

# Specimen book of American line type faces: American point line, point body and point set. [1903]

American Type Founders Company Buffalo, N.Y.: American Type Founders Company, [1903]

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# AMERICAN LINE

# TYPE

POINT LINE..POINT BODY..PUINT SET

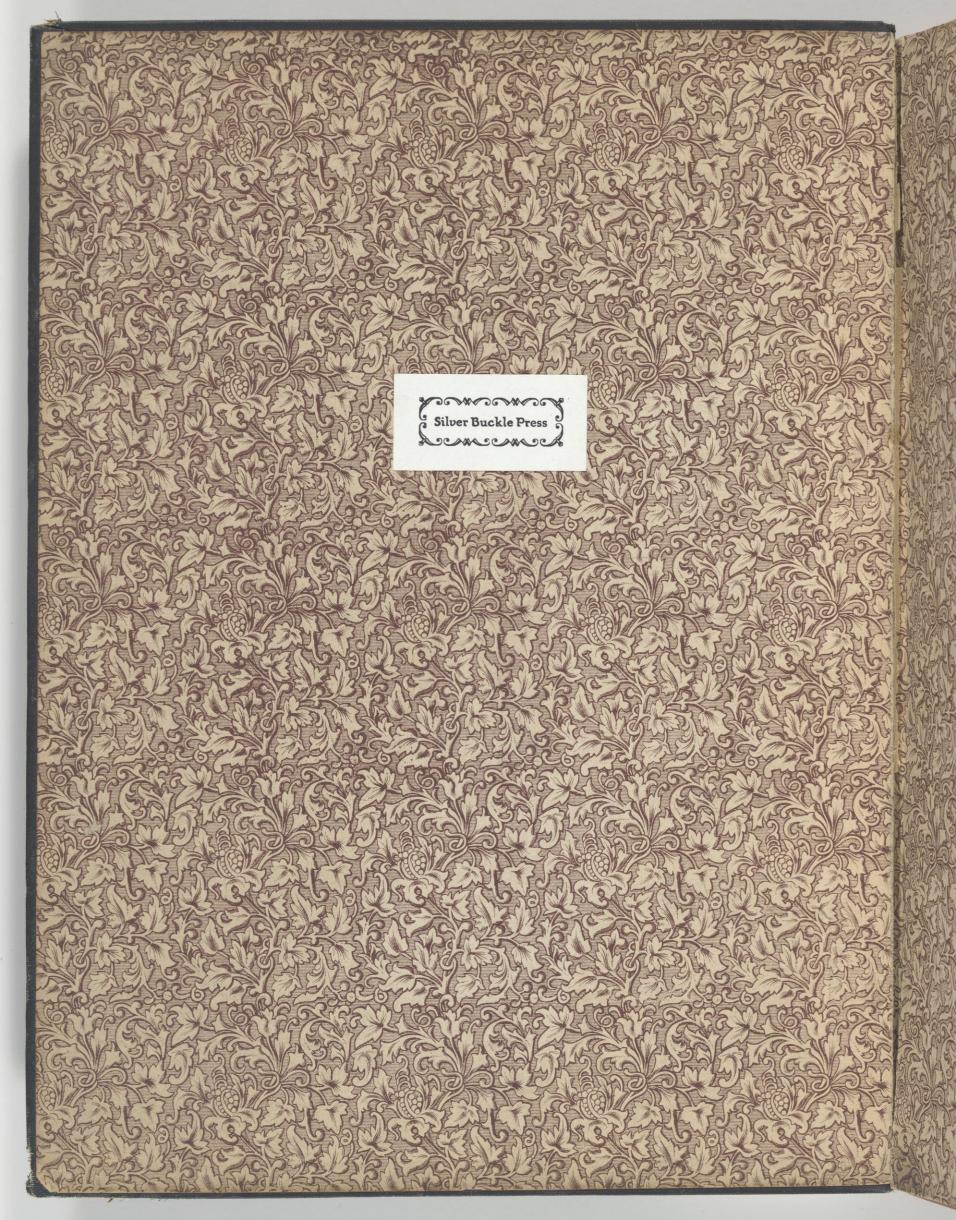


AMERICAN TYPE FOUNDERS CO.

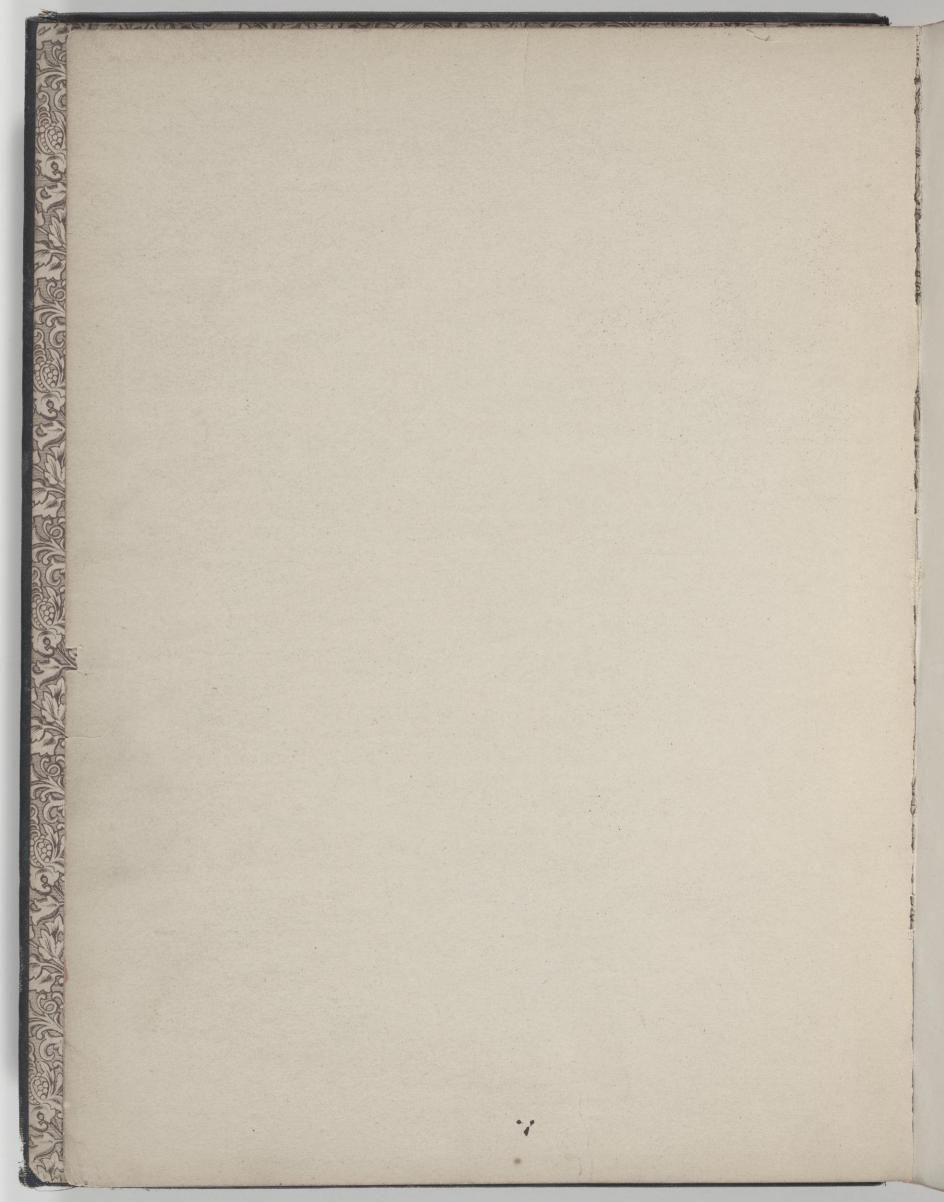


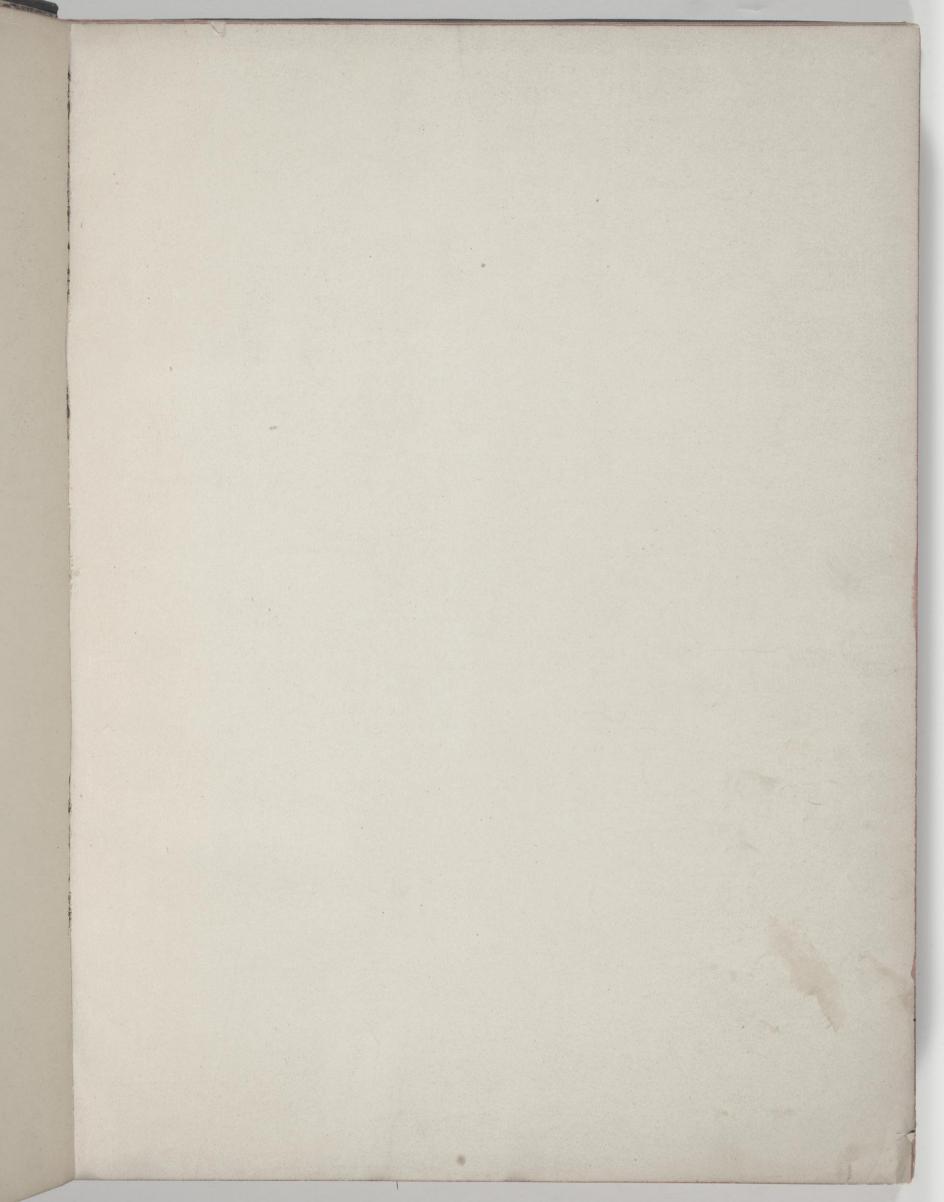


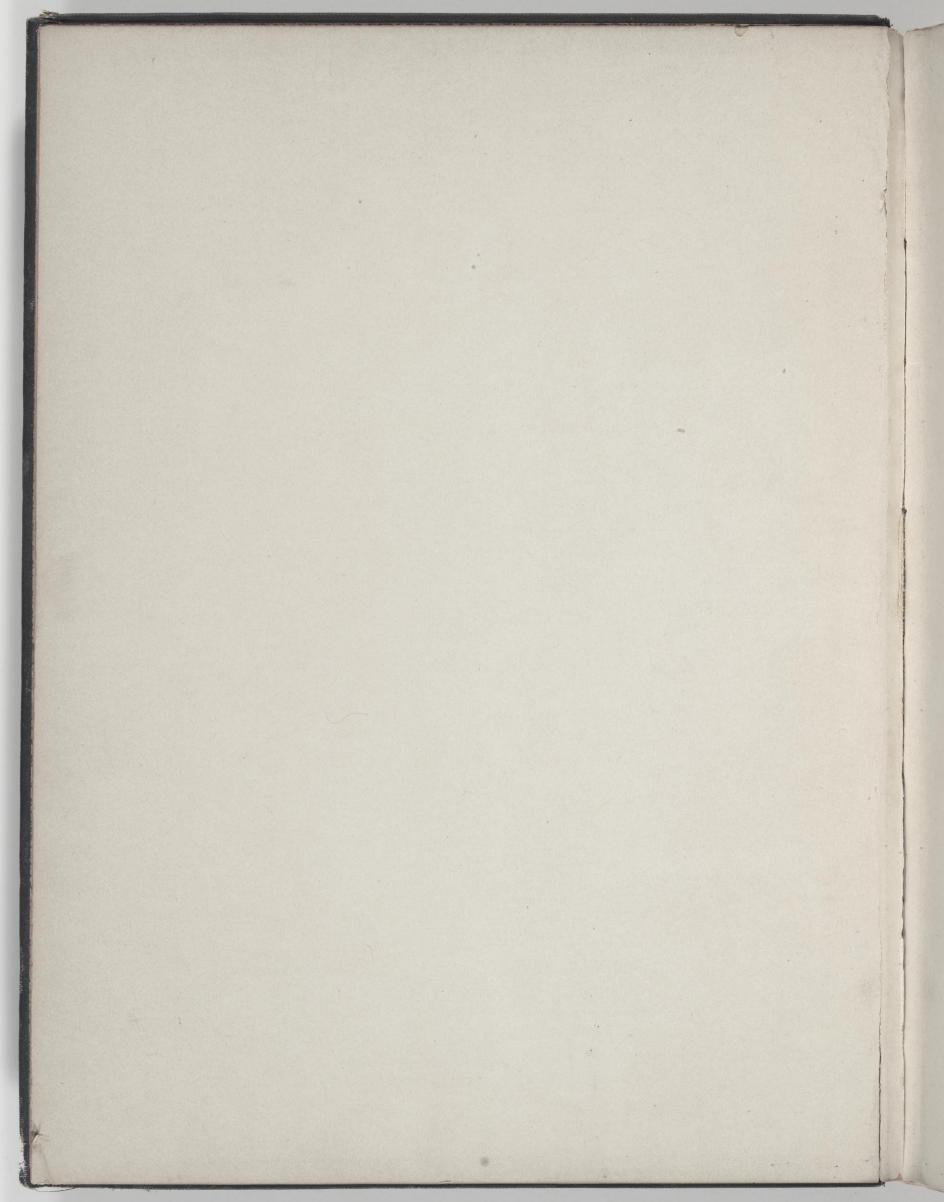
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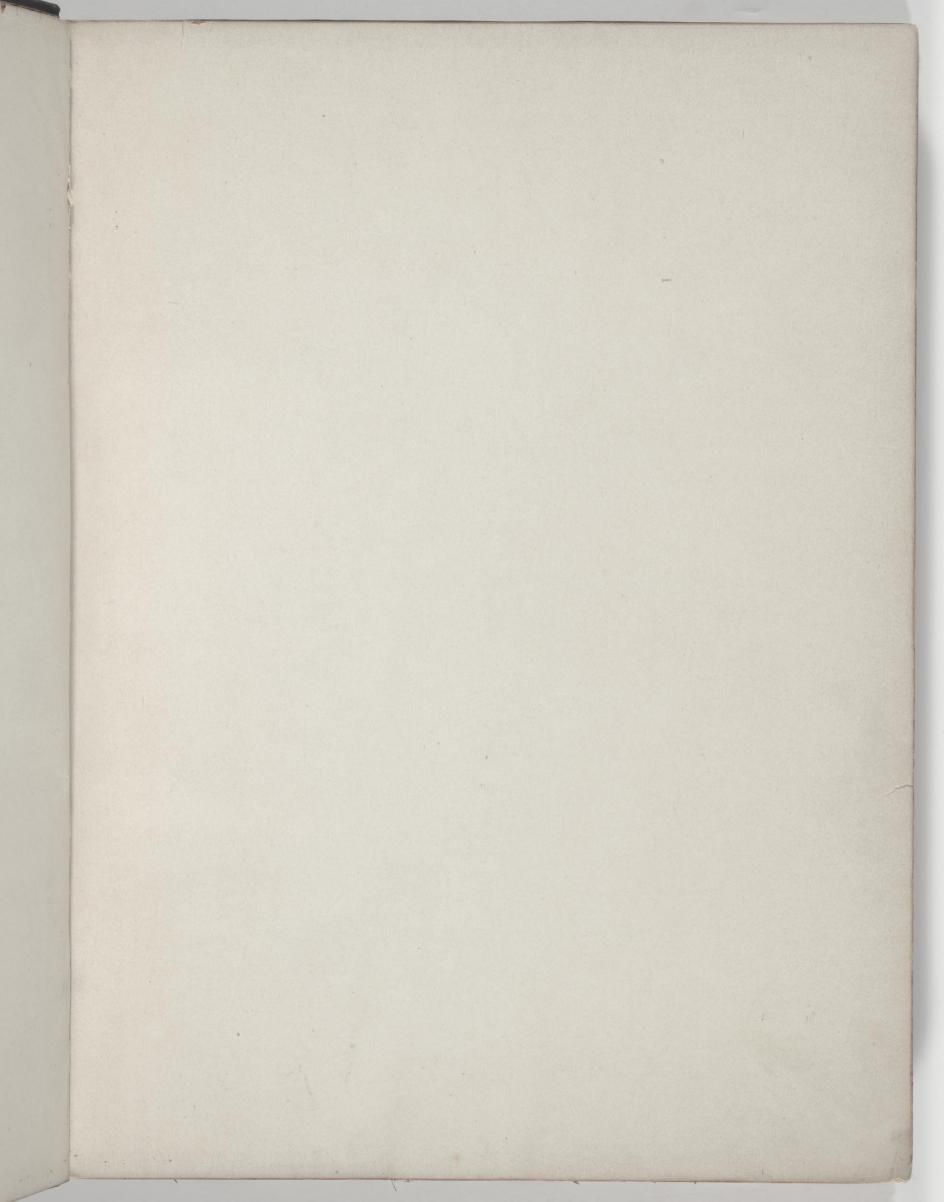


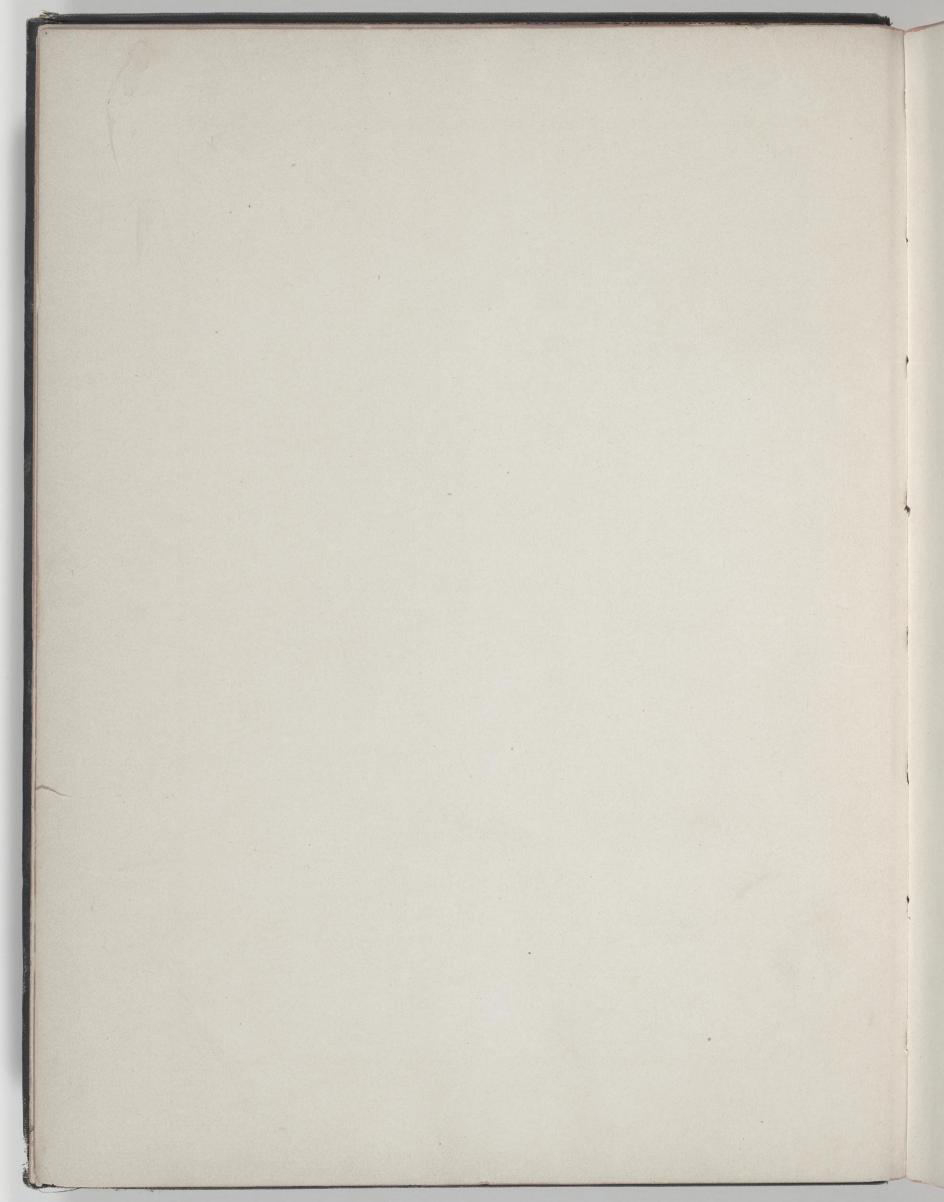












# SPECIMEN BOOK

OF

# AMERICAN LINE TYPE FACES

AMERICAN POINT LINE, POINT BODY AND POINT SET



# AMERICAN TYPE FOUNDERS COMPANY

UNITED STATES OF AMERICA

# AMERICAN TYPE FOUNDERS CO.

# SELLING HOUSES:

BOSTON	270 Congress Street
NEW YORK	Rose and Duane Streets
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PITTSBURGH	323 Third Avenue
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CHICAGO	. 203 and 205 Monroe Street
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ST. LOUIS	Fourth and Elm Streets
KANSAS CITY	610 Delaware Street
MINNEAPOLIS	24 First Street, South
DENVER	1621 Blake Street
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SEATTLE	312 Second Avenue, S.
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LOS ANGELES	121 North Broadway
SAN FRANCISCO	405 Sansome Street
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CRESCENT TYPE FOUNDRY346 Dearborn Street, Chicago, Ill.
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M. P. McCOY, Limited Phœnix Place, Mount Pleasant, W. C., London, Eng.
F. C. McCULLAGH Plaza Goiti, Corner Santa Cruz Bridge, Manila, P. I.

# TO PRINTERS AND PUBLISHERS

THIS Specimen Book of American Line Type Designs shows a more varied and larger display of faces cast on Point Line, Point Body and Point Set than has hitherto been shown by any other type foundry.

¶ These Popular American Type Faces are the product of the American Type Founders Company, which produces more original and artistic type faces than all other foundries combined.

The specimens have been arranged in a popular style, including many illustrations of practical display, which demonstrate the adaptability of the designs to the ordinary every-day work. The sketchy and artistic Borders and Ornaments have all been designed by artists with a view to meet the exactions of those interested in attractive typography.

The popularity of American Type Designs is due to the fact that they are cut for a definite purpose. They embody a style in the designing which is never successfully imitated. The value of the type is further enhanced by the fact that the designs are cast in complete series.

¶ All of our type is cast from Copper Alloy metal, which is the hardest, brightest, lightest and most durable of all metals.

American Type Founders Co.

United States of America

Houses in all Principal Cities

# AMERICAN LINING SYSTEM

# AMERICAN POINT BODY—AMERICAN POINT LINE AMERICAN POINT SET

the the the the

Every face on Common Line will line at the bottom with all faces cast on same body and line; and by using point leads each size will line with all other sizes cast on either Common, Title or Script Lines.

This explanation also applies to Title and Script Lines.

The example on this page illustrates practically the 6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 54, 60 and 72 point sizes of Lining Jenson Old Style No. 2 aligned with point justification. To better illustrate the system, one-point brass rule was used in aligning the thirteen sizes—each fine line representing a one-point lead.

- I. American Common Line—the line common to the majority of faces.
- II. American Title Line—includes type faces cast in cap fonts or with short descenders.
- III. American Script Line—embraces Script and other faces with long descenders.

The American Lining System is the perfection of the systems adopted by the type foundries of this country. It includes Point Body, Point Line and Point Set.

The value of the *American Lining System* is here exemplified in the use, **without justification**, of different type faces cast on **Gommon Line**—a feature that must **commend** itself to all printers for its **simplicity** and **practical use**.

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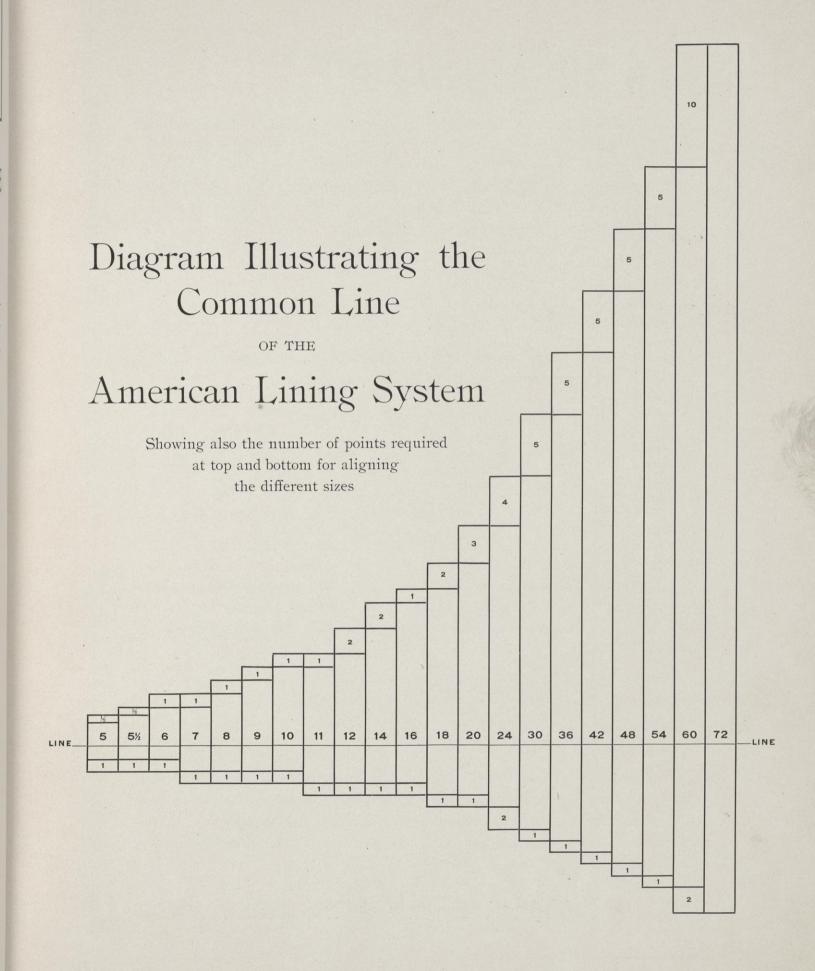
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# JOB TYPE FONTS

Printers will please notice that in this AMERICAN LINE Specimen Book all Cap, Small Cap and Lower Case job fonts are put up and priced separately. This will enable the printer to order an additional font of either Caps, or Small Caps, or Lower Case, when extra characters are required. By ordering additional fonts of either Caps, or Small Caps, or Lower Case, the use and value of the font is permanently increased.

# BODY TYPE FONTS

The Body Type shown in this AMERICAN LINE Specimen Book is put up in packages as indicated by the following table:

FONT.	CAPS.		SMALL CAPS.		POINTS.		FIGURES.		LOWER CASE.		SPACES.		QUADS.	
	LBS.	oz.	LBS.	oz.	LBS.	oz.	LBS.	oz.	LBS.	oz.	LBS.	oz.	LBS.	oz.
25-lb.	2	8	1	8	1	1	1		14	11	2	8	2	8
50-lb.	5		1	8	2	2	2		29	6	5		5	
100-lb.	10		3		4	4	4		58	12	10		10	

Printers desiring extra Caps for a 25-lb. font can so order, in which case they will receive 2½ lbs. of Caps; or, if desiring a larger quantity of Caps, can order Caps for a 50-lb. font, in which case they will receive 5 lbs. of Caps.

The same rule applies to Small Caps, Points, Lower Case, and Spaces and Quads. We will supply packages of the weights given above, or any multiples thereof, of any of our Body Type fonts, at regular prices and without delay.

References, Braces and Dashes, Leaders, Fractions and Commercial Marks are not put up with regular Body Type fonts, but if wanted must be ordered in about the following quantities or multiples thereof: References, ½ lb.; Braces and Dashes, 1 lb.; Leaders, 5 lbs.; Fractions, 1 lb.; Commercial Marks, 1 lb.

American Type Founders Co.

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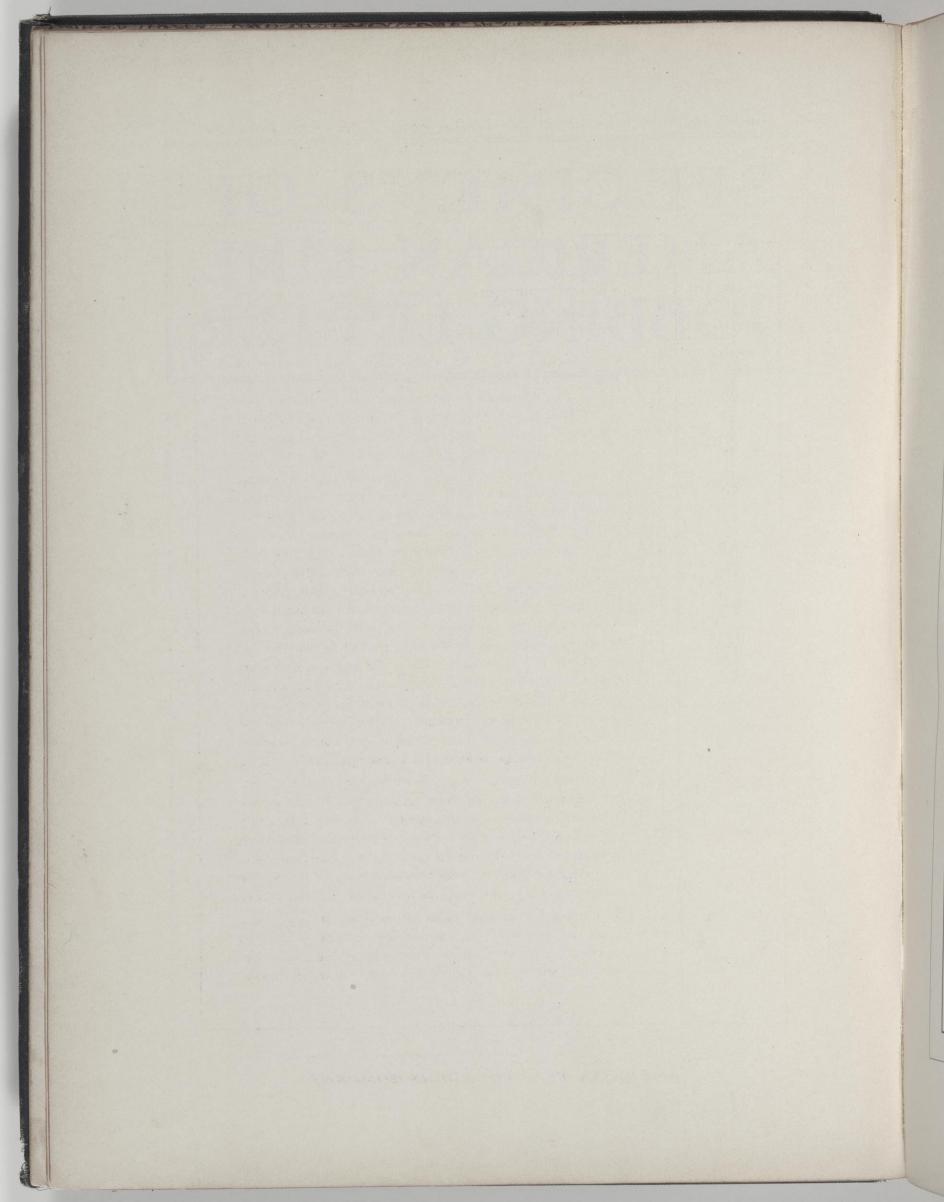
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174 174



# THE DELLA ROBBIA SERIES

For a Complete Showing, see the following page



ABOUT THE DELLA ROBBIA SERIES OF TYPES BORDERS AND ORNAMENTS SHOWN ON THE FIRST SEVEN PAGES OF THIS SPECIMEN BOOK



UCA DELLA ROBBIA was a sculptor of Florence, in the time when Florence was the garden of the world. He was born in the year 1400, and is the greatest of a long family of artisans who carried out with but slight

variation, and slight inferiority, the traditions he established. Becoming weary with the limitations of the hard marble in which he began to work, his genius burst into the invention of a broader and readier means of expression for itself in the form of a kind of glazed white pottery-ware with which his name became generally identified and to which he justly owes his fame. To the bas-reliefs executed in this material it became possible for Luca to contribute a little coloring. invariably a soft blue tint in the backgrounds, just like the sky beneath which he worked, and never with the weak motive of reproducing the colors of the objects which he modeled, but for pure love of color itself. About the artistic and delicate groups in the center of these relief panels (quite naturally religious in subject and far beyond the scope of this writing), acting as a sort of architectural foundation or framework to them, he wrought decorations of fruit and flowers and a great variety of quaint conceits with luxurious and almost inexhaustible charm.

If But most interesting to our purpose was his use of the simple and beautifully proportioned roman letters which came to play so important a part in the decorative portions of Luca's work, and in that of his successors. No other sculptor of his glorious time seemed to understand the value of the roman characters, or to delight in their use, with quite such a perfect facility for combining them with appropriate and harmonious decoration.

And it is this particular phase of his work, this simple and ingenious combination of ornament and lettering, which has suggested the present showing, of which in this point we believe the Della Robbia is the richest and most representative.

### THE DELLA ROBBIA SERIES

Patent applied for

6 POINT

22 A \$1 00 45 a \$1 00 \$2 00

THE DELLA ROBBIA SERIES OF TYPE, BORDERS AND ORNAMENTS Shown on this and the following five pages, is one of the most complete and elaborate series designed and cast in recent years. The complete series comprises fourteen sizes ranging from 6 Point to 72 Point, All of which are shown on this page. 84 These 1903

8 POIN

20 A \$1 10 40 a \$1 15 \$2 25

A PRACTICAL DISPLAY OF THE SERIES AS SHOWN ON The following pages should demonstrate to the practical printer that his money could not be put to better use than to purchase the Della Robbia series, which should prove itself a dividend-paying type for many days

10 POINT

18 A \$1 25 36 a \$1 25 \$2 50

THE BORDERS, FESTOONS & ORNAMENTS Initials and Word Terminals, harmoniously designed to work with the Della Robbia style of letters, make it one of the most valuable type series of the present day

19 POINT

15 A \$1 40 30 a \$1 35 \$2 75

BEAUTIFUL AND DIGNIFIED CAPITALS Special attention is directed to the beautiful form given to the Capitals, some of which are made in two styles. Several Logotypes also furnished

14 POINT

12 A \$1 60 24 a \$1 40 \$3 00

MOST DURABLE TYPE STYLE Exceptionally Strong Wearing Quality a commendable feature of the series 5

18 POINT

8 A \$1 60 15 a \$1 40 \$3 0

HISTORIC SCULPTURES Series inspired by the works of a famous Italian artisan and 610

24 POINT

5 A \$1 60 12 a \$1 90 \$3 50

WE ARE LEADERS In serviceable type faces

30 POINT

5 A \$2 50 8 a \$1 75 \$4 28

THE FASHIONS Superior Quality 46

36 POINT

4A \$2 60 8a \$2 65 \$5 25

FOUR PINTS Extract of Lime LUCIA
Board 2

80 POINT

0 4 05 00 4 - 00 05 00 05

# HOMES Desirable

54 POINT

A \$4 10 4a \$2 90 \$7 00

MAIDEN
Winsome

48 POINT

3 A \$3 90 4 a \$2 60 \$6 50

ARTISTIC Costumes 6

42 POINT

3 A \$3 10 5 a \$2 15 \$5 25

QUALIFIED For Best Jobs

Shown in Practical Display on the following pages

For Sizes and Prices, see opposite page

10 POINT

Point Set

18 A \$1 25 36 a \$1 25 \$2 50

THE DELLA ROBBIA SERIES OF PRINTING TYPE & UNIQUE BORDERS AND ORNAMENTS



ELLA ROBBIA was a sculptor of Florence, in the time when Florence was the garden of the world. He was born in the year 1400, and the greatest of a long family of artisans who carried out with but slight variation, and slight

inferiority, the traditions he had established. Becoming weary with the limitations of the hard marble in which he began to work, his genius burst into the invention of a broader and readier means of expression for itself in the form of a kind of glazed white pottery-ware with which his name became

THE HADDON HOUSE RICHMOND, VA.

·M·E·N·U·

AUGUST TWENTY-SIXTH, 1903

LITTLE NECK CLAMS

20

BISQUE OF LOBSTER

OLIVES

CELERY

RADISHES

MB, MINT SAUCE POTATOES

GREEN PEAS

CE SALAD

ICE CREAM

ED CAKES

OFFEE



J. I. PALMER
FLORIST
MUNRO AVENUE
BALTIMORE, MD.

8 POINT

20 A \$1 10 40 a \$1 15 \$2 28

THE DELLA ROBBIA SERIES OF UNIQUE PRINTING TYPES AND BORDERS, ORNAMENTS AND FESTOONS



HE sculptor, Luca Della Robbia, of Florence, in the time when Florence was the garden of the world, was a famous artisan. If He was born in the year 1400, and the greatest of a long family of artisans who carried out with slight variation, and slight inferiority, the traditions he

established. If Becoming weary with the limitations of the hard marble in which he began to work, his genius burst into the invention of a broader and readier means of expression for itself in the form of a kind of glazed white pottery-ware with which his name became generally identified and to which he justly owes his fame. If To the bas-reliefs executed in this material it became possible for Robbia to add a little color, nearly always a soft blue tint in the backgrounds, like the sky beneath which he worked; but never with the weak motive of reproducing the

EVERYTHING FOR THE PRINTER AND BOOKBINDER

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LEADING LET

UNITED

SALESROOMS IN ALL PRINCIPAL CITIES 6 POINT

22 A \$1 00 45 a \$1 00 \$2 00

THE DELLA ROBBIA SERIES OF PRINTING TYPES AND BORDERS, ORNAMENTS AND FESTOONS. 🖧 ATTRACTIVE AND BEAUTIFUL



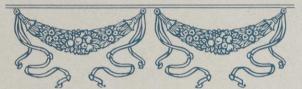
It the time when Florence was the garden of the world, Luca Della Robbia was a sculptor of that city. He was born in the year 1400, and the greatest of a long family of artisans who carried out with but slight variation, and slight inferiority, the traditions he established. Becoming weary with the limitations of the hard marble which he began to work, his genius burst into the invention

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For Prices of Della Robbia Borders and Ornaments, see pages 286 and 287

For Sizes and Prices, see page 2

# DISTINCTIVE TYPE DESIGNS



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WEST INDIES

January eleventh

MEXICO

February fifteenth

NEWFOUNDLAND

March twenty-first

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A DESCRIPTION OF THE UNIQUE PRINCIPLES UPON WHICH THEY WERE CONSTRUCTED AND FINISHED, BY ROBERT MUNCHAUSEN. TRANSLATED INTO ENGLISH AND FRENCH BY SIR MICHAEL ADDYTON SYMONDS, M. A.



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**AMERICAN** TYPE FOUNDERS CO.

LEADING LETTER FOUNDER

BERMUDA
July fifteenth

THE HOLY LAND
August third

HAVRE
September first

STOCKHOLM
October twentieth

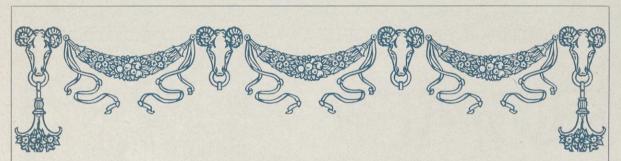
ALGIERS
November sixteenth

CONSTANTINOPLE
December thirteenth

For Prices of Della Robbia Borders and Ornaments, see pages 286 and 287

AMERICAN TYPE FOUNDERS COMPANY

For Sizes and Prices, see page 2



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AND

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For Prices of Della Robbia Borders and Ornaments, see pages 286 and 287

AMERICAN TYPE FOUNDERS COMPANY

For Sizes and Prices, see page 2

AN ILLUSTRATED LECTURE

On the Works of

# HOMER

By EMANUAL MARCEDES, M. A.

Professor of Arts and Literature in the Edinburgh University



In the Assembly Rooms of the Stockton Literary Club Sixteenth and Franklin Streets

Thursday Evening, June 25th, 1903

EIGHT O'CLOCK SHARP

# RVGS

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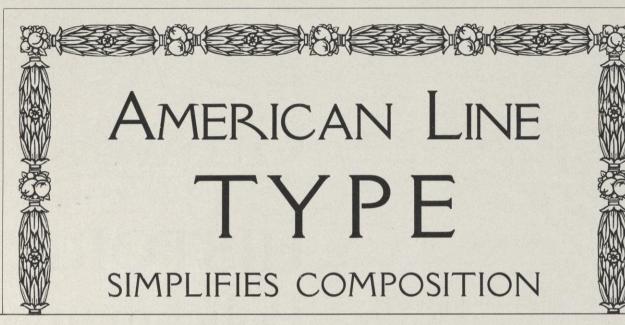
(OPPOSITE FOUNTAIN SQUARE)

The growing popularity of our Stores is due to the fact that we were the pioneers in this city to establish reasonably low prices for such goods as are found only in first-class outfitting establishments. We guarantee satisfaction on all purchases or money refunded.

For Prices of Della Robbia Borders and Ornaments, see pages 286 and 287

 $>\!\!000\!\!>\!000\!\!>\!000\!\!>\!000\!\!>\!000\!\!>\!000\!\!>\!000\!\!>\!000$ \!>

For Sizes and Prices, see page 2



# American Type Founders Company

LOCATION OF HOUSES

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funded.

LOCATION OF HOUSES:

AU AU AU

BOSTON NEW YORK
PHILADELPHIA

BALTIMORE PITTSBURGH
BUFFALO
CINCINNATI CLEVELAND
CHICAGO
KANSAS CITY ST. LOUIS
MINNEAPOLIS
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SAN FRANCISCO
SPOKANE PORTLAND, ORE.
SEATTLE VANCOUVER B. C.

Originator of the Popular Fashions in Types, and the World's Largest Outfitter of Machinery and Materials for the Printing Office and Bindery

> Complete Printing Office Outfits Furnished on Short Notice

Order from Nearest House



AMERICAN TYPE FOUNDERS COMPANY

### THE GRASSET SERIES

6 POINT

24 A \$1 00 48 a \$1 00 \$2 00

A GLIMPSE OF THE GREAT LAKES DELIGHTS FOREIGNERS A GLIMPSE OF THE GREAT LAND.

Nothing so touches the imagination of the foreigner who visits the United States,

Nothing so touches the imagination of the foreigner who visits the United States,

On Park of Reliable and Park of the Great Lakes. I shall

especially if he be a ship loving German or Britain, as the Great Lakes. I shall not soon forget the astonishment expressed by a ship acquaintance, an Englishman, upon looking through the great canal at the "Soo," where some 34,678

8 POINT

22 A \$1 10 44 a \$1 15 \$2 25

WRITERS OF FICTION SACRIFICING ORIGINALITY

Human nature is complex, many-sided, even self-contradictory to any but the most penetrative view; and so slender are the resources of literature for dealing with such a paradox as a man, that many writers of fiction are continually sacrificing the originality of 1234

20 A \$1 15 40 a \$1 20 \$2 35

CHINESE MATTING DIRECT FROM THE EAST

The conditions governing the selection of mattings include the inspection of the straw itself, for on the straw depends the "life" of the matting. Our representative at Canton, China, inspects the matting made by the Chinese before 987

10 POINT

18 A \$1 25 36 a \$1 25 \$2 50

FLOWERS THAT BLOOM IN THE SPRING

To the true lover of nature, no outdoor days are ever melancholy. And of all the year, the glorious days of early spring, when nature seems to have been aroused and awakened from her long sleep by the warm 45602

11 POINT

16 A \$1 20 32 a \$1 20 \$2 40

PRINCIPAL CITY OF THE PHILIPPINES

Manila, the capital of the Philippines, was well chosen, for no site among all the islands combines so many advantages. Its climate and location are excellent and healthful, especially along the 2345

12 POINT

14 A \$1 20 28 a \$1 30 \$2 50

GRECIAN TOWNS AND SEAPORTS

Malta boasts of many remarkable attractions for the enthusiastic archæologist. Its western and southern shores are almost riddled with Phœnician tombs and dwellings 15327

14 POINT

12 A \$1 20 24 a \$1 30 \$2 50

STRANGE NATIVE HEADGEAR

Imagine an immense hood of black silk falling to the knee, gathered fanwise on one side of the head and curved 563

3 A \$4 75 5 a \$3 25 \$8 00

LEMON Grower 7

# HISTORIC Policeman 8

5 A \$3 00 8a \$2 25 \$5 25

LOST CHAIN Broken Links 5

MERRY CHILDREN Frolic on the Lawn 36

9 A \$1 55 16 a \$1 45 \$3 00

HANDSOME CLOTHING For the Easter season rich and exquisite creations in wraps 14

12 A \$1 60 20 a \$1 40 \$3 00

HISTORY OF ANCIENT CITY In the beautiful Library of Malta we refreshed our memory on 290

Grasset Italic in Preparation

an Point Set nan 8 HAIN inks 5 TA 81 80 144 81 90 81 ILDREN Lawn 36 92 \$1 55 154 \$1 45 \$10 LOTHING son rich and in wraps 14 MARO MARO ES CIENT CITY

ary of Malta

mory on 290



which is shown opposite and on the following six pages of this book is an entirely new creation, with decidedly pleasing and distinctive features which render the series adaptable to many classes of neat printing. Its wearing qualities are unsurpassed.

# A SERVICEABLE LETTER

A review of the following pages will give the practical printer a better idea of the value of this unique series than words can tell. For sizes of fonts, prices and further particulars, reference may be made to opposite page.

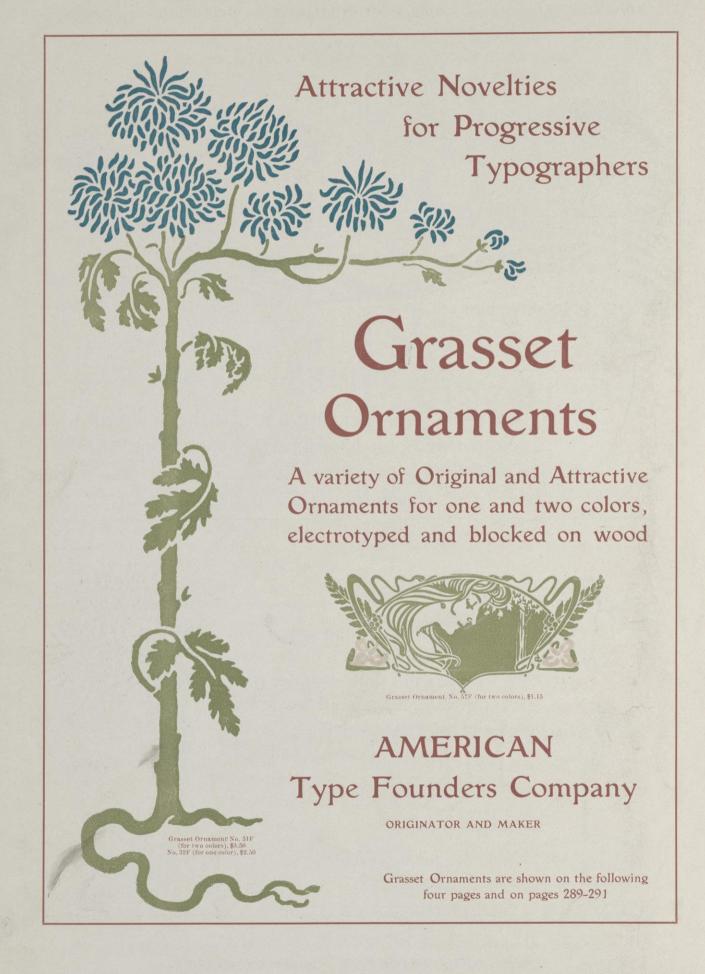
AMERICAN
Type Founders Company

LEADING LETTER FOUNDER

United States of America



8



# GRASSET SHOWN IN PRACTICAL DISPLAY

For Sizes and Prices, see page 8



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Attractive

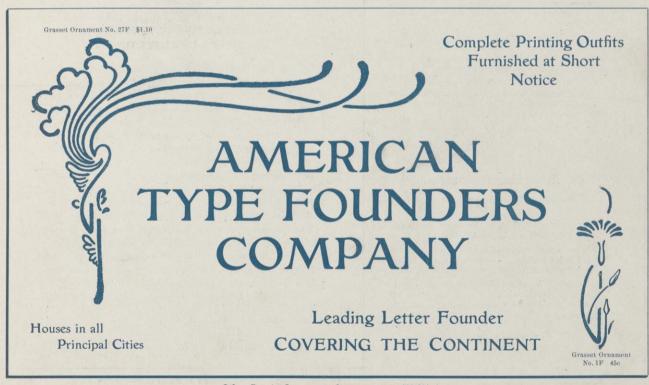
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on the following





Other Grasset Ornaments shown on pages 289-291

### THE GRASSET SERIES





6 Point

8 Point

**SPECIMENS** 

### THE POET LAUREATE.

"I can't understand a word of it," said Beatrice, as the poet laureate shut up the banjo and put his feet back in his pocket.

"Of course not," replied the poet. "I should lose

my head if you did."
"Well," said the queen, "let's have dinner."
"Please, ma'am," said the new servant girl, "the Minister of War is down stairs and wants to see you.

Tell him to come up," said the queen, "and to be sure he wipes his boots.

While we are waiting," said the poet, "perhaps you will like this better:

"O, bottlefly and bumblebee,

O, centipede and humble flea,

O, earwigs and thrifty ants,

That often clamber up my-

"That will do," said the queen, "you can go now." The poet laureate put on his wreath, took the best umbrella out of the stand, and went out into the yard and laid down in his barrel.



### SOME IDLE THOUGHTS.

The easiest way for a person to court failure is not to strive for success.

A man runs into debt, but the return trip is generally a slow and painful crawl.

When a printer shows that he is thoroughly interested in his business, his business is sure to become interesting to others.

Experience is to man what the squeezer is to the lemon. If there is anything in a man, experience will bring it out; if there is nothing in him, it will leave him empty as it found him.

6 POINT 24 A \$1 00 48 a \$1 00 \$2 00

### A RECEIPT FOR SALAD.

To make this condiment your poet begs the pounded yellow of two hard-boiled eggs; two boiled potatoes, passed through kitchen sieve, smoothness and softness to the salad give; let onion atoms lurk within the bowl, and, half suspected, animate the whole; of mordent mustard add a single spoon-distrust the condiment that bites so soon; but deem it not, thou man of herbs, a fault to add a double quantity of salt; four times the spoon with oil from Lucca crown, and twice with vinegar, procured from town; and lastly, over the flavored compound toss a magic soupcon of anchovy sauce. Oh, green and glorious! Oh, herbacious treat! 'Twould tempt the dying anchorite to eat; back to the world he'd turn his fleeting soul, and plunge his fingers in the salad bowl; serenely full, the epicure would say: "Fate cannot harm me-I have dined to-day."

9 POINT 20 A \$1 15 40 a \$1 20 \$2 35

## HOW THE DESK BOOK OF THE AMERICAN TYPE FOUNDERS COMPANY APPEALS TO PRINTERS IN AUSTRALIA.



HE Twentieth-Century Desk Book of Printing Types, issued by the American Type Founders Company, lies before us. The book contains 1168 pages, and, like the Company, is the largest of its kind in the world. The American Type Founders Company is the originator of the American Point Lining System, which insures absolute uniformity in the sizes

of type of different characters, and also of hollow casting in type of the larger sizes, thus securing a minimum of weight. This Specimen Book is a compendium of useful information, a dictionary of most of the best type fashions known to the craft, besides being a catalogue of general requisites.

The Company possesses foundries in New York, Boston, Philadelphia, Chicago, St. Louis, Cincinnati and San Francisco, and all types cast in the different foundries are made exactly to the same scale and work together, just as the footrule is the same length in every country.

-Extract from the Typographical Journal, Australia.

8 POINT 22 A \$1 10 44 a \$1 15 \$2 25

GRASSET ITALIC in Preparation

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Printing Types,

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and San Fran-

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ALS TO

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# THE GRASSET SERIES

### THOSE EVENING BELLS.

Those evening bells! those evening bells! How many a tale their music tells
Of youth, and home, and that sweet time
When last I heard their soothing chime!

Those joyous hours have passed away: And many a heart that then was gay, Within the tomb now darkly dwells, And hears no more those evening bells.

And so 'twill be when I am gone—
That tuneful peal will still ring on;
While other bards shall walk these dells
And sing your praise, sweet evening bells!

10 POINT 18 A \$1 25 36 a \$1 25 \$2 50

### THE TWO BRIDES.

I saw two maids at the kirk,
And both were fair and sweet;
One in her wedding robe
And one in her winding sheet.

The choristers sang the hymn,
The sacred rights were read;
And one for life to life
And one to death was wed.

They were borne to their bridal beds
In loveliness and bloom:
One in a merry castle,
The other a solemn tomb.

12 POINT 14 A \$1 20 28 a \$1 30 \$2 50

GRASSET ITALIC in Preparation

# GRASSET 10 Point 11 Point 12 Point SPECIMENS

# HYPOCHONDRIACUS.

By myself walking, To myself talking When as I ruminate On my ontoward fate, Scarcely seem I Alone sufficiently, Black thoughts continually Crowding my privacy. They come unbidden, Like foes at a wedding, Thrusting their faces In better guests' places, Peevish and malcontent, Clownish, impertinent, Dashing the merriment: So, in like fashions, Dim cogitations Follow and haunt me, Striving to daunt me, In my heart festering, In my ears whispering-"Thy friends are treacherous, Thy foes are dangerous, Thy dreams ominous."

11 POINT 16 A \$1 20 32 a \$1 20 \$2 40

# GRASSET SHOWN IN PRACTICAL DISPLAY

For Sizes and Prices, see page 8

# Horticultural Society of Gloucester County



MONROE HALL Fourth & Arch Sts.

FLOWER SHOW

Grand Exhibition of

Chrysanthemums

General Admission

25c

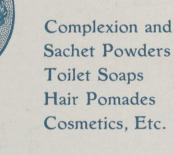
and other Rare Plants

September 24 to October 6, 1903

Grasset Ornament
No. 30F (for one color) \$1.40
No. 52F (for two colors) \$2.00

# DEMAIR & KNOWLS

Importers of and Jobbers in



Choice Perfumes

AND TOILET WATERS

640 East Bond Street

NEW YORK

Other Grasset Ornaments shown on pages 289-291

AMERICAN TYPE FOUNDERS COMPANY

n Point Set

County

MONROE

HALL

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6, 1903

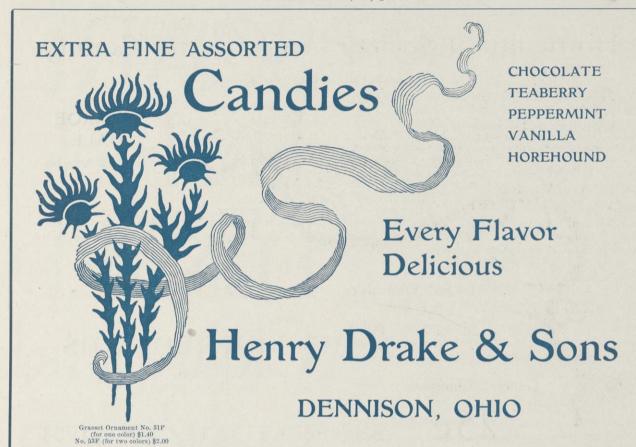
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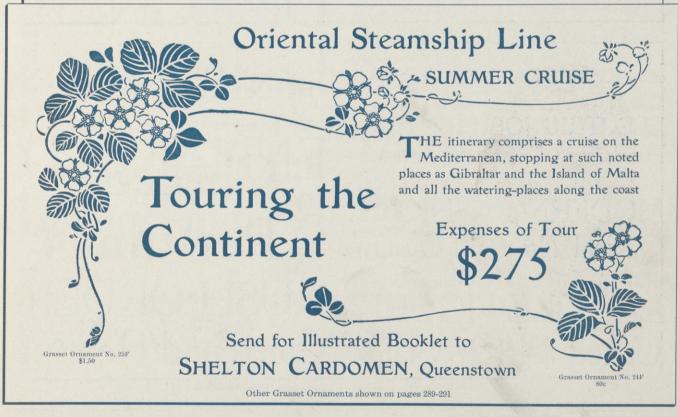
YORK

orth & Arch Sts.

# GRASSET SHOWN IN PRACTICAL DISPLAY

For Sizes and Prices, see page 8





### CHELTENHAM OLDSTYLE

6 POINT

20 A \$0 90 40 a \$0 85 \$1 75

DESIGNATE THE LINES OF PRINTING FOR WHICH THE JENSON OLDSTYLE IS ADAPTED AND YOU HAVE NAMED

The classes of work for which the Cheltenham type is available. And yet it is an entirely different letter, as much so as the Jenson Oldstyle is from the DeVinne. Cheltenham is a book and job letter, as well as a roman and display. There are extremely few such letters

18 A \$1 00 36 a \$1 00 \$2 00

THE CHELTENHAM OLDSTYLE BIDS FAIR TO RIVAL IN POPULARITY THE JUSTLY FAMOUS

Jenson Oldstyle, the extended and continued use of which is marvelous; but this is not surprising when we consider the wide sphere of usefulness which it possesses by reason of its adaptability to either book or job work

16 A \$1 10 32 a \$1 05 \$2 15

### READING IS MADE REAL PLEASURE IF THE CHELTENHAM OLDSTYLE TYPE IS

The means used to convey the favorite author's impressions or thoughts to the mind of the reader because of its legibility which enables him to concentrate his thought on the subject

15 A \$1 15 30 a \$1 10 \$2 25

# AMERICAN TYPE FOUNDERS COMPANY ARBITER OF FASHIONS FOR

Printers and largest purveyor of printing office requisites in the world, it carries in stock everything which enters into the equipment of a modern printery, from tweezers

12 POINT

15 A \$1 25 30 a \$1 25 \$2 50

GUTENBERG, ROYCROFT & CHAUCER Standard and classic publications are obtainable from this well-known firm which has aimed to satiate \$3

12 A \$1 45 24 a \$1 30 \$2 75

SEVENTH ANNUAL EXHIBITION Lovers of Art are invited to visit the rooms of the Raphael Artists Club on Mora Street

10 A \$1 65 18 a \$1 35 \$3 00

ELECTRIC JOB PRINTING Handsome Cheltenham Character

MODERN FASHIONS Original American Quality

EGIBLE FIGURE United \$48.90 States

# ust Held

# FENCED Clear Bend

# DESIGNER Useful letters

ENHANCE Roman Entered

RUSH ORDER Cards and Receipt

Cheltenham Oldstyle is patent applied for in United States and registered in England

# NEWEST FASHION FOR PRINT SHOPS

Cheltenham Oldstyle Type



Point Set

UCH can be said of Cheltenham, England, but its origin, like the origin of almost every town, is involved in doubt and obscurity. The revolutions to which this kingdom, in its earlier history, has been subject, and the consequent fluctuations of local customs and manners prescribe but limited bounds to the spirit of inquiry. Whether, as the affirmation goes, the word Cheltenham owes its

rise to a river, a mountain, or the nature of its soil, is a subject more

curious than useful, and more like conviction. The historian who ma scrupulous caution of antiquarianis may possibly trace the word to so source hitherto unknown and unco he may perhaps find it connected. with the name of some redoubted ancient hero, some feudal baron o high renown, who once was the p and terror of the entire neighborho It is sufficient if we state what n predecessors have asserted, and let the reader to his own conclusions. Some historians have attributed th word Cheltenham to the name of a brook, which rises in the parish of Dowdeswell, and takes its cour along the southern side of the tow the proper name of this brook is n to have been Chilt. Others again have derived the name of the tow from the nature of the soil, which

Made and for sale by

# American Type Founders Company

United States America

Showing the 14 and 12 point sizes, set solid ¶Compact and legible

HISTORY OF CHELTENHAM

26

in the Anglo-Saxon appellation, is Chyle, meaning a kind of clay. From this latter derivation, we can suppose the word "Cheltenham" to mean a Town of Clay, from the dwellings being once made from clay (previous to the Saxons having learnt the art of brick-making). Do not these reasonings apply to every other town built during that time? ¶ Truth, however, usually lies in the medium of extremes, and if we discard both the ideas of the brook and the clay soil, and confine ourselves to what would seem more strictly probable, we can perhaps draw a conclusion that is somewhat consonant with the rules of etymology. I The word Chilt, in Saxon, signifies an elevation, or a place rising to a height. Ham, or haam, as also heym, in German, a house or home, a monastery or minster, a farm, a city, or village, and, in its usual acceptation, may be given to any place assigned for abode, or fit for shelter. As ham means a place of shelter, and as the town stands at the base of a range of high hills, we can conceive, without strained inference, that the word Cheltenham might have originally meant the town under the rising ground or hills. I We are not so tenacious of the accuracy of this derivation, but it will suffice as a starting point from which to emerge from the haze of conjecture to the rarefied atmosphere of authentic and unquestioned documentary

# Fine Holiday Books

This year we have planned more especially than ever before to meet the needs of holiday buyers of books and magazines. We have undertaken the delightful task of making holiday books more elaborate and beautiful, we think, than anything yet attempted by a publishing house in this country

### Works of Fitzgerald

¶ Regular edition, per set \$42; two hundred and fifty copprinted. Japan edition, per set \$245; only two copies left

¶ This sumptuous Variorum and Definitive edition is a work. It contains the complete prose and poetical work translator of Omar Khayyam, with an introduction by Gosse. The volumes, made by De Vinne, have the or pagination and title pages in facsimile. It is the final w the subject and a delight to every lover of beautiful boo

#### Oldtime Mantels

¶ Regular edition, three-quarter crushed levant, \$30; large edition, \$60.50. Japan edition, two volumes, hand colored and decorations, \$200; only fifty copies printed.

By Esther Singleton, with critical description of the pla Russell Sturgis. The authoritative work on antique fu in this country, throwing much new light also on the do habits and economy of our ancestors. Where fine spe have been found, our own artists have made photograp which richly illustrate the text.

### Songs for Children

¶ Beautifully illustrated in full color, with words and music

¶ This charming volume of children's folk songs, illustra Miss Blanch Ostertag, holds a unique place in the lore little ones. The songs have been harmonized and arran that any child with one quarter's piano lessons can play

## CHELTENHAM OLDSTYLE

Shown in Practical Display

Sixth Normal Series

## Color Guide

¶Embodies practical hints for the student on arrangement of color, also a chart showing the relative value of colors and a simple method of harmonizing

Compiled for use in the

# Institution of Drawing and Painting

Editio Princeps One Dollar

# UNIQUE DESIGNS

The merit of the type faces originated by this Company has been attested by printers time and

time again, and to the already long list of successful designs another is added in this unique Cheltenham Oldstyle face. ¶ Fourteen sizes, ranging from 6 to 72 Point, make this a complete and desirable series

## CHELTENHAM OLDSTYLE

Is an entirely new creation, with decidedly pleasing and distinctive features rendering it adaptable for either book or general job work, roman and display. There are not many letters more available for all-round use, and it will give brightness and modern flavor to even the best work

# ORIGINATOR

SEVEN DISTINCTIVE POINTS IN QUALITY

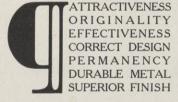
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¶BECAUSE OF THESE POINTS OF EXCELLENCE IN ITS MANUFACTURES THE AMERICAN TYPE FOUNDERS COMPANY IS THE LEADER OF THE



TYPE FASHIONS

72 POINT

3 A \$6 75 4a \$5 75 \$12 50

# River of ICE 5

48 POINT

1A \$4 50 5a \$4 00 \$8 50

## STONE Residence 37

30 POINT

A \$3 00 10 a \$2 50 \$5 50

## SERVICEABLE TYPE STYLES For the up-to-date typographer 1648

20 POINT

8 A \$2 00 15 a \$1 75 \$3 75

DREAMING OF GORGEOUS AIR-CASTLES

Fond delight of Youth \$5

14 POINT

10 A \$1 75 20 a \$1 50 \$3 25 Circular Font 30 A \$3 55 160 a \$9 45 \$13 00

NEAT TYPOGRAPHIC EFFECTS can be obtained with products of the Latest American Type Fashions 190

10 POINT

15 A \$1 50 30 a \$1 25 \$2 75 Circular Font 45 A \$3 00 300 a \$10 75 \$13 75

MANAGEMENT OF ADVERTISING COLUMNS The several methods of securing other than simply the local advertising for the rural newspaper of to-day 58

8 POINT

20 A \$1 35 40 a \$1 15 \$2 50 Circular Font 60 A \$3 00 360 a \$10 50 \$13 50

PRUDENT JUDGES OF THE VALUE OF TYPE STYLES

The object of Advertising is to attract attention, and the shrewd advertiser of to-day selects his type with this in view. The individuality in a type design imparts force to an Adver 8234567

The following special characters are furnished with each font of the Bookman Oldstyle:

AMRry of The #

Excepting the Ornament, which is furnished with all sizes above 12 Point



#### Bookman Oldstyle

Designed for

Editions de Luxe



American
Type Founders
Company

Originator of Type Styles
COVERING THE

COVERING TE

60 POINT

Set

le

3 A \$6 25 4 a \$5 25 \$11 50

# HARD Money 16

36 POINT

A \$3 50 8 a \$3 00 \$6 50

# PARENTAL OBLIGATION The Education of Children 7

24 POINT

6 A \$2 50 12 a \$2 00 \$4 50 Circular Font 12 A \$4 50 48 a \$8 50 \$13 00

# LEADING PRINTERS CALL FOR Original Type and Border Designs 219

18 POINT

9 A \$1 85 18 a \$1 65 \$3 50 Circular Font 18 A \$3 50 108 a \$10 00 \$13 50

#### THE BOOKMAN OLDSTYLE IS A USEFUL LETTER

PROSPECTUS AND LIST OF PATRONS TO THE TWELFTH ANNUAL EXHIBITION OF TROPICAL

### Flowers

UNDER THE AUSPICES OF THE DIRECTORS OF SOUTHERN STATES HORTICULTURAL SOCIETY

for all classes of composition in the book and job office 348

12 POINT

12 A \$1 60 25 a \$1 40 \$3 00 Circular Font 36 A \$3 15 225 a \$10 35 \$13 50

EXPERIENCE THE BEST TEACHER Successful printers realize that distinctiveness in a type face is a feature which adds attractiveness to their work and brings results \$350

9 POINT

18 A \$1 30 36 a \$1 35 \$2 65 Circular Font 54 A \$3 25 324 a \$11 00 \$14 25

THE BONE AND SINEW OF NEWSPAPERDOM
Advertising means much for a newspaper, as thereby
it is enabled to carry out improvements in the paper that
could never be profitably accomplished otherwise 1904

6 POINT

 $24\,A\ \$1\ 10\quad 50\,a\ \$1\ 20\quad \$2\ 30$  Circular Font 96 A  $\$3\ 75\quad 550\,a\ \$13\ 25\quad \$17\ 00$ 

STRIKING AXIOMS FOR THE BUSINESS MAN TO BEAR IN MIND No matter how superior an article may be or how great may be the people's advantage of dealing at a particular store, the proprietor's business will not reach anything like its possibilities unless the public is informed of the facts day after day. There can be no large trade without publicity 1234567890



DECEMBER SIXTH TO TWENTIETH, INCLUSIVE

Jackson Park Auditorium

FORTY-EIGHTH STREET AND ALEXANDRIA BOULEVARD

For Sizes and Prices, see pages 18 and 19

24 POINT

# Critical Reviews of Celebrated Books in the Royal Library at Stockholm • Finely Illustrated

14 POINT



NE of the most costly books in the world is the copy of a Bible in the royal library at Stockholm, and there is not another like it in existence. It is another monument to the zeal as well as the artistic skill of the early monks, as it is written on parchment and

160 skins were used in making the 309 pages—each page

being one yard in length by inches in width. The covers solid planks four inches thic The contrast between this to monk poring over his manus and the art of bookmaking a printing as illustrated in a tw printing-office tells the story of the world's advancement its wonderful development in Considering the difficulties t such early work great credit

A FEW TESTIMONIALS

STIR-UP OIL WORKS A MIRACLE IN THIS CASE

The Stir-up Oil Company, New York.

Gentlemen:—I wish to bear testimony to the won for years I was troubled with an indispositon to work sleep well, but would faint at the mention of work. It to try your Stir-up Oil, and can truthfully say that in performed a most wonderful cure.

Yours truly,
WELLAND STRON

ANCIENT SEAS ON THE MOON

It requires no telescope to perceive that the surface of the moon contains several broad spots or patches, which appear dark in comparison with the more brilliant portions of the lunar surface surrounding them, and with an opera-glass their outlines can be distinctly seen. These are the seas of Galileo, and they yet retain that name in the Latin form "mare." At first they were believed to be real seas filled with water, but modern astronomers have long known that they contain no water, and the opinion has been widely taught that they are empty ocean beds, whose water disappeared ages ago. Lately, however, a modification of this view has begun to prevail, which is well expressed by Mr. Thomas G. Elger, an English authority on the moon. It is of course possible and even probable that

10 POINT

6 POINT

For Sizes and Prices, see pages 18 and 19

8 POINT

Set

#### JOHNNIE'S TWO FOURTHS

The cannon roared
And the rockets soared,
And the pinwheels whizzed and turne
The crackers popped—
A match was dropped—
That's how my hair was burned.

The fireworks bright
Lit up the night,
And zigzagged through the sky;
A rocket dropped,
And when it stopped
Relieved me of an eye.

An ear, my nose,
Two of my toes,
Went off, to my alarm.
Some dynamite
Would not act right,
And took away my arm.

Four fingers and
Part of my hand
Were likewise blasted free.
Fourth of July
Has now gone by
Also one-fourth of me.

-Josh Winks.

12 POINT



OWHERE in this country can be found a seaside resort possessing a more delightful climate than in Tehachapi District, situated south of the thirty-fifth parallel of latitude. Its semitropic waters permit of surf-bathing the year round. Few storms disturb this part of the Pacific, which is hemmed in by a chain of islands that themselves possess abundant pleasure facilities. The coast is spotted with numerous beaches that for beauty cannot be excelled. Santa Barbara, famous the world over, is foremost among these; Terminal Island, Newport, Santa Monica, Long Beach, the Islands of Santa Catalina, and other resorts, all easy of access from Los Angeles. These

18 POINT

#### THE INAUGURATION OF A GLORIOUS CAUSE

It has been proposed that the readers of *The American* Magazine of Industry share in a popular subscription to the Kensington Memorial Fund by raising \$16,250 toward the required amount of One Million Dollars

The plan is to make this a popular fund to which any amount, however small, may be given. Contributions have already been received ranging from twenty-five cents upwards. All contributions will be acknowledged in the Memorial Day edition of THE AMERICAN MAGAZINE OF INDUSTRY.

9 POINT

#### **POST MONOTONE**

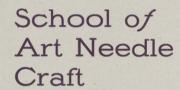
18 POINT

7 A \$1 30 14 a \$1 70 \$3 00

#### THE HIGH INSPIRATION OF MUHAMMAD

It was not, however, till Muhammad was forty years of age that the impulse to attempt the delivery of his country from its wretched condition of moral and religious degradation and

rce that was irresistible liberty through the land



Needlework Taught in all its Branches



All the Materials and Implements requisite for Art Needlework. Books of Instruction, Etc.



Renaissance
Satin and
Ecclesiastical
Embroidery
Fancy Work
in Linen and
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Materials

For Terms, etc., Address

MISS GRACE B. LAMONT

No. 3205 Wayne Avenue

8 POINT

12 A \$0 85 25 a \$1 15 \$2 00

MUHAMMAD AND HIS TEACHING-AN OUTLINE OF THE ARABIAN RELIGION

The religion of Muhammad, Arabia's great reformer, has been so much written about that it is difficult to enliven by a single new idea or fresh fact the mass of information which any one curious on the subject will find on the shelves of the most ordinary library. The supply is more than sufficient and is very embarrassing, not only from its amplitude, but from the opposite views of Muhammad's character which compete for acceptance, ranging between the two extremes of scathing denunciation on one side and extravagant praise on the other. According to some writers he appears in the light of a foolish driveller, a dastardly liar, an arch hypocrite, an arrant impostor, an incarnation of vice, sensuality and ambition. To others, again, he appears as the prince of benefactors and inspired by God

14 POINT

9A \$1 20 18a \$1 55 \$2 75

## THE CHARACTERISTICS OF MUHAMMAD AND THE CAUSES WHICH LED TO HIS SUCCESS AS PROPHET

It is only fair to say that in nearly every respect he was a pattern of self-denial and abstemiousness. By nature a man of deep religious feeling and reflectiveness. To him the spectacle of his fellow-countrymen wholly addicted to superstitious and immoral practices was so inexpressibly distressing that he resolved to bring about a new order

#### **POST MONOTONE**

12 POINT

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10 A \$1 05 22 a \$1 45 \$2 50

#### THE GLORIOUS CONSUMMATION OF A LIFE-LONG STRUGGLE IN BETTERING ARABIA'S MORAL AND RELIGIOUS CONDITIONS

The curtain fell noiselessly on a heroic life's drama, the thrilling action of which had not only revolutionized Arabia, but convulsed the whole civilized world, and for twelve centuries has not ceased to agitate it. Probably the peacefulness of his end was due to Muhammad having maintained in his own mind, even to the last moment, a general belief in the truth of his own mission, notwithstanding the inconsistencies,

cruelties and the time-serving deceits he could not have been wholly unco

8 POINT

12 A \$0 80 25 a \$0 95 \$1 75

MUHAMMAD WAS THE INAUGURATOR OF ARABIA'S MORAL AND RELIGIOUS NEEDS

The Arabian prophet, we were told, was half a Jew in character, in race and in language. His mind was naturally receptive of Jewish ideas. He could scarcely avoid imbibing severe conceptions of the unity of God from the settlers with whom he was brought into contact. His great model and exemplar was prophet Moses. The monotheistic, unidolatrous creed which he

14 A \$0 80 28 a \$0 95 \$1 75

DOCTRINES OF MUHAMMAD DEDUCIBLE FROM THE HEBREWS AND SUBSEQUENT TRADITIONS

The mission with which he believed himself charged was to establish the continuity of revelation; to sweep away the mildew of superstitious practices which had corrupted the once pure faith of his countrymen; to reclaim them from immorality and bring them back to the worship of the one God-the one True Faith originally revealed to Abraham and transmitted by him through Ishmael to the Arabs. But he aimed at Review of SIZES 7

The POST Monotone 5

A Dividend-paying Type 23

UP-TO-DATE Typography 918

8 POINT

DEMONSTRATION of USEFULNESS Herein are a few every-day jobs 809

SERVICEABLE FOR ELITE STATIONERY Visiting Cards and Announcements £520

5 POINT ON 6 POINT

A HANDY ADDITION TO THE "POST" SERIES Harmonizes in Combination with them 123456

10 POINT

12 A \$1 00 24 a \$1 25 \$2 25

#### THE EVIL OF A SYSTEM CAN ONLY BE SHOWN BY FACTS AND THEY REQUIRE MASTERY, WHICH MEANS INTENSE THOUGHT AND LABOR

The last thing a propagandist usually thinks of is the law of epithets. It would be far better were it the first. Without definite ideas of the various kinds of epithets, their nature, uses and object, advocacy becomes mere confusion, and truth is often put back instead of being put forward. Experience has shown that in the pulpit, the press and in legislative bodies, there is, as a rule, no theory of epithets in the minds of those who employ them. A clear conception of useful and useless truth is the first element of purpose in speech

#### Post Monotone shown in Practical Display

For Sizes and Prices, see pages 22 and 23



The smaller sizes of

#### POST MONOTONE

are commendable for the daintiest class of job work, such as Programs, Invitations. Menus, and similar work

#### **MENU**



#### BLUE POINTS

The world's mine oyster, which I with sword will open

#### BOILED SALMON

For you, ye fat-kidneyed rascals

Cucumbers

Radishes

#### Order of Dancing

- 1. WALTZ
- 2. TWO-STEP
- 3. PORTLAND FANCY
- 4. WALTZ
- 5. SCHOTTISCHE
- 6. LANCIERS
- 7. TWO-STEP
- 8. WALTZ
- 9. WALTZ QUADRILLE
- 10. POLKA
- 11. SCHOTTISCHE
- 15. WALTZ

Symposia

- My Lu Lu Lady
  - Medley
  - Serenade Robinson
- INTERMISSION
  - Highwayman
  - Whistling Rufus
    - College Songs
    - Dreamy Eyes
  - Smoky Mokes
- INTERMISSION
- 12. WALTZ
- 13. LANCIERS
- 14. TWO-STEP

- Hello, My Baby
- Cupid's Dream Dolly Varden
- My Creole Beauty Auld Lang Syne

FILLET OF BEEF

Delmonico Potatoes

Tomato Salad

ROMAN PUNCH

This was the noblest Roman of them all

A dish that I do love to feed upon

ROAST CHICKEN

What was the opinion of Pythagoras concerning fowl?

Mashed Potatoes

Green Peas

ICE CREAM

The last taste of sweets is sweetest last

STRAWBERRIES

And fruit there sure will be

COFFEE

With whose fragrance the air will be perfumed



Good master doctor, see him safe conveyed to his home

Three-Button **GLOVES** 

Finest French Kid Silk Thread Finish



DELAUN @ PRESSER Marseilles, France

The Best Advertising Medium

Established 1863

A Welcome Visitor in

#### THE MONTOUR HERALD

Issued Every Saturday

Publication Office: Second and Browning Streets

RICHARD KNOWLES, Business Manager

Montour, Wis.,

190

#### Curtis-Post

Set

adishes

o Salad

ng fowl?

eas

eets

Shown in Practical Display with the

POST MONOTONE



For Sizes and Prices of CURTIS-POST see following pages

### JAMES KNIGHT

Successor to KNIGHT @ ROBERTS

House, Sign Painter

Contract Work a Specialty

Office: 37 Grant Street

Telephone: 24-58A Central

NEW YORK

Sea Isle City,

190

M

## To Heston @ Sons, Dr.

CONFECTIONERS

Office and Factory:
18 @ 20 Madison Street
PHILADELPHIA

28 Connecticut Avenue

Next to the Standard Theatre

No.

New York,

1903

### Third National Bank

Pay to

or Order

Dollars.

\$

Treasurer.

THE CURTIS-POST

48 POINT

3 A \$5 30 4 a \$4 20 \$9 50

## CHOICE STOCK Grand variety of imported wines 2

24 POIN

5 A \$1 75 8a \$1 75 \$3 50

MAGNIFICENT RETREAT
This popular resort, famous
for its climate, is situated in
a picturesque valley near 3

18 POINT

7 A \$1 50 10 a \$1 75 \$3 25

ENJOYMENT CLUB DISBANDED To secure time for more profitable employment we will forever quit the society which in the past has monopolized our thoughts by £58

36 POINT

3 A \$3 10 5 a \$2 65 \$5 75

# HONEST POLITICIAN The Popular Candidate Unanimously Elected 7

54, 60 and 72 Point in Preparation

THE CURTIS-POST

42 POINT

int Set

3 A \$4 20 4 a \$3 30 \$7 50

# BRIGHT DREAMS Strange Adventure of a Spendthrift \* \*

14 POINT

10 A \$1 45 15 a \$1 55 \$3 00

WOMEN AS NEWSPAPER WRITERS @ EDITORS WOULD ELEVATE THE ART No one can deny that journalism would be elevated, that many reforms would be effected therein, that it would be purer and more wholesome were women more generally connected with the duties £371

12 POINT

12 A \$1 35 18 a \$1 40 \$2 75

THE DAILY NEWSPAPER IS THE CHEAPEST MEDIUM FOR EDUCATIONAL PURPOSES & Rewspaper reading in this age has become very popular with all classes. It is the great educator of the public. The family newspaper, to a large extent, does the thinking for the great masses. It furnishes food for thought, then molds it into a tangible form, creating policies, directing society, and regulating the moral as well as the social £45

30 POINT

4 A \$2 25 6 a \$2 25 \$4 50

RESOURCEFUL FEMALES Enterprising young women learning Society methods 4 ADVER CONDENSED

72 POINT

3A \$5 00 5a \$4 00 \$9 00

# Another Useful ADTYPE



48 POINT

1 A \$2 75 7 a \$2 75 \$5 50

# UNIQUE AND SHOWY Design for the Printer

14 POIN

16 A \$1 25 32 a \$1 50 \$2 75

EFFECTIVE HIGH-CLASS ADVERTISING IS WHAT CATCHES THE EYES OF READERS The American Type Styles will help you materially in achieving the Best Results

36 POINT

6A \$2 20 10a \$2 30 \$4 50

## ADVER CONDENSED SERIES Another American Type Style

12 POINT

8 A \$1 15 36 a \$1 35 \$2 50

THE PRIME OBJECT OF ALL PRINTED MATTER IS TO ATTRACT ATTENTION. HOW TO SECURE this and thereby add to its value is the study of wide-awake printers who seek to meet the demands for "the best" in modern typography

30 POINT

7A \$2 00 12a \$2 00 \$4 00

A HELP FOR PUBLICITY MAKERS Adver Condensed—One of the Best

oint Set

DERS you sults

TER

ne Best

ADVER CONDENSED

# ADVER CONDENSED Is the Letter for Forceful Display

### POPULAR WHEREVER USED Type and Borders Made by American Type Founders Co.

20 A \$1 00 44 a \$1 25 \$2 25

A GOOD TYPE DESIGN IS THE VITAL SPARK OF AN ADVER OUR best energies are put into the preparation of bright and attractive Type Styles that please the merchant who pays for printing. Adver Condensed is one of the styles that give forcefulness and vitality wherever used

#### MAKER OF FASHIONABLE ADTYPE Handsome Designs for Job Work to **Captivate the Most Fastidious Taste**

22 A \$0 90 45 a \$1 10 \$2 00

APPROPRIATE SUGGESTION FOR PROGRESSIVE PRINTERS' PERUSAL BEAR in mind the various tastes of your customers and so far as practicable select printing material best suited to the character and quality of the work demanded. Our productions are so varied that everybody's taste can in every particular be catered to, thus imparting individuality to the work of precise and profitable customers

ADVER CONDENSED—STYLE OF FIGURES

\$1234567890

# American Type



Are you looking for novel effects? Are you studying the art "How to be different?" If you are, there is a fount of inspiration to be found in the Original and Fashionable Type and Border Designs made by the American Type Founders Co.

000

They are the styles that attract the dainty as well as the most fastidious. We can please all tastes. Our types are the best designed and therefore preferred by most

All the great weekly and monthly magazines use it. Consult our Type Book and you will prove it so. Our type is of original and

For the convenience of customers we have branches in all the principal cities of the United States.

AMERICAN TYPE FOUNDERS COMPANY

Originator of Type Fashions

LINING SCHŒFFER OLD STYLE No. 2

AR POINT

3 A \$3 20 5 a \$2 30 \$5 50

## WONDERFUL DECEPTION Magicians Performances 597

30 POINT

A \$2 05 10 a \$1 95 \$4 00

### **DISTINCTIVE TYPE FASHIONS**

Strength of character was never better exemplified than here 312

72 POINT

3A \$6 00 4a \$3 50 \$9 50

# **BANISH 72 Citizens**

24 POINT

8A \$1 75 14a \$1 75 \$3 50

#### THE DESIGN PLEASES ADVERTISERS

The Schoeffer Old Style Letters are used in the Ad columns of leading journals 14

36 POINT

5 A \$2 50 8 a \$2 00 \$4 50

## SALARIES CAREFULLY INVESTED Momentous Questions Discussed 682

LINING SCHŒFFER OLD STYLE No. 2

60 POINT

3 A \$4 10 4 a \$2 40 \$6 50

# OCEANIC STEAMERS Crossing the Atlantic 18

Sterling Silver Wedding Gifts

The most acceptable gift for a bride is beautiful silver solid silver, of course—things for her table or boudoir; also fine jewelry comes not amiss

Diamonds and Pearls

A superb array of Diamonds and Mounted Gems, Pearls, and Rubies; many of them cut at Paris and London. You get the benefit of our lowest price, as we purchase only reliable goods from assured sources.

PURITAN JEWELRY COMPANY

**NEW YORK** 

CHICAGO

BOSTON

12 Point Roveroft Border, 36 inches, \$1.50

18 POINT

12 A \$1 60 20 a \$1 40 \$3 00

MAIDENS OFFER REWARD Bachelors Scurrying to get in before the Prizes are gone 20

10 POINT

20 A \$1 05 42 a \$1 20 \$2 25

HIGHLY RECOMMENDED AS AN EXAMPLE OF FINE PRESSWORK AND THE ENGRAVERS' ART

To the young apprentice, who is accustomed to the severe and colorless style of modern printing, the boldness and blackness of the stately text types of the Psalter, the brightness of the rubrics, and the 46

14 POINT

15 A \$1 35 30 a \$1 40 \$2 75

FRANCE ADOPTS ROMAN TYPE The French quickly recognized the opportunities of printing, but were slow in improving the shapes of 79

8 POINT

22 A \$0 95 45 a \$1 05 \$2 00

PETER SCHŒFFER ENTERS THE SERVICE OF JOHN GUTENBERG AND PROVES TO BE AN APT WORKMAN

Peter Schoeffer, Printer, was born at Gernszheim, a small village situated on the Rhine, near Mentz, in the year 1430. Before he was twenty years of age he was copying books at Paris, as is clearly shown in the colophon of an old manuscript book, which says "that this book was completed 48

12 POINT

18 A \$1 20 36 a \$1 30 \$2 50

LAWYER PRESENTS ABLE ARGUMENT

The Bill to increase the annual appropriations for the erection and maintenance of the Public Schools was ably 1234567890

SERVED SE

24 POINT

5 A \$1 45 8 a \$1 55 \$3 00

### FROZEN HARBOR Third Sleigh Ride

36 POINT

4 A \$2 50 6a \$2 50 \$5 0

## BEST NAME Font 29 Cast

18 POINT

3 A \$4 00 5 a \$3 50 \$7 50

## PIG CURE Made Old

60 POINT

3 A \$5 40 4 a \$3 60 \$9 00

# KNEAD Bin Met

72 POINT

3A \$7 00 4a \$5 00 \$12 00

# REIGN Hated

Florentine Bold is patent applied for in the United States and registered in England 5 POINT ON 6 POINT

16 A \$0 65 32 a \$0 85 \$1 50

THE GREEK SLAVE

O Italy! thy Florence yet may own
Her place of sculpture, yet my song would be
He yet was ours, and there transplanted grew
Our loved America, famed Italy!
So, honors cluster round you. He that drew

Our lands together, made each other known!

## Florentine Bold

Originated and Manufactured Exclusively by the

#### American Type Founders Company

6 POINT

16 A \$0 75 32 a \$1 00 \$1 75

FLORENTINE BOLD SHOULD BE IN EVERY
Modern Printing Office

That Antiquated and 75 Year Old Junk which Occupies Valuable Space Belongs in the Melting Pot

8 POINT

15 A \$0 85 30 a \$1 15 \$2 00

ITS STRONG CLEAR LINES RENDER THE Florentine Bold Desirable for the Finer Grades Printing but it will Improve any Job

10 POINT

12 A \$1 00 24 a \$1 25 \$2 25

PRUDENT PRINTERS SHOULD
Readily Perceive the Great Range of
Utility This \$30 Letter Has

12 POINT

10 A \$1 05 20 a \$1 45 \$2 50

FLORENTINE ARCHITECT Splendid Example of His Genius May be Seen at Ephesus

18 POINT

7 A \$1 30 12 a \$1 45 \$2 75

ENGLISH PRINTS
Designed from Rarest
Books & Texts

American Point Line . . American Point Body . . American Point Set

# MODERN IDEAS

ARE EMBODIED IN THE CONSTRUCTION OF THE

## BOSTANI STITCHING MA

ENTERPRISING PRINTERS AND BINDE SHOULD INVESTIGATE ITS MERITS A

#### **Old Corner Boo**

**Stationers and Dealers** 

## Pictures and

Antique Books, Engravings, and Manuscrip

School and Washin

#### **A Revelation**

in Simplicity, Ease of Operation, Quantity and Quality of Output, is the new

## Boston Wire Stitcher

The self-regulating twentieth century machine, producing with every stroke the smoothest clinched wire staple ever made.

Write for further information to the nearest salesroom of

### American **Type Founders** Company

The Exclusive Selling Agent

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6 POINT 18 A \$0 65 36 a \$0 85 \$1 50 AMERICAN TYPE FOUNDERS Enable Printers to Profit \$9 8 POINT 16 A \$0 75 32 a \$1 00 \$1 75 FLORENTINES COMPLETE Sizes and Faces Lining 2

10 POINT

14 A \$0 90 28 a \$1 10 \$2 00

USEFUL CHARACTERS FOR PROGRESSIVE Typographer and Enterprising Advertiser

Florentine Bold Conden

Originated and Made Only by

American Type Founders Co.

and for sale at all its Houses and by Special Dealers

12 POINT

12 A \$1 00 24 a \$1 25 \$2 25

SHOWING THE DESIRABLE FEATURES Required to Give Pleasing Effect 2.90

18 POIN

8 A \$1 25 14 a \$1 25 \$2 50

**FONTS CONTAIN FIGURES Punctuation Marks Entire** 

24 POINT

6A \$1 50 10a \$1 50 \$3 0

**SECOND CENTURIES Many Promised \$70** 

36 POINT

4A \$2 15 7a \$2 10 \$4 28

CLEAN FRESH Designs Black

48 POINT

4A \$3 55 6a \$3 20 \$6 75

PURE Gale

80 POINT

3 A \$4 85 4a \$3 15 \$8 00

HEMade

72 POINT

3 A \$6 00 4a \$4 00 \$10 00

Pen US

96 POINT

3 A \$8 15 3 a \$4 85 \$13 00

FACE Mash

120 POINT

3 A \$12 00 3 a \$7 00 \$19 00

BEN

Florentine Bold Condensed is patent applied for in the United States and registered in England

## **CLEAN AND BRIGHT**

WORK IS THE RULE, NOT THE EXCEPTION, WITH THIS CONCERN, AND ITS REPUTATION IS MAINTAINED BY

USING AMERICAN TYPE FOUNDERS COMPANY'S MATERIAL EXCLUSIVELY

### NICHOLS & CADMUS, PRINTERS

#### **Printing**

Catalogue and Mercantile Work



92 Main Street Bradford

#### The Merits

t Set

of the Florentine style letters have been fully attested by all of the

# Best

printers, who for years have been using, with profit to themselves and pleasure to their good patrons, our

## **Original**

Series of this design. Practical printers will appreciate the unique features of Florentine

Standard Type Fashions

### **THOUSANDS**

OF PRINTERS EVERYWHERE FURNISH GOOD

# PR00F

OF THE DESIRABLE
FEATURES PRESENTED IN THE
FLORENTINES

## **IMPROVED**

NOW BY THE NEW SIZES AND TWO ADDITIONAL

**COMPANION SERIES** 

American Point Line.. American Point Body.. American Point Set

120 POIN

3 A \$10 00 4 a \$7 50 \$17 50

# DEAR

96 POINT

3 A \$7 15 4a \$4 85 \$12 00

# Grinds

POINT 4A \$5 80 5a \$3 70 \$9 50 POINT AND A STATE OF THE ST

120 POINT

3 A \$10 00 4 a \$7 50 \$17 50

# Soled

96 POINT 3A \$7 15 4a \$4 85 \$12 00 BLUSH

POINT 4A \$5 80 5a \$3 70 \$9.50

# Humbler

60 POINT 4A \$4 65 5a \$2 85 \$7 50

## Thank

48 POINT 5 A \$3 60 7 a \$2 90 \$6 50

## JUSTICE Poetical

24 POINT 7 A \$1 45 12 a \$1 55 \$3 00

#### WORKMANSHIP Rough & Ready

NOTHING OVERLOOKED HERE Usefulness and Adaptability

#### The Slim One

Of the famous Florentine Bold trio is the series shown here, made in eleven sizes. The job printer and newspaper adman will appreciate this face for the advantage it gives of putting large lines in narrow columns

Originated and Made only by

American
Type
Founders Company

POINT 4A \$4 65 5a \$2 85 \$7 50

## **AIMED**

36 POINT 54 \$2 10 8 - \$1 00 \$4 00

## SPLENDOR How Great

18 POINT 9 A \$1 25 18 a \$1 25 \$2 50

## UNIQUE EXAMPLES Forfeit \$29 Posted

10 POINT 16 A \$0.90 32 a \$1.10 \$2.00 CONTAINS FIGURES AND POINTS Deserving Immediate Popularity

8 POINT 18 A \$0.80 36 a \$0.95 \$1.75 THREE FLORENTINE BOLD TYPE SERIES American Lining, Point Body, Point Set

Patent applied for in the United States and registered in England

## The Florentine Bold Extra Condensed

## **FLORENTINE**

int Set

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D POINTS opularity

YPE SERIES Y, Point Set

sea

**BOLD FACES HAVE** 

# CHARM

AND VIGOR OF STYLE PLACING THEM

LINE WITH

# LEADIN

FASHION IN POPU AMERICAN

**TYPE DESIG** 

# EXHIBITIONS OF FLORENTINE BOLD EXTRA CONDENSED TYPE IN REGULAR JOB DISPLAY



PERFECTLY GRADUATED FOR EVERY NECESSARY SERVICE

## Enterprising

**Advertising Men** 

Always Welcome
New Faces made by this Concern
because they find in each
successive style

## Something New

Distinctive, Attractive, and thus Effective, as witness

Florentine Bold Family

## Florentine

**Bold Series** 

They
Talk for
Themselves

Made in Eleven Sizes
5 Point to 72

Each series of distinct and co sizes of each a except the wid of the utmost the required lespacing, and w and harmony series at his c make his type a page of any

Ame Foun

## Comparative Exhibition

of the three Series in Display Work

Florentine Bold Condensed Florentine Bold Extra Condensed

## Florentine

**Bold Condensed Series** 

Made in Twelve Size 6 Point to 120

Each series of distinct and co sizes of each a except the wid of the utmost the required le spacing, and w and harmony series at his c make his type a page of any

**Ame** Foun

## **Florentine**

**Bold Extra Condensed** 

Made in Eleven Sizes, from & Point to 120 Point inclusive, each Lining with same Size in other two Series

Each series of the Florentine Bold type is distinct and complete in itself, yet the same sizes of each are uniform in every feature except the width. They give an advantage of the utmost freedom in fitting copy into the required length of line, with the proper spacing, and without destroying the balance and harmony of the page. With these three series at his command, the compositor can make his type matter fit the proportions of a page of any shape, and avoid misfit lines

American Type Founders Company

## **Enterprise Printing Company**

High Grade Typography and Engraving

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College Year Books and School Catalogs

297 Minerva Court

Telephone No. 570 Oxford Florence, Nebraska

Robinson & Hartswell

Railroad Bonds STOCKS Municipal Loans

No. 259 Rothschild Place New York

# Combined

Herein is seen the inter-usable quality of the three Florentine

## THE PRINTER

WILL NOTE THAT THESE LINES CONTAIN LETTERS FROM THREE FLORENTINE

FACE

THE DIFFERENT

BEING MADE WITH

ACCURACY OF LINE

PROPORTION AS TO G

Bold a cond of five condition in which adaptablish the copy is adaptablished to the condition of the copy in the cop

PAGE shows letters of the Flore thined shows letters of the Flore thine shows letters of the Flore thines, as in over case of the Flore thines, as in over case of the entire the shows and also or ondense a love the shows of th

t of Sorts

, some letters from all

used in this page

th perfect your copy ed length of line

EMBODYING STRENGTH AND ELEGANCE

HARMONIOUS RESULT

clastic Letter

for Neat Printing

ADTYPE SERIES

# THIS ADTYPE Attracts THE VALUE OF

## DESIRABLE SE This type will b for show cards i and work of that

### **COMMENDABLE T** Printers will hail th welcome addition f newspaper advertis

## A TYPE DESIGN

If a type design increases the attractiveness of printed matter its value is enhanced to just that extent. "American" Type Faces have this very quality and talk right out in a way that attracts attention and sells goods. Style and Originality are combined in "American" designs in such a way that they cannot be reproduced in imitations.

Because of this, "American" type designs lead the world and set the fashions in type styles.

**AMERICAN TYPE FOUNDERS COMPANY** 

## LEGIBLE TYPE FACE Striking and Clean-cut

ADTYPE SERIES

60 POINT

3 A \$5 25 4a \$3 25 \$8 50

# AMERICAN TYPE Popular Designs 8

24 POINT

7 A \$1 85 12 a \$1 90 \$3 7

CRITICAL JUDGES
We are certain that
the aspiring printer
will admire this 30

14 POINT

10 A \$1 20 20 a \$1 30 \$2 50

DURABLE AND STYLISH TYPE Serviceable and modern enough to satisfy all demands for style, this series possesses the needed qualities of a first-class adtype. Complete series, 13 useful sizes

12 POINT

14 A \$1 20 28 a \$1 30 \$2 50

ADTYPE SERIES WILL FIND FAVOR
The series here shown will no doubt
become very popular with advertisers
all over the country. No better lettering for general advertising purposes
can be found, and printers should not
hesitate in sending in their orders 24

18 POINT

9 A \$1 55 15 a \$1 45 \$3 00

ADMIRABLE FEATURE
This series should claim
your particular attention
on account of its sterling
wearing qualities 12345

42 POINT

3 A \$3 00 5 a \$2 25 \$5 25

# FOR GENERAL JOBBING Another Letter with Good Selling Credentials \$564

Smaller sizes in Preparation, also Adtype Italic

nt Set

E

GN

es the natter st that Faces d talk tracts Style

ned in uch a repro-

d and tyles.

RS

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**GLOBE GOTHIC SERIES** 

## These Letters

Are modeled after suggestions by General Chas. H. Taylor of the Boston Daily Globe. Attention is called to the remarkable clearness of the 6-point and 8-point sizes, and to the absence throughout the entire series of all close white spaces which tend to fill up in printing. A larger size, 96 point, is in preparation, to be ready at an early date

# **FURNISH Best Club**

# **NEAR ONE** Side Beard

## **DISCHARGES** Center Brand

## **ROSEBUSH** Glad 9 Peal

## **BOLD SCARE** Master Reach

### **PRODUCTIONS** Quick & Legible

Dode & Pri Perless, Goldin

signed with a

le lest direc

White in th

aur-saving Ir paick and

ed, and others

mel

#### **BRIGHT JUVENILES Results Guaranteed**

#### **FINE STRONG FEATURE Popular \$80 Recognition**

**BEST MODERN GOTHIC FORM** Readable Character Presented

15 A \$1 20 30 a \$1 55 \$2 75

PERMANENT WORKING CONDITION Regular Stocks 46 Greatly Increased

**GREAT DISCOMFORTS AND TROUBLES Experienced by Predecessors of Seventy** 

**VARIOUS EMBRYOTIC STAGES OF IMPROVEMENT** Young Printers of Today with Numerous Facilities 67

20 A \$0 90 40 a \$1 10 \$2 00

METHOD OF PRINTING FROM MOVABLE TYPES UNLIKE Other Crafts followed by Modern Workmen, being born Full Fledged instead of Struggling Through

# Printing Material

Handling everything in the line of printing machinery, tools and material, our output is the most extensive in the world, and in acquiring the stock to supply this enormous output we are able

to offer our patro

For the Pres

New and rebuilt, for newspaper an work. Every machine guaranteed a Write to the nearest house when yo

**Job Presses** 

The Gally Universal Printing and Em Chandler & Price Gordon, the popu Peerless, Golding, Pearl and other equipped with direct electric motor Hand presses, galley proof presses,

**Electric Motors** 

Gas engines, etc., for the printer of The latest direct-connected electric equipment for driving all kinds of m

**Composing Ro** 

In the composing room the nothing in the way of imi labor-saving tools and app for quick and accurate exe

Lead and rule cutters of standard p the Improved American, Little Giant Pearl, and others, from \$2.00 up. Extension front steel run cabinets, I Globe Gothic

Here is a type face that is built for business, for vigorous and profitable business, one that is as serviceable as a gothic and modern enough to satisfy all demands for up-to-date style. Being a strong, legible letter, free from oddities, it is destined to take a high rank in this Company's long list of popular and

Forceful Adtypes

the Bindery

tantial advantages

rless Gem, Brown & Carver, Dooley Sheridan, and other reliable makes. rebuilt. Guaranteed as represented

Wire Stitchers

is Company is general selling agent Boston Wire Stitcher, the wonderful ts simplicity, ease of operation, and superior quality of its work. If you interested, you should investigate it

**Perforating Machines** 

Stabbing machines, ruling machines taple binders, and other articles for uired in the printing office bindery

ellaneous Tools

without which the presentng establishment, however annot successfully compete or the best-paying business

ng round-cornering machines, press ches, composing sticks, galley-locks, nd a thousand and one other things d slugs, metal furniture, quotations

Convenient to Printers

**Everything for Printers** 

American Type Founders Co.

AMERICAN TYPE FOUNDERS COMPANY

int Set

USH Poal

`ARF

each

TONS

70 124 \$1 80 \$3 50 ENILES

anteed

cognition

HIC FORM Presented

20 30 a \$1 55 \$2 75

CONDITION

tly Increased

15 324 81 35 82 80

ND TROUBLES

ors of Seventy

06 38 a \$1 20 \$2 35 OF IMPROVEMENT Derous Facilities 67

BLE TYPES UNLIKE men, being born full g Through American Point Line .. American Point Body . . American Point Set

ROYCROFT SERIES

120 POINT

3 A \$13 20 3 a \$7 80 \$21 00

# DESIGNS

6 POINT

4A \$2 50 6a \$2 25 \$4 7

EXCELLENT FEATURES
Superb Typographic Effects
Quickly Formed with the 13

30 POINT

4A \$1 90 7a \$1 85 \$3 75

SIZES of RUGGED ROYCROFT Numerous Oldstyle Characters and Logotypes furnished with all Fonts

6 Point Magazine Border. 54 inches. \$1.50

96 POINT

3 A \$10 00 3 a \$6 00 \$16 00

SUPERIOR

ROYCROFT SERIES

120 POINT

int Set

nd

nts

3 A \$13 20 3 a \$7 80 \$21 00

# Best Made

24 POINT

5 A \$1 75 8a \$1 50 \$3 2

# HILL TOPS AND SILENT WOODS TRANSFORMED

The northern half of the Maple Glen was bare and barren of vegetation 18 POINT

7 A \$1 45 12 a \$1 55 \$3 00

#### SLEIGH BELLS RING OUT THEIR MERRY SOUND TO THE AIR

Winter brings its joys and pleasures to hearts that enjoy the exhilarating sport of speeding over the frozen roads and through the crisp,

FIGURES AND OLD ENGLISH CHARACTERS FURNISHED WITH EACH FONT

The sh si \$1234567890 11 st ct

"Post" Border No. 4. 60 inches, \$2.00

96 POINT

3 A \$10 00 3 a \$6 00 \$16 00

# Light Metal

ROYCROFT SERIES

72 POINT

3 A \$7 25 4 a \$4 75 \$12 00

# NEWS HEADS The Utica Ranter

12 POINT

10 A \$1 15 20 a \$1 35 \$2 50

THE SAILOR PRINCE ABROAD

My first acquaintance with Prince Henry was during the French and German war, at a time when I was living with a German family 4680

8 POINT

15 A \$0 90 30 a \$1 10 \$2 0

STUDYING THE GERMAN LANGUAGE AND FITTING MYSELF FOR COLLEGE AT KIEL

It was a beautiful day of early summer; the lakes around Potsdam made me hate my Homer and Cæsar, and I commenced to have conscientious scruples as to how far I ought to pretend to be interested in my studies—whether it would 17359

10 POINT

12 A \$1 05 24 a \$1 20 \$2 25

MORE HONEST TO RUN AWAY

Get aboard some ship, and go off for the life of a sailor. Just then a Royal carriage drove up, and out sprang a serious elderly gentleman of soldierly bearing. He came up to the door, 46 The Best Type and Machinery

AS THE largest purchasers of Printing Machinery and Supplies in the world, this Company commands the best of everything for the printer. Its facilities are unsurpassed for meeting the quick requirements of all printing offices from the smallest to the largest

AMERICAN TYPE FOUNDERS CO.

Houses in all Principal Cities

60 POINT

3A \$5 65 4a \$3 85 \$9 50

# EASTER TIDINGS Ruin Spring Hat 32

ROYCROFT SERIES

48 POINT

3 A \$3 75 5 a \$3 00 \$6 75

## SPLENDID SPECIMENS Examine the Beauty and Character of Roycroft 4

Roycroft in General Job Work

BECAUSE of its medium width of letters and its close fitting, this series may be interspaced freely in job or ad work—which in itself is a very defirable feature when wishing to make lines fit snugly and to save time.

AMERICAN TYPE FOUNDERS COMPANY

6 Point Newspaper Border No. 254. 5 feet, \$1.40

42 POINT

3A \$3 10 5a \$2 40 \$5 50

REMEMBER THIS FACT Distinctive American Type gives General Satisfaction 8

AMERICAN TYPE FOUNDERS COMPANY

nt Set

S

er

ype

of y g e e k k

> Houses in all Principal Cities

SS

32



## ROYCROFT OPEN TYPE

MERICAN Type Founders Company's latest and best outline or open letter? series of seven sizes JCPOSS O inclusive the Roy American Type Founders cut, with the requir it is design service and Jpographical results. It is un stock at sales rooms of the American Type Founders Co.

## Roycrost Open Series

int Set

American Type Founders Company, Maker LETTER STYLE ORIGINATOR

Showing the Finest Example SHAPES REALIZED

COPPER-ALL

Leading

Scientifical AMER

SCHIEM Mode

Charm

Sizes and Prices

60 Point 3A 4a 9.50

American Type Founders Co.

MESSENGERS an Founder

re Products INALS

PRICES Primts

miours

HARMONIZIE

FINEST DESIGN merican

"POST" CONDENSED

72 POINT

3 A \$6 55 4a \$4 75 \$11 30

# HEROIC Officers

36 POINT

4A \$2 15 7a \$2 35 \$4 50

SPRING POETRY Caused by a spell of hot weather 51 24 POINT

6A \$1 55 12 a \$1 95 \$3 50

FINEST STEAMER Ocean Voyages are now prescribed for weak patients 1480

42 POINT

A \$2 65 5a \$2 35 \$5 00

# WONDERFUL MONUMENTS Perfectly Delighted Tourists 7

18 POINT

9 A \$1 40 16 a \$1 60 \$3 00

PISCATORY PLEASURE
Philanthropists say there
should be an abundant
supply of fishing tackle
provided for the young
folks at the seashore 751

30 POINT

5A \$1 90 9a \$2 10 \$4 00

SPORTING RESORT Special rates offered by a new trolley line to hunting parties 13

80 POINT

1A \$5 75 5a \$4 25 \$10 00

## Admirable RECORD

"POST" CONDENSED

54 POINT

4A \$4 90 5a \$3 80 \$8 70

# HORNETS Pursuing 8

14 POINT

12 A \$1 25 24 a \$1 50 \$2 75

#### **GRATIFYING COMBINATION**

To the business man it seems peculiarly fortunate when he can combine with others in 51

10 POINT

14 A \$1 00 28 a \$1 25 \$2 25

#### **GRACEFUL CAKEWALK GYRATIONS**

It is not known just how many of this city's graceful walkers will be ranged in line to do battle with the amateurs of other cities in to-night's contest 538

6 POINT

18 A \$0 80 36 a \$0 95 \$1 75

#### THE FOOL AND HIS MONEY ARE VERY SOON PARTED

There is a great deal of misplaced confidence in this country and England over the result of the yacht races for the America Cup. The most unfortunate part about betting is that both sides cannot win. When, therefore, we find wagers involving hundreds and thousands of dollars, it is evident that someone is going to lose 2468

8 POINT

16 A \$0 90 32 a \$1 10 \$2 00

#### GOVERNMENT CUSTOMS-HOUSE INSPECTORS

Job-like patience is an absolute essential to anyone landing at our ports from a steamer these days. Of course no blame attaches to the inspectors themselves, but rather to the strict manner in which regulations are 82064

12 POINT

14 A \$1 05 28 a \$1 45 \$2 50

#### **QUESTIONS ANSWERED FREELY**

The columns of this journal are open to all inquiring readers on the third Friday of the month 618



## "POST" Condensed



'Post" Ornament No. 74. 35 cents

The "Post" Condensed, shown on this and on the opposite page, is a companion-letter to the famous "Post" Old Style Romans so popular with the leading advertisers all over the country, because of their strength and legibility. A style of letter so plain and useful is not likely to soon lose favor. No better lettering for general advertising purposes can be found, and printers should not hesitate in ordering the series, as it will most surely prove to be a profitable investment.

The "Post" Old Styles are furnished by all our Houses and Special Dealers.

**≡AMERICAN≡**Type Founders Company

6 Point Newspaper Border No. 254. 5 feet, \$1.40

48 POINT

3 A \$3 45 4a \$2 55 \$6 00

## 4 Delightful EXCURSION

AMERICAN TYPE FOUNDERS COMPANY

int Set

bed for ts 1480

NTS

sts 7

SORT

y line

72 POINT

3 A \$11 40 4 a \$6 60 \$18 00

## SOUNDING Key Note 12

30 POINT

4A \$2 25 6a \$2 00 \$4 25



## HE PRINTER ® HIS PATRONS

It often happens that the buyer of Type is at a loss to know what will suit his customer

Mortised Initial Ornament No. 3, 80 cents

6 Point Newspaper Border No. 254. 5 feet, \$1.40

60 POINT

3 A \$7 00 4 a \$4 50 \$11 50

## MINER & SON Printing House

54 POINT

Set

3 A \$6 00 4 a \$4 00 \$10 00

# FINE RESULTS Easily Obtained with "Post" types

24 POINT

6A \$2 05 9a \$1 70 \$3 75



URCHASE ONLY THE POPULAR DESIGNS

They will keep you in touch with the modern man of affairs—insuring highest prices for work

Mortised Initial Ornament No. 36. 70 cents

6 Point Newspaper Border No. 254. 5 feet, \$1.40

48 POINT

3 A \$5 05 4 a \$3 45 \$8 50

## DEMONSTRATE The prudent use of Novel Type Styles

42 POINT

3 A \$4 20 4a \$2 80 \$7 00

## FINE ART PRINTING

It is easy to get what is recognized as Fine Art Printing, at reasonable figures, by consulting the Printer who has an up-to-date Print Shop

18 POINT

8 A \$1 65 12 a \$1 60 \$3 25

### GRAND RESULTS EASILY SECURED

When planned and supervised by a person whose judgment is guided by artistic instincts and perceptions. \* The demands

8 POINT

16 A \$1 15 24 a \$1 10 \$2 2

### CONTROL ALL THE STEPS FROM BASIC DECISIONS



oregards paper and ink, the form and general character of the display, the width of margins and paper to wrap the completed job with, artistic results may not always be possible, but it is never necessary to set Paper, Ink and Type swearing at each other

Mortised Initial Ornament No. 52, 60 cents

14 POINT

12 A \$1 55 18 a \$1 45 \$3 00

### THE ACTUAL CAUSE OF INHARMONIOUS

Effects in a great many examples of printing is the well-known slavery to precedent yielded to by so many printers. When we come to regard type, ink and paper as elements wherewith to work out

12 POINT

14 A \$1 45 20 a \$1 30 \$2 75

ICH

3 A \$3 05 5 a \$2 45 \$5 50

### WE MUST FORGET MUCH PROBABLY THE GREATER

Part of all that we have learned from our apprenticeship masters, and remember the mental shudders experienced when first coming in contact with that sort of printing now recognized as artistic. It seemed all wrong, because it ignored so many of the precepts and rules which PRINTERS READ THIS

Embrace the opportunity to make a bid for art work. \*As you are eager to keep pace with the times, call or write to any of our selling houses for a leaflet about the Universal Platen Press.

6 POINT

16 A \$0 95 25 a \$1 05 \$2 00

PRINTERS SHOULD GIVE THE MATTER OF THE HARMONY OF TYPE STYLES MORE THOUGHT



difficult thing to study intelligently this matter of true artistic quality in Type Fashions. W We know when harmony is present, and we detest discords. We ask harmony for our sense of hearing, why not for our eyes? W Apply the tuning fork to your stock of job type at once and make it harmonious 54

Mortised Initial Ornament No. 42, 60 cents

10 POINT

14 A \$1 35 20 a \$1 15 \$2 50

### THERE IS A WIDE @ FERTILE FIELD LYING FALLOW

For occupation by Artists in the printing business, which is not to be entered upon flippantly, but to be seriously studied. Let the artist who is desirous of making money study the business—learn it thoroughly—get to know all about paper and the demand for printing, and then let him buy himself some type and go to work

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72 POINT

3 A \$11 00 4a \$8 00 \$19 00

## PLOUGHS Furrows 12

24 POINT

5 A \$1 75 8a \$1 75 \$3 50

### AUTUMN GOODS LARGE DISPLAY

This exhibition of finest Dress Goods includes nearly all the best weaves of the domestic and foreign looms for the past two years. Some of the fabrics are aglow with all shades of red and gold; many pieces are enriched with faint scarf lines 34

8 POINT

14 A \$1 10 20 a \$1 15 \$2 25

#### MODERN GALLANTRY ON THE WANE

Over in England some of the magazines are now discussing the question, Is gallantry dying out? In trying to decide the question much depends on the meaning given to the word gallantry. If it means the exaggerated style of courtesy which caused a man to jump between a pair of savage lions to pick up a lady's glove, or spoil a cloak to save a queen's shoes 94

6 POINT

15 A \$0 90 24 a \$1 10 \$2 00

#### USEFULNESS OF CANINES FOR WAR PURPOSES

The use of the dog in armies for war purposes continues to be discussed as though a novelty. Far from it. They were used in Egypt 400 B.C. The Roman, the Teuton and other nations of antiquity, depended much on them for sentinels and for defensive purposes. It is said that in the Middle Ages they even wore armor. Packs of them were let loose with port-fires on their backs, thus carrying flames and destruction into beleaguered town or camp. The Spanish soldiers made use of bloodhounds to track the natives in America 1492

3 Point on 6 Point Newspaper Border No. 48. 5 feet, \$1.40

60 POINT D

3 A \$7 00 4a \$6 00 \$13 00

## MOUNTAINS Cordilleras 72

12 POINT

12 A \$1 35 18 a \$1 40 \$2 75

### RISE OF GREAT MEN FROM HUMBLE LIFE

There are few subjects about which there has been more nonsense or claptrap written than the making of great men. Othe culmination of it is reached in a late writer who holds our colleges responsible for turning out so few of them. Our colleges are magnificent opportunities but enjoy no patent rights for the making of great men 89

10 POINT

12 A \$1 25 18 a \$1 25 \$2 50

### STRINGENT MEASURES TO ERADICATE PLAGUE

In many of the large cities of China they have begun killing the rats as a means towards stopping the great spread of the plague now prevalent in parts of the East. Up to date it is said two million rodents have been killed and the war is still on. It is when face to face with situations like this that the inadequacy of the Mongolian race shows itself. At various times in the history of our land 64

36 POINT

3A \$3 10 5a \$2 65 \$5 75

## REIGNING BEAUTIES The pampered nobility willing slaves to wealth and queenly charms 41

AMERICAN TYPE FOUNDERS COMPANY

a \$8 00 \$19 00

Set

52

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nem for fensive that in y even f them rt-fires arrying on into camp. s made track ca 1492

48. 5 feet \$1.00

54 POINT

3 A \$6 50 4a \$4 75 \$11 25

## GOLD BRICK Handsome New \$17 Watch

O POINT

4 A \$2 25 6 a \$2 25 \$4 50

BUSINESS AXIOMS

Description Honest dealing is the secret of making many friends 32708

Rugged Border Brass Rule No. 202D. 10 cents per foot

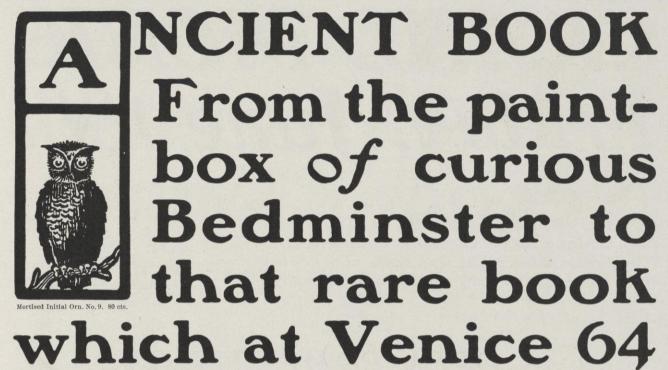
48 POINT

3 A \$5 30 4 a \$4 20 \$9 50

## BONNETS Effective Designs Charges \$75

42 POINT

3A \$4 20 4a \$3 30 \$7 50



14 POINT

10 A \$1 45 15 a \$1 55 \$3 00

### YOUR PICTURES DEVELOPED

Whether it's just a single picture you have or a dozen or more rolls, you will want them done as carefully and with as great pains. Our experts get the best possible results in each case. Orders left for developing only will be ready for delivery in one day. Printing and mounting on Velox paper two days 376

18 POINT

7 A \$1 50 10 a \$1 75 \$3 25

### SEASHORE CROWDS STILL REMAINING



HE first September week has as good as passed and the crowds of visitors seem as great as ever. For the past

week the surf has been very heavy, yet as far as the temperature of the water was concerned it was comfortable, only a very few could resist 53 "POST" OLD STYLE ITALIC

## GR.AND PICNIC Friday, June 18th

ENTRY BLANKS CAN BE HAD FROM Chairman of the Committee on Sports, Mr. Wm. Braun, who can be seen at the club house every evening after 7.30 and all day Saturday

Gold Watch

### OPEN COMPETITION

The open events include Pole Vaulting, Wrestling, Fencing and Sack Racing

Gold Medal

ONLY BONA-FIDE AMATEURS ALLOWED TO enter. All entry blanks properly filled must be returned by the 11th of June, at the latest. Special care must be taken in filling out the blanks according to the printed instructions which accompany them

OUT-DOOR GYMNASTICS Tournament Held Under the Auspices of the M. A. R. Club

"POST" OLD STYLE ITALIC

48 POINT

3 A \$4 25 5 a \$3 00 \$7 25

### EUENTS FOR BOYS Juveniles in Sack Race

18 POINT

7 A \$1 30 16 a \$1 70 \$3 00

ATHLETIC GAMES
The competitors must
train for the events 23

8 POINT

14 A \$1 00 32 a \$1 25 \$2 25

COMPETITORS WHO ENTER AS THE official entry of any particular club must present credentials certifying to that effect. This is done in compliance with a resolution adopted by the United Clubs

6 POINT

16 A \$0 90 36 a \$1 10 \$2 00

THOSE WHO ARE UNATTACHED WILL BE guaranteed as fair and impartial treatment as the members of the most popular clubs. It is the object of the Committee to make this Tournament the most successful ever held by this club. Our motto:—"A FAIR FIELD AND NO FAUORS"

14 POINT

\$2.50 TO

ecial ding

hem

9 A \$1 25 20 a \$1 50 \$2 75

THE JUDGES WILL BE Capable Members of the Different Athletic Clubs SPORTS

PROGRAMME
Friday, June 18th
1903



METROPOLITAN AMATEUR ROWING CLUB NEW YORK

30 POINT

4A \$1 95 9a \$2 30 \$4 25

GRAND OFFER TO ATHLETES
All amateurs are invited to enter
these events free of all expense \$8

LINING ARLINGTON OLDSTYLE No. 2

## BRIGHT Design

14 A \$0 90 28 a \$1 10 \$2 00

USE THIS ARGUMENT TO PATRONS The way to sure failure is to use cheap printing. The addressing, folding and stamping of five thousand circulars, with postage, will cost at least \$65.00, whether the circular is good or bad. Notwithstanding this fixed charge, some strive to save a dollar or two on the cost of printing, although the goods are

10 A \$1 30 18 a \$1 45 \$2 75

PROFITABLE PRINTING There is nothing strange in the success of printers who are up-to-date in 124

16 A \$0 80 32 a \$0 95 \$1 75

SUCCESSFUL VS. UNSUCCESSFUL PRINTERS In business, certain principles are unalterable. The successful printer is the economist. The unsuccessful printer does his saving in one act—he is for low prices as against effectiveness. The successful printer is saving every hour on his cost of production. No part of a plant is expensive that increases product and reduces the pay-roll. Every press and all material is expensive which reduces product and consequently increases the pay-roll. You carn a profit once only on the wages of \$18.50

### ARLINGTON

Type for Attractive Display

A Serviceable Type Style

Printer, Publisher and Newspaper Maker



Hapgood Floret No. 460, 25 cents

Originated by the

AMERICAN TYPE FOUNDERS CO.

Maker of Popular Type Styles

## Heartfelt THANKS

LINING ARLINGTON OLDSTYLE No. 2

48 POINT

4 A \$3 50 6 a \$3 00 \$6 50

## REMARKABLE DISPLAY Mechanical 9 Conceptions

30 POINT

3 A \$2 00 10 a \$2 00 \$4 00

DURABLE PRINTING TYPES
Should you want anything in
durable type, buy American 2

24 POINT

7 A \$1 60 12 a \$1 65 \$3 25

COPPER THIN SPACES A SUCCESS
Among the distinct additions to the
Composing Room are Copper Thin
Spaces. They save time and temper

6 Point Arlington Border No. 255. 5 feet, \$1.40

36 POINT

5 A \$2 60 8 a \$2 15 \$4 75

TYPOGRAPHERS' ENTHUSIASM Beautiful Type Styles Displayed 7

PYNSON OLDSTYLE ITALIC

60 POINT

3 A \$6 25 4 a \$3 75 \$10 00

## MODEST Preacher

36 POINT

4 A \$2 75 7 a \$2 50 \$5 25

### NORTH WINDS Destructive 37

24 POINT

6 A \$1 95 10 a \$1 55 \$3 5

IMPOSING BUILDING Quickly Demolished 8 12 POINT

2 A \$1 25 24 a \$1 50 \$2 75

TALIC LETTERS, WHICH ARE accessories of the Roman, have an origin quite independent of that letter. It is claimed to be an imitation of the writing of Petrarch, being used by Aldus Manutius for the printing of beautiful classics. Aldus produced six different sizes of Italic letters between the years 1501-58. It was imitated in Lyons

72 POINT

3 A \$7 50 4 a \$4 50 \$12 00

## Making ROBES

18 POINT

8 A \$1 60 14 a \$1 40 \$3 0

ADMIRING MULTITUDES
Seeking Free Admission \$4

30 POINT

5 A \$2 35 8 a \$1 90 \$4 25

HONEST PERSON Insures Success 75 10 POINT

14 A \$1 15 28 a \$1 35 \$2 50

THE ITALIC WAS FIRST USED FOR the entire text of classical work. Afterward, as it became more general, it was used to distinguish those portions of a book not properly belonging to the work, such as the introduction, the preface, index, and notes, the text being in Roman. Later it was used in the text for extracts, and, finally, it served the part of emphasizing certain words. It was used in England in 1524

48 POINT

4 A \$4 20 6 a \$3 30 \$7 50

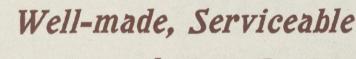
### PREVENT Accidents 28

A Practical Display of Pynson Oldstyle Italic SHOWING THE ENTIRE SERIES

Fashionable Footwear

ONE PRICE to Everybody

We Lead in the Manufacture of





For MEN and WOMEN

From Specially Selected Stock

ENTERPRISE SHOE CO.

1925 Monroe St. 203 Pavonne St.

BOSTON. NEB.

6 Point Arlington Border No. 255. Five feet, \$1,40

**AMERICAN ITALIC SERIES** 

INDUSTRIAL EXHIBITION Family Admission Tickets to Museum of Commerce \$920

## RESEARCHES Northern Wealth

\$1234567890

### QUAINT COLUMNS Monument Dedicated

\$152.17

GOWNS A large consignment FROM PARIS of Handsome Gowns was received to-day

**AMERICAN ITALIC SERIES** 

36 POINT

3A \$2 75 5a \$2 00 \$4 75

### ASPERSION POWDER Effectual for Destroying the Chances of Rival 12

12 POINT

10 A \$1 25 20 a \$1 25 \$2 50

HUNTING GROUNDS
The forests and rivers,
abounding in game and
fish, offer great induce=
ments to sport=lovers 5

10 POINT

12 A \$1 05 24 a \$1 20 \$2 25

PRINTER BROUGHT TO JUDGMENT BY A KING John Bart, Printer for the King, was arraigned before a tribunal and fined £248

8 POINT

12 A \$0 95 26 a \$1 05 \$2 00

OMISSION OF A WORD COST THE PRINTER A GOOD SUM

The word not was omitted in the Sixth Commandment. For this offense the impression, which was 153 copies, was confiscated

6 POINT

14 A \$0 85 28 a \$0 90 \$1 7

JOB OFFICES WILL BE BENEFITED BY THE ADDITION OF THIS SERIES In magazine advertising this series will undoubtedly score a big success. It is a striking letter of pleasing symmetry, and all the charms of attractiveness grace its appearance. \$1234567890 A Beautiful Type for Jobbing

### American Italic

The larger sizes are commendable for Show-card Display

AMERICAN
Type Founders Company
ORIGINATOR

Abbot Border No. 235. 60 inches, \$2.00

30 POINT

4A \$2 25 7a \$2 00 \$4 25

### JUDGE PROBES PRISONER Truth Drawn out in Small Bits Honest Testifiers Confused 25

### The American Italic Series

This is an Invaluable Letter for General Jobbing and Advertising Purposes, as will be seen by the Example below.

For Sizes and Prices, see pages 64 and 65

## CARPETS

To make room for our latest patterns of Carpets, we offer some very handsome styles of Genuine Axminsters at sharp reductions. The patterns are desirable, and many of them have neat borders to match. In three grades, to be sold at only one price:

\$1.85 Axminster \$1.23 \$1.65 Axminster PER YARD

We expect to close all of these special lots out in a day or two. Customers are advised to call early, and bring room measurements. A good opportunity to secure a cheap Carpet

### A. G. BROWN & CO.

245 Washington Street

**Carpet Department on Fourth Floor** 

## The American Italic Series

THIS modern Adtype should impress the artist printer very favorably as to its adapt= ability for all kinds of display where an effective and legible letter is desired. For printing

### Hangers and Show Cards

and particularly for attractive Street=car Advers, the larger sizes of this neat Italic style of lettering cannot be surpassed.

For Sizes and Prices, see pages 64 and 65

ABBOT OLD STYLE

72 POINT

3 A \$7 90 4 a \$4 60 \$12 50

## FINE Grade 5

10 POINT

12 A \$1 10 24 a \$1 15 \$2 25

ART ADVANCE OF THE CENTURY At no period since the Renaissance has there been such marked progress in certain walks of art as during 178

36 POINT

4 A \$3 10 6a \$2 40 \$5 5

## EARNINGS Products 4

6 POINT

16 A \$0 80 32 a \$0 95 \$1 7

EPOCH-MAKERS OF THE NINETEENTH CENTURY

Every century has had its epoch-making characters, men and women who dominated and directed the thoughts, purposes, activities and achievements of their times. The nineteenth century is distinguished above all 842

30 POINT

4A \$2 30 7a \$1 95 \$4 2

## PROMINENT City Homes 3

8 POINT

15 A \$1 00 30 a \$1 00 \$2 0

AN OLD AND CHARMING STORY READS That Aladdin, son of a widow of Bagdad, was owner of a Magic Lamp, by means of whose remarkable powers he could always summon the services of an all-helpful Genii \$\$365\$

### Guard yourself

against the proverbial "rainy day" by the aid of an account with the

### DIME SAVINGS BANK

3 per cent. interest allowed on deposits

Subject to 5 days' notice

407 Money Avenue

30 POINT

3 A \$6 35 4 a \$3 65 \$10 00

## 2 Latest STYLE

ABBOT OLD STYLE

54 POINT

3 A \$5 00 4 a \$3 00 \$8 00

## RAPID Advance 8

CORRECT

This Little Booklet will give you a correct idea of the prevailing styles



Lane Tailoring Establishment

26 & 28 FIFTH AVENUE GREATER NEW YORK

Wayside Ornament No. 421A. 20 cents

24 POINT

5 A \$1 90 8 a \$1 60 \$3 50

SHARP JUDGES Announce that we lead the World in Type styles. Our product is best 5

19 POINT

10 A \$1 25 20 a \$1 25 \$2 50

RESULTS OF ASTRONOMY The oldest of all the family of sciences is not a whit behind its sister branches in activity of research and brilliancy of discovery. The celestial field is so wide, the depths of space between the stars so vast 426

18 POINT

7 A \$1 55 12 a \$1 45 \$3 00

ARTISTIC PRINTING
By this term we mean
the art of placing neat
designs and borders in
quaint positions and by
the use of proper 346

48 POINT

3 A \$4 10 5 a \$2 90 \$7 00

29 Honorable RACE

JENSON CONDENSED

72 POINT

3 A \$5 75 4 a \$3 75 \$9 50

## AMERICA Deserves 3

42 POINT

4 A \$2 40 6 a \$2 10 \$4 50

ACTIVE GIRLS
Ballet Dancing 7

30 POINT

5 A \$1 85 8a \$1 65 \$3 50

SHORTENED SKIRTS Abbreviated Garments Suitable for Rainy Day

48 POINT

4A \$3 00 6a \$2 50 \$5 50

## HANDSOME AND ENDURING Fashions Lasting for 146 Years

24 POINT

6A \$1 50 10a \$1 50 \$3 0

REAL ENGLISH PRINCES

Within the Last Few Years Have Made Frequent Visits to our Shores in Search of 8 36 POINT

4A \$2 10 7a \$1 90 \$4 00

GRANTS DESIRE Provisions Made to Raise Senators \$80

O POINT

3 A \$4 75 4 a \$2 75 \$7 50

## STORAGE 25 Warehouse

#### **JENSON CONDENSED**

8 POINT

8 A \$1 35 14 a \$1 40 \$2 75

THE WORD JENSON IS KNOWN AND APPRECIATED IN EVERY UP-TO-DATE PRINTING HOUSE

In the world as bearing the name of one of the most beautiful and satisfactory series of type faces.

### TREADWELL SHOE HOUSE

(LIMITED

Of all the rapid strides that have been made in America's great progress, by no means small, none have made such long and EASY strides as

THE=

### TREADWELL

\$3.50 SHOE

SERVICEABLE SHOES FOR MISSES AND CHILDREN

Various kinds of leather; broad comfort of the "Treadwell" or the neat dressy effects of other makers. Coin or Graham toes, tipped—stanch soles and uppers. Worth \$3.00, our price, \$2.35

Factory and Store, 256 S. Congress Street WILMINGTON, CONNECTICUT

6 Point Florentine Border No. 224. 54 inches, \$1.50

12 POINT

12 A \$1 00 24 a \$1 25 \$2 25

### ANOTHER STRIKING ADDITION TO THE FAMILY OF JENSONS

The new face presented herewith completes a series of four styles of this lettering: Jenson Heavyface, Jenson, Italic and the Condensed

DOINT

16 A \$0 80 32 a \$0 95 \$1 75

ADVICE TO EVERY BUSINESS MAN

Advertise well! you will never regret it:

Nothing more wise can a business man do.

Stick to this motto and never forget it:

Advertise well—it will see you safe through.

6 POINT

18 A \$0 75 36 a \$0 75 \$1 50

Advertise well; do not think what 'twill cost;
'Printers' bills are but friends in disguise.
How do you know what your caution has cost?
If you would be wealthy you must advertise.

INSIST ON HAVING YOUR ADS SET IN THE AMERICAN TYPE

10 POINT

14 A \$0 90 28 a \$1 10 \$2 00

### MANY USES, EMBRACING NEARLY ALL KINDS OF COMMERCIAL WORK

Useful alike for job work of all kinds, oldstyle book composition, magazine or newspaper ads—in fact, there are innumerable ways where Jenson can be most advantageously used 12345

4 POINT

10 A \$1 20 20 a \$1 30 \$2 50

THE JENSON CONDENSED SERIES CAN BE USED TO IMITATE OR REPRODUCE ANTIQUE BOOKS, OF NARROW PAGES and wide margins, with the most excellent results. As shown here, when used for that purpose it should be closely spaced, a 4-em

72 POINT

3 A \$7 50 4 a \$4 00 \$11 50

## CRUDE HOUSE Near Belfast 23

BO POINT

3 A \$5 25 4 a \$3 25 \$8 50

# THE FIRST BIBLE printed in Roman type was published in 1576

54 POINT

3A \$4 60 5a \$2 90 \$7 50

ENGLISH PRINTERS adopted Roman lettering early in the 15th Century

48 POINT

4A \$4 00 6a \$3 00 \$7 00

## A USEFUL TYPE FACE No printery is complete with out the Jenson Oldstyle 3

42 POINT

4A \$3 50 6a \$2 50 \$6 00

# FOR MODERN JOBWORK The largest and the most varied composition is applicable to this popular style of lettering \$\$\$\$58

36 POINT

5 A \$3 00 8 a \$2 00 \$5 00

### MANUALS AND PAMPHLETS Where unique and catchy effects are desired for booklets, the smaller sizes

will give very gratifying results # 14

18 POINT

10 A \$1 75 18 a \$1 50 \$3 25

### NOTED FOREFATHERS OF THE ART PRESERVATIVE

Among the English printers in the Seventeenth Century who did credit to their trade, Roycroft is distinguished for the handsome Roman used by him in printing Ogilby's Virgil. In 1720 Wm. Caslon entered a career of honor, and for 80 years England was loyal to his Roman.

HIGHEST AWARDS RECEIVED AT THE COLUMBIAN (1893), PARIS (1900) AND BUFFALO (1901) EXPOSITIONS

### JOHNSON & ROGERS

Incorporated under Laws of the State of New Jersey

Steel Specialties:

HIGH-GRADE

### TOOLS

AND

ACCESSORIES

FOR

Model Makers
Physicians
Dentists, etc.

MANUFACTURERS AND JOBBERS OF BEST QUALITY STEEL GOODS

### FINE CUTLERY

MAIN OFFICE AND WORKS:

Eleventh and Grande Streets RUTHERFORD, MASS.

EUROPEAN AGENCY: PRICE & LANG, Nottingham, England

14 POINT

12 A \$1 50 24 a \$1 50 \$3 00

### TYPE PRINTING IN FRANCE

France received printing and the Roman character at the same time, the first product of the Sorbonne press in 1470 being a handsome Roman face about Great Primer in size, having a suggestion of Gothic in its nature •

12 POINT

15 A \$1 40 30 a \$1 35 \$2 75

### INGLORIOUS DAYS OF FRANKLIN

In the days before mechanical thought developed to any definite plans those creations we now regard as inevitable accessories of the printshop, types were the beloved tools wherewith the printer wrought his wonders. It was a common thing for the earlier printer to make his own types, and when the 1750

30 POINT

6A \$2 50 9a \$1 75 \$4 25

### PROGRESS IN LETTER DESIGNING Switzerland was distinguished by the Roman letters of Christopher Froschauer, about 1546

10 POINT

16 A \$1 35 32 a \$1 15 \$2 50

#### IMPROVEMENTS IN TYPE-MAKING



VER since types were invented, founders have studied to make them harder and more durable. The improvement effected has

reached the point beyond which additional hardness is no longer an advantage. \$ 1278

6 POINT

20 A \$1 00 40 a \$1 00 \$2 00

#### ADAM: THE MAN WHO NEVER WAS A BOY

Of all the men the world has seen since Time his rounds began, There's one I pity every day—earth's first and foremost man; Just think of all the fun he missed by failing to enjoy The dear delights of youthtime, for—he never was a boy.

I pity him. Why should I not? I even drop a tear; He never knew how much he missed—he never will, I fear; And always when those dear old days my memories employ I pity him, Earth's only man who—never was a boy.

8 POINT

18 A \$1 15 36 a \$1 10 \$2 25

### INADVERTENT DESTRUCTION OF TYPES



HE repeated handling of types is quite as injurious as the impression of the press. The wear of type in the composing room is much greater than is commonly supposed; they are bruised and battered in

distribution, in composition, in making up, and likewise in planing down. Nor can a more destructive agent 34

48 Point Jenson Initials No. 80 used above. Price, 40 cts. each

### ANNOUNCEMENT

### Superior Laces and Embroideries

The newest laces reach us in a constant stream from every lace center of the Old World. The latest tricks of fancy made out of threads by the nimblest fingers—

### Brussels Point and Real Duchesse

also real Applique laces in all the desirable widths, whether for personal wear or for home decoration or altar adornment, invariably get first showing here

Arcade Court, East Side, New York

LOGAN & CO.

Fashionable Furnishers

18 Point Contour Border No. 270. 30 inches, \$1.50

24 POINT

'A \$1 90 12 a \$1 60 \$3 50

### FIRST ROMAN CHARACTERS IRREGULAR

The French were quick to recognize the opportunities of printing, but slow to improve the shapes of lettering

## VEW Brands \$23

Chartered in 1892 under State Laws of Michigan

### REAL ESTATE AND CONVEYANCING TITLE GUARANTEES

COMPANY ACTS AS EXECUTOR, ADMINISTRATOR, TRUSTEE, ASSIGNEE AND RECEIVER

### THE REALTY CO.

Offers

Within a short distance of New City Square, Kalamazoo, beautiful in design and superb in finish, You a ful in design and superior convenience, House allowing you to occupy and pay for it AT NO GREATER COST THAN YOU PAY FOR RENT

Call or write for full particulars

60 and 62 NORTH BODWINE AVENUE DETROIT, MICH.

RUSSELL WHILDEN, President

Secretary, ROBERT ELLIS WM. A. GUEST

Real Estate Officer.

T. BRACKNEY WILLIAMSON

4 Point Round Corner Brass Rule. Per set of four, 50 cents

12 POINT

15 A \$1 40 30 a \$1 35 \$2 75

THE honor of introducing Italic has been given to Aldus Manutius, who used it first in classical works. Astonishing strides in the designing of Italic type have been made in the last few years. The improbements made in their beauty and the general up-to-date style of their characters reflect a high degree of superiority on the skill of the modern designer. Replete with \$218

### ORNAMENTAL LOWER CASE

g n y

Not put up with regular fonts, but furnished at the following prices per font:

12 POINT, 18 POINT AND 24 POINT 30 POINT, 36 POINT, 42 POINT AND 48 POINT 54 POINT, 60 POINT AND 72 POINT

These flourish characters are intended to be used exclusively as final letters. To obtain the very best results they should be used sparingly. One or two letters properly placed in a job will add to its attractiveness. Ornamental letters are made in three characters and are furnished to all sizes of the series

## Enormous PROFITS 4

60 POINT

3 A \$4 75 4 a \$2 75 \$7 50

## CHOIR OF BAGDA Sing Queer Melodies 2

24 POINT

7 A \$1 85 12 a \$1 65 \$3 5

### PRICES BASED ON GUESSED FIGURES

The check for uncertain estimating is in keeping records of every item of expense that enters into the work and comparing them with the estimates when job is completed. The only practical way of arriving at stray \$24

NORTON BROTHERS

Linen and Cambric

Handkerchief

Manufacturers

FACTORIES:

Lurgan, Ireland.

84-86 Huron Street, New York.

Office and Salesroom:

215 WENTWORTH AVE.

BOSTON, MASS.

Lace-Trimmed Handkerchiefs Our Specialty

18 POINT

3 A \$4 00 5 a \$2 50 \$6 50

## HANDSOME BRIGADE Regiments of Amazons 58

42 POINT

4 A \$3 25 7 a \$2 25 \$5 50

## LACE CURTAIN SEASON Nottinghams on Display 728

### Artistic Novelties

Suitable for

WEDDING GIFTS

The generally accepted gift of all gifts for a bride is beautiful silver—silver that will beautify her home

Thousands of beautiful things from France, Holland and Norway—gems you would likely never see anywhere else, and much less expensive than you think

A choice assortment of tokens for brides to give their bridemaids, like wise for grooms to give to their ushers

### KNOWLES & SONS

BRIC-A-BRAC DEALERS

428 Arcade Place,

Boston, Mass.

18 POINT

10 A \$1 60 18 a \$1 40 \$3 00

### PROMINENT POINTS AS TO USEFULNESS

Fenson Italic as a display is a decided novelty. It is distinct in style and striking in character. Makers of Advertisements who for a long time recommended the use of old-style letters to their clientele will find in this face an exceedingly useful monotony-breaking substitute, and the reading public will be impressively attracted by advers set in this character-giving letter

36 POINT

4A \$2 25 7a \$2 25 \$4 50

### CHOICE FRENCH CARAMELS Many Varieties of the most Select Dainties in Penny Sweet Goods 4

30 POINT

6A \$2 25 10a \$1 75 \$4 00

LADIES' GARMENTS
Many of the latest styles
shown here are made in
our own factory; prices
secure from competition

10 POINT

16 A \$1 10 32 a \$1 15 \$2 25

ARGUMENT AND EXPLANA-TION ANENT THE WISDOM OF BUYING PRINTING MATERIAL

mankind the hardest, and one which has been the subject of frequent discussions from time to time, is the unloosening of the pursestrings. When you figure on the cost of new type, do you regard it as an unnecessary expense or in the light of a good investment to buy the best?

### Roberts & Dunmore

Manufacturers and Dealers in

## ARTISTS' SUPPLIES

PHOTOGRAPHIC MATERIALS

DRAWING PAPERS,
PAINTS, WATER COLORS,
CRAYONS, EASELS,
AND CAMEL-HAIR BRUSHES

Office and Salesrooms:

307 N. Harrison Street
New Haven, Conn.

6 POINT

20 A \$0 85 40 a \$0 90 \$1 75

INTEGRITY A SMATTER OF POLICY WHICH PAYS

18 A \$1 00 36 a \$1 00 \$2 00

THE MINIATURE GOVERNMENT THAT HAS SURVIVED FIFTEEN CENTURIES—THE REPUBLIC OF SAN MARINO, IN THE ADRIATIC

The oldest Republic in the world is that of San Marino. It is also one of the smallest. In the fourth century a monk named Marinus founded a monastery in the hills near Rimini, on the Adriatic, on what is generally regarded as Italian territory. The monastery attracted inhabitants and a Republic was formed. This ancient State of San Marino has an area of thirty-three square miles and a population of 8000 souls. It is governed by a Council of sixty members, twenty of them nobles, twenty townsmen and twenty peasants. These are elected for life. The executive powers are bested in a committee of twelve members, two of whom act as regents. To prevent disputes, foreigners are engaged as judges and policemen. The Republic is prosperous, and has an army of 124 men and four Generals.

RICHLY AND FULLY FOR EVERYTHING INVOLVED
The policy of right-doing cannot be even doubted, and all
intelligent people must see that in almost every instance it
is fully and richly rewarded, noting the self-sacrifice and
labor involved. That which is done solely from the hope
of gain and advantage cannot be of the highest type. For
example, the young man who, tempted to do a dishonorable
deed, is led to refrain only because the thought that it will
injure his reputation and prospects, is to be praised for his

intelligence, but we may not hold him in the high esteem 21

LINING ELZEVIR GOTHIC No. 2

36 POINT

5 A \$2 60 8 a \$2 40 \$5 00

### HERBIVOROUS QUADRUPEDS Browsing on the Emerald Sward Enraptures Northern Ranchmen

8 POIN

20 A \$0 95 40 a \$1 05 \$2 00

NOT FAR FROM THE STATION WAS A SAWMILL BOARDING-HOUSE, AND THERE I FOUND LODGING FOR THE NIGHT. AFTER AN EARLY MEAL

The next morning I returned to the station. Outside was a log train switching back and forth, and preparing to make its daily journey back on a branch road into the mountains. I decided to go with it, and climbed into the rude caboose at its rear. 1234

### HORTON & SON

Packers and Purveyors of Southdown Mutton, Veal, Shotes and Wild Game

LOUISVILLE, KENTUCKY

6 POINT

22 A \$0 80 44 a \$0 95 \$1 75

CONSIDERABLE SNOW HAD FALLEN DURING THE NIGHT, BUT IT LAY LIGHT AND UNDRIFTED AND DID NOT IMPEDE OUR PROGRESS, THOUGH THE STEEPNESS OF THE GRADE

Made the engine pant heavily. I went as far as the train would carry me, to the logging camp of Jack Hardington, in the very heart of the woods. The choppers here numbered about fifty. They were not making a clean sweep of the forest, but only taking out the spruce and pines, so that they left woodland behind, though a good deal thinned and devastated. A well-worn road led back from Hardington's camp into the woods, and I followed it for half a mile until I found the choppers. 890

### YOU SHOULD

Equip your children with a thorough musical education whether for business purposes or for the gratification of your own pleasure. The

### New York Conservatory of Music

has a complete corps of teachers and assistants, each one a Professor and an artist of known merit in his special accomplishment.

For Full Particulars and Catalogue, address

### GILBERT R. PALMER

Proprietor and Director

1023 Clarion Street

New York City

Stylus Border. Per font, \$3.50

14 POINT

14 A \$1 40 28 a \$1 60 \$3 00

COWBOYS JOURNEYING THROUGH WINDING VALLEYS INTERSPERSED WITH SMALL PATCHES OF SILENT WOODS AND UNCANNY QUAGMIRES

Considerable snow had fallen during the day, but it lay light and undrifted and did not materially impede progress, though the horses panted heavily in ascending some of the steep grades. The flakes were still flying 5318

LINING ELZEVIR GOTHIC No. 2

30 POINT

6 A \$2 10 12 a \$2 30 \$4 40

### JOURNEY TO THE NORTHERN ZONES Arctic Explorers Surmounting Obstacles

24 POINT

9 A \$2 00 15 a \$2 00 \$4 00

### ELECTRIC MACHINERY Second Public Exhibition Given by the Wizard 12

12 POINT

16 A \$1 15 32 a \$1 45 \$2 60

THE FOUR GUARDSMEN UNITED UNDER ORDINARY CONDITIONS

After an enforced absence they Rejoin their Companies, having been abroad for Eleven Months on Most Pressing Business \$5678

\$	Boston, Mass.,	1903
	SECOND NATIONAL BANK	
Pay to		Dollars
No.		

10 DOINE

12 A \$1 80 20 a \$1 70 \$3 50

### ARISTOCRACY OF THE CAMP

The scalers were considered as privileged characters, and had a separate cabin of their own. In it, besides a big wood-box and the inevitable stove, each man had a roughly-made desk 8275

10 POINT

18 A \$1 05 36 a \$1 25 \$2 30

ALL LOGS ARE MARKED AND TWO SCALERS KEEP AN EXACT RECORD

A good deal of rivalry exists between the different crews, and all are very eager to compare the records when these are made up at the end of the week. The boss does all he can to encourage the rivalry, and frequently offers some prizes, generally consisting of tobacco, to the crew which did the most work during the week \$123 LINING FLORENTINE OLD STYLE No. 502

48 POINT

3 A \$2 85 5 a \$2 40 \$5 25

## HONEST FREAK SHOW Pondering 5 Managers

10 POINT

14 A \$1 30 28 a \$1 20 \$2 50

THE SLEEPING FOX CATCHES NO BIRDS Plow Deep while sluggards sleep, and you will have corn to sell and keep. Lost time is never found again, and what we think is enough alway proves short. If you would know the value of money, try and secure

12 POIN

12 A \$1 25 24 a \$1 50 \$2 75

BUSINESS NOTICES DISCONTINUED Sloth makes all things difficult, while industry reduces labor. The want of care does more damage than want of skill in composition. Not the best

18 POINT

8A \$1 50 14a \$1 50 \$3 00

DUTIES OF PUBLISHER Newspaper in mountain township operating well Boston masters working for advancement in craft 24 POINT

6A \$1 95 10a \$1 80 \$3 75

HISTORY READING Make hay while the roses are in bloom Standing the Game

72 POINT

3A \$5 45 4a \$3 55 \$9 00

## SALEM HOUSE Native & Broken

### LINING FLORENTINE OLD STYLE No. 502

16 A \$1 00 32 a \$1 25 \$2 25

We'll begin with a box, and the plural is But the plural of ox should be oxen no Then one fowl is goose, but two are cal Yet the plural of mouse should never b You may find a lone mouse, or a nest ful But the plural of house is houses, not t

If the plural of man is always called men, Why shouldn't the plural of pan be pen The cow in the plural may be cows or k And the plural of vow is vows never v If I speak of a foot and you show me you And I give you a boot, would a pair be

If one is a tooth and a whole set are teet Why shouldn't the plural of booth be b The singular is this and the plural is thes Should the plural of kiss be nicknamed One may be that and three would be thos Yet hat in the plural would never be ho

### LEADING County Be West Sprin

A Leading American City of the Twentieth Century

6 Point 18 A \$1 00 36 a \$1 00 \$2 00

Here in the city I ponder Through its long pathways I wander. These are the spires that were gleaning All through my juvenile dreaming, When in the old school house, I conned Legends of life in the broad world beyond—Ever I longed for the walls and the streets, And the rich conflict that energy meets. So I have come: but the city is great, Bearing med down like a brute with its weight. So I have come: but the city is cold And I am lonelier now than of old.

American Publishing Company Makers of Historical and Souvenir Brochures Printshop and Offices Located at Denver, Col.

Ornaments are characters of 12 Point Old English Border No. 22. 36 inches, \$1.50

Ornaments are characters of 12 Point Old English Border No. 25. 54 inches, \$1.50





6 Point Old English Border No. 25. 54 inches, \$1.50

## ORANGE BASKE Pictures 4 Framed

### CAMELOT OLDSTYLE

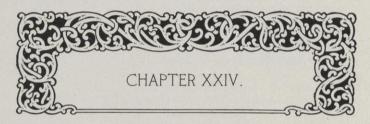
36 POINT

6A \$2 75 10a \$2 75 \$5 50

### KNIGHTS OF THE ROUND TABLE Marvelous Adventure of Sir Launcelot who Rode with a Damosel and Slew

a Knight in was Rescu Chivalrous Lady's Grat

TOURNAME SWORD AN Commencing a White Hor Arthur will be Coat-of-Mail, the Victorious



HOW ELEVEN KINGS GATHERED AN ARMY AGAINST KING ARTHUR; AJ TOLD IN THE HISTORY OF HIS NOBLE KNIGHTS OF THE ROUND TABLE. THE MARVELOUS ESCAPADES AND ADVENTURES OF THESE KNIGHTS



HREE kings came unto the castle of Bedegraine and there found passing fair fellowship, and well besene, whereof they had great joy, and wanted nothing. This was the cause of the northern host: that they were reared for the despite and the rebuke the six kings had at Carlion. And those six kings by their means gat unto them-

selves five other kings; and thus they began to gather their people, and how they sware that for weal nor woe they should not leave the other, till they had utterly destroyed Arthur. And then they made an The first that began the oath was the Duke of Cambenet, that he would bring with him five thousand men of arms ready on horse. Then sware King Brandegoris of Stranggore that he would bring five thousand men also on horseback. Then sware King Clariance of Northumberland he would bring three thousand men of arms. Then sware the king of the hundred knights, that was a passing good man and a young, that he would bring four thousand men on horseback. Then there swore also King Lot, a passing good knight, and Sir Gawain's father, and six other kings, that they would bring men of arms, both on horse and a-foot, so that their whole host was of clene men of arms on horseback fifty thousand, and a-foot ten thousand, of good men's bodies. Then were they soon ready and mounted, and they sent forth their fore riders, for these eleven kings had laid a siege unto the castle of Bedegraine; and so they

8 POINT 20 A \$1 00 44 a \$1 25 \$2 25

Acorn Initial No. 73, 40 cents

Know that the Great Lord and Brave Knight, Sir Sagramore Desirous will engage Jeremiah Crowninshield in Fierce Combat at Camelot

30 POINT 8A \$2 50 12a \$2 50 \$5 00

### CAMELOT OLDSTYLE

24 POINT

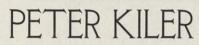
10 A \$2 00 15 a \$2 00 \$4 00

KING ARTHUR CROWNED A Great Feast held in Wales with his High Officers, in honor of the Event. Great Lords pay him Homage and Offer Men 12 POINT

16 A \$1 25 36 a \$1 50 \$2 75

TWELVE ROMAN AMBASSADORS DEMAND TRUAGE OF THE KING

SOME time when King Arthur had after long war rested, and held royal feast and a Round Table with his allies of kings, princes, and noble knights, there came into his palace, twelve ancient men, each bearing a branch of olive as a token of peace



A JEWELER AND SILVERSMITH

A LIST OF HIS WARES WATCHES, CLOCKS, GOLD AND SILVER TRINKETS OF ALL KINDS SUITABLE FOR WEDDING PRESENTS, ETC.



No. 628 HERALD SQUARE, GRANDTOWNE, MISSOURI 6 POIN

24 A \$0 85 50 a \$1 15 \$2 00

THE LADY OF SHALOTT



HERE she weaves by night and day
A magic web with colors gay.
She has heard a whisper say
A curse is on her if she stay
To look down to Camelot.
She knows not what the curse may be
And so she weaveth steadily,
And little other care hath she,
The Lady of Shalott.



And moving through a mirror clear, That hangs before her all the year, Shadows of the world appear. There she sees the highway near Winding down to Camelot: There the river eddy whirls, And there the surly village churls, And the red cloaks of market girls, Pass onward from Shalott.

Sometimes a troop of damsels glad,
An abbot on an ambling pad,
Sometimes a curly shepherd lad,
Or long-haired page in crimson clad,
Goes by toward Camelot;
And sometimes through the mirror blue
The knights come riding two and two.
She hath no loyal knight and true,
The Lady of Shalott.

UNIQUE DESIGNS IN TYPE



AMERICAN
TYPE FOUNDERS
COMPANY

1903

18 POINT

12 A \$1 50 18 a \$1 50 \$3 00

\$3 00 10

18 A \$1 15 40 a \$1 35 \$2 50

SIR LAUNCELOT AND SIR TRISTAM, THE BEST KNIGHTS OF THE WORLD

A Prophecy of a Great Battle between these two Valorous Knights was made by Merlin to King Mark, and the Prophecy Came True as Foretold by Him EMPEROR LUCIUS, DICTATOR OF ROME, SENDS HIS GREETING TO KING ARTHUR

THE high and mighty Emperor Lucius sendeth to the King of Britain greeting, commanding thee to acknowlege in him thy lord, and to send him the truage due of this realm unto the Empire, which thy father had paid, as is of record, and thou as a rebel, not recognizing him as thy sovereign, withholdest and retainest

LINING CUSHING MONOTONE No. 553

36 POINT

4A \$2 75 7a \$2 50 \$5 25

# THE GREEK PRESS WAS Established in London in 1632 through the King's Liberality

12 POINT

12 A \$1 15 24 a \$1 10 \$2 25

#### IMAGINE FOR A MOMENT HOW IT SHOULD BE WITHOUT PRINTING

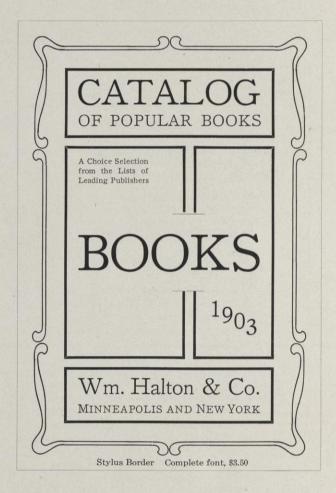
The newspaper is gone and the radiance of the noontide sun has vanished. The libraries are lost to us, the religious publication disappears, and the twilight of the modern world comes back to us. The school is abolished, the child comes to his mother's knee for oral instruction and folk-lore, and the darkness of the Middle Ages is upon the earth's face

8 POINT

16 A \$0 85 32 a \$0 90 \$1 75

CONSIDERING THE DIFFICULTIES EXPERIENCED THESE EARLY WORKS WERE, INDEED, MARVELS

THESE EARLY WORKS WERE, INDEED, MARVELS The work was printed two pages at a time, the sheets were gathered into quires, some of the leaves were printed on both sides of the paper, and there is good reason to believe that the press was provided with a frisket. Dates have been assigned to the "Speculum" all the way from 1410 to 1480, but the first positive date we have is 1481, when Veldener, at Utrecht, cut up and used some of its blocks. Like the famous "Biblia Pauperum," the "Speculum" was a popular work of Biblical instruction for the unlettered nobility as well as the common people, to whom it meant release from the fetters of ignorance



30 POINT

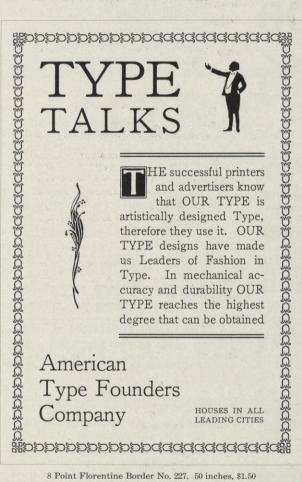
4A \$2 00 7a \$1 75 \$3 75

THE KING'S PRINTERS WERE Fined the Sum of £300 for a Grave Mistake in the Bible printed by them

#### LINING CUSHING MONOTONE No. 553

#### ALL THE MONEY THUS OBTAINED

Was expended by Royal Authority for the purchase of Greek Letters. The press thus furnished was finally settled in London 158



8 Point Florentine Border No. 227, 50 inches, \$1.50

18 A \$0 75 36 a \$1 00 \$1 75

THE BENEDICTINE MONK SAT IN HIS COLD AND CHEERLESS CELL AND COPIED THE SACRED WRITINGS OF THE BIBLE AND THE SAINTS

THER monks have done good service in the work of tran-scription, but to the Benedictine Monk we are most.

Without his conscientious labor much of the ancient literature which we now have would have been irretrievably lost, and to him and his order let us pay our distant tribute of gratitude. But this was a slow and very laborious process of reproducing single copies, and if the people were to be reached and their wants satisfied some quicker way had to be found. The engraver came to the task, and blocks of wood were engraved with

pictures illustrating Biblical subjects or stories of the Saints, perhaps accompanied with some sentences cut on the same block, in relief, and then printed on single sheets of dampened paper by means of friction, like a "squeeze" from an inscription. The earliest dated print is a St. Christopher, which bears the date 1423. They were generally copied from similar sheets that had been circulated in manuscript, and, with the playing cards, form the earliest printed publications. It is generally conceded that none of them could have been earlier than about the middle of the

10 POINT

12 A \$0 85 24 a \$0 90 \$1 75

THE BIBLE, PRINTED WITH METAL TYPES, FIRST MADE ITS APPEARANCE ABOUT 1455

But it must have occupied several years in the process of printing, and was begun, perhaps, as early as 1450. It is called the Gutenberg or 42-line Bible. It is a well-printed book, folio in size, comprising 641 leaves, printed on both sides of the leaf, two columns to the page, and excepting the first few pages, 42 lines to the column. Considering the difficulties to be met with in such early work it can be called a masterpiece of printing. The style of type is the Missal type, such

9 A \$1 45 16a \$1 35 \$2 80

#### LETTER FROM THE ENGLISH KING TO BISHOP LAUD

Most reverend father in God, right trusty and right entirely beloved counselor, we greet you. Whereas our servant, Patrick Young, keeper of our library, hath lately with great industry and care published in print an epistle of Clemens in the Greek and Latin languages 123456

LINING CUSHING OLDSTYLE No. 2

48 POINT

3 A \$3 50 5 a \$2 75 \$6 25

# RARE BOOKS Bibles printed in Roman type Scotland, 1576

18 POIN

8 A \$1 35 14 a \$1 40 \$2 75

THE FIRST CHARACTERS USED IN FRANCE WERE THE ROMAN France received printing and Roman characters about the same time, the first work of the Sorbonne Press in 1470 being in a pretty Roman letter about Great Primer in size and very

36 POINT

4A \$2 40 6a \$2 10 \$4 50

BOLDFACE TYPE
In the first quarter
of this Century the
typographers were
using Boldface 239

6 POINT

18 A \$0 80 36 a \$0 95 \$1 75

THE ORIGIN OF ROMAN TYPES, WITH CHANGES BEFORE AND AFTER THEY REACHED ENGLAND Many of the Italian scribes of the fifteenth century were famous for their beautiful manuscripts, written in a hand so entirely different from the Gothic of the Germans or the Secretary of the French calligraphers. It was only natural that the first Italian printers, when they set up their press at Subiaco, should form their letters upon the best model of national 1234567

9 POINT

15 A \$0 80 30 a \$0 95 \$1 75

ROMAN WAS FIRST USED IN THE NETHERLANDS IN THE YEAR 1472 Roman was introduced into the Netherlands by Johannes Westfalia, who, it is said, brought it from Italy in the year 1472. He located at Louvain, and after

8 POINT

16 A \$0 75 32 a \$1 00 \$1 75

A STRUGGLE BETWEEN THE ROMAN AND THE BLACK-LETTER PREVAILED For a short time a vigorous struggle existed between the Roman and the Black-letter for the supremacy of the early English press, and at one period the curious spectacle was presented of mixed fonts of each. Always impressionable and unoriginal, the 9460267

11 POINT

14 A \$1 00 28 a \$1 10 \$2 10

ROMAN LETTER FIRST USED ON THE CICERO DE ORATORE The Cicero de Oratore is claimed by some as the first book printed in Roman type, although the 560

7 POINT

18 A \$0 80 36 a \$0 95 \$1 75

THE ENGLISH WORKS OF THE SIXTEENTH CENTURY ARE FAR FROM SATISFACTORY
The seeker after the beautiful in typography looks almost in vain for anything to satisfy his taste in the English Roman-printed works of the sixteenth and seventeenth centuries. The exceptions are very few; and when the English printers gave up the attempt to cut Roman 169

10 POINT

14 A \$0 90 28 a \$1 10 \$2 00

ROMAN WAS FIRST INTRODUCED IN ENGLAND BY PYNSON IN 1518 This printer's Norman birth, and his close relationship with the printers of Rouen, as well as his supposed intimacy with Froben, of Basle 50749 LINING CUSHING OLDSTYLE No. 2

O POINT

5 A \$2 00 8 a \$1 75 \$3 75

# FROBEN, OF BASLE Cast some of the most beautiful fonts of type known in Europe in 15

12 POINT

12 A \$1 05 24 a \$1 20 \$2 25

#### EARLY PRINTERS WERE LIBERAL IN THEIR IDEAS They cut their letters with a

They cut their letters with a single eye to artistic beauty. As printing gradually ceased to be an art it became a trade, and economical considerations suggested a cramping of these models to get more in 123456

### AMERICAN TYPE

LINING
CUSHING
OLDSTYLE
No. 2



F the many original type designs made by us, the Lining Cushing Oldstyle No. 2, shown on this and the opposite page, is a preferable design with the best class of spacebuyers in the leading publications throughout the United

States. Special attention is called to the distinctiveness of design. As a handy type for all classes of jobbing work it cannot be excelled.

Two-color Initial No. 320—Ornamented. Single letter, 35 cents

#### AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR AND MAKER OF THE POPULAR "ADTYPE" STYLES

6 Point Mercantile Border No. 257. 5 feet, \$1.40

24 POINT

6 A \$1 65 10 a \$1 60 \$3 25

14 POINT

10 A \$1 05 20 a \$1 20 \$2 25

### THE ENGLISH PRINTER Gave up the attempt to cut

Gave up the attempt to cut Roman for himself, going to Holland to buy it. English foundries established 1234 SCOTLAND'S BIBLES PRINTED IN ROMAN

Watson says that from the first days of Scotch typography, a constant trade in type and labor was carried on between Holland and Scotland 58 **PONTIAC SERIES** 

72 POINT

A \$5 25 4a \$3 25 \$8 50

# PROMINENCE Bland Science

12 POINT

18 A \$1 05 36 a \$1 20 \$2 25

FINE PRINTING ALWAYS PROFITABLE As fine sculpturing, fine painting and fine architecture are profitable. The demand for fine printing increases as the seasons go by, and printers \$29

8 POIN

24 A \$0 85 48 a \$1 15 \$2 00

GOOD PRINTING EXECUTED WITH BRAINS AND TASTE The printers who are making the greatest profit to-day are the slowly increasing quota who possess the ability to do really fine printing. The people who decline to pay for over-elaboration they do not admire will appreciate and pay for fine printing. No other business 42

30 POINT

6 A \$1 60 9 9 \$1 40 \$3 0

# PENSION REPORT PRINTED Mailed in Sealed Envelope 8

36 POINT

5 A \$1 65 8 a \$1 60 \$3 25

### PROPRIETOR GROWLS Business Stagnation 35

24 POINT

8A \$1 50 14a \$1 50 \$3 00

PROMINENT GUEST PRESENTED Distinguished Young Statesman 4

OFFICIAL SCHEDULE

= OF PROFESSIONAL

BASE BALL GAMES

For the Season of

9

03

haracter 6 of Baseball No. 1 20 cents

Chicago Sporting Goods Company No. 390 Weston Avenue CHICAGO, ILL.

3 Point on 6 Point Mercantile Border No. 49, 5 feet. \$1.40

60 POINT

3A \$3 75 5a \$2 75 \$6 50

### LIGHT READING Modern Fashion

6 POINT

28 A \$0 75 56 a \$1 00 \$1 75

AS WELL ATTEMPT A FORMULA FOR PRODUCING MASTERPIECES In any art as to define the limits of printing. The excellent printer becomes such by study, by aptitude, by good taste, and by work. His efforts vary in excellence, and only at times become masterpieces, these depending upon favorable opportunities. As master of his art he guides, advises and leads his customers \$123456780

10 POIN

20 A \$0 90 40 a \$1 10 \$2 00

BUSINESS MEN DEMANDING FINE PRINTING Fine Printing is in demand by an increasing class of business men, who become more liberal in payments for printing in proportion as it rises above the level of the mediocre 3

**PONTIAC SERIES** 

TOTOTOTOTOTOTOTOTOTOTO

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a \$1 20 \$2 25 ROFITABLE

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S AND TASTE

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### **SMALLER PROFITS Cash Sales Result 3**

[3]

PUBLIC CHARITY SOCIETY The Board will meet on the second Wednesday of every month to hear the report of the Board of Trustees 7

**WALL BRACKETS SIDEBOARDS** 

**CHINA CLOSETS** 

Your Credit is Good With Us!

**OUR PEERLESS GREDIT SYSTEM** 

Affords an Opportunity to Furnish Your Home on Easy Terms

## HOUSE FURNITURE

**CENTER TABLES CHIFFONNIERS** 

WALL CABINETS

Business Transactions are Carried on in Strict Confidence TERMS MADE TO SUIT CUSTOMER

MORGAN'S CREDIT HOUSE

Nos. 358 to 364 Baltimore Avenue

8 Point Roycroft Border. 50 inches, \$1,50

14 A \$1 10 28 a \$1 15 \$2 25

### PLEASING SERENADES Harmonious Melodies 5

DELIGHTFUL MUSICAL CONGERT The farewell concert held on last Wednesday evening by the Active Orchestra was attended by a large number of people who admired the Programme presented to them 2

LINING QUENTELL No. 2

72 POINT

3A \$6 80 4a \$5 20 \$12 00

# HOUSE 5 Design

30 POINT

6A \$1 90 9a \$1 85 \$3 78

# LARGE MEASURES Something Nice 5

18 POINT

10 A \$1 25 20 a \$1 75 \$3 00

VERY ENTERPRISING WOMEN Forming 12 Remarkable Mutual Admiration Societies

24 POINT

7 A \$1 60 12 a \$1 90 \$3 50

#### IMPERTINENT REMARK Statesmen Amazed 8

14 POINT

12 A \$1 05 24 a \$1 45 \$2 50

IMPORTANT SCIENTIFIC RESEARCH Fashionable 20 Expeditions Exploring Magnificent Wonderland

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FOR THE HANDS AND FACE

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PHONE 3-10-60

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Recommended by Skin Specialists

6 Point Newspaper Border No. 79. 4 feet, \$1.25

60 POINT

3 A \$5 00 4a \$4 00 \$9 00

# Highest NUMBER 7

LINING QUENTELL No. 2

54 POINT

3A \$4 35 5a \$3 90 \$8 25

### MARCHING 9 Onward

42 POINT

4 A \$2 80 6a \$2 90 \$5 70

BRAVE WOMEN Fear Nothing 2

12 POIN

15 A \$1 00 30 a \$1 30 \$2 30

LADIES EAGER FOR INFORMATION Fair Speculators Greatly Excited

B POINT

18 A \$0 80 36 a \$0 95 \$1 75

LAWYER'S PATHETIC APPEAL FOR THE PRISONER
Provokes Much Adverse Comment
Might Prove Him Guilty of 10 Humorous Episodes

... ESTABLISHED 1860...

Steam Power

TELEPHONE 1-18-35 JOHN

ROBERT MARSDEN & CO.

**PRINTERS** 

20 Market Ave., CAMDEN, N. B.

3 Point on 6 Point Newspaper Border No. 48. 5 feet, \$1.40

36 POINT

4A \$2 15 7a \$2 35 \$4 50

10 POINT

16 A \$0 90 32 a \$1 10 \$2 00

MODERN CABINET

Compartment 93

18 A \$0 65 36 a \$0 85 \$1 50

CONSIDERABLE DIFFICULTY EXPERIENCED WITH CUSTOMERS
Queer Actions of Many Bargain-Sale Buyers
Showing to What Extent Some People Will Go to Save \$20

THE MOST PERFECTLY REGULATED INSTITUTE Evidence that our Courses are Satisfactory

48 POINT

4A \$3 50 6a \$3 50 \$7 00

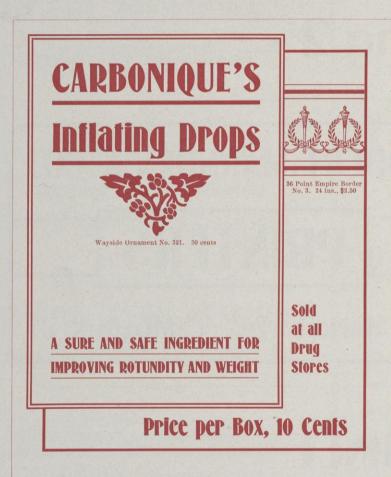
Sensational BARGAIN 8

LINING McCULLAGH No. 2

60 POINT

3A \$4 00 5a \$3 50 \$7 50

# BRIGHT SUMMER DAYS Delight the Children 20



10 POINT

15 A \$0 85 30 a \$1 15 \$2 00

COME AND INSPECT OUR DISPLAY OF ORIENTAL MATTINGS AND TAPESTRY HANGINGS. NOTEWORTHY BARGAINS

THE Eastern Salon blooms with a magnificent collection of all the characteristic New Designs, and we have dressed the Salon in holiday attire in their honor; the Japanese Mattings are shown in rolls at \$30

10 POINT

18 A \$0 75 36 a \$1 00 \$1 75

FEW THOUGHTFUL POINTS ON THE STUDY OF ASTRONOMY, THE RELATION OF THE PLANETS ONE TO ANOTHER, ACCORDING TO MAGNITUDE

MANY people will be interested to know the fact that during the month of February there is to be seen Jupiter and Venus in conjunction. It takes place low down in the western skies, and will be well worth the trouble to witness such a beautiful display; also the conjunction of Venus and the Moon, and Jupiter and the Moon, February 23, 1965

2 POINT

5 A \$2 75 8a \$2 75 \$5 50

# TRICK DONKEY Performance 7

36 POINT

6 A \$2 50 9 a \$2 50 \$5 00

STRAIGHT PATHS Handicap 10 Miles

LINING McCULLAGH No. 2

72 POINT

Set

\$1 15 \$2 00

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3 A \$5 50 4 a \$3 75 \$9 25

# REPORTS Printed 31

24 POINT

8A \$1 40 14a \$1 60 \$3 0

ON SUNDAY WE DO NOT BREAKFAST TILL EIGHT And some of the men on this day read or mend their clothing and take a stroll through the 34

18 POINT

10 A \$1 10 18 a \$1 40 \$2 50

MUSCULAR GENTLEMEN SHOW GREAT ENDURANCE, EXHIBIT WONDERFUL FEATS OF \$568

Health is the soul that excites all enjoyments of life, which fade and are tasteless, if not dead, without it. Man starves at the best and greatest table

Memories of the Days of Youth in Old Philadelphia



Idyllic Dreams of a Quiet Home in a Quaint and Patriotic City

"Post" Ornament No. 112. 50 cents

48 POINT

4A \$3 20 7a \$3 30 \$6 50

### WEIGH LIGHT Gentlemen 21

30 POINT

7 A \$1 85 10 a \$1 90 \$3 75

INCREASED BUSINESS
Daily Shipments Lend
Color to Reports of 6

LINING IROQUOIS No. 2

### FRIENDLESS INDIAN **Tribes Still Exist 402**

10 A \$1 10 20 a \$1 40 \$2 50

**EQUITABLE PROVISION** Lessons in Elevating the Eyebrows and in Winking the Ears: methods of 30

#### QUIET MEAL Woodlands 12

10 POINT

10 A \$1 00 20 a \$1 25 \$2 25

BROKEN HEARTS MENDED Infallible Remedy for Hearts broken by Treachery, and for Men whose hopes have been shattered by the hand of 890

6 A \$1 35 12 a \$1 65 \$3 00

#### **BURIED STONES** From the ruins of Naples worth £90

12 A \$0 90 24 a \$1 10 \$2 00

#### THE REFRIGERATOR ASSOCIATION

Furnishes Polar Breezes to popular Summer Resorts. Porridge cooled or Midsummer Pedestrians refrigerated on short notice. Poor Relations given the Gold Shoulder, Gool Receptions 20

1880

From Washington, D. G. to the borders of Texas

THESE trains are vestibuled limited palaces of luxury. All Fast Mail trains have Drawingroom, Dining-room and Observation cars attached. They run between Washington, D. C., and El Paso, Texas, touching at all principal cities and towns.

DOUBLE TRACK SOLID ROADBED QUICKEST TIME

#### THE LONE STAR ROUTE

passes through scenery the most varied and of the greatest interest, historically, to be found in the entire South. Such places as Missionary Ridge, Chickamauga, Chattanooga and Lookout Mountain, and other places of equal historical interest.

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Beauty of design, style of finish, and admirable wearing qualities. These three cardinal features are in themselves sufficient to recommend them to the vast army of purchasing printers and magazine publishers as a money-saving investment. It is made to line with Iroquois Gondensed 123456

#### INSTRUCTOR DISMAYED **Unruly Boys Disciplined 8**

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LINING IROQUOIS CONDENSED No. 2

36 POINT

4A \$2 25 7a \$2 25 \$4 50

### NEAT JOB LETTER For All-round Work

12 POINT

14 A \$1 00 28 a \$1 30 \$2 30

GATER TO YOUR GLIENTS An intelligent handling of a customer's work means his continued patronage and a better price for your work

24 POINT

6 A \$1 50 10 a \$1 50 \$3 00

#### GOMMERGIAL ENTERPRISE There is a splendid business opportunity for live printers

6 POINT

20 A \$0 80 40 a \$0 95 \$1 75

PRIMITIVE AND MODERN BOOKMAKING FAGTS

00KMAKING in its finer forms is receiving more than ordinary attention from the literary world of recent years. It is an extraordinary fact that in the infancy of printing bookmaking attained, in some respects, a perfection in execution which has never been surpassed in modern times. It is a matter for reflection that the modern bookmaker, who is in possession of all the latest and most improved

Word Ornaments as below Accompany Each Font of IROQUOIS GONDENSED



8 POINT

18 A \$0 95 36 a \$1 05 \$2 00

PROGRESS OF A NOTABLE INSTITUTION

HE Schools Gharter was granted in 1783 and shortly afterwards the trustees purchased from Golonel Banes an entire square upon the western limits of the town, and on this ground most of the twelve magnificent buildings forming the college were built

18 POINT

8 A \$1 20 14 a \$1 30 \$2 50

THE MIXING OF BRAINS AND TYPE A thorough knowledge of the copy is half the battle in any job of composition, a fact worth bearing in mind

10 POINT

16 A \$0 95 32 a \$1 20 \$2 15

WORLD'S QUEER GONUNDRUM How ridiculous it seems to talk about civilization! The ox eats the grass, we eat the ox; the worm eats us, the duck eats the worm, and thus passes the world as Nature's God intended 30 POINT

5 A \$1 80 8 a \$1 70 \$3 50

POPULAR JUVENILES Quaint Stories for the 20th Gentury Ghildren

LINING CAXTON BOLD No. 2

72 POINT

3 A \$8 75 4a \$5 75 \$14 50

# ICE House 6

18 POINT

8A \$1 55 14a \$1 65 \$3 2

### PROFESSOR GRABEM'S LATEST REMEDY FOR IDLE GOSSIPERS

Indispensable to all people afflicted with the obnoxious habit of talking about their next-door neighbors 29

30 POINT

4 A \$2 00 6a \$1 75 \$3 75

### FRIDAY EVENING CONCERT Signor Earsplitto's 3d Farewell Performance. Positively the last

24 POINT

5 A \$1 70 8a \$1 55 \$3 25

#### IMPORTANT DIRECTIONS

How to support yourself and family with some measure of comfort on a small fortune 8

BO POINT

3 A \$6 00 4a \$4 00 \$10 00

### HARD 4 Metals

last

### RACING HOUNDS Jupiter and Mars 18

12 A \$1 15 24 a \$1 35 \$2 50

SLICKEM'S KNOWLEDGE INJECTORS FOR RENDERING STUDY NUGATORY Every Person made as learned as a Goose and as wise as an Owl by sending \$10 and securing one of our Remarkable Injectors

STRANGE DISAPPEARANCE OF A MAGNIFICENT FEMALE KITTEN The Owner's unbounded gratitude is the reward that will be offered for its recovery. It was the only solace of a lonely old bachelor, and the mystery surrounding its disappearance has 63

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#### American Type Founders Co.

MAKER OF POPULAR TYPE STYLES FOREMOST PRINTERS' OUTFITTER

Order from Nearest House

Houses in all Principal Cities

PROSTRATED YOUNG MEN BEMOANING

SPRINGTIME'S SQUANDERED OCCASION Very profuse in promises of an upright and industrious life if only restored again to their former health and strength. The last crop of wild oats, notwithstanding spring fever and various other contagious Summer maladies, has entirely disappeared, and in its stead a

strong desire for some exalted position 1365

REPORTING THE ROMANTIC ADVENTURES THAT BEFELL DOCTOR ROBERT BLUEPILL Great excitement prevailed in the staid hamlet of Paudunk when it was reported that the queer old codger was contemplating matrimony with a certain damsel whom he had rescued from 168

### INGENIOUS BURGLAR Back-Gate Operations 35

LINING DE VINNE EXTRA CONDENSED No. 2

72 POINT

3 A \$5 25 5 a \$4 25 \$9 50

# MODERN Attachments

30 POIN

7 A \$1 65 14 a \$2 10 \$3 75

INDEPENDENT LIFE INSURANCE SOCIETY

Decided Advantage over Similar Institutions Produces Rapid Growth of Membership 5789

42 POINT

5 A \$2 45 8 a \$2 30 \$4 75

### PROHIBIT IMPORTED AUTOMOBILES Running on Public Thoroughfares 238

24 POINT

9 A \$1 45 18 a \$1 80 \$3 25

AUGUST OPENING OF MILLINERY AND DRESS GOODS Our Parisian Modistes have been working Overtime to be in readiness for this fascinating event, and now they exhibit before the public their dreams of loveliness 815

48 POINT

4 A \$2 65 7 a \$2 85 \$5 50

### STRANGE OPERA PERFORMANCE Theatrical Customs in Bermuda 4

LINING DE VINNE EXTRA CONDENSED No. 2

60 POINT

nt Set

4A \$4 10 6a \$3 90 \$8 00

### **Emblematic INSTRUCTION**

18 POINT

12 A \$1 20 24 a \$1 55 \$2 75

UNOBTRUSIVE FASHION OF MUSLIN GOWNS
The most perfect July weather calls for ideal
millinery, and the summer styles have never
been more dainty or ephemeral; all shades
of pink and virginal white are the colors 56

36 POINT

6A \$2 15 10a \$2 10 \$4 25

### RELIABLE MACHINERY Old Establishment Gives Complete Satisfaction 12

14 POIN

14 A \$1 00 28 a \$1 25 \$2 25

ORNITHOLOGISTS DENOUNCE THE LATEST FASHION Any observant person who notices the plumes waving in clusters on the hats of so many women, must know that thousands of birds have been cruelly slaughtered every season to supply this heartless demand of Dame Fashion, thereby inflicting injuries on agriculture 287



4A \$3 60 6a \$3 40 \$7 00

### TROUBLESOME HUCKSTERS Evicted from the Premises 13

#### LINING DE VINNE EXTRA CONDENSED No. 2

**Shown in Practical Display** 

Entire series shown on pages 100 and 101

# The Pacific Coast FRUIT GROWER

A Treasure of Practical Information for Owners of Farms and Nurseries

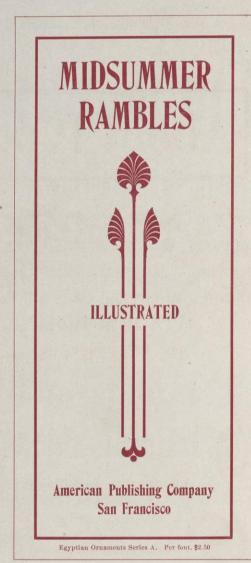


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Book and
Catalogue

Commercial



HE up-to-date method of doing our work has brought us an enormous patronage. We are running night and day, but still the work is piling up on us. We always try to keep ahead of the game and have just purchased the latest and most popular type styles made by the American Type Founders Company, and two more modern presses. This will help us to meet the demand made upon us and sustain our reputation for doing the best work and for prompt delivery. If you want a job of printing that will make you feel proud of yourself, don't forget us in your figuring

THE RICHMOND PRESS, 416 Commerce Street, Milwaukee, Wis.

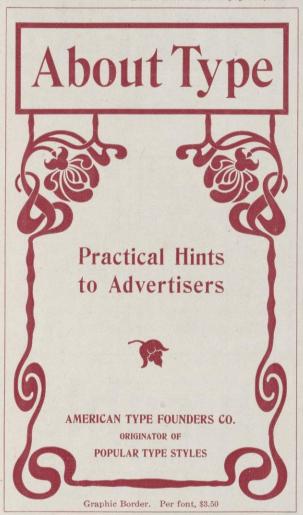
3 Point on 6 Point Newspaper Border No. 48. 5 feet, \$1.40

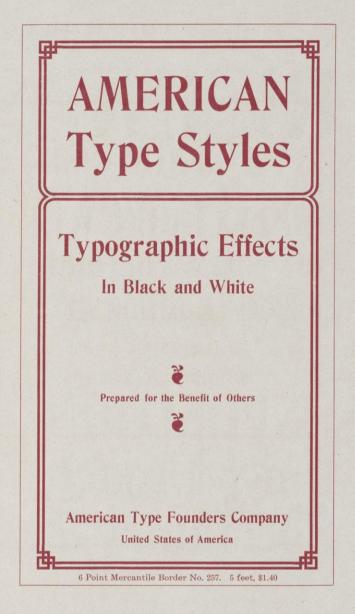
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le by the

LINING DE VINNE CONDENSED No. 2
Shown in Practical Display

Entire series shown on pages 104 and 105





No Lengthy Argument Necessary Because Good business men know that a neat, tasty job of printing will attract attention and inspire confidence—and Because progressive printers know that the popular type and border styles originated and made by the American Type Founders Company aid them materially in satisfying those good business men who know. That's all.

4 Point Rugged Border Rule No. 542 E. Labor-saving font, per lb., \$1.75

LINING DE VINNE CONDENSED No. 2

72 POINT

3 A \$6 50 4a \$4 50 \$11 00

# RISING Singer 12

30 POINT

6 A \$2 00 10 a \$2 00 \$4 00

#### GRAND SCENERY Newport's Youthful Society Flames 412

42 POINT

4A \$2 75 6a \$2 50 \$5 25

# EXPOSITION Daily French Spectators 12

24 POINT

7 A \$1 65 14 a \$1 85 \$3 50

HOPE SAVINGS BANK Depositors fully paid in promises and soft=soap. Interest squandered 415 12 POINT

15 A \$1 00 30 a \$1 25 \$2 25

#### AMPHITHEATRE OF MOUNTAINS SURROUNDS QUAINT SPOT

Transferring the observation point from the summit to the bottom of the valley, the landscape is equally inspiring and grand. From almost any spot a most enchanting view of the mountains may be had 1290

### Durable

8 POINT

20 A \$0 75 40 a \$1 00 \$1 75

#### INAUGURATION OF INDUSTRIAL ENTERPRISES AND THEIR RAPID DEVELOPMENT

Way back in the young days of the nineteenth century a Grist Mill was the pioneer of the manufactories that trail along in its wake. The ruins of this old mill are still to be seen, the silent wheel and the waters that have passed giving inspiration to painters and poets, and a mile post to the busy citizen of the present day, whereby he may measure the march of improvement that is pushing through and spreading among these old hills 428

30 POINT

3 A \$4 75 5 a \$3 75 \$8 50

# Hunting HORSES 6

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LINING DE VINNE CONDENSED No. 2

### MEADOW SPORTSMEN Season for Reed Birds 73

10 POINT

18 A \$0 90 36 a \$1 10 \$2 00

TRANSFORMING ANCIENT FORTIFICATION INTO MODERN DWELLING HOUSES

Coquina blocks from the battery, that in old times guarded the southern and weakest line of the town, were used for modern edifices. The style of architecture is now undergoing a change; the overhanging balconies are fast disappearing, high stone walls are replaced by picket fences and wire netting, and 45678

### Letters

6 POINT

24 A \$0 75 48 a \$1 00 \$1 7

THE SURVIVAL OF THE MEDIÆVAL ART OF ILLUMINATIVE WRITING AMONG PENNSYLVANIA GERMANS

The notion of a novel collection was suggested to me by a visit paid last April to the house of an individual who has long been in the habit of buying "penny lots" of so-called trash at such country sales as he happened to attend. There, scattered about the premises in profusion, rusting, warping and crumbling, lay a heterogeneous mass of objects of wood or iron, which I soon recognized as of historic value. Forgotten by the antiquary, overlooked by the historian, they were the superannuated and cast-away tools of the Pennsylvania pioneer. I gathered them together and, ransacking Bucks County for other specimens, at the end of a few weeks had stored them in the museum of 8907

18 POINT

10 A \$1 40 20 a \$1 60 \$3 00

GLORIOUS COLOR EFFECTS Rows and blotches of brilliant hues and colors decorate the warm Southern forests these beautiful Autumn Days 12345

36 POINT

5 A \$2 50 8 a \$2 25 \$4 75

### SHIPS FIRING Under Adverse Conditions 2917

14 POINT

12 A \$1 20 24 a \$1 30 \$2 50

MONARCH OF NORTHERN FOREST Hunters and guides are now busy in the Canadian woods in the endeavor to lure the moose within range of the rifles. The old bulls are pugnacious and fight desperately until death 356

54 POINT

3 A \$4 15 5 a \$3 35 \$7 50

### FIELDING Records 51

LINING DE VINNE No. 2

72 POINT D

3A \$7 40 4a \$4 60 \$12 00

# 30LD Kids 21

18 POINT

NOBLE MISSION FOR THE YOUTH Into the hands of the young men the future of the country is committed, and to them is given the power for good 28

'PHONE-43-27 Broad

Springfield, Mass....

190

M

### To ROBERTS & JOHNSON, Dr.

Wholesale and Retail Leather Pocket Books, Bill Wallets, Card Cases, Holiday Goods, Music Rolls, Ladies' Belts.

DISCOUNTS: 30 per cent. off for Cash.
15 per cent. off if paid in 30 Days.
5 per cent. off if paid in 60 Days.

283 W. Congress Street

(Opposite B., P. & W. Terminal)

12 A \$1 35 20 a \$1 40 \$2 75

WAKE UP AND FIND YOUR OPPORTUNITY If the young men of the country could only be made to understand this and feel that they are responsible for the faithful performance of the trust confided to them by their forefathers 76

# DUIET Resorts 13

nt Set

190

I Wallets,

ay Goods.

ies' Belts.

3A \$6 00 4a \$3 85 \$9 85

## Circus HOME 8

12 POINT

CLIMBING THE LADDER OF FAME AND FORTUNE It probably comes to every thoughtful person at times that there are plenty of common, mediocre people, and when one determines to he can press to the front, pass the crowd and win position, fame and wealth. Many a determined character with brilliant possibilities is 402

SILK, BUNTING AND MUSLIN FLAGS

FLAG POLES AND BRACKETS

DECORATIONS AND DRAPERIES FOR CELEBRATIONS

EMBROIDERED AND PAINTED FLAGS AND BANNERS FOR SOCIETIES

PAPER LANTERNS

TRANT & SONS

Manufacturers and Jobbers of

Flags and Banners

OF EVERY DESCRIPTION

47=51 SOUTH HALSTEAD STREET

ST. JOSEPH, MICH.

612 FRANKLIN STREET

15 A \$1 00 30 a \$1 25 \$2 25

HISTORY AND PROGRESS OF PRINTING FROM MOVABLE TYPES Perhaps there is no craft which has shown more interesting phases of development during the present decade than the printing business, and none that gives more hope of a distinct advancement in the near future. For years there has been a feeling that in some of its important subdivisions there would be a revolutionary progress. These expectations

have scarcely been realized, although it can almost be claimed that 6175

### **GRAND Triumph 71**

LINING DE VINNE No. 2

42 POINT

4A \$3 50 6a \$3 00 \$6 50

### GERMAN ROMANCES Bound in Manilla Cloth Extra Heavy Backs 35

8 POINT

15 A \$0 90 30 a \$1 10 \$2 00

BOOK ILLUSTRATING IN JAPAN HAS OF LATE AROUSED GREAT INTEREST IN ALL THE EUROPEAN ART CIRCLES

Two volumes upon this subject, recently published in London, give perhaps for the first time in English in concise and convenient form the history of Japanese wood engraving and printing in colors. Little has been written on Japanese illustration heretofore, since even the Japanese themselves have kept little account of \$23145

7 POINT

16 A \$0 80 32 a \$0 95 \$1 75

BEAUTIFUL DESCRIPTION OF THE SONG OF THE NIGHTINGALE IN SOUTHERN GARDENS

The moon was shining, and the great tree was bathed in a flood of shining silver. I could see each twig and mark every action of the singer, who poured forth such a rapture of melodies as I had never listened to before. Sometimes he would perch for minutes, his body thrilling with the outpour of the sweetest music. Then he would drop softly from twig to twig, until the lowest limb was reached; then he would rise, fluttering through the branches, his song never ceasing for an instant, until the 243956



FOR THE MANDOLIN AND GUITAR



Vayside Orn. No. 320A. 30 cts

Published Quarterly by the Faculty of the North Philadelphia Conservatory of Music. Subscription Price per Year, by mail, \$5.00

Vol. XII. No. 2

#### HARMONY PRINT SHOP

Corner Broad and Ontario Streets, Germantown

36 POINT

4 A \$2 80 7 a \$2 70 \$5 50

### RAMBLES IN KENTUCKY Beautiful Engravings, also New Maps and Charts 428

Set

6a \$3 00 \$6 50

ES

th

CITAR

HOP

KY

150

LINING DE VINNE No. 2

30 POINT

5 A \$2 10 9 a \$2 15 \$4 25

### JEWELS AND PRECIOUS GEMS No feature of this Exposition has rivaled in lustre the great display of Diamonds and Pearls, some 125

#### WERDMAN & SOUTH

Manufacturers of and Dealers in



. . and . .

BOOKBINDERS'
SUPPLIES

Works: SHERLOCK MILLS, Harley, Pa.

OFFICE AND SALESROOM

18 Monroe Street, Peoria, Me.

6 POINT

18 A \$0 75 36 a \$1 00 \$1 75

ONE SUCCESSFUL BUSINESS MAN BEGAN LIFE WITH A CASH CAPITAL OF SEVENTEEN CENTS

He did not run into Indians or pirates but did intend to be a young hero, and so he got books relating to history of boys beginning in New York with selling papers and climbing to the top notch of wealth and greatness; he made ready his bundle and secreted it in a lumber pile; but as his mother kissed him good night his chin began to quiver; he almost wished he was not going; but to become a millionaire seemed a duty now calling him. He had seventeen cents cash and two suits of old clothes; all heroes start with limited capital and the more patches on their clothes the sooner they begin to climb. These heroes 254

5½ POINT

16 A \$0 80 32 a \$0 95 \$1 75

AN ENGLISH TRAVELER PHOTOGRAPHED AND STUDIED CANNIBALS AT VERY CLOSE RANGE

The large territories comprised within the Uganda Protectorate, South Africa, certainly contain nearly all the wonders, nearly all the extremes, the worst horrors and the greatest beauties in the Dark Continent. Here are assembled all the leading types of African races, including the apelike negroes of the Semliki Valley, the giants of the Rudolph territory, the dwarfs of the Congo forest, and the Soudanese of the White Nile; the most intelligent of Africa's races, the Baganda, and the most highly developed and handsomest of the negroid tribes, the Bahima. The Babira of the Congo forest are almost certainly cannibals. In common with all the Bantu-speaking tribes of the forest adjoining the Protectorate 1895

24 POINT

6A \$1 75 10a \$1 75 \$3 50

GYMNASIUM AND FIELD RECREATION Games that relate to physical culture are becoming an important feature of college life because they meet actual needs of 250

LINING DE VINNE OPEN

72 POINT

3 A \$7 40 4a \$4 60 \$12 00

# BLUE Shirt 6

42 POINT

4A \$3 50 0a \$3 00 \$6 50

### COUNTY SPORTS Athletic Meeting 52



36 POINT

4A \$2 80 7a \$2 70 \$5 50

HARD CASH SPENT Habitual Gamblers 18

54 POINT

3A \$4 70 5a \$3 80 \$8 50

Solemn JOKER 5

LINING DE VINNE OPEN

60 POINT

int Set

40 4a 84 60 812 00

3 A \$6 00 4a \$3 85 \$9 85

## STONE Roads 8

Free

To every customer purchasing a watch within the ensuing three weeks we will give, free of charge, a handsome gold chain, at present selling for \$14.56

Swiss Watches

Everybody wants one of these watches; they are so pretty and cheap. There is variety enough to choose from, but they won't last long. So come early.

French Clocks

There is a bewildering variety to choose from: Marble, Porcelain and Bronze Mantel Clocks; Gilt Boudoir Clocks at a third less than regular prices.

CLAUDE BRINTON
Popular Jeweler

CLEVELAND, MASS.

Body set in 10 Point Lining Cushing Monotone No. 553

12 Point Old English Border No. 2. 36 inches, \$1.50

30 POINT

A \$2 10 9a \$2 15 \$4 25

CONCERTING
Secret Plots 15

24 POINT

3A \$1 75 10a \$1 75 \$3 50

SAILING ORDER Ocean Steamer 26

18 POINT

9A \$1 45 16a \$1 55 \$3 00

HANDSOME SOLDIER Wins the affection and money of pretty maid 4

14 POINT

12 A \$1 35 20 a \$1 40 \$2 75

WELCOMING STRANGERS Delegates arriving on trains meet with kind reception 73

12 POINT

12 A \$1 15 24 a \$1 35 \$2 50

HORTICULTURAL EXPERIENCE Enthusiastic botanist abandoned plan to grow surpassing roses 90

48 POINT

4A \$4 40 5a \$3 10 \$7 50

GENERAL FLIGHT Burglars Escaping 4

LINING DE VINNE ITALIC OUTLINE No. 2

72 POINT

3 A \$9 40 4 a \$6 10 \$15 50

# DIME Bank 4

60 POINT

3 A \$6 30 4a \$4 20 \$10 50

### Hard CIDER 30

54 POINT

3A \$5 65 4a \$3 60 \$9 25

### RIGHT COURSE Demand Truth 51

48 POINT

3 A \$4 10 5 a \$3 15 \$7 25

# OUTLINE LETTER Best Grade Work 78

42 POINT

4A \$3 50 6a \$3 00 \$6 50

PRINTERS' JOURNAL Specimen of Designs 2

LINING DE VINNE ITALIC OUTLINE No. 2

36 POINT

4A \$2 80 7a \$2 70 \$5 50

DRY GOODS EMPORIUM Friday is our Great Bargain

# AMERICAN LINE TYPE

Includes These Three Essential Features:

American Point Line American Point Body American Point Set

Lining De Vinne Italic No. 2 and Lining De Vinne Italic Outline No. 2 will register one over the other for two-color printing, as shown above.

For a complete showing of Lining De Vinne Italic No. 2, see pages 114 to 117

I attered Rambiers Patrolling the Streets, Morning and Evening, in Quest of Charitable People \$1765

AMERICAN TYPE FOUNDERS COMPANY

89 40 4a 86 10 \$155

\$6 30 4a \$4 20 \$10.

51

78

A \$3.50 64.83.00 85.00

nsi

DRY GOODS EMPORIUM Friday is our Great Bargain Day in Linens, Ginghams, 3

NATIONAL SPORTS Young Men Compete in Athletic Exercises for Championship 34

#### THE TRUE SOLDIER NO LONGER NEEDED

With the development and spread of Civilization, the science known as soldiery will give way to the art of diplomacy and cunning 49

#### RACING SEASON OPENS AUSPICIOUSLY

Balmy Weather and a Fine Field marked the Beginning of the Sporting Season, 192

14 A \$1 20 28 a \$1 30 \$2 50

#### INDIAN TROUBLES BREWING SEIZING PROPERTY

Agreements made with Red Men for the Leasing of their Pastures to Foreign Cattlemen, proved to be Fraudulent Documents, inciting them to Riot and Plunder 28

#### CLOTHED IN HUMBLE DRESS Tattered Ramblers Patrolling the Streets, Morning and Evening, in Quest of Charitable People \$1765

72 POINT

3 A \$9 45 4a \$6 05 \$15 50

# NUMBERED Race Horse 5

30 POINT

5 A \$2 35 8a \$2 15 \$4 50

#### CHEAP LOTS FOR SALE

The East Avonedale Land Managers have some very desirable Lots, which they offer on weekly payments. Price, \$12,345,678.90 Each

Graphic Border. Per font, \$3.50

60 POINT

3 A \$6 40 4a \$4 10 \$10 50

## GOLD MEDAL New Record 18

54 POINT

3 A \$5 65 4a \$3 60 \$9 25

# CHOICE FRUITS Fall of the Year 90

### BANG! BANG!

Celebrate the Glorious 4th with a Racket!



### **FIREWORKS**

A complete line of Fire Crackers, Roman Candles, Pin Wheels, Torpedoes, Whistling Bombs and Flower Pots



Post " Ornament No.

M. HARTSFORD & COMPANY

Nos. 1308=12 Washington Avenue, San Francisco, Cal.

Graphic Border. Per font, \$3.5

48 POINT

3 A \$4 10 5 a \$3 15 \$7 25

### HORNET CAUGHT Captor Dismayed 15

42 POINT

4A \$3 50 6a \$3 00 \$6 50

### PERILOUS ASCENTS Climbers Rescued by a Sturdy Alpine Guide 13

18 POINT

10 A \$1 75 18a \$1 75 \$3 5

We offer to-day a fine lot of Dress Goods at prices lower than ever before quoted. These goods are the same as those that sold earlier in the season for twice as much as now asked to clean out the stock

BIG SALE OF FINE DRESS GOODS \$172.43 14 POINT

12 A \$1 50 20 a \$1 50 \$3 00

FANCY CARPETS TURKISH AND PERSIAN 6324 YARDS

There is no floor covering that has anything like the refinement and beauty of the Oriental weaves; nor is there any so economical. We claim to have the best stock of Carpets and Rugs of Oriental make in the city. We bought every piece singly, and every one was considered handsome by most competent judges

36 POINT

4A \$2 80 7a \$2 70 \$5 50

### ENGLISH KING HAROLD Conquered by the Normans at the Battle of Hastings 24

24 POINT

7 A \$1 95 12 a \$2 05 \$4 00

#### IMPROVED MACHINERY INTRODUCED Labor=Saving Devices have revolutionized things among the Craftsmen of the World. Skilled Mechanics are displaced for \$573

12 POINT

14 A \$1 20 28 a \$1 30 \$2 50

A CHANCE FOR HOUSE HUNTERS Dwelling to let with all the modern conveniences, except gas and bath, to a nice, genteel family without child= ren. A commodious pig=sty and dog= kennel in the yard. \$24 per month

10 POINT

15 A \$1 05 30 a \$1 20 \$2 25

QUICK TRAVEL TO THE UTOPIAN GARDEN Professor Skyleaper will start for Utopia, in his new balloon Flying Dragon, on the 25th instant. Only thirty passengers will be taken, who will be provided with patent hawkwing parachutes, so as to insure safety in case of a collision with other air navigators likely to be met with 1234

8 POINT

in

ne

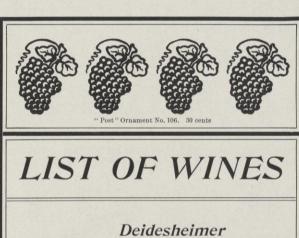
16 A \$0 95 32 a \$1 05 \$2 00

PLANET VENUS WITHIN REACH OF THE EARTH The Venus Magnetic Express Company has immensely enlarged its Projecting Cylinders, so that all packages not exceeding ten hundred and forty pounds in weight can be accurately blown to its Receiving House on the Planet Venus without danger of being diverted from their course by planetary attraction. The Receiving House is provided with inflated Guttapercha Flooring, to insure the safety of packages when they drop 12345

8 POIN

18 A \$0 80 36 a \$0 95 \$1 75

REMINISCENCES OF AN ESTEEMED AND WORTHY CITIZEN I, Solomon Wiseacre, of the Borough of Transition and State of Uncertainty, on the 27th day of November, in the year 1798, being about as sound in mind and body as the ordinary run of testators, do make this my last Will and Testament: I give and bequeath to my son Thomas all right, title and interest in the Good Name which, though I do not now possess, I intend to acquire and leave behind me, and all profit he may derive therefrom shall be for his sole use and benefit. The privilege of criticising my neighbors and giving advice gratis to all comers I leave to my esteemed friend Mr. Timothy Gabble, hoping he will use it for the public welfare



\*

Liebfrauenmilch Niernsteiner Voeslauer Markobrunner St. Julien Ruedesheimer Burgundy Johannesberger

TABLE SPRING WATERS

Saratoga Yellowstone Buffalo Lithia

HAROLD QUENCHER
32 Water Street, Kalamazoo, Ohio

LINING DE VINNE EXTENDED No. 2

60 POINT

3 A \$8 85 4a \$5 65 \$14 50

### MAIN Lines

30 POINT

4A \$2 55 6a \$2 20 \$4 75

DURABILITY Every Printer uses the neat De Vinnes 43

8 POINT 12 A \$1 05 24 a \$1 20 \$2 25

MARK THESE POINTS: Without a doubt, having type of attractive design is half way toward good printing. You can hardly expect a builder to erect a first-class house from the materials of an old or dilapidated building 71

72 POINT

3A \$11 60 4a \$7 40 \$19 00

# A Sterling

24 POINT

5A \$2 00 8a \$1 75 \$3 75

OTHER MERITS
Beauty of Design
and Finish must
fascinate Critical
Typographers 18

6 POINT 15 A \$0 90 30 a \$1 10 \$2 00 SOURCES OF DIFFICULTIES

Many of the troubles heard of in the printing business to-day arise from the fact that some printers are simply struggling along with worn or antiquated facilities, directing every effort toward trying to satisfy their trade; or, to put it in another way, just doing good enough composition or press work 56

42 POINT

A \$4 30 4a \$2 70 \$7 00

# BOLD FIGURES Readable Line 16

LINING DE VINNE EXTENDED No. 2

LINING DE VINNE EXTENDED N

48 POINT

3A \$5 80 4a \$3 70 \$9 50

### WIDE Letters

12 POINT

10 A \$1 35 18 a \$1 40 \$2 75

ORIGINAL IDEAS
A lack of modern
type destroys the
originality of good
compositors who
are able to set an
up=to=date job 187

18 POINT

6A \$1 40 10a \$1 85 \$3 25

MODERN PRINTERS
By addition of artistic
and new type you will
give to the ambitious
jobber an incentive to
bring out new ideas 6

72 POINT

3 A \$11 60 4a \$7 40 \$19 00

## JOB Face

10 POINT

12 A \$1 20 24 a \$1 30 \$2 50

CORRECT METHODS
Take notice of many of
the successful printers
in this country to-day,
and you will find all of
them are liberal buyers
of the latest improved
facilities in their line 9

14 POINT

9 A \$1 50 15 a \$1 50 \$3 00

GAINFUL EXPERIENCE
The most attractive faces
in Types and Borders are
necessities to the printer
who would keep abreast
of the times. He can not
wait until to=morrow 712

36 POINT

3 A \$3 30 5 a \$2 45 \$5 75

### USEFUL DESIGNS Increase the Trade 3

#### LINING LAW ITALIC No. 522

12 POINT

15 A \$1 15 30 a \$1 35 \$2 50

#### CERTIFICATE OF PARTNERSHIP.

This is to Certify that a perpetual partnership has been formed between Jonathan Sturdy and Mary Sweetem, of Venusville, to carry on the business of housekeeping.

ABEL JUSTIN, Alderman.

10 POINT

16 A \$0 95 32 a \$1 05 \$2 00

#### WARRANT AGAINST AN IRASCIBLE MASTER.

To any Constable of Hardship County, Greeting:

You are hereby commanded to take the body of Ike Holdem, and bring him before me, the Justice in said County, to answer the charge of maltreating and laying violent hands upon Pete Easy, his apprentice.

STATUS QUO, Justice.

Capital Stock, \$23,456

Shares, \$178 each

The Golden Star Mining Company

Santa Fe, New Mexico, U.S. A.

THIS CERTIFIES that

is entitled

Shares of the Capital Stock of The Golden

Star Mining Company, transferable only on the Books of the said Company, in person or by Attorney, on surrender of this Certificate, on the second Wednesday in December, preceding the Annual Me

In Witness Wherent the said C signed by its President

Santa Fe, N. M.,

12 A \$1 45 20 a \$1 40 \$2 85

#### HIGH COURT OF FINAL APPEAL

The right of appealing from the lower Courts is hereby extended to any defendant in all cases; provided that in no case shall the dignity of this Court

18 A \$0 85 36 a \$0 90 \$1 75

INDENTURE FOR A GIRL TO LEARN HOUSEKEEPING.

This Indenture, made the twelfth day of May, in the year of our Lord one thousand nine hundred and three, witnesseth: That Flora McFlimsey, by and with the consent of her mother, Mary Ann, hath bound and put herself, and by these presents doth bind and put herself, apprentice to Arabella Haughty, to learn the art of Fashionable Housekeeping and how to subsist a family without money.

SQUIRE FACTUM, Magistrate.

20 A \$0 75 40 a \$0 80 \$1 55

SUMMONS AGAINST A CONSTABLE FAILING TO MAKE RETURN.

To the Constable of Prompt Township, Greeting:

Whereas, Jack Ketch, one of our Justices of the Peace, issued an execution directed to Bill Lazy, Constable of Indolent Township, for a debt of sixty cents, together with five cents interest and ten dollars and forty cents costs of suit, which execution was made returnable on or before the twentieth day of August, A. D. 1902; and although the said execution came to the hands of said Bill Lazy, yet he hath not made return according to law: therefore we command you to summon the said Bill Lazy to appear and show good and ample cause.

JACOB RESOLUTE, Probate Judge.

#### LINING LATIN ANTIQUE No. 520

10 A \$1 20 20 a \$1 30 \$2 50

# LUCKY SAILOR Short Voyage 4

AGAINST CHINESE LABOR Measure drafted by Western members relates exclusively to certain drastic laws \$125

MODERN HOUSES SELLING QUICKLY People desiring to purchase property at low rates will do well to visit the office of the Great Eastern Land Agency \$567

15 A \$0 80 30 a \$1 00 \$1 80

LAUNDRYMEN CONTENT WITH ANTHRACITE FAMINE WHILE BLACK SMOKE FILLS THE AIR

There is no use talking, said an uptown collar and cuff expert, the coal strike has really been a good thing for our business. The volumes of black smoke soon soil the linen, and consequently people must change oftener 486

8 A \$1 50 14 a \$1 50 \$3 00

#### AMATEURS ENTERTAIN English Hand-Bell Ringers Assisted by Trombone 36

20 A \$0 90 40 a \$1 05 \$1 95

CAOUTCHOU'S PATENTED EXTENSION STRETCHING APPARATUS NOVEL AND EXTREMELY USEFUL DESIGN

Honeymoons, Vacation Trips, Bank Accounts and Private Railway Stocks lengthened to suit the desires of the most captious mortal. Omnibusses, Hotels and Bedsteads enlarged at pleasure; wonderful for fattening Cattle, Sheep and Swine, making them marketable 247

14 A \$0 95 28 a \$1 10 \$2 05

#### HUMANITY'S PROCLAMATION TO MOTHERS

After the issuance of this order, every child over the age of seven years shall be clad in apparel to cover comfortably every part of the body 309

### AFRICAN FORESTS Valuable Timber 29

FOREMOST DEALER IN

#### Printers' Supplies

EVERYTHING

From a Bodkin to a Cylinder Press

WE SELL THE BEST

### Machinery

#### PRINTERS AND **BOOK-BINDERS**

And carry the Largest and Most Complete Stock of.

Platen Presses Paper Cutters Wire Stitchers

And other Smaller Machines

Prices and full information furnished

#### **AMERICAN** TYPE FOUNDERS CO.

Largest Printers' Outfitter

6 Point Mercantile Border No. 257. 5 feet, \$1.40

12 A \$1 20 24 a \$1 35 \$2 55

IMPROVED BICYCLE SEATS Easy as sitting on a rockingchair to ride one of our famous saddles designed to give 824

AMERICAN TYPE FOUNDERS COMPANY

t Set

32 a \$1 05 \$2 00 E MASTER. eeting:

e body of Ike ustice in said ing and layentice.

UO, Justice

STIFTEN STENE STEN ch

d 11

PEAL lower

hat in Court

ry de-

E RETURN. t of sixty cents, ts costs of suit,

a 80 80 81 55

day of August, nds of said Bill ce command you le cause. Probate Judge.

**LINING LATIN CONDENSED No. 550** 

FULL LINE OF SPORTING GOODS
The season for out-door sports has
now opened, and we are prepared
to furnish everything required in
in this particular line of goods 53

#### THE VILLAGE BLACKSMITH

Under a spreading chestnut tree
The village smithy stands:
The smith—a mighty man is he,
With large and sinewy hands;
And the muscles of his brawny arms
Are strong as iron bands

36 POINT 6A \$2 00 9a \$1 75 \$3 75

# HUMOROUS ANECDOTE Related by Comedian 38

24 POINT

A \$1 25 14a \$1 25 \$2 5

THRIVING MERCANTILE HOUSES
Rivalry Among Leading Exporters 9

72 POINT

4A \$4 00 6a \$4 00 \$8 00

# VERY CONDENSED TYPE Convenient in a Pinch \$28

BENJAMIN FRANKLIN'S DISPOSITION
His characteristic passion seemed to be
the love of everything useful. This was
to him the sublime and the beautiful,
which he was always in quest of \$49

#### THE HUSBANDMAN

Earth, of man the bounteous mother, Feeds him still with corn and wine; He who best would aid a brother Shares with him these gifts divine.

Many a power within her bosom, Noiseless, hidden, works beneath; Hence are seed, and leaf, and blossom, Golden ear and clustered wreath. 18 POINT

12 A \$1 00 24 a \$1 25 \$2 25

MANY ADVANTAGES OF GREAT KNOWLEDGE Fortunes may be left to us by our parents, but the resources of education must be developed 518

30 POINT

7 A \$1 60 10 a \$1 40 \$3 0

MARBLE STATUE BROKEN Vandalism Creates a Stir 63

19 Point Devenuest Dandon 96 inches 91 50

**LINING LATIN CONDENSED No. 550** 

Set

# HOUSES AND LOTS FOR SALE In the Westchester District \$925



## ERATURE FOR THE YOUNG

#### Before the Footlights

By WILLIAM ARMSTRONG

This is a story of theatrical life told in a very interesting manner. In cloth, \$1.00 A tale of the Revolution. Depicting \$1.50

#### Among the Mountaineers

By Frank Butterworth

A stirring story of the days when the \$1.25

#### In the Days of Washington

By BURT H. DUBOISE

#### Fickle William's Dilemma

By Oswald Harrison

### The Manchester Publishing Company BROADWAY AND MARSHALL STREETS, MANCHESTER, IOWA



14 Point Elzevir Band No. 106. 36 inches. \$1.50

# SOUTHERN CIRCUS AND MENAGER Will Show During Week of September 12

LINING MODERN ANTIQUE No. 2

# Useful TYPE 3

# SELECT STYLE Home Product 1

12 POINT

15 A \$1 10 30 a \$1 40 \$2 50

#### ADMIRABLE NEWS HEADLINES

Prominent and Attractive Lines may be devised with the 8, 10 and 12 point sizes



ADVERTISING DEPARTMENT

### TEXTILE TRADES JOURNAL

JOHN R. McKENZIE, Manager

HOWARD WILSON, Solicitor

Branchtown, Mass.,\_\_\_\_

To\_

16 A \$1 00 32 a \$1 25 \$2 25

CRITICISM OF THE WEEK'S PLAYBILLS

Several New Productions Well Staged Drama, Opera, Vaudeville and Minstrelsy in Review

### **CURING MILLIONS** Medicines Infallible

# 4 STRONG Lines

LINING MODERN ANTIQUE No. 2

48 POINT

et

LINES

Lines

8.

eitor

4A \$4 00 6a \$3 50 \$7 50

# 12 Harmonious SIZES

24 POINT

8 A \$1 75 14 a \$2 00 \$3 75

### A TIP-TOP LETTER For Newspaper and Magazine Advers 16

8 POINT

18 A \$0 90 36 a \$1 10 \$2 00

THE HIGH-CLASS NEWSPAPER FOR BOYS It is perhaps beyond dispute that almost all that is going on in the world around has a very decided interest for boys, if only the account be conveyed to them in a manner which commends itself to their taste and intelligence. The Boys' Newspaper has 35

6 POINT

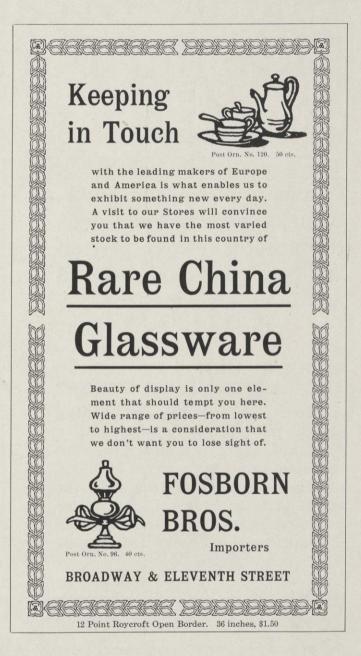
20 A \$0 85 40 a \$1 15 \$2 00

THE TWENTIETH CENTURY TRANSFER COMPANY A very reasonable schedule of rates has been fixed for cab and carriage service. In every vehicle a rate card is prominently displayed, and the passenger may verify the charges by a computation of the same on his own account. An ideal service at moderate charges is the motto of the new Company

18 POINT

10 A \$1 40 20 a \$1 60 \$3 00

CORPORATION PRINTING This series is well adapted to all classes of work that requires legible characters



42 POINT

4A \$3 30 7a \$3 45 \$6 78

# Neat, Clear and BOLD \$15

LINING RONALDSON CLARENDON No. 2

42 POINT

3 A \$3 00 5 a \$2 50 \$5 50

# EASTERN SETTLERS Endure Great Hardships Clearing Farm Lands 65

8 POINT

8 A \$1 35 14 a \$1 40 \$2 75

#### HONESTY ELIMINATED

The Commonwealth Stock Company of Spenderquick, Kansas, provides methods to speedily relieve pocketbooks of their weightiness and makes openings 12345

12 POINT

12 A \$1 15 24 a \$1 35 \$2 50

### PITHY HEADINGS SHOULD BE THE RULE OF DAILY PAPERS

As nearly as possible the heading should tell what is in an article, or it should, at least, indicate the conspicuous thought or fact. If it is a double head it should embody the entire article. Many readers of our papers only read the headlines, and a misleading or cranky heading 87

26

RHYMES AND RAMBLES

#### FAITHLESS NELLIE

Ben Battle was a soldier bold,
And used to war's alarms;
But a cannon-ball took off his legs,
So he laid down his arms.

Now as they bore him off the field, Said he, "Let others shoot; For here I leave my second leg, And the Forty-second foot."

Now Ben he loved a pretty maid— Her name was Nellie Gray; So he went to pay her his devours, When he devoured his pay.

10 POINT

14 A \$1 05 28 a \$1 20 \$2 25

30 POINT

4 A \$1 75 7 a \$1 75 \$3 50

### COASTING THROUGH AIRYLAND

Speeding rapidly through the country in an Automobile, enjoying the sweet, fragrant aroma and rustic scenery 42

LINING RONALDSON CLARENDON No. 2

36 POINT

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reet,

V 42

4 A \$2 35 6 a \$2 15 \$4 50

# KENTUCKY EXCURSIONIST Wending His Way Homeward Under Burden of Mountain Dew Slow and Laborious Travel 387

8 POINT

15 A \$0 95 30 a \$1 05 \$2 00

DELIGHT OF SPORTSMAN AND ANGLER ST. AUGUSTINE, FLORIDA

Game and Fish have always been the foremost amongst the attractions of Florida forests and rivers; and, although the supply has been somewhat diminished of late years, there is still an abundant reward for the pursuit. Sportsmen and anglers who visit the Adirondacks and the St. Lawrence in summer, repair to Florida in the winter. There are men who, when fish are to be caught in Florida waters, would no more 12345

24 POINT

6A \$1 60 9a \$1 40 \$3 00

# ROBUST HUNTER Chasing the Bison is considered both very exciting and exhilarating sport, but when he chases you it 1247

6 POINT

16 A \$0 85 32 a \$0 90 \$1 75

DRUM FISHING GROUNDS, FIVE MILES BELOW TOWN, ARE WELL PATRONIZED

It was the time for drumming, the magic hour between the fall of the ebb and the rise of the flood, for this most delightful sport, whose praises and superior enchantments over all others in the Walton line I had so often heard spoken with such rapture; the noble nature of the fish, his size and strength—the slow approach which he makes at first to the hook, like a crab, then the sudden overwhelming transport that comes over you when you feel him dashing boldly off with the line, threatening to drag you after him and upset your boat. How charming his resisting wait, comparable only to the 12345678

☞FISHING TACKLE ☞

# SPORTING GOODS

A Condensed Catalogue

of all the Requirements and Appurtenances for the Enthusiast as well as the Occasional Sport Handsomely Illustrated



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**~GUNNING SKIFFS ~** 

LINING OLD STYLE ANTIQUE No. 560

72 POINT

3 A \$6 40 4 a \$4 10 \$10 50

# HOME Guards

RO POINT

3 A \$4 50 5 a \$3 50 \$8 00

# FINE REPORTS Peculiar Actions 5

48 POINT

A \$4 05 6a \$3 45 \$7 50

# ROMANTIC YOUTH Beautiful Serenades 78

36 POINT

A \$2 70 8a \$2 80 \$5 50

MIDNIGHT EXCURSION The Palace Steamer Falcon Leaves Race Street Slip 234

30 POINT

5 A \$2 50 10 a \$2 50 \$5 00

REMARKABLE PHOTOGRAPH Editorial comments on this valuable Picture are entirely superfluous 180 LINING OLD STYLE ANTIQUE No. 560

24 POINT

6A \$2 10 12a \$2 40 \$4 50

### RADICAL MEASURES PENDING How frequently, through the journey of life, a woman is suddenly thrown upon her own resources, sometimes with 456

20 POINT

8 A \$1 75 15 a \$1 75 \$3 5

STRENUOUS METHOD Every person who is about to become a member shall submit a certificate from 23

18 POINT

9 A \$1 60 18 a \$1 90 \$3 50

SCIENTIFIC DESCRIPTIONS Elementary theory of electricity, including a complete description of the methods employed in the distribution of charges, shall 980

14 POINT

12 A \$1 45 25 a \$1 55 \$3 00

POLITICAL AND MORAL LECTURE Including a discussion of those social and political questions which are occupying so much public attention. It will deal with the constitution of society and the moral obligations of men and women to their 70

12 POINT

180

15 A \$1 25 30 a \$1 50 \$2 75

INDIVIDUAL TRAINING IN ELOCUTION Analysis and delivery of selected speeches, with individual study in expression, followed by practice in preparation of speeches and extemporaneous discussion of assigned topics. Later in the term, preparation and delivery of orations, with practice in drawing of briefs and in parliamentary law 48

10 POINT

18 A \$1 20 36 a \$1 30 \$2 50

THE EARTH'S CORE SECRETES MANY VALUABLE TREASURES As it is believed by many geologists that the interior of the earth has a density of possibly fifteen or twenty times as much as that of water, it is argued that the core of the earth 123

9 POINT

18 A \$1 00 36 a \$1 25 \$2 25

SAFEGUARDING CIVILIZATION BY THE AID OF BRIGHT JOURNALISM In the course of human progress, in the framing of just laws, in organizing and upholding the best forms of government, no single means of influence has been so powerful as the free press. The timely censure by honest journalism of 1234567

8 POINT

20 A \$1 10 40 a \$1 15 \$2 25

INTELLIGENT WOMEN TO EMBARK IN A REMUNERATIVE ENTERPRISE Is there any logical reason why an educated, intelligent and enterprising woman could not, with the greatest propriety, embark in an employment which would engage her mind and establish a business that would be a source of income to herself and result in much good to mankind? If she has been endowed 56789

6 POINT

22 A \$0 85 45 a \$1 15 \$2 00

A WOMAN SHOULD ALWAYS HOLD SACRED THE DUTIES THAT ARE ENTRUSTED TO HER No woman is true to herself, and to those who are around her, if she does not observe and hold sacred the strict performance of those duties entrusted to her by God and man. I wish to state here that when she has accomplished this work, when everything assigned her in this sphere has been accomplished, woman's usefulness does not end, for truly these unsurmountable walls and unfathomable chasms which hem women in exist only in the narrow minds 12345

6 POINT

3 A \$2 60 5 a \$1 90 \$4 50

# SCHOOL ARTICLES

# Assorted Crayons Writing 357 Material

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SERGE SUITS

won favorable comment from our customers 628

30 POINT

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JAPANESE MATTINGS

Durable \$3 Quality

#### LINING RONALDSON TITLE SLOPE No. 2

18 POINT

8 A \$1 45 14 a \$1 55 \$3 00

#### CHEAP BOOK SALE We might say it is our Fall Opening, for folks are now coming to 860

12 POINT

12 A \$1 20 24 a \$1 30 \$2 50

#### FRENCH WASH FLANNELS

Here's a chance for inexpensive school dresses for children; also wrappers, house gowns, morning sacques and skirts, in this lot of substantial fast-color flannels 457

10 POINT

14 A \$1 10 28 a \$1 15 \$2 25

#### DAINTY UNDERWEAR SELLING

This department is known near and far as the headquarters for the finest lingerie. We are selling garments of the highest grade and of the most delicate beauty, which are expensive, but our leadership does not end 1923

8 POINT

15 A \$0 95 30 a \$1 05 \$2 00

#### BEAUTIFUL, SCHOOLBOY'S CLOTHING SUPERBLY FASHIONED

Parents who like to see their children well dressed at the least expense will find in this store their haven. Just at this time we are giving you the advantages of a purchase of cloth secured from one of our largest mills at goodly concessions. We have put 12345

6 POINT

16 A \$0 80 32 a \$0 95 \$1 75

OUR ANNUAL SEPTEMBER SALE OF STYLISH AND SEASONABLE SILKS

Over five hundred pieces staple and fancy silks will be sacrificed this morning at prices lower than the actual cost of manufacture. This offering is made up of small lots which have been closed out to us at clearance prices by a number of the leading makers. Every yard of silk in this large collection is stylish and seasonable. In short, these goods are to be sold to you practically at your own figures, giving 67890



LINING OLD STYLE TITLE No. 2

36 POINT

3 A \$2 95 4 a \$2 05 \$5 00

# HANDSOME MAIDEN Presented with Jewelry

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AUTHENTIC DIRECTIONS FOR TRAVELERS
Around the World in Eighteen Days
Elegantly Illustrated Magazine Recently Published

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A SERVICEABLE LETTER MADE IN TEN SIZES

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Fierce Engagements Reported

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SILVER MINES LOCATED IN BOHEMIA An interesting publication has been made of the finding of a few Silver Mines in Bohemia

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Set

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## INTERESTING MOMENT Correct Answer to Question

14 POINT

9 A \$1 30 18 a \$1 45 \$2 7

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Remarkably Dangerous Pastime
A Thrilling Adventure with Savage Animals

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This little book contains a few plain, straightforward talks to live, progressive business men. It will certainly interest every go-ahead, dollardigging concern in the United States and Canada

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Criticising the Performance

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Unsightly Trailing Skirts
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24 POINT

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5 A \$1 80 8 a \$1 70 \$3 50

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SEE OPPOSITE PAGE FOR SIZES AND PRICES

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FREDERICK JAMISON, PRES'T OSCAR B. SCHRACK, SEC'Y

#### ENTRE-NOUS SOCIAL BURLINGTON

THE ENTERTAINMENT COMMITTEE TAKES PLEASURE IN ANNOUNCING THAT A SMOKER WILL BE HELD AT THE CLUB HOUSE, WEDNESDAY, THANKSGIVING EVE, NOVEMBER TWENTY-SIXTH, WITH THE FOLLOWING TALENT IN ATTENDANCE:

THE OLYMPIC TRIO
ROBERT DAISY GEORG

"DORI" PIERCE

SAM-THOMAS AND BROWN-NED

MASTER HUGH NELSON SLEIGHT-OF-HAND ACTS

THE NO

GENERAL WESTER
519 TO 607 MARS
SAN FRANCE

BENJAMIN H. WALTERS

ATTORNEY-AT-LAW

GENERAL PRACTICE IN STATE

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KANSAS CITY, MO.

MUSIC BY

ARTIST

PROF. PHILIPS

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ORIGINATOR AND MAKER OF POPULAR STYLES OF

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PRINTING MACHINERY AND SUPPLIES

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No. 6201 COLUMBIA AVENUE MINNEAPOLIS

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OF THE

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> LEADING LETTER FOUNDER AND FOREMOST PRINTERS' FURNISHER

#### CARD MERCANTILE

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5 A \$3 00

### CHINTZ SOLD 12

8 POINT NO 8

8 A \$2 50

#### HONORED CUSTOM 3

8 POINT NO

18 A \$1

MOUNTAINS OF PRECIOUS METALS DISCOVERED \$19 SOME OFF-HAND USES OF

ROBERT H. BURNHAM

THIS SERIES

6 POINT NO 4

20 A \$1 25

MIDNIGHT SUN VIEWS ADMIRED BY TOURIST

6 POINT NO 3

20 A \$1 15

NATURAL GRANDEUR OF THE YOSEMITE VALLEY 9

6 POINT NO 12

22 A \$1 00

A NATURALIST IN PURSUIT OF RARE BOTANICAL SPECIMENS S

6 POINT NO 11

26 A \$1 00

ACADEMY OF NATURAL SCIENCES DESIRES TO INCREASE ITS NUMBER OF EXHIBITS 5 GEORGE H. REBERS

JOSEPH K. BRONCH

#### REBERS & BRONCH

REPRESENTING
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10 POINT NO 6

16 A \$1 7

HONEST PARSONS TEACHING TRUTH

12 POINT NO 7

14 4 49 0

THIRD MONTH MARCH WINDS

24 POINT NO 9

6 A \$2 7

BARKED DOGS \$5 IMITATION OF THE ENGRAVERS' WORK

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#### **MERCANTILE**

16 POINT NO 29

BA \$2 00

# TEN GOLD MEDALS JULY, 1897 HIGHEST AWARDS

12 POINT NO 26

12 A \$1 50

REMARKABLY
ATTRACTIVE DESIGN
SUBMITTED 219

8 POINT NO 24

18 A \$1 25

LINES ACCURATELY
REGULAR POINT JUSTIFICATION
ENGRAVED EFFECT 1902

14 POINT NO 28

10 A \$2 00

SPLENDID BANQUET
150 PLATES
LONGHEAD SOCIETY

12 POINT NO 27

10 A \$1 5

# AUTOMATIC MACHINE MAKING 48 WATER-PROOF SKIRTS

10 POINT NO 25

16 A \$1 50

NEAT ON CARDS
CLEAR LEGIBLE LETTER
BOUND TO PLEASE 27

ESTABLISHED 1870

WILLIAM STEWARD JOHN T. WALLACE

6 POINT NO 23

22 A \$1 25

THIS POPULAR SERIES IS AN ABSOLUTE NECESSITY TO EVERY PRINTER 6

6 POINT NO 22

25 A \$1 15

AN ORIGINAL PRODUCTION OF THE AMERICAN TYPE FOUNDERS COMPANY \$1670

6 POINT NO 21

30 A \$1 00

THIS LETTER HAS AN OPEN, PLEASING FACE,
AND IT WILL AT ONCE ATTRACT
THE ATTENTION

W. STEWARD & CO.

EASTERN SELLING AGENTS

FORD SEWING MACHINE

SALESROOM

25 BLAKISTON STREET EAST FALLS

ILLUSTRATED CATALOGUE AND PRICE LIST MAILED UPON REQUEST

#### LINING COPPERPLATE ROMAN

10 POINT NO 555

12 A \$1 00

PROFESSIONAL NOTICES AND ANNOUNCEMENTS SET IN THIS TYPE STYLE RECEIVE APPROBATION

8 POINT NO 554

16 A \$1 00

THE CHARACTERS OF S&T ARE USEFUL IN PRODUCING FINE COPPERPLATE EFFECTS, AND IMITATE ALMOST TO PERFECTION THE ENGRAVERS' WORK

MR & MRS JAMES FAIRBANKS

AT HOME WEDNESDAY AFTERNOON

Nº 528 Norwi

6 POINT NO 551

18 A \$1

IT AFFORDS US PLEASURE TO EXTEND THIS GREETING TO OUR FRIENDS AND PATRONS TO INSPECT THE LATEST IMPORTATION OF FASHIONABLE LACES, EMBROIDERIES AND MILLINERY ACCESSORIES FOR EASTERTIDE

6 POINT NO 552

20 A \$1 0

ON FRIDAY, JUNE 21\*\*, VISITORS' DAY, TWO HANDICAP EVENTS WILL BE HELD AT MORRELTON PARK. FIRST, AN EIGHTEEN-HOLE COMPETITION, BRONZE MEDAL, FOR GENTLEMEN. SECOND, A NINE-HOLE, SILVER SOUVENIR, FOR LADIES. HANDICAPS WILL BE POSTED ON THE BULLETIN BOARD IN THE CLUB

6 POINT NO 553

25 A \$1

WE BEG TO ANNOUNCE THAT WE HAVE ENGAGED THE SERVICES OF M\* FRANCIS M. DAWSON, J\*, THE WELL-KNOWN DECORATIVE ARTIST, TO DESIGN AND EXECUTE ALL KINDS OF INTERIOR DECORATIVE WORK, INCLUDING FRESCOING IN BAS-RELIEF EFFECTS, IN THE ARTISTIC MANNER FOR WHICH HE HAS GAINED HIGH REPUTATION IN AMERICA

CORPORATION, COMMERCIAL AND PROBATE LAW SPECIALTIES

RALPH H. STRANG, JR

ATTORNEY

CONSULTING OFFICE
Nº 315 RANDOLPH STREET
GARDEN CITY, MICH.

THE CLASS OF 1902

OF THE

NORTH DIVISION HIGH SCHOOL

REQUESTS THE HONOR OF YOUR PRESENCE

AT THEIR

GRADUATING EXERCISES

WEDNESDAY AFTERNOON

AT HALF-PAST TWO

JUNE TWENTY-FIRST, NINETEEN HUNDRED AND TWO

MUSICAL FUND HALL
MADISON STREET, COR ELLSWORTH

BENJAMIN F. PIERGE

ELOCUTIONIST

READINGS FROM SHAKESPEARE'S WORKS, ETC.

RESIDENCE
Nº 3621 WESTMORELAND ST
CINCINNATI, OHIO

#### TIFFANY GOTHIC

12 POINT NO 3

10 A \$1 50

#### ORIGINAL DESIGNS OF STYLISH TYPE 8

2 POINT NO 2

19 A Ф1 9

### EFFECTIVE AND DURABLE FOR BUSINESS CARDS 35

12 POINT NO

14 A \$1 25

#### UNEXCELLED FOR PRODUCING FINE WEDDING INVITATIONS 2

6 POINT NO 4

A \$1.0

NOTICE THE NEAT CLEAR CUTTING OF THIS MAGNIFICENT SERIES 134

6 POINT NO S

16 A \$1 00

ARTISTIC EFFECTS CAN BE OBTAINED BY A JUDICIOUS USE OF THIS LETTER 3809

6 POINT NO

18 A \$1 00

YOU ARE RESPECTFULLY INVITED TO ATTEND THE SECOND ANNUAL BALL OF THE CLIFTON SOCIAL 24

6 POINT NO 1

20 4 91 00

THE VASTNESS OF THE UNIVERSE RENDERS FOOLISH THE THEORY THAT THIS PLANET IS THE ONLY INHABITED 412

WEDDING GOTHIC

12 POINT NO 7

10 A \$1 50

#### SILVER MEDAL WORTHLESS 9

10 POINT NO 6

12 A \$1 25

#### BRAVE SOLDIERS COMING HOME 18

8 POINT NO 5 14A \$1 15
POPULAR ORATIONS
GREAT APPLAUSE 17

8 POINT NO 4

FASHIONABLE SOCIETY

GREATLY DISTURBED 3

6 POINT NO 3 18A \$1 00 WESTERN INSURANCE COMPANY GUARANTEE LARGE PREMIUMS 5

6 POINT NO 2 20 A \$1 00 EVERY CHRISTIAN CAN SEEK STRENGTH AND CONSOLATION IN SACRED MUSIC 108

6 Point No 1  $$2\,\mbox{\ensuremath{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath{\mbox{\ensuremath}\ensurem$ 

L ESTATE

FIRE INSURANCE

#### DONALDSON & MONTGOMERY

SOME OFF-HAND USES

123 BEACON AVENUE

SHOWING THESE SERIES
ARRANGED IN PRACTICAL DISPLAY

MRS. JOHN H. SMITH

REQUESTS THE HONOR OF YOUR COMPANY AT THE BIRTHDAY

RECEPTION TENDERED TO HER DAUGHTER

#### KATHARINE

THURSDAY EVENING, JUNE FOURTH

AT EIGHT O'CLOCK

AT RESIDENCE

2318 CARLISLE STREET

LANSDOWNE, MD.

MRS. HARVEY CLIFFORD

URSDAYS

809 CHESTNUT STREET

BROWN MUSIC STORE

785 MONROE STREET

DEDDESENTED BY

ROBERT BROWN

RICHMOND, VA.

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#### The Arbertaince Glee Club

Mr. Arthur Edward Mountjoy

You are personally inbited to attend an Evening's Entertainment given by the Members of the Club to celebrate the Virst Annibersary of their organization, at the Country Club Rooms

One of the "Neberloincers"

256 Rhododendron Abenue Bulley Green

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Blenheim Green, Mt. Airy

Refreshments will be s Dining Kall of the Club House

Jonath

Thursday, June 25th, 1903

# 為

#### Engrabers Old English Open Letter Series

This design will enable the printer to obtain the softer color effects so often desirable in artistic typography, with one of the most Popular Type Styles

The American Type Founders Company Originator and Maker

presents to printers this Outline Letter as a companion to one of its recent successes

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10 POINT 10 A \$0.95 30 a \$1.30 \$2.25 American Type Bounders Company Houses in Principal Cities of R. S.

12 POINT 9A \$1 00 27a \$1 50 \$2 50 Beautiful and Artistic Cettering Flain and Clear Figures 12345

14 POINT 8A \$1 10 24a \$1 65 \$2 75 Attractibe and Serbiceable &

18 POINT 6A \$1 25 16a \$1 75 \$3 00

Excellent 7 Judgment

**ENGRAVERS OLD ENGLISH** 

72 POINT

3 A \$7 00 5 a \$5 00 \$12 00

# Knights Templar

60 POINT

3 A \$5 50 5 a \$4 00 \$9 50

# Silver Crown Lodge

48 POINT

3 A \$3 40 7 a \$3 35 \$6 75

# Order of United Workmen

42 POINT

3 A \$2 70 7 a \$2 80 \$5 50

# Notemorthy 4

30 POINT

4 A \$1 80 10 a \$2 20 \$4 0

### Design Admired by Artistic Printers 7

18 POINT

6 A \$1 25 16 a \$1 75 \$3 00

# Especially Adapted for Cards and Neat Stationery Printing 2

12 POINT

9 A \$1 00 27 a \$1 50 \$2 50

Anticipation, Inbilation and Sad Realization High school scholar makes promise to become statesman or philosopher, but fails indeed 58

'8 POINT

12 A \$0 80 36 a \$1 20 \$2 00

Agents wanted in all sections of the universe to introduce our recent improvements in Belusive Appliances. They have been so perfected that wealthy simpletons can be corraled without the aid of a stool pigeon, also lovers secured for old maids 57

36 POINT

4 A \$2 30 9 a \$2 45 \$4 75

# Camden Bank 6

24 POINT

5 A \$1 40 12 a \$1 85 \$3 25

### Made in Thirteen Sizes Very Nicely Graded 53

14 POINT

8 A \$1 10 24 a \$1 65 \$2 75

Without Doubt the Most Useful Series of Black Letter ever Introduced 23456

10 POINT

10 A \$0 95 30 a \$1 30 \$2 25

Hoodwink Manufasturing Company of Lurem, Ma. Notice is hereby given that Mrs. Katchem has been authorized to aft as Agent for our Decoy Traps 39

6 POINT

14 A \$0 70 42 a \$1 05 \$1 75

Chicken coops and watermelon fields safely guarded against the depredations of midnight ramblers, dishonest cashiers or fraudulent debtors brought back from the remotest parts of the earth, enough voters entrapped to insure the election of political aspirants, subscribers easily obtained for uninteresting and worthless publications and 123456780

For a Practical Display of this series, see the following pages

Engravers Old English shown in Practical Display

For Sizes and Prices, see page 141

# Engravers Old English

is a new design of black letter cast in the thirteen sizes shown on the preceding page. The design was originally cut in the smaller sizes for society and commercial printing in imitation of steel and copperplate effects. The addition of several large sizes has made it a most profitable series of type for progressive printers

# Constantly

Types were never made so well as they are now. Drawing was never done so correctly, cutting was never so deep and clean, nor even lining so true. The bodies of types were never made so durable, so uniform, nor so exact

And the Engravers Old English Types are conspicuous examples of the high standard attained in the product of the

American Type Founders Co.

Originator of Fash

# American Type Founders Company

Manufacturer of Type cast on

American Point Cine . . Point Body . . Point Set

United States of America

For Sizes and Prices, see page 141

Mrs. Robert Guest

Set

& Eastbourn Terrace

# High-class Advertising

Is conceded to be the Keynote to Success in a great Majority of business undertakings

Leading printers everywhere use our type and borders, and their customers appreciate it

Success is attained by using the original type and border styles made exclusively by the

American Type Founders Company

Originator of the Leading Type Styles

Our Anniversary Greeting

IN OR more than a quarter of a century we have kept in close touch with the Dry Goods wants of the public. This careful and long-continued watch of the interests of the members of the community has given us an intimate knowledge of their needs. Therefore, we are in a most favorable position to fully and intelligently cater not only to their requirements in the matter of general and personal supplies, but also to the more elaborate and spe-

Jenson Embellishment No. 4353, \$1.00

#### Mandel Brothers

cial articles of texture for raiment.

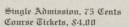
Leaders in Fashions

Corner Sixteenth Street and Karrison Abenne



#### Master lverson Grant Parkes

will give six readings from the latest works of American authors on Friday afternoons from three until four at the Art Club Hall, commencing April 15



CATHEDRAL TEXT

# Kind Friends

The ice crackles in the path under our feet, the cold

We toil at nightfall at the Monastery of St. Bernard, it is all for love of the Cause

### Park National Bank of New Orleans, La.

Albert H. Buberts, President

Makers of the famous "Genoa" Organ

Telephone Humber 600 fifth Abenne

Wilbur Van Mess, Secretary

### Albert Huberts & Company

Thirteen Hundred and Twenty-seven East Twenty-second Street, New Fork City





Cable Address: Bubert

6A \$1 05 22a \$1 95 \$3 00

Upon yonder farther slope you see the roof of Blarney Castle, its tall towers and the taller elm trees make a pleasant picture to look 18

9 A \$1 05 27 a \$1 70 \$2 75

Below and away to the Southeast. through the openings of the huge oaks that shade us, we see a broad stretch of meadow, with glimpses of the silver surface of the stream with the solitary monstrous elm

# Religious Monks

CATHEDRAL TEXT

42 POINT

3 A \$3 70 7 a \$4 30 \$8 00

# Easter Carols will be Sung at St. Joseph's

10 POINT

10 A \$1 00 30 a \$1 50 \$2 50

Richard De Bury, Vishop of Durham, said, in the year 1344: As it behoves a State to provide Military Arms, and prepare plentiful stores of provisions for soldiers who are about to fight, so it is evidently worth the labor of the Church Militant to fortify against the attacks of Pagans and Heritics! 124

8 POINT

12 A \$0 90 36 a \$1 35 \$2 25

When in 1835 K saw for the first time the printing house of Marper & Brothers. With childish awe k watched the flutter of the frishets of a dozen hand presses, and the slow but steady piling-up of printed sheets on the bank. Could anything be finer or better? So K thought, and so thought Marper & Brothers; but in a few years the hand presses were supplanted by the Adams. This was the beginning of a series of changes that can be sketched in outline only. The two-roller Adams

6 POINT

14 A \$0 80 40 a \$1 20 \$2 00

The first type founders had no common standard as to height, thickness or other magnitude, and consequently the shape of the letters cast or cut by them differed very widely. It is very easy in an old book to identify the type there used as having been employed in another book, and to state in what printing office the work was prepared. To some extent the productions of two of the present foundries can still be told apart from all others, as there are differences which serve to mark them. The printers of the cradle age generally east their own type and made their own punches. What a difference between them and those east by the American Type Hounders Co.



#### Xearly Text for 1903

-06 Wenry Wiles Wellington, Rector 90-

And the Lord said, come unto me all ye that labor and are heavy laden.

Millington Avenue Church of Paterson, N. J. Corner Ashland Street and Millington Avenue

36 POINT

4A \$3 40 9a \$4 10 \$7 50

# Beautifully hand tooled works of art given away

# Standard

OR years these Tudor Black letters have been in conspicuous service in nearly every printing office in the land, and they are today more popular than ever. The very great legibility of their graceful and dignified shapes make them preferred in many places where the less easily read old black letter would be unsatisfactory. Tudor Black is a standard fashion in type and every printer who uses it will unbesitatingly testify to its serviceableness. The little cost for big fonts makes the series particularly desirable.

#### Bannister Lane and King Court

An account of the beginnings of what is now an important mercantile center, with sketches of early merchants

Illustrated with many authentic portraits, maps and rare prints from public and private sources

The Antiquarian Company Boston. Mass.

#### Lining Tudor Black Ao. 2

6 POINT

6 A \$0 85 48 a \$1 40 \$2 25

Intelligent Handling of the Type Imparts Distinction and Marmony to the Printed Book. Exemplifying the Hotive

14 A \$1 00 42 a \$1 50 \$2 50

Masterpieces of Typographic Art and Enterprise from the Educational and Literary Centers

10 POINT

12 A \$1 00 36 a \$1 50 \$2 50

Volumes of Ancient Craftsmen Surpassed

12 POINT

12 A \$1 15 36 a \$1 60 \$2 75

Delightful Musical Entertainments 16

18 POINT

3 A \$1 50 20 a \$1 75 \$3 25

Wealthy Cultivated People

24 POINT

5 A \$1 55 15 a \$2 20 \$3 75

Famous \$24 Bindings

30 POINT

4 A \$1 95 10 a \$2 30 \$4 25

Elegant Residence

36 POINT

A \$2 55 9a \$2 70 \$5 25

Labor 35 Rush

42 POINT

3 A \$2 90 7a \$3 10 \$6 00

Draw Check

18 POINT

3A \$4 20 6a \$3 80 \$8 00

Ambitious

72 POINT

3 A \$7 00 4 a \$4 50 \$11 50

Branch

# Hail Columbia

Devoted to Patriotism and Kindred Subjects

Lining Tudor Black 190. 2

#### July the Fourth

In Eleven Sizes



My country, 'tis of thee,
Sweet land of liberty,
Of thee I sing;
Land of the Pilgrim's pride,
Land where my fathers died,
From every mountain side
Let freedom ring.



My native country, thee,
Land of the noble free,
Thy name I love;
I love thy rocks and rills,
Thy woods and templed hills,
My heart with rapture thrills
Like that above.

Cut No. 5040A. 50 cts.

Uncle Sam Publishing Concerns

Main Office, United States of America

#### **CENTURY EXPANDED**

# LAND OF SIBERIA Eldorado where gold is found in quantities

8 A \$1 50 14 a \$1 50 \$3 00



LEX as a settler, or rather as a farmer, has much to learn. In western Siberia he is far in ad-

vance of the farmers of in far eastern Siberia th catered for by American the latest improved agr ery, and are learning th which teaches how to av ery, utilize mechanical d intelligent labor. 12345

10 A \$1 25 20 a \$1 50 \$2 75

#### METALS COVERED BY SOLUTION OF NICKEL

Much interest was experienced at the Academy of Science, some time since, by the exhibition of various specimens of metallic articles which were plated with a solution of nickel, giving each part a smooth and hard exterior. 67890

10 POINT 14 A \$1 10 10 A \$0 50 28 a \$1 25 \$2 85

#### THE SHEPHERD BOY.

LIKE some vision olden Of far other time. When the age was golden In the young life's prime, Is thy soft pipe ringing, O lonely shepherd boy: What song art thou singing, In thy youth and joy?

No, thou art delighting In thy summer home; Where the flowers inviting Tempt the bee to roam; Where the cowslip, bending With its golden bells, Of each glad hour's ending With a sweet chime tells.

BENEFACTORS OF MANKIND.

OF all men who have been born of women, few have done so much for suffering humanity as Dr. Thomas Gallaudet and his famous father. These men have opened the mouths of the deaf and have metaphorically opened their ears. When the father first began his labors, the deaf were condemned not only to silence, but almost to life-long inactivity. It is well known that the mental suffering of the deaf is, or was, much greater than that of the blind, hard as it is for one possessing both faculties to believe it. It was the Gallaudets who, for the best part of a century, worked in every way to ameliorate such conditions of the unfortunates. It is not what they did themselves that is remarkable,

12 POINT 12 A \$1 15 8 A \$0 50 24 a \$1 20 \$2 85

#### **CENTURY EXPANDED**

30 POINT

5 A \$2 10 8 a \$1 90 \$4 00

## GRAND INSTITUTE OF SCIENCE Building to be Erected for Educating and Training the Coming Man 32590

8 POINT 16 A \$1 00 12 A \$0 50 36 A \$1 10 \$2 60 THE PRINCIPAL INDUSTRY IN THE TROPICS IS COFFEE CULTIVATION

IT is very interesting to note the characteristics and manner of growth of the coffee plant. It partakes of the nature of a shrub, which, in a state of cultivation, varies in height from four to six feet; the trunk is erect and slender, and covered 678

11 POINT 12 A \$1 05 8 A \$0 40 24 a \$1 10 \$2 55

#### AMERICA'S RAPID PROGRESS IN HER MERCHANT MARINE

We could have no more convincing prophecy of the supremacy of the United States on the sea than the work that is being carried on in the various shipyards of the country. Here are being built 123456

6 POINT 18 A \$0.80 12 A \$0.40 36 a \$0.80 \$2.00 A CONCISE DESCRIPTION OF THE RESCUE OF THE DUCHESS DE DRAGONFLIES. FROM UNPUBLISHED MEMOIRS BY J. BEETLEBACK

OF the high and mighty doings chronicled in this reign few there be that smack of herohood more than the rescuing of the Duchess de Dragonflies, in ever-memory of which does our present sovereign, once Prince Junebug, bear upon his arms, gules, three dragonflies displayed. While I enjoyed the confidence of their serene majesties, honor forbade that 12345678

#### ANNOUNCEMENT

With everyday's growth of the business its benefits become more and more



# HUNTER FURNITURE OCOMPANY OCOMPANY



ORIENTAL RUGS LINOLEUMS BEDDING AND MATTRESSES CARPETS: DRAPERIES: FURNITURE

Salesrooms . . . 302 to 328 Haddonfield Avenue Factory . . . . 1357 South Washington Street

TELEPHONE 3-51 🕸 SAINT LOUIS

the rectifying of errors, to the complete satisfaction of our patrons.

HUNTER FURNITURE CO.

SPRING SEASON 1903

24 POINT

6A \$1 75 10a \$1 65 \$3 40

### ROLLICKING RHYMES FOR CHILDREN A Series of Interesting Verses for the Young Published and Distributed by Clergymen 953

#### LINING CUSHING No. 2

18 POINT

10 A \$1 40 18 a \$1 60 \$3 00

The popularity of the type faces originated by the American Type Founders Company is based on their effectiveness for the uses for which they are intended, and 68

10 POINT 20 A \$1 10 14 A \$0 40 40 A \$1 15 \$2 65 MANY APPLIANCES NOW NEEDED TO CARRY ON PRINTING BUSINESS

THE time is past when the many convenient appliances intended for printing office use can be classed as luxuries. They are necessities nowadays, and the development of the trade has made them so. Competition has made it impossible to do a successful business without the use of some of the special implements \$2

12 POINT

18 A \$1 40 12 A \$0 45 36 a \$1 35 \$3 20

### CUSHING STYLE IS POPULAR FOR THESE GOOD REASONS



USHING types always print clearly, wear long, and make exceptionally sharp, durable electros. These features, in com-

bination with the departure in roman letter which the face presents, have made them popular with printers and publishers, until now the constantly increasing demand has established them as a permanent type fashion. An examination of any considerable part of the printed matter that is put out by printers of all classes everywhere will disclose the great extent to which the Cushing types are being used. It needs only to call attention to the absence of hair lines in their make-up to demonstrate why \$3.45

THEY ARE LONG WEARING

Acorn Initial No. 73. Each, 40 cents

6 POINT

24 A \$0 85 16 A \$0 35 48 a \$0 90 \$2 10

#### LIFE'S APPRECIATIONS

It is good to be alive when the trees shine green, And the steep red hills stand up against the sky— Big sky, blue sky, with flying clouds between; It is good to be alive and see the clouds drive by.

It is good to be alive when the strong winds blow,
The strong, sweet winds blowing straightly off the sea—
Great sea, green sea, with swinging ebb and flow;
It is good to be alive and see the waves roll free.

15 POINT

12 A \$1 35 24 a \$1 40 \$2 75

# LABOR SAVING MACHINES GROWING INDISPENSABLE

Inventions of all kinds have been multiplying rapidly, contributing in high degree to the economical conduct of every modern printing office. It is not enough that type is today excellent in quality and artistic in face, nor that modern presses are fast; cost must 326

24 POINT

7 A \$1 65 12 a \$1 60 \$3 25

### RECORD BREAKERS Original Durable Fashion Economical Purchase 45

8 POINT 22 A \$0 95 14 A \$0 35 44 A \$1 05 \$2 35 NEW PROCESSES CONSTANTLY ENTERING INTO THE LABOR OF A PRINTING OFFICE

MATERIAL, tools and machinery must be efficient, with especial reference to the class of work that is to be done, and there should be provision for material that is labor-saving in the composing room. There should be abundance of leads, slugs and blanking-out material, all cut to standard sizes and provided with receptacles for proper keeping when not 9378

#### LINING CUSHING ITALIC No. 2

18 A \$0 65 72 a \$1 35 \$2 00

HISTORY OF PICTORIAL ADVERTISING BY EXPERT DESIGNERS TOGETHER WITH SUGGESTIONS FOR IMPROVEMENTS IN PLAN

Some twelve years ago a writer of advertising for a department store advised his employers that, in public addresses, pictorial illustrations would be found of increasing importance, both for attracting attention and conveying information.

He predicted that more and more dependence would be placed on pictures that would command attention and supplement the text. That forecast has been fully realized by the establishment, and the example it has offered, illuminating their appeals to the public with appropriate pictorial designs has been followed with an ever increasing number of imitators. The time has come when the public is capable of understanding and is ready to respond to pictorial representat

16 A \$0 70 64 a \$1 55 \$2 25

EVOLUTION OF BOOKLET MAKING AND SOME HINTS ON THE EMPLOYMENT OF THESE LITTLE SALESMEN

The advertising booklet is now as familiar a visitor to the home and office as the daily newspaper. Scarcely a mail-bag is thrown from a train which does not contain hundreds of these little drummers and their success has been so marked that the future of their manufacture becomes an important question. The advertiser asks that his work

#### THE PROGRESS MADE IN ADVERTISING LITERATURE WITH REASONS THEREOF

Advertising typography is progressing and most printers realize some of the artistic possibilities of original type. The factor most responsible for bringing about this very desirable condition is the American Type Founders Company, a company that is unremitting in its effort to educate printers to appreciate and produce the higher grades of typography. Its methods of doing this are most practical, by setting the example, and by making special styles of type and showing original ideas 10 POINT 14 A \$0 75 56 a \$1 50 \$2 25 IMENT IN BUSINESS TRANSACTIONS OM PURELY FINANCIAL STANDPOINT

much room for sentiment in business these days t of every business man to drive hard bargains uct all transactions on a purely financial basis otions are held in leash, sociability is regarded ducing proposition, and the human instincts are ubjection by commercial gain. This is deplored e sentiment were infused into our relations, and of honor and integrity. Without it, these virtues ey become dead letters. It gives sterling value gs. Let us make room for sentiment in business

10 A \$1 00 40 a \$2 00 \$3 00

#### SIVE CONTROL MARKET UALING OUR PRODUCTS

SELECTION OF MEDIU

A PROMISING RETURN

The mistake in selecting the publication with the largest circulation, without regards to class often results in great loss to the papers. Study the wants of the people who take the publication, and write the story that appeals directly to their taste. Advertising copy

We Americans consider ourselves the leaders of the world, because we are making money. We point with pride to our achievements as manufacturers and advertisers, talk arrogantly about the commercial invasion of European

MANY CRAFTSMEN DEMAND FASHIONS

Bringing out the details in solid tones oftentime

#### LINING VICTORIA ITALIC

20 POINT NO 552

7 A \$2 10

### POPULAR TYPE STYLE MADE IN 11 SIZES

6 POINT NO 551

16 A \$1 00

6 POINT NO 552

8 A \$1 00

HISTORY OF SINBAD THE MARINER
ROBINSON CRUSOE OUTDONE
TWO VOLUMES OF 248 PAGES EACH

TRASHY BLOOD AND THUNDER NOVELS
SIMPLETON VICTIMS RAMPANT
YOUTHS OF 16 BECOME INCORRIGIBLE

LEADERS IN
TYPE AND BORDER FASHIONS



# AMERICAN TYPE FOUNDERS COMPANY

FOREMOST DEALER IN PRINTING MACHINERY
AND SUPPLIES

Houses in all Principal Cities:

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE
PITTSBURGH
BUFFALO
CINCINNATI
CLEVELAND
CHICAGO
ST. LOUIS
KANSAS CITY
MINNEAPOLIS

DENVER
SPOKANE
LOS ANGELES
SAN FRANCISCO
PORTLAND, ORE.
VANCOUVER, B.C.

6 POINT NO 553

20 A \$1 00

DESTRUCTIVE STORM DEMOLISHING HOUSES

CYCLONIC WINDS RAGING FIERCELY

ESTIMATED THAT ABOUT 134 LIVES ARE LOST

6 POINT NO 554

25 A \$1 00

VALUABLE SERVICES RENDERED TO THE DESTITUTE
BY CITIZENS' RELIEF ORGANIZATION
THE SUM OF \$12,345,678.90 DONATED IN TWO DAYS

18 POINT NO 552

8 A \$1 75

CHARMING DESIGN FOR UP-TO-DATE PRINTING FULL SERIES, \$14.80

36 Point Elite Border. 30 inches, \$2.50

LINING VICTORIA ITALIC

### USEFUL TYPE IN ANY JOB PRINTING OFFICE

12 POINT NO 551

12 POINT NO 552

10 A \$1 15

FROM \$5 TO \$70

SPRING PANAMAS EASTERTIDE BARGAIN LADIES' \$3 HATS LATEST FASHIONS A LARGE ASSORTMENT

OFFICE OF

#### R. W. JUDSON & BROTHER

IMPORTERS AND JOBBERS IN

#### PIPES AND SMOKERS' ARTICLES

49 & 51 WESTERN AVENUE

ROBERT W. JUDSON ELMER CRAIG JUDSON LEXINGTON. MO..

12 POINT NO 553

12 A \$1 10

12 POINT NO 554

GENUINE SEAL FUR WRAPS SPECIAL PRICE, \$15.98 ALL RECENT IMPORTATIONS FROM GAY PARIS

PRECIOUS GEMS ON EXHIBITION DAILY, FROM 8 A.M. TO 9 P.M. AN EXTRAORDINARY DISPLAY OF BLACK DIAMONDS

### AMERICAN POINT LINE QUICK JUSTIFICATION

Stylus Border. Complete font, \$3.50

#### LINING REGAL ITALIC No. 2

18 POINT

7 A \$1 50 12 a \$1 50 \$3 00

ENRAPTURED YOUNGSTER LISTENED A Venerable Seadog Relating Some Aquatic Stories to his Grandchildren. An Adventure with Pirates made the Most Thrilling Yarn

12 POINT

10 A \$1 10 20 a \$1 20 \$2 30

BUSINESS REVERSES
Government Contracts to
Secure Honest Merchant
from Vexatious Litigation

8 POINT 15 A \$0 90 30 a \$1 10 \$2 00

AUTOMATIC FLYING MACHINERY

These Machines embody the results of
thirteen unlucky years of foolishness
and inexplicable childishness which I

will gladly barter for one day's lodging

#### TILLOTSON & MURNAHAN

Agents and Brokers for all Policies in force in the Western States for

LIFE, FIRE, ACCIDENT INSURANCE MARINE and PLATE GLASS

Represent the Liverpool Globe, London Mutual and Dublin Marine Companies

4618 NORTH MONTMORENCY AVENUE

METROPOLIS, WISCONSIN

6 POINT 16 A \$0.80 32 a \$0.95 \$1.75 STATIONERY FOR FEMININE EFFUSIONS

One of the most attractive of the new shades of note paper is called Antique Bronze. There is no other paper which is such a good imitation

of the verdigris-covered bronze in this vicinity

GREAT SALE OF FINE LINEN
This will be a most remarkable
Sale, because these Linens have
never been offered to the public

14 POINT

9 A \$1 15 18 a \$1 35 \$2 50

OBSERVATIONS IN ASTRONOMICAL RESEARCHES
Jupiter and Venus can be seen in conjunction during the
month of August. It takes place low down towards the
western horizon, and it will be a sight worth witnessing
\$1234567890

#### LINING REGAL ITALIC No. 2

SUCCESSFUL PRINTERS

PURCHASE ONLY

FASHIONABLE TYPE STYLES

ALWAYS PLEASE THEIR PATRONS

NOW is the time to look over your stock of type, and

you find any with the dust weeks undisturbed on it sa yourself: "That type is not ing dividends," and throw it You lose nothing by doing for the loss is already there

Established 1897

Medical Ad

Dr. William Duvall

NERVE SPECIALIST

26 Medical Str

Office Hours 9 A. M. to 3 P. M.

QUACKT

replace it with the kind that please your patrons, increas trade, and pay a dividend o investment. A glance at the of any of the leading publi or at the productions of the printers will acquaint you a

the prevailing fashions, and after further inquiries you will find they are the productions of the

AMERICAN
TYPE FOUNDERS
COMPANY

LEADING DEALER IN PRINTING OFFICE SUPPLIES OF ALL KINDS Gents' Furnishings

Fall Styles Ready

HORACE QUICK

Representing
MILLER & GAVIN

BALTIMORE

MENU

Stevenson Club



Hotel Newton

Oysters, Half Shell

Clams

Olives

Lobster Patties

elery

Radishes

Planked Shad

Sweet Pickles

Brown Chips

Fillet de Boeuf

Potatoes cooked in Cream

Green Peas

Roast Chicken on Toast

Baked Potatoes

Strawberries

Ice Cream

Cognac

Roman Punch

Sherry

Madeira

Cigars

MRS. ROBERT CARLISLE

At Home Wednesday Evening

LAKESIDE MANSION

LINING OLD STYLE CONDENSED No. 522

72 POINT

3 A \$5 40 5 a \$4 10 \$9 50

# OLDEST Records 49

20 POINT

9 A \$1 40 15 a \$1 45 \$2 8

MAIDENS SKIPPING THE LIGHT FANTASTIC Professor Clarence Lightfoot will give Class Lessons in Artistic Dancing every Tuesday afternoon at 2.30

54 POINT

3 4 \$3 20 5 9 \$2 55 \$5 75

# PRECIOUS GEMS FOUND Emeralds and Diamonds 27

18 POINT

12 A \$1 45 20 a \$1 45 \$2 90

INGREDIENTS THAT COMPOSE STRONG TYPE METAL Type metal is an amalgam of lead, antimony, copper and tin in such proportions as to produce a material hard but not brittle, ductile yet tough and quick-hardening 123456

60 POINT

3 A \$3 15 5 a \$2 85 \$6 00

# Excavations in INDIA 5

14, 24 and 30 Point sizes in Preparation

**OLD STYLE CONDENSED No. 522** 

42 POINT

5 A \$2 75 8 a \$2 30 \$5 05

## GOLD HUNTERS IN KLONDIKE Adventurers Return Discouraged 45

12 POINT

18 A \$1 20 36 a \$1 30 \$2 50

PRAISED FOR CRAFTSMANSHIP At the Columbian Exposition Japan astonished the world by coming to the fore with exhibits of decorative and ornamental workmanship 395

10 POINT

8 A \$0 95 36 a \$1 05 \$2 0

GRADUAL STRIDES IN TYPE MAKING Numerous and great are the advances that have been made in the methods of casting type—from the time of the wooden blocks and rude types of Laurentius of Haarlem to the improved hand-moulds invented 28

9 POINT

18 A \$0 80 36 a \$1 00 \$1 80

EGYPTIAN OUTLINE FOR A PARLOR CLOCK There is something suggestive and appropriate in choosing for the ornamentation of a clock a mechanical apparatus that records the flight of time—emblems taken from a country whose very existence to-day is a reminder of the centuries gone by and whose monuments 1234567

8 POINT

20 A \$0 75 40 a \$1 00 \$1 75

STRONG FOUNDATION BUILT OF SOLID GRANITE Granite is regarded by a great many people as the foundation stone of the earth, because the cores or deep interiors of many of the biggest mountains are constituted of this rock. It is supposed to be among the oldest of all rocks and to have been formed through the action of a great heat. Granite is sometimes formed from material 7890

48 POIN

4A \$3 00 6a \$2 55 \$5 55

# DISTINCTIVE Type Fashions

Specimens of Original

## TYPE FACES

MADE BY THE

AMERICAN TYPE FOUNDERS CO.

United States of America

36 POINT

5 A \$2 25 8 a \$2 00 \$4 25

# THE PROGRESSIVE TYPOGRAPHER Is not Tied down to Antiquated Ideas 5

14, 24 and 30 Point sizes in Preparation

LINING FRENCH OLD STYLE No. 552

72 POINT

3 A \$5 90 4a \$3 85 \$9 75

## The Fashions 2

24 POINT

7 A \$1 70 12 a \$1 80 \$3 50

CHICAGO CITIZENS Start the most elegant art exhibit ever held 21 10 POINT 16 A \$0 90 10 A \$0 40 45 a \$1 45 \$2 75

ADVANCE IN ARTS OF METALLURGY REGARDING the exhibit of American jewelry, goldsmith work and silver-plate manufacture at the Exposition, our foreign visitors will be amazed to witness the quality of work done, and at the richness and variety of display 75

30 POINT

5 A \$2 20 8 a \$1 80 \$4 00

# AMERICAN TYPE PROFITABLE Thousands of successful printers are using it daily for effective results 28

20 POINT

8 A \$1 50 14 a \$1 50 \$3 00

BEAUTY IN THE HOME The custom of using artistic plaques for wall decoration continues in popularity 187 9 POINT 18 A \$0 80 12 A \$0 40 50 a \$1 30 \$2 50 AMERICAN PROFICIENCY COMMENDABLE EXTREMELY gratifying indeed is the fact that in the manufacture of artistic jewelry and goldsmith work in general our leading American houses compare favorably with foreign firms. It is no longer necessary to copy designs from European novelties

to produce worthy work for an American public to

pronounce upon its claims to fashion 1234567890

48 POINT

3 A \$3 85 5 a \$2 90 \$6 75

## BRIGHT SCHOLARS Pleasure 264 Business

LINING FRENCH OLD STYLE No. 552

60 POINT

8 A \$5 00 4 a \$3 25 \$8 25

## American TYPE 4

8 POINT 18 A \$0.85 12 A \$0.35 50 a \$1.30 \$2.50 INSTRUMENTS AND APPARATUS FOR DENTISTS GREAT strides have been made of late years in the profession of dental surgery by introducing machinery for the use of practitioners. The manufacture of dentists' materials generally has been largely increased, and one may now obtain at the dental supply depot, ready for use, all of the latest and most improved appliances required in the various departments of the business 2105

18 POINT

10 A \$1 25 20 a \$1 50 \$2 75

FAMOUS INDUSTRIES OF ITALY For many years Italy has been the chief center for the manufacture of art statuary and ceramic ware 409

NECKTIES
FOR MEN AND WOMEN

Custom Made

SHIRTS

Assured Fit

LATEST FASHIONS IN

SUITINGS

Stylus Border. Font, \$3.50

MARTIN I. SHOMER

CHARLES MORGEN

### SHOMER & MORGEN

SUCCESSORS TO JOSEPH BUTLER

## Leading Gents' Outfitter

247 NORTH ELEVENTH STREET

TELEPHONE NO. 3-27-49

MINNEAPOLIS, MINN.

6 POINT 20 A \$0 80 15 A \$0 40 60 a \$1 30 \$2 50
RESOURCES OF THE UNITED STATES DEMONSTRATED

FINALLY, let us take a glance at some of the results which may be deduced from the Exposition, more particularly in reference to our own country, its capabilities and development. First, in reference to that great industry, the iron manufacture. The mineral exhibit gives evidence of the possession of great mineral wealth, nearly all the States having on exhibition the natural productions of their respective territories, and in the display of finished iron and steel is proof of the ability and metallurgical knowledge possessed by those connected with its manufacture in this country 1234567890

12 POINT

12 A \$1 00 10 A \$0 50 36 a \$1 50 \$3 00

PROGRESS OF AMERICAN CRAFTSMEN VISITORS to the St. Louis Fair who desire a practical illustration of the results of industrial art education in America can have it in full measure by inspecting the special exhibit at the Textile and Allied Trades Building 1904

36 POINT

4 A \$2 55 7 a \$2 45 \$5 00

## ORIGINAL TYPE DESIGNER For the Particular Printer 597

#### LINING FRENCH OLD STYLE ITALIC No. 552

12 POINT

12 A \$1 10 24 a \$1 15 \$2 25

#### THE QUICK DEVELOPMENT OF ELECTRIC FORCES IS NOTICED

Every one knows nowadays that to maintain a current of electricity a continuous electrode or electrical conductor is required between the opposite poles of the generating battery. The simplest form in which a circuit can be established is to plunge a couple of strips of dissimilar metals into a tumblerful of acidulated water. If two strips of copper and zinc are so immersed, and are connected by a wire outside the glass, the acid begins to eat the zinc, and a current of electricity forces its way from the zinc, through the acidulated water, to the copper, and connecting wires 123456

10 POINT

14 A \$0 90 28 a \$1 10 \$2 00

#### ST. AUGUSTINE AS FOUNDED BY THE SPANIARDS, ITS FORTIFICATIONS AND HARBOR, AND QUAINT SURROUNDINGS

Fortification and defense were the first thought of the Spanish soldiers who founded St. Augustine; and they were careful to choose a site which should be a stronghold. The situation of the town was admirably fitted for such a purpose. It is built on a narrow strip of land running north and south; in front on the east is the Matanzas river, in the rear on the west flows the St. Sebastian. A seawall extends along the water front from Fort Marion on the north to the United States barracks on the south. In the center of the town is an open square or park, called the Plaza. The narrow little streets with their foreign names, their overhanging balconies and high garden walls, through whose open door one caught a glimpse of orange and fig and waving banana, where 12345

8 POINT

16 A \$0 85 32 a \$0 90 \$1 75

THE DEVIL'S THOUGHTS

From his brimstone bed at break of day
A-walking the devil is gone,
To visit his snug little farm the earth,
And see how his stock goes on.

Over the hill and over the dale,

And he went over the plain:

And backward and forward he switched his
long tail,

As a gentleman switches his cane.

9 POINT

14 A \$0 75 28 a \$0 85 \$1 60

PICTURESQUE OLD PINES, LINED UP LIKE FIERCE SENTINELS, FOREVER PROTECTING THE AVENUES TO HISTORIC OLD HOUSES

The pine family as we discuss it is not all pines, in exactitude—it includes many diverse trees that the botanist describes as conifers. These cone-bearing trees are nearly all evergreens—that is, the foliage persists the year round, instead of being deciduous, as the leaf-dropping maples, oaks, birches, and the like are scientifically designated. Historically the pines are of hoary age, for they are closely related to the growths that furnished the geologic coal measures stored up in the foundations of the earth for our use now. To know anything at all of the spruces, pines and hemlocks is to love them for the refreshment there is in their living presence rather than to consider them merely for the timber value. But the point of view differs immensely with one's occupation. Young hemlocks, from four to six inches in diameter, are felled, stripped of their bark, and left cumbering the ground, to invite fire and make of the woods 67890

6 POINT

18 A \$0 75 36 a \$0 75 \$1 50

LOVELY MARY DONNELLY

O, lovely Mary Donnelly, it's you I love the best!

If fifty girls were around you, I'd hardly see the rest;

Be what it may the time of day, the place be where it will,

Sweet looks of Mary Donnelly, they bloom before me still.

Her eyes like mountain water that's flowing on a rock, How clear they are! bow dark they are! and they give me many a shock;

'Red rowans warm in sunshine, and wetted with a shower, Could ne'er express the charming lip that has me in its power.

Her nose is straight and handsome; her eyebrows lifted up; Her chin is neat and pert, and smooth like a china cup; LINING RONALDSON No. 2

## POPULAR OLD STYLE An Indispensable Letter for the Commercial Printer 123

THE IDEAL PREPARATION RECOMMENDED BY PHYSICIANS

## PROFESSOR SMITH'S BEAUTY POWDER

PRICE, FIVE CENTS

Sold at all Leading Druggists and Department Stores

YOUTHS' GLORIOUS SPORT The boy with a broad-brimmed hat and a long fishing-pole is happy 456

LINING RONALDSON No. 2

30 POINT

5 A \$2 05 9 a \$1 95 \$4 00

## NUMEROUS AMERICAN RESORTS Dame Nature has scattered many health

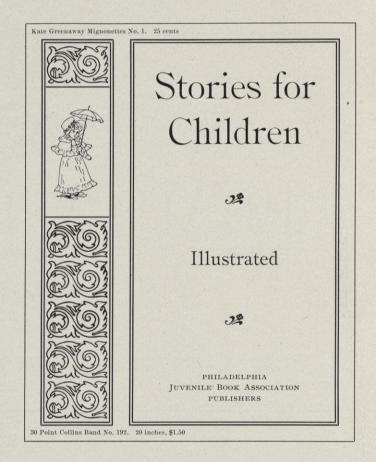
and pleasure resorts by the seashore and mountain, where vacations are spent 235

18 POINT

10 A \$1 45 20 a \$1 55 \$3 00

## THOSE ROD STORIES ARE NOW IN SEASON

Summer is here again and so is the fisherman, with a string of new stories in his brain. He has labored hard all winter generating these yarns to deceive the non-fisherman. To wade a stream and get wet was really his excuse to take an extra drink, and not to catch that fifty-odd pound black bass that he would have you believe was 146



24 POINT

6 A \$1 60 12 a \$1 90 \$3 50

### RESOURCES FOR SPORT UNSURPASSED

No other country in the world has within so easy access more delightful resorts or of such abundant variety, for summer or winter recreation as 57890

#### LINING RONALDSON No. 2

12 POINT

12 A \$0 90 10 A \$0 40 36 a \$1 45 \$2 75

## THE COMMERCE OF THE GREAT LAKES AS SEEN BY A STRANGER

ONE OF the things which strongly impress the stranger traveling on the Great Lakes is the extent of its merchant marine; here we see a splendid vessel, the very counterpart of an ocean greyhound, steaming 123 10 POINT

16 A \$0 90 10 A \$0 40 45 a \$1 45 \$2 75

THE LOVER OF SOLITUDE COMMUNES WITH NATURE IN QUIET WOODLANDS

IF YOU ARE not in communion with the very soul of Spring, then there is a want of soul in you. In the early morning you hear the first chickadee break forth into a tender, plaintive love-note in the silent woods; wild flowers lift up their heads shaking in the soft and gentle breezes; the 6789

TOURISTS' MANUAL

Being a Concise Guide to Famous Pleasure Resorts

Summer Season



PLYMOUTH TRACTION COMPANY
PUBLISHERS

14 POINT

12 A \$1 20 24 a \$1 30 \$2 50

## MOUNTAIN, SEASHORE, OR COUNTRY—WHERE?

This is the ceaseless round of comment in every home, and office, too, as the Spring sun begins to shine out and balmy breezes begin to fan the pent-up life everywhere. The cry "Go somewhere!" is universal. We all enjoyed the warmth of the fireside last Fall, and clung to it lovingly during the Winter; but we have tired of it, and now we long for the warmth of the sunshine, the singing of the birds, the fragrance of the budding vegetation, and \$8953

8 POINT

16 A \$0 75 12 a \$0 40 48 a \$1 35 \$2 50

POWERFUL STEAM HAMMERS IN THE FORGE ROOM OF A TWENTIETH-CENTURY SHIPYARD, CAPABLE OF STRIKING A BLOW OF MANY TONS

As you enter the forge room you are confronted by the big steam hammer standing in the gloom of the rafters like a grim colossus astride the anvil. It can strike a blow of two hundred and fifty tons, and is regulated with such nicety that it can be dropped to the very surface of a watch without cracking the crystal. The glowing ingot is swung to its place by the great electric crane 12345678

6 POINT

20 A \$0 70 15 A \$0 30 60 a \$1 25 \$2 25

RECAPITULATION OF SOME OF THE GREATEST SPANISH PAINTINGS OF THE PRESENT DAY. ILLUSTRATED FROM PAINTINGS AND ORIGINAL SKETCHES BY THE ARTIST

THE first thing to strike one in Spanish paintings of today is the expression of realism. Every true Spaniard working in art closely observes nature. He adopts the actual forms existing around him in actual nature. He may select one part here and another there, but he is sure to blend all into a work of realistic imagination. Thus the masterpieces of Spanish painting always profoundly impress visitors to Madrid or Seville. Spanish masters never aimed at producing mere beauty or mere dignity by simply generalizing what they saw, and then clothing it in forms of their own selection. 12345

LINING RONALDSON CONDENSED No. 2

42 POINT

4A \$2 50 6a \$2 25 \$4 75

## MONEY BAGS AND NOTABLES North Amsterdam Power Houses Economic Machines Invented 785

18 POINT

12 A \$1 35 20 a \$1 40 \$2 75

INSTRUCTIVE TO PURCHASERS Don't delay another day, but write at once for a copy of our illustrated catalogue and price list. It plainly states how little it takes to make hot and sultry days agreeable 1459

12 POINT

18 A \$1 15 36 a \$1 35 \$2 50

EXTRAORDINARY HOLIDAY INDUCEMENTS No money down if you're an old customer, as this week your credit is good for a Canoe, Twentieth-Century Yawl or Steam Launch. You can return anything you purchase from us any time within a week, if in good condition, if you can buy it any cheaper elsewhere for cash or credit. Our supply houses and authorized dealers are open 123456789

10 POINT

20 A \$1 00 40 a \$1 25 \$2 25

GENUINE PLEASURE FOR EVERYONE It is known to be heightened and made more interesting by having a number of sailboats always at your command 537

8 POINT

20 A \$0 95 40 a \$1 05 \$2 00

PREFERABLE, DON'T YOU THINK, DAMSELS To have Nautical Conveyances equipped with up-to-date appliances that insure satisfaction and safety to all who are venturesome enough to glide on the waters of Lake Concord 123456

6 POINT

22 A \$0 80 44 a \$0 95 \$1 75

PATENTED UNSINKABLE TUCKUPS FOR JUVENILES Are guaranteed never to careen nor take water in the roughest seas. The only craft of its kind ever offered to the public; must be seen to be appreciated. Made in all sizes, ranging from eight to twenty-three feet. They are recommended for boys of a rollicking disposition 67890

30 POINT

6 A \$1 75 10 a \$1 75 \$3 50

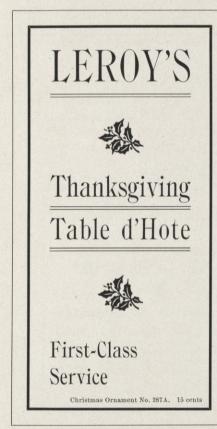
WONDERFUL ACHIEVEMENTS ENUMERATED Quarterly Review of the Confederation of Scientists Interesting Discourse for Up-in-the-air Sailors 123

LINING RONALDSON CONDENSED No. 2

36 POINT

5 A \$2 00 8 a \$2 00 \$4 00

## ANTIQUATED GERMAN ENCAMPMENT Greatest inducement ever offered to citizens who are very anxious to regain their health





24 POINT

8 A \$1 40 14 a \$1 60 \$3 00

ROCKY MOUNTAIN COADJUVANCY GAME FEDERATION Cordially invite sportively inclined tourists to spend a week or fortnight at their Headquarters. Nothing will be left undone to make that period one never to be obliterated from memory LINING RONALDSON EXTENDED No. 2

42 POINT

3 A \$3 90 4a \$2 60 \$6 50

# REALISTIC Oriental Custom Habits 28

12 POINT

10 A \$1 15 20 a \$1 35 \$2 50

DEMANDS FOR ARTISTIC PRINTING

Elaborate Ornamentation is often, at the expense of harmony, confounded with an artistic piece of composition. Everything may, indeed, be carried to extremes 12345

10 POINT

12 A \$1 05 24 a \$1 20 \$2 25

RECORDING EXACT COST OF EVERY ARTICLE PRODUCES BENEFICIAL RESULTS

If the practice of keeping cost was generally adopted printers would soon view their business through a different lens, and earn more money than at present. Thorough business methods in every detail 4567890

36 POINT

my

3 A \$2 75 5 a \$2 25 \$5 00

# INTERESTING Historical Exhibition Patrons 43

#### LINING RONALDSON EXTENDED No. 2

30 POINT

4 A \$2 25 6a \$2 00 \$4 25

# MAGNIFICENCE Roumanian Handiwork Decorated 75

8 POINT

12 A \$0 90 28 a \$1 10 \$2 00

ANTICS OF STUDIOUS ROUSTABOUTS
INITIATION OF MEMBERS

The Examiners and Faculty of the Boston University do hereby Certify that Augustus Oneoftheboys is proficient in Card-Playing, Baseball, Football, Wrestling, Fencing 1234

18 POINT

7 A \$1 45 · 12 a \$1 55 \$3 00

# HISTORY OF FRANCE Customs of the Middle Ages when Feudalism Thrived 95

6 POINT

14 A \$0 80 28 a \$0 95 \$1 75

MORNING LESSON IN THE ART OF COURTSHIP HOW TO BECOME FASCINATING

The new mammoth steamship Bridal Wreath, built expressly for our Hymenial trade, and run by electric power, having made its first trip from the ends of the earth in four days, we have transferred to our warehouses its immense cargo, and invite you 67890

24 POINT

5 A \$1 85 8 a \$1 65 \$3 50

· mal

## MARBLE BUILDING Famous Mediæval Structure Grand 16 Views

#### LINING CONDENSED TITLE No. 524

14 POINT

10 A \$1 20 20 a \$1 30 \$2 50

SUCCESSFUL APPLICATION OF PURE REPUBLICAN PRINCIPLES The Right of the American Citizen to Choose Representatives who shall Enact Laws which shall be Operative from the Atlantic to the Pacific 820

10 POINT

14 A \$1 00 28 a \$1 15 \$2 15

IMPROVED JUVENILE INSTRUCTION Working Models of Machinery for Schools in Profusion at Remarkable Figures 374

8 POIN

16 A \$0 90 32 a \$1 00 \$1 90

CONTINENTAL EQUESTRIAN PERFORMANCES Exhibition of Unequaled and Daring Bareback Riding Never Before Attempted in European Hippodromes Eliciting Rounds of Applause at each Performance 48

11 POINT

12 A \$0 95 24 a \$1 10 \$2 05

AMERICAN BUSINESS ENTERPRISES Practical Hints for Promoting the Welfare of Greedy Profit-Sharing Merchants 2706

7 POINT

16 A \$0 70 32 a \$0 85 \$1 55

NORTHERN INCORPORATIONS DEVELOPING RESOURCES Minnesota Petroleum and Mining Company Supplies Products to the Trade in Unlimited Quantities, thus Enhancing the Value of Stocks and Bonds to a Figure Never Before Approached 901

6 POINT

18 A \$0 80 36 a \$1 00 \$1 80

RECRUITING LAWS OF THE ARMY UNDER DISCUSSION Apropos the question of age the present condition of the army seems quite unsatisfactory. Experience and scientific opinion unite in regarding a young man under twenty-one as scarcely formed and unable to bear the hardships of soldier life 12345

9 POINT

14 A \$0 80 28 a \$1 00 \$1 80

GRAND SCENERY FROM MOUNTAIN TOPS A most thrilling ride is the one afforded by the famous incline railway up to the observatory on top of Mt. Lowe, about 5960 feet above sea level



#### **Bargains in Summer Clothing**

#### GREAT REDUCTION SALE

Do you want a good-looking, well-made and in every respect satisfactory suit of clothes for less than it is worth? If you do, come right here and share the advantages of the Rebuilding Sale now in progress.

\$10.00 Suits of Striped Flannel, \$8.12 \$9.00 Gray Serge Norfolk Suits, \$7.63 \$7.50 Suits of Mixed Cassimere, \$5.48 \$7.00 Suits of Checked Worsted, \$4.97 \$6.50 Suits of Fine Gray Cheviot, \$4.65

We can't talk too much about these suits. All our cloth is bought from the most reliable mills in the world, and we test every thread of it before we make it up. We'll not say a word about the tailoring—we lead in that line.

#### THOMPSON & MERRITT

Peabody Building, 213 Carbon Street

Body set in 10 Point Lining Cushing No. 2



24 Point Art Border No. 18, 36 inches, \$1.65

12 POINT

2A \$1 10 24a \$1 25 \$2 35

WONDERFUL RESULTS ACHIEVED BY MODERN PRINTING MACHINERY Profusely Illustrated with Numerous Selections from Celebrated Photo-Engravers Limited Edition de Luxe will be offered for sale to Private Subscribers at \$3561

#### LINING OPEN TITLE No. 520

14 POINT

8A \$1 15 16a \$1 45 \$2 60

#### MASQUE BALL OPENS SEASON OF PLEASURE

The winter festivities are now at their height, and balls and theater parties engage the attention \$12

11 POINT

12 A \$1 20 24 a \$1 25 \$2 45

### DISPLAY OF AMERICAN PUSH EXHIBITED IN THE FAR WEST

The past and present in comparison. Opportunities to study the commercial value of the spacious West, with its great resources of mineral wealth, its wide and fertile plains for the 34

8 POINT

14 A \$0 90 28 a \$1 10 \$2 00

### EARLY EXPEDITION SENT OUT TO EXPLORE THE NORTH POLE

A perilous expedition to the Frozen Seas will be attempted in a specially constructed vessel, which is equipped with powerful engines and capable of breaking her way through 36 inches

7 POINT

14 A \$0 80 28 a \$0 85 \$1 65

PEN SKETCH OF BENJAMIN FRANKLIN THE PHILANTHROPIST AND PRINTER

His characteristic passion seems to have been a love for everything useful, which he was in quest of every day for fifty years, and no duty was too humble to occupy himself in for such a purpose. He acquired the habit of frugality when but \$52

6 POINT

15 A \$0 80 30 a \$0 90 \$1 70

ANNIVERSARY OF THE BIRTH OF JOHN GUTENBERG, THE FATHER OF PRINTING

The five hundredth anniversary of the birth of John Gutenberg, the inventor of printing, will be celebrated at the city of Canton, Ohio. The celebration will take the form of commemoration exercises suitable to the occasion, and a very fair exhibit of the materials of printing, paper 12345

## A GUIDE-BOOK TO INDIAN EXHIBITS

Published for the Information of Archæologists to the St. Louis Fair, including Illustrations of Rare Specimens recently discovered in Caves of the Mountainous Regions of South America



IDAHO PUBLISHING COMPANY

 $\cdots 1 \cdots 9 \cdots 0 \cdots 4 \cdots$ 

48 Point Empire Ornaments. Per font, \$1.00

10 POINT

12 A \$1 05 24 a \$1 20 \$2 25

#### GENEROUS ACTION ENDORSED BY A COMMITTEE OF CITIZENS

Organization of business men combine to alleviate the sufferings of the poor by supplying them with Cake and Pie at wholesale rates, notwithstanding the present scarcity of \$561

9 POINT

12 A \$0 85 24 a \$1 00 \$1 85

NOVELS OF WORTH FROM THE PENS OF RENOWNED LITERARY GENIUSES

Among the scores of works which have come and will come from the presses of the country this autumn, a few may be selected because they bear the stamp of real literary quality; more because they are well constructed and carry the reader with them by force of 7890

 $5\frac{1}{2}$  and 12 Point Sizes in Preparation

#### LINING BOLDFACE No. 520

10 POIN

12 A \$1 00 24 a \$1 10 \$2 10

ADVERTISERS BENEFITED Advertising is now an art, dependent upon practice; it is a useful arrangement of knowledge. The returns which are constantly increasing from a persistent use of printers' ink is a sufficient index of '72304

9 POINT

12 A \$0 85 24 a \$1 00 \$1 85

DINNERLESS CIRCUMSTANCE Appetite cravings accompanied by mournful reflection and dejection of the stomach. An empty purse has many drawbacks; it's no disgrace, but inconvenient for many reasons. Most people have at one time or another felt the need of a plethoric pocket-book \$12345678

8 POINT

15 A \$1 00 30 a \$1 15 \$2 15

POLITICAL JEWELS LOANED Obsequious ballot repeaters surely get their reward at some period of their life. A prolonged stay at a government resort dressed in very substantial striped clothing, which could scarcely be mistaken for the latest style tennis suit, with board and lodging free, is sufficient 3964

7 POINT

15 A \$0 80 30 a \$1 00 \$1 80

COLD WEATHER ON SHORT NOTICE Flavored Water Ices furnished gratis by the chief clerk of the Weather Bureau, without regard to time or season. This new ordinance is fast becoming popular in the city during this season of torrid weather. Bedrooms quickly cooled and sound dreamless sleep made easy simply by turning a key, thus insuring a supply of cold air in quantities to suit 170258

6 POINT

16 A \$0 75 32 a \$1 00 \$1 75

METEORIC SHOWERS UPON THE EARTH

Meteors contain Silicon, Iron and Oxygen. As these three elements are usually found in the Earth, and Meteors do not deposit new ones, the logical idea is advanced that the Universe and the Solar System are made of material similar to that in the Earth. This theory has gained many converts in recent years, among whom are some of the most celebrated \$4857

12 POINT

10 A \$1 10 20 a \$1 25 \$2 35

## PARISIAN ART EXHIBITS ADMIRATION

They attract great attention at the Annual Exhibit held under the supervision of the French Academy. A Boston artist makes a great hit 189

11 POINT

12 A \$1 05 24 a \$1 25 \$2 30

## PALATABLE TABLE DELICACIES FOR THE HUNGRY

Frog wings, humming birds stuffed with oxygen, broiled mosquito legs and pickeled eels feet are very nice dishes. They are palate-ticklers of the first water, and would be sure to please the epicurean 12345678

5½ POINT

16 A \$0 90 32 a \$1 10 \$2 00

INTEGRITY A MATTER OF GOOD POLICY
The policy of right-doing cannot be doubted,
and every intelligent man and woman must

and every intelligent man and woman must see that in almost every instance it is fully and richly rewarded, not noting the self-sacrifice and labor involved, and in the few cases \$123

#### LINING BOLDFACE ITALIC No. 520

12 POINT

9 A \$1 05 18 a \$1 25 \$2 30

#### OLDENTIME DEFENDERS STONE FORTRESS

It has ever been the fashion in describing St. Augustine to lay great emphasis on the Spanish architecture of the town. With one exception, the forts 12345

11 POINT

10 A \$0 95 20 a \$1 05 \$2 00

#### POINTS OF INTEREST FOR THE SOUTHERN TOURIST

A pleasing bit of greensward in the center of the town is the Plaza. It is a public park of shrubbery and shade trees, with monuments and fountains. An antiquated market place had 678

9 POINT

12 A \$0 85 24 a \$0 90 \$1 75

#### REMARKABLE VIGILANCE SHOWN BY THE EARLY SETTLERS

Fortification and defense were among the first thoughts of the Spanish soldiers who founded St. Augustine, and they were careful to choose a site which should prove a stronghold. The situation of the town was admirably fitted for such a purpose. St. Augustine is built on 973

8 POINT

14 A \$0 95 28 a \$1 10 \$2 05

#### SIXTEENTH CENTURY ARCHITECTURE REPLACED BY MODERN EDIFICES

Quaint landmarks are rapidly disappearing from St. Augustine, but the pillars of the ancient city gateway remain standing as notable monuments of the past. When first seen these towers are very likely to be a disappointment, for their proportions are not so grand 1234

7 POINT

14 A \$0 80 28 a \$1 00 \$1 80

#### A HUGE SEA-WALL BUILT FOR THE PROTEC-TION OF THE TOWN AND FORTRESS

Extending from the battery of the fort south along the water front of the town to the barracks stands a sea-wall of coquina and granite, affording protection against the encroachment of the sea, as the site of St. Augustine is so low that under certain conditions of wind and tide the waves would cover much of the town. In heavy east storms the 1689

6 and 10 Point sizes in Preparation

#### ESTABLISHED 1853

OUR SPECIALTIES ARE

Serviceable Furnishings for Men



For over half-a-century our business methods have been known to buyers of haberdashery in this city, and in the standard lines of men's

#### UNDERWEAR SHIRTS HOSIERY GLOVES

we have always been recognized as price-makers. We are NEVER higher in price than others on anything—on many things we are lower than others.

A FINE LOT OF

50 Cent Neckties

Now in Stock

Johnson & Murdoch

Fashionable Outfitters

Chestnut Street Arcade

LINING TWO-LINE No. 551

MOUNTEBANK SOLILOQUY

CONVICTED DR. SKINFLINT'S FINED \$250 SEPTEMBER 1976

POPULAR TYPE DESIGNS

AMERICAN POINT BODY

AMERICAN POINT LINE

AMERICAN POINT SET...

FINANCE REPORT 20TH CENTURY STOCKS 843 BONDS ANNIVERSARY

EDINBURGH GLORIOUS REPUBLIC

AMERICAN TYPE FASHIONS

ARE USED BY ALL

PROGRESSIVE JOB PRINTERS

CITIZENS REMONSTRATE EVERY EVENING AT 9.30

MASS MEETING GREAT PYROTECHNIC DISPLAY \$687.50 PILFERED DELIGHTED CHILDREN GALORE

#### LINING LIGHTFACE No. 558

12 POINT

10 A \$0 95 20 a \$1 05 \$2 00

FACTS OF INTEREST TO THE CAREFUL PRINTER It is an acknowledged Fact that Our Type pleases the public that pays for good printing; consequently, it is more valuable. Used on all Leading Periodicals 239

8 POINT

15 A \$0 95 30 a \$1 05 \$2 00

THE SHEPHERD BOY.

Like some vision olden
Of far other time,
When the age was golden,
In the young world's prime,
Is thy soft pipe ringing,
O lonely shepherd boy:
What song art thou singing,
In thy youth and joy?

30 POIN

4A \$1 75 7a \$1 75 \$3 50

## ERECT HOUSES Local Real Estate Improvement 92

24 POINT

5 A \$1 60 8 a \$1 40 \$3 00

NAMING TICKET Seventh Moonlight Gathering of Fervid State Politicians 285

20 POIN

6A \$1 55 10a \$1 35 \$2 96

STUDY THE TASTE OF YOUR PATRONS Careful Printers bear in mind the different tastes of their customers and 3

18 POINT

7 A \$1 35 12 a \$1 25 \$2 60

BEAUTIFUL DESIGNS FOR FINE JOB WORK The original designs of the American Type Founders Company are popular 2345 6 POIN

16 A \$0 80 32 a \$0 95 \$1 75

THE LAST LEAF.

I saw him once before,
As he passed by the door;
And again
The pavement-stones resound
As he totters o'er the ground
With his cane.

They say that in his prime, Ere the pruning-knife of Time Cut him down, Not a better man was found By the crier on his round Through the town.

10 POINT

12 A \$0 95 24 a \$1 05 \$2 00

A FEW HINTS ON HOW TO PLEASE YOUR CUSTOMERS The best way to please good patrons is to pay close attention in selecting your Type. Get that which is artistic and original in design. It costs no more than inartistic type 84

LINING TITLE

48 POINT NO 534

3 A \$4 20

## CORN FIELDS 16

42 POINT NO 534

3 A \$3 60

## BRIGHT 21 MAIDS

86 POINT NO 534

4A \$2 75

## CHAMPIONS RETURN 4

30 POINT NO 524

4A \$2 10

## DOWN MOBILE STEAMER 8

24 POINT NO 524

5 A \$1 75

## GIRL GRADUATE HANDSOME 7

20 POINT NO 524

6 A \$1 65

## HONEST DEALINGS PROFITABLE \$5

18 POINT NO 524

7 A \$1 35

### MALICIOUS NEIGHBOR IMPRISONED 306

16 POINT NO 524

8 4 \$1 40

### HOME BRIGADE 25 AMAZONS

14 POINT NO 524

O A \$1 35

### GRAND CONCERT ADMISSION \$2

12 POINT NO 524

12 A \$1 25

## EASTERN CYCLONES DESTRUCTIVE 90

11 POINT NO 524

4 A \$1 20

EVENING PROMENADES ON THE BEACH 18

10 POINT NO 524

5 A \$1 10

NEGLIGENT COMPOSITOR REPRIMANDED 45

9 POINT NO 524

16 A \$1 05

PIONEER DAY ADVENTURERS
CAPTURE 194 INDIANS

**MERCANTILE BOLD** 

## DANISHINDWS

18 POINT

90 PER CT.

LOANS MONEY MODERN CUISINE POPULAR 246

### THE "MERCANTILE BOLD" SERIES

A SERVICEABLE STYLE OF LETTERING FOR EVERY-DAY WORK

FOR FINE

COMMERCIAL

PRINTING

POINT LINE

POINT BODY

POINT SET

PRINTING MACHINERY AND SUPPLIES

AMERICAN TYPE FOUNDERS Co.

Showing Mercantile Bold and Mercantile in combination

## PLAIN \$78 FIGURES

# EXECER WRECK 45

LINING CONDENSED TITLE No. 525

72 POINT

3 A \$5 90 4 a \$3 85 \$9 75

## BRIGHT Maidens 3

60 POINT

3 A \$4 35 5 a \$3 40 \$7 75

## Fine GIRL9

48 POINT

4A \$2 95 7a \$3 10 \$6 05

## NICE Method 17

36 POINT

5 A \$2 10 8 a \$2 05 \$4 15

## Beautiful FEMALE 4

24 POINT

6A \$1 55 10a \$1 45 \$3 00

## PECULIAR CONCEPTION Beautiful Color Blending 6

20 POINT

8 A \$1 30 14 a \$1 45 \$2 78

### MAGNIFICENT GOVERNMENTS Industrious Mechanics Wanted 2

18 POINT

10 A \$1 45 18 a \$1 50 \$2 95

### MISCELLANEOUS INFORMATION Particular Document Recovered 347

14 POINT

10 A \$1 10 20 a \$1 40 \$2 50

COMBUSTIBLE BANKING COMPANY Hot-Air Manipulators and Grafters 348

8 Point size in Preparation

12 POINT

15 A \$1 10 30 a \$1 40 \$2 50

POWERFUL JOURNALISM Napoleon found his ambition checked by this palladium of the people and declared 465

11 POINT

12 A \$0 90 24 a \$1 10 \$2 00

FOND DREAMS FRUSTRATED Most men who fail in life very often assume the tone of injured innocence and refuse to take 38

10 POINT

14 A \$0 95 28 a \$1 15 \$2 10

COMPLAINING OF BAD LUCK It will always be found that the persons who constantly bewail their bad luck are not only 123

9 POINT

15 A \$0 80 30 a \$1 05 \$1 85

STOCK OF PHILOSOPHIC WISDOM Pride and humility, while not exactly relative terms, imply comparisons of some sort with an object higher 1598

7 POINT

16 A \$0 65 32 a \$0 85 \$1 50

REVERIE OFTEN LEADS TO DESPONDENCY Reverie is the nurse of melancholy; and it very often takes the place of work in what seems to be the working hours; it broods over the work, unravels the thread of thought, spreads a 245

6 POIN

18 A \$0 80 36 a \$1 00 \$1 80

A KIND WORD FILLS THE HEART WITH JOY As flowers support dewdrops trembling on the edge of the petals, and ready to fall at the first waft of wind, so the heart should carry words of thanksgiving, and at the first breath of 198 LINING CONDENSED TITLE No. 523

54 POINT

3 A \$4 60 4a \$3 15 \$7 75

## ROUSING APPEAL Meeting of Citizens 9

42 POINT

4A \$3 05 6a \$2 60 \$5 65

## PUBLIC FUNDS MISSING Incriminating Documents 75

36 POINT

4 A \$2 55 7a \$2 60 \$5 15

## SOUTH AMERICAN TOURIST Embezzler Scorns Detectives 46

30 POINT

5 A \$1 85 8 a \$1 80 \$3 68

WILLING FRIENDS
Ever seeking to secure
pardon or clemency 28

24 POINT

7 A \$1 60 12 a \$1 70 \$3 30

TURPITUDE CONDEMNED
The depravity of criminals is
a matter of grave importance
to our upright citizens 1560

18 POINT

9 A \$1 35 15 a \$1 40 \$2 75

RESTLESS CRIMINAL Would stifle his remorse in a whirl of pleasure 73

12 POINT

12 A \$1 00 24 a \$1 25 \$2 25

DEMANDING STERN JUSTICE Indignant creditors will devise means to prosecute the fugitive should he ever be located \$9408

8 POINT

16 A \$0 85 32 a \$1 00 \$1 85

EXAMPLE FOR OUR YOUTHFUL PROGENY We think this a proper time to impress on the minds of the rising generation the wholesome truth contained in the old adage, namely, that the way of the transgressor is hard 123456789

5, 6, 10, 14 and 48 Point sizes in Preparation

LINING CENTRAL ANTIQUE No. 2

48 POINT

3 A \$4 65 4 a \$2 90 \$7 55

# ANTIQUE SALE To Close Estate 65

30 POINT

4 A \$2 20 7 a \$2 05 \$4 25

## MEDIATOR Punished \$2

24 POINT

5 A \$1 70 8 a \$1 55 \$3 28

## AUTOMOBILE Record Broken Time 4 Seconds

18 POINT

7 A \$1 35 12 a \$1 40 \$2 75

THE WEAK SPOT The wise guy is not hard to convince in financial matters 3

14 POINT

9 A \$1 20 18 a \$1 30 \$2 50

LET US REMIND YOU Results are what advertisers want; printers can aid to accomplish this by using American Type 18

## AMERICAN Type Founders Company

Originator of Type Fashions

### Good Printing

the kind that attracts attention, cannot be made from poor material any more than a superior violin can be constructed from inferior wood

#### It's all in the Material

You can almost make living pictures by using only the original designs of popular

American Type

Write our nearest House for information and prices on everything in Type, Brass Rule, Printing Material and Printing Machinery

3 Point on 6 Point Mercantile Border No. 49. 5 feet, \$1.40

LINING CENTRAL ANTIQUE No. 2

42 POINT

3 A \$3 50 5 a \$2 50 \$6 00

## SPRING FLOWERS Rare House Plants 4

8 POINT 15 A \$0 80 30 a \$0 95 \$1 75 OUR LARGE CIRCULATION This Magazine is in its twelfth year and has enjoyed from the start a popularity that is simply amazing. Some idea of the esteem in which it is held 12845

12 POINT

10 A \$1 10 20 a \$1 15 \$2 25

A SUBSTANTIAL INNOVATION

OUR readers no doubt notice the advance made in the make-up of this Magazine in the current issue. We have added to its beauty typographically and improved 84

54 POINT

3 A \$5 60 4 a \$3 40 \$9 00

## GARDENER Published 23

6 POINT 16A \$0.80 32 a \$0.95 \$1.75
ENTERPRISE MOST SUCCESSFUL
From the first issue until the present
it has steadily increased its sphere of
usefulness, until to-day it stands the
FOREMOST FLORAL
PUBLICATION
in the United States of America

12 Point Primrose Border. 36 inches, \$1.75

Published Since 1853

10 POINT

12 A \$0 90 24 a \$1 10 \$2 00

PRIZE CONTEST FOR NAME OF ROSE
WE inaugurate a contest this month that should prove of unusual interest to all our readers. We will introduce shortly the most notable rose of the century, which will no doubt attract attention of flower-growers the world over because of rare beauty 385

36 POINT

4A \$3 00 6a \$2 50 \$5 50

## GRAND PRIZE TAKER Pearl Eugenie Azaleas \$2

**LINING ANTIQUE No. 525** 

42 POINT

3 A \$4 40 4 a \$2 85 \$7 25

## TOUGH PERSON Ruins a Soft Drink Counter at Picnic 7

18 POINT

8 A \$1 60 14 a \$1 65 \$3 25

BURNING STEAMER All on Board Rescued by Another Craft \$23

O POINT

14 A \$1 00 28 a \$1 20 \$2 20

THE COMMON ASSERTION THAT NO Ladies can travel in Norway, because they would have to "rough it," is disproved by the willingness of those who have \$450

8 POINT

16 A \$0 95 32 a \$1 15 \$2 10

EVEN WHEN SPORT IS THE MAIN OBJECT Of an expedition to Norway, there is much to vary the routine of fishing and shooting. The journey to moor or river is often a tour in itself through some of the grandest scenery and 362

6 POINT

18 A \$0 90 36 a \$1 05 \$1 95

THE SUN NEVER SETS DURING A NORWAY SUMMER When day and night are thus confounded, one's lease of life seems longer, and sleep almost ceases to be necessary. Witness the farmers, who work all through the summer from three in the morning to what ought to be nine 4523

12 POINT

12 A \$1 15 24 a \$1 35 \$2 50

SUMMER SPENT IN NORWAY To spend summer in Norway has become the annual experience of a great many English tourists 1234

9 POINT

14 A \$0 90 28 a \$1 05 \$1 95

A PRODUCTIVE GOLD MINE FOR SALE The mine has the record of being very rich, the ore body being of large area and in many places running into almost virgin metal 325

7 POINT

6 A \$0 80 32 a \$1 00 \$1 80

CONSTANT INTEREST CANNOT FAIL TO BE EXCITED In the study of a people whose life is moulded by external conditions so entirely different to our own; for there nature cannot be conquered. Exacting the most implicit obedience, she yields but little in return and we have 54

5½ POINT

18 A \$0 90 36 a \$1 00 \$1 90

SNOW AND ICE SEEN IN NORWAY UNTIL THE MONTH OF JUNE Yet in three months the grass must grow, and the corn, now hardly visible, must ripen, and all be mown and gathered in, ere the winter returns to interrupt labor. Norwegian farm-houses are generally built of roughly-hewn pine logs laid horizontally, and the 1234567

36 POINT

3 A \$3 00 5 a \$2 40 \$5 40

# ENTERED IN RACES Spirited Thoroughbred Wins Main Event \$95

**LINING ANTIQUE No. 525** 

## KNIGHTS OF THE NOVEL Merry Days of Chivalry and Bold Knights Portrayed in a Novel by Luke Royale \$267

## PENN ART STORE

WE CORDIALLY INVITE YOURSELF AND FRIENDS TO ATTEND OUR FALL OPENING

Saturday, November Twelfth

Music Afternoon and Evening

A PROFUSION OF NOVELTIES FOR THE HOLIDAY TRADE



E have been making great preparations for the Fall and Winter trade, and are now fully ready to cater to the tastes and needs of the most fastidious purchasers of INTERIOR DECORATIONS, ART WORKS, BRIC-A-BRAC, Etc. We are showing new ideas in Wall Papers, Curtains and Draperies, both in foreign and domestic patterns

Corner East Broadway and Noname Streets

FRAUD'S CIRCUS AND MENAGERIE With a Number of Sensational Features will open in this city on Monday, April 2 For one week only. Admission, 50 cents

#### **LINING ANTIQUE No. 524**

24 POINT

A \$1 75 8a \$1 45 \$3 20

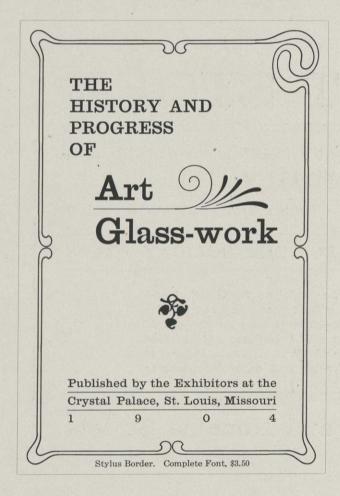
CUT GLASS ART
The unique designs
of glassware shown
bespeak craftiness 4

12 POINT

12 A \$1 20 24 a \$1 35 \$2 55

WONDERFUL DEXTERITY

A surprising skill is shown in the engraved specimens, some of them on glass so thin that people marvel how it resisted the pressure necessary to cut and chase the surface of \$256



18 POINT

8 A \$1 45 14 a \$1 50 \$2 95

#### VENETIAN MYSTERY

W



ITH the Venetians glass-making was an art elaborated into a number of processes secretly guarded in their

details, by which a great many rich and beautiful designs were obtained, at one time unknown to the world, but to-day are surpassed by the skill of 92

20 POINT

6A \$1 45 10a \$1 45 \$2 90

POLITE EXHIBITOR
All visitors are invited
to inspect the exquisite
specimens of crystals 5

8 POINT

15 A \$0 90 30 a \$1 10 \$2 00

INTERESTING EXPERIMENTS TRIED If worked in a liquid state, the compound hardens into a brittle, non-crystalline substance, or, by blowing, a marvelous degree of tenuity can be obtained. The colored effects in glassware are made by the use of metallic oxides; ofttimes vitreous enamels are fastened to the surface, or threads of color incorporated in the substance 1234

5 Point on 6 Point, 6 and 10 Point sizes in Preparation

#### LINING IONIC No. 522

18 POINT

7 A \$1 35 12 a \$1 40 \$2 75

#### TOMASCAT REHEARSAL OF MUSIC Young ladies with cacophonous voices transformed into sweet nightingales 25

10 POINT

12 A \$0 95 24 a \$1 10 \$2 05

NT 15 A \$0 85 30 a \$1 00 \$1 85

#### HOME PLEASURES GALORE

Thousands of fascinating games have been devised for the youth affording ample amusement 470

NUMEROUS HUNTING RESOURCES

Many forests of the State are practically untouched as yet, and form natural cover for such game as the elk, deer, antelope, wolf, bear and the mountain sheep 1904

## TWENTIETH-CENTURY HEADACHE POWDERS

Afford prompt relief in the most obstinate cases of

Nervous, Neuralgic and Sick Headache

DIRECTIONS.

For a Sick Headache, place one (1) Powder dry on the tongue, swallow with a little water; repeat dose in half hour if necessary. For Feverishness, Neuralgia, etc., take two (2) Powders every hour until relieved. For Sleeplessness, one (1) powder when retiring.

MADE EXCLUSIVELY BY THE

#### EUREKA MEDICINE COMPANY

PRICE, Box Containing One Dozen Powders, TWENTY CENTS

Index Corner No. 4045C. 50 cents

6 POINT

16 A \$0 80 32 a \$0 90 \$1 70

FINE HEALTH RESORTS OF THE WEST

The feature of Colorado's climate that is most in evidence to the visitor is the fact that it is inviting to outdoor life—in fact, there are very

few days in the year when one cannot be out of doors, so invigorating is the mountain air 689 5 POINT

16 A \$0 90 32 a \$1 00 \$1 90

IDEAL CAMPING AND RECREATION GROUNDS From Cheyenne one may start with a wagon and in three to four days, riding over good mountain roads, reach almost any desired ground suitable for camping; in the valley lands the camp may be pitched near a ranch or village, on the banks of a stream or lake. Supplies are always available at lowest 1234567890

12 POINT

10 A \$1 00 20 a \$1 25 \$2 25

GRATUITOUS ADVICE ON HOME MANAGEMENT In addition to the various home abilities, the arts of cookology and stitchology are two accomplishments that matrimonially-inclined women should know 34

6 Point Mercantile Border No. 257. 5 feet, \$1.40

LINING DORIC No. 520

42 POINT

3 A \$3 35 4 a \$2 55 \$5 90

# JUVENILE CHARMS Bonnie Blue Eyes and Hair like Sunbeams 8

24 POINT

5 A \$1 70 8 a \$1 75 \$3 45

PLANS FOR A NEW STRUCTURE It has finally been discovered that the plans for a great structure in Venice which was destroyed last 9

8 POINT

7 A \$1 50 12 a \$1 85 \$3 35

FREQUENT CLEANING OF THE LENSES There appears to be a feeling among many camera owners that lenses need frequent cleaning, and we often hear of persons making it a regular habit 5

36 POINT

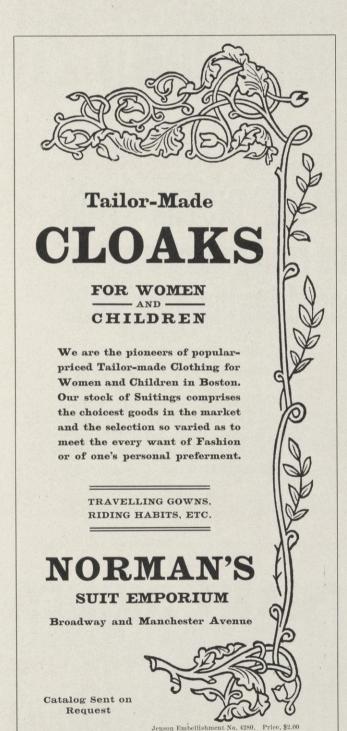
3 A \$2 65 5 a \$2 30 \$4 95

BUILDING MATERIALS Greatest Sale on Record Some Choice Bargains 6 LINING DORIC No. 520

30 POINT

4A \$2 35 6a \$2 00 \$4 35

## SCIENTIFIC KNOWLEDGE Biological and Geological 53



12 POIN

10 A \$1 10 20 a \$1 15 \$2 25

SUPERIOR TABLE LINENS Four huge cases have just come by steamer, and they are easily the finest goods ever offered 36

8 POINT

15 A \$0 85 30 a \$1 00 \$1 85

CORRECT SPLIT AND SENNIT STRAW HATS Not every man wants a Panama hat, but the season set in for Panamas with such a rush that straw hat makers found sales in other lines a bit slow. Stocks mounted up. The pendulum of proper taste is now swinging their way, but it's too late for them 83640

6 POINT

16 A \$0 80 32 a \$1 05 \$1 85

MONEY POOL FORMED BY PROMINENT BANKERS The protective measures agreed upon by the banks of this city had the effect of checking a dangerous looking decline in the stock market last Thursday. The statement was made that no fears were entertained of the present situation and that the pool is only a temporary measure of supplying funds \$375

10 POINT

12 A \$1 00 24 a \$1 15 \$2 15

GRAND ATHLETIC EXHIBITION
The Tenth Inter-State Tournament
of Calisthenic Sports will be held in
Madison's Auditorium, Broad Street,
for two weeks, beginning January 20

14 POIN

9 A \$1 25 18 a \$1 40 \$2 65

ELABORATE PROGRAM
New features are scheduled
for each evening and prizes
awarded to the winners \$2

72 POINT

4A \$5 45 6a \$4 55 \$10 00

# JOURNALIST PROTECTED Foreign Minister Shown 28

36 POIN

7 A \$2 20 10 a \$2 00 \$4 20

## MERCHANTS CHARITABLE DISTRIBUTION Dispensing Clothing and Food among the Poor Great Distress Experienced During Year 1695

14 POINT

18 A \$1 20 36 a \$1 40 \$2 6

SPECIAL AGENTS WANTED TO CANVASS Great Improvements in Electric Apparatus have brought them so near Perfection that fugitives can be found in the darkest 845

12 POINT

22 A \$1 10 44 a \$1 25 \$2 35

TWENTIETH CENTURY ADVANTAGES, FACILITIES AND PRESENT DAY PROGRESS AND INVENTIONS At the present day, with the help of the Telegraph, the Printing Press and the Steam Engine, many large and Profitable Enterprises can been Inaugurated 67

60 POINT

4A \$3 50 6a \$3 25 \$6 75

# OBSCURE MERCHANT RUINED Liabilities, Two Million Francs 3

48 POINT

5 A \$3 00 8 a \$2 70 \$5 70

# GOVERNOR ISSUED PROCLAMATIONS Workingmen Benefited Throughout 34

30 POIN

8A \$1 50 14a \$2 15 \$3 6

## COURAGEOUS WORKMEN Pursuing Rigid Policies 9

## **OTEL CUNNINGHAM**

ATLANTIC CITY, NEW JERSEY

Open throughout the year. Hot and cold sea water baths in rooms and every modern comfort and appoint ment. Cuisine unexcelled. Pool, Billiards and Golf for the Gentlemen; Ping Pong for the Ladies. Telephone.

945 Pacific Avenue

JAS. CUNNINGHAM, Prop.

24 POINT

10 A \$1 55 18 a \$1 65 \$3 2

TYPE, RULE, PRINTING PRESSES

American Type Founders Company
can supply you with anything 863

18 POINT

14 A \$1 20 28 a \$1 55 \$2 75

EXERCISE BETTER THAN PHYSICS Health is the soul that animates all enjoyments of life, which fade and are insipid, if not dead, without \$5

6 POINT

30 A \$0 80 60 a \$1 00 \$1 80

PRECEPTS IMPARTED TO THE MASTER AS WELL AS THE APPRENTICE. GOOD TASTE AND JUDGMENT ARE ESSENTIAL QUALIFICATIONS Thoroughness in printing offices is an accomplishment that is often neglected by those who are learning and by those who are practicing the principles contained in our high and noble calling. While it is true that much is left to the good taste and judgment of the workman 231

8 POINT

24 A \$0 75 48 a \$1 00 \$1 75

SOME ANNOYING HABITS POSSESSED BY THE SLOUCHY AND INDOLENT PRINTER. COMMENT ON HIS METHODS AND WAYS A number of interesting experiments are performed by compositors in the several processes of setting, correcting and distributing type, that may be justly classified outside the bounds of typographic tolerance. As long as the offender is not 5460

10 POINT

24 A \$0 90 48 a \$1 10 \$2 00

THE HISTORY AND PROGRESS OF THE INVENTION OF PRINTING FROM ITS INFANCY TO ITS PRESENT STATE. The Invention of printing has always been recognized by educated men as a subject of great importance; there is no mechanical art, nor are there any of 7890.

42 POINT

A \$2 45 8 a \$2 05 \$4 50

# INTERNATIONAL THESPIAN ASSOCIATION Professional Matrimonial Engagements 47

48 POINT

4A \$2 75 7a \$3 00 \$5 75

## REDUCTION IN WINTER CLOTHING Owing to the approach of summer we are selling suits below cost 35

36 POINT

5A \$2 00 8a \$2 00 \$4 00

SHOWING OF WOMEN'S IMPORTED SUITS Handsome display of tailored suits in the finest department store in this city 826

30 POINT

6A \$1 80 9a \$1 70 \$3 50

You must visit this department to appreciate the new and fetching effects in design and trimming

24 POINT

8 A \$1 60 14 a \$1 65 \$3 25

ASSORTED SILK-FINISHED MERCERIZED MADRAS CLOTH One of the season's favorite wash fabrics, in pink, light and dark blue, tan and steel, with silk-finished polka dots; very stylish and dressy; washes and launders beautifully 59408

10 A \$1 30 18 a \$1 45 \$2 75

### MAGNIFICENT COMBINATION The scenery along the coast of Monterey is a handsome combination of ocean and the 975

16 A \$1 15 32 a \$1 45 \$2 60

WONDERFUL CURES AT HOT SPRINGS Climate, mineral water, and the element of change, as adjuncts to other treatment, will often bring relief to invalids afflicted with certain chronic diseases of the body \$370

12 POINT

18 A \$1 10 36a \$1 25 \$2 35

THE HEALTH-GIVING CLIMATE OF COLORADO Colorado possesses an atmosphere that has proved to thousands of stricken men and women a savior of life. In its sequestered valleys, up its mountain sides, or in the highlands of the beautiful Colorado Plateau, the invalid comes to find health 2345678

20 A \$0 90 40 a \$1 10 \$2 00

#### BEAUTIFUL SCENERY AROUND SAN JOAQUIN VALLEY

The main central valley of California, the San Joaquin, is protected from the sea by the coast range, and by the high Sierras from the desert. The Sierras, which contain the most beautiful mountain scenery in the discovered world, are passed by in winter by the traveler, although to the hardy mountaineer their beauties are accessible at any 420

24 A \$0 85 48 a \$0 95 \$1 80

FIRST INTRODUCTION OF PRINTING IN AMERICA BY THE SPANISH

Printing was introduced into America at Mexico by the Viceroy Mendoza in 1536. The first book printed was the "Escala Espiritual de San Juan Climaco," of which no copy is known to exist; but the oldest American book now extant is the "Manual de Adultos," dated 1540, of which only the last four leaves are to be found in the library of the Cathedral of Toledo. The name of the earliest printer is a matter of question. Cambridge, Massachusetts, is entitled to the distinction of having the first printing press 246789

## Feel Warm?

We all need a warm feeling these cold days and nights. Our health demands our first care, our pleasure next, and economy next. These three things make it advisable for you to trade at

### AMSICK'S POPULAR DRY-GOODS STORE

where the best line of goods for the least money is obtainable at all times. Our stock is complete and reliable in every particular. Following is a list of seasonable bargains at slaughtering prices:

#### FLEECED HOSIERY

Twenty-five dozen fine, all-wool and ribbed ladies' hose 25c

#### HOUSE WRAPPERS

Extra-well-made, handsome designs, best value possible, 98c

#### **FUR SCARFS**

We sell as a leader a full-size Fur Collar, with six tails 74c

WM. AMSICK & SON

Nos. 425-429 Main Street

6 Point Colonial Border No. 256. 5 feet, \$1.40

36 POINT

5 A \$2 25 8 a \$1 95 \$4 20

# COMPLETE REFORMATION SCHEME Disorganization Avoided by Diplomacy 9

20 POINT

8 A \$1 35 14 a \$1 40 \$2 75

GRANITE MONUMENT RECEIVED
Presentation Address 25
Decided Applause from Nationalists

18 POINT

10 A \$1 35 18 a \$1 40 \$2 75

## AMATEUR PHRENOLOGICAL SOCIETIES MIRTHFUL GATHERINGS

Juvenile Performers Delight Aristocratic Audience with Humorous Imitations 154

24 POINT

7 A \$1 50 12 a \$1 65 \$3 18

# VICIOUS MIDNIGHT PROWLER Wandering About 73 Serious Depredations Committed

14 POINT

14 A \$1 15 28 a \$1 45 \$2 60

## UNSOPHISTICATED BURGHERS INSTRUCTED SCHOOL FOR GOOD SOCIETY

Managers Give Their Personal Supervision and Employ Competent Teachers as Assistants 29 12 POIN

15 A \$0 95 30 a \$1 30 \$2 25

## POLITICAL FAKIRS IMPRISONED BALLOT-BOX STUFFERS

Startling Testimony Made by the Captured Repeaters Bids Fair to Cause Consternation Among 125

8 POINT

18 A \$0 85 36 a \$0 95 \$1 80

### HANDSOME COLLECTION OF ORIENTAL RUGS SECURED AT CONSTANTINOPLE

After a very extensive tour through the countries of the Orient, our salesmen have brought back a collection of the rarest kinds of Rugs—such as are seldom to be seen in any of the other stores 169

10 POINT

16 A \$0 95 32 a \$1 05 \$2 00

### WONDERFUL BOTANICAL EXHIBITION FIERCE COMPETITION

Most Remarkable Collection of Delicate Wild Flowers and Plants Ever Presented in the United States. Handsome Medals Awarded to the Successful Competitors 7

6 POINT

20 A \$0 75 40 a \$0 90 \$1 65

HEADQUARTERS FOR FURS OF EVERY DESCRIPTION SPECIAL HOLIDAY SALES

Gifts of Fur will be acceptable this holiday season, in spite of what the thermometer may say: for Furs are so very popular just now that the up-to-date maid or matron will wear them on proper occasions, whether the weather is suitable or not. These stores are headquarters for good Furs. Prices are the lowest for all garments 120

30 POINT

7 A \$1 90 10 a \$1 65 \$3 55

## REMARKABLE KLEPTOMANIAC PERFORMANCE Executed by Pickpockets who Escape Observation 20

#### LINING GOTHIC No. 519

18 POINT

7 A \$1 25 14 a \$1 50 \$2 75

### REAL ESTATE BARGAIN LOCATED IN DELAWARE

In the southern portion of the business district, within a few rods of the Railway Station and Court House. Price, \$1789

10 POINT

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NED

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81 80 RUGS

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12 A \$0 95 24 a \$1 05 \$2 00

#### AUTUMN EXCURSION DOWN THE BAY OR TO ROCKAWAY ON THE PALATIAL OCEAN STEAMER FOX

This is the best time of the year to take that delightful ocean trip on the Palace Steamer Fox. It is undoubtedly worth a special effort to embrace the opportunity offered during the few remaining days of the season. It is, in truth, the most delightful time of all the year for a grand ocean sail. The sun has a softer glow, the air is milder, and it seems as if everything blends to make such a trip

12 POINT

10 A \$1 00 20 a \$1 25 \$2 25

#### REGULAR BUSINESS MEET-ING OF LAND OWNERS AND CITIZENS OF SHANTYVILLE

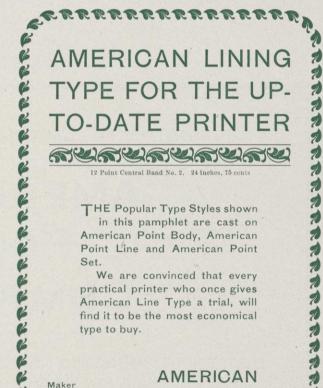
You are here notified that a meeting of the Property Owners and Voters of Shantyville, to devise means for the improvement of the Village and for a suitable taxation of its people, will be called on the evening of September 23d, 1903, at 8 P. M., sharp. Election for School Board Directors

8 POINT

15 A \$1 00 30 a \$1 00 \$2 00

THE COLLEGEVILLE ACADEMY BEGINS ITS SEASON EQUIPPED WITH GREATER FACILITIES FOR THE INSTRUCTION OF SCHOLARS

The next School Year begins September 30, 1902, and closes June 28, 1903. The Teaching Staff is now the strongest in the history of the School, and, taken as a whole, is believed to be equal to any in the country. The buildings are all heated by steam and ventilated by the most approved method, \$431



of the

Leading

8 A \$0 80 36 a \$0 95 \$1 75

INVITATION TO OUR LADY CUSTOMERS TO INSPECT AN ATTRACTIVE DISPLAY OF GARMENTS DIRECT FROM THE WORLD'S FASHION BAZAARS OF PARIS, LONDON, BERLIN

TYPE FOUNDERS

COMPANY

12 Point Old English Border No. 20, 36 inches, \$1.50

The invitation to-day is to view and enjoy the most extensive and elegant collection of outer wear ever shown in America. The great show rooms are doubly attractive after the extensive improvements of the Summer. The foreign sources of supply have never before been so thoroughly under tribute. Women's Coats and Dresses are shown in such assortment as never before, and there is a decided charm in making a selection from this superb stock. Capes are here by 67890

LINING GOTHIC

54 POINT NO 500

9 4 48 95

## EXCHANGES ONE GUN 43

ORIGINATOR OF DISTINCTIVE TYPE STYLES

AMERICAN
TYPE FOUNDERS
COMPANY

DEALER IN PRINTING MACHINERY AND SUPPLIES

SELLING HOUSES IN ALL PRINCIPAL CITIES OF THE UNITED STATES OF AMERICA

42 POINT NO 520

3 A \$4 10

## STERN BANKER GOLD MINES 72

LINING GOTHIC

36 POINT NO 520

Set

4 A \$3 75

# BROTHER HEROIC GAINS FRIENDS 9

26 A \$1 00

32 A \$1 00

30 POINT NO 520

5 A \$2 75

### HOME DUTIES EXPUNGED 78

ABSENCE MAKES THE HEART GROW MUCH FONDER

BRAVE SOLDIER BOYS RETURNING HOME FROM THE WAR ARE WELCOMED BY ANXIOUS MOTHERS 54290

SCHOOL CHILDREN TERRIBLY FRIGHTENED BY A RABID DOG WHICH RAN THROUGH THEIR PLAY-GROUNDS LAST THURSDAY AFTERNOON

FORTUNATELY NONE WERE HURT, BUT ALL WERE SCARED 1234567

WORD RECEIVED LATE IN THE DAY THAT THE GOVERNOR WILL AGREE TO A BILL REMOVING THE LIMIT ON THE RATE OF MONEY TO BE CHARGED ON A CALL LOAN WILL HAVE THE BENEFICIAL EFFECT OF DRAWING MONEY TO EVERY HOME \$2498360

12 POINT NO 520 12 A \$1

TRAINED BANDS
GRAND MUSIC 8

10 POINT NO 520

16 A \$1 35

BRILLIANT DIAMONDS
BEST INVESTMENT 13

8 POINT NO 526

BA \$1 20

IMMENSE FARM PROPERTY BEING SOLD BY EXECUTOR TO SATISFY CREDITORS 50

8 POINT NO 52

32 A \$1 20

SOLDIERS COMING HOME FROM THE PHILIPPINE ISLANDS WITH GLORY AND MONEY GALORE 25

6 POINT NO 524

22 A \$1 00

AN UNEXPECTED BREAKFAST SALUTE FROM THE INSURGENT LINES MAKES OUR TROOPS RUN FOR SHELTER 456

REMARKABLE METEOROLOGICAL DISCOVERY

TERPSICHOREAN STARS LOCATED ALMOST

24 POINT NO 520

6 POINT NO 528

7 A \$2 50

# BRIGHT MAIDEN INSTRUCTION 43

18 POINT NO 520

9 A \$1 90

#### DOCTOR HANDSOME CURES MAIDENS 165

PARALLEL WITH THE UNKNOWN PLANET 103

6 POINT NO 522

32 A \$1 00

THUNDEROUS APPLAUSE GREETS THE AUSTRALIAN ACROBAT AFTER HIS ASTONISHING FEATS AND THE ENTIRE AUDIENCE SEEMED TO BE PLEASED 654328

6 POINT NO 52

6 A \$1 00

ONE PROMINENT WRITER HESITATES SENDING ARTICLES

DREADING THE INSTANTANEOUS REMITTANCE OF CHECK

WHICH WOULD CAUSE SERIOUS INCONVENIENCE 230987

**COMMERCIAL GOTHIC** 

24 POINT

4A \$2 30 7a \$2 20 \$4 50

### TURKISH CARPET New Patterns in Velvets Smyrna Rugs \$5

8 POINT

6A \$1 70 10a \$1 80 \$3 50

EXPERT
Pearl Divers
Gem 89

12 POINT

8 A \$1 25 16a \$1 50 \$2 75

SMALL PROFITS
Insure Larger Sales
Values 364

8 POINT

12 A \$1 05 24a \$1 25 \$2 30

SPRING EXHIBIT OF DRESS GOODS

Beginning Monday, March 15

YOU are cordially invited to inspect the richest display of Satins and Silks for dress goods ever shown in this city. The entire third floor will be given up to this Great Spring Exhibit.

MANDEL BROS., CHICAGO

14 POINT

7 A \$1 50 14 a \$1 75 \$3 25

REGULAR
Furniture Sale
March 19

10 POINT

9 A \$1 10 18 a \$1 40 \$2 50

REMNANT COUNTER
Great Bargains Secured
1234567890

20 POINT

5 A \$1 75 8a \$1 75 \$3 50

CHINESE MATTINGS
Novelties in Floor Coverings
Oriental 7 Designs

#### MERCANTILE GOTHIC

36 POINT

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71 82 30 84 30

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Sales

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8.8

3A \$4 00

MINE 3

30 POINT

4 A \$3 00

6 WINES

24 POINT

4A \$2 00

OUR TRUE FRIENDS 4

18 POINT

6 A \$2 00

THE TINCAN BRIGADE 25

16 POINT

6 A \$1 6

GOLD MINERS ARBITRATE \$6

12 POINT

8 A \$1 50

LOST IN FIERCE SNOW STORM 81 10 POIN

VT - 12 A \$1

FAIR DAMSEL IN DOUBT 23

8 POINT NO 2

1 A \$1 35

FOREIGN GAMES SHARP CONTEST IN PYRAMIDS 915

8 POINT NO 1

15 A \$1 25

CHAMPION GOLFERS GREEKS AND SCOTS PLAY FOR MEDAL 24

6 POINT NO 4

A \$1 00

POWER OF THE PRESS LIBERAL ADVERTISING PAYS FOR ITSELF \$316

6 POINT NO 3

16 A \$1 00

EXTENSIVE IMPROVEMENTS
PARK COMMISSIONERS ASK
FOR APPROPRIATION OF \$12

6 POINT NO 2

BA \$1 00

STOCKHOLDERS OUT IN FORCE FAILURE OF A PENNY SAVINGS BANK CREATES EXCITEMENT 4

6 POINT NO 1

20 A \$1 00

FOUR UNCONCERNED TYPOGRAPHERS
ELOQUENT DISCOURSE TO CONVIVIAL

No.

WILSON, ME.,

1903

#### FORD COUNTY BANK

PAY TO

OR ORDER

DOLLARS

FOR SERVICES RENDERED.

EASTERN SHOE COMPANY

\$

PER

60 POINT

3 A \$5 25 4a \$3 25 \$8 50

# BEND Measure 6

54 POINT

3 A \$4 70 4a \$2 80 \$7 50

## Houses 2 HOMES

48 POINT

3A \$4 15 4a \$2 60 \$6 75

## FURIOUS TEACHER Juvenile Mendacity 6

42 POINT

3 A \$3 30 5 a \$2 45 \$5 75

### CHARMING PRINCESS Bestows Royal Gifts 32

#### PROSPERITY HARDWARE COMPANY

Original Patentee of the Celebrated Union Steel Saws

444

CARL HURDING President MANUFACTURER OF FINEST

STEEL TOOLS AND CUTLERY

BUILDERS' AND MACHINISTS' HARDWARE OUR SPECIALTY

Branch Houses in Leading Cities of the United States

444

JAMES TURNER Treasurer

FOUNDRY AND WORKS, CONCORDVILLE, WISCONSIN

36 POINT

4 A \$2 75 6 a \$2 25 \$5 00

# SUPERB COVER DESIGNS Valuable Prizes Awarded 12

30 POINT

A \$2 30 8 a \$1 95 \$4 25

# CENTRAL BRANCH BUILDING Commodious Quarters Secured 48

24 POINT

6A \$1 75 12a \$1 75 \$3 5

### GUARD MUSTER Delighted Recruit 7

18 POINT

8 A \$1 40 16 a \$1 60 \$3 00

### ENERGETIC BANKER High Rate of Interest 8

14 POINT

10 A \$1 30 22 a \$1 45 \$2 75

### MONSTER CORNUCOPIA Decorate Christmas Tree 94

12 POINT

12 A \$1 20 26 a \$1 30 \$2 50

#### MAIDEN BEAUTY BLUSHING Very Uncommon Occurrence 25

10 POINT

16 A \$1 10 32 a \$1 15 \$2 25

PROPHETS FORETELLING WEATHER Owing to the varying climatic changes the weather prophet is not a happy mortal 46

8 POINT

16 A \$0 95 32 a \$1 05 \$2 00

PROMPT ACTION INSURES BIG RETURNS
The excellent opportunity afforded by this store
will remain open for a very short time only 1234

6 POINT

16 A \$0 80 36 a \$0 95 \$1 75

GRAND OPENING OF THE THEATRICAL SEASON The theatres opened what promises to be a successful season, if appreciative audiences are an indication 567 "AMERICAN"

### LETTER STYLES

will please your patrons and earn money for you

THE successful printers and advertisers know that our type is artistically designed, therefore they use it. Our type designs have made us Leaders in Fashionable Type Styles

AMERICAN
TYPE FOUNDERS
COMPANY

Covering the Continent

3 Point on 6 Point Mercantile Border No. 49. 5 feet, \$1.40

72 POINT

3 A \$7 80 4 a \$4 20 \$12 00

# **HOLD Hands**

36 POINT

4A \$3 00 6a \$2 25 \$5 25

### REPORTED

Large body of Immigrants 9

24 POINT

A \$2 00 10 a \$1 75 \$3 75

### CONSIGNMENTS Foreign or Domestic

14 POINT

OA \$1 35 20a \$1 40 \$2 75

GREAT BUSINESS MART Vessels loading for Southern ports expect large returns 9

54 POINT

3 A \$5 10 4a \$2 90 \$8 00

# **GRAND Bargain 7**

18 POINT

8A \$1 60 16a \$1 65 \$3 2

HANDSOME PROFITS Resulting from judicious investment of capital 45

12 POINT

12 A \$1 25 24 a \$1 25 \$2 50

MENTAL STRAIN EXCESSIVE

Anxious days and sleepless nights passed in the desperate endeavor to obtain commercial success \$13

30 POINT

5 A \$2 55 8 a \$1 95 \$4 50

### MANIPULATE

Stocks rise and a strong market prevails, with 6

O POINT

3 A \$5 45 4a \$3 30 \$8 75

## HARD Metals 9

18 POINT

3A \$4 50 4a \$2 50 \$7 00

### ROAST Chicken

10 POINT

12 A \$1 10 24 a \$1 15 \$2 25

9 POINT

15 A \$1 10 30 a \$1 15 \$2 25

THE FINANCIAL WORLD

The money market opened with much confidence \$25

ENERGETIC YOUTHS DOINGS

Rushing to work, rushing to lunch, no time to waste on anything 390

#### DAVIDSON & SMETHURST

Members of the New York and Philadelphia Stock Exchanges

### BROKERS

High Grade Investment Securities

56 Bourse Building, PHILADELPHIA

DIRECT PRIVATE WIRE TO NEW YORK

8 POINT

16 A \$0 95 32 a \$1 05 \$2 00

6 POINT

16 A \$0 80 32 a \$0 95 \$1 75

#### SUCCESSFUL BUSINESS METHOD

By a strict adherence to the principles of fair dealing, an honest equivalent in goods for the price asked and the 2345 MILLIONAIRE ENJOYS HIS VACATIONS

Sailing in palatial steam pleasure yachts, riding in richly upholstered and elegantly appointed parlor and sleeping cars, viewing the kaleidoscopic scenes of many 6789

42 POINT

3 A \$3 50 5 a \$2 50 \$6 00

### Thursday DINNER

Abbot Border No. 235. Per font, 60 inches, \$2.00

LINING MID-GOTHIC No. 2

48 POINT

4 A \$3 75 6a \$3 50 \$7 25

# POLITICAL GRUMBLER Misrepresented Audacious 48 Swindler

2 POINT

15 A \$1 00 30 a \$1 25 \$2 25

BOATING PARTIES ON LAKE SUPERIOR RENOVATED OLD SAILORS

10 POIN

16A \$0 90 32a \$1 10 \$2 00

DESIRABLE LOCATIONS BROUGHT CONSIDERABLE
EXPECTATIONS WERE SOON REALIZED

#### TRUE PLEASURE

Sweet is the pleasure Itself cannot spoil! Is not true leisure One with true toil?

Rest is not quitting
The busy career;
Rest is the fitting
Of self to its sphere.

36 POIN

5 A \$2 20 8 a \$2 30 \$4 50

# Required Music 9 Scale

**AUTUMN SONG** 

The Autumn is old;
The sere leaves are flying;
He hath gathered up gold,
And now he is dying:
Old age, begin sighing!

The vintage is ripe; The harvest is heaping; But some that have sowed Have no riches for reaping: Poor wretch, fall a-weeping.

Large Fortunes Made Through Taffyism Merchants Being Humbugged General Conditions 4516 Very Squirmish Latest Eastern Society Fads Reached the Far West
Everything Conducive to Popular Taste
Many Drawing-Room \$78 Entertainments Flourish

42 POINT

4A \$2 75 6a \$2 50 \$5 25

# ILLUSTRATED MAGAZINES Furnish Education Gained Much 12 Knowledge

LINING MID-GOTHIC No. 2

30 POINT

A \$1 85 10 a \$1 90 \$3 75

# CLOTHING EMPORIUM'S TEMPORARY

## Removal from Buildings Great Sacrifice

8 POINT 18 A \$0 85 36 a \$0 90 \$1 75

INTELLECT AND ACOUSTICS

What small considerations check The loftiest ambition, And leave it struggling in the wreck 'Mid silence and contrition!

A man may study up a speech Convincing to each doubter, But if the mob he seeks to teach He's got to be a shouter.

So, with this moral we're impressed:
The man of fame the proudest
Is oft not he who talks the best,
But he who talks the loudest.

18 POINT

9 A \$1 20 18 a \$1 55 \$2 75

### THE PEOPLE WITNESSED THE GRANDEST EXHIBITION WORLD'S COLUMBIAN EXPOSITION

The Printing Industry was Well Represented from its Infancy up to its Present State of Perfection

14 POINT

12 A \$1 10 24 a \$1 40 \$2 50

THE PRINTER IS ONE OF THE NECESSARY ADJUNCTS OF CIVILIZATION AND PROGRESS IN THE UNITED STATES

From the Ranks of the Army of Printers have Arisen many Brilliant Men in Literature and a Greater Number of Statesmen

6 POINT

20 A \$0 70 40 a \$0 80 \$1 50

A WOODCHOPPER'S LIFE IN THE MOUNTAINS AND FORESTS OF MAINE AND VERMONT

I wandered about outdoors nearly all my first day in the woods, but with the approach of evening sought the communal dwelling. The entrance opened on a low, dark apartment which was called the bar-room, though there was no bar, and no liquors were sold in the camp. Its correspondence to its name lay in its being the men's loafing-place when they were not at work. When it began to grow dark, the workers came trooping in to supper, and, that disposed of, adjourned to the bar-room to spend a quiet evening

\$1234567890

94 POINT

7 A \$1 55 12 a \$1 70 \$3 25

## CROWD APPLAUDS SAILOR'S BRAVE CONDUCT

Promised Elaborate Costume \$1234567890

LINING RONALDSON GOTHIC No. 2

48 POINT

3 A \$2 80 5 a \$2 70 \$5 50

# ADVERTISING SPECIALTIES Honesty the Best Policy 5

18 POINT

9 A \$1 30 18 a \$1 70 \$3 0

PROGRESSIVE COMMANDER Looks upon the emergency as a private quarrel, and as a conflict which people 78

12 POINT

14 A \$1 10 28 a \$1 40 \$2 50

#### EARNESTLY SEEKING LEGAL METHODS

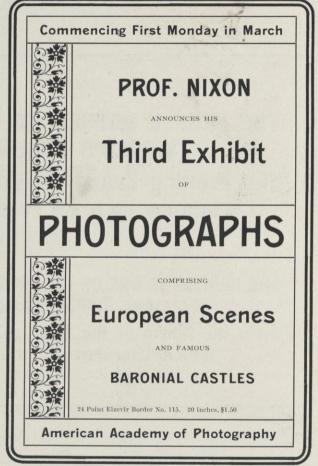
The fact that the situation is discussed in Cabinet meeting is a sure indication that the Administration approves of the Railroad Bill pending in Congress 956

14 POINT

14 A \$1 15 28 a \$1 60 \$2 75

#### LIBERTY BELL LEAVES WASHINGTON

The Liberty Bell, as it stood in the car near the depot, was a mound of flowers, the beautiful blossoms having been placed upon it by 34



6 Point Mercantile Border No. 257. 5 feet, \$1.40

36 POINT

5 A \$2 35 8 a \$2 40 \$4 75

# RASCALLY BUSINESS CONDONED Popular Indignation Manifested 3

LINING RONALDSON GOTHIC No. 2

30 POINT

6A \$1 95 9a \$2 05 \$4 00

# SUCCESSFUL MERCHANTS COMBINING Flourishing business houses are daily besieged by talkative salesmen 2345

**Historical Letters** 

OF THE BRILLIANT

Madame Sauterne

AND HER

**AUTOBIOGRAPHY** 



PRESS OF SLOCUM & FIELDING Cambridge, Ohio

48 Point Empire Ornaments. Per font, \$1.00

10 POINT

15 A \$1 00 30 a \$1 25 \$2 25

DOUBLE-DECK ROAD TO BE BUILT SHORTLY SUBWAY ENGINEERS CHANGE THEIR MIND

The result of a number of difficulties which have developed as the engineers worked on the details of the subway make it necessary to build a double-deck underground railway instead of the original four-track plan 68345

6 POINT

18 A \$0 80 36 a \$0 95 \$1 75

OUR ANNUAL OFFERING OF DAINTY CHINA AND GLASSWARE EXQUISITE AND SERVICEABLE GOODS AT UNUSUAL PRICES

About this time every year for the past ten years we've had a sale of samples of fine French China under the usual selling prices—just such goods as are most suitable for wedding and commencement gifts. Our patrons who have profited by the occasion in the past will be glad to know that this annual event begins to-day. Those who have yet to become acquainted will be agreeably surprised to 7456

8 POINT

18 A \$0 95 36 a \$1 05 \$2 00

PRICE OF CATTLE WILL BE RAISED BY ALL DEALERS MARKET WILL ADVANCE FIFTY PER CENT THIS WEEK

Dealers say the price of cattle will advance fifty cents a hundred this week in consequence of the home supply of beef having become exhausted. However, this announcement need not alarm consumers, as it is believed the butchers will not advance the price to the retailers, even if they have to pay more 8953

24 POINT

7 A \$1 55 14 a \$1 95 \$3 50

DECIDED IMPROVEMENT IN RAILROAD SECURITIES Business in the local share market was stronger with a great deal of speculative purchasing 67890

#### LINING GOTHIC ITALIC No. 524

12 POINT

15 A \$0 95 30 a \$1 30 \$2 25

METHOD IS ESSENTIAL AND ENABLES US TO GET MUCH MORE WORK DONE It is a wonderful economizer of time. A youth that is brought up to be methodical in his studies and his duties will have more time left for his play. It is said that method is like packing

things in a box; a good packer 2468

10 POINT

18 A \$0 90 36 a \$1 20 \$2 10

WE HEAR OF A WOMAN WHO TEACHES HER CLASS IN SCHOOL ALL MORNING, HAS ONE Or two private pupils in the afternoon, keeps up her music, sees to the housekeeping, tends to her social duties, and is to be often seen at educational lectures in the evening. Every minute of her day is accounted for from the time she opens her eyes in the morning until she closes them at night, and while 2345678

8 POINT

18 A \$0 85 36 a \$1 00 \$1 85

IT IS THIS DUE CONSIDERATION TO THE VALUE OF EVERY MINUTE THAT ALWAYS BRINGS US SUCCESS

The story of the industrious farmer goes to prove how true this is. The farmer rented half an estate that only produced about five hundred a year from a country gentleman for twenty years. About the end of the term the farmer called to pay his rent, and asked the owner if he would sell the farm. "Will you buy it?" asked the surprised owner. "Yes, if we can agree upon the price." The gentleman was 893

6 POIN

18 A \$0 65 36 a \$0 85 \$1 50

AN ITALIAN PHILOSOPHER SPOKE OF TIME AS AN ESTATE THAT PRODUCES NOTHING OF VALUE UNLESS CULTIVATED, BUT DULY Improved never fails to recompense the labors of diligent people. When we economize our time we are sure of securing leisure, and we will be enabled to get through business and carry it forward instead of being driven by it; but if we have no method we are involved in perpetual hurry, confusion and difficulties. It is an easy as well as an important matter to start from the very beginning to train children to become methodical and therefore economical of their time. A few months pass and it becomes a habit which if begun early enough will cling to them all their lives 234567890

SHAWMONT CRICKET CLUB OF BOSTON

Dear Sir :-

The pleasure of your company is respectfully requested at the annual meeting and banquet of the Shawmont Cricket Club, of Boston, on Wednesday, April fifteenth, at eight o'clock p. m., at the Metropolitan House.

The Club will esteem itself greatly honored by receiving a favorable response at your earliest convenience.

Very truly yours,

Frank P. Monroe, Secretary

### KEEP COOL! KEEP COOL!

While Preparing Meals
During the Summer

No hot fire to stand over with the thermometer up in the nineties, no waiting for the fire to burn up in the mornings, and no dirt or ashes, are good reasons why you should

PURCHASE AN

EXCELSIOR GAS RANGE

FOR \$7.50

Made from the very best materials by skilled workmen, this Range is perfect in every respect. It has four burners, a broiler and an oven that bakes and roasts to perfection.

SEND FOR ILLUSTRATED CATALOG

CHAS. MORGAN & COMPANY No. 358 Dearfield Street

6 Point Old English Border No. 26. 54 inches, \$1.50

5 Point on 6 Point in Preparation

#### LINING INCLINED GOTHIC

16 POINT NO 554

8 A \$1 6

#### STOCK MARKET QUOTATIONS \$15

12 POINT NO 554

10 A \$1 35

#### BUILDING SOCIETIES EVERY DAY RECEIVE REQUESTS FOR \$90

10 POINT NO 554

12 A \$1 15

VESSEL WRECKED WHILE PLYING BETWEEN EATON AND SOUTHERN PORTS 6

8 POINT NO 554

14 A \$1 00

THE SEASHORE AND MOUNTAIN SCENERY IS PRESENTED TO THE TRAVELER'S GAZE IN THE MOST CHARMING VARIETY. ONLY \$198 SIXTH ANNUAL

#### POTTERY EXHIBIT

OF THE

CERAMIC SOCIETY

TO BE HELD IN

UNITED LABOR LYCEUM



WEEK COMMENCING FEBRUARY 19

\$ \$ \$
\$2500 IN PRIZES

Half-Nonpareil Border No. 45. 10 feet, \$2.25



QUARTERLY
DISCOUNT BULLETIN
AND
PRICE-LIST

AMERICAN MILLING COMPANY

SAN FRANCISCO, CAL.
OCTOBER 5
1903

Egyptian Ornaments, Series C. Per font, \$2.50

6 POINT NO 557

16 A \$1 00

"BETTER LATE THAN NEVER."
WE ARE OFFERING OUR STOCK
OF TENNIS CLUBS AT LOWEST
PRICES FOR A FEW DAYS 789

6 POINT NO 556

6 A \$1 00

RICHEST DRAPERIES FOR DINING ROOM CHOOSING IN EVERY STYLE OF THE SEASON. OUR STOCK IS ALWAYS SATISFACTORY, BECAUSE WE CONSTANTLY EXERCISE \$250

6 POINT NO 555

22 A \$1 00

TALK ABOUT YOUR CLOTHING SELLING! WHY, THERE ISN'T ONE STORE IN THIS TOWN THAT CAN COME ANYWHERE NEAR GIVING THE STYLE, FIT, VARIETY, NOT TO MENTION THE MONEY'S WORTH 293750

6 POINT NO 554

24 A \$1 00

NEARLY EVERY PAPER UPON THE SUBJECT OF THE COST OF COMPOSITION APPEARING IN THE TRANSACTIONS OF THE UNITED TYPO-THETAE OR OF THE LOCAL SOCIETIES HAS DWELT VERY LARGELY UPON THE EXPENSES OF WORK, AS IT IS NOW CARRIED ON 1234 LINING GOTHIC ITALIC No. 512

24 POINT

9A \$1 60 18a \$1 65 \$3 25

### CHANGES PROPOSED BY CAUTIOUS PERSON Moretalk's young but rich and pushing College of Rhetoric for Cavaliers and Maidens has run against a stump in matter of Co-education 25

14 POIN

12 A \$1 15 24 a \$1 35 \$2 50

INTERESTING PROPOSITION INGENIOUSLY DISCUSSED The Boys strongly urged its abandonment, but the Girls are content with the present system for the reason that they can hold up their end of scholarship much better 195

10 POINT

20 A \$1 05 40 a \$1 25 \$2 30

RECOMMENDED BY SCHOOLMASTERS
This institution will fit the young mind
for the more serious work of life \$56

B POINT

22 A \$1 00 44 a \$1 20 \$2 20

PRACTICAL COEDUCATOR RECOMPENSED At the Second Annual Meeting of the Board of Directors it was decided to reward Prof. Howard Bawl with a purse containing \$562 Rose & Nosegay
FLORISTS

No. 3572 Greenhouse Lane, Westport, Cal.

12 POIN

14 A \$1 00 28 a \$1 20 \$2 20

SCHOLARS LEARN PROSE AND MAKE LOVE WITHOUT PERPLEXITY The trouble at Moretalk's College seems to have arisen from the fact that the mischievous vagabond (Cupid) has been taking too large a part in the curriculum, although he does not appear on the faculty roll 1234

6 Point Newspaper Border No. 79. 48 inches, \$1.25

18 POINT

10 A \$1 45 20 a \$1 70 \$3 15

JOYOUSLY ACCEPTED BY LOVING PARENTS AND GUARDIANS Heretofore the children have been on exactly equal terms, but a change is impending. It appears that it is not to be so radical as at first announced by the Executive Board of Control, for the separation of the sexes is to be elective, not compulsory 13682

LINING NOVELTY SCRIPT No. 2

48 POINT

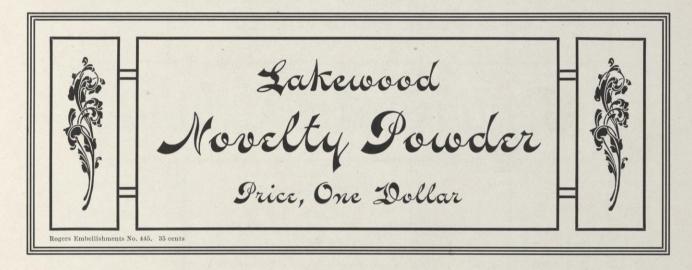
3 A \$4 70 9a \$5 15 \$9 85

## Bargain Sale of Summer Underwear next Friday 5

18 POINT

3A \$1 80 18a \$2 20 \$4 00

You are hereby requested to Pay to the Order of Charles D. Thompson Sixteen Vigorous Kicks, with Extra Heavy Boots, to be Delivered in the Presence of a Belect Number of his Friends 34



24 POINT

5 A \$2 25 15 a \$2 75 \$5 00

Actuated by Philanthropic Motives we determine to devote our fortunes to the elevation of Young Women 47

36 POINT

3 A \$3 00 9 a \$3 50 \$6 50

Financial Management Reported Competent to Invest Securities 27

LINING LACLEDE No. 2

72 POINT

3 A \$6 80 5 a \$4 20 \$11 00

# Granite Monuments The Dedication Ode



48 POINT

3A \$3 70 7a \$3 05 \$6 75

Gems of Poetry from the Pen of Augustus Tomlinson, Esq.

LINING LACLEDE No. 2

60 POINT

3 A \$5 25 5 a \$3 25 \$8 50

# Parisian Reconstructor Order out of Chaos 25

94 POINT

5 A \$1 50 15 a \$1 75 \$3 2

Distinguished Photographers Received Honorable Mention From the Art Committee 46

18 POINT

7 A \$1 30 20 a \$1 45 \$2 75

All around the Display Rooms there are Interesting Things in Bronze and Marble Statuary of the 15th Century

12 POINT

10 A \$0 95 40 a \$1 55 \$2 5

Have you been Waiting for an Opportunity? Here is the best and grandest of the year. You are invited to submit Pen Sketches, Photographs or Clay Models for the Tenth Quarterly Exhibit of Statuary Conceptions. Opens May 3

10 POINT

10 A \$0 80 40 a \$1 20 \$2 00

Art Students of both sexes, and of any Nationality or Color, are invited to Compete. Artists sending Exhibits must appear before the Art Committee and have them registered, and if, in the opinion of the Committee, they lack Artistic Merit they will not be accepted. The decision of this Committee is final in all cases 438

The graceful and striking individuality of this Letter which makes it one of the

Most
Useful Series

Suitable for all classes of fine
Gommercial and General Job
Work; also helps to build up

Good Ads

12 Point Roycroft Open Border. 36 inches, \$1.50

3 A \$2 20 9 a \$2 55 \$4 7

### Handsome Apartments in the Most Fashionable Quarter of London £35

LINING LIVERMORE No. 2

60 POINT

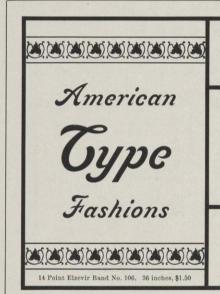
3 A \$4 80 4 a \$2 45 \$7 25

### Harmonious Workmen

24 POINT

5 A \$1 45 12 a \$1 55 \$3 00

Lovesick Maidens Cured by Wearing the Charmed Amulet Suspended by a Thread of Sold Around the Neck 24



The world gives its admiration, not to those who do what nobody else attempts, but to those who do best what multitudes do well

Our type styles are used by the best printers throughout the world, and stand unexcelled in originality as well as in mechanical accuracy

American Type Founders Company
Originator of Fashionable Type Styles

18 POINT

6 A \$1 30 18 a \$1 45 \$2 75

Dandified Apprentices Searching with Diligence for Antiquated Habiliments, Paste Jewelry and Chreadbare Breeches in an Old Curiosity Shop 5

36 POINT

3 A \$2 25 7 a \$2 00 \$4 25

County Historical Society Organized

December Third, 1903

LINING LIVERMORE No. 2

48 POINT

3 A \$3 50 5 a \$2 25 \$5 75

# Publisher Making Demands Proposed \$76 Considered

Menu



4th Annual
Thanksgiving Dinner

November Twenty-nine



Roast Turkey, Cranberry Sauce Creamed White Potatoes

Squash Celery Onion

Baked Sweet Potatoes
Mixed Pickles



Dessert

Grandmother's Pies Pumpkin Apple Mince

Cheese

Apples

Oranges

Assorted Nuts

Sre

Coffee

Young Ladies' Athletic Club

48 Point Turkey Border. 12 inches, \$1.50. Single Character, 20 cents

12 POINT

12 A \$1 15 36 a \$1 35 \$2 50

You have taken me prisoner, with all my warriors. I am much grieved; for I expected to hold out longer, and give you more trouble before I surrendered. Your last Seneral understood Indian fighting, and his guns were well aimed. Bullets flew like birds in the air, and whizzed

10 POIN

12 A \$1 00 36 a \$1 25 \$2 25

By our ears like the wind through the trees in winter. My warriors fell around me, and it began to look dismal. I saw my evil day at hand. The sun rose dim on us in the morning, at night it sank behind a dark cloud, and looked like a ball of fire. That was the last sun that shone on Black Hawk. His heart is dead, and no longer beats quick in his bosom.

8 POINT

12 A \$0 95 36 a \$1 05 \$2 00

He is now a prisoner to the white men; they will do with him as they wish. But he can stand torture, and is not afraid of death. He is no coward. Black Hawk is an Indian. He has done nothing for which an Indian ought to be ashamed. He has fought for his countrymen against the white man, who came, year after year, to cheat them, and take away their lands. You know the cause of our making war. It is known to all white men

20 POTNIM

4 A \$1 85 9 a \$1 65 \$3 50

Advertiser Pleased with Selection of Type
Display of American Line Faces

#### **ROUNDHAND SERIES**

60 POINT

3A \$5 20 5a \$2 55 \$7 75

# Furious Highway Official

24 POINT

5 A \$1 65 15 a \$1 60 \$3 2

Police department and firemen prepared to save life and property. Strong measures adopted to prevent riotous outbreaks 1596

Herbert Swanson Machinery Corner Carlton and Oxslip Sts.	No. Maysville, Cal.,	19
	National Trust Company	÷ .
		Order
	\$ 100 D	ollars

18 POINT

7 A \$1 50 20 a \$1 50 \$3 00

Several distinguished local statesmen will discuss economic features as exemplified in our municipal government. The multitude will be expected to cheer vigorously for reform within the party 537

36 POINT

4 A \$2 55 9 a \$1 95 \$4 50

Illumination of Battleships in the Harbor Grand Pyrotechnic Display 25

#### **ROUNDHAND SERIES**

48 POINT

3 A \$3 75 6a \$2 25 \$6 00

### Beautiful Fairyland Revealed Prismatic Showers 87

12 POINT

9 A \$1 05 36 a \$1 45 \$2 50

Beginning at midnight there will be an electric illumination on the towers of the Municipal Building while around the exterior will be strung hundreds of colored lights. This display promises to eclipse all records for electrical illumination

14 POINT

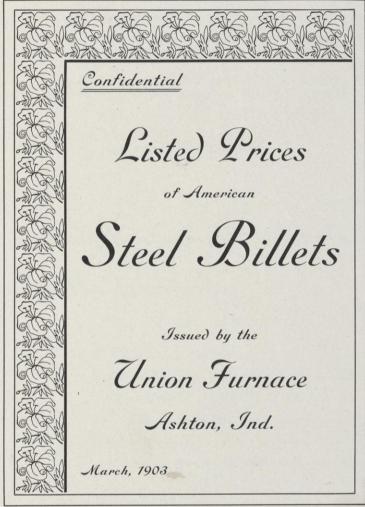
8 A \$1 30 24 a \$1 45 \$2 75

Many proprietors of refreshment stands and the itinerant peanut venders will no doubt hail this occasion with instant and unqualified approval 536

10 POINT

10 A \$0 90 40 a \$1 35 \$2 28

Hundreds of rockets bursting in the air and illuminating the heavens for miles around, together with numerous set pieces and other specimens of the pyrotechnist's skill, will constitute a scene of magnificent splendor which will long be remembered by the many thousands of admiring spectators 129



36 Point Tiger Lily Border, 30 inches, \$2.50

30 POINT

4A \$2 00 10a \$1 75 \$3 7

Masqueraders Contribute to General Joyfulness Thoroughly Enjoyable Occasion 925

#### TIFFANY SCRIPT

60 POINT

3 A \$4 00 7 a \$4 25 \$8 25

# Coastguards Handsomely Rewarded Laudable Action Marked 5

30 POINT

5 A \$2 35 15 a \$3 15 \$5 50

Extraordinary Celebration Magnificent Fireworks Display Opening of Festival 18 POINT

8 A \$1 80 24 a \$2 95 \$4 75

Twentieth-Century Typewriter Headquarters

Local Manager Advertising

All the leading makes kept constantly in stock,

and prices just half what other dealers ask.

Send for samples of writing and prices 23

36 POINT

4A \$2 65 12a \$3 65 \$6 30

### Monsieur Upman will place on Exhibition his Admirable Collection of Medieval Lamps 7302

14 POIN

8 A \$1 25 32 a \$2 50 \$3 75

American School of Articulation and Expression Reading
Defective Speech in Child or Adult Cured
The deaf taught to hear with their eyes through the
approved method of Expression Reading. Simpler
and more effective than the ordinary lip-reading 597

24 POINT

6 A \$2 00 18 a \$2 75 \$4 75

Celebrated Literary Gatherings Chaucer Library for English Gentlemen Quaint Historical Books

48 POINT

3 A \$3 05 9 a \$3 95 \$7 00

Entitle the Holder to many Privileges 814 Knavish Motives Questioned

#### TIFFANY SCRIPT

Present this Card at

St. Peter's Cathedral

Broad and Elm Streets.

A Fashionable Script Series for Printing High-Class Wedding Stationery and Commercial Work



Mrs. Elizabeth Clarkson

At Home

Monday and Thursday Evenings during April and May after eight óclock

Mr. and Mrs. Ira Pierce

request your presence at the marriage ceremony of their daughter

Eleanor Kathryn

to

Mr. Walter Perkins Brown

Wednesday Evening, September twenty-seventh nineteen hundred and three

at seven óclock

The Willows Bryn Mawr

iam May Pierce

Worthington, Mass.

St. Peter's Cathedral Logansport Mrs. Ivene Smith

134 Charles Street

Fashionable London Dressmaker

Baltimore

#### **UNIVERSITY SCRIPT**

### a Twentieth-Century Lesson on Wielding the Quill By Thomas Wharton, B. A. No. 5843 Alphabetical Terrace, Scribblersville, Q.

Master William H. Carter, Jr.

requests your company at his

Fourteenth Birthday Anniversary

Tuesday Evening, October 27th

Hayes ave. & River St. Westmont

It affords us pleasure to announce that we have a complete line of Stylish

Dressing Robes

which are now ready for inspection at our Boston salesrooms, 213 Elm St.

John Doe &fo.

& Mrs W. H. Carter

Another Beautiful Design for Up-to-date Stationery This series of Script Type is surely a most valuable addition to the Modern Printing Office For every class of Commercial Nork in which Script Letters are Used Invitations, Visiting Cards, &c., &c.

Co. Al Mrs \$1234567890

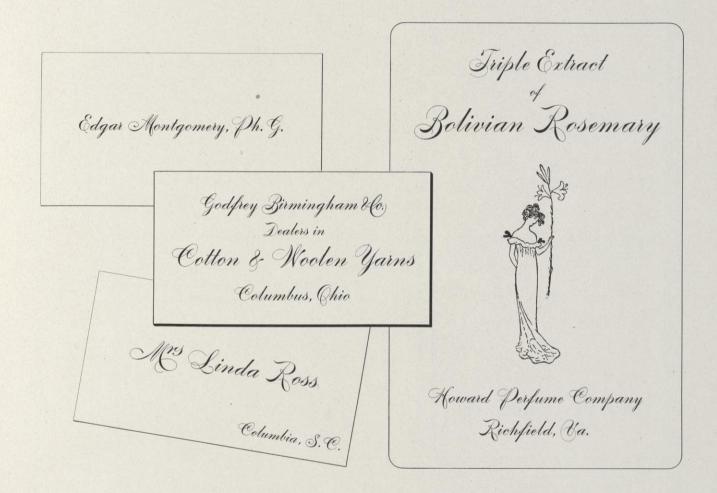
It The Wh Ho.

#### **UNIVERSITY SCRIPT**

24 POINT

6A \$3 15 18a \$2 85 \$6 00

This Latest Fashion of Script Lettering Combines Neatness
Distinctiveness, Grace and Dignity
Some Elegant Specimens of Anglo-Saxon Handwriting
Mandsomely Engrossed Resolutions \$348.21



14 POINT

8 A \$2 25 32 a \$2 25 \$4 50

The American Type Founders Company, Originator of Fashionable Type Styles
takes pleasure in introducing to the
Typographical Profession the University Script, with the aid of which the Printer can enter into competition
with the Engraver, and, in many cases, surpass the products of the Copperplate Press

The beauty of the Design stands out prominently in every line Every Progressive Printer should own this Series

#### LINING ROYAL SCRIPT

30 POINT NO 551

5 A \$3 25 15 a \$3 50 \$6 75

An Excellent Script for Fine Commercial Work Neat and Legible Characters \$185 Bank Checks, Professional Announcements, Etc.

Horton & King
Manufacturers

Pure Confections

Louisville, Ohio
128 E. Ninth St.

Robert Andis, M.D.

12 POINT NO 551

9A \$1 50 36a \$2 25 \$3 75

neel.

American Type Founders Company Largest Furnisher of Printing Machinery and Printing Materials

Matchless facilities, together with highest expert artistic and mechanical skill, enables us to furnish the Best of Everything required by the Printing Fraternity in the shortest possible time and on the most liberal terms. Houses in Principal Cities

G. Oscan Till, Jn.

23 Delancy Place

Stylus Border. Complete font, \$3.50

30 POINT NO 552

5 A \$3 25 15 a \$3 00 \$6 25

Also Serviceable for Printing Certificates and Diplomas for Schools, Colleges or Private Institutions Complete Series of Six Sizes, \$34.00, Less Discount

#### LINING ROYAL SCRIPT

24 POINT NO 551

7 A \$3 00 20 a \$3 25 \$6 25

Here is shown a most beautiful Script Lettering that will resist the every-day wear of a Job Printing Office

The style of Type needed for all kinds of Business Stationery

§ 1234567890

You are respectfully invited to attend the

Banquet

of the

Wild Rose Social Club

Given in Honor of its Officers-elect

Monday Evening, May 12 at Eight o'clock

at the Givard House, Fifth Avenue

18 POINT NO 551 8A \$2 15 28a \$2 85 \$5 00

New Enterprise to Interest the Women of this City

Friday morning, June 1st, will be the opening day for one of the prettiest stores in Rockford devoted to Goods for Women and Children. We extend you an invitation to inspect our offerings and grand display.

Mandel Brothers

15th and Dearborn Streets

24 POINT NO 552

7 A \$3 00 20 a \$3 00 \$6 00

No Printer can adequately meet the wishes of his Patrons who does not have a variety of our. Type Styles at his command.

In Variety and Utility our Productions stand unsurpassed in the world

#### LINING AMERICAN SCRIPT No. 2

60 POINT

3A \$5 50 7a \$3 00 \$8 50

# Memoirs of our Bright Workers Compiled by Renowned Scribblers

Professor Jonathan Talkitover

Cordially Invites you to Attend his

Lectures on Chattering

Assembly Buildings

Every Tuesday and Triday Evening at 8 o'clock

These Lectures are delivered for the Benefit of the Deaf and Dumb

36 POINT

4 A \$3 50 12 a \$3 00 \$6 50

Recognized by Connoisseurs as the Best ever Printed Many Anecdotic Gleanings Concerning their Worthies and their Oddities. Profusely Illustrated in Colors 57

#### LINING AMERICAN SCRIPT No. 2

48 POINT

3 A \$4 00 9 a \$3 25 \$7 25

### Paying Venture in the Field of Literature Attempted in recent Years by Students 214

24 POINT

6A \$3 00 18a \$2 50 \$5 50

Under the General Title of "What Pleases the Reader," it is contemplated to Publish Materials taken direct from Manuscripts preserved in the Bodleian and other 23904

18 POINT

8 A \$2 45 24 a \$2 05 \$4 50

Charbonscribler's Library Messenger's leal to Deliver Book's at the Residences of Subscribers in every Part of Kagerstown and the Immediate Neighborhood, on a Plan which has given General Satisfaction for Years.

It is Marvelously Cheah and 452

Alexander Alartshorn

Chiropodist

84 Beston Place

19 POINT

9A \$1 95 36a \$1 80 \$3 75

Many Extraordinary Mineral and Vegetable Broductions The Glorious Climate of California

The soil and climate of California are well adapted to the cultivation of the Grape. The delicious richness and flavor of California Grapes are unsurpassed. Nearly all fruits found in temperate and tropical climates can be produced in California. Wheat, barley, and other grains can be grown

Admit Bearer
Barge Club
Chas. Oar, President

30 POINT

5 A \$3 15 15 a \$2 60 \$5 75

Sumptuously Printed on Fine Paper, in Large Folio Form; and accompanied by Illustrations of Artistic Value, this Book seems likely to receive a big Share of Public Attention 4835

#### LINING STEELPLATE SCRIPT

30 POINT NO 551

5 A \$3 15 15 a \$3 10 \$6 25

Curfew Bell Signaling the Moment of Separation Hour of Blissful Courtship Terminated Silent and Aurried Farewell Embraces are Tearfully Indulged in with Protestations of Undying Affection 15

24 POINT NO 552

6A \$2 60 18a \$2 40 \$5 00

Mrs. Gwendolyn Pendennis and Daughter Fashionable Cicerones

Tender the advantages of their company during summer vacation to any family whose rural antecedents were incompatible with the

12 POINT NO 550

9A \$1 50 36a \$2 75 \$4 25

Lessons in the Arts and Mysteries of Successful Courtship
Methods for Becoming Fascinating
The commodious Palace Steamer Orange Blossom, expressly built for
our Hymenial trade, will make its first Grand Trial Trip to the haven
of Matrimonial Bliss on the second day of September, 1903

Bamboozle & Gushington, Agents

24 POINT NO 551

6 A \$2 60 18 a \$2 65 \$5 25

Most Joyous Festival of the Year Observed with Oldtime Customs so Dear to the Heart of Childhood

The Observance of Christmas this Year will be Marked by Services more than Usually Attractive in all Temples of Christian Worship Programme of Exercises has been Arranged for the Children \$36985

#### LINING STEELPLATE SCRIPT

Present this Card at

Grace Baptist Church

Ninth and Main Stree

This Series is well adapted for High-class Wedding Stationery and Commercial Work Empire Ornaments. Per font, 75 cts.



Mr. and Mrs. Browning

At Home

During September Tuesday and Friday Evenings

at eight o'clock

The Montmorency Parlor D

Mr. and Mrs. Job Hires
request your presence

at the marriage of their grand-daughter

Georgiana

Mr. Paul Funston

Thursday evening, November seventh

nineteen hundred and three

at seven o'clock

Rugby Hall Danville, Pa. Class of 1895

nland, Ph. G.

Mrs. Ruth De Harte

New Orleans, La.

LINING BOSTON SCRIPT No. 2

60 POINT

3A \$7 00 7a \$5 00 \$12 00

# Graceful Type Design Enhanced Printing 32

Thylock & Brothers

Established in 1796

Benders of the Mecessary Wherewithal to Persons in Reduced Circumstances

Send for our Latest Interest Table

Members of Fortune Exchange Beldbrick Building

48 POINT

3A \$4 70 9a \$5 05 \$9 75

Stylish Bettering for Cards Billheads & Announcements

#### LINING BOSTON SCRIPT No. 2

24 POIN

6A \$3 30 18a \$3 20 \$6 50

Rear Fence Intercourse:

Meeting to receive the Report of Committee on Progress will be held on Wednesday, February 24, 1903, at which time all Stockholders of the Wireless System of Communicating will learn much that will surprise them

36 POINT

4 A \$3 75 12 a \$3 75 \$7 50

National Savings Bank

Capital, \$14,567,890

Pennies Saved for Children

Interest Guaranteed

10 DOTNI

8 A \$2 50 24 a \$2 75 \$5 25

The attention of Connoisseurs is called to our stock, which is replete with some of the most Pristic and Peare Specimens of Calinetware of the present century. We have also on hand many elegant specimens of Tapestry, Oriental Pri Peugs, Persian Kangings, Quaint Mattings from the Celestial Empire; also many articles for General Wousekeeping, comprising all kinds of Kitchen Utensils, Cas Ranges, Cil Stoves, etc.; Chinaware and Porcelain direct from England. July 17, 1896.

### **American Type Founders Company**



Foremost Printers' Furnisher in the World

#### Originator of Popular Type Fashions

Houses in all Principal Cities in the United States



"Post" Orn. No. 139. 35 cts.

Letterhead set in Pontiac Series, shown on pages 90 and 91

"Post" Orn. No. 138. 35 cts

#### LINING REMINGTON No. 2

12 POINT 20 A \$1 65 90 a \$5 00 \$6 65 SPACES FURNISHED WITH EACH FONT

To the Printing Trade:

The American Type Founders Company is the leading merchant in Printing Machinery and Printers' Supplies, and as such its policy is to offer only such manufactures as are standard and of superior value to the printer. To give the longest and most satisfactory service in proportion to the selling price of an article is the best evidence of superior value, and by this standard the Machinery and Materials which it handles have been selected.

As the productions of the American Type Founders Company are the admitted standards of excellence throughout the world, due regard for the reputation of its own productions will not permit it to recommend anything that is not the best procurable in its class.

Faithfully,

P. S.--Order from House nearest your location.

AMERICAN TYPE FOUNDERS COMPANY, Covering the Continent. Letterhead set in Abbot Old Style, shown on pages 68 and 69

### American Type Founders &

ORIGINATOR OF



Material and Machinery

TYPE FASHIONS

Supplies of Every Kind



Our Type is Famous for Superior STYLE, FINISH Novelty of Design and Durability

EVERYTHING FOR THE PRINTER &

SUPPLY HOUSES Located in all Principal Cities of the United States of America

#### **NEW MODEL REMINGTON TYPEWRITER**

Dear Mr. Printer:

12 POINT 20 A \$1 70 90 a \$4 95 \$6 65 SPACES FURNISHED WITH EACH FONT

This is a specimen of our New Model Remington Typewriter, printed from type in the usual manner. The face was produced especially for ribbon printing, and when so used will <u>duplicate</u> typewritten work done on the popular Remington machine.

The characters are exact duplicates of the Pica Remington Type, and were cut from the original patterns furnished us by Messrs. Wyckoff, Seamans & Benedict, being the same patterns as they use for making the type for their typewriting machine.

Following is a list of the characters furnished with each 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
1 2 3 4 5 6 7 8 9 0 \$ £ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8} \phi \hgg/ \hgg/ \quad \text{@ # ()}
& . , : ; - ' ! ? ' \* "

American Point Line.. American Point Body.. American Point Set

#### **NEW MODEL SMITH-PREMIER TYPEWRITER**

FOR PRINTING THROUGH A RIBBON

12 POINT 20 A \$3 40 108 a \$4 10 \$7 50 SPACES FURNISHED WITH EACH FONT

Doon Mr Donadiat .

#### SIX-POINT AMERICAN TYPEWRITER

15 A \$0 80 45 a \$1 35 \$2 15 JUSTIFIERS FURNISHED WITH EACH FONT

This is a specimen of our new SIX-POINT AMERICAN TYPEWRITER, a useful size for reproducing typewritten letters when space is limited. The characters are all uniform in set, and justifiers are furnished with each font. Following is a list of characters furnished with each 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 l 2 3 4 5 6 7 8 9 0 \$ £ ½ ½ ½ ½ ½ % % % / @ # () & . . : ; - '!?' \* "

We invite the attention of printers to the specimens of Typewriter faces shown in this book. They are exact reproductions of the characters used in standard writing machines, and are made to give the best service obtainable. Fonts are carried in stock at all our houses, and printers are requested to place orders with nearest house.

AMERICAN TYPE FOUNDERS COMPANY

#### LINING SMITH-PREMIER TYPEWRITER No. 2

12 POINT 20 A \$3 40 108 a \$4 10 \$7 50 SPACES FURNISHED WITH EACH FONT

Dear Sir:

A statement of your account and indebtedness to the DEALERS' MUTUAL PROTECTIVE ASSOCIATION has been placed in my hands for collection. I have been instructed to remind you that heretofore you have ignored all correspondence relative to your indebtedness, and if not immediately settled, or arrangements made for payment, I will proceed against you as the law allows.

Wishing to avoid all disagreeable entanglements for your sake, I ask you to call and see me at your earliest convenience.

Very respectfully,

JOHN REGINALD GILPIN, Attorney.

#### **NEW MODEL SMITH-PREMIER TYPEWRITER**

FOR PRINTING THROUGH A RIBBON

12 POINT 20 A \$3 40 108 a \$4 10 \$7 50 SPACES FURNISHED WITH EACH FONT

Dear Mr. Benedict:

This wonderful store, noted for its splendid stock, its low prices and exceptional facilities, was never so interesting as now. We feel that you are one of our interested customers and write to tell of the wonderful improvements recently made. It has long been the largest home decorative house in the world, but that did not suffice. We have added a six-story building which materially increases our manufacturing ability and greatly enlarges the display rooms, radiant with rich furniture, carpets and draperies.

We hope you will visit us during our Fall Opening, which will be held from Sept. 29th to Oct. 5th, inclusive.

Yours truly,

JAMES MACAWBER & SON.

# LINING SMITH-PREMIER TYPEWRITER No. 2

12 POINT 20 A \$3 40 108 a \$4 10 \$7 50 SPACES FURNISHED WITH EACH FONT

Dear Sir:

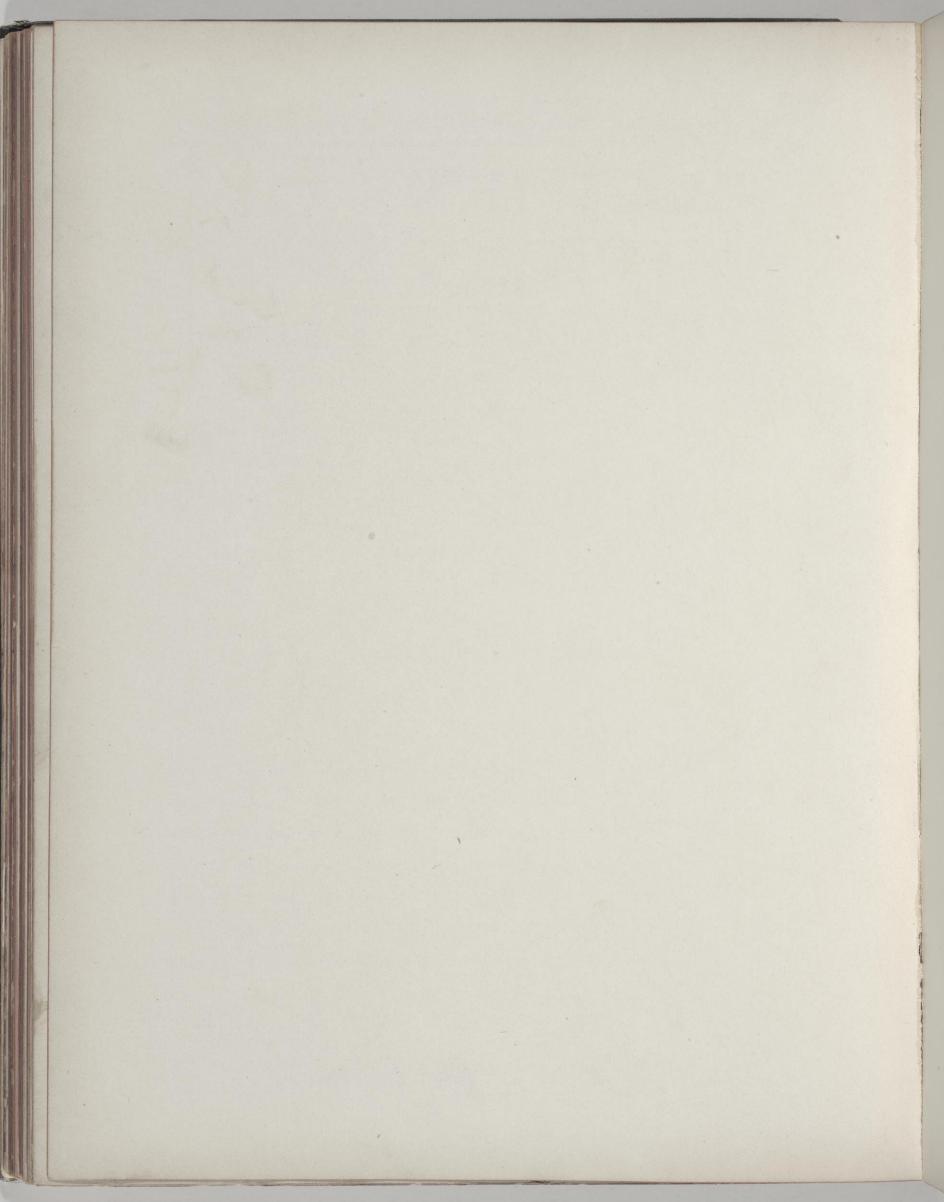
A statement of your account and indebtedness to the DEALERS' MUTUAL PROTECTIVE ASSOCIATION has been placed in my hands for collection. I have been instructed to remind you that heretofore you have ignored all correspondence relative to your indebtedness, and if not immediately settled, or arrangements made for payment, I will proceed against you as the law allows.

Wishing to avoid all disagreeable entanglements for your sake, I ask you to call and see me at your earliest convenience.

Very respectfully,

JOHN REGINALD GILPIN, Attorney.

# SPECIMENS OF AMERICAN LINE BODY-LETTER



# AMERICAN POINT LINE BODY LETTER

#### SHOWN BY SIZES

5 POINT LINING ROMAN NO 527

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserver for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human care. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrapulous in adhering to the text if a turn of a letter or an inserted line might help is doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a biessing. When, however, it placed the Bible and the book of meditation and devotion more cheaply in the homes of the people, it took the place to some extent of the priest and the coofessional—it became its own interpreter and Lower case as to x, 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human hought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyiests and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its Lower case a to z, 15½ ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6 POINT LINING ROMAN NO 511

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and more accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity Lower case a to z, 15½ ems

6 POINT LINING ROMAN NO 512

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserve of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and videly separated manuscripts. It restricted the fraudulent Lower case a to z, 17¼ ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1224567890

6 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human Lower case a to z, 13½ ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6 POINT LINING CUSHING No 2

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of Lower case a to x, 13 4-5 ems Lower case a to z. 13 4-5 en

ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 POINT LINING FRENCH OLD STYLE NO 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical varitings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript Lower case a to z, 14 ems

6 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraundulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This Lower case a to z. 15 4-5 er

ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of Lawrences at 0x, 16 ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ

7 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an Lower case a to z, 15 ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

7 POINT LINING OLD STYLE No 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an Lower case a to z, 14 6-7 case

8 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more videly and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly Lower case at to 2, 134 cms.

# $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$

8 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and

# $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$

8 POINT LINING ROMAN NO 511

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8 POINT LINING ROMAN NO 512

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely

 $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$ 

8 POINT LINING FRENCH OLD STYLE No 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the band of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8 POINT LINING CUSHING MONOTONE NO 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8 POINT LINING CUSHING No 2

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8 POINT LINING RONALDSON OLD STYLE No 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which

8 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides been a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accu-

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

9 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and civilizer of the human race. While it disseminated knowledge

 $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$ 

9 POINT LINING FRENCH OLD STYLE NO 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also Lower case a to z, 12% ems

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

9 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While

9 POINT LINING OLD STYLE NO 550

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in a similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10 POINT LINING ROMAN NO 510

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in a similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver

# $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$

10 POINT LINING ROMAN NO 512

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But

10 POINT LINING CUSHING NO 2

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10 POINT LINING CUSHING MONOTONE NO 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been added to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10 POINT LINING FRENCH OLD STYLE NO 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a

10 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being

# $\begin{array}{c} {\rm ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\ {\rm 1234567890} \end{array}$

11 POINT LINING ROMAN NO 510

After speech and after writing, which had been the growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

11 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, had it no other claim to our gratitude it would still be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

11 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would still be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest

11 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT LINING ROMAN NO 510

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the slow growth of ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science,

12 POINT LINING CUSHING NO 2

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT LINING FRENCH OLD STYLE No 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past,

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the gradual growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To pre-

14 POINT LINING RONALDSON OLD STYLE NO 551

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our

14 POINT CENTURY EXPANDED

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could

15 POINT LINING CUSHING No 2

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more pro-

18 POINT LINING FRENCH OLD STYLE No 552

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the

18 POINT LINING CUSHING MONOTONE NO 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the dis-

18 POINT LINING RONALDSON OLD STYLE NO 551

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity 18 POINT LINING CUSHING NO 2

After speech and writing, which had been the growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor

18 POINT CENTURY EXPANDED

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in a similar vein have been applied to it, and surely, if it had no other claim to our

20 POINT LINING FRENCH OLD STYLE No 552

After speech and after writing, which had been the growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it,

24 POINT LINING CUSHING NO 2

After speech and after writing, the slow growth of the ages, the art of printing should be regarded as next in importance. It has been designated the "art preservative," the "nurse and preserver of all the arts,"

24 POINT LINING FRENCH OLD STYLE No 552

After speech and after writing, the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while

24 POINT LINING RONALDSON OLD STYLE NO 551

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while

24 POINT CENTURY EXPANDED

After speech and after writing, it has been said that the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim on us it would still be worthy of all honor

24 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the growth of the ages, the art of printing should be regarded as next in importance. It has been called the "nurse and preserver of all the arts," the "art preservative," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to gratitude

#### **CENTURY EXPANDED**

10 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records

6 POINT

BOOK SERIES COMPLETE IN FIVE SIZES The SMALL CAPS and italic cast with each size still further enhance its measure of usefulness

8 POINT

ABSOLUTELY NO HAIR LINES The FAINT LINES in this series are eminently appropriate and durable

10 POINT

A PRINTER'S TESTIMONY After a STRAIGHT run of over 160,000 its face was unclouded

11 POINT

POINTS WORTH NOTING CLEAR-CUT and legible face, with strong-wearing qualities

12 POINT

CENTURY EXPANDED A SERVICEABLE letter for magazines and text books

14 POINT

OUR TYPE STYLES Are decidedly original

18 POINT

PLAIN LETTER Delighted readers

24 POINT

BEAUTIFUL Sample books

ence, the imagination of genius, the greatest thoughts ng could more properly claim our consideration and our e more than this. Besides being a preserver of human human action, it has been an instructor and a civilizer While it disseminated knowledge more widely and more

Lower case a to z, 14 ems

Opened with 2 point leads

6 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and good

Lower case a to z, 15½ ems

Opened with 2 point leads

8 POINT CENTURY EXPANDED

h had been the slow growth of the ages, the art of printing should It has been called the "art preservative," the "nurse and prexpressions in similar vein have been applied to it, and surely, if it uld be worthy of all honor. To preserve for posterity the records, the imagination of genius, the greatest thoughts of the greatest y claim our consideration and our respect. But printing has done

more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an

Lower case a to z, 14½ em

# CENTURY EXPANDED

12 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a record

11 POINT CENTURY EXPANDED

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "nurse and preserver of all the arts," the "art preservative," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has

Lower case a to z, 13½ ems

Opened with 2 point leads

f human thought, it has been n race. While it disseminated hand of the scribe, it was also ied copies which were exactly errors in copying, which were matter how conscientious and not always overscrupulous in or an inserted line might help

Lower case a to z, 13⅓ ems

Opened with 2 point leads

14 POINT CENTURY EXPANDED

ng, which had been the slow printing should be regarded has been called the "art pred preserver of all the arts," milar vein have been applied other claim to our gratitude honor. To preserve for pos-

terity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was

# **CENTURY EXPANDED**

18 POINT CENTURY EXPANDED

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in a similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, and the greatest thoughts of the greatest minds, nothing could more properly claim our respect

Opened with 2 point leads

24 POINT CENTURY EXPANDED

After speech and after writing, which was the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would

# LINING CUSHING MONOTONE No. 553

6 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not

always overscrupulous in adhering to the text if a turn of a letter or an inserted line might h of printed copies gave opportunity to compare texts with diverse and widely separated manus additions of biased copyists and editors, which have been too frequently imposed upon the scar classical writings. This opportunity and its known abuse have rendered many of our importa of printing affected the truthfulness of our manuscript literature, and was nearly as great an book of meditation and devotion more cheaply in the homes of the people, it took the place to confessional—it became its own interpreter and comforter—the awakened conscience began to the democracy of thought made ready for the Reformation. The work of the Reformation ha merce, and intercommunication by means of the printed page has tended to destroy prejudice This, then, has been the work of printing. It has brought to us our books, our libraries and our church work of philantrophies, and more than all, has culminated in the newspaper, whice all the world and makes the brotherhood of man a conception possible and actual. Let us imate without the art of printing. The newspaper is gone and the radiance of the noontide sun has to us, the religious publication disappears, and the twilight of the modern world comes back to school is abolished, the child comes to his mother's knee for oral instruction and folk-lore, and darkness of the middle ages is upon the face of the earth. Although there was a very little ti here and there, especially where the universities were starting, this was the general condition the fourteenth century. The Benedictine monk sat in his cold and cheerless cell, or in the scopied with careful and devoted hand the sacred writings of the Bible and the Saints, or the m

Lower case a to z, 13½ ems

Opened with 2 point leads

8 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the slow growth of the a as next in importance. It has been called the "art preservative," the "n while other expressions in similar vein have been applied to it, and surely, it would be worthy of all honor. To preserve for posterity the records of the imagination of genius, the greatest thoughts of the greatest minds, n consideration and our respect. But printing has done more than this. B thought and the record of human action, it has been an instructor and a c disseminated knowledge more widely and more rapidly than the hand of t accurate, for it multiplied copies which were exactly alike, and did not su which were only too numerous in the manuscripts, no matter how conscien And he was not always overscrupulous in adhering to the text if a turn of his doctrine or theory. The multiplication of printed copies gave opportu manuscripts. It restricted the fraudulent changes and additions of biased too frequently imposed upon the scarce and sometimes unique copies of bi portunity and its known abuse have rendered many of our important recor

printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the book of meditation and devotion more cheaply in the homes of the people, it took the place to some extent of the priest and the confessional—it became its own interpreter and comforter—the awakened conscience began to feel the possibilities of its freedom and the democracy of thought made ready for the Reformation. The work of the Reformation has been carried along on the wings of commerce, and intercommunication by means of the printed

Lower case a to z, 12% ems

Opened with 2 point leads

6 POINT

START THE DAY RIGHT AND THINGS WILL Go smoothly. The proper way is to start with new American Type Faces, which are original in design and cast of the hardest and most durable metals made

8 POINT

JOYFUL CHRISTMAS GREETINGS The approach of Christmas brings many happy thoughts of boyhood days to the mind of the otherwise moody compositor

10 POINT

VICTORIOUS PUBLIC OPINION It can uplift the good and crush out the bad, or can encourage the bad and trample under its feet the good

12 POINT

SAPIENT SUGGESTION The object of all advertising should be to attract, to please,

8 POINT

NOBLE MISSION History and progress of printing show and

24 POINT

ENGLAND Was the first

#### LINING CUSHING MONOTONE No. 553

10 POINT LINING CUSHING MONOTONE NO 553

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After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the

Lower case a to z, 11 ½ ems

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12 POINT LINING CUSHING MONOTONE NO 553

After speech and writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies

Lower case a to z, 11 5-6 ems

# LINING CUSHING MONOTONE No. 553

18 POINT LINING CUSHING MONOTONE No 553

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being the preserver of human

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24 POINT LINING CUSHING MONOTONE NO 553

After speech and after writing, the slow growth of the ages, the art of printing should be regarded as the next in importance. It has been called the "nurse and preserver of all the arts," the "art preservative," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to

#### LINING CUSHING No. 2

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AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest

thoughts of the greatest minds, nothing could more properly clai But printing has done more than this. Besides being a preserv of human action, it has been an instructor and a civilizer of the more widely and more rapidly than the hand of the scribe, it was als multiplied copies which were exactly alike, and did not suffer from c

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6 POINT LINING CUSHING No 2

AFTER speech and after writing, which had been the slow growth of the ages, the art of ance. It has been called the "art preservative," the "nurse and preserver of all the applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all the records of the past, the discoveries of science, the imagination of genius, the grea minds, nothing could more properly claim our consideration and our respect. But printi this. Besides being a preserver of human thought and the record of human action, it ha civilizer of the human race. While it disseminated knowledge more widely and more it was also more reliable and accurate, for it multiplied copies which were exactly alke and errors in copying, which were only too numerous in the manuscripts, no matter how might be. And he was not always overscrupulous in adhering to his text if a turn of a le his doctrine or theory. The multiplication of printed copies gave opportunity to compa separated manuscripts. It restricted the fraudulent changes and additions of biased cop too frequently imposed upon the scarce and sometimes unique copies of biblical and clas abuse have rendered many of our important records untrustworthy. Thus the very lack of manuscript literature, and was nearly as great an injury to the human race as the invention

to z, 13 4-5 ems

Opened with 2 point leads

8 POINT LINING CUSHING No 2

AFTER speech and after writing, which had been the slow growth of the regarded as next in importance. It has been called the "art preservat arts," while other expressions in similar vein have been applied to it, and gratitude, it would be worthy of all honor. To preserve for posterity the science, the imagination of genius, the greatest thoughts of the greatest claim our consideration and our respect. But printing has done more

human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and

Lower case a to z, 12 % em

Opened with 2 point leads

6 POINT

FIRST PRODUCTIONS FROM THE PRESS
The first productions from the press of the early
printer were crude and UNGRACEFUL, but they

8 POINT

TEDIOUS WORK IN OLDEN TIMES
The first Bible printed from METAL TYPES
occupied years in the process of printing

10 POINT

LABOR-SAVING MACHINERY
PRINTING inventions have multiplied
rapidly since the eighteenth century

12 POINT

INCREASING IN FAVOR CLEARNESS is one feature that makes this type style popular

15 POINT

HANDY FOR JOBS Sizes are well-graded

8 POINT

BIG TRADE IN Effective Printing

4 POINT

FINE TYPE Original Style

#### LINING CUSHING No. 2

12 POINT LINING CUSHING NO 2

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a

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15 POINT LINING CUSHING NO 2

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the fancies of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While

# LINING CUSHING No. 2

18 POINT LINING CUSHING NO 2

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After speech and writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could claim our

Opened with 2 point leads

24 POINT LINING CUSHING NO 2

After speech and after writing, the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions of a similar vein have been applied to it, and surely, if it had no other claim to our gratitude

6 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as

6 POINT

PROGRESS OF A NOTABLE INSTITUTION The School's Charter was granted in 1783 and shortly afterwards the trustees purchased

ENEMY SIGHTED OFF BARNEGAT All hands on deck to give them a warm reception in the vigorous American style

8 POINT

A PLEASURE FOR EVERYBODY It is known to be heightened and made more interesting by having an

PREACHING GOOD MANNERS Series of SERMONS to be delivered to the scholars in the summertime

EXTRAORDINARY SPEECH Quarterly REVIEW of the Society of Scientists will be held on the

POLITICAL CORRUPTION Getting rich SURELY by means of patronage in state and city

SUITABLE PROVISION Lessons in housekeeping by

14 POINT

GUIDE MECHANIC Engraved illustrations

NIGHT SCHOOL Semi-annual report

TRADITION Quaint custom

next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other ied to it, and surely, if it had no other claim to our gratitude it would be worthy he records of the past, the discoveries of science, the imagination of genius, st minds, nothing could more properly claim our consideration and our respect. Besides being a preserver of human thought and the record of human action, it human race. While it disseminated knowledge more widely and more rapidly human race. While it disseminated knowledge more widely and more rapidly more reliable and accurate, for it multiplied copies which were careful alike, errors in copying, which were only too numerous in the manuscripts, no matter be might be. And he was not always overscrupulous in adhering to the text might help his doctrine or theory. The multiplication of printed copies gave se and widely separated manuscripts. It restricted the fraudulent changes and which have been too frequently imposed upon the scarce and sometimes unique. This opportunity and its known abuse have rendered many of our important the very lack of printing affected the truthfulness of our manuscript literature, injury to the human race as the invention has, since it advent, become a blessing the Bible and the book of meditation and devotion more cheaply in the homes of the

Lower case a to z, 15 4-5 em

Partly opened with 2 point leads

7 POINT LINING RONALDSON OLD STYLE NO 551

been the slow growth of the ages, the art of printing should be regarded It has been called the "art preservative," the "nurse and preserver of ns in similar vein have been applied to it, and surely, if it had no other ratitude it would be worthy of all honor. To preserve for posterity the discoveries of science, the imagination of genius, the greatest thoughts d more properly claim our consideration and our respect. But printing d more properly claim our consideration and our respect. But printing being a preserver of human thought and the record of human action, it or and a civilizer of the human race. While it disseminated knowledge than the hand of the scribe, it was also more reliable and accurate, for which were exactly alike, and did not suffer from changes and errors in in the manuscripts, no matter how conscientious and devoted the scribe he was not always overscrupulous in adhering to the text if a turn of a help his doctrine or theory. The multiplication of printed copies gave diverse and widely separated manuscripts. It restricted the fraudulent biased copyists and editors, which have been too frequently imposed upon

Lower case a to z, 15 ems

Partly opened with 2 point leads

8 POINT LINING RONALDSON OLD STYLE NO 551

which had been the slow growth of the ages, the art of printing portance. It has been called the "art preservative," the "nurse hile other expressions in similar vein have been applied to it, and im to our gratitude it would be worthy of all honor. To preserve the discoveries of science, the imagination of genius, the greatest nds, nothing could more properly claim our consideration and our

more than this. Besides being a preserver of human thought and has been an instructor and a civilizer of the human race. While r widely and more rapidly than the hand of the scribe, it was also it did multiply copies which were exactly alike, and did not suffer how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplica-

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10 POINT LINING RONALDSON OLD STYLE NO 551

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After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being the record of human action and a preserver of human thought, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes

and errors in copying, which were only conscientious and devoted the scribe mig overscrupulous in adhering to the text if might help his doctrine or theory. The gave opportunity to compare texts with manuscripts. It restricted the fraudulen copyists and editors, which have been to scarce and sometimes unique copies of bibli opportunity and its known abuse have ren

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Partly opened with 2 point leads

11 POINT LINING RONALDSON OLD STYLE No 551

AFTER speech and after writing, whice of printing should be regarded as ne preservative," the "nurse and preservations in similar vein have been applied to our gratitude it would be worthy or records of the past, the discoveries of

9 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manu-

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Partly opened with 2 point leads

thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being the record of human action and a preserver of human thought, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than did the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and

Lower case a to z,  $12\frac{1}{2}$  ems

Partly opened with 2 point leads

12 POINT LINING RONALDSON OLD STYLE NO 551

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. But print-

Lower case a to z, 12 5-12 ems

Opened with 2 point leads

14 POINT LINING RONALDSON OLD STYLE NO 551

After speech and after writing, which was the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for

18 POINT LINING RONALDSON OLD STYLE No 551

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After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all the honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than

Opened with 2 point leads

24 POINT LINING RONALDSON OLD STYLE NO 551

After speech and after writing, the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "nurse and preserver of all arts," the "art preservative," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all this

# LINING OLD STYLE No. 550

6 POINT LINING OLD STYLE NO 550

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as

6 POINT

PRODUCTIVE GOLD MINE FOR SALE The mine has the RECORD of being very rich, the ore body being of large area and in many

7 POINT

LOCAL STOCKS CONTINUE BRISK The minds of operators in STOCKS to-day were turned upon the Government Fives

8 POINT

A SUMMER SPENT IN NORWAY To spend the SUMMER in Norway has become the annual experience of a

9 POINT

BEAUTIFUL MARINE VIEWS Abound in that wonderful LAND of the midnight sun. Artists will

10 POINT

THE COMMON ASSERTION That the LADIES cannot travel in Norway, because they would

11 POINT

NOVEL SPORT REVIVED The favorite PASTIMES of the ancient Greeks are mentioned

12 POINT

BURNING STEAMER All on board rescued by another craft of the same

next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other d to it, and surely, if it had no other claim to our gratitude it would be worthy y the records of the past, the discoveries of science, the imagination of genius, s, nothing could more properly claim our consideration and our respect. But es being a preserver of the thought and the record of the human action, it has While it disseminated knowledge more widely and more rapidly uman race. While it disseminated knowledge more widely and more rapidly o more reliable and accurate, for it multiplied copies which were exactly alike, in copying, which were only too numerous in the manuscripts, no matter how to be. And he was not always overscrupulous in adhering to the text if a turn his doctrine or theory. The multiplication of printed copies gave opportunity separated manuscripts. It restricted the fraudulent changes and additions of been too frequently imposed upon the scarce and sometimes unique copies of portunity and its known abuse have rendered many of our important records nting affected the truthfulness of our manuscript literature, and was nearly as invention has, since its advent, become a blessing. When, however, it placed toon and devotion more cheaply in the homes of the people, it took the place to some onal—it became its own interpreter and comforter—the awakened conscience began

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which had been the slow growth of the ages, the art of printing should It has been called the "art preservative," the "nurse and preserver of ns in similar vein have been applied to it, and surely, if it had no other worthy of all honor. To preserve for posterity the records of the past, ination of genius, the greatest thoughts of the greatest minds, nothing ation and our respect. But printing has done more than this. Besides ought and our respect. But printing has done more than this. Besides ought and the record of human action, it has been an instructor and a it has disseminated knowledge more widely and more rapidly than the reliable and accurate, for it multiplied copies which were exactly alike rors in copying, which were only too numerous in the manuscripts, no the scribe might be. And he was not always overscrupulous in adhern inserted line might help his doctrine or theory. The multiplication ty to compare texts with diverse and widely separated manuscripts. It additions of biased copyists and editors, which have been too frequently unique copies of biblical and classical writings. This opportunity and

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8 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of all the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The

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#### LINING OLD STYLE No. 550

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AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical This opportunity and its known abuse rendered many of our important records rthy. Thus the very lack of printing affected the truthfulness of our manuwritings. untrustworthy. script literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the book of meditation and devotion more cheaply in the homes of the people, it took the place to some extent

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10 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy.

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#### LINING OLD STYLE No. 550

11 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased

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12 POINT LINING OLD STYLE NO 550

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the

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# LINING FRENCH OLD STYLE No. 552

8 POINT LINING FRENCH OLD STYLE NO 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer

minated knowledge more widely and more rapidly than the hand of the accurate, for it multiplied copies which were exactly alike, and did not ing, which were only too numerous in the manuscripts, no matter how ight be. And he was not always overscrupulous in adhering to the text e might help his doctrine or theory. The multiplication of printed copies

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6 POINT LINING FRENCH OLD STYLE NO 552

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered nany of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an

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9 POINT LINING FRENCH OLD STYLE NO 552

which had been the slow growth of the ages, the art of printing ortance. It has been called the "art preservative," the "nurse arts," while other expressions in similar vein have been applied other claim to our gratitude it would be worthy of all honor. To of the past, the discoveries of science, the imagination of genius, greatest minds, nothing could more properly claim our considerprinting has done more than this. Besides being a preserver of

human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer

### LINING FRENCH OLD STYLE No. 552

18 POINT LINING FRENCH OLD STYLE No 552

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our

gratitude it would be w for posterity the record of science, the imagin thoughts of the greates properly claim our con printing has done more

12 POINT LINING FRENCH OLD STYLE NO 552

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AFTER speech and after writing, which of printing should be regarded as next in preservative," the "nurse and preserver vein have been applied to it, and surely, if be worthy of all honor. To preserve for of science, the imagination of genius, the nothing could more properly claim our done more than this. Besides being a of human action, it has been an instructor it disseminated knowledge more widely an it was also more reliable and accurate, for suffer from changes and errors in copying,

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race

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how conscientious and devoted the scribe might be. And he was not always over-scrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was

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### LINING FRENCH OLD STYLE No. 552

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After speech and after writing, which had been the growth of the ages, the art of printing must be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the great thought

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24 POINT LINING FRENCH OLD STYLE NO 552

After speech and after writing—the slow growth of the ages—the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions of a similar vein have been applied to it, and surely, if it had no other claim to our gratitude

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### **LINING ROMAN No. 510**

6 POINT LINING ROMAN NO 510

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed Lower case a to z, 15% ems

8 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it dissemi-

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6 POIN

POPULAR AND PROFITABLE ADVERTISEMENTS Intelligent advertisers always select the sheet which CIRCULATES among their distinctive line of customers

9 POINT

ARTISTIC BIRTHDAY INVITATIONS Our designs have set the standard for the most dainty EFFECTS at reasonable prices

11 POINT

HARVEST PEOPLE SHOUTING Greatest crops for many years and the prices RAPIDLY soaring upward 8 POINT

SOME REMARKABLE PECULIARITIES Man is a nomad. In his natural state he is HAMPERED by the conventionalities of society

10 POINT

EXHIBIT MENTAL ENDURANCE Health is the soul that ANIMATES all of the enjoyments which this life affords

12 POINT

MODERN SCHOOL BOARDS Teaching methods changed with BETTER results in the aggregate

 $Specimens\ are\ partly\ opened\ with\ 2\ point\ leads$ 

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a

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9 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative" the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude, it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius and the greatest thoughts of the greatest minds, nothing could more properly claim our respect and

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10 POINT LINING ROMAN NO 510

### **LINING ROMAN No. 510**

11 POINT LINING ROMAN NO 510

After speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of the human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical writing

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12 POINT LINING ROMAN NO 510

AFTER speech and after writing, which had been the slow growth of the ages. the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying. which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare

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### LINING ROMAN No. 511 AND No. 527

6 POINT LINING ROMAN NO 511

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in a similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the book of meditation and devotion more cheaply in the homes of the people, it took civilizer of the human race. While it disseminated knowl-

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5 POINT LINING ROMAN NO 527

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for postority the records of the next, the discoveries of science the to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscruptious in adhering to his text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraud benchanges of frequently, in blased usies and do condition of printed copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature and was nearly as great an injury to the human race as the invention has,

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8 POINT LINING ROMAN NO 511

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought, and the record of human action, it has been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manuscripts, no matter how conscientious and in the manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It restricted the fraudulent changes and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and sometimes unique copies of biblical and classical writings. This opportunity and its known abuse have rendered many of our important records untrustworthy. Thus the very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the book of meditation and devotion more cheaply in the homes of the people, it took the place to some extent the homes of the people, it took the place to some extent

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5 POINT NO 527 E

PROGRESS OF PRINTING FROM MOVABLE TYPES Perhaps there is no craft which has shown more phases of development during the present decade than the printing BUSINESS, and none that gives more hope of a distinct and

6 POINT NO 511

BUSINESS MEN DEMANDING FINE PRINTING Fine printing is in demand by an increasing class of business men, who become more liberal in payments for printing in proportion as it rises above the level

8 POINT NO 511

IMPROVEMENTS IN TYPE-MAKING Ever since TYPES were invented, founders have studied to make them harder and more durable. The improvement reached

### LINING ROMAN No. 512

6 POINT LINING ROMAN NO 512

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while many other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing else could more properly claim our consideration and our respect. But printing has done more than this. Besides being a preserver of human thought and the record of human action, it has been an instructor and a civilizer of the human race. So, while it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in manuscripts, no matter how conscientious and devoted the scribe might be. And he was not always overscrupulous in strictly adhering to the text if a turn of a letter or an inserted line might help his doctrine or theory. The multiplication of printed copies gave opportunity to compare texts with diverse and widely separated manuscripts. It also restricted the fraudulent alterations and additions of biased copyists and editors, which have been too frequently imposed upon the scarce and unique copies of biblical and classical writings—and these opportunities and their known abuse have rendered many copies of important records untrustworthy. The very lack of printing affected the truthfulness of our manuscript literature, and was nearly as great an injury to the human race as the invention has, since its advent, become a blessing. When, however, it placed the Bible and the book of more reliable and accurate, for it multi-

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6 POINT

WITH THE EVOLUTION OF PRINTING PERFECTION in literature, arts and sciences is brought within the realm of the possible

8 POINT

PRINTING IN ANCIENT TIMES THE early block-books were printed a page at a time, and one side only

10 POINT

HARD PROBLEM TO SOLVE RESEARCH concedes the invention of printing to John Gutenberg, a

8 POINT LINING ROMAN NO 512

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative" and the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and surely, if it had no other claim to our gratitude it would still be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, nothing could more properly claim our consideration and our respect. But printing has done more than this, for, besides being a preserver of human thought and the record of human action, it has likewise been an instructor and a civilizer of the human race. While it disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also as well able and account for it. it was also more reliable and accurate, multiplied copies which were exactly alike, and did not suffer from changes and errors in copying, which were only too numerous in the manu-

Lower case a to z, 15 % em

10 POINT LINING ROMAN NO 512

AFTER speech and after writing, which had been the slow growth of the ages, the art of printing should be regarded as next in importance. It has been called the "art preservative," the "nurse and preserver of all the arts," while other expressions in similar vein have been applied to it, and undoubtedly, if it had no other claim to our gratitude it would be worthy of all honor. To preserve for posterity the records of the past, the discoveries of science, the imagination of genius, the greatest thoughts of the greatest minds, perhaps nothing could more properly claim our consideration and our respect. But printing has done more than this, for, besides being a preserver of human thought and the record of human action, it has also been an instructor and a civilizer of the human race. It disseminated knowledge more widely and more rapidly than the hand of the scribe, it was also more reliable and accurate, for it multiplied copies which were exactly alike and

Specimens are partly opened with 2 point leads

### AMERICAN LINE LEADERS

The American Line Leaders shown herewith are the only correctly proportioned and accurately cut Leaders ever designed and cast. These have been cut in five distinct series, with a uniformity and harmony in the grading of the different sizes which will be appreciated by discriminating printers.

### AMERICAN LINE LEADERS SERIES 541

One Dot to the Em	PEF	RPOUND
6 Point	6	4 cents
7 Point	5	6 cents
8 Point	5	2 cents
9 Point	4	8 cents
10 Point	4	6 cents
11 Point	4	4 cents
12 Point	4	2 cents

### AMERICAN LINE LEADERS SERIES 542

	Two Dots to the Em	PER POUND
5 Point		\$1.20
5½ Point		74 cents
6 Point		64 cents
7 Point		56 cents
8 Point		52 cents
9 Point		48 cents
10 Point		46 cents
11 Point		44 cents
12 Point		42 cents

### AMERICAN LINE LEADERS SERIES 543

	Three Dots to the Em	PER POUND
5 Point		\$1.20
5½ Point		74 cents
6 Point		64 cents
7 Point		56 cents
8 Point		52 cents
9 Point		48 cents
10 Point		46 cents
11 Point		44 cents
12 Point		42 cents

This perfection has been attained only through the use of newly invented tools belonging exclusively to the American Type Founders Company. Following is an impression of each size of the five styles:

### AMERICAN LINE LEADERS SERIES 544

6 Point	Fine Hyphen Face	PER POUND 64 cents
7 Point		56 cents
8 Point		52 cents
9 Point		48 cents
10 Point		46 cents
11 Point		44 cents
12 Point		42 cents

### AMERICAN LINE LEADERS SERIES 545

H	yphen Face PER POUND
6 Point	64 cents
7 Point	56 cents
8 Point	52 cents
9 Point	48 cents
10 Point	46 cents
11 Point	44 cents
12 Point	42 cents

These Leaders are cast from Copper Alloy type metal, which excels all other makes in lightness and in wearing qualities. For the special convenience of printers they are put up in job fonts of three pounds and five pounds and sold at regular body type rates, the same as charged when ordered in bulk.

The American Line Leaders line accurately with all American Line faces cast on larger or smaller bodies by justification with Point Leads and Slugs. A practical illustration is given on the opposite page.

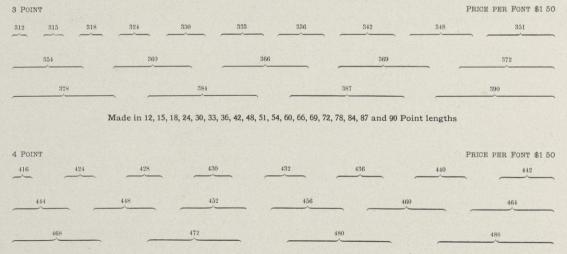
### AMERICAN LINE LEADERS

MADE IN FIVE STYLES—See opposite page

10.	45 aligned with 18 Point and 30 Point Tiffany Script
Shipped, in good order and condition	on byon board
the steamer Copper Alloy, of the America	an Line, the following articles as numbered
below, which are to be delivered in like good o	rder to
at the port of	or his heirs or assigns; he or they to pay
at the rate of	and charges, \$
	thisday of1903.
Specimen of 12 Point American Line Leaders No. 544 used with 12 Point Camelot Oldstyle	Specimen of 12 Point American Line Leaders No. 541 used with 12 Point Lining Ronaldson No. 551
Hungarian Dance Keler Bela	Allegro Risoluto Mattei
Clover Blossom Clara Rogers	Mattinata Nieniawski
Serenade Beethoven	Night Hymns Thomas
Who is Sylvia Schubert	Leave Me Not H. Bullard
Specimen of 10 Point American Line Leaders No. 542 used with 10 Point Cheltenham Oldstyle	Specimen of 10 Point American Line Leaders No. 543 used with 10 Point Lining Cushing Monotone No. 553
Maiden's Lament Johann Scarlatti	The Sun of the Puzta
Mazurka in B Minor Saint Saens	SunsetElizabeth Coolidge
Mandalay A. Goring Thomas	The Podsnap Hunt
Voci Di PrimaveraStrauss	Le CygneSir Harry Hoguet
Specimen of 8 Point American Line Leaders No. 541 used with 8 Point Della Robbia	Specimen of 8 Point American Line Leaders No. 544 used with 8 Point Century Expanded
Planet Venus February 14	The Year's at the Spring Haydn
La Champagne March 17	'Neath the StarsJ. B. Sinzlee
Montauk Point October 19	Presto in E MajorBeethoven
Virginian November 28	FruhlingsglaubeJohann Strauss
Specimen of 6 Point American Line Leaders No. 543 used with 6 Point Lining Cushing No. 2	Specimen of 6 Point American Line Leaders No. 542 used with 6 Point Lining French Old Style No. 552
Benefits of the KindergartenChickering	Domestic Economy
The Modern Child	Inventions of the Century
American Husbands	Personation

### LINING HEAVYFACE DASHES

USEFUL IN JOBBING No. 2 No. 1 LINING HEAVYFACE DASHES No. 3. Job Fonts, Two Sizes, \$0.40 LINING HEAVYFACE DASHES No. 1. 30 Point— Lining Heavyface Dashes Job Fonts, Four Sizes, \$0.25 Sold in Quantities at 6 Point body-Second-Class Prices 36 Point 8 Point body-10 Point body-12 Point body-LINING HEAVYFACE DASHES No. 4. Job Fonts, Two Sizes, \$0.75 LINING HEAVYFACE DASHES No. 2. 48 Point-Job Fonts, Three Sizes, \$0.30 14 Point-24 Point— 60 Point-NEW METAL BRACES 3 POINT



Made in 16, 24, 28, 30, 32, 36, 40, 42, 44, 48, 52, 56, 60, 64, 68, 72, 80 and 88 Point lengths

The last two figures of each number indicate the length of Brace in points

# American Borders Distinctive Designs

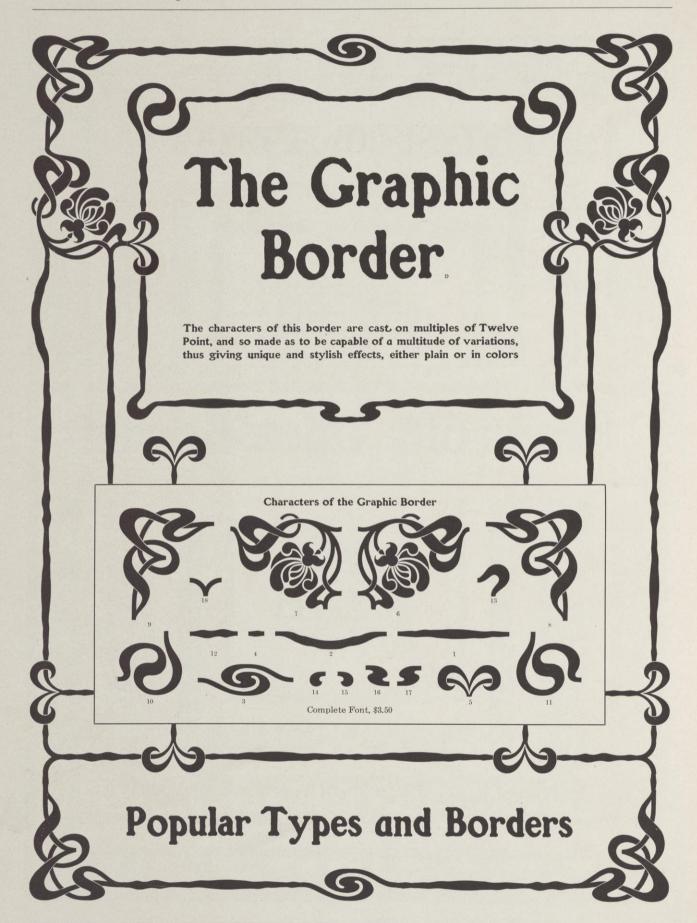




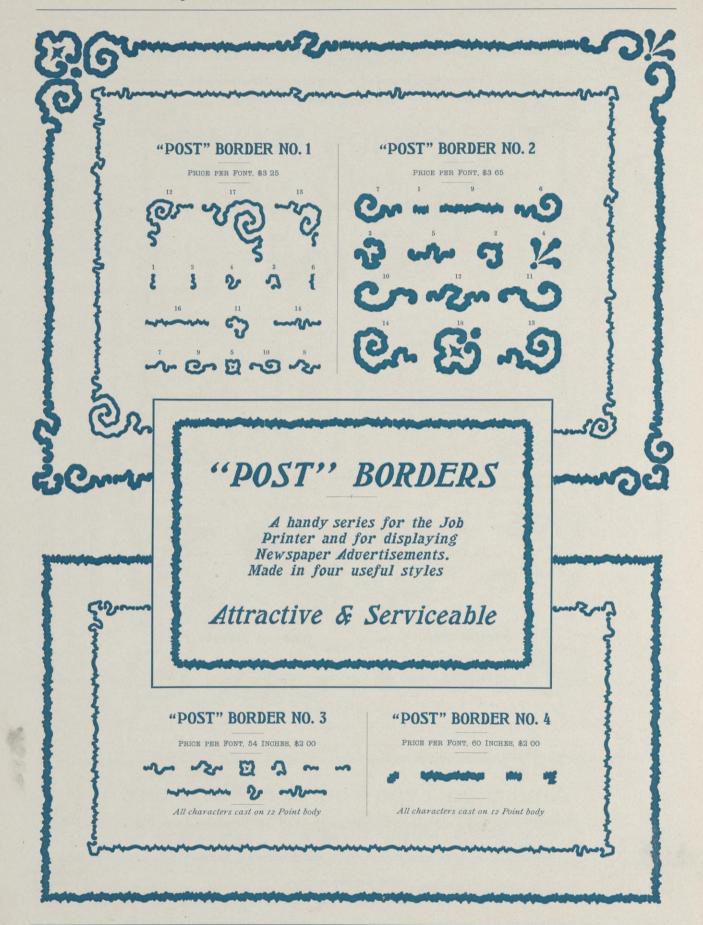


# Roycroft Open Border





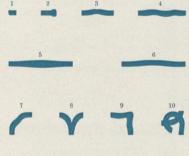
# The Stylus Border. Border Beauties Highly Effective Combinations The possibilities of the Stylus Border for origi-All characters are cast on Point Bodies, lining nal and artistic effects perfectly in any comare practically limitless bination by using our 6 and 12 Point quads Characters of the Stylus Border Complete Font, \$3.50 American Type Founders Company Maker of the Best Things for the Printer



# MAGAZINE BORDERS.

### 6 Point Magazine Border

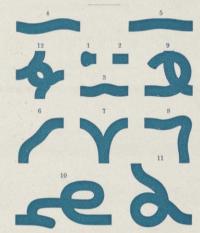
FONT COMPLETE, 54 INCHES, \$1 50



11 12 13 14

### 12 Point Magazine Border

FONT COMPLETE, 36 INCHES, \$1 50



HE various characters of these Borders are cast on the multiples of 6 and 12 point bodies, and every possible combination may be made with 6 or 12 point quad justification in a very short space of time. Both sizes of these Borders are exceedingly well suited for catalogue covers or attractive and up-to-date advertising matter

Attractive Border Designs

# ARLINGTON BORDERS

6 Point Arlington Border No. 255. 5 Feet, \$1.40

These Borders are Put
Together as Quickly as Ordinary
Quads

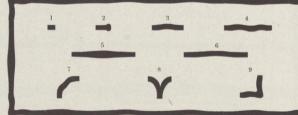
12 Point Arlington Border No. 234. 5 Feet, \$1.60

## COLONIAL BORDER

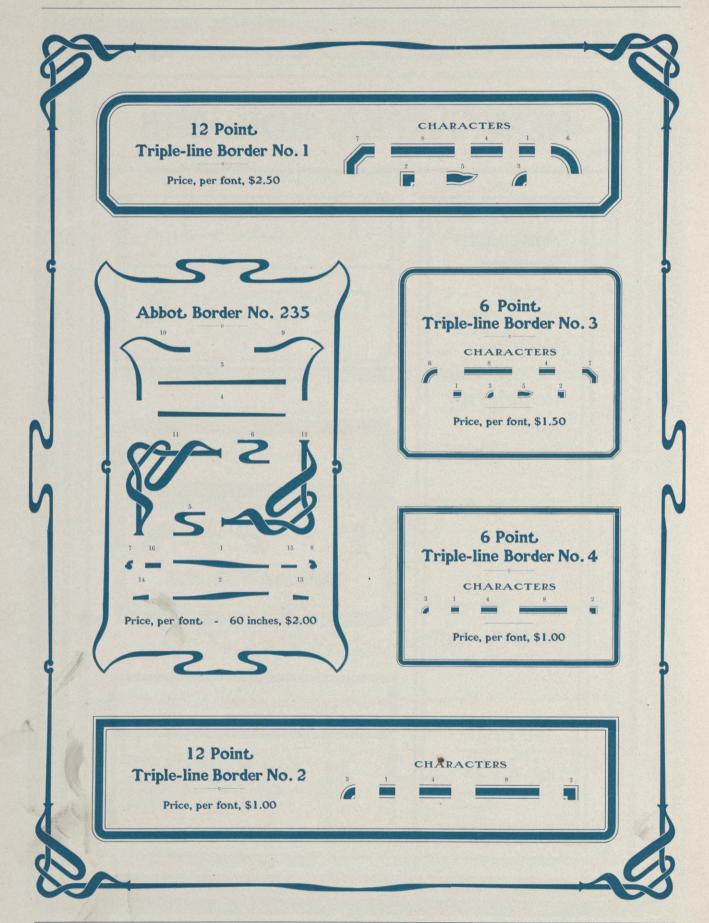
6 Point No. 256

5 Feet, \$1.40

Handy Borders for the Job Printer and for the Newspaper Ad. Room



# NEWSPAPER BORDERS. "American" 3 Point on 6 Point No. 48 5 Feet, \$1.40 **Borders** Lead the World in **Popularity** and Number 12 Point No. 231 5 Feet, \$1.60 6 Point No. 254 5 Feet, \$1.40 **AMERICAN** TYPE **FOUNDERS** CO. Originator of Borders



# MERCANTILE BORDERS

18 Point Mercantile Border

CHARACTERS



Price per font, 5 feet, \$2.50

3 Point on 6 Point Mercantile Border No. 49

CHARACTERS

Price per font, 5 feet, \$1.40

6 Point Mercantile Border No. 257

CHARACTERS



Effective Borders for Quick Handling

Mercantile Borders can be put together as quickly as ordinary Quads, as all characters are cast on multiples of 6 Pt. body.

Put up in large fonts at small prices.

12 Point Mercantile Border No. 236

CHARACTERS



Price per font, 5 feet, \$1.60

### RUGGED BORDER ROUND CORNERS

6 POINT NO 544E

4 POINT NO 542E

3 POINT NO 541E

2 POINT NO 540E

SET OF FOUR, ANY ONE SIZE, 50 CENTS

Order by Name and No.

### Measurement of Round Corners

								11/	SIL	)E					OL	118	IDE			
2	P	oi	nt		+	*		16	X	76	Po	in	ts		18	X	78	Po	ir	its
3								15	X	75				1	18	X	78			
4								14	×	74					18	X	78			
6								12	X	72					18	X	78			

### Rugged Border Rule

538E	1 POINT	5 CENTS PER FOOT
539E	1½ POINT	7½ CENTS PER FOOT
540E	2 POINT	10 CENTS PER FOOT
541E	3 POINT	15 CENTS PER FOOT
542E	4 POINT	20 CENTS PER FOOT
543E	5 POINT	25 CENTS PER FOOT
544E	6 POINT	30 CENTS PER FOOT

### Labor-Saving Fonts with Mitered Corners

1 ]	Po	in	t		pe	er	lb	٠,	\$2	50	4	I	0	in	t	pe	r	1b	٠,	\$1	50	
11/				16					2	00	5									1	50	
2									1	75	6									1	50	
3.									1	60												

### Labor-Saving Fonts with Round Corners

2	Point	. per lb., \$2	00	4 Point	. per lb.,	\$1 75
3		1	85	6		1 75

# Rugged Border Brass Rule

201D 1 POINT 5 CENTS PER FOOT 203D 3 POINT 15 CENTS PER FOOT 201½D 1½ POINT 7½ CENTS PER FOOT 204D 4 POINT 20 CENTS PER FOOT 202D 2 POINT 10 CENTS PER FOOT 206D 6 POINT 30 CENTS PER FOOT

### PRICES OF LABOR-SAVING FONTS

SUPPLIED ONLY WITH MITERED CORNERS

1 Point - per lb., \$2 50 | 2 Point - per lb., \$1 75 | 4 Point - per lb., \$1 50 | 1½ Point per lb., 2 00 | 3 Point - per lb., 1 60 | 6 Point - per lb., 1 50

### PLAIN FACE RULE ROUND CORNERS

POINT NO 191E

4 POINT NO 187E

3 POINT NO 185E

2 POINT NO 182E

Order by Name and No.

SET OF FOUR, ANY ONE SIZE, 50 CENTS

### Measurement of Round Corners

							117	ASIL	)E					OU	18	DE			
2	P	oi	nt				16	X	76	Po	in	its		18	X	78	Po	in	its
3							15	X	75					18	X	78			
4							14	X	74					18	X	78			
6							12	X	72					18	X	78			8

### BRASS RULE

177E	1	POINT	5	CENTS	PER	FOOT
180E	1½	POINT	7½	CENTS	PER	FOOT
182E	2	POINT	10	CENTS	PER	FOOT
185E	3	POINT	15	CENTS	PER	FOOT
187E	4	POINT	20	CENTS	PER	FOOT
189E	5	POINT	25	CENTS	PER	FOOT
191E	6	POINT	30	CENTS	PER	FOOT

### Labor-Saving Fonts with Mitered Corners

1 Point	. per lb., \$2	50	4 Point . per lb., \$1 50
$1\frac{1}{2}$	2	00	5
2	1	75	6 1 50
9	1	00	

### Labor-Saving Fonts with Round Corners

2	P	0	in	t	pe	r	lb	٠,	\$2	00	4	Po	oir	nt	pe	er	1b.	, \$1	75
3									1	85	6							. 1	75

### NEW BRASS RULE

10A 2 POINT 10 CENTS PER FOOT

10A 4 POINT 20 CENTS PER FO

6 POINT

30 CENTS PER FOOT

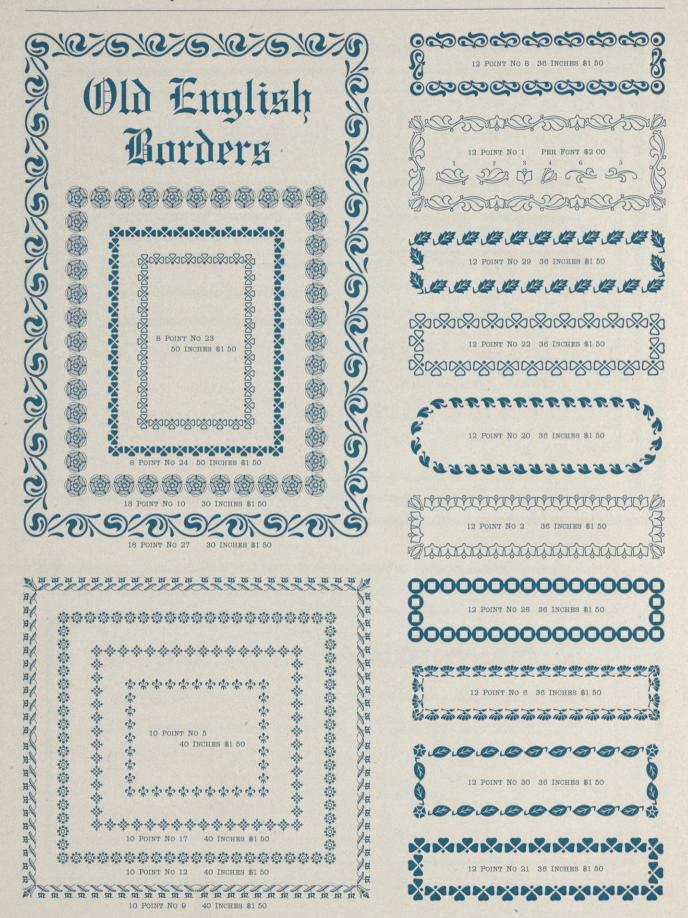
10A 3 POINT 15 CENTS PER FOOT

### PRICES OF LABOR-SAVING FONTS

SUPPLIED ONLY WITH MITERED CORNERS

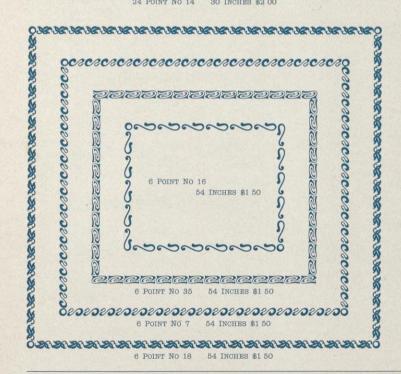
 2 Point
 per lb., \$1.75
 4 Point
 per lb., \$1.50

 3 Point
 per lb., \$1.60
 6 Point
 per lb., \$1.50

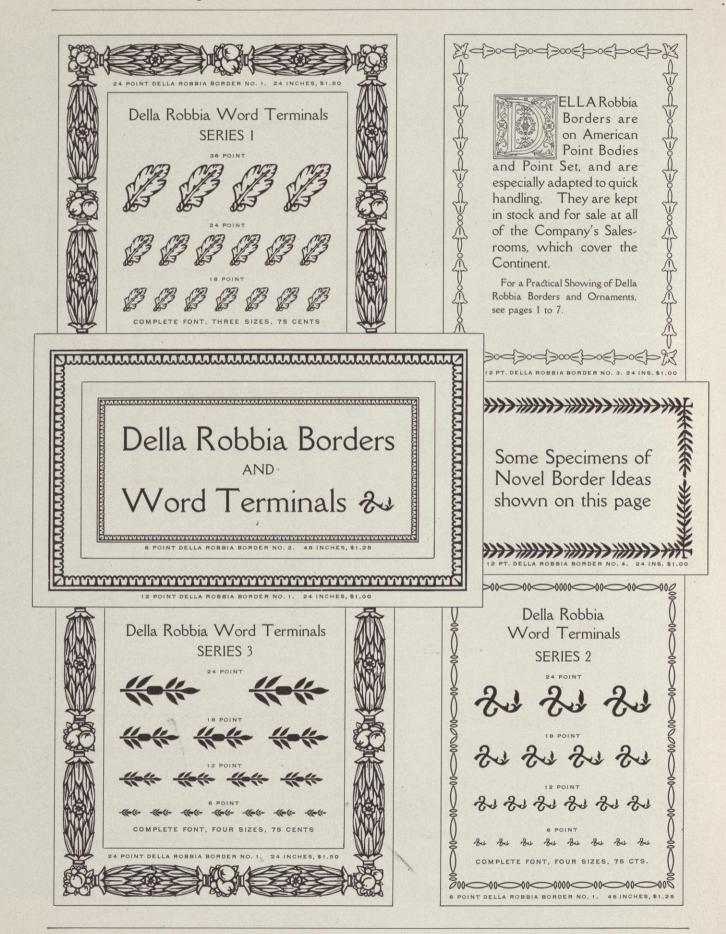


# Old English Borders 14 POINT NO 19 36 INCHES \$1 50

24 POINT NO 14 30 INCHES \$2 00

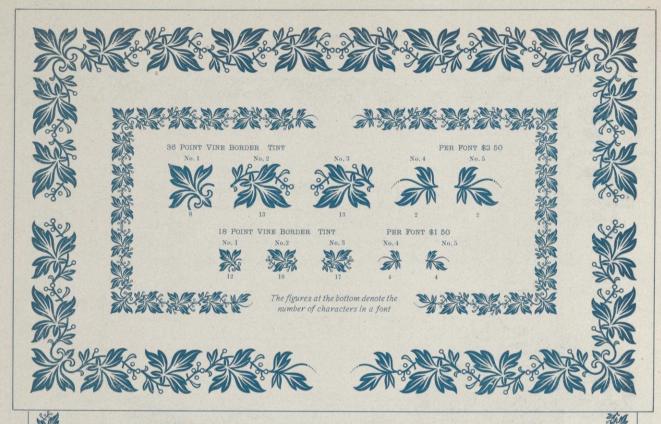


6 POINT NO 4 54 INCHES \$1 50 6 POINT NO 11 54 INCHES \$1 50 **್ಷಂಬಕ್ಕೆ ಬಕ್ಕೆ ಬ** 6 POINT NO 3 54 INCHES \$1 50 onanananananananananananananananana 6 POINT NO 33 54 INCHES \$1 50 kerererererererererererererere 6 POINT NO 25 54 INCHES \$1 50 6 POINT NO 26 54 INCHES \$1 50 6 POINT NO 31 54 INCHES \$1 50 6 POINT NO 32 54 INCHES \$1 50





Specimens of Distinctive American Borders



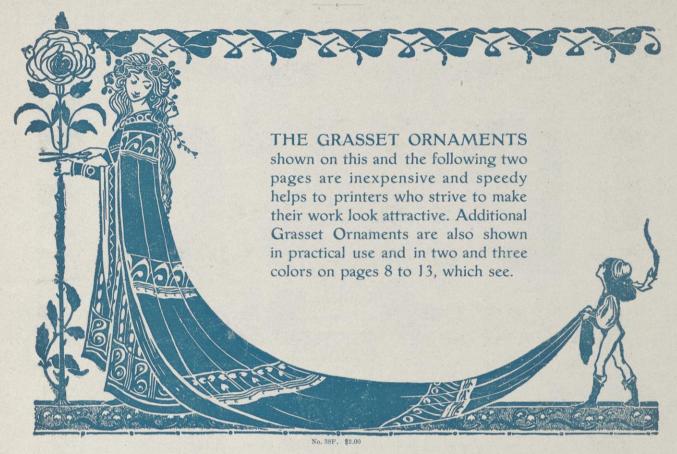




Order by Name and Number

**GRASSET ORNAMENTS** 

ADDITIONAL ORNAMENTS SHOWN ON PAGES 8 TO 18





### Specimens of Electrotyped Ornaments



AMERICAN TYPE FOUNDERS COMPANY

### Specimens of Electrotyped Ornaments



AMERICAN TYPE FOUNDERS COMPANY

# AMERICAN LINE LABOR- LEADS



HESE are special fonts of Labor-Saving Leads, cut from 1 em to 20 ems of 12 point, for use in lining type cast on American Line or the lining systems of other foundries. The fonts are cut from 1 point brass leads and 2 point and 3 point metal leads, and put up as indicated below:

### ONE POINT BRASS LEADS

Font contains 7 pieces each 1 to 10 ems, graduated by 6 points; 7 pieces each 11 to 14 ems, graduated by 12 points; and 5 pieces each 15 to 20 ems, graduated by 12 points. Font measures about 260 inches.

PRICE, \$1.00

### TWO POINT METAL LEADS

Font contains 12 pieces each 1 to 10 ems, graduated by 6 points; also 12 pieces each 11 to 20 ems, graduated by 12 points. Font weighs four pounds.

PRICE, \$1.00

### THREE POINT METAL LEADS

Font contains 8 pieces each 1 to 10 ems, graduated by 6 points; also 8 pieces each 11 to 20 ems, graduated by 12 points. Font weighs four pounds.

PRICE, \$1.00

