps — and electricity now available for everyone at low cost. Using all of these facilities, General Electric home lighting specialists have prepared a complete set of recipes for light conditioning any American home. These simple, concise suggestions show how to get the best lighting for work, play, reading, sewing, cooking and every other home seeing task. They introduce a new concept in home lighting the "Light Conditioned" home — the home where the sun never sets.





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in a class by itself

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ELIZABETH ARDEN

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Both with black velveteen

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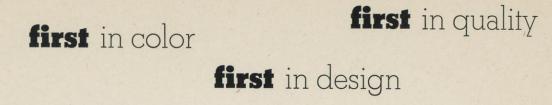
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