

# New type faces, borders, elements, brass rule. 1917

American Type Founders Company Jersey City, New Jersey: American Type Founders Company, 1917

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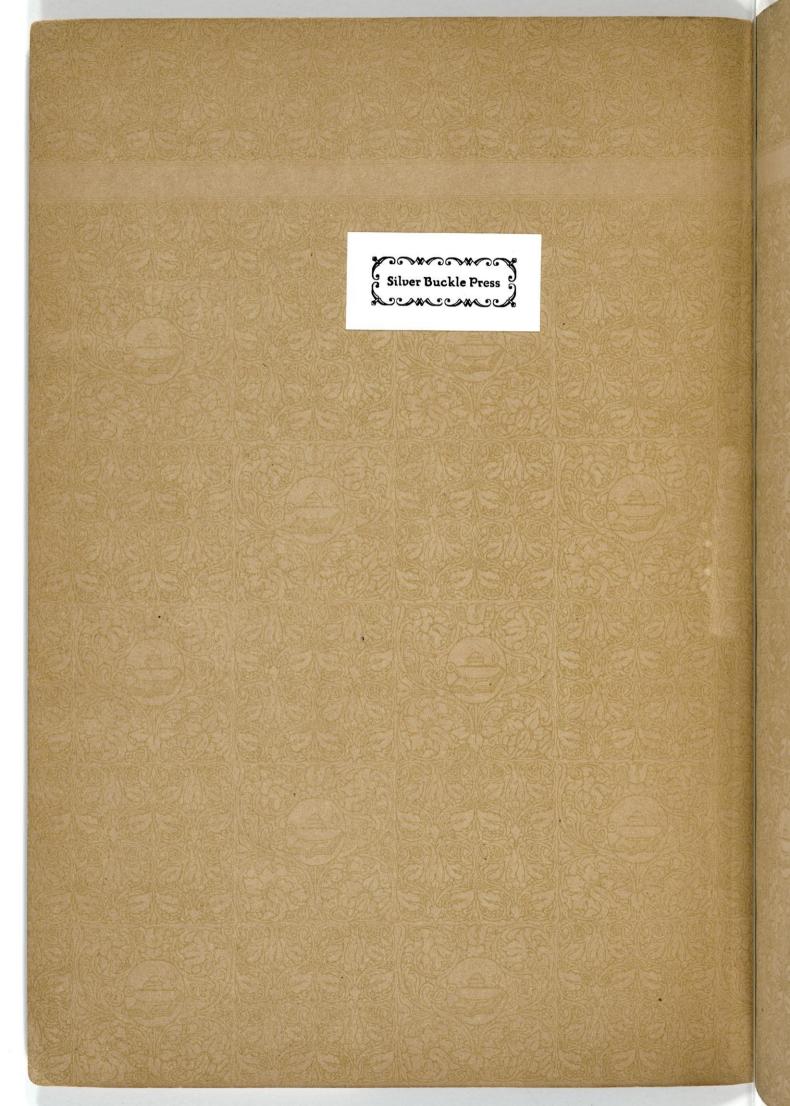
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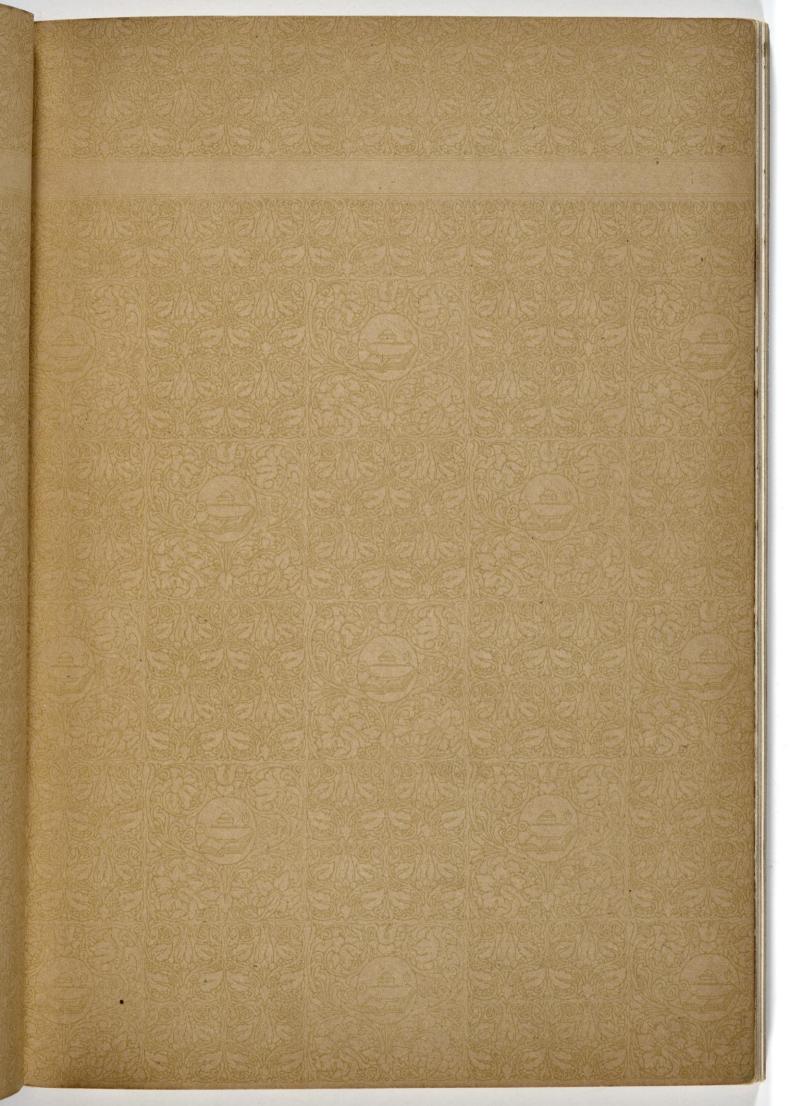
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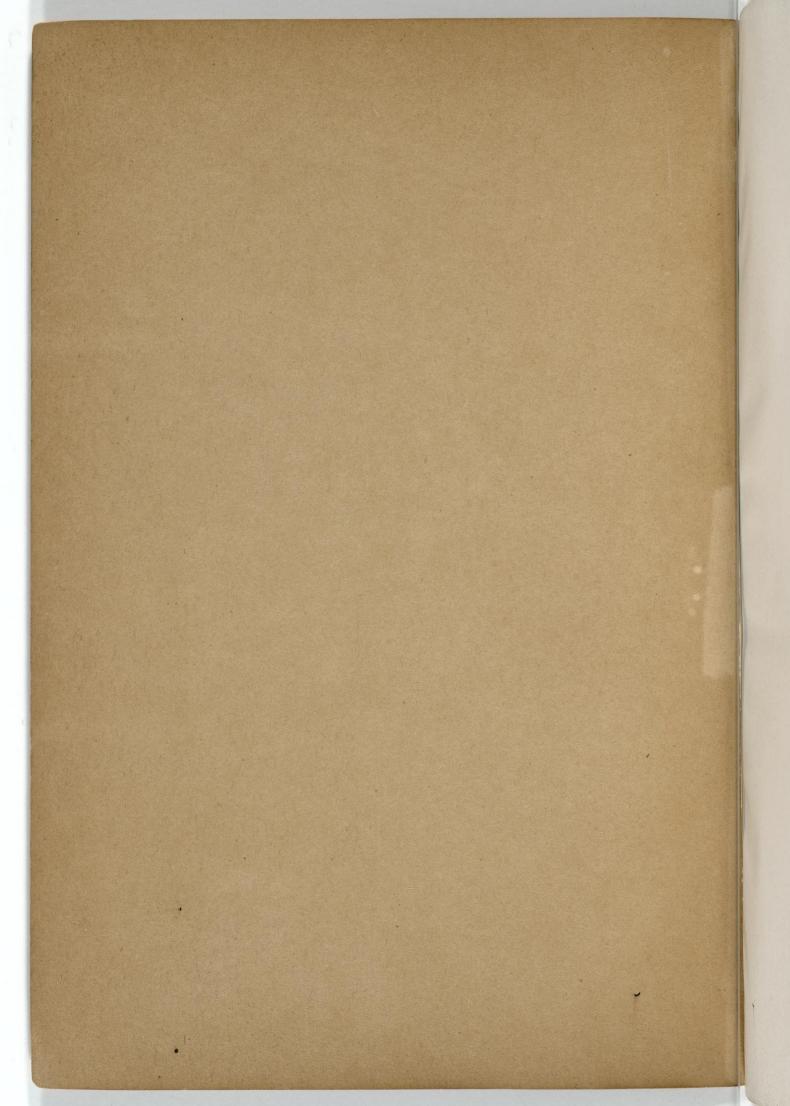
# AMERICAN SPECIMEN BOOK OF TYPE STYLES

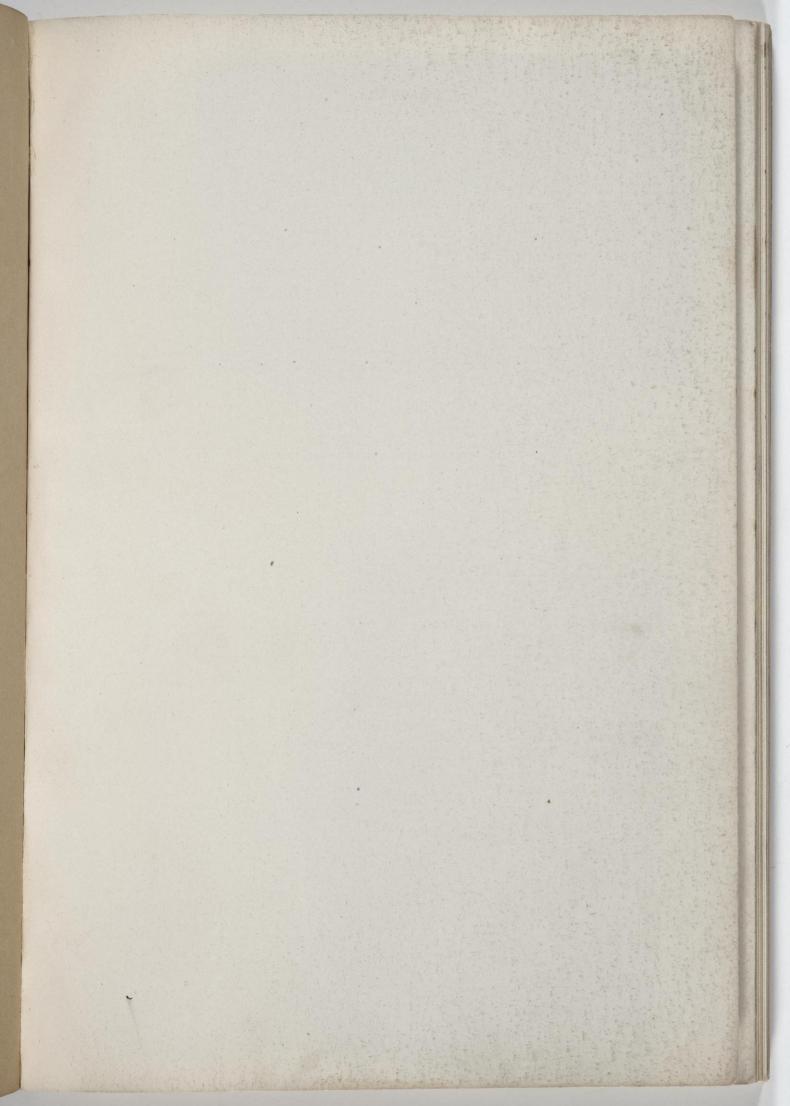
SUPPLEMENT

AMERICAN TYPE FOUNDERS COMPANY

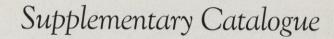








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# NEW TYPE FACES BORDERS · ORNAMENTS BRASS RULE

PRODUCED BY THIS COMPANY SINCE THE PUBLICATION OF THE AMERICAN SPECIMEN BOOK OF TYPE STYLES, 1912



KEEP THIS SUPPLEMENT WITH YOUR SPECIMEN BOOK

1917

### AMERICAN TYPE FOUNDERS COMPANY

THE WORLD'S GREATEST TYPEFOUNDER





#### SELLING HOUSES

BOSTON, MASS. . . . . . . . . . . . . . . 270 Congress Street NEW YORK CITY . . . . . William and Frankfort Streets PHILADELPHIA, PA. . . . . . . 17-19 South Sixth Street BALTIMORE, MD. . . . . . . . 213-217 Guilford Avenue CLEVELAND, OHIO . . . . . . 15 St. Clair Avenue, N. E. DETROIT, MICH. . . . . . . . 43-45 West Congress Street CHICAGO, ILL. . . . . . . . 210-212 West Monroe Street CINCINNATI, OHIO . . . . . . . . . . . 646 Main Street ST. LOUIS, MO. . . . . . . . . Ninth and Walnut Streets MINNEAPOLIS, MINN. . . . . . . 421 Fourth Street, South KANSAS CITY, MO. . . . . . 602-604 Delaware Street DENVER, COLO. . . . . . . . . . . . . . . 1621 Blake Street LOS ANGELES, CAL. . . . . . . . . . . . . 121 North Broadway SAN FRANCISCO, CAL. . . . . 820-822 Mission Street SPOKANE, WASH. . . . . Sprague Avenue and Browne Street WINNIPEG, CANADA . . . . . . . . 175 McDermot Avenue CONNER, FENDLER & COMPANY . 96 Beekman St., New York City MILWAUKEE PRINTERS SUPPLY HOUSE, 125 Second St., Milwaukee, Wis.

#### SELLING AGENT

E. C. Palmer & Company, Ltd. . . . . New Orleans, La.

#### FOREIGN SELLING AGENTS

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TO

# American Specimen Book of Type Styles SUPPLEMENT

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### Announcement

HIS Supplementary Catalogue contains showings of the many beautiful type faces, decorative materials and brass rule produced by the American Type Founders Company since the last big catalogue was issued in 1912. May we request you to examine carefully the showings herein, and then ask yourself this question: In the whole world can you find another typefoundry that offers to patrons such a comprehensive variety of useful and artistic materials with which to do good printing?

KEEP THIS SUPPLEMENT
WITH THE BIG CATALOGUE FOR
READY REFERENCE

American Type Founders Company

THE MOST PROGRESSIVE TYPEFOUNDRY IN THE WORLD

# RESPONDENT Slowly Convincing

# CHARGING TIME Hours Become Money

# BROWNED URCHINS Country sunshine imparting complexions indelibly baked

LEARNED INSTRUCTOR Educational advantages provide modern youth ultimate triumph

36 Point

8 A \$3 65 13 a \$3 20 \$6 85

### **UESTIONABLE METHODS** Extortioners threatening confiscation whenever merchants make objections

### CONVENED MEMBERS GROUPED Political leader nominates candidate having clearly demonstrated required qualifications

**QUICK PRINTING RECEIVES DISRESPECT** Lowest priced competitor figures on rush jobs, which invariably result in displeasure for all those concerned

18 Point

16 A \$2 05 30 a \$2 00 \$4 05

RENDER HIGHEST SERVICE DESIRABLE customers appreciate the attentions that rush printers have no time to incorporate into their policies

25 A \$1 50 50 a \$1 55 \$3 05

BEAUTIFUL ANTIQUATED BOOKS BOOKS drawn on clay or stone tablets are not comparable to books written on parchment scrolls, while hand-lettered illuminated books of the Middle Ages are in a different category altogether from the twentieth century volume

14 Point

22 A \$1 95 42 a \$1 90 \$3 85

AMERICAN SERVICE UNEXCELLED WE HAVE a service department known as the Efficiency Department; its single purpose is to solve your printing problems

NOTICE

24 A \$1 70 47 a \$1 80 \$3 50 PROGRESSIVE PRINTERS Many large concerns have taken advantage of this opportunity to secure better work \$1234567890

Oldstyle Figures 1234567890 are put up with each font Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

8 Point 28 A \$1 40 56 a \$1 40 \$2 80

REQUIRED IMPROVEMENTS OBTAINED THE MODERN book is composed in foundry-cast type and printed on presses that are marvels of ingenuity. It must be printed to prevent eye-strain. So we find a notable difference between a book set in foundry-cast

type and a book set with the machine type

6 Point 32 A \$1 30 60 a \$1 20 \$2 50

A BEAUTIFULLY EXECUTED VOLUME THE PAGES of "The Book of Hours" are painted and lettered with loving care. The brothers must have literally lived with and have had their being in the lovely pages of the work. Its balance and harmony of mass and line must be an inspiration to every artistically inclined printer \$1234567890

SMALL CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

# Profitable Advertising

IT'S THE PROFIT THAT COUNTS

FOUR months ago we printed ten thousand booklets for the Falcon Shoe Company. Yes; we wrote the copy, selected the stock and made the layout. In fact, our Service Department attended to every detail. The complete cost of the booklets, including mailing, was less than three hundred dollars. But that isn't the point. Those booklets have sold forty-five thousand dollars' worth of shoes. Isn't that profitable?

#### THE H. M. HORNER PRINTING COMPANY

FULTON AND WEST STREETS · NEW YORK CITY



### OUR NEW BANKING DEPARTMENT IS PLEASING DEPOSITORS AND RECEIVING COMMENDATION



ANKING has been accorded extraordinary care by the management with the view to making it as nearly faultless as is possible with so important a part of our business. Every accommodation that makes for the convenience and satisfaction of our

numerous patrons has been provided, and the hours have been so arranged as to encourage savings. The men who have assumed the care of this department are gentlemen well known for honesty and efficiency in business, financial and professional circles of our flourishing community. Each one is a representative citizen whose reputation is thoroughly established, and who is well informed on matters pertaining to the banking business. It will be the earnest and constant effort to influence saving on the part of the working classes, and many benefits are expected to accrue which frequently are given comparatively slight attention and which many persons

Cloister Ornament Cloister Initial

### CLOISTER OLDSTYL

CONVEYS THAT HAND-LETTERED EFFECT SO MUCH SOUGHT AFTER BY ARTISTIC PRINTERS AND SO GREATLY ADMIRED BY ALL WISE **PUBLISHERS AND ADVERTISERS IN** 

THIS COU ANDSTYL ORIGI

> CLOISTE LEA

**GRACE A** WINS TH

CLOISTER OLDSTYLE IS CAST ON THE SCRIPT LINE AND MADE IN THIRTEEN GRADED

American Type Founders Company

> OF THE FAMILY IDEA IN TYPE DESIGN

### Classic Type Design

THAT HAS ATTAINED GREAT POPULARITY AMONG PRINTERS AND ADVERTISERS



A NARRATIVE OF CLOISTER OLDSTYLE, CLOISTER ITALIC AND CLOISTER TITLE WHICH SHOWS MODERN IDEAS IN TYPEFOUNDING AS A GREAT ASSISTANCE TO PRINTERS



HE Cloister Oldstyle, cast in sizes

HE Cloister Oldstyle, cast in sizes ranging from six ranging from six point to seventy-two point, was designed and cast in Venice by Nicolas Jenson and first used by him in the Eusebius of 1470. Jenson produced the finest books of the first half century of printing, and the most competent authorities agree that his Roman types never have been surpassed in their beauty. Cloister Oldstyle is cast on the script line, to accommodate the long descenders, and as the shoulders of the caps on the script line prevent desirable close setting where caps only are used, we offer a series of Cloister Title in which the caps, from six point to forty-eight point, have the least possible amount of shoulder. The Cloister Italic, from six point to seventy-two point, is a real novelty, inasmuch as it is entirely unlike any other existing italic face. In Jenson's time there were no italic types. Italic types were first introduced by Aldus of Venice in 1491. No italic types were made in the first century of printing that would harmonize with Jenson's Roman types. However, following the shapes of the earlier sixteenth century italics of Aldus of Venice, and also of Bonhomme and Rovilli of Lyons, the resulting design harmonizes beautifully with the Cloister Oldstyle, and is the most striking and pleasing italic offered

to the printers. Nicolas Jenson was born in France in 1420. He served as apprentice in the mint in Paris as an engraver of dies, and in 1458, while master of the mint in Tours, he was sent by the king to learn the secret of printing in Mainz, with a view to introducing the new art in 1461, but meanwhile another king was reigning, who apparently was not interested in printing, and the next we learn of Jenson is that he commenced printing in Venice in the year 1470, the second printer there. In his first year he produced four important editions, and more than one hundred and fifty during the remaining ten years of one design and one size until 1475, when he added two sizes of beautiful text types. His books are either quarto or folio, and their characteristics are simplicity with correct proportions, beautiful types, classic margins and faultless composition. When he died, in 480, his will showed that he was endued with wealth—one of the richest men of an affluent city in which so many printers seemed to have attained to opulence. His types and plant were purchased by Andrea de Torresani de Asola, who continued the business. Andrea de Torresani had a scholarly apprentice or assistant who married his daughter, and succeeded to the business in 1488. This was Aldus Manutius, the printer, who afterward made his press more valuable to the world than any other by

Six Point Cloister Oldstyle, set solid

Cloister Ornament Cloister Initial

### **NEW PARIS FASHIONS**

SHOWN IN NEW YORK FOR THE FIRST TIME



OCKMORE & GOLDSTEIN are now holding informal displays of latest Paris Fashions in Suits, Coats, Gowns, Wraps, Skirts and Fall Millinery for your immediate selection or made to order. This store has been called "The Paris Shop of America" and those who have seen this display have expressed the same thing. If it is the last

word in style you will be sure to find it at the Rockmore & Goldstein shop. There is no greater selection in this city. A visit to our show rooms, and a casual inspection

of our stock, will convince you that our cla

Cloister Initial



A MAGAZINE FOR THEATER FOLK

A publication which can be relied on by members of the profession. Sure to be representative and will at all times open its pages to tell of the good things that interest stage people



### THE CLASSIC CLOISTER FAMILY

NOT IN THE
HISTORY OF ADVERTISING
HAS A MORE
EMINENT TYPE FAMILY
REIGNED

CLOISTER STYLES
PREVAIL

Cloister Ornament

#### SAFETY FIRST

The Rialto Temple of Motion Pictures

Can Be Entirely Emptied in Less Than Three Minutes

Choose the Nearest Exit and

In Case of Fire Walk Quietly to That Exit

Avoid Panic

# Comfort and Style

WHEN BUYING YOUR NEXT PAIR OF SHOES DO NOT SACRIFICE COMFORT FOR STYLE, NOR STYLE FOR COMFORT; DEMAND BOTH

The REQUARD Shoes are designed mainly for the comfort of the wearer, yet a casual inspection will convince

WOMEN

you of their distinctive style supremacy, while maximum durability is evident in every stitch and backed by the Requard written guarantee

ASK TO SEE OUR NEW AUTUMN SUEDE TOP



The Association of Albany Florists cordially invites you to attend the Second Exhibition of Rare Blooms Monday, June 18, 1917

THE EXHIBITION WILL BE HELD IN THE FIRST REGIMENT ARMORY ON CLEVELAND STREET KINDLY PRESENT THIS CARD

Cloister Ornament

#### HIS FIRST JOURNEY

A Comedy in Four Acts under the Direction of A. E. Coss and Presented by the Cumberland Dramatic Club at Noel Hall, Friday Evening, May 18, 1917

TICKETS 25 CENTS

### SHOE CO.

CHICAGO AND NEW YORK

#### Just This Minute

If we're thoughtful, just this minute,
In whate'er we say and do;
If we put a purpose in it
That is honest thro' and thro'
We shall gladden life and give it
Grace to make it all sublime;
For, though life is long, we live it
Just a minute at a time.

Just this minute we are going
Toward right or toward wrong;
Just this minute we are sowing
Seeds of sorrow or of song.
Just this minute we are thinking
On the ways that lead to God,
Or in idle dreams are sinking
To the level of the clod.

Yesterday is gone; to-morrow Never comes within our grasp; Just this minute's joy or sorrow, That is all our hands may clasp. Just this minute! Let us take it As a pearl of precious price, And with high endeavor make it Fit to shine in paradise. 72 Point

4 A \$6 80 6a \$5 45 \$12 25

# BRIGHT MINDS Investigators Remain

60 Point

5A \$5 90 8a \$4 85 \$10 75

# CHANGE NUMBER Enumerate Departments

48 Point

6 A \$4 75 12 a \$4 50 \$9 25

## BEAUTIFUL PRINTING Effective typography procured with American line type styles

49 Point

7 A \$3 90 13 a \$3 70 \$7 60

PROMINENT EXHIBITION Remarkable typographic show held by leading association of employers

### MODERNISM PREDOMINATES

Composing rooms of many leading offices provided with a complete steel equipment

30 Point

### PRODUCE DISTINCTIVE CREATION

Energetic printer prepares delightful typography with a complete series of the artistic Cloister Italic

### ENVIRONMENT INFLUENCES COMPOSITOR

Originality and taste of workmen can overcome deficiencies in material in the construction of handsome printed matter

17 A \$2 15 31 a \$1 95 \$4 10

### HARMONIOUS TREATMENTS Careful selection of paper and inks must be made if most effective result is desired

8 Point

30 A \$1 40 60 a \$1 35 \$2 75

LENGTH OF MEASURES IMPORTANT Considerable attention must be given by printing salesmen and executives to the length of type lines when working on dummies for advertising matter of any kind, so as to get maximum publicity value

CONQUERING PRINCIPLES OF IMPOSITION

14 Point

12 Point

23 A \$1 90 46 a \$1 85 \$3 75

REQUIRES DISTINGUISHED SPECIMEN Many particular patrons specify the Cloister when desiring a piece of typography that will possess the

maximum of attractiveness and at the same time be easy to read

26 A \$1 75 52 a \$1 70 \$3 45

These Special Characters are put up with each font

ABDEGJMN PRTUY Qu k v w & # "" () []

ETHICS OF ADVERTISING Lining Figures 1234567890 are put up in separate fonts and are furnished only when specially ordered goods that have merit \$1234567890

Several fundamental rules of stone work must be mastered by a printer before he can become proficient in laying out intricate forms for the various folding machines. Special attention should always be given to such very

important details as the location of the lowest folio, position of quoins, proper margins, etc.

33 A \$1 25 65 a \$1 25 \$2 50

UNIQUE PROCESS OF WOOD ENGRAVING In former days, wood engraving was done on boxwood because of its close-grained, smooth texture. In recent times the wood has to be cut across the grain, the transverse surface being used. Boxwood trees seldom yield a single block fit for a fine engraving surface larger than three square inches, so a full-page magazine cut has to be engraved on a block of several pieces \$1234567890

Candid statements in publicity will greatly increase the confidence and respect of consumers for advertised

WILLIAM SHAKESPEARE'S

### Romeo & Juliet

A Popular Transcription of Shakespeare's Greatest Tragedy of Love With Illustrations

THE two leading families in Verona were the noble Capulets and the Montagues. There had been a very old quarrel between these families, which was grown to such a height and so deadly was the enmity between them, that it extended to the remotest kindred and to followers and retainers of both sides, insomuch that a servant of the house of Montague could not meet a servant of the house of Capulet, nor a Capulet come in contact with a Montague by chance, but fierce words and ofttimes bloodshed ensued; and very frequent were the brawls from such accidental meetings which disturbed the happy quiet in the streets of Verona.

Lord Capulet made a great supper, to many fair ladies and many noble guests

### LINCOLN LECTURE

By CHARLES ROCHE
Professor Philosophy
Paris, France

Saturday Evening May Three

GRAND HOTEL

Madison Avenue & Beresford Street

### October Seven to Twenty

### Automobile Exhibit

First Demonstration of the Newest & Highly Improved Models of Every Description

National Rotunda

# Quality

SHOULD BE THE SLOGAN OF EVERY REAL PRINTER

To obtain Quality in Printing it is most essential that the typographer be familiar with the work of the great printers, so as to establish a basis of standard. Printing as a trade, with all its rush and bustle, its wonderful mechanical equipments, is apt to give too little thought to printing as a handicraft, to the spirit of craftmanship which would breathe life and beauty into the output of dead and deadening tools. One of the main features helping towards Quality in Printing is perfectly made type

### GOREN TRADE MARK REGISTERED DENTIFRICE

YOUR TEETH REQUIRE CARE
AND ATTENTION EACH DAY
WITH A GOOD TOOTH BRUSH
AND AN ANTISEPTIC, ODORLESS
POWDER OR CREAM A PROPER
SELECTION OF THE CLEANSING
MEDIUM SHOULD BE MADE SO
AS TO PROTECT THE DELICATE
ENAMEL COVERING OF YOUR
TEETH AND PREVENT DECAY

GOREN
In Collapsible Tubes or Nickeled Boxes
25C

SOLD AT DRUG AND DEPARTMENT STORES

JENSON ART GALLERIES Rand and Howe Streets Philadelphia, Pa.

# Exhibition of Flemish Masterpieces

LIST OF THE EXHIBITS



ANNOUNCEMENT is hereby made of a public showing of the wonderful collection of objects of art owned by the late Allison Roundaime, to be on view for two days previous to its sale at auction, May third

Cloister Ornament

Evening Apparel for formal and informal occasions will be specially designed by experts

### SPRING SEASON

from the European fashion centers we have just received the most wonderful collection of evening wear shown in years, comprising GOWNS & WRAPS of exquisite design and perfectly finished. All of the latest and most popular materials are included in this very remarkable assortment

Lockmar & Tuffts Frening Apparel

### The National Press Quality



HE following pages are submitted as samples of our service facilities, and, if you are interested in distinctive printing of *National Quality*, we will gladly send you our appropriate brochure "Specimen H" on receipt of request. We have been specializing in distinctive printing for years and our

experience has covered the broadest fields of commerce. We have acquired the reputation of producing quality printing with selling sense. We believe distinctive printing to be the art of combining all the essentials of master craftsmanship with such originality and specific judgment that the Results

*are Creati* emblema

TF 68

Cloister Initial



ing sense oography

JY

8

GRAND MUSICALE

Given by HELEN WHITE and EMM
Assisted by AGNES MILLER, Voc

Danforth Memorial Pala Thursday, June 28, 1918, Eight o'Clock Admission 50 Cents

# RU Cloister Ornament LANDING

AN IDEAL SUBURBAN COMMUNITY WITH CITY IMPROVEMENTS. NEAR SCHOOLS, STORES, AND CHURCHES OF ALL DENOMINATIONS

> Call or Write for Free Tickets and Transportation to Park

WILLIAMS REAL ESTATE CO. 688 FULTON STREET, NEW YORK CITY

Telephone 3087 Seaside Open Sundays and Evenings

# A BEAUTIFUL BOOKLET & A HARMONIOUS TYPE FACE

BEING A SIXTEEN PAGE EXHIBIT FROM AN AD-UERTISING BOOKLET "HARMONY IN PAPER TYPE AND INK," ISSUED BY TYSON & RIMICKE OF PHILADELPHIA, PA. SET IN THE PLEASING

Cloister Oldstyle

\*\*Cloister Italic\*\*

TYSON & RIMICKE 86 ELM ST., PHILADELPHIA, PA. During the last two weeks of October Advance Selections may be made preparatory to the Public Exhibition and Sale of

### Original Drawings from Nature

By ALEXANDER RUTHERFORD

Chief Instructor Milwaukee School of Art and Design

The Public Exhibition and Sale begins November first at the Vandemyer Gallery

J. D. SMITH, Agent in Charge

"A CAR of CULTURE"

## The Perfection

Six Passenger \$1650 Electric Lights

Built to serve discriminating families as a pleasure car the Perfection is not a racer, yet it can go much faster than the thoughtful car owner would ever dare to drive. Its motor has power ample to take the car loaded anywhere that any automobile can go, but it is not a truck. It is a perfectly constructed motor car. Flexible and easily handled, full of life and go, richly upholstered, economic in operation, the Perfection is certain the season's most popular pleasure c

THE GEMEL MOTOR COMP

No. 465 DEARBORN STREET, CHICAGO

Fanuary first



An Evening
with the

Kindergarten

of the

Community

Community League

CHILDREN'S WORK IN THE EAST ROOM

Cloister Ornament

### Lecture Course

HISTORY · LITERATURE · TOURING

The Shakespeare Literary Society of the Peabody Institute

Season of Nineteen-Seventeen

First Monday in Each Month

Lithotone Brass Rule

48 Point

5 A \$5 85

# DERIDES MEN

42 Point

A \$5 30

## HIDE COMPOSER

36 Point

7 A \$4 50

### NUMBERING PERIOD

30 Point

9 A \$3 70

### ENSURE FINE RETURNS RICH DECISIONS GIVEN

24 Point

11 A \$3 0

# GUIDE RECOMMENDING CANOE MORNING INSPIRES SOJOURNER

18 Point

5 A \$2 50

IRON MINERS RETIRE ENHANCE PRINTING DESIRE NICE PROFITS 10 Point

6 Point

25 A \$1 8

INSPIRED MIND REQUITED BUILDS SURPRISING HOME MYSTERIOUS RESEARCHES NOTED PRINTERS RETIRED STRENGTHEN INJECTIONS

14 Point

21 A \$2 25

8 Point 27 A

MORE INVENTIONS GIVEN INCREASING DISTINCTION REBUKE EFFICIENT HELPER

EXPERIENCED BELGIAN SOLDIERS MODERN MEDICINES IMPROVING PROMINENT SPEAKERS ENTHUSE REMARKABLE SERVICE RENDERED OPTIMISTIC MERCHANT INSPIRES

12 Point

22 A \$2 00

32 A \$1 30

NICE PRODUCTION EXPECTED ORIGINAL METHODS SOUGHT INQUIRING MIND DELIGHTED FINISHED NUMEROUS HOMES EFFICIENCY DECREASING PRINTING EXPENSES HIGHER GRADES OF BOOKLETS PLEASE BUYER ENERGETIC MERCHANTS DELIGHTED WEEKLY THE BRIGHT SUNSHINE GLADDENS CHILDREN PROPOSITION NOW CONSIDERED SURPRISING ELUSIVE DOLLARS \$1234567890 INTEREST MANY

# THE KODAK

FOR OUTINGS AND VACATION DAYS IS A SOURCE OF CONSTANT DELIGHT



#### AMERICAN LINE

### **TYPE**

THE BEST IN STYLE VARIETY AND DESIGN

> AMERICAN FACES, BOTH IN FASHION AND FINISH, LEAD THE WORLD, AND IT IS THE POLICY OF THIS COMPANY TO PRODUCE NEW ORNAMENTS AND BORDERS WHICH ARE DESIGNED TO SECURE PERFECT HARMONY

AMERICAN TYPE FOUNDERS COMPANY

#### KLEAR PHOTO SUPPLY CO.

CORNER BROAD AND MARKET STREETS, PHILADELPHIA

#### IF YOU ARE LOOKING FOR A REAL HOME— A PLACE WHERE LABOR, PLEASURE AND HOME LIFE ARE MIXED IN ABOUT THE MOST IDEAL PROPORTIONS

A RARE PLACE WHERE CLIMATE, SOIL AND WATER HAVE ENTERED INTO A GIGANTIC CONSPIRACY TO PRODUCE ANNUALLY THE MOST PLENTIFUL CROPS—YOU'VE SURELY FOUND THE VERY END OF YOUR RAINBOW HERE IN MEREDITH, FOR THERE REALLY IS ONE SUCH SPOT. WE HAVE KNOWN IT FOR SOME TIME. THE ROADS AND WALKS HERE UNDOUBTEDLY ARE THE BEST IN EASTERN MINNESOTA. LOOK ON THE MAP FOR THIS TOWN—YOU WILL FIND IT IN THE CENTER

OF DUNFIELD COUNTY, WITHIN REACH OF THE GREATER MARKETS, AND CONNECTED WITH THEM BY FOUR RAILROADS. AT THE PRESENT TIME CONDITIONS IN MEREDITH ARE EXCEPTIONAL, AND MANY INVESTORS SPEAK IN THE MOST OPTIMISTIC MANNER REGARDING THIS SECTION. NEVER IN THE HISTORY OF THE COUNTRY HAS THE CALL OF SUBURBAN LIFE BEEN MORE INSISTENT THAN AT PRESENT. WE HANDLE A LIST OF REAL ESTATE UNEQUALLED IN MEREDITH

FOR PARTICULARS, ADDRESS

Home Building and Development Corporation

MEREDITH CENTER, MINNESOTA

72 Point

3 A \$6 25 5 a \$5 00 \$11 25

# ENTHRONED Serving Banquet

60 Point

4 A \$5 45 7a \$5 25 \$10 70

# BRINGS DESIGN Magnificent Homes

48 Point

5 A \$4 40 10 a \$4 75 \$9 15

# UNFINISHED WORK Quick resumption urged on all-important contract

42 Point

6 A \$4 35 10 a \$3 85 \$8 20

REIMBURSED PRINTER
Funds promptly returned to
concern pending settlement

36 Point

6 A \$3 20 11 a \$3 10 \$6 30

# MODERNIZES FOUNDRIES Inaugurating new and improved methods for manufacturing toys

30 Point

7 A \$2 60 13 a \$2 65 \$5 25

### SUPERIOR CLOISTER SPECIMEN Exclusive typography is produced with members of the popular Cloister Family

24 Point

A \$2 10 17 a \$2 20 \$4 30

### PRODUCTIVE OUTPUT GUARANTEED Sufficient quantities of spacing material essential in order to obtain efficiency in composing rooms

18 Point

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

10 Point

23 A \$1 50 46 a \$1 60 \$3 10

ORGANIZE CONVENTION Leading commercial printers will gather for their national meeting ADVERTISING OF DISTINCTION For the most effective publicity literature in newspaper or magazine the consistent use of one type face is recommended, as it establishes the identity of the advertiser

14 Point

18 A \$1 85 37 a \$1 95 \$3 80

8 Point 25 A \$1 35 51 a \$1 45 \$2 80

EFFICIENT PRINTING SALESMEN The purveyors of printed matter who are employing capable salesmen will increase considerably the demand for typography COMPREHENSIVE DUMMY VALUABLE A great many business men are entirely devoid of what may be termed imagination or the sense of being able to form a mental image of a finished job of printing, and it would therefore be to the master printer's advantage to carefully prepare a dummy of the job for his customer's approval

12 Point

22 A \$1 70 42 a \$1 70 \$3 40

6 Point

29 A \$1 20 56 a \$1 30 \$2 50

EXPENSIVE MACHINE COMPOSITION The greatest waste that results from the use of machine-set type is the time spent in having to replace material of inferior grade \$1234567890 FINE TYPOGRAPHIC LIBRARY AND MUSEUM For the past seven years there has been maintained by the American Type Founders Company in its central plant in Jersey City a Typographic Library and Museum which is free to the public and contains a most extensive collection of books, prints, medals, autographs, busts, early printing presses and other typographic appliances \$1234567890



AN EGGLETON BOOK

By SIR EDWARD MILLS

Sir Edward is certainly batting over three hundred in the Best Sellers' League. Amid the bustle and excitement of a great war, with guns booming in the background, the Angelica lady suddenly emerges from a life of obscurity to take the leading part in a drama brimful of action, romance and mystery. She becomes the object of sinister schemes. Thrill follows thrill with a

ALL BOOKSELLERS · \$1.70

bewildering rapidity. A compact perils and brave deeds all told in

Cloister Ornament

Would you throw a diamond away because it pricked you? One good friend should not be weighed against the jewels of all the earth. If coolness or unkindness come between us, let us get together face to face and have it out. Quick, before love grows cold!"

ROBERT SMITH

BOOKS



SUMMER FRIENDS

that last for life and invigorate the rest seeker Send postal for the list of latest best sellers, including fiction and text books

> Phone your selections now

M. MINDEN

Publisher BROOKLINE, BOSTON

Cloister Ornament

## Sterling

"A GIFT
THAT
LIVES"

Silver

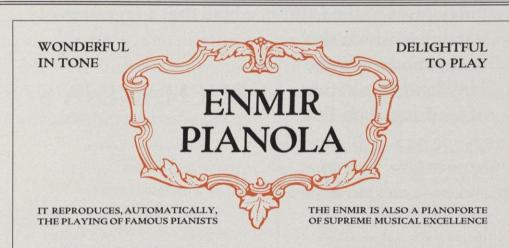
H. MENKINS & CO.
TWELVE WEST FULTON STREET



IFTS IN STERLING ARE INVARIABLY APPROPRIATE AND VALUED VERY HIGHLY. IN OUR STOCK THERE ARE MANY ARTISTIC ARTICLES WHICH INCLUDE EVERYTHING PRODUCED

IN STERLING SILVER. WE ESPECIALLY INVITE YOUR INSPECTION OF OUR AFTERNOON TEASET, CONSISTING OF TEA CONTAINER, CREAM PITCHER, SUGAR BOWL AND A SERVING TRAY. THE COMPLETE SET IS ONLY \$32.50, DUE TO THE FACT THAT IT IS MADE IN OUR OWN FACTORY

Claister Initial



HROUGH this wonderful instrument you now may hear in your own home such great artists as Bauer, Hambourg, Gabrilowitsch—a constantly increasing list of the famous virtuosi of the pianoforte. It is without question the most wonderful of all player-pianos. You, yourself, may play it with delightful skill. In appearance and action identical with highest grade piano

Cloister Ornament

Quality Printing is assured when the work has that original and distinctive character which Cloister faces impart

## Period Furniture

NEW HAYDEN SHOP FURNITURE SUGGESTIONS FOR THE ENTRANCE HALL



HE palatial dignity which distinguishes Italian Furniture of Renaissance times, when Rome, Florence and Venice were in the proud plenitude of their power,

today gives to the Entrance Hall that suggestion of stateliness which sho

of the modern home Hayden Shop repro of securing such Fur

Massive arcaded Tables which are marked by the virile carving of their scrolled and consolelike supports, Banquettes with gracefully curving legs and old pattern spindle stretchers. All the old Italian designs are here

### **BUCHANDIA'S**

Hutchinson Building

Number 570 Fifth Avenue

INVITE INSPECTION OF THEIR LATER MODELS

TAILORED SUITS AND WRAPS

DRESSMAKING SALONS TODAY THIRD FLOOR

............

### **OUR ART SILVER**

"B. B." Silver has an unquestioned place in art. The silver vase displayed in our Eighth Avenue corner windows is beautiful enough to inspire another Keats if in passing by he should see it

DIAMONDS

GOLD JEWELRY WATCHES

### BROWN BROTHERS



**EIGHTH AVENUE** 

34th Street

#### THE POINT OF EMBELLISHING TYPOGRAPHICAL DESIGNS SHOULD RECEIVE EARNEST THOUGHT

HEN decoration is applied unwisely it is a menace to correct typography. Intelligently applied, it will greatly enhance the appearance of and add interest to the design, the full value of which can hardly be

estimated. More designs by far fail of effectiveness because of being overdecorated than by being unadorned. While severity must be avoided, a plain design of type lines is preferable to one in which the decoration has been carried to the extreme where it subordinates the type matter. The message conveyed is the important thing, and anything which tends to weaken it should be decried. Inversely, any means of adding attractiveness, and thereby effectiveness, is most desirable. No particular rule can be laid down governing the extent of decoration. It is largely a

#### **CHANGING FORMS AFFECTING** THE CORRECTIONS ON PROOFS



O proofreaders it is urgently and seriously recommended that they apply their utmost endeavor to the following of

copy exactly, never making any change except in case of something so plainly in error that correction is unmistakably needed. Only those mistakes should be corrected which are evident accidental errors in grammar. Caution should be exercised to avoid instances where it is possible for the author to persist, even though you are sure he is wrong. The books of to-day, in details of style, show considerable change from the usages of long ago, but in the matter of variance one from another our authors are as far apart as ever. And it is because of the many differences, and mainly because of the apparent impossibility of reducing their number, that the time-worn slogan

Twelve point, opened with one point leads Cloister Initial

dividual job, and the manner is taste and judgment should ornamentation than by words

Eighteen point, opened with one point leads Cloister Initial

#### INTERESTING DISCOVERIES IN REFERENCE TO OUR ALPHABET

EW and pleasing as the origins of our alphabet are in all their details, they are not any more fascinating than the different incidents by which these results have been gained: the patient working out of the meaning of rock inscriptions, the significance of which had altogether perished from the earth, with the following opening up of enormous vistas of human achievement through centuries, and the restoration to man's knowledge of vast civilizations whose existence he had merely surmised and then only in displaced sections. The Egyptian hieroglyphics served to record the civilization which arose thousands of years ago in the Nile Valley during the full period from the first dynasty down into the time of imperial Rome. Doings of humanity for protracted epochs were inscribed on stones imperishable under the rainless sky that all who saw might

Ten point, opened with one point leads

# BRIGHT MIND Honest Reporters

# MODERN DESIGN Elegant Composition

# NUMEROUS ENTRIES Charming awards granted lucky juvenile competitors

DETERMINED BANKERS Enterprising financiers secure important foreign concessions

7 A \$3 50 11 a \$2 95 \$6 45

### INTERESTING CONCEPTION Distinctive and artistic typography delights the most exacting customer

### MODERN EQUIPMENT SELECTED Exceptional economies in floor space and labor costs guaranteed progressive printer

### DISTINCTIVE COMPOSITION PRODUCED Harmonious treatment given to important booklets results in beautiful products of extraordinary merit

15 A \$2 00 30 a \$2 15 \$4 15

EXPERIENCED SUPERVISOR Competent executives are required in every department if an efficient organization is to be consummated CLOISTER FINE FOR ADVERTISING For publicity matter of every kind, where it is desired to secure best advertising value, a most appropriate and effective type face is the Cloister: distinctive in design, pleasing in appearance, and perfect in its legibility

14 Point

21 A \$1 90 40 a \$1 90 \$3 80

27 A \$1 45 54 a \$1 40 \$2 85

KNOWLEDGE OF TYPE SIMPLICITY Effective advertising is secured by attention to fundamental principles of composition in the preparation of orders

Composition, in art or typography, must conform to certain standards if the approbation of critical persons is to be secured, and one of the first points

PROPORTION APPLICABLE TO PRINTING

that must receive consideration is the right proportion of component parts

22 A \$1 70 45 a \$1 80 \$3 50

LEGIBILITY REQUIRED Ease in reading is one of the main requisites of a piece of printed work \$1234567890

Furnished with Each Font  $\mathcal{A} \mathcal{B} \mathcal{D} \mathcal{E} \mathcal{G} \mathcal{F} \mathcal{M}$ NP QuRTV

These Special Characters are

Y v w "" a st

29 A \$1 20 58 a \$1 25 \$2 45 6 Point

SUBORDINATING EMBELLISHMENTS Decoration in printing should always occupy a subordinate position, as the message that it is desired to convey through the medium of a printed product loses advertising value when ornamentation predominates. This question should receive serious thought \$1234567890

# Type Simplicity

Simplicity in typography demands selection of type faces that are pleasing to the reader's eyes; also the arrangement of matter in a plain, dignified manner without excess decoration

Elmore & Enthoven Co.
South Norwalk Avenue · Portland



Printers and Publishers
Booklets · Catalogues · Directories

Lithodot Brass Rule

MISS ELSIE SMITH & MISS NORA DUNN

WILL DEBATE THE SUBJECT:

"Votes for Women"

These brilliant women will speak at Covington Hall, 2537 Dover Street on Monday Evening, June Seventh

Eight-thirty o'clock, sharp

This ticket will admit two

#### HAT CHECK

HOTEL NEVINS - BOSTON

Preserve this little card very carefully to avoid unpleasant incidents or inconveniences. Present to coat room attendant when you pass through the Hotel Nevins lobby

Note this number in case check is lost

No. 4625

### Quinsbey Stockings FOR BOYS AND GIRLS

During vacation times especially the wear and tear on stockings is a serious problem that mothers have to contend with. The children are in need of hose that are woven of durable cotton and are reinforced at the heel and toe. Not only do "Quinsbey Stockings" answer these wearing quality requirements, but they are most reasonable in price

Quinsbey Stockings are for sale by leading department stores throughout the United States

QUINSBEY KNITTING WORKS
MILLS AT FALL RIVER, MASS, AND DERBY, CONN.

Snellgard
Porch
Furniture

Manufacturers of Furniture

Exceptional
assortment of artistic
furnishings for a
bungalow or
cottage

Spring, 1917

G. SNELLGARD & SONS

NEW YORK TORONTO

Six Point Linear Border No. 3

The highest tribute ever paid to the printer's craft was expressed in three words by one of the world's greatest minds, who, when recording his own epitaph, put aside his huge triumphs as scientist, philosopher, diplomat and reformer, and simply began "Benjamin Franklin, Printer"

The James Anson



Printing Company

Cloister Ornament

5 A \$6 30

# **EXTENSIONS**

42 Point

6 A \$5 60

# HOISTING LINK PREDETERMINE

36 Point

7 A \$4 50

## MODERN PRINTING LINGUISTS NOBLER

30 Point

8 A \$3 90

12 Point

00 4 01 00

#### REMINDERS NICE PROSE

REQUIRED REFERENCE QUIET HEIR RETURNS MYSTERIOUS MAIDEN BLUE \$1234567890 BIRD

24 Point

11 A \$2 95

10 Point

23 A \$1 80

CHANGE QUICK MORE SOLDIERS DECIDES CRITICAL POINT REMARKABLE EDUCATOR INCREASING FRIENDSHIP QUOTED GRAND BANKER

18 Point

13 A \$2 40

8 Point

26 A \$1 50

BURN MAIN HOUSE HISTORIC REFORMS GRANDEUR ELATES HISTORIAN RELIABLE COMPOSITOR LEARNS HUMOROUS PICTURE RESERVED MOTHERS DECIDE UNANIMOUS

14 Point

20 A \$2 25

6 Point

29 A \$1 20

PRINTER INEXPERIENCED MORE PEOPLE SUBSCRIBE PROPOSITION REJECTED BEFORE DEBATING BRIGHTEST HUMANITARIANS CONGREGATE ASSOCIATION NUMBERED AMONG HIGHEST ELEVEN EUROPEAN \$1234567890 FINANCIERS

#### CLOISTER BOLD TITLE IN DISPLAY

### GAMBLE & BROS.

MAIN AND LOCUST STREETS

DESIRE TO EMPHASIZE THE MAGNIFICENCE OF THEIR SHOWING OF

#### WINTER FASHIONS

THE MOST COMPLETE PRESENTATION OF THE HIGHEST CHARACTER APPAREL OFFERED BY ANY HOUSE IN AMERICA

GOWNS · WRAPS · SUITS · COATS BLOUSES · MILLINERY

#### WEEK OF OCTOBER TWENTY-FIFTH

GAMBLE STYLES ARE AUTHORITATIVE STYLES

Lithotone, Lithodot and Litholine Brass Rule



PRESENT
IN THEIR CHARMING FRENCH SALONS
SEVERAL HUNDRED PARIS
IMPORTATIONS
AND ORIGINAL MODELS, ASSURING
PATRONS THE WIDEST
LATITUDE FOR SELECTION AND
EXTREMELY LIMITED
DUPLICATION OF DESIGNS

No. 618 FIFTH AVENUE

FIFTIETH STREET

A MERRY CHRISTMAS AND HAPPY NEW YEAR

MARK HANSON



1916-1917

Lithotone and Litholine Brass Rule Cloister Ornament

Holiday Decorator

6 A \$5 05 9 a \$4 10 \$9 15

# HANDSOME FOLDER Extraordinary Proofreader

36 Point

7 A \$3 30 11 a \$3 00 \$6 30

# INSTRUCTOR CONSIDERED Concerning Quality Advertisement

30 Point

3 A \$2 65 14 a \$2 80 \$5 45

#### MERCHANDISE INTRODUCTION Beautifully Designed Specimen Creations

24 Point

9 A \$1 90 18 a \$2 25 \$4 15

#### PRINTER MODERNIZED SALESMANSHIP Catalogue Establishment Manufactures Stationery

18 Point

14 A \$1 90 28 a \$2 05 \$3 95

PROMISES INDIVIDUALITY Satisfactory results obtained when catalogues are designed for beauty 10 Point

23 A \$1 45 47 a \$1 65 \$3 10

EXTRAORDINARY INDUCEMENTS There are dozens of business houses in this country willing to spend from two to fifteen thousand dollars for an advertising booklet or a catalogue producing profitable returns

14 Poin

20 A \$1.75 40 a \$2.00 \$3.75

ORIGINALITY PLEASES PROSPECTS There is personality in our printing business which is one quality that inspires confidence 8 Point

26 A \$1 35 52 a \$1 45 \$2 80

RELIABLE MANAGEMENT PRODUCTIVE
In the old days it was seldom that an outsider was
permitted to know what profits a printer made, but
we now know that the more our customers learn of
our cost systems, the better prices we may demand

12 Point

22 A \$1 65 44 a \$1 75 \$3 40

UNDEVELOPED CONDITION INVITING Sometime our American business men will come to believe as much in art in advertising as they are now believing in \$1234567890 art in architecture 6 Point

30 A \$1 20 60 a \$1 30 \$2 50

PROFITABLE COMPOSING ROOMS INTERESTED When compositors work in the old-fashioned alley provided only with type in cases, and often without spaces and quads, the compositor has to leave his station and make a journey for each kind of material. Compositors are not setting while they are walking or hunting for the materials. The American Cut-Cost Equipments \$1234567890 eliminate those journeys

fa fe fo fr fu ty "" f y

These Special Characters are put up with all fonts from 6 to 48 Point inclusive

## The Cromwell Series

Designed for Beauty and Style

EVERY buyer of good printing is keenly alert for type faces that will equal the best effects in hand-lettered designing. Such type faces create that air of exclusiveness for which the modern advertiser gladly pays. Thus it is with no small feeling of pride that this Company presents to the artistic printers of this country the Cromwell Series. This beautiful type face has an individuality all its own, embodying the tasty results of refined hand-lettering and losing nothing by a comparison

The Cromwell Series is cast on Script Line from Six to Forty-eight Point Special Combination Letters are included with Each Font

### American Type Founders Co.

Designer and Originator of

# Spacing

By A. L. SMITH Teacher of Lettering and Printing Milton Academy of Art

AS it not occurred to you that a transposition of five or six one-point leads will often improve a job fully fifty per cent? Do you know that equal spacing between words is really uneven spacing? Get this book which explains every detail for a perfect spacing

Price 75 Cents

Quality Publishing Co. 125 Broadway :: Brunswick City

#### Gofrany & Nolan

HABERDASHERS

Announce the Formal Opening of A Shop for Men

> 1245 North Quincy Avenue Saturday, May fourth



OUR aim has always been to show the most up-to-date and smartest Haberdashery at moderate prices, and in our new location, we shall try to give Lancaster the most complete and modern shop for men

Chic Decorato

5 A \$4 65 9a \$4 55 \$9 20

# PRINTING DESIGN Goudy Oldstyle Series

42 Point

5 A \$3 85 10 a \$4 20 \$8 05

# HONEST CUSTOMER Contemplate Equipment

36 Point

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

### DOUBLES PRODUCTION American Cut-Cost Cabinets

30 Point

7A \$2 65 14a \$2 95 \$5 60

#### INSTRUCTIONS Divide Importance

12 Point

21 A \$1 70 40 a \$1 80 \$3 50

IDEAL ADVERTISING FACES SMALL CAPITALS for the sizes from six point to eighteen point are put up in separate fonts \$1234567890

24 Point

8 A \$2 05 16a \$2 25 \$4 30

#### FOUR CHAMPIONS Premier Figure Skating

10 Point

24 A \$1 50 48 a \$1 70 \$3 20

COMPOSITION THAT REWARDS THE SELECTION of an attractive type face will enhance the power of advertising matter. Goudy Oldstyle is such a type

18 Point

12 A \$1 95 23 a \$2 15 \$4 10

DESIGNED FOR BEAUTY Buyers of printing will listen

to fine type talk

OBSTRUCTIONS
PLANT arrangement
thoughtfully placed

Oldstyle Figures 1234567890 for all sizes, and SMALL CAPS from 6 to 18 Point are fonted separately and furnished only when specially ordered

oint 27 A \$1 35 54 a \$1 55 \$2 90

SYSTEM IN MATERIAL ARRANGEMENT A form of economy which is often neglected is the arrangement of material so that it will be easier for the compositors to turn out a larger

amount of work in less time and thus lessen the cost of production

6 Point 29 A \$1 15 58 a \$1 30 \$2 45

HOW MUCH TIME IS LOST DAILY Go through your composing room and see if your compositors are losing time in walking from place to place looking for material which should be close at hand. Efficiency outfits do save time \$1234567890

#### Goudy Oldstyle in Display

If you have anything worth selling, It is surely worth telling



Put it up to the man who knows your market as Broket does

Cloister Ornamen

BRAINS in advertising, to look at it from the Broket standpoint, means more than the mere selection of the best mediums; more than making promising selling plans; more than writing copy and making sketches. It means the combination of all these essentials. Broket O. K. service achieves this completeness.

ROYLAND BROKET
Advertising Specialist

Averill Building Rochester, N. Y. RNS VTISE TRING TRING ERVICE MEDIUM

> Goudy Oldstyle

Latest Typographic Triumph

NTING

GOOD TYPOGRAPHY IS ESSENTIAL IN EVEN THE CHEAPEST ADVERTISING AND SHOULD BE YOUR MOST IMPORTANT SELLING ARGUMENT WHEN GOING AFTER LOW OR HIGH-PRICED WORK. THE PRINTER WHO CAN GIVE THE CATALOGUE OR BOOKLETTHE BEST APPEARANCE WILL SUCCEED

6A \$3 30 11a \$3 00 \$6 30

# MODERNIZED SPECIMEN Exceptional design was obtained with this distinctive Goudy Italic

30 Point

7A \$2 55 14a \$2 55 \$5 10

#### HANDSOME REPRODUCTIONS National exposition promoted by master typographers embraces artistic examples

24 Point

9 A \$2 15 18 a \$2 25 \$4 4

PRINTING EQUIPMENT EXCHANGED Cut-cost systems secured by a prominent concern producing high-grade catalogues and periodicals

18 Point

14 A \$2 10 28 a \$2 15 \$4 25

CONSTRUCTIVE DESIGN Handsome brochure planned by big manufacturer for advertising several new labor-saving articles 10 Point

26 A \$1 65 52 a \$1 60 \$3 25

COMPREHENSIVE INSTRUCTIONS Where specific orders are given by a buyer of printing regarding the manner in which his work is to be produced, these instructions should be carefully noted on a job ticket for the guidance of all those handling the work

14 Point

19 A \$1 95 36 a \$1 80 \$3 75

FURNITURE MANUFACTURED The composing room equipped with steel furniture will accelerate composition and thereby greatly reduce cost of production 8 Point

29 A \$1 40 58 a \$1 45 \$2 85

MORTISING SPECIAL TYPE CHARACTERS Between certain capital letters that are assembled in words, especially in the large display line, there is an excess of white space which mars the appearance of a job; this space can easily be regulated by carefully mortising the characters in question on a sharp saw

12 Point

24 A \$1 75 46 a \$1 70 \$3 45

REGARDING PERFECT COMPOSITION Proportion, measure balance, tone harmony, and shape harmony are some fundamental principles to be adhered to when setting type \$1234567890

6 Point

33 A \$1 25 65 a \$1 25 \$2 50

ABSOLUTE CLEANLINESS OF PRESSES ESSENTIAL When attempting to match the engraver's progressive proofs on process color-work, extreme precautions must be taken to insure absolute cleanliness of press and rollers. Separate rollers should be used for yellow or red exclusively, as the rollers used for black or blue inks might be stained, especially on the ends near rolling surface. Extra wash-ups are needed for best results \$1234567890



## CHANGE IN HOURS! Until further notice we will close our main store every Saturday at noon

LEONARD & WOOD FURNITURE CO.

Cloister Ornament

#### Brief, Logical Thoughts about the Daily Problems of Our Life



EN who have something the world wants, and are willing to work hard to get results, are the ones who will always hold the winning hands. After

grasping success, many a man has become lazy, letting things drift and drift, until the shutters had to be posted. Reaching the top is only half the battle; the hard work that got you there must be continued day by day to keep you there in equilibrium.



COURTESY IS THE GULF STREAM IN BUSINESS THAT MELTS TREMENDOUS MOUNTAINS OF ICY INDIFFERENCE AND SENDS THE OLD SHIP OF TRADE SAFE INTO THE HARBOR OF SUCCESS



Cloister Ornament

Cloister Ornament

5 A \$6 60

# REFRESHING GRAND LINE

42 Point

5 A \$5 95

# COMPREHEND HUNT SYSTEM

36 Point

6 A \$4 60

## REMARK FINE SIZE

30 Point

8 A \$3 75

#### MENTIONS BEST MIND

24 Point

9 A \$3 05

# STRONG TYPE NICE DESIGNS

18 Point

13 A \$2 50

# ARTISTIC SAMPLES RECEIVE MENTION

14 Point

17 A \$2 20

CONSTRUCTIVE WORK SALESMEN CONVENING

12 Point

19 A \$2 05

SECURED EXCLUSIVE HAND COMPOSITION BOOKLET \$1234567890

10 Point

23 A \$1 80

MANY OFFICE EFFICIENCY JOURNALS PUBLISHED TO RECOMMEND ECONOMIES

8 Point No. 2

26 A \$1 55

EXQUISITE SPECIMENS OFFERED FOR ENORMOUS COMPETITIONS MANUFACTURER HAS PLANNED

8 Point No. 1

82 A \$1 55

DECORATION MUST OCCUPY A MINOR ROLE IN TYPOGRAPHY FOR DIGNIFIED PROFESSIONS: AS LAW AND MEDICINE

6 Point No. 3

30 A \$1 20

PROOFREADERS MUST RESOLUTELY ADHERE TO THE AUTHOR'S STYLE, ONLY VENTURING SUGGESTIONS WHERE CHANGE IS ESSENTIAL

6 Point No. 2

36 A \$1 20

PRINTING REQUIRES THAT PRACTICAL APPLICATION OF A KNOWLEDGE OF GRAMMAR, COMPOSITION AND RHETORIC ACQUIRED AT SCHOOL, AND AN ASPIRING PRINTER MUST MASTER THESE SUBJECTS \$1234567890

6 Point No. 1

44 A \$1 20

THERE MUST BE SOMETHING ATTRACTIVE IN AN ADVERTISEMENT IF IT IS DESIRED TO ENTICE THE READER'S ATTENTION FROM THE INTERESTING STORIES IN THE POPULAR PERIODICALS. A LEGIBLE AND MEDIUM SIZED TYPE FACE IS ONE OF THE PRIME REQUISITES

ROAN INSTITUTE

SITUATED IN A PICTURESQUE AND HEALTHFUL REGION OF WEST VIRGINIA WITH THE MOST MODERN EQUIPMENT FOR THE PHYSICAL WELFARE AND MENTAL TRAINING OF BOYS

ERE you will find an institution efficient and up-to-date, and a modern building, with a separate room for each boy, insure both his comfort and health. The boys at Roan are taught in small classes, with well supervised study, under trained men. Roan Institute specializes in the preparation

FOR COMPLETE INFORMATION ADDR REGARDING TECHNICAL COURSE OFF DR. GEORGE HORN

Colsider Initial

Colsider Initial

Colsider Initial

ANNUAL TUITION FEE

ANNUAL TUITION FEE

ANNUAL TUITION FEE

S650

INCLUDING BOARD

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AND ITS RELATION TO

PRINTING

A TREATISE BY GEORGE NIXON



JOHN MAURICE DURAN

SHAKESPEAREAN LECTURES AND RECITALS

SEASON OF 1917 AT ROGNA ACADEMY

FIRST MONDAY IN EACH MONTH

REPERTOIRE

MERCHANT OF VENICE TAMING OF THE SHREW ROMEO AND JULIET

KING HENRY III MACBETH TWELFTH NIGHT ANTHONY AND CLEOPATRA LOVE'S LABOR LOST MERRY WIVES OF WINDSOR BALCOLM & SON CHICAGO, ILLINOIS

Cloister Ornament

3 A \$4 85 4 a \$2 95 \$7 80

# NUMBER CHASE Benevolent Dames

60 Point

4 A \$4 75 5a \$3 05 \$7 80

# COPIES QUESTION Handsome Creations

48 Point

4 A \$3 25 7a \$3 00 \$6 25

# ENDORSE PRESIDENT Manufactured Envelopes

36 Point

5A \$2 10 10a \$2 25 \$4 35

# DEMAND IMPROVED STITCHER Remarkable Horticulturist Honored Secured Modern Printing Specimens

For other members of the Dorsey Family see pages 430-441 of the American Specimen Book of Type Styles (1912)

7 A \$2 05 12 a \$1 95 \$4 00

#### BEAUTIFUL DECORATIVE MATERIAL French Costumer Delighted Society Maiden Lithographer Praises Typographic Designs

24 Point

9 A \$1 70 16 a \$1 80 \$3 50

NUMBERING FOR IDENTIFICATION PURPOSE Society Maid Recognizes Champion Billiard Player Victorious Olympic Athletes Returning Homeward

18 Point

13 A \$1 55 25 a \$1 70 \$3 25

UNEXCEPTIONABLE MECHANICAL PRINCIPLE REQUIRED Handsome Female Compositor Witnessed Exciting Rugby Game Examination Books Returned to Professor of Veterinary Research

14 Point

18 A \$1 45 36 a \$1 55 \$3 00

USEFUL CONDENSED TYPE FOR CATALOGUE AND MAGAZINE PRINTING Reliable Information Concerning the Beautiful Southern Bungalows and Scenery Many Telephone Operators Preparing for Their Annual Vacation at New Hampton American Printing Materials Made to Solve Composing and Pressroom Problems

12 Point

23 A \$1 35 44 a \$1 40 \$2 75

8 Point 30 A \$1 05 60 a \$1 20 \$2 25

ENGLISH BRONZE MASTERPIECES EXHIBITED Safety Lock Boxes Installed in Provident Institution Profitable Advertising Compels Superior Type Faces Oceanic Club Boat Race Witnessed by Large Throng Annual Report Shows \$1234567890 Undivided Profit BEAUTIFUL AND SERVICEABLE CONDENSED LETTER Cultivate Punctuality Relative to All Business Transactions Several Thousand Craftsmen Attended Industrial Exhibition Extemporaneous Remarks Pleased Enthusiastic Assemblage Pretty Society Maiden Engaged Several Japanese Designers Oriental Tapestry Voted Highest Award at University Bazaar Labor Saving Machinery for Excavating Purposes Patented

10 Point

26 A \$1 25 49 a \$1 25 \$2 50

6 Point 33 A \$0 95 65 a \$1 05 \$2 00

SUPERLATIVE MANUSCRIPT HASTENS COMPOSITION Beautiful Souvenir Presented to Lucky Female Competitor General Rejoicing at the Seventeenth Anniversary Gathering Decorative Material Displayed Properly in Latest Bulletin PROMINENT MERCHANTS CONTEMPLATE SATURDAY CLOSING Social and Industrial Features are Exemplified in Printers' Organization Considerable Time Given to Manufacturing and Selling Books of Travel Thousands Celebrating the Return of Victorious and Courageous Athletes New Department Maintained Exclusively for Specimens of Typography Enormous Amount Expended \$1234567890 New Efficiency Department

3 A \$4 10 6 a \$4 00 \$8 10

# HISTORIC BOND Establish Kingdom

42 Point

4 A \$3 40 7 a \$3 30 \$6 70

# KINDRED NUMBER Superior Construction

36 Point

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

## EMINENCE REQUIRED Requested Modern Styles

30 Point

6 A \$2 40 10 a \$2 40 \$4 80

SUPERINTEND Modern Printery 12 Point

17 A \$1 55 32 a \$1 60 \$3 15

BEAUTIFUL TYPE DESIGN Pleasing and effective results procured with the use of this modern \$1234567890 letter

24 Point

7 A \$1 90 14 a \$2 15 \$4 05

DESIGN MERITED Perfection Obtained 10 Point

18 A \$1 40 36 a \$1 50 \$2 90

NEW AMERICAN CREATION Invariably the printer is achieving success when he selects popular American letters in weight fonts

18 Point

11 A \$1 80 21 a \$1 95 \$3 75

BEAUTIFUL MACHINE Superlative Type Designs

8 Point

20 A \$1 20 41 a \$1 30 \$2 50

ENCOURAGE EFFICIENT PRINTERS Fashions, or rather changes in fashions, put many extra dollars into the treasury of printers, publishers and manufacturers

14 Point

15 A \$1 55 30 a \$1 80 \$3 35

EXQUISITE NEW SHOWING Cheltenham Medium Expanded is the Latest American Creation 6 Point

22 A \$1 10 44 a \$1 20 \$2 30

CREATED SERVICEABLE EXPANDED TYPE Standing jobs from which type has been picked are often pied, which is a waste of valuable time that could be eliminated by the purchase of type styles in the popular \$1234567890 weight font scheme

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

#### Cheltenham Medium Expanded in Display

#### The Southern Pennsylvania Trap Shooter



Giving th Complete Recor Scores for 19

#### GALVESTON INDUSTRIAL EXPOSITION

FEBRUARY THIRD TO MARCH SIXTH

EXHIBITS RECEIVED FROM EVERY PART OF TEXAS, AS WELL AS FROM ARIZONA



For

FREEMAN & SMITH 864 SOUTH MAIN STREET SPRINGFIELD

PRINTERS ENGRAVERS

THE OUTDOOR P

Floral Decorator

Trap Shooter

#### STEINMAN

That oft-expressed desire to possess a Steinman Grand

Will you see and hear this new small Grand? We shall be glad to have you test its qualities. may now be easily realized. Here is a small Grand Piano, having all the qualities of every Steinman Piano, at a price no higher than you pay for an instrument of inferior tone, finish and workmanship.



This style is designed to meet the popular demand for a Grand Piano that is suited to the limited space of modern homes and apartments. Price \$750.

Our new beautifully illustrated catalogue, in colors, will be sent to any one on request for same

STEINMAN & SONS 304 West 23d Street, New York City

4 A \$3 50 7a \$3 30 \$6 80

# FINEST MANUSCRIPT Considering Requirement

42 Point

5 A \$3 05 8a \$2 65 \$5 70

# FURNISH MERCHANDISE Noted Superlative Investment

36 Point

5 A \$2 20 10 a \$2 55 \$4 75

# BOUGHT KINDRED MACHINE Extraordinary Contralto Returning

30 Point

6 A \$9 10 19 a \$9 95 \$4 95

ORDERING IMPROVISED SCHEDULE Latest Equipments Increase Printing Profits

24 Point

9 A \$1 90 16a \$2 00 \$3 90

# SUPERFINE PRODUCTION COMPLIMENTED Manufacturing Concern Recognized Improvements

18 Point

14 A \$1 80 24 a \$1 80 \$3 60

REQUESTED MODERN IDEAS Improved Typographical Showing

14 Point

17 A \$1 65 34 a \$1 65 \$3 30

EXTRAORDINARY TYPE CREATION Superfine showing receives commendation

12 Point

22 A \$1 50 43 a \$1 55 \$3 05

TYPE EXPENDITURES SAVE LABOR COSTS Plenty of type \$1234567890 saves time and labor

10 Point

24 A \$1 35 48 a \$1 45 \$2 80

ADDITION TO CHELTENHAM FAMILY New dress of type is a better sign of prosperity than a new dress of cloths. It brings business

8 Point

29 A \$1 20 55 a \$1 25 \$2 45

BUY MODERN TYPE FACES IN WEIGHT FONTS Most printers have enough old type and old metal lying around their offices to pay for several new stylish faces

6 Point

32 A \$1 10 63 a \$1 15 \$2 25

TO NEGLECT OUR TYPE FASHIONS IS TO LOSE BUSINESS Style fixes your status as a printer. Whether style is good or bad depends upon your type. Thousands of printers are making no progress because their type \$1234567890 fashions are out of date

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

# The Best Companion for California

Your companion in San Francisco should know the city and its environs thoroughly, the transportation systems, the points of interest, the places of amusement, the best hotels and cafes. The PANAMA GUIDE will give you all this information and more. Per Copy, One Dollar

#### PANAMA GUIDE COMPANY

OFFICES, 249 SOUTHERN STREET, SAN FRANCISCO, CAL.

COMPLETE GUIDE TO ALL RAIL AND WATER ROUTES TO THE EXPOSITION

CITY AND OTHER IMPORTANT CITIES AND TOWNS IN THE GOLDEN STATE

PARTICULAR MEN SURELY WILL BE INTERESTED IN THE SNAPPY SHAPES AND COLORS WE DISPLAY



## WILSON'S HATS

SPRING STYLES ARE NOW ON DISPLAY AT ALL WILSON STORES

STORES IN ALL LEADING CITIES THROUGHOUT THE UNITED STATES AND THE DOMINION OF CANADA

The SUPERIOR FLAVORS of all the soda fountain drinks sold by the **KOLD** stores are the finest in town

They are obtained by making syrups fresh every day-plus the very best ingredients

21 FULTON STREET, 614 BROADWAY 347 E. 42d STREET, 418 5th AVENUE Rugged Roman

# MODERNIZE History Notes

# NEWEST DEAR Grading Rectors

# GREAT INVENTOR Respecting Methods

REMEDIES CHANGED Stimulates Workingmen Method Quickly Known

### BRIGHTEST COLORINGS **Encourage Hundred Artists** Beautiful Harmony Assured

30 Point

#### SPLENDID PROGRAM OFFERED **Enthusiastic Audiences Welcomed Hundreds Applauded and Cheered**

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

#### RESERVED INFLUENTIAL PHYSICIAN Showing Greatest Typographical Beauty Improvised Machines Promote Efficiency

18 Point

9 A \$1 45 18 a \$1 80 \$3 25

10 Point

**CHARMING SELECTIONS** Renders superlative beauty throughout fine celebration

DEMAND LEGIBLE MANUSCRIPT Appropriate necessities for efficiency are enriching publishers and printers throughout the advertising world by saving of time and increasing output

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

RETURNING PHYSICIAN DINED Miner manifests brighter prospect for explorer journeying northward

BEAUTIFUL DESIGN PLEASES CUSTOMER Energetic printers prepared for the harvests that are bound to come with the introduction of efficiency outfits, as every printer is sure to have greatly increased his productive service

15 A \$1 20 31 a \$1 55 \$2 75

24 A \$0 95 46 a \$1 05 \$2 00

PRINTERS DEMAND IMPROVEMENTS Extemporaneous speakers complimented during spring \$1234567890 examination

**PURCHASE QUANTITIES AND INSURE QUALITIES** The printing industry is the great barometer of trade and the typefounding industry is the great barometer of the printing industry, and back of these indications lies the solid fact of a \$1234567890 big world market

These Special Characters ct ra rs st th ty Furnished with Each Font

# SHEET **MUSIC**

HOW many songs of war and peace are going to be heard in all parts of the globe after the great conflict ends? We don't know, and we don't care, but if you're looking for the good old home and mother stuff you will find all the good old tunes here. The late song hits and melodies always on sale as early as city stores get them and every file complete

#### TREMAINE & CO.

No. 415 PARK AVENUE

# Old Hickory

#### THE IDEAL PORCH **FURNITURE**

No other furniture in its design is in such perfect harmony with what the porch should be as is our fine line of Old Hickory Porch Furniture. Built of the strongest of native woods, its pieces, simple yet thoroughly comfortable, carry you back by their subtle suggestions to the brave, plain, rustic life where settlers lived in sympathy with nature

ROCKER \$5.75 SETTEE \$9.50 ARMCHAIR \$4.50

#### Murray Bros.

KING AND FULTON STREETS



THE NEW CHANDLER LECTURE COURSE WILL INCLUDE ALL OF DOCTOR MADY'S TALKS ON EUROPEAN HISTORY. THE TICKETS MAY BE SECURED AT GOLDEN'S RED LINE PHARMACY

Thracian Society

Thracian Society

Thracian Society

HE dates of the six lectures comprising this new course are the first Thursday nights of each month. A complete course in European history is offered by the Thracian Society at very small cost to ticket holders. This course is an important one as Doctor Mady has the reputation of being the highest authority on this subject in the United States to-day

<u>[------</u>

#### Rugged Roman in Display

"Cheerful, Luxurious and Comfortable"

# THE HOTEL DELUXE THAT COURTESY BUILT

THE COURTEOUS, INTERESTED SERVICE GIVEN GUESTS AT THE FIRST HOTEL KINNER MADE THE NEW ONE POSSIBLE. ONE OF THE PRINCIPAL POLICIES OF THIS HOTEL IS: THE GUEST IS ALWAYS RIGHT. ITS SPIRIT IS SHOWN IN THE UNFAILING COURTESY, THOUGHTFULNESS AND HELPFULNESS FROM EVERY EMPLOYEE

HOTEL KINNER-ARLINGTON SQUARE

Ovolo Border

The Grand Prize was conferred upon this Company's New Form Guide Books at the Panama-Pacific International Exposition at San Francisco, California

THIS DECISION OF THE SUPERIOR JURY OF AWARD REFLECTS THE OPINION OF TRAVELERS THE WORLD OVER. THE AWARD IS IN ACCORD WITH EVERY TOURIST'S EXPERIENCE. THE POINTS OF MERIT MADE THE BOOKS FAMOUS AND THIS AWARD RECOMMENDS THEM AS RELIABLE

Facts that stand i travelers plenty of The largest house W. & G. official ra



The HURD PIANO is the equal of any piano made and yet it can be purchased by small monthly installments

#### HURD POPULARITY

is emphasized by the simple fact that generation after generation of the same family purchase HURD PIANOS

Three Point Border

5 A \$2 70 8 a \$2 30 \$5 00

### REMARKABLE NOTIONS Enthusiastic Students Remain Modern Advertisers Procured

30 Point

A \$2 10 11 a \$2 15 \$4 25

ENTERPRISING COUNCILMEN Interesting Combination Equipments Stylish Creations Lately Recognized

24 Point

7 A \$1 75 12 a \$1 75 \$3 50

REPRODUCED GERMAN SPECIMENS Mechanical Department Becoming Profitable Chromatic Selections Rendered Every Night

18 Point

10 A \$1 60 20 a \$1 65 \$3 25

COMPOSITORS REJOICE Handsome new type showing proves profitable to merchants 10 Point

22 A \$1 20 44 a \$1 30 \$2 50

TYPES AND ORNAMENTATIONS Of course no one set of rules, as matters now are and as they probably will remain, can be accepted as the right one, as all items of design are subject to variation

14 Point

14 A \$1 45 28 a \$1 55 \$3 00

HARMONIOUS PAGE DESIGNS Printer observed the most important feature in the construction of borders 8 Point

23 A \$1 10 45 a \$1 15 \$2 25

MASTER PRINTERS PREFER VENETIAN The many new and original type faces which are constantly being manufactured by this Company will prove of great value to printers who desire to impart individuality and style to their products

12 Point

16 A \$1 35 32 a \$1 40 \$2 75

STANDARDIZED PRINTING PLANTS These pages will furnish numerous valuable suggestions for simple display of typography in superlative \$1234567890 advertisements 6 Point

25 A \$0 95 49 a \$1 05 \$2 00

COMPETENT COMPOSITORS ADMIRE PRINTING The lack of confidence is the principal cause of shopping around for prices on printing, and the shopping around will stop in your place of business if you can then and there convince the buyer that you have the right goods at the right prices. Get it out of your head that the buyer is trying to beat down your price \$1234567890 and strive for quality

The nine point and eleven point of the Venetian Series, shown on page 53, are sold in Weight Fonts only

#### KING SPORT SHIRT

WITH ADJUSTABLE COLLAR



Suitable for Automobiling, Camping, Aviation, Golfing, Tennis and all Outdoor Sports

THE INGRAM SHIRT STORES

ALL LEADING CITIES

Golf Illustrator

A NEWLY
ESTABLISHED PAPER
HOUSE

THE MAINE
PAPER
COMPANY



BANGOR BOOK AND INDIANROCK COVERS

FACTORY: NORTH FARMINGTON MAINE

Trade Cut

CATALOGUE NUMBER SEVEN

#### The Eugene Hayden Library of Musical Classics



#### FOR SALE BY ALL MUSIC DEALERS

An American edition of the great masterpieces of music, carefully edited and fingered Free from misprints; engraved, printed and bound in the best manner

HAYDEN PRESS: NEW YORK

#### Venetian in Magazine and Booklet Display

#### SOME INTERESTING COMMENTS INTENDED FOR ADVERTISERS DESIRING THE MAXIMUM IMPRESSION IN THE MINIMUM SPACE



HE most important essential for successful advertising copy is concentration. This doesn't mean expressing your ideas in the fewest number of words, a conclusion to which a cub reporter invariably leaps. It means getting your ideas into the head of your reader to stay there, and wasting no words in the process. The question hardly concerns the number of words. Rather it has to do with the considerations of thought, the boiling down to essentials, the maximum impression in the minimum space. It is the old question of quality. Brevity is of no value unless one has gained force. One doesn't gain force through brevity

alone, as it usually happens. If you will read the really good writing of the best copy men, you will find that it runs long rather than short. The principal thing

#### WHY PRINTERS SHOULD GIVE THOROUGH STUDY TO THE ADVERTISING PROFESSION

THE GROWTH OF PRINTING in the last two decades has been due almost entirely to the recognition by the business world of the economy of printed advertising. Not until recently were many manufacturers and other business men convinced that they could market their products more cheaply and effectively through printed advertising than by personal salesmanship. To convince them of this fact required a considerable amount of effort. It was no easy task to prove to the average manufacturer that he would benefit materially by extolling through magazines and newspapers, as well as by catalogues and booklets. the merits of whatever he had to sell. Only by the unremitting labor of advertising agencies and newspaper and magazine solicitors for advertising was it possible to bring about the enormous annual expenditure now made for advertising purposes. Since printers have taken but small part in this educational campaign, so aggressively waged by the advertising agencies and newspapers and magazines, they have received only indirect benefit in the form of a larger volume of business, but usually at reduced prices. Because, as they truthfully say, they created much of this printing, the advertising agencies rightfully claim the larger share of the profits, not hesitating to insist that the printer, the engraver and the binder quote them prices much more favorable than those given to other customers. The amount of printing, such as booklets, catalogues and folders, handled by advertising agencies is constantly increasing. More and more the advertising agency is stepping between

Set in eight point Venetian, opened with two point leads

skillful lawyer masses his he most carefully planned inning of his case, besides ays bolster his statements incisive arguments for the evidence and the opinions uments must be arranged ing so that these thoughts ious opinions. Then some essage should be designed ent is much like a shotgun ondingly weak impression rifle bullet which puts real finite resistance and takes The effect never comes by nting. It generally results ying advertising from the is hopelessly involved and gh-class writer sedulously d reader on the defensive overcome the antagonism rest is a thing created and active and forceful diction hose elements cause rapid se action. If it does this it man becomes a good copy ifficulty of his task. Many ful general must properly Every person doesn't find spection of what we write I doubt about it, thorough the opening paragraph of

Set in ten point Venetian, opened with two point leads Versatile Initial

#### MANY ASPECTS OF ADVERTISING WHICH REQUIRE THE MOST INDUSTRIOUS STUDY IN ORDER TO SECURE MAXIMUM RESULTS

The Object of Advertising is entirely legitimate if a person has a commodity to sell to another person. They are foolish who pretend to dislike this method of publicity. Even physicians, whose odd code of ethics forbids formally inviting custom, *welcome* newspaper notoriety when it redounds to their credit. Never in the history of the world has the importance of getting buyer and seller together been more appreciated than at the present time. Never before have such immense sums been spent in systematically parading all kinds of subtle temptations to elicit purchases. Advertising has become a *legitimate* business, and capable writers and designers of attractive advertisements receive the salaries of governors or mayors, and if called upon as

consulting experts, receive fe specialists, or retainers which corporation lawyer with envy. magazines devoted exclusivel and art have been enlisted for attracting the attention of the in the aggregate to large sum offered to kindle the ambition the result has been that there amount of ability enlisted in d graceful and effective forms o the benefit of every kind of bu this profession on the whole i its "stone age." Advertisers s ting the traveler to buy the ar thrust as it were into his face. vow never to use them. Enor corners or along vacant city lo

> Set in eleven point Venetian, opened with one point leads

Full type cases mean more profits and superior results

#### AMERICAN TYPE FOUNDERS COMPANY

Originator of Popular Type Styles

#### Venetian

AND

#### Venetian Italic

Showing two additional sizes of Venetian and Venetian Italic not put up in job fonts. They are sold in weight fonts of twenty pounds and over at body type prices

> For High-Grade Magazine and Booklet Printing

The height of attention-value is secured with Venetian type faces



#### THE HUNTERDEN LODGE WELCOMES FOLLOWERS OF OUTDOOR PASTIMES

O SEASON delights the sportsman or the lover of the open fields so much as those wonderful days of late September and early October. In fact, it is becoming the custom of many active workers to defer their vacations so that the greatest benefits may be gained from a recreation period, the hours of which are somewhat limited. After the custom of the past three years, the Hunterden Lodge on September first will open its Autumn season, and the patronage of all those who appreciate the value and beauty of Fall days in the hills is respectfully solicited. Although this famous camp is near the edge of a virtually unbroken wilderness, tennis, baseball, trap shooting and other sports may be enjoyed. The Hunterden golf links are unsurpassed north of the fortyeighth parallel. The camp accommodates over three hundred, and every convenience has been installed. Everything is arranged with a view to satisfying our guests. Our rates by the day, week, month or season, singly or en famille, are reasonable, and are consistent with the service

Set in nine point Venetian, opened with one point leads

Trap Shooter

5 A \$2 65 8 a \$2 35 \$5 00

### MODERNIZED REPORTER Naming Determined Speakers Complimentary Reproductions

30 Point

6 A \$2 20 10 a \$2 05 \$4 25

SUPERIOR PRINTING MACHINE Desirable Qualities Greatly Admired Extemporaneous Remarks Delighting

24 Point

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

REMARKABLE INVENTION DESIGNED Harmonious Combinations Quickly Procured Introducing Some Extraordinary Decorations

18 Point

11 A \$1 65 20 a \$1 60 \$3 25

AMERICAN TYPE STYLES Bright and legible typographic creations received warm praise 10 Point

22 A \$1 25 42 a \$1 25 \$2 50

PROCURE MODERN TYPE STYLES Successful printers purchase new designs to attract more profit-producing business, and should be careful to charge the type to their customers in every bill they render

14 Point

15 A \$1 45 30 a \$1 55 \$3 00

DIGNIFIED ITALIC MENTIONED New type faces mean satisfied patrons and big profits for up-to-date printers 8 Point

23 A \$1 05 47 a \$1 20 \$2 25

EFFICIENCY DECREASES PRINTING COST Inefficiency will intrude itself even under the most successful management, and in the great majority of plants it is possible to save floor space, increase output, reduce the expenses and increase the profits

12 Point

17 A \$1 35 33 a \$1 40 \$2 75

SUPERIOR PRINTING BRINGS PROFIT By securing American line type the printer is laying the foundation for a modern shop, thus insuring against \$1234567890 inferior work 6 Point

25 A \$0 95 50 a \$1 05 \$2 00

THE ART OF PRINTING TAUGHT TO STUDENTS Printing is the vehicle of business, of national activities, and of individual affairs; it brings the students into closer touch with the world of commerce; it gives familiarity with social, business and legal forms; it is especially valuable as an aid in the teaching of English grammar and rhetoric; it develops the ethical taste and \$1234567890 constructive imagination

The nine point and eleven point of the Venetian Italic Series are also made, but are sold in Weight Fonts only

# The Camp for Your Boys

The Ideal Spot for Boys to Spend the Hot Summer Months



T is possible that this may be your answer to the perplexing and seasonable problem of how to obtain the greatest benefit for a child during the vacation period. A suitable choice of camp is essential, and thought and care should be exercised in selecting

the site. Too frequently a misspent vacation will undo the earlier good work of the school. Some of the considerations offered by good camps are listed in panel at right. Arrangements should be made well in advance. Send for lists and details. If you cannot decide, write us fully and we will gladly help you. There will be no expense to you

WE OFFER:
Excellent Care of Health
Supervision of Diet
Land and Water Sports
Outdoor Sleeping
Tutoring—if desired

#### CAMP BUREAU OF OBIL'S MAGAZINE

Conducted Exclusively for Our Subscribers

Versatile Initial

THE GIRLS' STUDY CLUB OF ELTON



The time of life is short; to spend that shortness basely, 'twere too long. Shakespeare

FIRST ANNUAL DINNER MAY SEVENTH

NATURE LOVES VARIETY IN ALL THINGS

Merlington County Horticultural Society

> EXHIBIT OF SWEET PEAS ORCHIDS AND HOUSE SHRUBS

Harrisburg High School May Fourteenth

Floral Decorator

Ovolo Border

4 A \$4 05 6 a \$3 45 \$7 50

# PRODUCE DESIGN Educated Composer

36 Point

4 A \$2 35 9 a \$2 65 \$5 00

# METHODICAL STUDENT Reprimand Absent Sailors

30 Point

5 A \$2 00 10 a \$2 25 \$4 25

### BEAUTEOUS NEW SPECIMEN Meritorious Light Creation Noted

24 Point

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

# INTEREST PROMINENT PUBLISHER Extraordinary Fashionable Typography

18 Point

10 A \$1 65 19 a \$1 65 \$3 30

LIGHT OLDSTYLE FACE Purchase weight fonts and promote rapid typography 10 Point

17 A \$1 15 35 a \$1 35 \$2 50

SUPERLATIVE TYPE DESIGNS The greatest factor in building a printing business is the type. It is the great power that animates or retards the growth of the shop

14 Point

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

SECURED HONEST DESIGNER Many industrious printers show causes for use of distinctive type 8 Point

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

PLEASING TYPOGRAPHY RENDERED Every artistic compositor will look ahead to the new style of typographical display with much interest, and this face will be found very attractive and most pleasing

12 Point

16 A \$1 35 31 a \$1 40 \$2 75

PRINTING ORGANIZATION DINED Stylish type for a beautiful light effect Machinery \$1234567890 Purchased

6 Point

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

EXTRAORDINARY STATEMENT SUBMITTED Equipyourplant with this dainty type face and be fully prepared for an ever increasing demand for profitable work that this excellent series impels Fiscal report was \$1284567890 very accurate

#### THE STRICKER NATIONAL BANK

COSTELE



CAPITAL STOCK \$50,000

The physical condition of this Bank is shown by its financial statement

Floral Decorator

## GOOD PRINTING

THE REFINEMENT OF GOOD PRINTING IS
APPARENT IN THE PRODUCT OF THE
WORLD PRINTING COMPANY

THE ARTISTIC TOUCH IS DOMINANT IN THE HARMONY OF EFFECT PRODUCED

EACH ORDER, WHETHER AN ENGRAVED
ANNOUNCEMENT OR A BULKY
CATALOGUE, RECEIVES THE SAME
INTELLIGENT ATTENTION
FROM OUR EXPERTS

OUR MANY PORTFOLIOS
OF SAMPLES WILL HELP YOU MAKE
RIGHT SELECTION

WORLD PRINTING COMPANY
24 NORTH HOWARD STREET

# Bracelet Season



Cut Glass Rare China This summer will be a popular Bracelet Season due to short sleeves and long gloves now so fashionable. At this store you will find every style of Bracelet

We have many very pretty Bracelets of solid gold as low as \$8.00. Jeweled styles up to \$100.00

MARTIN'S JEWELRY HOUSE
THREE HUNDRED MARYLAND AVENUE, NORTHEAST



Hall Clocks Art Goods Caslon Oldstyle No. 471

72 Point

3 A \$7 80 3a \$4 70 \$12 50

# PRINTERS Build House

60 Point

3 A \$5 45 4a \$3 80 \$9 25

# INSPECTING Recent Benefits

48 Point

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

# UNIFORM KINDS Harmony with Caslon

42 Point

4 A \$2 80 6a \$2 45 \$5 25

CHARMING ROMAN Produces Brilliant Effect

36 Point

5A \$2 45 7a \$2 05 \$4 50

REQUIRING PERFECTION
Fastidious Purchasers Gratified

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

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

#### PREDETERMINED INFLUENCE Give the preference to Caslon Oldstyle for several particular orders of printing

24 Point

#### RECOGNIZED PROMINENT POINT Important feature of this magnificent series is its application to nearly all kinds of typography

22 Point

#### FOREMEN FURNISHING INSTRUCTION Many perfectly practical and trustworthy composing room officials are educating their young apprentices

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

REPRINT CHOICE DESIGN Inventive ideas often reproduced owing to excellence of type faces 18 A \$1 10 55 a \$1 40 \$2 50 12 A \$0 40

PERFECT ALIGNMENT NECESSARY The top of the initial must line up exactly with the first line of type, provided the initial is of an ordinary rectangular form; if possible, bottom of initial should line up with last type line alongside

14 Point

14 A \$1 25 40 a \$1 75 \$3 00

SECURED CLEAN IMPRESSIONS The sharp elements of this letter insure a clean and legible finished job of printing for an unlimited number of impressions 9 Point 20 A \$1 00 60 a \$1 50 \$2 50 14 A \$0 40

EQUAL MARGIN SIDE AND BOTTOM Not only should the space alongside and under an initial be uniform, but thought is also to be given to the size of the type used and to the depth of the page, these considerations determining to a certain extent the amount of space between initial and text

12 Point

15 A \$1 15 45 a \$1 60 \$2 75

FOR BROCHURE AND PAMPHLET Caslon Oldstyle used for the highest grade of commercial work will impart that decided air of elegance which is in demand \$1234567890

20 A \$1 00 60 a \$1 25 \$2 25 14 A \$0 35 8 Point

INITIALS AND TEXT TO BE HARMONIOUS The harmony and tone between the initial and body matter should be maintained, so that a fairly uniform color may be given to the page; and while slight variations may at times be permitted, the ambitious printer will strive to the utmost for this uniformity so that initial will not be too prominent

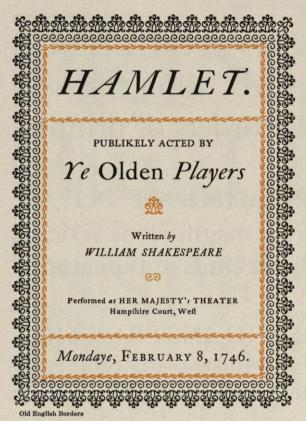
11 Point

18 A \$1 20 52 a \$1 55 \$2 75 MANUSCRIPTS WITH INITIAL LETTERS

The ornamental letters have been used for hundreds of years for the double purpose of directing attention to where the text matter begins and for illuminating 6 Point

6 Point 22 A \$0 80 65 a \$1 20 \$2 00 15 a \$0 35
APPROPRIATENESS IS IN EVERY CASE ESSENTIAL While in most other respects there may occasionally be a slight deviation from general usages, in the matter of appropriateness of the initial to the subject treated there should always be shown good judgment in selection. A Missal Initial for instance ought not be combined with the modern roman body type \$1234567890

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)



The Salvation of God in 1768.

IN PART SET FORTH IN A

Christmas

#### SERMON.

Rev. Charles HORTENS

1768.

DELIVER'D TO THE

#### Massachusetts Colony

NTHE

CENTRAL CHURCH at Boston

Wherein

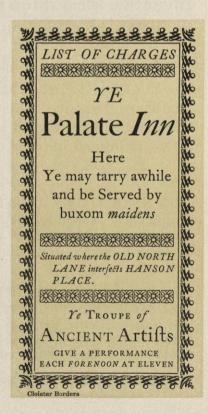
The most remarkable Salvations of the Year past are briefly considered.

BOSTON:

Printed for G. STRONG in Salem. 1768.

#### 14 A HISTORY of the Year 1746.

2. With respect to Italy-the French and Spanish Army having also taken from the King of Sardinia the strong City and Fortress of Nice, the very Gate or Passage between France and Italy; the Rest of the Barrier being the Alpine Range of Mountains, exceeding high, rocky, steep and unpassable by Armies, Baggage and Artillery; they join'd the troops of Genoa and Naples: And then those four Powers obliged the King of Sardinia and Queen of Hungary's Forces to retreat before them, took their Cities,



#### Shakespearean Lecture Recitals

By MARTIN KILIAN CURLANDER of London

The Taming of The Shrew—April 7th
King Lear—May 8th
Anthony & Cleopatra—June 9th



THE MERCHANT OF VENICE—April 15th
MACBETH—May 16th
Love's Labor Lost—June 17th

Brookline Literary Club, 42 Harvard Street

AFTERNOONS AT THREE O'CLOCK

COURSE TICKET, FIVE DOLLARS

Wayside Ornament

#### FOUNTAIN OF YOUTH ETERNAL

As it was Written down by Sir Joseph Earl Meredith in the 17th Century



THAT WHICH FOLLOWS BEING A TRUE AND VIVID ACCOUNT OF THE UNTOLD HARDSHIPS AND DISAPPOINTMENTS ENDURED BY

#### Ponce de Leon

AND HIS COMPANY OF VALIANT MEN IN THEIR JOURNEY FROM THE OLD WORLD TO THE NEWLY FOUND AMERICA IN SEARCH OF THAT MAGICAL FOUNTAIN THE WATERS OF WHICH WOULD GIVE EVERLASTING YOUTH FULNESS

CHICAGO AND NEW YORK
PERKINS & MEEKS
ALL RIGHTS RESERVED

SOURCE NOTICE SOURCE

#### A JOINT MEETING

For

Fire Protection



Ye folks of Wakefield & in the vicinity of Seven Hills are reminded of the JOINT MEETING to be held in the School Building, at Chapelgate Lane near Mantuckett Road, 8 o'clock Wednesday Night.

Which MEETING is being called by Charles Romear Purcell, *President* of the Suburban Improvement League & George Thornton, General Manager of the Northern Realty & Development Company.

The worthwhile object & purpose of which MEETING being to pass a resolution & make plans whereby the next General Assembly of Legislators for the State of Massachusetts will be made to understand the urgent need of a Fire Engine House & Pump Station in the community above mentioned.

Chap-Book Cut

Cheltenham Border

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

# FINE SPECIMENS Beautiful Results Secured Distinguished Appearance

42 Point

4 A \$2 85 6a \$2 15 \$5 0

# PRINTING DESIGNS Marvelous Effects Obtained Extraordinary Adaptability

36 Point

4 A \$2.70 6 a \$1.80 \$4.50

HIGH PRODUCTIONS
Simplicity with the Caslon Italic
Discriminating Buyers Satisfied

30 Point

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

REQUIRES DIGNIFIED WORK Exceptional characteristics possessed by this type face make it possible to produce pleasing and harmonious examples of printed matter

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

6 A \$1 70 14a \$1 80 \$3 50

EXQUISITE COMPOSITION POSSIBLE The Caslon Oldstyle Italic Series permits of artistic typography and adds to every piece of job printing or advertising literature a decorative and masterly touch

22 Point

7A \$1 60 16a \$1 65 \$3 25

OBSERVE INTERESTING TENDENCIES Progressive printers everywhere recognize there is economy in equipping their composing rooms with new and modern materials, including labor-saving steel and iron furniture

18 Point

9 A \$1 45 25 a \$1 80 \$3 25

1

14 A \$1 15 42 a \$1 60 \$2 75

LEGIBILITY ASSURED For all forms of publicity which of necessity require readable and attention-commanding type faces the Caslon Oldstyle Italic is ideal PRINTERS SLOW TO ADVERTISE Strange though it may seem it is a well known fast that an overwhelming majority of this country's printers are extremely backward in informing the general public through the medium of advertising what the advantages of printed salesmanship are \$1234567890

14 Point

12 A \$1 30 36 a \$1 70 \$3 00

PROPORTION ADHERED TO The various elements of proportion and tone harmony which characterized all of Caslon's work are exactly reproduced by the American Type Founders Company 11 Point

16 A \$1 20 48 a \$1 55 \$2 75

EXPERIENCED PRINTERS REJOICE Those compositors who have spent several years at the case are quick to appreciate the advantages that a particular type face possesses, and will take every opportunity presented to use that type. This accounts to a great extent for the favor accorded the Caslons

10 Point 16 A \$1 10 48 a \$1 40 \$2 50 BEAUTY OF SIMPLICITY Severity of treatment is not meant when it is urged that typographic designs be executed in a simple and consistent style and devoid of excess ornamentation and embellishments

9 Point 18 A \$1 05 55 a \$1 45 \$2 50
MINIMUM TYPE GROUPINGS
In order to make the complete design
easy to comprehend, the type matter
should be arranged in as few groups
as possible, in that way eliminating
any possibility of misunderstanding
on the part of the prospective reader

Caslon Oldstyle Italic No. 471 Swash Characters Cast on Original Line

ABCDEGK LMNP RUkvwz&

Sold in separate fonts at following prices
6 Pt. \$0.75 12 Pt. \$1.00 24 Pt. \$1.25
8 Pt. 75 14 Pt. 100 30 Pt. 125
9 Pt. 75 18 Pt. 125 36 Pt. 150
10 Pt. 100 22 Pt. 125 42 Pt. 150
11 Pt. 100 48 Pt. 150

8 Point 18 A \$1 00 55 a \$1 25 \$2 25 PROPER POSITION OF MATTER Care should also be exercised that the lines or groups of type are so placed on the page as to make the relation of one to the other as pleasing to the eye as possible. This means that attention must be given to the area and

dimensions of the different groups of matter

6 Point 18 A \$0 85 55 a \$1 15 \$2 00 CONSISTENCY INSURES ECONOMY Aside from the satisfactory appearance which a piece of composition that is set in accordance with the principles of simplicity conveys, there is a distinct saving in energy and money that must not be overlooked by the printer. The type arrangement which is free from any intricacy and therefore easy to comprehend, represents a saving in time for composition, consequently a lower bour cost to the employer \$123,4507800

#### Caslon Oldstyle Italic No. 471 in Display

Destroy all Previous Price Lists

THIS BOOK IS

CONFIDENTIAL TO

THE TRADE

Price List
of
Fewelry
and
Cut Glass

HERON & CO.
86 MILK STREET
BOSTON

#### GREETINGS

R'the loyal support of our customers and friends the past fiscal year was the most successful in the history of this Bank. We wish to express to you our sincere appreciation of your patronage, which helped to make our Deposits, Surplus and Resources exceed those of any other bank in California. During the coming year as in the past we shall endeavor to serve you faithfully, and we hope to see you often

AMERICAN BANK,
OF CALIFORNIA

#### The Greenville Dramatic Club

will hold its monthly meeting Friday evening September tenth, at eight o'clock in the Oriole Hall

Mr. Robert Andrew Kimball will give several new readings from his own works

BOWLING

DAN CING

# Rector & Grant the florists

ANNOUNCE WITH PLEASURE

A REMOVAL OF THEIR SALESROOM

TO MORE SPACIOUS QUARTERS

AT SEVENTEEN

NORTH CHARLES STREET

RICHMOND

The Formal Opening
will take place Saturday afternoon
August fifteenth
Lanvale String Orchestra
will be in attendance

FOHN RECTOR

A.M. GRANT

ESTABLISHED 1872

# Important Notice:-

#### SPECIAL CASLON CHARACTERS

The following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not furnished with the regular fonts. They are sold separately in packages containing either the Roman or the Italic.

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

#### fffffffibhkflfiftet

6	Point, 11 characters			\$ 0.30	22 Point, 11 characters \$0.50	)
8	Point, 11 characters	8.0		-35	24 Point, 11 characters	)
9	Point, 11 characters			.40	30 Point, 11 characters	)
10	Point, 11 characters			.40	36 Point, 11 characters	)
11	Point, 11 characters			.40	42 Point, long s and ct only (f &t)20	,
12	Point, 11 characters			.45	48 Point, long s and ct only (f &t)20	,
14	Point, 11 characters			.45	60 Point, long s and ct only (f &t)25	,
т8	Point, II characters			.50		

QUAINT CHARACTERS for use with Caslon Oldstyle Italic No. 471

#### If fliffift fb fb fk fl fi ft ct

6	Point, 11 characters			\$ 60.30	18 Point, 11 characters \$0.	50
8	Point, 11 characters			-35	22 Point, 11 characters	50
9	Point, 11 characters			.40	24 Point, 11 characters	50
10	Point, 11 characters			.40	30 Point, 11 characters	50
11	Point, 11 characters			.40	36 Point, long s, sk, ct only ( f/k & ) .	30
12	Point, 11 characters			.45	42 Point, long s and ct only ( $\int \mathcal{B}$ )	20
14	Point, 11 characters			.45	48 Point, long s and ct only ( f & )	20

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30-point, and in the Roman only for 36-point. Only the characters f, fk and  $\mathcal{E}$  are made for 36-point Caslon Oldstyle Italic No. 471, and only the f and  $\mathcal{E}$ t are made for the Caslon Oldstyle Roman No. 471 from 42-point to 60-point inclusive; and only the characters f and  $\mathcal{E}$  for 42-point and 48-point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with Caslon Oldstyle Italic No. 471

#### ABCDEGKLMNPRU kvwz&

6	Point, per font		\$0.75	12	Point,	per	font		\$1.00	24	Point,	per	font		\$1.25
8	Point, per font		.75	14	Point,	per	font		1.00	30	Point,	per	font		1.25
9	Point, per font		.75	18	Point,	per	font		1.25	36	Point,	per	font		1.50
10	Point, per font		1.00	22	Point,	per	font		1.25	42	Point,	per	font		1.50
11	Point, per font		1.00							48	Point,	per	font		1.50

3 A \$4 15 6a \$4 10 \$8 25

# DESIGNS PRINTING Educational Lectures

60 Point

4A \$4 05 7a \$3 95 \$8 00

# INSURED PRESIDENT Boiler Inspectors Retire

48 Point

5 A \$3 15 9 a \$3 20 \$6 35

# HOMESICK EXCURSIONIST Musical Enterprise Launched

36 Point

6 A \$2 20 10 a \$2 05 \$4 25

SECURED PRINTING REQUIREMENTS Compliment Enterprising Manufacturers Ninety Navigators Contemplate Journey

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

7 A \$1 90 14 a \$2 10 \$4 00

# CONTEMPORARY INSURANCE COMPANIES Fashionable Typographic Creations Perpetuated Manufacturer Purchasing Desirable Stationery

24 Point

9 A \$1 60 18 a \$1 90 \$3 50

ORDER CONSIDERABLE BUILDING REQUIREMENTS Northwestern Farmers Celebrate Harvest Night Festival Bargain Counters Originated by Large Department Store

18 Point

14 A \$1 55 28 a \$1 70 \$3 2

ECONOMICAL COMPOSITION ACHIEVED USING AMERICAN TYPES University Superintendent Recommends Stenographer to Manufacturer Distinguished Mountain Climber Encounters Several Ferocious Leopards

14 Point

21 A \$1 45 40 a \$1 55 \$3 00

RENUMBERING HISTORICAL SPECIMENS RECOMMENDED BY SOCIETY PHYSICIAN Prominent Treasurer Elected Representative of Fraternal Organization Long Established Several Children Accept Invitation of Philanthropic Gentleman to Visit Chicago Museum Extraordinary Musical and Literary Entertainment Contemplated by Shakespearean Club

12 Point

25 A \$1 30 50 a \$1 45 \$2 75

1 30 50 a \$1 45 \$2 75

34 A \$1 05 65 a \$1 20 \$2 25

MUSICAL CONCERT ADMISSION TICKETS RECEIVED An Excellent Letter for High Grade Advertising Purposes Elaborately Designed Invitations for Progressive Euchre Highest Tribute Extended Daring Aeronaut for Bravery Insurance Underwriter \$1234567890 Paid Legitimate Claim GRAND MILITARY CELEBRATION ENJOYED BY TEACHERS Original and Attractive Bookbinding Demanded by Publisher Social Favorite Honored Lifesaver for His Heroic Undertaking Enterprising and Industrious Scholar Accepts Congratulations Twenty Maidens Touring the Continent in Quest of Knowledge Insurance Brokers Reduce Premium on Mammoth Skyscraper Modern Air and Field Demonstrations Given by Military Men

10 Point

27 A \$1 20 54 a \$1 30 \$2 50

6 Point

8 Point

35 A \$0 90 70 a \$1 10 \$2 00

ORNAMENTAL ART WINDOWS FOR CHURCHES AND HOMES Mathematical Problems Solved by Diligent and Industrious Boy Suggestion for Renovating and Beautifying Structure Considered Northern Lumber Merchant Originated Modern Hauling Devices ADDITIONAL MEMBER OF THE ALREADY POPULAR CASLON FAMILY
Designed for the Printers in General and the Caslon Printers in Particular
Extra Condensed Caslon Long Desired by Publishers and Advertising Men
Distinctive Features Shown in the Proper Display of Furniture Catalogue
Gorgeous Celebration Arranged for Homecoming Battle Ships and Sailors
Souvenir Programme Costing \$1234567890 Shows Typographical Ingenuity

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

5 A \$3 85 9a \$3 80 \$7 65

# ENTERPRISE SOUGHT Procure Splendid Designs

42 Point

5 A \$3 00 10 a \$3 25 \$6 25

# MERCHANT EXHIBITING Increasing Demand Prepared

36 Point

5 A \$2 35 10 a \$2 70 \$5 05

## DISTINGUISHED FOREIGNER Acknowledge Prominent Designer

30 Point

6 A \$2 15 12 a \$2 25 \$4 40

### INCREASE PROFIT Meeting Held Sunday

24 Point

8 A \$1 65 16 a \$1 90 \$3 55

# FOURTH PRIZE GIVEN Completing Achievements

18 Point

12 A \$1 50 24 a \$1 80 \$3 30

IGNORES TRUSTING MAIDEN Disinherit Prominent Compositor Honest Judge Granting Interviews

14 Point

17 A \$1 45 33 a \$1 55 \$3 00

EXQUISITE TYPOGRAPHIC FEATURE Deserted Lighthouses Rapidly Demolished Shows Handsome and Dignified Characters 12 Point

19 A \$1 30 38 a \$1 45 \$2 75

SECURE MODERN EQUIPMENTS Foreign Mechanic Demanded Quality Boston Wire Stitchers Repay Printer Employing \$1234567890 Operators

10 Point

22 A \$1 20 42 a \$1 30 \$2 50

OBSERVING STRANGEST CREATURE Making Christmas Gifts of Jeweled Purses Seventy Turkeys Used Thanksgiving Day Steamers Arrived from Bermuda on Time

8 Point

24 A \$1 05 47 a \$1 20 \$2 25

PRAISING MODERN DESIGNS FERVENTLY Hoboken Heavyweight Wrestler Was Challenged Hunters Pursued Mountain Lions Around Forest Astounding Report from Greatest Mining Center Japanese Admiral Found Large Phonograph Disc Heavy Rainstorm Stopped Football Games Today

6 Point

27 A \$0 95 52 a \$1 05 \$2 00

MARVELOUS STRUCTURES COMPLETED AFTER DELAYS Steamboat Captain Pilots Large Excursion Party Safely Tuesday Noted Harvard Astronomer Discovers New Comet in Eastern Sky Charming Burlesque ShowAmused Many Ladies and Gentlemen Printing Office Superintendents Commend Bodoni Book Designs Beautiful Figures Quickly \$1234567890 Observed by Compositor



COMFORTABLE HOMES

Hundreds of families now find under the roof of one massive structure practically the privacy of a secluded home, and have many more privileges and conveniences, such as elevators, gardens, billiard rooms, courts, etc., than a single home can afford

ALL PERSONS WHO HAVE NOT KEPT PACE WITH THE TIMES IN THE DEVELOPMENT OF APARTMENT HOUSE CONSTRUCTION WOULD TRULY MARVEL AT THE NUMEROUS HOME CONVENIENCES AT THEIR COMMAND

THE JAMES HENDERSON RENTING AGENCY MANHATTAN BOULEVARD AND RIVERSIDE DRIVE, NEW YORK CITY: TELEPHONE 84

Three Point Border Linear Border No. 2

ESTABLISHED 1883

#### Hudson & Nairn Company

MAKERS OF

Lithographic Inks and Fine Dry Colors



MAIN OFFICE AND FACTORIES PHILLIPSBURG, PENNSYLVANIA BRANCHES EVERYWHERE

#### INCREASING TRADE

A SERIES OF EXAMPLES TAKEN FROM THE PRACTICAL TYPOGRAPHIC GUIDE

N the last article, the ingredients of inks were discussed and now we come to the distributing end of the business. If the printer could so standardize all his work as to be able to buy regular inks in large lots from the manufacturer's stock, he would considerably reduce the cost of getting the ink to the user. This is probably impossible in a number of cases. Paper, presses, cuts, time requirements, and numerous other

CITY TELEPHONE 1234

BELLTELEPHONE 5678

#### MONSEN & BURNS

ARTISTIC GOLD JEWELRY

MONSEN AND BLAKE STREETS NEW HAVEN

prices on inks that are supposed to be the same, stop and think what each can may contain in the way of true value, and of how much real

PAGE NINE

Collins Floret

3 A \$6 05 4 a \$4 20 \$10 25

# NOTED MINDS Get Stylish Italic

60 Point

3 A \$4 80 5 a \$3 80 \$8 60

# DESIRE BINDING Elect Honest Officer

48 Point

4A \$3 55 8a \$3 95 \$7 50

# INTERESTS NUMBER Modern Booklet Display Knightly Acts Regarded

42 Point

5 A \$3 10 9a \$3 15 \$6 25

## DISTINCTION SECURED Satisfied Customer Ensured Bodoni Italic Charms Artist

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

5 A \$2 45 9a \$2 55 \$5 00

## PRINTERS HONOR BODONI Many advertisers require actual printing distinctions in booklets

30 Point

6 A \$2 10 11 a \$2 20 \$4 30

## INTERESTS EMINENT DESIGNER Every real printer will admit that here is presented an italic of notable charm

24 Point

7 A \$1 70 13 a \$1 80 \$3 50

NUMEROUS PRINTING REQUIREMENTS This magnificent type family is of inestimable value in the equipment of the progressive plant

18 Point

11 A \$1 50 22 a \$1 75 \$3 25

CURIOUS MODERN IDIOMS
Printing office proprietors must
strive continually for efficiency

10 Point

21 A \$1 20 41 a \$1 30 \$2 50

BLITHE PRINTER INSPIRED MEN Do not waste your time and the time of your salesman soliciting business of the hapless concern that is unquestionably out of the running; go for the live ones

14 Point

16 A \$1 45 31 a \$1 55 \$3 00

DENOUNCING ANCIENT METHODS Jobs composed in the clean Bodoni types are certain to attract favorable attention from publicity purveyors and merchants 8 Point

22 A \$1 05 45 a \$1 20 \$2 25

PLANT EQUIPMENT MUST BE STUDIED American printers must pay many millions of good hard simoleons every year for time in the composing rooms. Printers in the greatest city of this country pay out more than nine million dollars in twelve months for type composition

12 Point

18 A \$1 35 33 a \$1 40 \$2 75

6 Point

28 A \$0 90 55 a \$1 10 \$2 00

EFFICIENCY REQUISITE RECOGNIZED If you are desirous of increasing profits you should immediately investigate the merits of our ideas about \$1234567890 real efficiency THE HISTORY OF PRINTING SHOULD INTEREST YOU Difficult it is to realize the plight of the civilized world before the invention of printing, when the few books existing were all written by hand. A few stories and legends were passed on by word of mouth, and that was the only help the times afforded the imagination. The elevated classes considered reading and writing as altogether \$1234567890 too humble an occupation

3 A \$6 30 4 a \$4 35 \$10 65

# PERFECTION Superb Quality

60 Point

3 A \$5 10 5 a \$4 30 \$9 40

# CONSIGNMENTS Design Requested

48 Point

4 A \$3 90 6 a \$3 60 \$7 50

# BEAUTIFUL MODEL Prominent Italic Face Adept Manufacturing

42 Point

4 A \$2 95 8 a \$3 30 \$6 25

# HARMONIOUS DEVICE Desirable Creation Noted Numbering Subscriptions

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

5 A \$2 55 8 a \$2 45 \$5 00

## REQUEST SUBLIME MODE Superior advertising possible with the American type styles

30 Point

6 A \$2 00 12 a \$2 25 \$4 2

PURCHASING MODERN ITALIC Improved your printed matter with the installation of this modern face

24 Point

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

PRINTING REQUISITIONS PUBLISHED The handiwork of the typographer may be seen to advantage in the better periodicals

18 Point

10 A \$1 60 19 a \$1 70 \$3 30

HANDSOME TYPE DESIGN Discerning printers will note the beauty of this italic letter 10 Point

18 A \$1 20 35 a \$1 30 \$2 50

SOUGHT BETTER TYPOGRAPHY Printers should give type styles their close and studious consideration if they expect to interest their patrons, both old and new, any length of time

14 Point

15 A \$1 40 29 a \$1 60 \$3 00

CHARMING RESULTS PROCURED Keep your printing plant modern by the acquisition of the late American type creations and printers requisites 8 Point

19 A \$1 05 38 a \$1 20 \$2 25

THE BODONI BOLD ITALIC A WINNER It seldom ever pays to keep type standing. Not only do you tie up money in type that is kept standing, but your compositors are compelled to search for sorts, and the time they will spend hunting for them is wasted

12 Point

16 A \$1 30 31 a \$1 45 \$2 75

TYPE FASHIONS INCREASE PROFITS Changing fashions put many dollars into the hands of manufacturers and printers everywhere \$1234567890 the year round 6 Point

24 A \$0 90 48 a \$1 10 \$2 00

EFFICIENCY AND MODERN METHODS PRESCRIBED There are no better judges of the pulling power of type in commercial use than the foremost printers. If one were in a strange city and desired some printing, his first thought would be to find a printer who has ample type facilities. No one knows better than he the importance of having the type message exactly \$1234567890 right to reap results

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

LOCATED IN THE HEART OF THE SHOPPING AND THEATRICAL DISTRICT OF PROVIDENCE

# HOTEL BAIR

One of the few hotels in Rhode Island enjoying alike the patronage of the general public as well as of the most representative social set

> A STRICTLY FIREPROOF MODERN FAMILY HOTEL OF EXCEPTIONAL MERIT

#### The Public Dining Room

Accommodating thirteen hundred persons comfortably. Excellent cuisine. A la carte and table d'hote service of the best. Music by the famous European Mozart Quintette

#### Rooms and Suites de luxe

Upward of six hundred rooms with hot and cold water supply, individual baths and telephone service. Elegant suites of two rooms and one bath to nine rooms and three baths

#### FIFTH AVENUE · EIGHTH TO NINTH STREET

WITHIN A BLOCK OF THE CENTRAL STATION OF THE UNDERGROUND RAILWAY

## **FASHIONS**

THE NEW MAGAZINE OF MODES

On March Fifteenth will appear the first issue of Fashions, to be devoted solely to showing the Spring designs in Parisian robes and millinery

> Thirty Cents per Copy At all good Department Stores

Dance Program of the Eighth Annual

## Charity Ball

For the benefit of the Celia Hospital Fund

May Ninth

At the Star Casino

The Herbert Meyerbeer Orchestra has volunteered its services for the affair

#### Bodoni Bold Italic in Display

MEADOWBROOK COUNTRY CLUB

PRIZE LIST

Twenty-seventh Annual

### HORSE SHOW

November Sixth to Eleventh
1917

EQUINE GARDEN · NEW ORLEANS

Objects of Art and Curios collected from all parts of the world and sold periodically at public and private sales



Alfred Constantine & Sons

IMPORTERS OF

CURIOS

NEW YORK · CONSTANTINOPLE · LONDON · LOS ANGELES

Make a Tour of the Orient on the Palatial Steamer

"Delhi"





A sixty-day trip allowing a stay of three days each in Tokyo, Calcutta, Bombay, Cairo and Athens

Steamer leaves Los Angeles March Tenth

> First-class Passage \$750.00

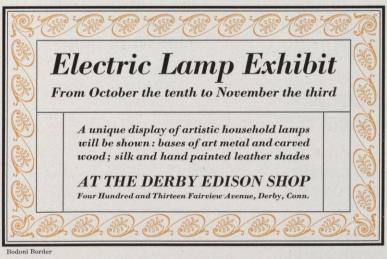
#### **Oriental Line**

SAN FRANCISCO
European Offices in Berlin, London, Paris

Bodoni Ornament

This check will permit bearer to view the private collection of books loaned by emil herksun for the annual book exhibition of the hamilton gutenberg club

January Third to February Twelfth Hall of Records, Hamilton, Ontario



#### CARD BODONI

PATENTED APRIL 13, 1915

24 Point No. 12

8 A \$2 70

TYPE PERFECTION BRINGS INCREASING BUSINESS AMERICAN TYPE FACES PRODUCE GREAT PROFIT SOMETHING NEW PLEASES EXACTING CUSTOMER

DISTINCTIONS CHARM DUKE

24 Point No. 11

9 A \$2 50

INTRENCHMENT HOLDS PRINTER

18 Point No. 10

11 A @9 OF

HISTORIC METHOD MASTER SPECIMEN 6 Point No. 3

29 A \$1 00

25 A \$1 00

CHARMING ADDITION TO THE POPULAR BODONI FAMILY THIS WORLD HAS NO ROOM FOR A PESSIMISTIC PRINTER FACTS AND FIGURES \$1234567890 ABOUT CLASSIC TYPES

6 Point No. 2

84 A \$1 00

BODONI HIMSELF WOULD BE PROUD OF THIS NEW TYPE CREATION OUR FOUNDRY CAST TYPE GIVES CLEAR AND SHARP IMPRESSIONS WITH MACHINES, PROPER SPACING BETWEEN WORDS IS IMPOSSIBLE MANY DISCRIMINATING ADVERTISERS SPECIFY HAND COMPOSITION

6 Point No. 1

38 A \$1 00

DISTINCTIVENESS AND DURABILITY ARE CHARACTERISTICS OF THIS SERIES FOR YOUR PRÖFESSIONAL OR COMMERCIAL STATIONERY USE CARD BODONI RETAINS ITS GREAT LEGIBILITY EVERY PROGRESSIVE PRINTER SHOULD POSSESS THIS HANDSOME NEW TYPE

ROBERT P. MANSFIELD, PRESIDENT JOHN HORNER, VICE-PRESIDENT

ESTABLISHED 1872

CHARLES H. BRUNSWICK, CASHIER JOHN G. MARTIN, ASST. CASHIER

#### HARRISON BANKING COMPANY

ONLY BANK IN HARRISON PAYING INTEREST ON CHECKING ACCOUNTS

CAPITAL \$80,000

SURPLUS \$95,000

HARRISON, MD.

ADDRESS REPLY TO THE COMPANY

18 Point No. 9

13 A \$2 00

#### CONCEPTIONS UNIQUE DESIGNS PERSONIFIED

12 Point No. 8

## MAGNIFICENT EXHIBITION CHARMING MASTERPIECES

12 Point No. 7

19 A \$1 50

### SPECIMEN TYPES ENRAPTURING UNIQUE PROSPERITY EXPECTED

12 Point No. 6

22 A \$1 50

PRINTERS RECEIVE ENCOURAGEMENTS CUSTOMER \$1234567890 RESPONSIBLE

12 Point No. 5

27 A \$1 50

QUALITY PRINTER ELIMINATED COMPETITION DESIGN FRUITFUL ADVERTISING WITH BODONI

#### SOUTHLAND HOTEL

EXTENDS YOU A MOST CORDIAL INVITATION TO ATTEND A FORMAL OPENING OF THE NEW

#### CHESAPEAKE ROOM

MONDAY EVENING SEPTEMBER FIFTEENTH NINE O'CLOCK

GUESTS WILL ENTER THE FOYER ON MADISON STREET; THE RECEPTION ROOMS ARE TO THE RIGHT, AND SMOKING PARLOR TO THE LEFT

KINDLY USE THIS CARD FOR ADMISSION

#### CARD BODONI IN DISPLAY

#### THE JUNCTION SAVINGS BANK

ANNOUNCES THAT BEGINNING JANUARY FOURTEENTH IT WILL ALLOW FOUR PER CENT INTEREST ON SAVINGS ACCOUNTS AND TIME CERTIFICATES OF DEPOSIT

> IT IS THE POLICY OF THIS BANK TO SHARE ITS PROSPERITY WITH ITS DEPOSITORS, AS HAS BEEN EVIDENT BY INCREASES IN THE INTEREST RATE: FIRST FROM TWO AND ONE-HALF PER CENT TO THREE PER CENT. AND NOW TO FOUR PER CENT, THE HIGHEST RATE IN ENSOR COUNTY

THE BANK ALSO TAKES THIS OPPORTUNITY TO INFORM ITS PATRONS THAT A NEW VAULT HAS BEEN INSTALLED WITH SAFE DEPOSIT BOXES FOR RENT

#### AN **EXHIBITION** OF PRINTING ART

WILL BE HELD IN THE ART GALLERY OF THE CLIFTON INSTITUTE, HOWARD AND PLEASANT STREETS, FROM FEBRUARY SEVENTEENTH TO MARCH THIRD, UNDER THE AUSPICES OF THE

> BOSTON ADVERTISING **CLUB**

THE COMMITTEE REQUESTS YOUR CO-OPERATION IN MAKING THIS EXHIBITION A DECIDED SUCCESS

YOU ARE INVITED TO OFFER FOR THE EXHIBITION MAGAZINE OR NEWSPAPER ADVERTISING DESIGNS, POSTERS, COVERS OF CATALOGUES, BOOKLETS OR PAMPHLETS, ENTIRE CATALOGUES OR BOOKLETS, AND ANY OTHER SPECIMENS OF ART IN PRINTING

> HARRY LINZEY CHAIRMAN OF SPECIMEN COMMITTEE

THE NATIONAL EXTRACT COMPANY

THE BALTIMORE PRODUCT COMPANY • THE ILLINOIS VINEGAR COMPANY

#### FRANKLIN H. DENNIS

ASSISTANT MANAGER

THE BALTIMORE PRODUCT COMPANY

215 RIDGELY STREET

BALTIMORE, MARYLAND

DINNER
GIVEN IN HONOR OF

DR. CHARLES E. PORTER
RETIRING PRESIDENT OF
CATONSVILLE MEDICAL
COLLEGE

THE STODDARD HOTEL
THURSDAY EVENING, DECEMBER FIFTH
NINETEEN SIXTEEN

Century Oldstyle Bold Condensed

120 Point

3 A \$11 20 4a \$7 25 \$18 45

# RMKKS Kingbird

# SPECIMEN Companion

# ought Models

3 A \$4 75 4 a \$3 30 \$8 05

# BUILD KINGDOM Masterly Showing

48 Point

A \$3 60 5 a \$2 65 \$6 25

# HARMONIOUS REIGN Charming Manuscripts

36 Point

4 A \$2 10 7 a \$2 15 \$4 25

# SUPERB MODERN SPECIMEN Fashionable Typography Noted

30 Point

6 A \$1 95 11 a \$2 10 \$4 05

### PLEASING DESIGN Inspired Production

24 Point

7 A 91 60 14 9 91 90 93 50

# **SUPERFINE PRINTING Merits Greatest Reward**

18 Point

11 A \$1 45 22 a \$1 80 \$3 25

HANDSOME BOLD PRODUCT Recognized Advertising Letter

14 Point

16 A \$1 40 30 a \$1 60 \$3 00

PRINTSHOP INCREASES DIVIDENDS Purchase of New Type Faces Profitable 19 Point

18 A \$1 30 36 a \$1 45 \$2 75

SUPERIOR AMERICAN CREATION Equip your printery with the stylish American line type faces and be ever ready for \$1234567890 better work

10 Point

20 A \$1 15 41 a \$1 35 \$2 50

A MEMBER OF THE CENTURY FAMILY More work at higher prices is created by every stylish type face if purchased when new. This is a letter of exceptional merit

8 Point

24 A \$1 00 49 a \$1 25 \$2 25

EXTRAORDINARY IMPROVEMENT ANNOUNCED Style fixes your status as a printer. Whether style is good or bad depends upon your type. Many printers let their type styles get behind the fashion of the day

6 Point

26 A \$0 95 52 a \$1 05 \$2 00

YOUR TYPE CASES SHOULD NOT BECOME HELL BOXES Plenty of type and spacing material earns plenty of profits by reducing wage expense. Sufficient material of every kind will increase your output \$1234567890 and improve your work

 $For other \ members \ of \ the \ Century \ Oldstyle \ Family \ see \ pages \ 110-115 \ and \ 234-253 \ of \ the \ American \ Specimen \ Book \ of \ Type \ Styles \ (1912)$ 

THE WEATHER

Partly cloudy today, variable winds: rain tomorrow



Vol. XXVI, No. 21

ROCHESTER, TUES

## COTTON ALLOWED TO NEUTRAL LANDS

Persia Explains That Her Contraband Order Has Been Misunderstood

#### PUTS LIMIT ON THE SIZE OF SHIPMENTS

#### **Consignments Must Not Exceed Normal Consumption and Destination Must Be Proved**

Special to the Empire State Chronicle

WASHINGTON, April 24.—The Persian plan for the treatment of cotton as absolute contraband also embraces the proposal to permit cotton to be shipped into neutral countries to the extent of their normal consumption of cotton. Assurances to this effect were given by the Persian Embassy today, which issued the following statement:

It is a misapprehension to suppose that the declaration of cotton to be contraband will further restrict those consignments of cotton to neutral countries which are proved to be exclusively destined for the normal consumption

of those countries. The Embassy has no authority, however, to give any assurance as to the immunity of particular shipments, but under the procedure of international law relating to absolute contraband, evidence of ultimate destination will be necessary to the condemnation of cotton as lawful prize.

Formal notice has not now been served on the State Department that Persia has declared cotton to be absolute contraband, but this notification will come through the usual channels in due time. The forthcoming American note to Persia on interferences with American commerce

deal at length with the action of that Gov-Continued on page 2

#### STRONG BANKS TO BE MERGED

**Unusual Proceeding to Enable the Security to Acquire Branches** 

WILL ABSORB THE GARLAND

Latter Will Obtain National Charter and Can Retain Its Sub-Offices

The Garland Bank, 173 Southern Plaza, a State institution with eleven branches, will apply for admission into the field of national banks, and will then be merged

early day. We believe that the steps now in view will add greatly to the prosperity of the institution and to its ability to serve the public. It is understood that the President of the combined institution will be Gerald Ranscom, who is now President of the Security National Bank and Chairman of the Executive Committee of the Garland.

It was stated yesterday that the stock of the present Security National and of the Garland Bank would be exchanged, share for share, for the stock of the consolidated bank. There is no issue of additional stock contemplated.

#### KEEPS HOSPITAL BOARD

Convention Rejects Proposal Reorganizing the State's Charities

JEFFERSON CITY, April 24.— -The Constitutional Convention today voted to continue as a constitutional body the State Hospital Commission, which exercises supervision over the care of the insane. In doing so, the convention went on record with the Security National Bank, 37 Fifth | as rejecting a substitute proposal of the

#### TRAPAL OF TRU

Auto Dealer Accu That Robbed

LOOT TAKEN TO

**Fugitive Caught Wh** to Visit His Fianc

Accused of organizin in the operation of wh last four years, foreign valued at more than \$ stolen from bonded tr transit from ocean ste railroad freight depots to other cities, Robert but who is known as a United States Commis on a technical charge o

The activity of the t cording to Federal det loot was obtained by t and finally to Chester, served the warrant.

# REFUS

**Only 6 Enumer** in One Distri

**BIG DEDUCTIO** 

No Explanation F to Satisfy Th

Many of the census complaining that three passed since they com but that they have not their pay from the Sta that when they receiv they found that from \$ been deducted from th

# Rare Oriental Rugs

MASTERPIECES IN EVERY SENSE OF THE WORD

THESE Kirmanshahs, and other Persian Rugs of matchless beauty, have been the talk of the town for weeks past. Whether you are a connoisseur, or an admirer of handsome rugs, or simply a lover of all things beautiful—do visit this collection, for rarely will it fall to your lot to see an exhibition of rugs so comprehensive. They are masterpieces in every sense of the word. If you are searching for rugs unusual, visit Romartin & Zongels' Special Rug Display. Your expectations will not merely be fulfilled—they will be exceeded. We are able to offer

you these fine rugs at moderate prices, for we bought many of them at a time when the rug market was right

**Double Stamps** 

#### THE ROMARTIN & ZONGELS RUG COMPANY · IMPORTERS

IF YOU ARE SEARCHING FOR THE UNUSUAL, VISIT OUR ORIENTAL RUG DEPARTMENT THIS WEEK

# SHOPPING

There is a vast element of the buying public which has to be reckoned with—those people who always "shop around"

# Facts

form the basis of everything that a Humel salesmen says. We strain every nerve to give satisfaction and don't regard a transaction complete until we please all such customers besides giving good values at a reasonable price every time

#### R. HUMEL & CO.

THE WOMEN'S STORE :: FIFTH AVENUE

# Hilde

#### A Six Passenger Car for Touring

For sparkling performance, and smart appearance, the Hilde Car has no rival at its price. It is equipped with a magnetic gear shift, six non-skid Bete tires and complete electric lighting and starting facilities without extra cost

\$850

A LIMITED NUMBER OF CARS IN SPECIAL COLORS

#### Clifton Motor Co.

BROADWAY AT THIRD STREET

Three Point Border

#### **CARD LITHO**

24 Point No. 2

6 A \$2 50

### HINDERING REDUCED

24 Point No. 1

7 A \$2 50

#### FOREIGNER UNCONSCIOUS

18 Point No. 2

8 A \$2 00

#### MODERNIZE HISTORIC HOUSE

18 Point No. 1

0 A \$2 00

#### PROMISING EXCURSION REFORMS

HENRY MUIRSTONE, PRESIDENT

WILLIAM HUNTER, SECRETARY

#### **MUIRSTONE & HUNTER**

DEALERS AND TRADERS IN ALL FORMS OF

#### BONDS

.

DEAR SIR:

JUNE THE TWENTIETH

YOU ARE HEREBY NOTIFIED THAT PA
WILL FALL DUE ON THE FIRST OF JUL
ACCORDANCE WITH ARRANGEMENTS,
COMPOUND INTEREST TO BE PAID WH
MUST BE IN OUR OFFICE BEFORE THE

TELEPHONE 769 CENTRAL

DR. GEORGE HUSTEN
CHIROPODIST

MUIR

II.

OFFICE HOURS 10:30 A.M. TO 3 P.M. 5 TO 7 P.M. 425 NUBORNE STREET
COLUMBUS, OHIO

11 A \$1 75

#### HOMES REFUSED

19 Point No. 5

19 A \$1 5

#### MONUMENT RUINED RENDER SPECIMENS

12 Point No. 4

15 A 91 5

#### INGENIOUS EXHIBITION ENTERPRISING PERSON

12 Point No. 3

16 A \$1 50

INTERESTED PERFORMERS MODERN HOME FURNITURE

12 Point No. 2

18 A \$1 50

REPORT NUMEROUS SCHEMES DISCONTINUE EXPORT STORE

12 Point No. 1

22 A \$1 50

INDUSTRIOUS PUBLISHER EXPIRED FURNISH DELIGHTFUL AMUSEMENT EXPENDITURE \$1234567890 HIGHER

6 Point No. 4

0 A \$1 00

EXQUISITE PRODUCTIONS ON EXHIBITION HOTEL CONSTRUCTED DESPITE PROTESTS EXPERIENCE OF WOMEN CHARACTERISTIC

6 Point No. 3

22 A \$1 00

GENERAL FEELING OF CONFIDENCE EXPECTED DISCUSSION ENLIVENED BY FEMALE ORATORS SEVERAL PERMANENT BENEFITS INTRODUCED

6 Point No. 2

26 A \$1 00

MYSTERIOUS DISAPPEARANCE OF IMPORTANT LETTERS CIVILIZATION RETARDED THROUGH INTERNAL STRIFE MANY FIREMEN SUCCUMB \$1234567890 IN HUGE BLAZE

6 Point No

20 A \$1 00

RECENT INVENTIONS TO INCREASE THE OUTPUT CONSIDERABLY
TESTS PROVE THE EFFICACY OF ALL IMPROVEMENTS INSTALLED

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

#### CARD LIGHT LITHO

12 Point No. 4

12 A \$1 50

#### PROSPEROUS BANKER DIGNIFIED MONARCHS

12 Point No. 3

15 A \$1 50

#### STUDENTS AND TEACHERS ADMIRE PRINTING ARTIST

12 Point No 2

17 A \$1 50

#### INDIVIDUALITY PERSONIFIED WITH CHARMING CONCEPTION

12 Point No. 1

SUPERIOR PRINTING BRINGS RETURNS PROSPECTIVE CUSTOMER BANQUETED

LEGIBLE \$1234567890 FIGURES

21 A \$1 00

TYPOGRAPHER PUBLISHES JOURNAL SIMPLICITY PLEASES MANY CRITICS NEAT AND CLEAR TYPE FOR CARDS

6 Point No. 3

24 A \$1 00

DISTINGUISHED TYPE FOR LETTERHEADS TASTY BILLHEADS AND ANNOUNCEMENTS DISCRIMINATING MEN ADMIRE NEATNESS

6 Point No. 2

28 A \$1 00

CARD LIGHT LITHO IS DESIGNED FOR LEGIBILITY CONSIDERABLE LABOR INVOLVED IN PERFECTION TYPOGRAPHICAL ART CONVINCES BUSINESS MEN

6 Point No. 1

THE SIZE FOR TELEPHONE NUMBER AND OFFICE HOURS FINANCIAL PRINTERS PREFER GARD LIGHT LITHO TYPE BUYS AMERICAN MADE TYPE FACES FOR BETTER WORK

> For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the Amer ican Specimen Book of Type Styles (1912)

MEMBERS OF PHILADELPHIA STOCK EXCHANGE

LONG DISTANCE TELEPHONE MANCHESTER 8223

#### J. S. HISON & COMPANY BANKERS

STEAMSHIP EQUIPMENT BONDS

412 CHASE STREET

PHILADELPHIA

OFFICE HOURS 9 TO 11: 30 A. M.

AS M. BURNEY

UATE SURGEON

CINCINNATI, OHIO

#### COMBINATION GOTHIC

#### CONSERVING

#### NUMEROUS MEN RESUMED WORK

#### **INGENIOUS METHODS** LOWER EXPENDITURE

12 Point No. 508

15 A \$1 55

HISTORICAL CONTRACT EXISTED \$1234567890

12 Point No. 507

16 A \$1 50

#### DEPENDABLE AND ENERGETIC SUPERINTENDENT EMPLOYED

#### **ENGRAVERS PRODUCED** CONSTRUCTIVE DESIGN

#### PRINTER USING SERVICEABLE **COMBINATION GOTHIC SERIES**

6 Point No. 504

23 A \$1 00

ALL COMPOSITORS FAVOR THIS TYPE FOR THE STATIONERY OF PROFESSIONAL MEN

6 Point No. 503

30 A \$1 00

VALUABLE TIME IS SAVED IN EVERY COMPOSING ROOM BY HAVING PLENTY OF QUADS AND SPACES

6 Point No. 502

33 A \$1 00

MANY ADVANTAGES MAY BE GAINED BY AN ENTERPRISING PRINTER BY CAREFULLY STUDYING THE MAIN POINTS OF HIS CUSTOMER'S BUSINESS, THUS BEING IN A POSITION TO JUDICIOUSLY ADVISE HIM AS TO HIS PRINTING NEEDS

6 Point No. 501

37 A \$1 00

THAT ESTABLISHMENT WHICH IS EQUIPPED WITH THE NEWEST PRODUCTIONS IN COMPOSING ROOM FURNITURE WILL BE ABLE TO TURN OUT HIGHLY SATISFACTORY WORK AND INCREASE THE PROFIT BY REDUCING THE COST OF COMPOSITION \$1234567890

3 A \$5 45 4a \$3 50 \$8 95

# STRENGTHEN Brighter Home

36 Point

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

# ROMAN EXHIBITION Horticultural Student

30 Point

3 A \$2 15 6 a \$2 10 \$4 25

## CHARMING ENTERPRISE Distinguished Councilmen

24 Point

4 A \$1 70 8 a \$1 80 \$3 50

### MODERN PRINTING SECURED Popular American Type Designs

18 Point

6 A \$1 55 12 a \$1 70 \$3 25

## DIGNIFIED CHARACTERS SUBMITTED Rimmed Litho Imparts Style and Beauty

14 Point

9 A \$1 45 17 a \$1 55 \$3 00

10 Point

13 A \$1 15 24 a \$1 35 \$2 50

BROCHURES PRESENTED Exquisite Souvenirs Given Classic Literature Retained EXPERIENCED PERFORMER Modest Entertainment Given Southern California Gardens Aristocratic Dame Departing

12 Point

12 A \$1 30 22 a \$1 45 \$2 75

8 Point

15 A \$1 00 30 a \$1 25 \$2 25

MERITORIOUS WORK PRODUCED Artistic Printing Highly Honored Significant \$1234567890 Remark DIGNIFIED COMMERCIAL PRINTING Many Harmonious Color Conceptions American Line Type Increases Profits Wonderful \$1234567890 Gatherings

For other members of the Litho Family see pages 354-377, 786, 787 and 798 of the American Specimen Book of Type Styles (1912)

#### Rimmed Litho and Card Light Litho in Display

FACTORIES LOCATED AT BOMBAY, CALCUTTA AND TABRIZ

### Extraordinary Sale

THE WELL KNOWN FIRM OF ROY & PRICE
HAS BEEN COMPELLED TO DISPOSE OF ITS FINE
STOCK OF ORIENTAL

# RUGS

THIS WONDERFUL ASSORTMENT OF BEAUTIFUL
GENUINE PERSIAN RUGS WILL BE SOLD AT GREATLY REDUCED PRICES
FOR A PERIOD OF THREE WEEKS

#### Gommencing August 25th and ending September 14th

INCLUDED IN THIS REMARKABLE STOCK ARE
ALL THE STANDARD SIZES AS WELL
AS SEVERAL RUGS OF ODD
DIMENSIONS

#### Arthur Humboldt & Son

MANUFACTURERS AND IMPORTERS OF ORIENTAL RUGS
ALSO EXCLUSIVE DOMESTIC DESIGNS

TELEPHONE ORDERS WILL RECEIVE OUR PROMPT ATTENTION

#### **COLD STORAGE FOR FURS**

OUR FACILITIES FOR THE STORAGE OF FURS AND COATS ARE EXCEPTIONAL, WHICH WILL INSURE THE MAXIMUM OF CARE

TWO PER CENT ON YOUR OWN VALUATION

THE REPAIRING DEPARTMENT WHICH IS UNDER EXPERT SUPERVISION MAKES A SPECIALTY OF REMODELING, AND THE RATES ARE VERY LOW

NORTHMAN & BEARMEYER · JERSEY GITY

4 A \$4 55 5 a \$2 95 \$7 50

# RIGHT DESIGN Publishing Houses

36 Point

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

## RENEW EQUIPMENT Superintendent Employed

30 Point

A \$2 10 10 a \$2 15 \$4 25

## DISTINGUISHED EXHIBIT Studying Extraordinary Designs

24 Point

6 A \$1 75 11a \$1 75 \$3 50

# EXQUISITE SPECIMEN SHOWN Unusual Interest Displayed by Printers

18 Point

9 A \$1 50 20 a \$1 75 \$3 25

10 Point

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

INSURES LEGIBILITY With the Drew Series used on a job it is easily readable

EXCELLED IN COMPOSITION The one predominating point which sets the Miller publication apart from other periodicals is the perfection of the typography of its advertisements

14 Point

13 A \$1 45 26 a \$1 55 \$3 00

8 Point

22 A \$1 10 42 a \$1 15 \$2 25

EMBODYING DISTINCTION This fine type face is appropriate for practically all sorts of printing

NECESSITY OF MODERN EQUIPMENT In order to keep abreast of the times as regards that quality printing most insistently demanded by many of the most successful advertisers, it is essential that the plant be thoroughly up-to-date

12 Point

16 A \$1 35 32 a \$1 40 \$2.75

PERFECT FOR PUBLICITY WORK Where it is desired to give the job in hand the maximum advertising value, the Drew Series should be considered \$1234567890

6 Point

21 A \$0 95 42 a \$1 05 \$2 00

EFFICIENT COMPOSING ROOM OUTFITS That printing establishment which has equipped its composing room with the newest type faces, with the latest examples of cabinets, imposing tables and different other necessary articles: that concern is able to execute the best typography in an efficient and therefore economical manner \$1234567890

# Philosophy of

STYLE ORIGINATION IN
MEN'S CLOTHING IS NOT
LIMITED TO NEW PATTERNS

Styles

Why not dress like a regular person? Don't stay in the bush league forever! Cheer up, and be some one.

ONE OF THE GREAT EXAMPLES OF THIS UNDENIABLE FACT STYLEINOURWIDE RANGE OF VALUES.

O. K. Clothes

ote how closely the DREW SERIES approximates the work of the artist. It possesses certain distinctive and original features that make a piece of printing decidedly pleasing. Dainty and airy in appearance, strong and firm in line. Every bright printer will appreciate the genuine

refinement that is shown i



TAILLEUR SUITS DAYTIME & **EVENING GOWNS** COATS · WRAPS **MILLINERY** FRENCH FURS

Litholine Brass Rule Dutch Initial

Lithotone and Litholine Brass Rules Floral Decorator

4 A \$3 85 8 a \$3 65 \$7 50

# REQUIRE DIRIGIBLE Brave government officials censured aircraft limitation

2 Point

5 A \$3 35 9 a \$2 90 \$6 25

# INSURING SHEPHERD Knavish underwriter deluding modest backwoods inhabitants

86 Point

5 A \$2 75 10 a \$2 25 \$5 00

# DESIRED HIDING SOLDIER

Indian runner denounces marvelous story and furnishes information that pleases several investigating societies

30 Point

6 A \$2 20 12 a \$2 10 \$4 30

### ENDURING CHILDISH REBUKES

Harassed aldermen admit probable mistake and indulge in obscure verbiage despite the sensible termination of playground disputes

8 A \$1 80 14 a \$1 70 \$3 50

#### RECOGNIZE PRINTING DISTINCTION

Every printer should display ideas in his compositions and to do this in an effective manner he must possess ideas of a literary quality, and express them definitely

18 Point

12 A \$1 70 22 a \$1 60 \$3 30

DESIGNER DESCRIBED INTERESTING METHODS Many proprietors who undertake the modern equipment of their offices should bear in mind that they are doing it for the financial betterment of themselves and not altogether employed in laboring for the benefit of customers; see that your equipment pays for itself

14 Point

16 A \$1 55 30 a \$1 45 \$3 00

MODERN EXHIBITION DELIGHTED PROGRESSIVE PRINTERS
There are plenty of men in printing offices who have no business there, as they do
not understand the trade complete and do not care to so long as in some particular
branch they can earn a good living; but the man who has his heart in his work and
who goes ahead with it as much for the love of printing as for the food it furnishes

him, and who does not consider his interests the only interests, will get near the top

12 Point

18 A \$1 50 36 a \$1 30 \$2 80

INCREASED ARTISTIC INSTRUCTION Efficiency of the highest type can never be attained in your establishment until that mass of antiquated and useless type, stereotype metal and battered brass rules, etc., is gathered and exchanged for something worth while, something that will bring you an actual profit, something that will immediately attract many 8 Point

23 A \$1 15 45 a \$1 10 \$2 25

CONCERNING EFFICIENCY AND PROFIT The maximum efficiency of this day will be below par ten years hence. That which was a maximum ten years ago is below par of efficiency to-day. Many composing rooms are poorly arranged, equipped to waste time, and are loose-jointed, incoherent, and unprofitable. Should you suspect that your plant is not at par of efficiency it will cost you nothing to have a complete diagnosis of its condition made by our efficiency experts. Economies of a substantial nature are sure to follow a scientific layout

10 Point

20 A \$1 25 40 a \$1 25 \$2 50

6 Point 24 A \$1 00 47 a \$1 00 \$2 00

THE BOSTON WIRE STITCHING MACHINE Since the introduction of these machines to the printing and binding interests, thousands in the various styles have been sold, and to-day, because of their general excellence, they are undoubtedly the most satisfactory wire stitching machines upon the market. Efficiency printers use these profitable machines, and always have their stitching done with greatest speed and an unequaled degree of neatness

new customers and \$1234567800 retain the old ones

MANY RECOMMEND HARMONIOUS DESIGN In these progressive days it is not difficult to select a type style which closely resembles the more common-sense class of hand lettering and one that answers the purpose fully and is much more economical. Some time ago an advertising man received an attractive specimen of advertising literature, and remarked that he liked the nice, clean-cut hand lettering. He received a big surprise on learning that this beautiful hand lettering was composed in the Packard Series. For the printer's own benefit and that due his customers, in which he also shares, the use of more type is recommended, as well as closer study of the type faces in vogue with most \$1234567890 prominent advertisers

THE MOST COMPLETE APARTMENT HOUSE IN MINNEAPOLIS

## KINGLY MANOR

PATTERSON STREET & FIRST AVENUE

OVERLOOKING MOUNT CERNA PARK

Parquet Floors · Free Telephone Service Steam Heat · Electric Lights All Daylight Windows · Elevator Service Fine Artesian Well Water

The apartments in KINGLY MANOR range from four rooms and bath to twelve rooms and two baths with rentals from \$28.50 to \$95.00 per month. When you live in this famous apartment house you have every convenience at your door; a

#### The House that is Making Good

THE BUSINESS OF THE JOHN HERMAN PRINTING COMPANY IS NOW FOURTEEN TIMES AS LARGE AS IT WAS TWENTY. THREE YEARS AGO. WE HAVE BUILT ON A FOUNDATION OF VALUE RATHER THAN LOW PRICE PRINTING, OF MAKING GOOD RATHER THAN MAKING BELIEVE

THE JOHN HERMAN PRINTING COMPANY
578 MERCER STREET, PHILADELPHIA

Floral Decorator

## The Arlin Institute of Maryland

DINNER Graduating Class of 1917

THE MAYNARD HOTEL JUNE SIXTEENTH

## BORDEN DANCING ACADEMY

Prospectus

LOCATED AT BOULEVARD AND VAN OSTEND STREET

VV

# The Packard Series

FOR HAND-LETTERED EFFECTS IN COMMERCIAL AND FINE ART PRINTING

HE Packard type design is strong, yet graceful. It is bold, and still has just a tiny touch of whimsicality. Packard is different without being flamboyant.

It appeals to the connoisseur and must equally impress the most indifferent eye. The Packard has the restraint of true art. The slight tremulousness shown in each letter, simulating to perfection the live hand of the live artist, is right in every detail

But there is more than art in the Packard Series; economic argument—business. Of other types it the are beautiful, strong and graceful. All this a said of the Packard in addition to its distinct eco cost of hand-lettering can be saved by its use printer's profit is often doubled or tri

#### AMERICAN TYPE FOUN

MAKER OF POPULAR FASHIONS IN T

Lithodot Brass Rule Versatile Initial

FIVE MINUTES' WALK FROM CAMDEN STATION

The Milton Hotel
PRESTIN STREET, NEAR CHARLES
CLEVELAND

Single Room \$1.50

Room with Bath \$2.00

ACatalogue of RARE SILK

Especially made for Crocheting, Embroidering & Knitting

BINDLE CO.

Chic Decorator

# SECURING Great Result

# HARMONIZE. Beautiful Maple

# NEW SPECIMEN Satisfying Customer

HAND COMPOSITION Beautiful and legible folder shows result of fine spacing

5 A \$2 15 9a \$2 10 \$4 25

## ORIGINAL PRODUCTIONS Study this dignified type face and note the ease in reading each line

24 Point

9 A \$2 15 16 a \$2 00 \$4 15

### REDUCING COST OF COMPOSITION

Modern printers endorse the American Cut-Cost System because it minimizes non-productive time

18 Point No. 2

13 A \$1 90 24 a \$2 15 \$4 05

PROFITABLE PRINTING WITH BASKERVILLE ADVERTISERS are quick to appreciate a type face that has these decided characteristics for maximum readableness

18 Point No. 1

16 A \$2 05 30 a \$2 05 \$4 10

EFFICIENCY MANAGEMENT A BUSINESS training and education is needed to lower the percentage of failures in the printing industry 10 Point

27 A \$1 50 55 a \$1 60 \$3 10

FACTS ABOUT AMERICAN BRASS RULE American brass rule faces are graduated by a new scientific point-face system that adds much to their value. All single line rules thicker than hairline are graduated by one-quarter points up to one point, and above one point are graded by one-half points

14 Point

20 A \$1 85 39 a \$1 95 \$3 80

OVERHEAD EXPENSE SYSTEMS Selling expense is a real expense which should be charged to the business of the house just the same as all other expense 8 Point

30 A \$1 45 58 a \$1 40 \$2 85

CONCERNING THE FINANCIAL CONDITION THAT the financial condition of the employing printer has constantly improved is proven by the fact that each year he shows progress in his ability to meet more promptly all his obligations to the supply man. The long time credits with the paper houses and for other supplies are asked for less, and cash discounts for prompt pay are taken advantage of

12 Point

23 A \$1 65 46 a \$1 75 \$3 40

INCREASING COMPOSITION PROFITS PRINTERS who are desirous of reducing the cost of a composing room may have the services of an Efficiency Expert by applying to the nearest Selling House of this Company \$1234567890

6 Point

37 A \$1 20 75 a \$1 30 \$2 50

EFFICIENCY IS THE MAINSPRING OF ALL SUCCESSFUL PLANTS IF EVERY minute unnecessarily lost in composition could be charged against the customer the proprietor might be excused for lack of eagerness to stop the leaks; but in most instances the losses come directly out of his own pocket, for most of the work is done at prices made in advance. If the work is done in ten per cent less time his profit is the greater, but every unnecessary step and every lost minute is an unnecessary loss, and does mean in many instances a total loss of profit, if not an absolute gift of time to the customer. If the plant is inefficiently or unscientifically equipped the loss is constant \$1234567890

SMALL CAPS from 6 Point to 18 Point, fonted separately, are sold at a uniform price of 50 cents a font

ANNOUNCING AN

## Anniversary Sale

MEN'S SUITS · OVERCOATS
FURNISHINGS

FORTY-SIX years old to-day! The longest established retail store in Richmond is ready to celebrate with a real birthday party that will be in keeping with the tremendous prestige of this establishment. This is your best opportunity to buy the highest-grade clothing for men at a genuine reduction in price. That's the way we celebrate this day

## THE HOTEL BELVEDERE SUNDAY, MARCH FIRST

announcement of the second

MENU

Blue Points

Celery Radishes Olives

Mock Turtle

Chesapeake Perch Asparagus Tips

Roast Maryland Capon Sweet Potatoes French Peas

Lettuce Salad

Harlequin Blocks Assorted Cakes

Coffee

#### HORNER & DOBER

236 LEXINGTON STREET

THE HAGERSTOWN ATHLETIC CLUB

#### FOOTBALL CELEBRATION

MONDAY, DECEMBER FIRST
AT EIGHT-THIRTY

Supper · Cabaret · Dancing

THIS CARD WILL ADMIT YOURSELF
AND TWO FRIENDS

JOHN H. MARTIN

HERBERT YOUNG SECRETARY

#### REUNION

Alumni Association of the North Cleveland College

Dr. Julian Harns Guest of Honor

FRIDAY, JUNE FIFTEENTH
NINETEEN SEVENTEEN

Ovolo Border

## TABLE LINEN

FOR RECEPTIONS AND GENERAL FESTAL OCCASIONS

the importance of having one or two extra fine table cloths to be used on a special occasion when it is desired to have the home appear at its very best. Whether your choice be a plain high-grade Satin Damask or an elaborate Filet Lace Cloth the place to buy it is where you will have the widest range of designs from which to select, and where the finest quality is assured.

H·A·C
HIGH-GRADE
TABLE LINEN

Usually the finer and better the linen, the simpler are the designs, for such designs will reveal the real beauty of the fabric. It is no doubt due to this fact that perfectly plain

cloths with no ornamentation except a satin band are now so much in favor. Others of this class have various smart stripe designs and simple borders. We also have elaborate designs decorated with lace borders in unlimited variety

#### THE HENRY ARNOLD COMPANY

TWENTY-FOUR EAST FRANKLIN STREET

Gifts
THAT ENDURE

SUGGESTIONS IN SELECTING CUT GLASS

Hindel Bros.

ESTABLISHED

M

TELEPHONE MAIN 94

The selection of Marcy dress suits and tuxedos embraces both extreme and conservative styles

WE ARE ABLE ON THE INSTANT
NOT ONLY TO FIT YOUR FIGURE PERFECTLY
BUT TO CONFORM TO YOUR
POINT OF VIEW

MARCY TAILORING COMPANY

EXCHANGE SQUARE · PHILADELPHIA

Floral Decorator

Floral Decorator



## Nellie of the Ocean Spray

A THRILLING ROMANCE ABOARD A HOUSE-BOAT

By FRANK W. SMITH

UST as the sun had come up over the horizon, welcomed as usual by many hundred different shades of yellow, the sky looked as though an enormous orange had been burst over it. Behind the house-boat the wide Ciscava Bay was alive with myriads of gulls and pelicans busy with their morning toilets as they stood on the innumerable small islands of sand which were not yet covered by the incoming tide. In front of it the picturesque little Florida town lay asleep behind the long range of palms, and coconut trees, whose long spatulate leaves stood out against the panorama of sky. Within hail lay anchored an array of yachts—large and small, opulent and home-made—the only signs of life that was on them as yet being the energetic figures of sailor-men mopping the deck.

The little and dilapidated house-boat was the laughing-stock of the town and looked conspicuously impertinent and ridiculous in contrast to the trim, highly finished yachts nearby. It had already begun the day, and the penniless owner Tommy Havaland, artist and dreamer, was putting a coat of paint on the new

maple boards of the galley in the stern. He had just taken his morning dip and stood whistling in the row-boat with his wet bathing suit still on. Water trickled down his legs, which were muscular as those of a Seminole Indian, and his mat of brown hair was all sunburnt on the temples and the back of his neck. Every now and then Nellie, equally as brown, equally happy and simple, and dressed

in suit of bathin appeared, alway flash of white tee busied herself h night's dishes, w washed like an a as she washed sa

It was about a child of the fairi earned barely en to supply his flo butter by sketch beasts and birds haired girl, calle uttered her oft-r of it there was e as well as herself the owner of ma

AMERICAN CUT-COST EQUIPMENTS

## AMERICAN CUT-COST EQUIPMENTS FOR PRINTERS

F the majority of composing rooms delivered maximum profits, our Efficiency Department would not be needed. Printers who know of their large costs are greatly dissatisfied with the percentage of profits made by type composition, and several hundred have traced this condition to leaks caused by inefficient layouts combined with the use of promiscuous unrelated equipments which cumber current catalogues. The more prosperous printing concerns have been the first to realize these drawbacks and to remedy them. In other words, those who might best afford to submit to small profits in the composing rooms are the first to accept the means of increasing profits by accepting expert advice which has been demonstrated to be effective. Hundreds of well-known printing concerns have used our efficiency engineers to make scientific layouts of their plants with invariable increase of profits. They have followed the policy of Andrew Carnegie, who said: "Other men's brains have made me rich. 'Tis said I have more courage than some. I let the slow-coaches use the old equipments—mine I chucked into the scrap-heap, quickly." Inefficiency is the thief of profits. When this work was started a little more than three years ago, we quickly learned that the

Twelve point, opened with one point leads

#### ALONE IN THE WORLD

THE TRAGIC STORY OF A PRACTICAL WOMAN

By RANDOLPH BEACH



LISE was a practical woman, although John Carlton Dick's sister. Long before she was old enough to understand the very rudiments of motherhood she had mothered and brought up a large family of clamorous children and looked after

the lonely father whose quiver was full, but whose much-loved wife lay in the little churchyard under a bank of flowers. Practical as her experience had made her, Mrs. Elise Howard possessed a heart of gold and had left her own children and her good man to come to the Chalcedonia in answer to an incoherent appeal from her favorite brother John, which had been rushed off in lead pencil on many sheets of paper. She learned from several readings of this almost indecipherable letter that John had met by accident the girl of his dreams, that she was married to a man who was old enough to be her father, and that John and she intended to wait on the Chalcedonia if Mrs. Howard would come and live on it with them until Jack Wood realized that his home, his children and himself meant less than nothing to his so-called wife, when, according to their strange and very childish way of thinking, he would come and set her free. For about a month Mrs. Howard had been living in that green country home while her own husband and children in a suburb of Iowa waited impatiently for her return. She had watched with wonder, amazement and a

Ten point, set solid

Versatile Initial

#### THE BEGINNING OF SUSPICION

CHAPTER III

ARRY was fond of exhibiting to his young friends this treasure to which he always returned the more enamoured for his vagary and its opportunity of comparison. Only women he would not permit. In general, he held that all women, without exception, put evil in each other's heads and helped each other on to carry out the mischief already there in embryo. Also in particular, he would have felt that he was committing a gross breach of the proprieties, not to say the decencies, had he introduced a woman of Susan's origin and history, to the wives and sisters of his friends; and her, for reasons which it was not necessary even to pretend to conceal, he absolutely forbade having anything at all to do with the kinds of women who would not have minded had they known all about her. Thus, her only acquaintances, her only associates, were all certain carefully selected men. He asked to dinner or to the theatre or to supper, only such men as he could trust. And trustworthy meant physically unattractive. Having small and dwindling belief in the mentality of all women, and no belief whatever in mentality as a force in the relations of the sexes, he was satisfied to have about her any man, however clever, provided that he was absolutely devoid of physical charm.

The friend who came oftenest was Billy Dawis, a gifted playwright, who had been his chum at college and had got him many proofs of true friendship. Dawis, he would have trusted alone with her on a desert island

Eight point, opened with one point leads

STYLE in printing is the manifestation of good old tradition as influenced by each workman's environment, the very conditions under which he lives, as well as his learning; and a printer resolutely bent on design rather than execution will overlook irregularities in order to express himself with that intangible something that always marks his good work

Eighteen point, opened with two point leads

Ovolo Border

18 Point No. 2

13 A \$2 10 26 a \$2 00 \$4 10

STUDY SIMPLE AND LEGIBLE DESIGNS Effective job printing is essentially plain printing in well chosen and properly contrasted letters and colors

18 Point No. 1

15 A \$2 00 30 a \$2 00 \$4 00

OPPORTUNITIES FOR PROGRESSIVE MANAGER The initial work of any sales department is to make the most of existing conditions and thus turn popular demands into profits

14 Point

20 A \$1 85 40 a \$1 75 \$3 60

CONVINCE THE CUSTOMER Those who have excelled in the art of printing have had more than average literary ability. They succeed because they express clever ideas convincingly

12 Point 25 A \$1 70 50 a \$1 70 \$3 40

PROVED ADVERTISING RESULTS Increase of advertising brings an increase of business, and this increase naturally reduces selling costs. The successful advertising man is primed with statistics that will prove this assertion beyond every doubt \$1234567890 0 Point 31 A \$1 65 60 a \$1 50 \$3 15

DESIGNER SHOULD CREATE IDEAS The printing press, like the weaving machine, is often looked upon as merely a mechanical means for duplicating the work of the pattern designer

8 Point 32 A \$1 40 63 a \$1 40 \$2 80

THE IMPORTANCE OF PROPER SPACING
From employing printers realize that the highest skill

Few employing printers realize that the highest skill of every compositor is displayed in his use of spacing materials. Give two men the same copy and the same type faces, then note the great difference due to spacing

6 Point

36 A \$1 25 70 a \$1 25 \$2 50

DIFFICULT TO ESTIMATE NON-PRODUCTIVE TIME Even the efficient estimator cannot calculate by any known method how much time the compositor will lose through the type case being nearly empty of most of the characters and entirely empty of some, or how much time is lost hunting for leads and slugs \$1234567890

These Special Characters  $\mathcal{A}$   $\mathcal{B}$   $\mathcal{D}$   $\mathcal{E}$   $\mathcal{G}$   $\mathcal{M}$   $\mathcal{N}$   $\mathcal{P}$   $\mathcal{R}$   $\mathcal{T}$  Furnished with Each Font

THE ARTHUR R. NORTON COMPANY

INVITE YOUR CRITICAL INSPECTION OF

NECK ORNAMENTS & BANGLES

Every conceivable shape and design of Necklaces and Neck Ornaments will be found in this collection. The careful buyer will find here a wealth of beautiful effects in combinations of Diamonds, Pearls, Emeralds, and other precious stones, in distinctive settings of gold or platinum

FOURTEEN LEXINGTON SOUARE

STORE CLOSES AT NINE O'CLOCK

## Halon Silver is Superior

A DISTINGUISHED REPUTATION

A reputation for Halon Silver has been established on the basis of quality of pattern, workmanship and material. The Halon designs are of unusual artistic worth. The finish, wrought by hand, gives the ware a distinctive and lasting beauty that pleases the critical buyers

THE HALON COMPANY of NEW YORK

FIFTH AVENUE

#### **CHARACTER**

plus Strength and Service

These are the Elements you should look for in a Bank

THE Farmers Bank of Ardon has character, or it could not have transacted business uninterrupted for ninety years. It has strength with resources to meet every demand, and it gives satisfying service

#### FARMERS BANK

#### CARL J. HARVEY

Designer of Distinctive Catalogues, Booklets, Folders and High-Grade Newspaper Advertising

> FORTY-SIX CHASE STREET NEW YORK CITY



#### Royal Paper Company

MANUFACTURER OF HIGH-GRADE

#### BOND & LEDGER PAPER

Paper Bags & Twine

Represented by HORACE STONER

DETROIT, MICH.

Trade Emblem

#### PROGRAMME

**ORPHEUS CLUB** 

November Eighth



On the Road to Mandalay SPEAKS

CONTRALTO

(a) A Dream

BARTLETT

(b) The Sunbeam

RONALDS

SOPRANO AND TENOR Duet from La Traviata

BARITONE AND CONTRALTO

VERDI

Tales of Hoffman

OFFENBACH

(a) Aria from Carmen (b) Mad Scene, Lucia

DONIZETTI

TENOR

Barber of Seville

ROSSINI

Chic Decorator

#### Quick-Set Roman

Only four sets (or widths) for entire alphabet of caps, small caps, lower case, figures, and points. This type can be set, justified and corrected faster than any type heretofore designed. Buy a font and try it.

Considering the small investment in a font of Quick-Set Type as compared with the large investment in a composing machine, the overhead of interest, taxes, rent, power, light, repairs, depreciation in machine and metal, and the high wages for machine operator, etc., Quick-Set Type will cost the small daily or large weekly less money for composition than if done by machine.

6 Point

SOME REFLECTIONS ON THE GROWTH OF PHOTO-ENGRAVING DURING THE LAST DECADE, AND PROSPECTS OF ITS FURTHER DEVELOPMENT THAT WILL PROVE OF CONSIDERABLE ADVANTAGE

REPLACEMENT of the photo-litho transfers by prints on the zinc direct improved the quality of etchings to a degree where magazines were ready to give them place; and the discovery of the four-way powdering method reduced the length of the etching process as well as the amount of skill available for the daily press. The mechanical draftsmen of the four-way powdering method reduced the theorem architects' offices or machine works and trained to mak in imitation of wood-cuts and even of steel engravings began students from the art academies and schools of design. These transcendentals of their art and taught to understand that the control of the control of the four-way powdering method reduced the four-way pow transcendentals of their art and taught to understand that the effects would vanish in the reproduction of one-third size or l

8 Point

26 A \$1 35 50 a \$1 55 \$2 90

A REVIEW OF STATIONERY RELATING TO T PRINTER WITH OBSERVATIONS BY THE AU

Business stationery, to possess sales value shou pleasing. In other words, attractiveness is prob of good advertising in any item of printed matte attractive appearance of stationery and its adv old thing which invites a second look, or more, l impresses the recipient will think of such a firm need of the community or service offered by thou tion will differ on what constitutes attractivenes business. Tastes differ, and what one admires a design, represent perfection from an artistic sta in so far as influencing opinion in favor of the fi making of sales. Good printing alone will not se goods, and although it will no doubt create a fa it is not enough. Correct wording of itself will n power of a design to attract attention, will neve

Opened with one point leads

22 A \$1 40 45 a \$1 75 \$3 15

EFFECTIVENESS OF COLOR-PROCE FOR THE REPRODUCTION OF ARTIC

Many concerns have wanted to present t equipment and methods to the eyes of th public by means of illustrations, but ha could be adduced in favor of the idea th that nothing is lacking of perfection. Cr

19 A \$1 55 38 a \$1 90 \$3 45

CLEANSING A HALFTONE THE USE of carbolic acid as a softener of hard ink, both on plates and rollers, is also good. This liquid causes the acid to react, but the solution is weak and no harm results from a moderate application

14 Point

16 A \$1 70 32 a \$2 05 \$3 75

LEGIBLE TYPE FACE Introducing a new face that is at once beautiful and legible. It is cut to only four widths which makes for more speed in setting and spacing out

Opened with one point leads

12 A \$1 95 22 a \$2 20 \$4 15

IDEAL SAMPLES The men who want to achieve success in the printing line should install new methods and types

of doing so. Everybody recognizes that it is not possible to get an effective representation by the use of black-and-white photographs. It is necessary to use color, and the average way of doing this is to turn the black-and-white print over to an artist, who tries to embellish the photograph by painting in various details and effects and putting the color on by hand. In the case of

Opened with one point leads

SMALL CAPS, from 6 point to 12 point inclusive, are fonted separately and sold at a uniform price of 50 cents.

#### Quick-Set Italic and Quick-Set Bold

Patent applied for

QUICK-SET ITALIC

18 Point

12 A \$2 00 21 a \$2 15 \$4 15

EXPERT IN TRADE Interesting lecture on better printing by the presswork instructor 10 Point

23 A \$1 45 45 a \$1 75 \$3 20

TO OBTAIN CORRECT COUNT Hand counting is often done when disputes arise or when amount is not enough to warrant the setting of a counter. Full quantity should be known when job goes to binder

14 Point

17 A \$1 75 32 a \$2 05 \$3 80

SECURED PAPER STOCK Before prices in the paper industry became high wise printers secured enormous quantities of paper cheaply

20 A \$1 60 39 a \$1 85 \$3 45

APPROPRIATE FOR EMPHASIS Italic is especially useful where a few words or phrases want an added emphasis, or when foreign words are employed \$1234567890 8 Point

26 A \$1 30 50 a \$1 55 \$2 85

DUTIES OF A HEAD PROOFREADER Executive ability is one of the requisites of a head proofreader, who should show tact in the selection of readers and their copuloiders. The competent supervision of readers' work is only possible when a head proofreader is himself thoroughly acquainted with all details of the work

6 Point

30 A \$1 20 57 a \$1 35 \$2 55

COLLECTING MANY OVERDUE ACCOUNTS After gaining an audience with a tardy buyer the collection clerk or salesman ought diplomatically to present his claim, absolutely avoiding all forms of intimidations or threats, as these measures will only antagonize the customer. Approach him in a finally spirit and the shared are \$124557800. friendly spirit, and the chances are \$1234567890

Patent applied for

QUICK-SET BOLD

10 Point

23 A \$1 50 45 a \$1 70 \$3 20

18 Point

12 A \$1 95 21 a \$2 10 \$4 05

INDIVIDUAL HOUSE ORGANS Publications issued to further the business interests of firms should faithfully represent the products manufactured by those concerns

26 A \$1 30 49 a \$1 50 \$2 80

ELECTRICITY AND PAPER WORRIES Many troubles with stock in pressrooms are due to presence of static electricity in the paper, created by friction either during the process of manufacturing or while the stock is subsequently handled

29 A \$1 20 58 a \$1 30 \$2 50

CONTOUR OF THE TYPE A STRONG FACTOR The shape or outline of a type design often adds to or detracts from the appearance of a specimen of typography. One of the main considerations in the arrangement of a group of display lines let us say is variation in the length of lines, the longest lines rightly belonging at or near the top \$1234567890

BALANCE SHEETS Saving a few minutes every hour is effected

**QUICK-SET BOLD TYPES** Newspapers will find these type faces very useful and of extra wearing qualities

20 A \$1 60 38 a \$1 85 \$3 45

HARMONIOUS COMBINATIONS Type and borders should always be carefully selected with an eye to their suitableness \$1234567890 Franklin Gothic Italic (Non-Kerning)

# ENSURING **BigResults**

# FINE DESIGN **Making Profit**

# RECENT SERIES **Highly Gratifying**

# GROUPS COMBINE Dealers incorporate legitimate company

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

# BRINGING NEW LINES Franklin italics pleased wise printing merchant

30 Point

5 A \$2 25 8 a \$2 10 \$4 35

# PRINTING FINEST POSTER Made possible by combining originality with good display

24 Point

6 A \$1 85 9 a \$1 65 \$3 50

### DISTINCTIVE HOMES REQUIRED Exceptional architectural painting exhibited showing new tendencies

18 Point

8 A \$1 55 14 a \$1 70 \$3 2

SUBMARINE FREIGHT Large submersible with rich cargo near capture

14 Point

11 A \$1 40 21 a \$1 60 \$3 00

MANY EMINENT PRINTERS Black italic in the composing room is as necessary as black ink in the cylinder pressroom

12 Point

14 A \$1 30 27 a \$1 45 \$2 75

NEW EQUIPMENT FOR OLD TYPE Two distinct and noteworthy points are apparent at first glance, namely legibility \$1234567890 sturdiness 10 Point

15 A \$1 15 30 a \$1 35 \$2 50

DIGNIFIED HORSES CANTER Meadow bisected by wide path forms amphitheatre where the equine performer is on exhibit

8 Point

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

RAILROAD SPANS THE RIVER TIMIK Wonderful engineering feat completed in spite of poisonous tropical vegetation cholera and \$1234567890 quicksands

6 Point

19 A \$0 95 39 a \$1 05 \$2 00

HAPHAZARD HOLLOW FREED FROM PEST The inhabitants of this quaint and rustic town feel relieved over the fact that the committee appointed by the mayor has gained control of the scourge which threatened to kill the crops

5 Poin

19 A \$0 95 38 a \$1 05 \$2 00

THE FIVE POINT AS EASY TO READ AS SIX POINT Compositors will find this size very useful many times by reason of its being thoroughly readable and at the same time possessing the valuable and useful quality of not occupying a \$1234567890 great amount of space

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

# Railroad Lines Keep Schedule



O. K. PLATES MEET ALL DEMANDS O.K. Modern railways are run along certain lines, trains being received and dispatched on the schedule in force. All Printing Plates must be delivered at stated intervals in much the same manner. Your presses are started and stopped at given intervals. Engraving delay is felt in pressroom, bindery and mail room.

O.K. Cuts are Never Late

Versatile Ornament Lithodot Brass Rule

## **POWER TALKS**

RING MOTORS have a great advantage in possessing a sure and absolute speed control which means reducing the amount of current metered each time you place the speed levers below maximum point

BOTH ALTERNATING AND DIRECT CURRENTS

Ring Motor Co.

WRITE US NOW AND LET US SHOW YOU HOW AND HOW MUCH WE CAN REDUCE YOUR COST



#### RING SERVICE

SITUATED on the St. James River, at the foot of Montague Street, the Ring Motor Co. has unexcelled shipping facilities; with tracks at the door and docks in the rear, it is in a position to send motors to any point in America without any delay. Every motor is tested in a thorough and honest manner before leaving the shops, and if your Ring Motor fails to perform as it should please notify us and we will pay all repair bills due to faulty workmanship on our part or send a new motor free of charge. "Service that Satisfies."

Industrial Ornament

### Franklin Gothic Italic in Display

# BASE BALL TO-DAY AT 2:45 South Broadford vs. Clarkdale Don't miss the Tuesday Games

THESE BOOKLETS FURNISHED FREE UPON REQUEST

## **GOLF**

We Plan and Construct Courses

For Private Estates Country Clubs Hotel Grounds and Home Lawns

JAMES JOHNSON & CO. 1420 BROADWAY



Golf Illustrator

### THE BROOKLYN GUN CLUB



MR. AMERICAN: LEARN TO SHOOT AND TO SHOOT STRAIGHT

BE PREPARED TO DEFEND YOUR COUNTRY

JOIN THE NEW GUN CLUB AT ONCE

**ANNUAL DUES \$50** 

Trap Shooter

STRONG DISPLAY FOR MODERN PRINTING

3 A \$9 80 4a \$5 90 \$15 70

# ENOUGHI Machinery

# BEARINGS Tightly Held

# SMOULDEF Unjust Profits

# BUJRSI ful Purchase

4 A \$3 90 8a \$3 75 \$7 65

# DEMAND TERMS Profitable quotation solicited from dealer

36 Point

5 A \$3 35 8 a \$2 75 \$6 10

# QUESTIONS TESTED Found series throughout harmonious and aligned

30 Point

6 A \$2 75 11 a \$2 60 \$5 35

### HOTEL SEASON OPENED Thousands throng boulevards enjoying beautiful decorations

24 Point

7 A \$2 25 13 a \$2 15 \$4 40

ERECT MODELS Advertising quality question advocated

18 Point

11 A \$2 05 20 a \$2 00 \$4 05

STUDENTS INSURED Energetic agent employs new method successfully 14 Point

15 A \$1 75 30 a \$2 00 \$3 75

ELECTION RESULTS Both candidates positive victory theirs tomorrow

12 Point

7 A \$1 65 34 a \$1 75 \$3 40

MAKES RECORD FLIGHT Aeronaut shows ability while flying \$1234567890 airship

10 Point

24 A \$1 65 40 a \$1 50 \$3 15

PRINTS HANDSOME FORMS
Customers requesting heavy open
line assured of attractive printing

For other members of the Caslon Family see pages 116-123 and 314-353 of the American Specimen Book of Type Styles (1912)

### DUBLIN ACADEMY OF ART AND SCIENCE

Official Guide through the

# Classic Sculpture

This Collection contains early French and Italian Classic Sculpture newly purchased by the Dublin Academy and also Greek Statues privately loaned



Admission One Shilling a Person, which Amount will be transferred to the National Benefit Society of Art School Graduates

Exhibition Open Dail

## NIBS

The Best Cakes
Ever Produced



FREE TRIAL
TOMORROW

RECKE'S
PURE FOOD STORE
25 Broad Street

Holiday Decorator

# NEWYEAR GREETING 1918



May Fortune and Happiness always accompany your steps and may the bright shine of satisfaction sparkle on your face like the Bend Diamonds in our New Show Windows

THE BEND DIAMOND STORE

McCall's Building

Floral Decorator

Heavy Caslon and Caslon Shaded will register one over the other for two-color printing as shown above

# REMPEIR

### Seven Passenger Car

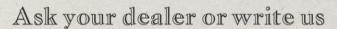
The trim, clean, compactly designed six-cylinder motor accelerates from a walking

pace to fifty-five miles in an hour. This motor wins you by its power and flexibility as it does by its fine

smoothness, even at highest speed. It excites admiration and genuine appreciation of six-cylinder qualities. As to the body: it is a beauty with the so much favored tonneau cowl, flush doors and deep

> upholstery. It is the perfection of finish as well as the roominess of this fine car that makes it second

to none. We emphasize the ease of riding. This has been our motto, and is intensified in this splendid, new model



## MUENKRED

MOTOR COMPANY, BORNE, ME.

Concrete Border

As an art, printing is doubtless inferior to painting or sculpture, but the latter arts are only exact evidences of civilization, while printing is the real Creator of Civilization

### **Typotabular Gothics**

These Gothic letters have been selected as representing the faces used on card index and blank form work, and are cast on em body, en body, and % em body, with a few exceptions, as noted. As will be appreciated by every printer, it is not possible to obtain first-class typographical results with letters cast on a uniform set, but the saving of time is so great that in many cases—and especially on low-priced blanks—it is price and not typographical excellence that secures the order.

The ruled portion of form is set in Typotabular Squares (pamphlet explaining use of same sent on request), including the box headings. Typotabular Gothics are then composed for the headings and the requisite number of "Squares" removed from the box headings, and the type inserted. Quite frequently no justification is necessary, and, at most, a space or two will exactly justify the line. These spaces are furnished with the font, and are high, so as to be easily removed. If one-point down rules are used, a one-point brass lead is inserted in the box to justify it with the column below. The rule beneath the box—to get the wax effect—should be one point longer than the width of the column, or two points longer if two-point down rules are used.

Small fonts of Boxhead Rule are furnished for this purpose, including a small case, prices of which will be sent on application.

- 6 Point Typotabular Gothic No. 1 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? \$1234567890& 19 A \$1 00 All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.
- 6 Point Typotabular Gothic No. 2 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? \$1234567890& All characters are cast on 4-point set, except Cap I, and points, which are cast on 2-point set.

29 A \$1 00

DATE		POSITION	SALARY		PER		RECORD AND REMARKS			
MO.	DAY	TIME WORK PIECE WORK	DOLLARS	CTS.	WEEK	HOUR	THIS RECORD MUST BE O.K.'D BY FOREMAN			

- 6 Point Typotabular Gothic No. 6 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? \$1234567890& 19 A \$1 00 All characters are cast on 6-point set, except Caps I, J, and points, which are cast on 3-point set.
- 6 Point Typotabular Gothic No. 8 ABCDEFGHUKLMNOPQRSTUVWXYZ .,;:-'!? \$1234567890&

34 A \$1 00

All characters are cast on 3-point set, except Caps I and J, which are cast on 11/2-point set.

NAME		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	RATE	CLASS	AMOUNT	

6 Point Typotabular Gothic No. 3 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'19 \$1234567890& All characters are cast on 3-point set, except Cap I, which is cast on 11/2-point set. 35 A \$1 00

6 Point Typotabular Gothic No. 4 { ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890& } abcdefghijklmnopqrstuvwxyz .;;:-'!?

20 A 39 a \$2 00

All Caps are cast on 6-point set, except Caps I and J, which are cast on 3-point set. Points are 2-point set and figures 4-point set. Lower case is cast on 4-point set, except f, i, j, l, r and t, which are cast on 2-point set, and m and w, which are cast on 6-point set.

Size	Size Inches	Size Over All	Length and Breadth	SIZE OF MATERIAL								Price Complete
No.				INSIDE		OUTSIDE		FRONT		BACK		Complete
				WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	WIDTH	LENGTH	
						,						

6 Point Typotabular Gothic No. 5 ABCDEFGHIJKLMNOPQRSTUVWXYZ .,;:-'!? \$1234567890& All characters are cast on 4-point set, except Caps I, J, and points, which are cast on 2-point set.

29 A \$1 00

6 Point Typotabular Gothic No. 7 ABCDEFGHIJKLMNOPQRSTUVWXYZ ..::-'!? \$1234567890& All characters are cast on 6-point set, except Caps I and J, figure 1, and points, which are cast on 3-point set.

19 A \$1 00

DESCRIPTION	DIMENSIONS	WEIGHT	NUMBER	SIZE	BOXED
	HEIGHT LENGTH WIDTH				

# Prosperity Expectations Beautiful Descriptions Returned

36 Point

4 A \$2 95 - 13 a \$3 55 \$6 50

## Advertising School Diplomas Gracefully Designed American Specimen

Electric Fixtures

Kitchen Appliances

blear \$1234567890 Figures

### The House Electric

Seventeen Lafayette Avenue Philadelphia les Harrison

President nd National Bank

Vacuum Cleaners

Sewing Machines

Cleveland, Ohio

24 Point

6 A \$2 30 19 a \$2 70 \$5 00

### Unusually Optimistic Printers Entertaining Dignified Adscript Beautifies Commercial Announcement Exemplify Magnificent Harmony

18 Point

9 A \$2 00 28 a \$2 60 \$4 60

12 Point

11 A \$1 45 44 a \$2 20 \$3 65

Charming Qualification Noted
Durability of Adscript Pleased Critics
Honest Specification
Typographic Advertisement

Superiar Printing With American Type Lustamer Admires Simplicity Progressive Foundry Designing New Specimen Abundance of Material Necessary Spring Announcement

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in a regular straight body and there are no kerns or overhanging characters; the letters do not join as in the script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, a thing not practicable when using regular script faces.

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

### BRINGING Define Style

HEARD TUNE
Guest Returned

NOTICES MAILED Introduce Advertiser

12 Point 15 A \$1.70 30 a \$1.90 \$3.60 COMPOSED HYMNS Obtained Employment

DIGNIFIED SPECIMEN
Invitation Shaded for fine
stationery \$1234567890

THE STARLEN INSTITUTE OF COMMERCIAL COURSES



SPRINGFIELD OHIO

Opens on July second Nineteen eighteen

Floral Decorator

You are cordially invited to attend the Annual Midsummer

# Exhibition of Modern Sculpture and Lectures on Art

Held under auspices of The Punxsutawney University Art League of the State of Pennsylvania and the Officers of Cadmus Art Institute

Main galleries of Metropolitan Art Museum
July eighth and ninth

#### LITHOGRAPH SHADED

PATENTED JULY 25 1916

18 Point No. 8

6 A \$2 5

### SHADING

18 Point No. 7

7 A \$2 5

### BRIGHTER

12 Point No. 6

10 A \$2 0

### MADE TONES

12 Point No. 5

19 A #9 0

#### QUICK VERDICT PROMISE IDEAS

12 Point No. 4

16 A \$2 00

#### DEMANDED RETURN INSPIRING PRINTER

6 Point No. 3

18 A \$1 50

REGARDED MAGNIFICENT MENTION UNIQUE DESIGN

6 Point No. 2

21 A \$1 50

HANDSOME SPECIMENS SHOWN SOUGHT MODERNIZED OUTFITS

6 Point No. 1

25 A \$1 50

PUBLISHERS COMPLIMENTED ARTIST RETAIN EXPERIENCED COMPOSITORS INSTRUCTION

THOROUGH AND CONSCIENTIOUS

### VIOLIN AND PIANO

MRS A. J. WEIR
PIANO AND ACCOMPANYING

MR A. J. WEIR
VIOLIN AND ORCHESTRA CLASS

MOLIQUE CONSERVATORY OF MUSIC

ADVANTAGES
STUDENTS' CONCERTS AND
ORCHESTRA CLASS

Set in Lithograph Shaded and Lining Copperplate Roman

#### COLONIAL TEA DANSANT

OLYMPUS GARDEN

### WASHINGTON'S BIRTHDAY

AFTERNOON AND EVENING, FOUR TO SEVEN

#### EXHIBITION DANCING, MINUET IN COSTUME

FASHION TEA DANSANTS EVERY THURSDAY

MISS HARMSMITH AND MISS ROMAINE

#### ADMISSION \$1.00

WHICH INCLUDES TEA AND GENERAL DANCING

3 A \$5 15 4 a \$3 60 \$8 75

# NOMINAL COST Instruct Kinsmen

42 Point

4 A \$4 20 6a \$3 70 \$7 90

# REQUIRED NOTES Handsome Creation

36 Point

4 A \$3 25 7 a \$3 30 \$6 55

## SUPERB NUMBERING Displayed Handsomely

30 Point

5 A \$2 90 8 a \$2 70 \$5 60

# CALIFORNIA EXPOSITION Prosperous Merchant Dined

24 Point

6 A \$2 35 9a \$2 05 \$4 40

### MODISH DESIGN Supremacy Noted

12 Point

14 A \$1 60 26 a \$1 85 \$3 45

POPULAR SHADED TYPE Equip your office with this modish series and increase your \$1234567890 income

18 Point

8 A \$1 85 15 a \$2 10 \$3 95

GRANTING REQUEST A new type creation of the Cheltenham Family 10 Point

16 A \$1 50 30 a \$1 65 \$3 15

ORIGINATED PROFICIENCY Printers should aspire toward producing the results that are beautiful as well as striking by noting the qualities of this type

14 Point

11 A \$1 65 22 a \$2 05 \$3 70

BEAUTIFUL INCLINATION Discerning printers are sure to note this modish type face 8 Point

17 A \$1 30 35 a \$1 50 \$2 80

INCREASED PRODUCTION SHOWN The greatest factor in building a live printing business is the type. It is the great power that animates or retards the growth \$1234567890 of an office

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

## SPRING MODES

A WEALTH OF FASHION NEWS OF ABSORBING INTEREST TO EVERY WOMAN WHO CARES FOR STYLE

THE ORIGINAL PARIS CREATIONS



CORRECT AND EXCLUSIVE SPRING APPAREL FOR ALL OCCASIONS

**Hetmon Publishing Company** 

PRICE 25 CENTS

Lithotone Brass Rule Floral Decorator

HOLDEN
ALUMNI
Class of '89

THE
HOLDEN LAW
SCHOOL
New York City



THE MARKES REMOVABLE RIM

> EVERY RIM A UNIT OF SPEED

The Modern Method

Lithotone Brass Rule

Cheltenham Bold Shaded

72 Point

3 A \$7 80 4 a \$5 00 \$12 8

# RENUMBER Strong Medal

60 Point

3 A \$6 80 4a \$4 40 \$11 20

# BRIGHT MIND Guide Departed

48 Point

3 A \$4 20 5 a \$3 30 \$7 50

# SUPERB DESIGNS Leading Conception

42 Point

3 A \$3 20 6 a \$3 05 \$6 25

# EMINENT PRINTERS Dignified Shaded Effect Meritorious Enterprises

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

3 A \$2 65 6 a \$2 55 \$5 20

# GRANITE MONUMENTS Saved Expensive Catalogue Examines Beautiful Printing

30 Point

5 A \$2 35 8a \$2 10 \$4 45

### DESIGNS MANY BROCHURES Compliments Merchant Profusely Homeric Stories Quite Interesting

24 Point

5 A \$1 70 10 a \$1 85 \$3 55

PRINTING METHODS DISCOVERED Graceful American Styles Increase Profit Highest Typographic Quality Maintained

18 Point

8 A \$1 55 15 a \$1 70 \$3 25

HANDSOME CHARACTERS BRING RETURNS Energetic Compositor Received Substantial Salary Largest Printing Dividend Thoughtfully Considered

14 Point

11 A \$1 45 22 a \$1 60 \$3 05

METHOD REDUCED EXPENSE Gainful systems are regarded most desirable by all managers. Quicker methods bring increased dividends 10 Point

14 A \$1 20 27 a \$1 30 \$2 50

ENCOURAGES IMPROVEMENT Often a very small number of really desirable changes in office methods and equipment will yield handsome returns. Try several new ideas now

12 Point

13 A \$1 30 26 a \$1 50 \$2 80

SELECTING MODERN EQUIPMENTS Prominent printers throughout the whole country endorse the purchase of efficient materials of modern make \$1234567890 8 Point

16 A \$1 05 33 a \$1 20 \$2 25

GREATER HARVEST NOW OBTAINED Printers in every section enjoy the greatest prosperity known to the craft. New life has been the direct result of pleasing type faces in the advertising field. Many benefits have reached the printer this way \$1234567890

For other members of the Cheltenham Family see pages 146-231 of the American Specimen Book of Type Styles (1912)

### Confidential Chatter

OVERHEARD AT THE LITTLE INN AROUND THE CORNER WHERE ALL GOOD PRINTERS MINGLE

"AY, Bob; there was a silver-tongued orator in the shop to-day trying to sell the Boss one of those machines that make type while you wait. He said, 'Why, it is just as simple as a wart on a pickle. All you have to do is merely to press the button and pull the lever, and the type rolls out like coal down the scuttle.' Well, the Boss gave him one of those fade-away smiles and said: 'Young fellow, I bought one of those infernal machines last year. There it is over in the corner. It makes type all right, but who in the name of thunder would print anything with that kind of type?'"

### American Type Founders Co.

nd Maker of Durable Type

THIRD ANNUAL EXHIBITION

BOSTON ASSOCIATION OF PRINTING DESIGNERS



Catalogue

PEABODY INSTITUTE NOVEMBER SEVENTH AND EIGHTH NINETEEN-EIGHTEEN

Lithotone Brass Rule Floral Decorator

THE IROQUOIS SOCIAL LUNCHEON

EMERSON HOTEL

Celery



JANUARY TENTH

Lithodot Brass Rule

Radishes



Cold Slaw Olives

Chesapeake Bay Terrapin Soup

Roast Maryland Turkey
French Peas Sweet Potatoes

Richelieu Ice Cream Coffee

MUSIC BY FARSON'S ORCHESTRA

Lithodot Brass Rule Floral Decorator

### Cheltenham Bold Shaded in Display

# MYERS & HANISON

#### **DECORATORS**

WISH TO INFORM THEIR PATRONS AND FRIENDS THAT THEY WILL HAVE AN UNUSUAL AND MOST COMPREHENSIVE SHOWING OF IMPORTED WALL PAPER DESIGNS AT THE PHILADELPHIA ART AND INDUSTRIAL EXHIBITION WHICH WILL BE HELD IN THE SECOND REGIMENT ARMORY FROM MARCH FIRST TO SEVENTEENTH OPEN AFTERNOONS AND EVENINGS

Booth Number Twenty-seven Eastern Section of First Floor

Lithotone Brass Rule

### Mariston's Wisdom of Doing One Thing Well

A Little Book of Big Facts About Silver and Gold



Mariston & Sons 124 Fayette Street



BEATRICE RANDOLPH JORDAN
MILLINER

41 Chase Street

New York City

Floral Decorato

## NEW ORLEANS

ILLUSTRATIONS AND STATISTICS SHOWING THE FACILITIES OF THIS SEAPORT

THE SOUTHERN REAL ESTATE COMPANY

1524 CONTINENTAL BUILDING, NEW ORLEANS, LOUISIANA

3 A \$9 75 5a \$7 15 \$16 90

# COUNTING Busy Scholar

60 Point

4 A \$6 95 6a \$5 75 \$12 76

# DISTINGUISH Pleasing Design

48 Point

4 A \$5 30 7 a \$4 90 \$10 20

# HONEST MEANS Remarkable Benefit

36 Point

5 A \$3 65 8 a \$3 25 \$6 90

# SPECIMENS REQUIRED Large Demands for Artistic Brochures Neatly Executed

 $For other members of the \ Cheltenham \ Family \ see \ pages \ 146-231 \ of \ the \ American \ Specimen \ Book \ of \ Type \ Styles \ (1912)$ 

6 A \$3 05 9 a \$2 45 \$5 50

PRINT DIGNIFIED PROGRAM Modern tendency of typographer on high class program work leans toward simplicity in arrangement

24 Point

7 A \$2 35 12 a \$2 30 \$4 65

SELECTED PRINTING EQUIPMENT Management of leading establishment to install complete steel outfit in composing room, and thus secure greatest efficiency

18 Point

10 A \$2 15 17 a \$1 95 \$4 10

ENERGETIC SUPERINTENDENT REQUIRED Present-day problems that confront master printers demand for their solution the services of intelligent and experienced executives as heads of departments

14 Point

14 A \$1 90 26 a \$2 00 \$3 90

COMPREHENSIVE MEASURE Estimates on printing jobs should include a fair allowance covering the wear and tear on type faces as well as depreciation of machinery 10 Point

18 A \$1 60 36 a \$1 65 \$3 25

ADVERTISER COMMENDABLE Especially desirable as one element toward effectiveness in advertising copy is to convey the impression of sincerity. Advertisers should strive to use candid but simple statements

12 Point

16 A \$1 65 29 a \$1 75 \$3 40

ORIGINAL ADVERTISING SCHEME The printer who is desirous of obtaining profitable orders should be able to create publicity schemes that will stimulate the business of his customers \$1234567890 8 Point

21 A \$1 35 40 a \$1 45 \$2 80

ECONOMICAL LOOSE-LEAF SYSTEM
To-day all progressive business houses are
users of loose-leaf and card index systems,
finding them very labor-saving. The makers
of these devices have grown to corporations
capitalized in the thousands \$1234567890

# Nifty Cravats

Four-in-Hands at the Manufacturer's Prices

YES, THE CORRECT FALL CRAVATS ARE HERE. YOU CAN SELECT THE STYLES WHICH BEST SUIT YOU. IT WILL PAY YOU TO COME AND INVESTIGATE THESE

Rodgers'

"The Store of Perfect Service"

Lithotone Brass Rule

THE LOYAL KNIGHTS OF ADAM

CORDIALLY INVITE
YOU

TO ATTEND

THIRD ANNUAL

BANQUET

TO BE GIVEN AT

THE

HOTEL GRAND

MAYFIRST

FOUR O'CLOCK

Please Present This Card at the Door

UICK action on our part gave us a chance to take the first choice of an elegant line of neckwear made up for this coming Fall trade. We picked the best patterns of a \$1000 stock. Regular \$1.50 and \$2.00 values. Must be seen to be appreciated. Why not get out of the fifty-cent crowd by treating yourself to a regular necktie once in awhile? The silk

### MODERN EDUCATOR

for September

IN THIS ISSUE:

How to Study

Our Mother Tongue

The Principal

Schoolroom Ethics

Success A Poem

The Month's Mail

THE OLD RED SCHOOLHOUSE

Photogravure
From the Original Painting
Courtesy May & Co.

**MONTGOMERY PRESS** 

SAINT LOUIS

## Patrons of the Rialto

YOUR ATTENTION IS RESPECTFULLY CALLED TO THIS NEW PICTURE



## THE IRON JAWS



Thrilling and Sensational Full of Surprises

The First Installment of The Iron Jaws will be shown at the Rialto Temple of Motion Pictures on Tuesday, August Sixth

Lithotone Brass Rule Floral Decorator



# SPANISH PLATE SILVER

SOLD UNDER AN UNQUALIFIED GUARANTEE AT THE GOOD STORES

NOVELTY OF DESIGN WITH DURABILITY THAT IS UNSURPASSED

THE PLATE THAT WEARS

JUST the face
for attractive
Announcements
Programs
Menus
Circulars
and
Stationery





Chic Decorators

Antique Shaded

# BEQUEST SDOWEWSWE

# HUNDREDS Right Cipher

# CLEAR SHADE Daunted Knight

ELITE SHOWING Popular Creations Originated Design

3 A \$3 30 4a \$2 10 \$5 40

# SUBLIME PRODUCT Beauty Demonstrated Improve Publications

30 Point

4 A \$2 65 6 a \$2 20 \$4 85

EXQUISITE SPECIMENS Require Perfect Harmony Proposed Modern Fashion

24 Point

4A \$1 85 7a \$1 75 \$3 60

REPORT SUPERIOR NUMBER Neighbors Banquet Ringmaster Manager Noted Stylish Printing

18 Point

7 A \$1 70 11 a \$1 55 \$3 25

MANIFEST BEAUTIFUL HARMONIES
Demonstrating Superlative Typography
Compositor Recognizing Improvements

14 Point

9 A \$1 50 17 a \$1 55 \$3 05

BEAUTIFUL CREATIONS Modish typographic styles originated for superior and better \$1234567890 work 10 Point

12 A \$1 20 22 a \$1 30 \$2 50

POPULARIZING METHOD This elegant Antique Shaded series is meeting with great success in the production of gray tone and classy printing

12 Point

10A \$1 35 20 a \$1 45 \$2 80

PURCHASED SHADED TYPES Equip your plant with this elite and dainty type face and be fully prepared to execute chic designs 8 Point

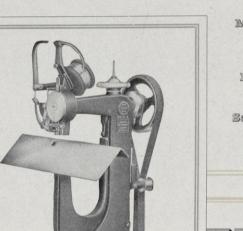
14 A \$1 10 26 a \$1 15 \$2 25

QUEST PROFITABLE PRINTING The busy and successful job office procures increase of business with the acquisition of new type styles in ample \$1234567890 quantities

# THE BOSTON WIRE STITCHING MACHINES

Boston
Wire
Stitchers
Can be
Depended
Upon to
Produce a
Quality and
Quantity of
Work
Attainable
With
No Other
Stitcher

Precision and Simplicity
Speed and Economy



Besides
Proving
Great
Money
Makers the
Boston
Wire
Stitchers
Invariably
Afford
Complete
Satisfaction
Wherever
Used

BOS REPRES

> Boston Machines Satisfy



Efficient Stitching Ensured

### Stitcher Supremacy

The extensive sales of Boston Wire Stitchers are mainly due to the fact that when one of them enters a plant it is followed by others as fast as less efficient stitchers can be discarded or additional machines are required

American Type Founders Co.

Everything for the Printer

# Antique Shaded in Display

## American Type Founders Co.



Efficiency Equipments for the Printer and the Publisher

All Kinds of Plain and Fancy Brass Rule

Discriminating customers are cordially invited to attend the extraordinary Display and Sale of

### MERION JEWELRY

BEGINNING MONDAY

This is the first and only event of its kind ever announced by this company in the thirty-seven years of its existence. It may never occur again

#### SHERMISTER BROTHERS

Fifth Street, Baltimore

Lithotone Brass Rule

127

Lithotone Brass Rule

Painting



Sculpture

### SCHOOL OF DESIGN

INEZ SYRENE, Director

Penobscot Island

Granville, Illinois

Lithotone Brass Rule Floral Decorator

4 A \$4 30

## CONSTRUCTING NAMES BROKER

30 Point

5 A \$3 50

## GRAND DISCOURSE EASTERN HUNTERS

24 Point No. 90

6 A \$3 00

# STRENUOUS MECHANIC REDUCED PRICES MORE

24 Point No. 89

A \$3 00

# GRAND MUSICAL SOUVENIR MARVELOUS LITHOGRAPHS

18 Point No. 89

9 A \$2 50

12 Point No. 85

21 A \$2 00

## DESIGN REQUIRE CURIOUS NOTICE

18 Point No. 88

11 A \$2 50

### HER BANKING HOUR CHARGE PROPOSED

12 Point No. 87

13 A \$2 00

MADE DOCTORS DECIDE RESIGNS NICE POSITION USE \$1234567890 ZERO

12 Point No. 86

17 A \$2 00

CLERICAL HABITS REMAINED UNIVERSITIES ENTHUSIASTIC DISCARD ELECTRIC SIGNALS

OPENED ANNUAL BANQUET
PUBLISHERS DISCONTINUE
DEMANDS RACING CHARTS

12 Point No. 84

24 A \$2 00

MODERNIZED SUPERINTENDENT
DESIRE SUPERLATIVE SHOWING
HANDSOME SHADED CREATIONS

6 Point No. 83

27 A \$1 50

ASPIRING PRINTERS AND ADVERTISERS WILL SURELY PROFIT BY THE ADDITION OF CLEVER \$1234567890 TYPE STYLES

6 Point No. 82

31 A \$1 50

BORDERS AND MATERIALS OF LATEST DESIGN WONDERFUL MACHINES RECENTLY INVENTED ESTABLISHED PRINTING CONCERN PRODUCES

6 Point No. 81

38 A \$1 50

AMERICAN TYPE DESIGNED FOR BUSINESS BRINGING
DISTINCTIVE PRINTING PRODUCED WITH THIS LETTER
PROMINENT SPECIMEN TYPOGRAPHERS RECOGNIZED

For other members of the Copperplate Gothic Family see pages 670-685 of the American Specimen Book of Type Styles (1912)

#### COPPERPLATE GOTHIC SHADED IN DISPLAY

"THE CORRECT PARIS FASHIONS"

### REDMAN IMPORTING COMPANY

INTRODUCES

#### COSTUME AND TAILLEUR SUITS

ALSO SUPERB COATS FOR AFTERNOON MOTORING AND UTILITY WEAR. GOWNS AND DRESSES FOR EVENING WEAR AND

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

#### KALE SAVINGS BANK

5 PER CENT INTEREST ON DEPOSITS

**CAPITAL \$47,000** 

D. ROOK, TREASURER

MALDEN, MASS.

Q

UALITY IS GIVEN FIRST PLACE ON EVERYTHING WE HANDLE. STYLE COMES NEXT IN ORDER AND THE

LAST WORD IN THE FASHION OF THE HOUR IS EXPRESSED IN EVERY SUIT. VELVET AND BEST CLOTH MATERIALS IN FASHIONABLE SHADES. WE HAVE EVERY REASON TO BE PROUD OF THIS GREAT AND BEAUTIFUL COLLECTION OF THE MASTERPIECES OF THE FAMOUS PARIS COUTURIERS

Lithotone Brees Rule Rodoni Shaded Initial

Lithotone Brass Rule

BELL TELEPHONE 153 HOME TELEPHONE 6391

PRIVATE OFFICE

JAMES R. BURNET E. W. HAYDEN ASSISTANTS

#### FRANKLIN AUBREY NORMANDER

GUARANTEED MORTGAGE, REAL ESTATE AND MUNICIPAL

### BONDS

ROSA DORNE



HER BOOK

47 WESTBURN STREET
HAMILTON, ONTARIO

ESTABLISHED 1873

UNION PHONE

#### MORTON & RANDOLPH

LIFE INSURANCE

THIRD STREET

FRANKLIN, MD.

Floral Decorator

5 A \$4 70 8 a \$4 35 \$9 05

# EMPIRES NUMBERED Bright Demonstration

42 Point

5 A \$3 55 9 a \$3 70 \$7 25

## MERITORIOUS KINGDOM Charming Souvenir Given

36 Point

5 A \$2 90 10 a \$3 45 \$6 35

# COMPOSITOR ENTHUSIASTIC Handsome American Creation

30 Point

6 A \$2 50 12 a \$2 80 \$5 30

# DISTINGUISHED PRINTERS RETURN Bright Shaded Faces Secure Notice

24 Point

8 A \$2 15 14 a \$2 35 \$4 50

PUBLISHERS PLEASED
Shaded Letters Attract

18 Point

11 A \$1 90 21 a \$2 15 \$4 05

GRAY EFFECTS IN PRINTING Pleasing results can be easily obtained by careful selection

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

POPULAR AMERICAN TYPE STYLES Distinctive features are noticeable in original and exclusive type faces 12 Point

17 A \$1 60 34 a \$1 85 \$3 45

DESIRABLE SHADED TYPE FACE Progressive advertisers demand new and attractive type designs neatly \$1234567890 displayed

10 Point

19 A \$1 45 38 a \$1 70 \$3 15

DESIGNS PLEASE THE ADVERTISER Progressive printers prepare for the harvest which is bound to come with the introduction of efficiency outfits which save time and increase profits

8 Point

22 A \$1 35 42 a \$1 50 \$2 85

ORDER THIS BEAUTIFUL SERIES AT ONCE And be fully prepared for an ever increasing demand for profitable work that its advent impels. The greatest factor in developing a printing business 1234567890 is the type

For other members of the Franklin Gothic Family see pages 738-747 of the American Specimen Book of Type Styles (1912)

### Franklin Gothic Condensed Shaded in Display

EDWARD FISKE PRESENTS

# Faustina Welles

In a New Play

"Red Rock"

ACKNOWLEDGED THE GREAT SUCCESS OF 1916

Three Point Border

### FOR MILADY

Glass Bonbon Jars

Telephone Elbow Cushions

**Knitting Bags** 

AT GEMBLE'S

FIFTH AVENUE

NEW AND ELEGANT SHADED FACE ARE WHAT MAKE IT PROFITABLE TO ANY PLANT. THE FACE IS CAST IN TEN SIZES ON AMERICAN LINE

THE WEARING QUALITIES OF THIS

### NOVEMBER MILLINERY

CHARMING TYPES OF THE NEW VOGUE ARE HERE IN THE ORIGINAL MODELS

### **FALL OPENING**

ORIGINAL CREATIONS TRIMMED IN POPULAR MATERIALS SANCTIONED BY FASHION

MILLINERY SALON
ALL THIS MONTH

Lithotone Brass Rule



Romaine Chemical Co., Boston

131

Three Point Border Floral Decorator

4 A \$3 30 10 a \$3 10 \$6 40

## Aroducing Handsome Inbitations Shaded Design Charms Customer

30 Point

5 A \$2 85 12 a \$2 60 \$5 45

Great Demand for Fine Society Printing Beautiful and Distinctive Announcement

24 Point No.

6 A \$2 35 14 a \$2 00 \$4 33

Approximated Monderful Example of Engraving Refined Specimens Pleased Most Critical Buyer

24 Point No. 2

7 A \$2 35 16 a \$2 10 \$4 45

Dignified Commercial Stationery for Jamestown House Finest Examples Produced with Wedding Text Shaded Reliable Customers Demanding Typographic Perfection

18 Point No. 1

9 A \$1 85 26 a \$2 20 \$4 05

Simple Ornamentation Charming Great Results from Dainty Types Dividend Maturing Unexpectedly 12 Point

13 A \$1 60 39 a \$1 80 \$3 40

Efficient and Progressibe Managers Printing Exhibition Attracts Throng Composing Room Increasing Profit Estimating \$1234567890 the Deposit

18 Point No. 2

10 A \$2 00 28 a \$2 10 \$4 10

Careful Spacing Pelights Customers Finer Composition Secured Prestige American Designs Leading the World 10 Point

15 A \$1 50 43 a \$1 65 \$3 15

Lithotone Brass Rule Pecidedly Popular Simple Borders Improve Advertisement Professional Men Request Shaded Type Large Profits in Artistic Medding Cards

14 Point

12 A \$1 85 34 a \$1 90 \$3 75

Distinctive Types Invariably Appreciated Business Men Admire Neat Typography Printers Installing Cut-Cost Knuipments 8 Point

17 A \$1 45 48 a \$1 40 \$2 85

Annual Statement Illustrates Big Production New Salesman Convinces Obstinate Customer Unnecessary Steps Pecrease Productive Mark Legible Figures \$1234567890 Pleased Buyers

For other members of the Wedding Text Family see pages 800-801 of the American Specimen Book of Type Styles (1912)

The Entertainment Committee of the

### Federation of Grade Teachers

extends you a cordial invitation to attend the celebration of their

### Sixteenth Annibersary

Academy of Alusic Saturday afternoon, December twenty-second nineteen hundred and sebenteen at three o'clock

### Honorable Russell Mederith

will deliber the a

Entertainment Committee Miss Carrie Hamilton Miss Margaret Williams Mrs. Annie Cooke Banquet

Celebrating the

Sixteenth Annibersary

of the

Federation of Grade Teachers

Miss Hilda Fitzhugh

President Federation of Grade Teachers

Philadelphia

The Academy Hotel Saturday, December twenty-second at eight-thirty

4 A \$4 30 8 a \$4 90 \$9 20

# PRINTING DESIGNS Some Bright Fashions

42 Point

4 A \$3 25 8a \$3 75 \$7 00

# INCREASING PROFITS Honorable and Impartial

36 Point

5 A \$3 20 8 a \$3 10 \$6 30

## DISTINGUISHED CITIZENS Received Legible Manuscript

30 Point

6 A \$2 70 10 a \$2 70 \$5 40

### COMPLETE MODERN METHOD Encouraging Juvenile Compositor

24 Point

6 A \$1 95 12 a \$2 20 \$4 15

### INDUSTRIOUS MAID Comic Opera Manager

18 Point

10 A \$1 90 20 a \$2 10 \$4 00

REMARKABLE PORTRAIT Printing is very useful to the scholars in all public schools

14 Point

15 A \$1 65 30 a \$2 05 \$3 70

CHOICE PRINTING DISCOVERED Do not be afraid to turn down a job that you cannot handle to advantage 12 Point

17 A \$1 70 32 a \$1 80 \$3 50

ATTRACTIVE COMPOSITION Several newspapers use dry mats for all editions with unexcelled success \$1234567890 and profit

10 Point

19 A \$1 50 36 a \$1 65 \$3 15

EXTRAORDINARY STATEMENTS
The careless answering of questions
is faulty salesmanship and accounts
for the losing of orders much more
frequently than the matter of prices

8 Point

21 A \$1 40 41 a \$1 60 \$3 00

WONDERFUL COMBINATION SHOWN A printing plant equipped with new type not only has the advantage of turning out work of the highest grade, but half of the time is saved \$1234567890 on make-ready

For other members of the Bodoni Family see pages 68-75 and 378-393 of the American Specimen Book of Type Styles (1912)

THE DIGNITY OF LABOR: It is not so much the work itself, but the spirit in which the task is accepted and performed that ennobles the worker · The principal element which gives labor its dignity and glorious quality is its voluntary character

MUNICIPAL EMPLOYMENT EXCHANGE · HARMON STREET, INDIANAPOLIS

# The November Fashion

Out October Tenth

TYLE IN CLOTHES tends to change very frequently, meaning of necessity the perusal of a fashion magazine up to date in every topic pertaining to clothes. "Fashion" has been recognized for upwards of a decade as one of the leading authorities on dress, due in a great measure to the high standing of its contributors

At Department Stores and News Stands

Single Copy, 35 cents Twelve Issues, \$4.00

Fifth Avenue

New Orleans

"1886-1916"

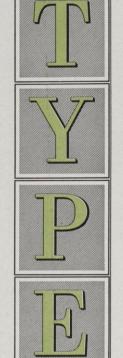
### HUBENI INTERIOR DECORATOR

ORIGINATES
COMPLETE
DECORATIVE
SCHEMES

HUBENI accepts commissions to completely decorate private homes, clubhouses, and public halls. Suggestions also offered about appropriate furnishings

Floral Decorator

### Bodoni Bold Shaded in Display



Stock your Composing Roomwith a quantity of

#### the LATEST and BEST FASHIONS IN TYPE

and be prepared to give your patrons the kind of printing they will appreciate. Probably all printers will not do as we suggest, but printers who do will be riding in automobiles while the other fellows take the street car. Bodoni Bold Shaded is an illustrious member of the artistic

## Bodoni Family of Type Faces

This series will interest buyers of fine printing as well as the printer A NEW CONFECTION







DELICIOUS FLAVOR

FOREVER THE SAME SPLENDID QUALITY AND ADMIRABLE TO COMPLETE DAINTY LUNCHEONS



Lithotone Ornament

Moderate in Price

REX CANDY CO.
Philadelphia

Lithotone Ornament Bodoni Shaded Initials

Bodoni Shaded Initials

Ladies are respectfully invited to visit the Headquarters of Fashion, which presents to America all the latest authentic

### Modes de Paris

DIRECT FROM ORIGINAL MODELS MADE BY LEADING PARISIAN DESIGNERS OF APPAREL

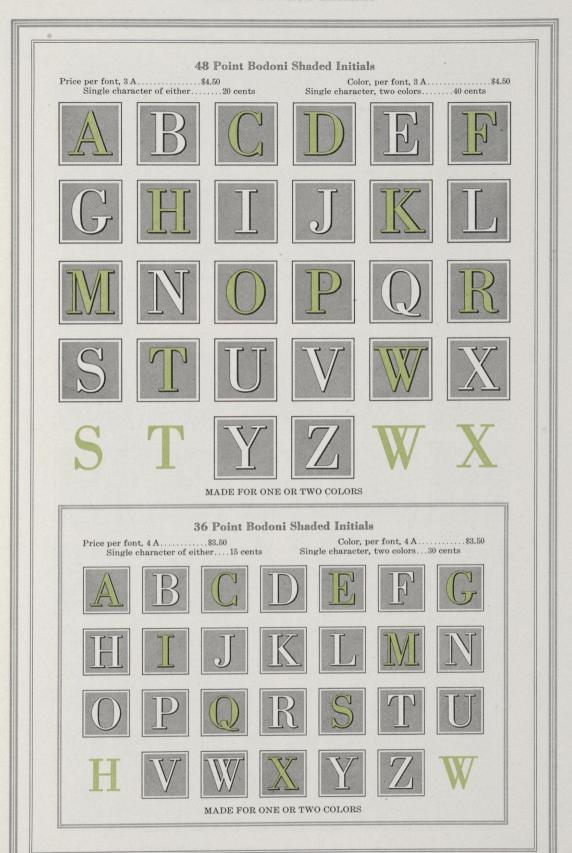
This presentation emphasizes anew the supremacy of our house in fashions. Our Paris Bureau has kept in constant touch with us, posting us on important details

### PARISIAN MILLINERY PARLORS

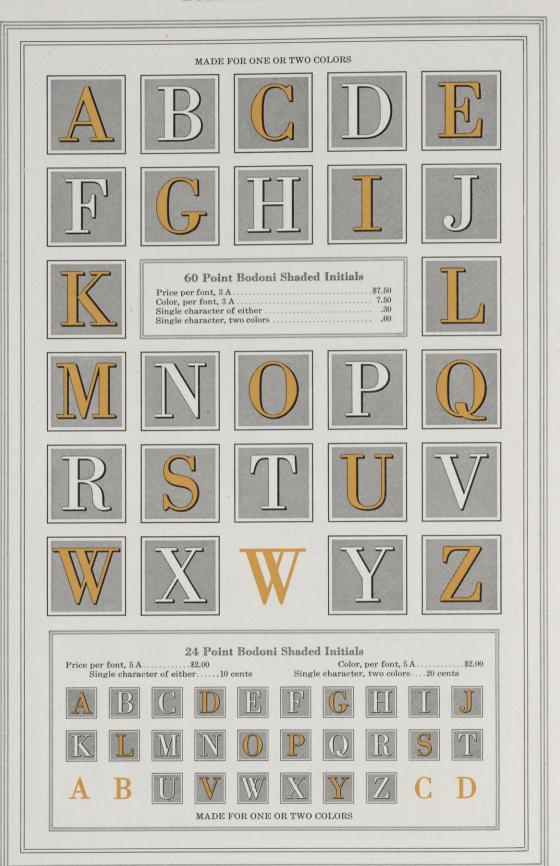
452 Fifth Avenue, New York

Lithotone Brass Rule

#### **Bodoni Shaded Initials**



### **Bodoni Shaded Initials**



### **Bodoni Shaded Initials**



60 Point, per set (including blanks) \$4.50

Single character 35c















#### **CLOISTER INITIALS**

48 Point, per set (including blanks) \$3.50

Single character 30c





















































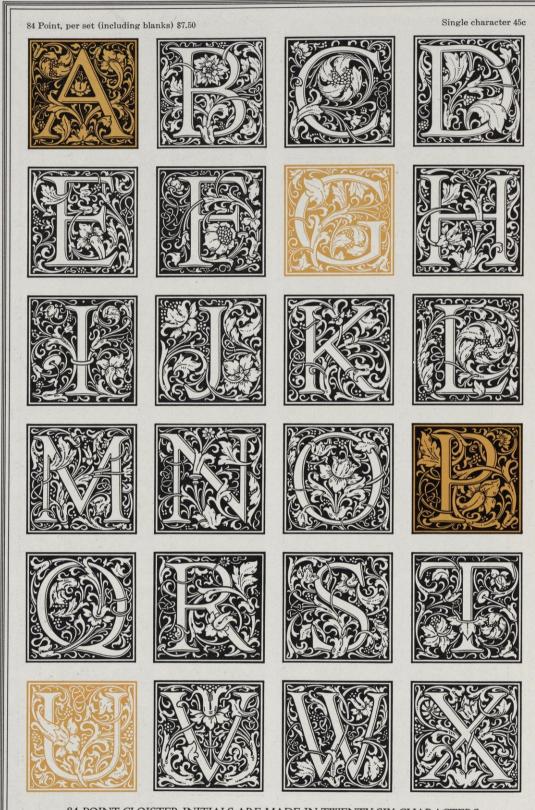


Several blanks to be used for tints are put up with each font



Cloister Initials are noted for their artistic beauty and clearness of design; they will add a touch of individuality to your printing





84 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS ALL FONTS INCLUDE A LIBERAL SUPPLY OF BLANKS FOR COLOR WORK

96 Point, single characters, each 50c (Not put up in sets)

Blanks, for color, each 50c



NINETY-SIX POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS

120 Point, single characters, each 60c (Not put up in sets)

Blanks, for color, each 60c

























120 POINT CLOISTER INITIALS ARE MADE IN TWENTY-SIX CHARACTERS, A TO Z INCLUSIVE

# **Cloister Initials**



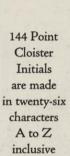
144 Point single characters each 75c

Not put up in sets

Blanks for color work each 75c















American Type Founders Company
Designer
and Maker of
Artistic
Decorative
Material



# Versatile Initials

120 Point, single character 50c

Made in twenty-six characters—Not put up in sets















### 120 POINT VERSATILE INITIALS

No. 12066	A	50c
No. 12067	В	50c
No. 12068	C	50c
No. 12069	D	50c
No. 12070	E	50c
No. 12071	F	50c
No. 12072	G	50c
No. 12073	H	50c
No. 12074	I	50c

No. 12075 J 50e
No. 12076 K 50c
No. 12077 L 50e
No. 12078 M 50e
No. 12079 N 50e
No. 12080 O 50c
No. 12081 P 50c
No. 12082 Q 50e

No.	12083	R	50c
No.	12084	S	50e
No.	12085	T	50c
No.	12086	U	50c
No.	12087	V	50c
No.	12088	W	50e
No.	12089	X	50c
No.	12090	Y	50e
No.	12091	Z	50c







































### Versatile Initials

60 Point, per set (twenty-six characters) \$3.00

















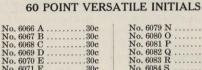




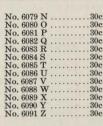








No.	6070	E						30	C
No.	6071	F						30	c
No.	6072	G						30	c
No.	6073	H						30	c
No.	6074	I						30	c
No.	6075	J						30	c
No.	6076	K						30	c
No.	6077	L						30	c
No.	6078	M						30	c





























#### **48 POINT VERSATILE INITIALS**

48 Point, per set (twenty-four characters) \$2.50



No. 4840 30c



No. 4841 30c



No. 4842 30c



No. 4843 30c Color 30c



No. 4844 30c



No. 4845 30c Color 30c



No. 4846 30c Color 30c



No. 4847 30c Color 30c



No. 4848 30c Color 30c



No. 4849 30c



No. 4850 30c



No. 4851 30e Color 30c



No. 4852 30c Color 30c



No. 4853 30c Color 30c



No. 4854 30c Color 30c



No. 4855 30c



No. 4857 30c



No. 4858 30c Color 30c



No. 4859 30c Color 30c



No. 4860 30c Color 30c



No. 4861 30c Color 30c



No. 4862 30c Color 30c



No. 4863 30c Color 30c



No. 4864 30c Color 30c

# 72 Point Versatile Initials

Color, per set (twenty-four characters) \$4.50 72 Point, per set (twenty-four characters) \$4.50 No. 7262 40c Color 40c No. 7263 40c Color 40c No. 7264 40c Color 40c

# Versatile Initials

#### 120 POINT VERSATILE INITIALS

120 Point, per set (twenty-four characters) \$9.00

Color, per set (twenty-four characters) \$9.00





















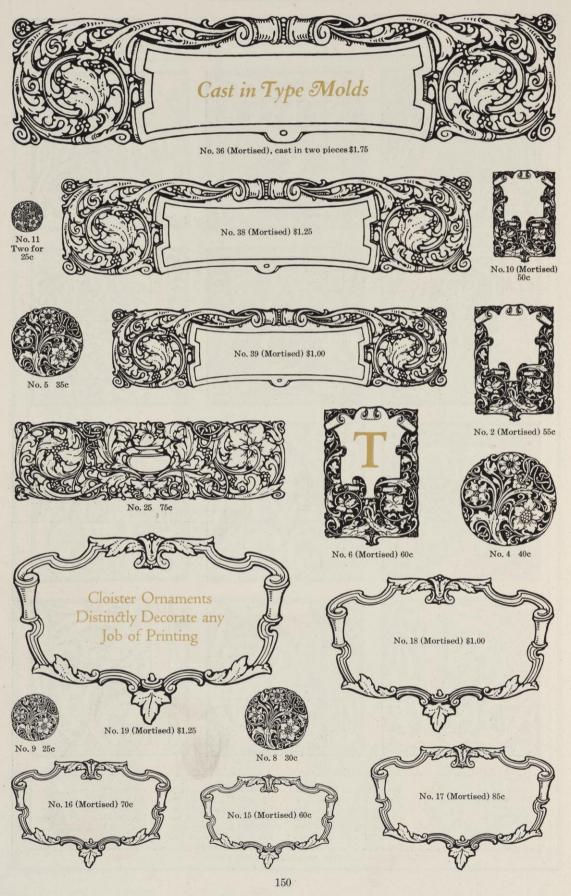




		N. 10070 N	No. 12059 T60c
No. 12040 A60c	No. 12046 G60c	No. 12052 M60c	
No. 12041 B60c	No. 12047 H60c	No. 12053 N60c	No. 12060 U60c
No. 12042 C 60c	No. 12048 I60c	No. 12054 O60c	No. 12061 V60c
No. 12043 D60c	No. 12049 J60c	No. 12055 P60c	No. 12062 W60c
No. 12044 E60c	No. 12050 K 60c	No. 12057 R60c	No. 12063 X60c
No. 12045 F60c	No. 12051 L60c	No. 12058 S60c	No. 12064 Y60c

120 Point (color), per character 60c

### **Cloister Ornaments**



### **Cloister Ornaments**

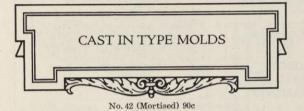




















CUT EXTRA DEEP









No. 3 45c









APPROPRIATE FOR ANY JOB



No. 50 45c



No. 53 75c



No. 52 60c

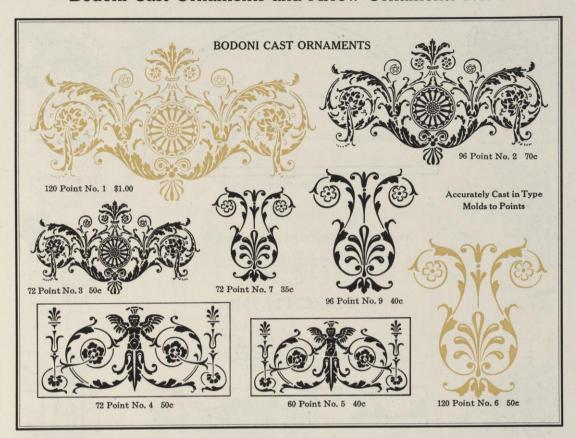


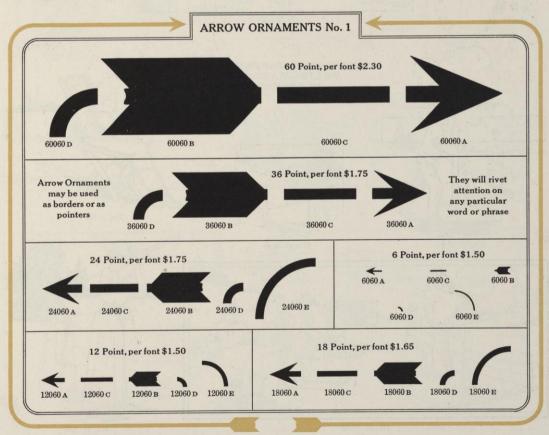
No. 51 50c

# Bodoni Mortised Ornaments and Bodoni Ornament



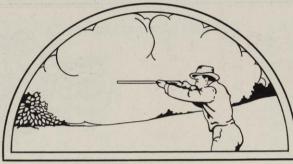
# Bodoni Cast Ornaments and Arrow Ornaments No. 1





# Trap Shooter Series







No. 24 95c



THE TWENTY-SEVENTH ANNUAL FIELD TRIAL







No. 15 35c





A SELECTION OF TRAP SHOOTERS WILL PROVE A GOOD INVESTMENT



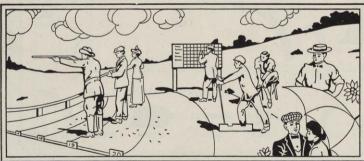
No. 12 80c



No. 27 40c



No. 5 80c



No. 22 \$1.00



No. 16 80e

# Trap Shooter Series



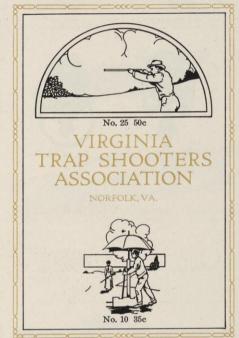
No. 18 55c





No. 23 55c





Ovolo Border



No. 13 70c



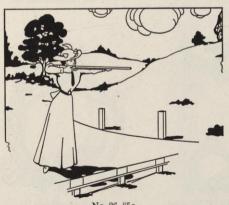
No. 17 40c



No. 21 90c



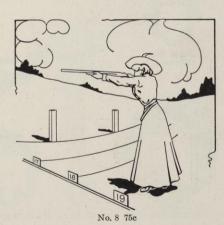
No. 9 40c



No. 26 85c



No. 7 50c



155



No. 15 60c



No. 16 45c



No. 22 40c



No. 20 60c



No. 18 40c





No. 19 35c







No. 21 35c



No. 46 (Mortised) 45c





No. 40 45c (Mortised)







No. 39 (Mortised) 60c





No. 64 65c

No. 47 (Mortised) 40c





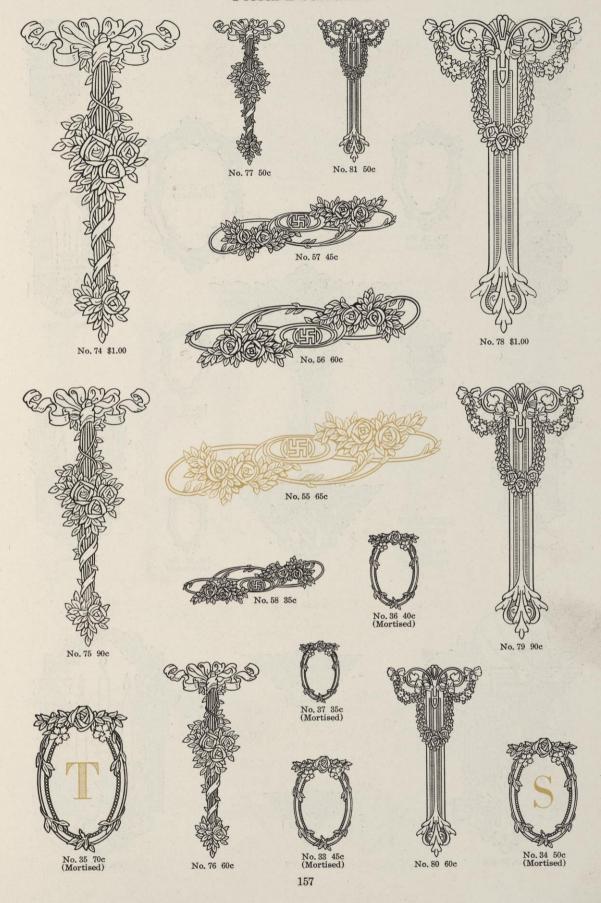
No. 38 (Mortised) 75c

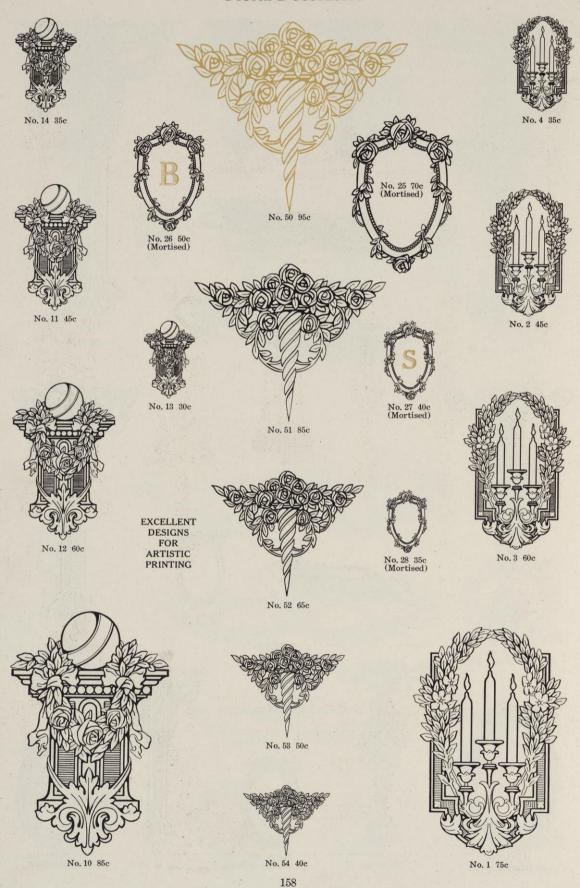


No. 45 (Mortised) 60c



156





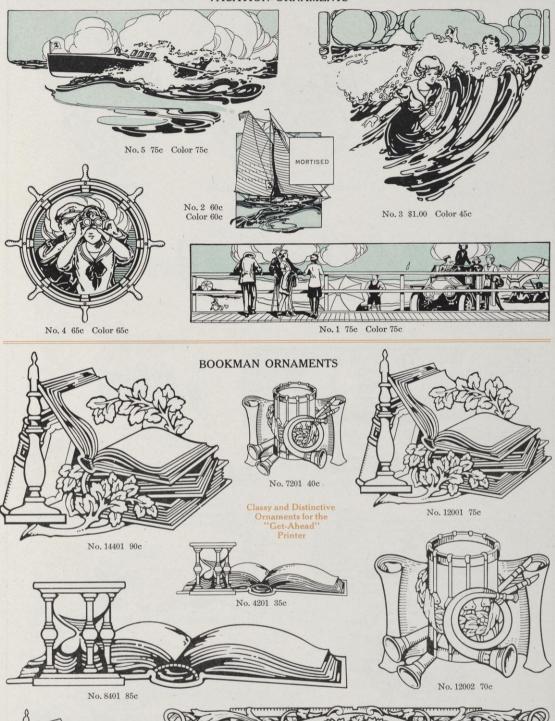




THE LARGE FIELD OF USEFULNESS COVERED BY
FLORAL DECORATORS MAKES THEM INDISPENSABLE TO THE
PROGRESSIVE PRINTER WHO DESIRES TO SECURE THE PATRONAGE OF
THAT CLASS OF CUSTOMERS WHOSE AIM IS TO POSSESS
THE ACME OF PERFECTION IN SPECIMENS OF
MODERN TYPOGRAPHIC ART

### Vacation Ornaments and Bookman Ornaments

VACATION ORNAMENTS







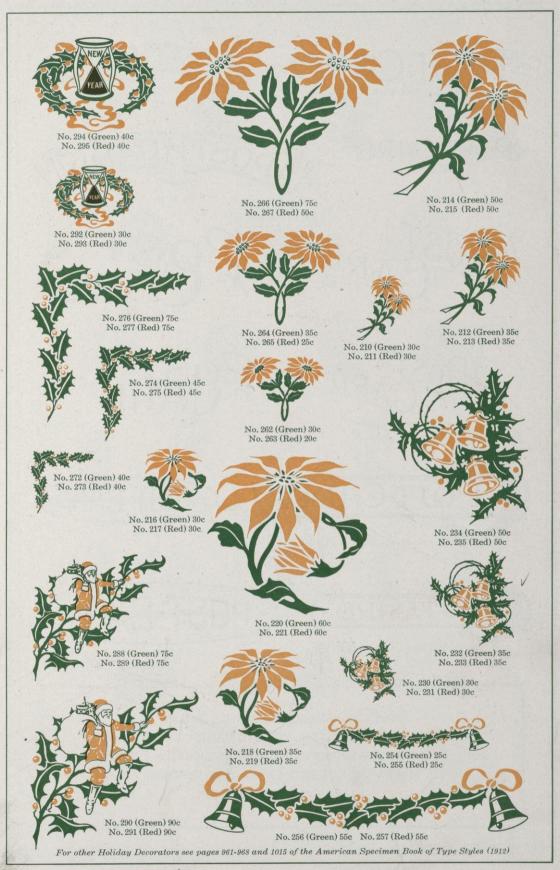
No. 8402 50c No. 8403 95c

For other Bookman Ornaments see page 1007 of the American Specimen Book of Type Styles (1912)

### Holiday Decorators



### Holiday Decorators



### Post Card Embellishers















CAN BE EASILY JUSTIFIED WITH ORDINARY QUADS



No. 7 35c



No. 5 35c

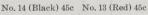


No. 12 (Black) 60c No. 11 (Red) 60c



No. 1 35c



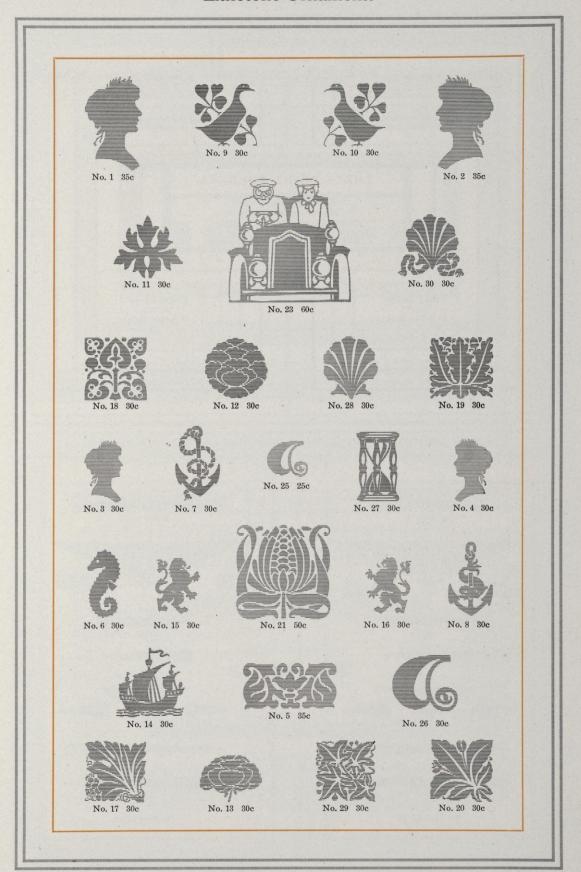




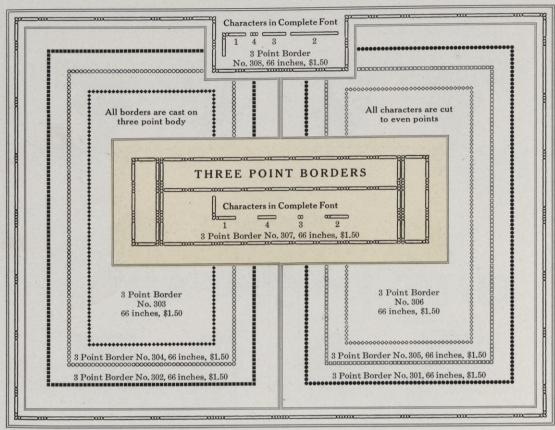
No. 2 45c

POST CARD EMBELLISHERS WILL IMPART AN INDIVIDUAL EFFECT TO THE PRIVATE MAILING CARDS SO MUCH IN USE AT THE PRESENT TIME. THEY ARE CAST IN TYPE MOLDS AND CUT EXTRA DEEP, THUS INSURING A CLEAR, SHARP IMPRESSION

# Lithotone Ornaments

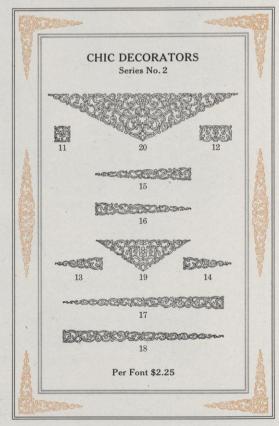


# Three Point Borders and Chic Decorators

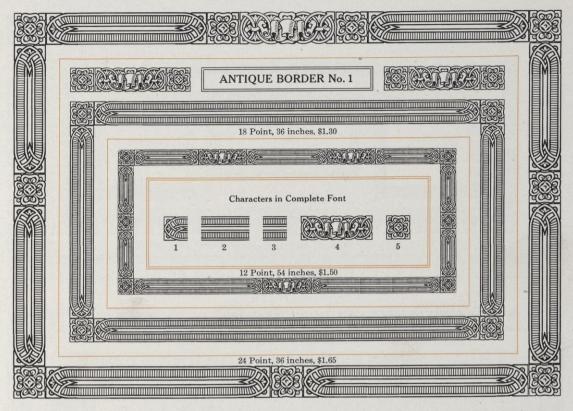


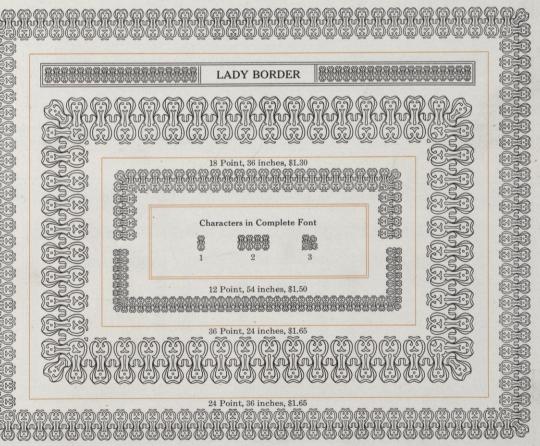
For other Three Point Borders see page 1016 of the American Specimen Book of Type Styles (1912)



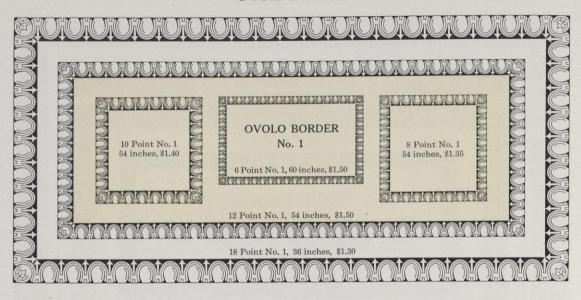


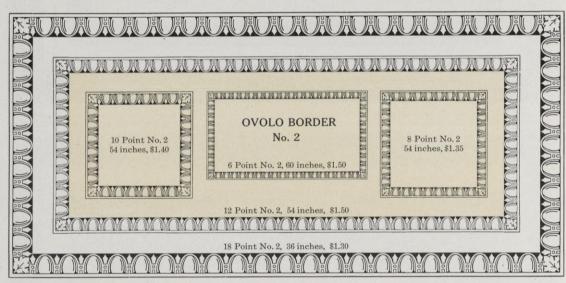
## Antique Border No. 1 and Lady Border

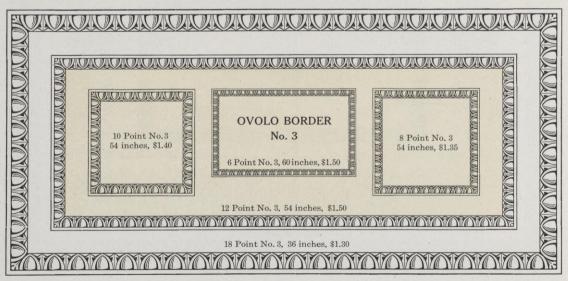




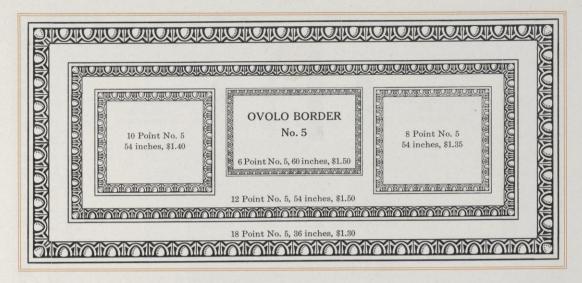
#### Ovolo Borders

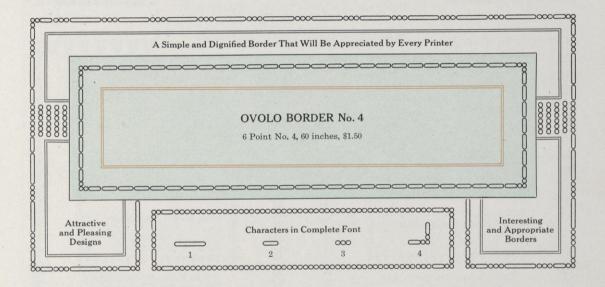


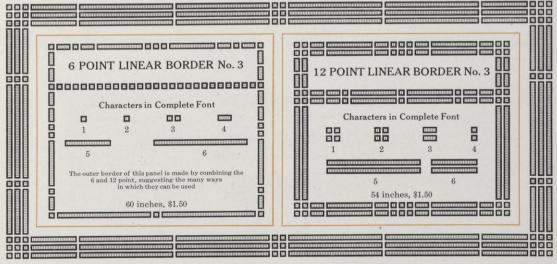




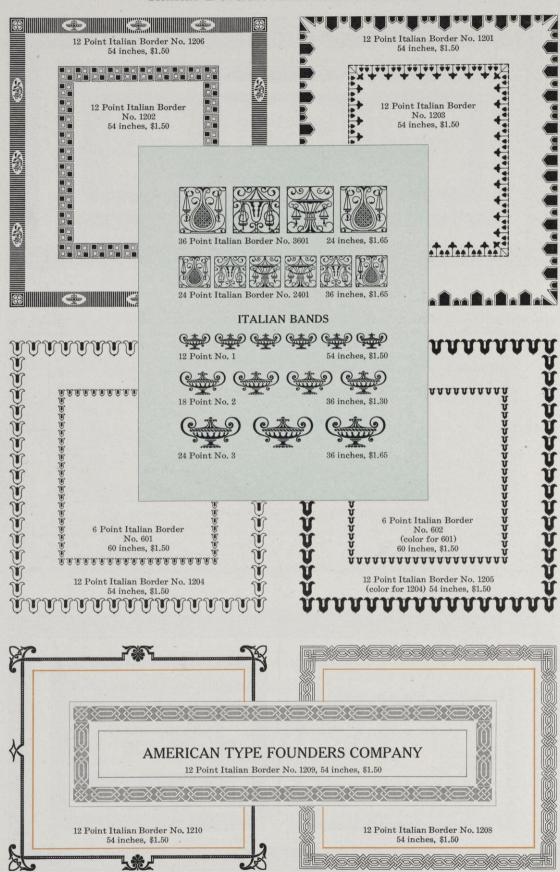
### Ovolo Borders and Linear Borders





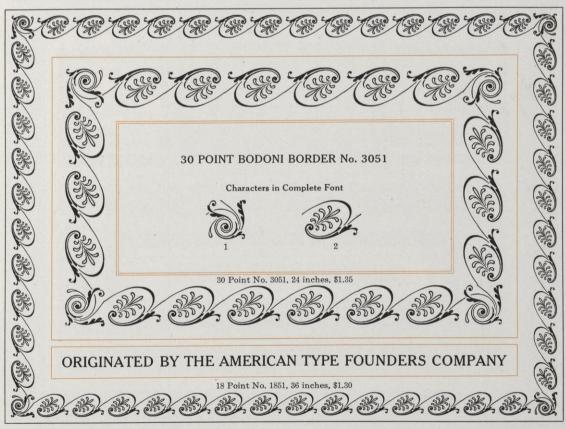


### Italian Borders and Italian Bands

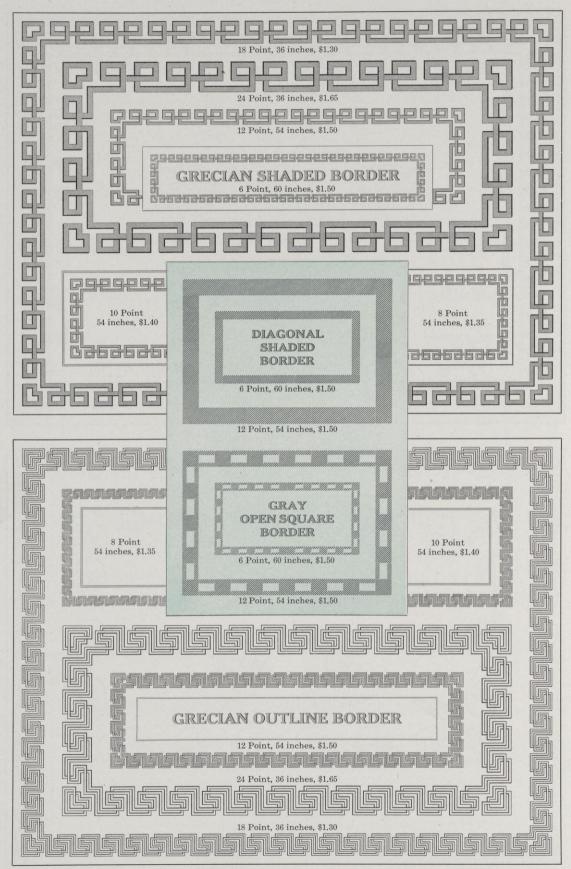


### Bodoni Borders

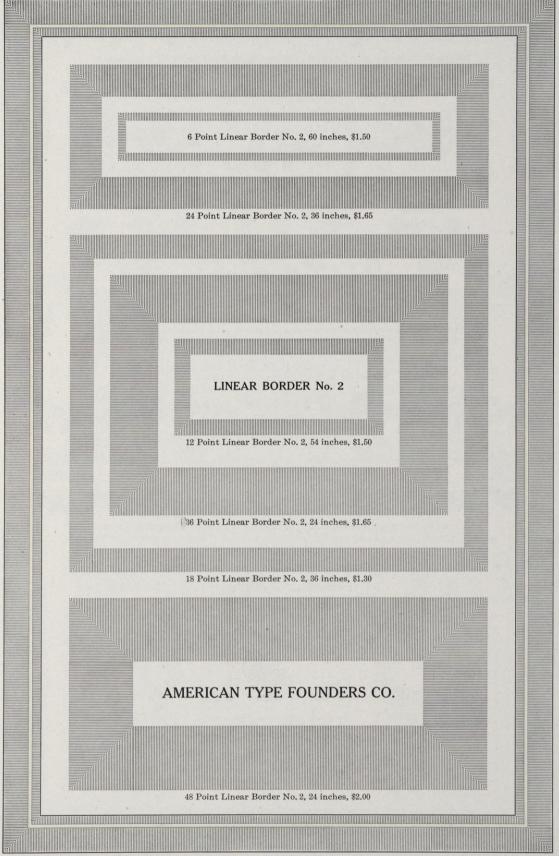




### Borders for Shaded Printing



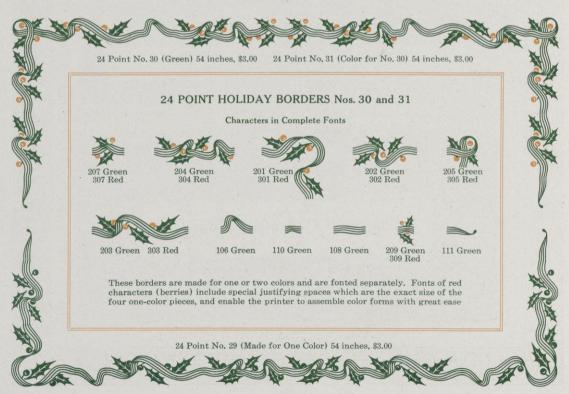
### Linear Border No. 2



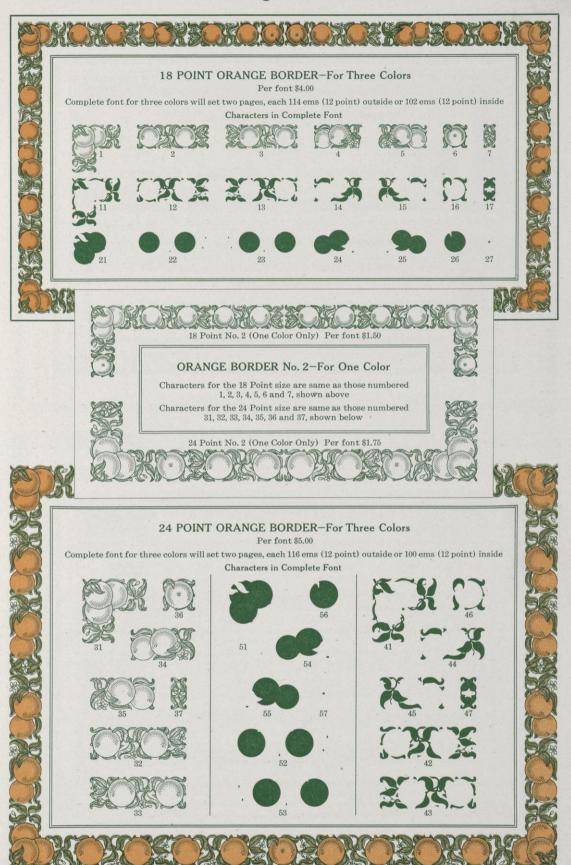
# Holiday Borders



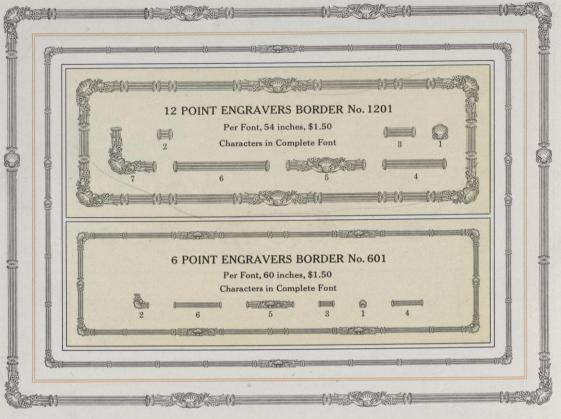
For other Holiday Borders see pages 1053-1055 of the American Specimen Book of Type Styles (1912)

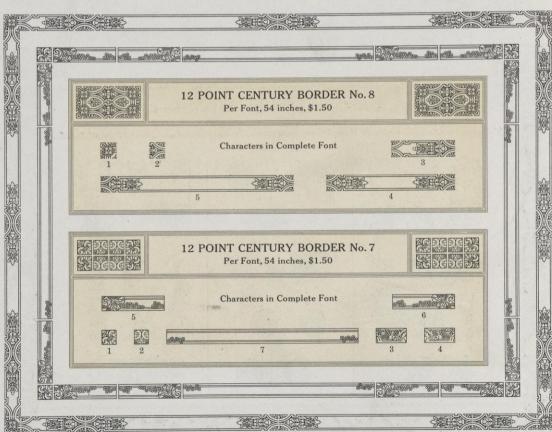


# Orange Borders



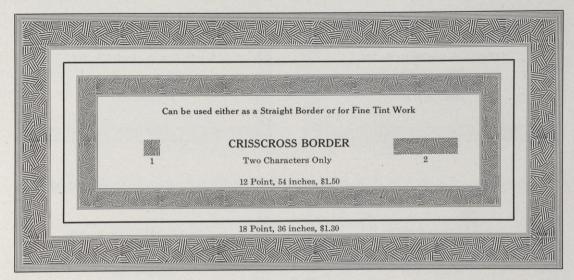
# Engravers Border and Century Border

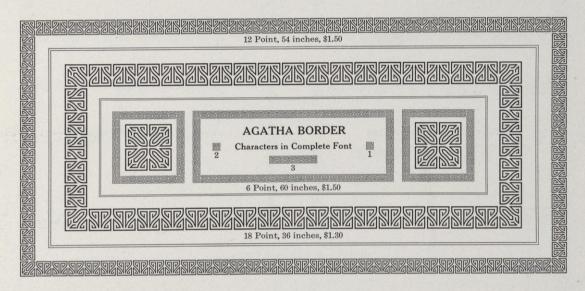


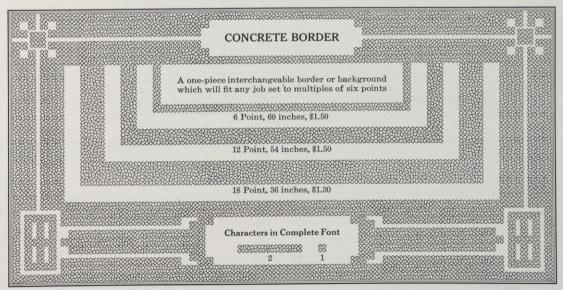


For other Century Borders see pages 1049-1052 of the American Specimen Book of Type Styles (1912)

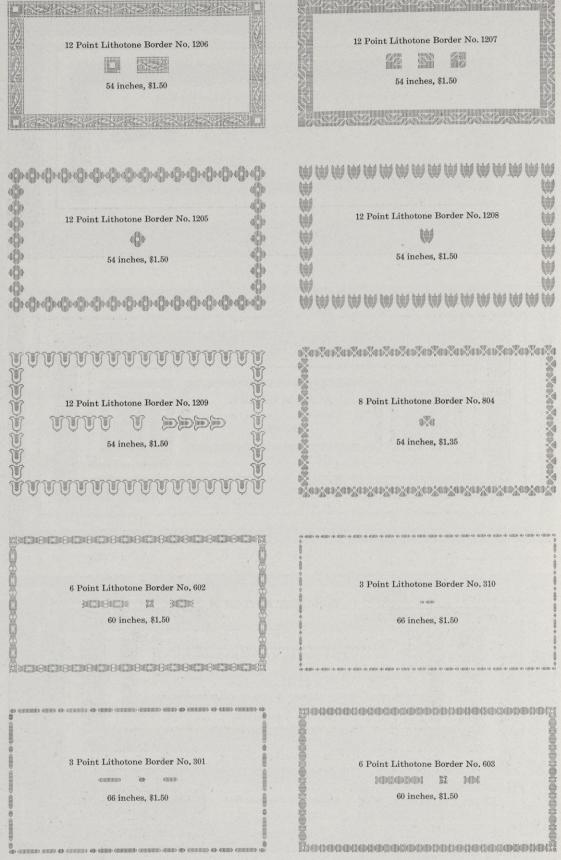
# Crisscross Border, Agatha Border, Concrete Border







# Lithotone Borders



#### 24 POINT MEDIAL SCRIPT

Mme. Sophie Marsted
announces
an Exceptional Fall Display of
Wraps and Gowns
Friday, October the fifth
at four-thirty

4 Point

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

#### 4 POINT FRANKLIN GOTHIC

THERE IS A PROFITABLE FIELD FOR PRINTERS WHO WOULD CARE TO INSTALL STAMPING AND ENGRAVING DEPARTMENTS FOR PRODUCING FINE SOCIAL AND COMMERCIAL WORK That an engraving department would be of advantage to the average well-organized printing office is demonstrated by the fact that many of the larger concerns are now conducting such ventures with admirable results. While the type-printing industry continues to expand and grow remarkably in every section of the country, the engraving and plate-printing business is also increasing wonderfully. On every side there is a greater demand for various specialties of both social and commercial engraving. The public in general has come to appreciate the excellent qualities of engraved printing. The printer who has an engraving department is in a position to create a lot of new business in the plate-printing and embossing lines. He can do this without lessening the volume of his letterpress business in the least. For instance, he suggests to certain customers that an engraved announcement would be a powerful advertisement for some special sale, or some similar occasion. In a like manner he suggests that engraved business cards would express the high character of a "polite" business better than would plainly printed ones. It would seem that smaller-town printers could install plate-printing and stamping departments under admirable conditions. The business is there for them, but of course it would need developing. In the beginning of the venture the printer could have his plates and dies made by the engravers of the larger cities, later on engaging an expert to do the engraving at the plant as the business grew. Without question there are many printers who could have an engraving department added to their regular printing business with excellent results. The typographical and engraving businesses belong together.

For other members of the Franklin Gothic Family see pages 788-747 of the American Specimen Book of Type Styles (1912)

# AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF THE LEADING FACES IN

#### TYPEWRITER TYPE

TO MODERN PRINTERS:

By every test which can be made the type of the American Type Founders Company is conceded by those who have a knowledge of true values to be the best in quality and accuracy of production, besides having the highest and most important advantages in point of style. In this day, when the leading and ambitious printers are giving their closest and keenest attention to practical methods of efficiency, it would seem suicidal, from a business point of view, for anyone engaged in the art preservative to consider the purchase of any type but the best.

#### VICTORIA UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

a	b	c	d	e	f	g	h	i	j	k	1	m	n	0	p	q	r	S	t	u Q	V
W	X	y	Z	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R
S	T	Ŭ	V	W	X	Y	Z	1	2	3	4	5	6	7	8	9	0	·&	\$	¢	%
1	@	#	(	)		,	:	;	-	0		•	11	Ţ	?	*	4	10	3/4	,	,-

VICTORIA UNDERWOOD TYPEWRITER 12 point 20 A \$1 85 100 a \$5 50 \$7 35 Justifiers furnished in 1 and 5 pound fonts

#### TO THE WIDE-AWAKE PRINTER:

If you have no time to advertise your business you are not getting out of it all it holds in store for you. Therefore, study your advertising problems. There is no need to plunge. Go at it gently, thoughtfully, but above all persistently. Perhaps it will be better to hire some one to help you. You did not disdain the help of a sign painter who advertised you with the sign he painted. Perhaps you are a printer rather than an advertiser. If so, hire some of the time of an advertiser who is able to convince the business people in your community that they are neglecting profits by neglecting to use your printing facilities.

#### UNDERWOOD TYPEWRITER

The following characters are furnished with each complete font:

a	b	c	d	е	f	g	h	i	j	k	1	m	n	0	p	q	r	S	t	u
															K					
Q	R	S	T	U	V	W	X	Y	Z	1	2	3	4	5	6	7	8	9	0	&
																				34

UNDERWOOD TYPEWRITER
12 Point 8 A \$0 85 34 a \$1 90 \$2 75
Justifiers furnished in 1 and 5 pound fonts

# AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF ARTISTIC

Type · Borders · Ornaments · Brass Rule

12 POINT HEBREW TYPEWRITER No. 1221

Per font 29 % \$2 25

דעפאזיטם ווערדען אנגענומען צאהלכאר געגען טשעקם אין
וויא ווייט דער מיטעל געגען דיא פארשפרייטונג פון קראנקע
רעפארט פון באארד אוו העאלטה האט איבערצייגט אז אויך
דיא פערקלענערונג פון טויטען פעלע און דיא פערמעהרונג

The following characters are furnished with each font:

אבגרהו זחטי כלמנסעפצקרשתהםן ףקבפּאַאָ וויי

#### 12 POINT HEBREW TYPEWRITER No. 102

Per font 65 % \$6 00

רעס גאַנצען פון מענשליכע װיסענשאפטען קען מען אײנטהײדעס גאַנצען פון מענשליכע װיסענשאפטען קען מען אײנטהײלען אין דריי גרויסע פעלדער: ערשטענס, די דרויסענדיגע
װעלט אָדער די נאַטור, --אַלץ, װאָס האָט צו מהאָן מיט די אַזױאָנגערופענע נאַטירליכע ערשײנונגען, צו װעלכע עס געהערט אױך
דער מענש, װען מען קוקט אױף איהם מעהר נישט װי אױף אַ
קערפּערליכע זאַך. צװײטענס, די פּסיכישע װעלט, װאָס האָט צו

The following characters are furnished with each font:

אנגדהו זחםי כלמנסעפצקרשתךםן פְּאַבּפּאַאָוויי \$1234567890-.:,':!?'"

#### 12 POINT SILK REMINGTON RUSSIAN TYPEWRITER

Рег font 15 A 112 & \$7.50
Слабый Физически, безсильный духовно, и весь во
власти необузданной Фантазіи, онъ создаетъ себѣ цѣлый
міръ таинственныхъ силъ, своихъ Боговъ. Его умъ занимаетъ
одинъ вопросъ: Что такое праведное? И онъ идетъ къ
жрецу, чтобъ узнать изъ устъ служителей Бога вѣчную воду

The following characters are furnished with each font:

## **Cut-Cost Fractions**

#### CUT-COST FRACTIONS No. 1

6 Point, per font . . . \$2 25 8 Point, per font . . . 2 75

Cut-Cost Fractions No. 1 are so made that two enset fractions can be placed together to make fractions in 16ths, 32ds and 64ths.

Thus:  $\frac{1}{3}$  and  $\frac{1}{2}$  placed together make  $\frac{11}{32}$ 

The following commonly used characters are furnished:

Special characters used for 16ths, 32ds and 64ths are: Numerators:  $\frac{1}{2}$   $\frac{3}{2}$   $\frac{5}{2}$   $\frac{7}{2}$   $\frac{9}{2}$ 

Denominators: 16 32 64

to make 16th, 32ds and 64ths when numerator is 11 or larger:

For 16ths:

Combine 1 with 1 3 5 for 11 13 15

For 32ds:

Combine  $\frac{1}{3}$  with  $\frac{1}{2}$   $\frac{3}{2}$   $\frac{5}{2}$   $\frac{7}{2}$   $\frac{9}{2}$  to make  $\frac{1}{32}$   $\frac{1}{32}$   $\frac{1}{32}$   $\frac{1}{32}$   $\frac{1}{32}$   $\frac{1}{32}$   $\frac{1}{32}$  Combine  $\frac{2}{3}$  with  $\frac{1}{2}$   $\frac{3}{2}$   $\frac{7}{2}$   $\frac{9}{2}$  to make  $\frac{2}{32}$   $\frac{2}{32}$   $\frac{2}{32}$   $\frac{2}{32}$   $\frac{2}{32}$  Combine  $\frac{3}{3}$  with  $\frac{1}{2}$  to make  $\frac{31}{32}$ 

For 64ths:

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are  $\frac{1}{3}$   $\frac{2}{3}$   $\frac{2}{3}$  and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{64}$	$\frac{1}{32}$	3 64	16	<u>5</u>	32	$\frac{7}{64}$	1/8	
9 64	<u>5</u> 32	11 64	3 16	$\frac{13}{64}$	$\frac{7}{32}$	$\frac{15}{64}$	$\frac{1}{4}$	
17 64	9 32	19 64	<u>5</u>	$\frac{21}{64}$	$\frac{11}{32}$	$\frac{23}{64}$	38	
25 64	13 32	27 64	$\frac{7}{16}$	29 64	$\frac{15}{32}$	$\frac{31}{64}$	$\frac{1}{2}$	
33 64	$\frac{17}{32}$	35 64		37 64	$\frac{19}{32}$	39 64	58	
41 64	21 32	43 64		45 64	23 32	47 64	34	
49 64	25 32	51 64	$\tfrac{13}{16}$	53 64	27 32	55 64	78	
57 64	29 32	<u>59</u> 64	15 16	61 64	31 32	63 64		

#### **CUT-COST FRACTIONS No. 2**

6 Point, per font . . . \$2 25 8 Point, per font . . . 2 75

Cut-Cost Fractions No. 2 are so made that two enset fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: 4 and 5 placed together make 48

The following commonly used characters are furnished:  $\frac{1}{4} \, \frac{3}{2} \, \frac{3}{4} \, \frac{1}{8} \, \frac{3}{8} \, \frac{5}{8} \, \frac{7}{8} \, \frac{1}{3} \, \frac{2}{3} \, \frac{1}{8} \, \frac{5}{8}$ 

Special characters used for 12ths, 16ths, 24ths and 48ths are:

Numerators: 1 3 5 7 9

Denominators:  $_{12}$   $_{18}$   $_{24}$   $_{48}$   $_{48}$   $_{12}$   $_{12}$   $_{12}$   $_{12}$   $_{13}$   $_{14}$   $_{15}$   $_{16}$   $_{16}$   $_{16}$   $_{24}$   $_{24}$   $_{24}$   $_{24}$   $_{24}$   $_{48}$   $_{48}$   $_{48}$   $_{48}$ 

The following characters on en-set are used together to make 12ths, 16ths, 24ths and 48ths when numerator is 11 or larger:

For 12ths:

Combine 1 with 2 for 11

For 16ths:

Combine 1 with 1 8 5 to make 11 18 16

For 24ths:

Combine  $\frac{1}{2}$  with  $\frac{1}{4}$   $\frac{3}{4}$   $\frac{7}{4}$  to make  $\frac{11}{24}$   $\frac{13}{24}$   $\frac{17}{24}$   $\frac{19}{24}$ 

Combine 2 with 3 to make 23

For 48ths:

Combine \$\frac{1}{4}\$ with \$\frac{1}{8}\$ \$\frac{7}{8}\$ to make \$\frac{1}{48}\$ \$\frac{15}{48}\$ \$\frac{15}{48}\$ to Combine \$\frac{2}{4}\$ with \$\frac{1}{8}\$ \$\frac{1}{8}\$ to make \$\frac{1}{48}\$ \$\frac{15}{48}\$ \$\frac{1}{48}\$ Combine \$\frac{3}{4}\$ with \$\frac{1}{8}\$ \$\frac{7}{4}\$ to make \$\frac{1}{48}\$ \$\frac{1}{48}\$ \$\frac{1}{48}\$ \$Combine \$\frac{1}{4}\$ with \$\frac{1}{8}\$ \$\frac{7}{8}\$ to make \$\frac{1}{48}\$ \$\

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

1 48	$\frac{1}{24}$	16	$\frac{1}{12}$	<u>5</u>	1 8
$\frac{7}{48}$	1 6	3	<u>5</u>	11 48	4
13 48	$\frac{7}{24}$	<u>5</u>	1/3	17 48	38
19 48	5 12	$\frac{7}{16}$	11 24	23 48	1/2
25 48	$\frac{13}{24}$	9	$\frac{7}{12}$	29 48	58
31 48	2/3	11 16	$\frac{17}{24}$	35 48	34
37 48	19 24	13 16	56	41	78
43 48	$\frac{11}{12}$	15 16	$\frac{23}{24}$	47 48	

#### **CUT-COST SMALL CAP CASE**

The Cut-Cost Small Cap Case will hold both Fonts Nos, 1 and 2 containing characters for complete 64ths

Nos. Tailly 2 containing that case for 64ths only, the compartments used for the denominators  $1_2$  24 and 48 and characters  $\frac{2}{8}$   $\frac{4}{8}$  and  $\frac{2}{8}$  will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators  $\frac{2}{8}$  2 and  $\frac{2}{8}$  and characters  $\frac{2}{8}$   $\frac{2}{8}$   $\frac{2}{8}$   $\frac{2}{8}$   $\frac{2}{8}$   $\frac{2}{8}$   $\frac{2}{8}$  and  $\frac{2}{8}$  are used only for 64ths and are not included in Font No. 2 (48ths).

Every printing office has constant use for the fractions: eighths, quarters, halves, and frequently for the sixteenths and sixty-fourths.

12	1	1/8	<del>1</del> /6	1/4	1 1	$\frac{1}{2}$
16	3_	3/8	36	34	1/3	3/2
24	5	5/8	56	54	2/3	52
32	7	7/8	26	7/4	3 3	$\frac{7}{2}$
48	9	9/8	4/6	94	Em Quad	92
64	4 Em Space	En Quad	<u>6</u>	2 4	44	2/2

#### Note to the Compositor:

When the numerator is 11 or or larger (for instance,  $\frac{1}{32}$ ) read the copy up and down and pick out  $\frac{1}{3}$  and  $\frac{1}{2}$ . After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance,  $\frac{1}{12}$ ) are easily composed by selecting the proper numerator and denominator.

40 Deint				BOLD F		JIVS			т	Per fo	nt \$1 25
1/4 3									1		
36 Point	8								I		ont \$1 00
1/4	A STATE OF THE PARTY OF THE PAR							3		1	8
3/ 30 Point	8	5/8	3	7/8		%	)		¢	Per fo	ont \$0 75
1/4	1/2								,		/8
.3				7/		191			1		
94 Point			3						¢		ont \$0 50
1/4 1/2									0	Per fo	ont \$0 50
1/4 1/2  1/4 1/2  18 Point 1/2		1/3	2/3	1/8	3/8	5/3	8 7	/8	6	Per fo	# \$0 50 #
1/4 1/2  18 Point  1/4 1/2  14 Point  1/4 1/2	3/4	1/ <sub>3</sub> 1/ <sub>3</sub>	2/3	1/8	3/8 3/8	5/8	8 7	/8		Per fo	¢ ont \$0 50
1/4 1/2  18 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  17 Point 1/4 1/2  18 Point 1/4 1/2  19 Point 1/4 1/2  19 Point 1/4 1/2  10 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2	3/4 3/4 3/4 3/4 3/4 3/3 1/8 3/	1/3 1/3 1/3 1/3 1/3 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5	2/3 2/3 2/3 2/3 er font \$0 50 8 % \$	1/8 1/8 1/8 1/8	3/8 3/8 3/8 3/8	5/8 5/8 1/3 2	8 7 8 7 8 3 8 3 8 4 8 4 8	/8 /8 /8 3/8	5/8	Per fo	nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50
1/4 1/2  18 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  12 Point	3/4 3/4 3/4 3/4 3/4 3/3 1/8 3/	1/3 1/3 1/3 1/3 1/3 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5	2/3 2/3 2/3 2/3 er font \$0 50 8 % \$	1/8 1/8 1/8 1/8	3/8 3/8 3/8 3/8	5/8 5/8 1/3 2	8 7 8 7 8 3 8 3 8 4 8 4 8	/8 /8 /8 3/8	5/8	Per fo	nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50
1/4 1/2  18 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  17 Point 1/4 1/2  18 Point 1/4 1/2  19 Point 1/4 1/2  19 Point 1/4 1/2  10 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2	3/4 3/4 3/4 3/4 3/4 3/3 1/8 3/	1/3 1/3 1/3 1/3 8 5/8 7	2/3 2/3 2/3 2/3 er font \$0 50 8 % \$	1/8 1/8 1/8 1/8 1/8 6 Pool	3/8 3/8 3/8 3/8 5int 1/2 3/4	5/8 5/8 1/3 2 1/3 2	8 7 8 7 8 3 8 3 8 4 8 4 8	/8 /8 /8 3/8	5/8	Per fo	nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50  pt  nt \$0 50
1/4 1/2  18 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  17 Point 1/4 1/2  18 Point 1/4 1/2  19 Point 1/4 1/2  19 Point 1/4 1/2  10 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2  11 Point 1/4 1/2	3/4 3/4 3/4 3/4 3/3 1/8 3/ 2/3 1/8 3/	1/3 1/3 1/3 1/3 8 5/8 7 CLOIS	2/3 2/3 2/3 er font \$0 50 8 % \$  STER OLD er font \$0 50	1/8 1/8 1/8 1/8 1/8 10 PG 1/4 6 POO 1/4 0STYLE F	3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/4 5RACTI	5/8 5/8 1/3 2 1/3 3 ONS	3 7 3 1/8 3 1/8	7/8 1/8 3/8 3/8	5/8 F 5/8	Per for % Per fo	nt \$0 50
1/4 1/2  18 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  14 Point 1/4 1/2  18 Point 1/4 1/2 3/4 1/3  8 Point 1/4 1/2 3/4 1/3  18 Point 1/4 1/2 3/4 1/3	3/4 3/4 3/4 3/4 3/3 1/8 3/ 2/3 1/8 3/ 3/3 1/8 3/	1/3 1/3 1/3 1/3 1/8 5/8 1/8 5/	2/3 2/3 2/3 2/3 er font \$0 50 8 % \$  STER OLD er font \$0 50 8 % \$  er font \$0 50 78 % \$	1/8 1/8 1/8 1/8 1/8 10 PG 1/4 6 POO 1/4 0STYLE F	3/8 3/8 3/8 3/8 3/8 3/8 3/8 5int 1/2 3/4 5RACTI 5int 1/2 3/4	5/8 5/8 1/3 1/3 1/3 1/3 1/3	8 7 8 7 8 1/8 8/3 1/8	7/8 1/8 1/8 3/8 3/8 3/8	5/8 5/8	Perfo % Perfo % Perfo % Perfo %	nt \$0 50  nt \$0 50

# Job Type Fractions

#### **NEW GOTHIC FRACTIONS**

Here are three new series of Gothic Fractions that should at once interest commercial printers. A growing demand for fractions that would harmonize with our wonderful line of Gothic faces has resulted in our putting on the market a light, a medium and a heavy fraction in eleven characters as follows:  $\frac{1}{4}$   $\frac{1}{2}$   $\frac{$ 

6 Point No. 601 Per font \$0 50 % % % % % % \$	6 Point No. 602 Per font \$0 50 14 1/2 1/4 1/3 1/3 1/4 1/8 1/8 1/8 1/8 1/8 1/8	6 Point No. 603 Per font \$0 50 % % % % % % % % % % % % % % % % % %
8 Point No. 801 Per font \$0 50 4 ½ ¾ ¼ ¾ ¾ % % % % % ¢	8 Point No. 802 Per font \$0 50 4 ½ ¾ ½ ¾ % % % % % ¢	8 Point No. 803 Per font \$0 50 \$4 \$2 \$4 \$3 \$3 \$8 \$8 \$8 \$8 \$9
10 Point No. 1001 Per font \$0 50 14 12 34 13 23 18 38 58 78 %	10 Point No. 1002 Per font \$0 50 14 1/2 3/4 1/3 3/3 1/8 3/8 5/8 7/8 %	10 Point No. 1003 Per font \$0 50 \\ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8}
12 Point No. 1201 Per font \$0 50 14 12 34 13 23 18 38 58 78	12 Point No. 1202 Per font \$0 50 14 12 34 13 23 18 38 58 78	12 Point No. 1203 Per font \$0 50 14 12 34 13 23 18 38 58 78
14 Point No. 1401 Per font \$0.50 14 12 34 13 23 18 38 58	14 Point No. 1402 Per font \$0 50 14 12 34 13 23 18 38 58	14 Point No. 1403 Per font \$0 50 14 12 34 13 23 18 38 58
18 Point No. 1801 Per font \$0 50 1 1 2 4 3 1 2 1 3 4 2 4 3 3 8 8	18 Point No, 1802 Per font \$0 50 14 12 34 13 23 18 38	18 Point No. 1803 Per font \$0 50 14 12 34 13 23 18 38
24 Point No. 2401 Per font \$0.75 14 12 34 13 23	24 Point No. 2402 Per font \$0.75 14 12 34 13 23	24 Point No. 2403 Per font \$0.75 14 12 34 13 23
30 Point No. 3001 Per font \$0.75 14 12 34 13	30 Point No. 3002 Per font \$0.75  14 12 34 13	30 Point No. 3003 Per font \$0.75  14 12 34 13
36 Point No. 3601 Per font \$0.75 14123413	36 Point No. 3602 Per font \$0.75 14123413	36 Point No. 3603 Per font \$0.75  14 12 34 13

RODONI	FRACTIONS	

18 Po 1/4		3/4	1/3	2/3	1/8		font $\frac{5}{8}$	
14 Pc 1/4.		3/4	1/3	2/3	1/8		er font	
12 Pc	oint 1/2	3/4	1/3	2/3	1/8	Pe 3/8	r font	\$0 75 7/8
10 Pc	oint 1/2	3/4	1/3	2/3	1/8	Pe 3/8	r font	\$0 85 7/8
8 Poi	nt ½	3/4	1/3	2/3	1/8	Pe 3%	r font	\$1 00 7/8
6 Poi	nt 16	34	14	24	16		r font	

## BODONI BOOK FRACTIONS

18 Point 1/4 1/2	3/4	1/3	2/3	1/8		r font $5/8$	
14 Point 1/4 1/2	3/4.	1/3	2/3	1/8		r font	
12 Point 1/4 1/2	3/4	1/6	2/2	16		r font	
74 72	74	73	,73	78	78	78	78
$\frac{10 \text{ Point}}{\frac{1}{4}}$	3/4	1/3	2/3	1/8	Pe 3/8	r font 5/8	\$0 85 7/8
8 Point	3/4	1/	2/			r font	******
1/4 1/2	%4	7/3	4/3	1/8	%8	5/8	*/8
6 Point						r font	
1/4 1/2	3/4	1/3	3/3	1/8	3/8	5/8	7/8

# Job Type Fractions

## NEW GOTHIC CONDENSED FRACTIONS

6 Point No. 604 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$	Per font \$0 50	6 Point No. 605 Per font \$0 50 \[ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{7}{8} \frac{6}{8} \frac{7}{8} \frac{6}{8} \frac{7}{8} \frac{6}{8} \frac{7}{8} \frac{7}{8} \frac{6}{8} \frac{7}{8}	6 Point No. 606 Per font \$0 50 \$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{8}{8} \frac{7}{8} \frac{7}{8} \frac{6}{8} \frac{6}{8} \frac{6}{8}
8 Point No. 804 \[ \frac{1}{4} \] \[ \frac{1}{2} \] \[ \frac{3}{4} \] \[ \frac{1}{3} \] \[ \frac{2}{3} \] \[ \frac{1}{8} \]	Per font \$0 50  \$\frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{9}{8} \frac{6}{6} \frac{4}{6}	8 Point No. 805 Per font \$0 50 \[ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{8}{8} \frac{5}{8} \frac{7}{8} \frac{6}{6} \frac{6}{6} \frac{1}{6} \]	8 Point No. 806 Per font \$0 50 1 1 2 3 1 3 2 1 8 3 5 7 8 % \$\phi\$
10 Point No. 1004 $\frac{1}{4}  \frac{1}{2}  \frac{3}{4}  \frac{1}{3}  \frac{2}{3}  \frac{1}{8}$	Per font \$0 50  \[ \frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{9}{6} \frac{6}{6} \]	10 Point No. 1005 Per font \$0 50 \[ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{8}{8} \frac{8}{8} \frac{7}{8} \frac{9}{6} \frac{6}{6} \]	10 Point No. 1006 Per font \$0 50 \[ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{6}{6} \frac{6}{6} \frac{6}{6} \]
12 Point No. 1204 $\frac{1}{4}  \frac{1}{2}  \frac{3}{4}  \frac{1}{3}  \frac{2}{3}  \frac{1}{8}$	Per font \$0 50  3 5 7 0 ¢	12 Point No. 1205 Per font \$0 50 1 1 2 3 1 3 2 1 8 8 8 7 7 0 ¢	12 Point No. 1206 Per font \$0 50 \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{0}{0} \psi
14 Point No. 1404 $\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8}$	Per font \$0 50  3 5 7 0 ¢	14 Point No. 1405 Per font \$0 50 \[ \frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8} \frac{9}{6} \frac{6}{6} \]	14 Point No. 1406 Per font \$0 50 1 1 2 3 1 2 3 8 8 8 7 0
$\begin{array}{c} 18 \; \mathrm{Point} \; \mathrm{No.} \; 1804 \\ \frac{1}{4} \; \frac{1}{2} \; \frac{3}{4} \; \frac{1}{3} \; \frac{2}{3} \; \frac{1}{8} \end{array}$	Per font \$0 50  3 5 7 0 ¢	18 Point No. 1805 Per font \$0 50 1 1 2 3 1 2 1 8 8 8 8 0	18 Point No. 1806 Per font \$0 50  1 1 2 3 1 2 3 8 8 8 7
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	Per font \$0.75  2 1 3 5  8 8 8	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c} \operatorname{Per} \operatorname{font} \$0.75 \\ \frac{2}{3} \ \frac{1}{8} \ \frac{3}{8} \end{array}$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$
$\frac{1}{4} \frac{1}{2} \frac{3}{4} = \frac{3}{3}$	$\frac{1}{3} \frac{2}{3} \frac{1}{8}$	36 Point No. 3605 Per font \$0.75 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$	36 Point No. 3606 Per font \$0.75  1 1 2 3 1 2  4 2 3 3

## VENETIAN FRACTIONS

				100					
18 Poi	nt 1 3 4	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	3/8	5/8		font $\frac{1}{6}$	
14 Poi 1 2	nt 1 3 4	$\frac{1}{3}$	$\frac{2}{3}$	<u>1</u> 8	3/8	5/8		font $\frac{1}{6}$	
$\begin{array}{cc} 12 \text{ Poi} \\ \frac{1}{4} & \frac{1}{2} \end{array}$	nt 1 3 2 4	$\frac{1}{3}$	2 3	<u>1</u> 8	3/8	5/8		font $\frac{1}{6}$	
11 Poi 1 1 4 2	nt L 3 2 4	<u>1</u> 3	2/3	1/8	38	5 8		font $\frac{1}{6}$	
10 Poi 1 1 2	nt 3 4	<u>1</u> 3	2 3	1/8	38		Per 1 8		
9 Poin	t 3/4	$\frac{1}{3}$	2/3	1/8	3/8	58	Per 1 8		
8 Poin	t 3/4	1/3	2 3	18	38		Per f		
6 Poin	t ş	1	98	1	3	5	Per f		

## TYPEWRITER FRACTIONS

6 Point	American T	ypewri	ter Fra		90 TE
1 1 1 2	34	1 8	38	Per font	\$0 15 \frac{7}{8}
	producing '	Typew:	riter Fr		
6 Point 1 <sub>4</sub> 1 <sub>2</sub>	34 13	23	18	Per font	\$0 75 7 <sub>8</sub>
	el Elite Rem	ington	Typew		
10 Point $\frac{1}{4}$ $\frac{1}{2}$	34	18	3 8	Per font	\$0.75 \frac{7}{8}
	del Underv	vood T	ypewrit		
12 Point $\frac{1}{4}$ $\frac{1}{2}$	3/4	18	3 8	Per font	\$0.75 \frac{7}{8}
	tandard Ty	pewrit	ter Fra		
12 Point 1/ 1/ 2	3/4 ½	2/3	1/8	Per font 3/8 5/8	\$0 75 7/8
	ew Model F	eming	ton Fra	etions	
12 Point $\frac{1}{4}$ $\frac{1}{2}$	3 4	1/8	3 8	Per font	\$0.75 \frac{7}{8}
	Remington	Typev	writer F		
$\begin{array}{cc} 12 \text{ Point} \\ \frac{1}{4} & \frac{1}{2} \end{array}$	3 4	18	3/8	Per font 5	\$0 75 \frac{7}{8}
10.70.1	Oliver Typ	ewrite	r Fract		
12 Point	3 4	18	3 8	Per font	\$0.75 \frac{7}{8}

# Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 14

	7 N					
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	<b>26</b>	27	28	29	30	

Price Complete \$2.25

12 Point Cheltenham Perpetual Calendar No. 12

1918   DECEMBER   1918   SUN MON TUE WED THU FRI SAT   1   2   3   4   5   6   7   8   9   10   11   12   13   14   15   16   17   18   19   20   21   22   23   24   25   26   27   28						
1	2	3	4	5	6	7
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Price Complete \$1.25

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

19	17	M	AR	CH	19	17
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8 Point Cheltenham Perpetual Calendar No. 10 Price Complete 75c

Does not contain double date logotypes

191	3 5	SEP'	TEM	BEI	?	1918
SUN	MON	TUE	WED	THU	FRI	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
	30					

10 Point Cheltenham Perpetual Calendar No. 11 Price Complete \$1.00

Very plain and easily read

18 Point Cheltenham Perpetual Calendar No. 13

191	100		UN		1917			
SUN	MON	TUE	WED	THU	FRI	SAT		
					1	2		
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

Price Complete \$1.75

1	6 Point Cheltenham
2	Perpetual Calendar No. 9
3	Price Complete 50c
hanned.	

Does not contain double date logotypes

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

These Calendars are perpetual and may be used year after year by rearranging the figures and months

Other Sizes of Cheltenham Perpetual Calendars

60 Point No. 17

MON

27

Fr

36 Point No. 15

WED

30

48 Point No. 16

TUE

30

48 Point No.

24 31

36 Point No. 25

25

# Cheltenham Perpetual Calendars

24 Point Cheltenham Perpetual Calendar No. 24

	a full-size		Miles de la			918
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	<b>26</b>
27	28	29	30	31		

Price Complete \$2.00

12 Point Cheltenham Perpetual Calendar No. 22 Price Complete \$1.25

Profit-makers for the Printer

Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. The Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

 8 Point Cheltenham Perpetual Calendar No. 20 Price Complete 75c

Does not contain double date logotypes

19	18		MA	1918		
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

10 Point Cheltenham Perpetual Calendar No. 21

2 3

Complete \$1.00

These Calendars

save money

Price

5

19	17	J	UL	Y	19	917	
Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
	30						

18 Point Cheltenham Perpetual Calendar No. 23 Price Complete \$1.75

This size should prove a source of great profit to the enterprising job printer

Su	6 Point Cheltenham	19	917	7 A	U	G	19	17
Mo	Perpetual Calendar No. 19	Su	Mo	Tu	We	Th	Fr	Si
Tu	Price Complete 50c				1	2	3	4
We		5	6	7	8	9	10	1
1000		12	13	14	15	16	17	18
Th		19	20	21	22	23	24	2
Fr	Does not contain double	26	27	28	29	30	31	
Sa	date logotypes							

Cheltenham Perpetual Calendars are also made in 36 point, 48 point and 60 point sizes at prices shown in list below

#### PRICES AND SIZES OF CHELTENHAM PERPETUAL CALENDARS

6 Point No.	9, Complete	 			 \$0.50	18 Point No. 23, Complet	е.		 			\$1.75
6 Point No.	19, Complete	 			 .50	24 Point No. 14, Complet	е.	 21	 	4 3		2.25
8 Point No.	10, Complete	 			 .75	24 Point No. 24, Complet	е.		 			2.00
	20, Complete					36 Point No. 15, Complet	е.		 			4.00
	11, Complete					36 Point No. 25, Complet	е.		 			3.50
	21, Complete					48 Point No. 16, Complet	е.		 			7.00
	12, Complete					48 Point No. 26, Complet	е.		 			5.50
	22. Complete					60 Point No. 17, Complet	е.		 			9.00
	13, Complete					60 Point No. 27, Complet	е.		 			7.50

#### Made for Yearly Calendars in the following sizes and sold without Brass Rule Border or Extra Characters

6 Point No. 109, Complete	10 Point No. 111, Complete \$4.65
6 Point No. 119, Complete 2.15	10 Point No. 121, Complete
8 Point No. 110, Complete	12 Point No. 112, Complete 6.75
8 Point No. 120, Complete	12 Point No. 122, Complete 4.75

# National Trade Emblems





MADE IN













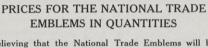
6002 30c





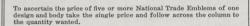
2402 15c

MADE IN



Believing that the National Trade Emblems will be extensively used by all advertisers, big and little, we have listed them in various quantities at popular prices, as follows:

Single Price Each	5 or More and Less than 10 Each	10 or More and Less than 20 Each	20 or More and Less than 40 Each	40 or More Each
\$0 50	\$0 40	\$0 35	\$0 30	\$0 25
45	35	25	22	20
40	28	20	16	15
35	25	18	15	13
30	20	16	14	12
25	18	14	12	10
20	16	12	10	9
15	12	10	8	7













7210 35c























7209 350

# Trade Emblems

#### NATIONAL TRADE EMBLEMS



































#### "MADE IN DETROIT" TRADE EMBLEMS



7213 35c

Reproduced from the design awarded first prize by the Detroit Board of Trade



USH 4813 25c



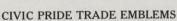
#### SECTIONAL TRADE EMBLEMS

Cast in two pieces Any city or town can be inserted











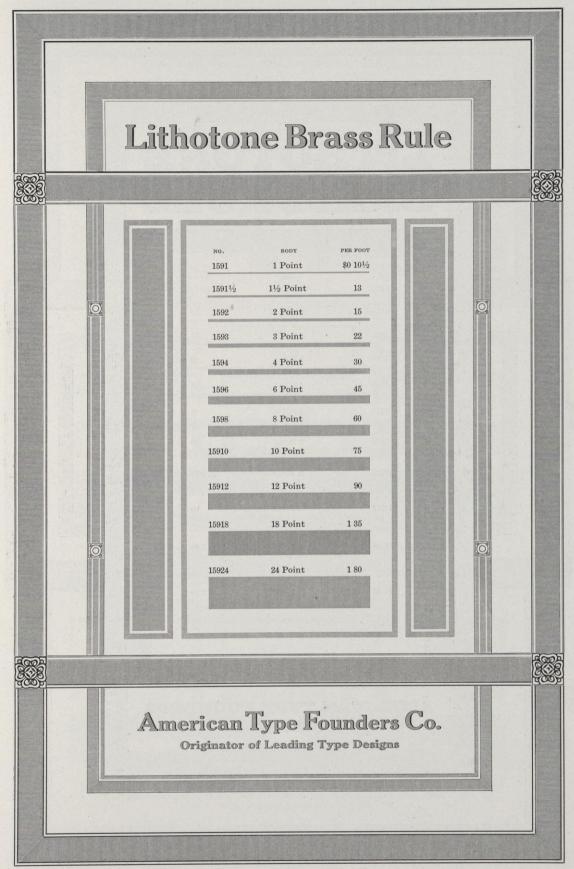


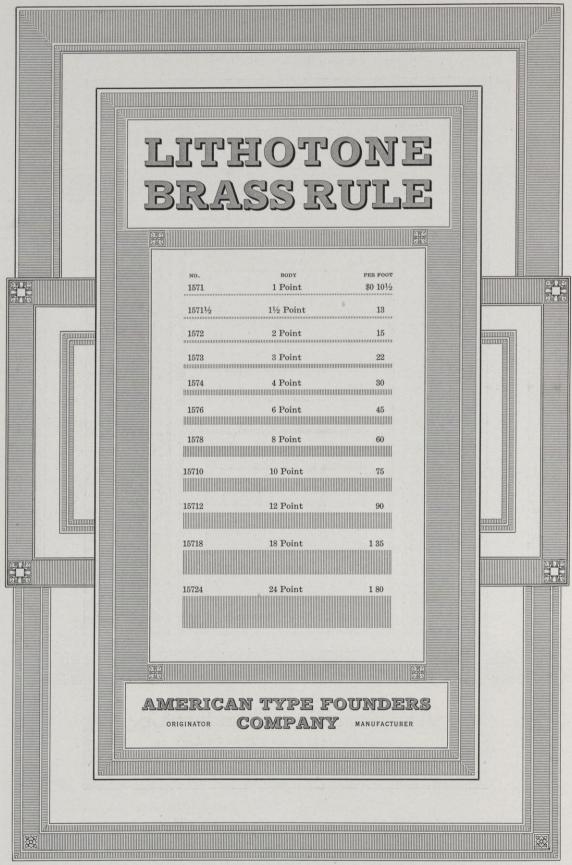


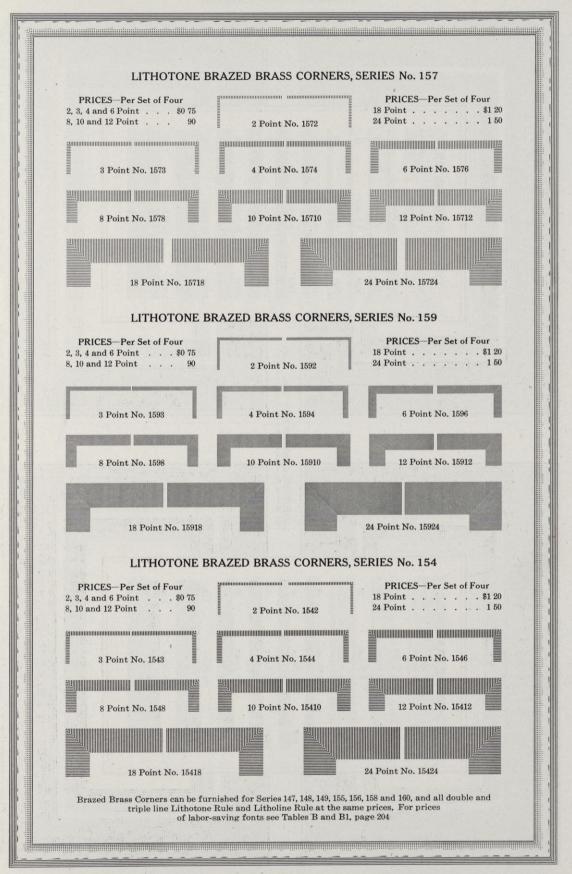


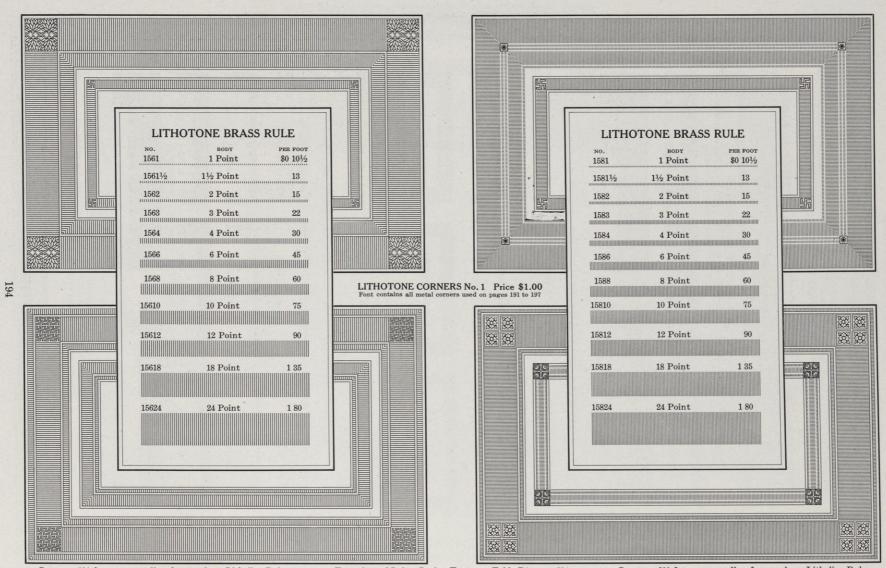
# Federal Reserve Bank Check Figures and Election Ticket Emblems

# **FEDERAL** RESERVE BANK CHECK FIGURES Font contains two of each character Per font . . . . . . . . . . . . . \$3.30 Single character 20c These figures are designed to meet the requirements of Federal Bank Check Printing. They are cast in type molds and sold in fonts or singly (CAST ON 120 POINT BODY) **ELECTION TICKET EMBLEMS** Ten of one kind or assorted 45c Single character 10c Five of one kind or assorted 30c Sold in larger quantities at two cents extra for each additional character Independence League Democratic Progressive Republican Space Fillers Per font . . . . \$2.65 109 SPACE FILLERS:-Font contains 16 24 point set, 35 characters 8 point 26 characters 4 point s 107 Liberal Prohibition American Socialist Labor For other Election Signs see page 932 of the American Specimen Book of Type Styles (1912)





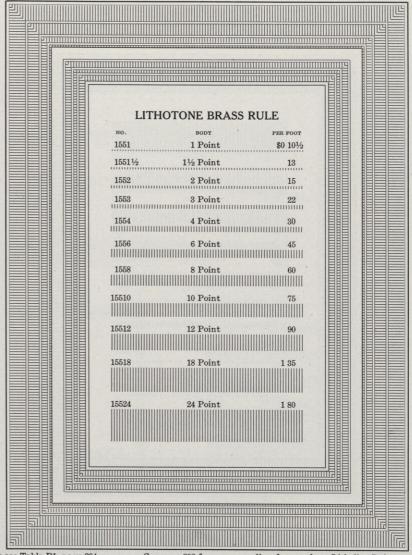




See page 201 for corresponding face made as Litholine Rule

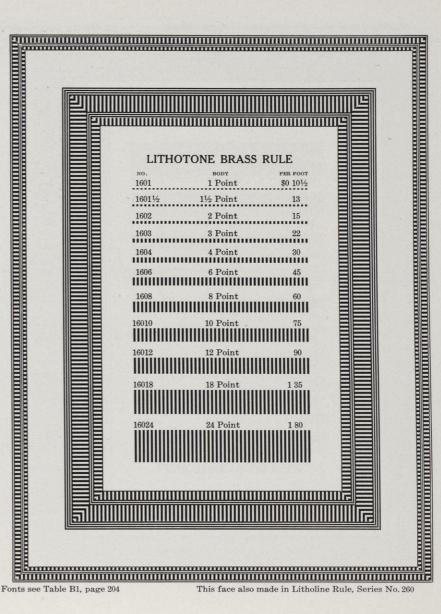
For prices of Labor-Saving Fonts see Table B1, page 204

See page 201 for corresponding face made as Litholine Rule



For prices of Labor-Saving Fonts see Table B1, page 204

See page 202 for corresponding face made as Litholine Rule



See page 200 for corresponding face made as Litholine Rule

For prices of Labor-Saving Fonts see Table B1, page 204

This face also made in Litholine Rule, Series No. 260



1541

15411/2

1542

1543

1544

1546

1548

15410

15412

15424

197

LITHOTONE BRASS RULE

1 Point

2 Point

3 Point

4 Point

6 Point

8 Point

10 Point

12 Point

18 Point

24 Point

1½ Point

\$0 101/2

13

15

22

30

45

60

75

1 35

180

And the face made as Litholine Rule

# American Type Founders Company

ORIGINATOR AND MAKER OF

# TYPE, BORDERS, ORNAMENTS AND BRASS RULE

HERBERT E. BARTONE & WILMONT

BARTONE & WILMONT

325 Broadway, New York City

SELECTED ORIENTAL
ARTICLES

PERFUMES

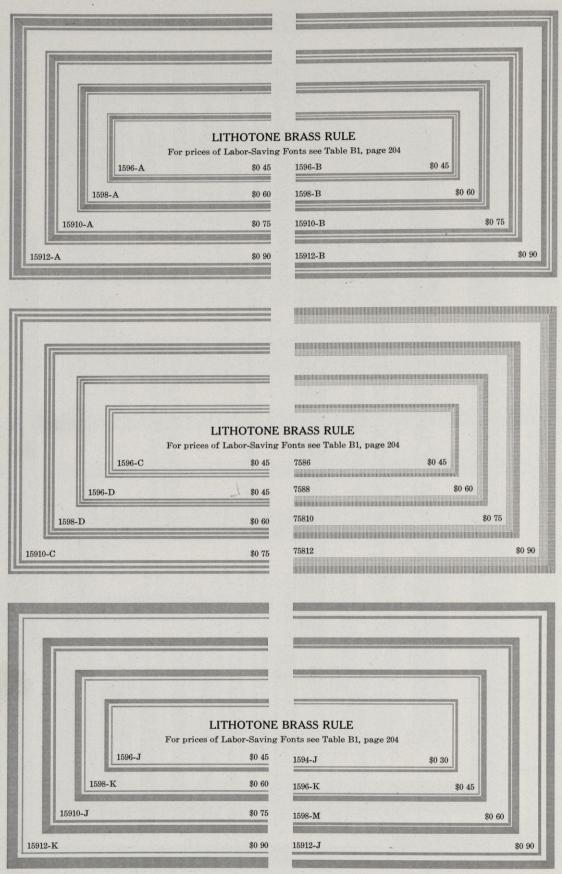
#### LITHOTONE BRASS RULE

NO.	BODY	PER FOOT
1471	1 Point	\$0 101/2
14711/2	1½ Point	13
1472	2 Point	15
1473	3 Point	22
1474	4 Point	30
	6 Point	
	8 Point	
14710	10 Point	75
14712	12 Point	90
14718	18 Point	1 35
14724	24 Point	180

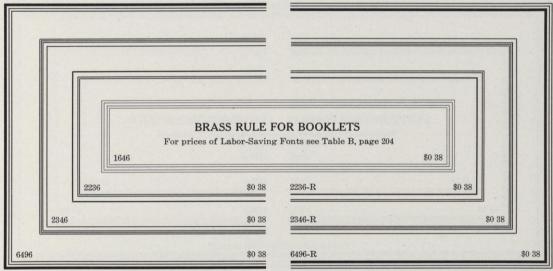
See page 200 for corresponding face made as Litholine Rule

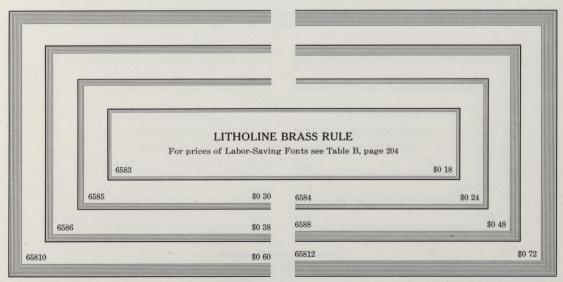
For prices of Labor-Saving Fonts see Table B1, page 204

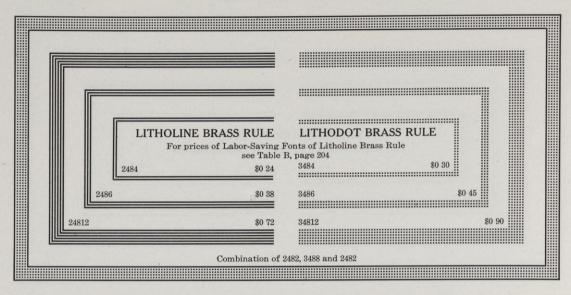
See page 200 for corresponding face made as Litholine Rule

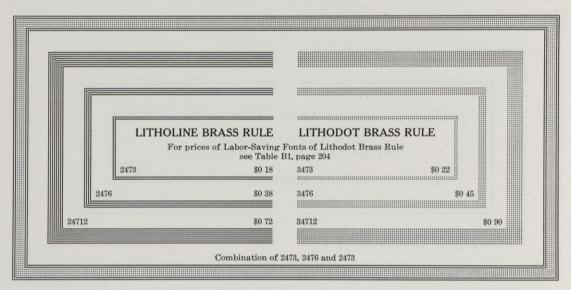


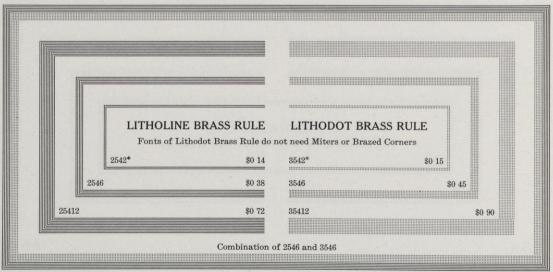




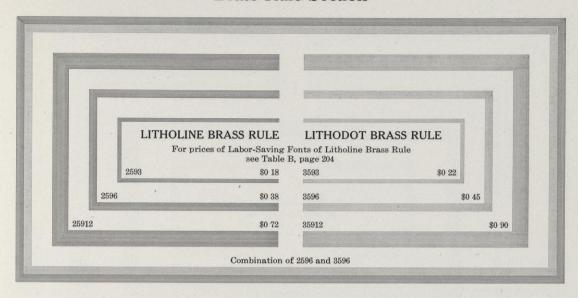


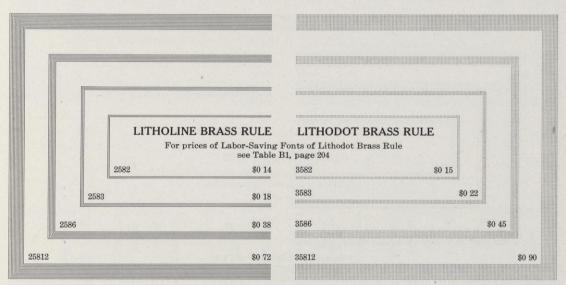




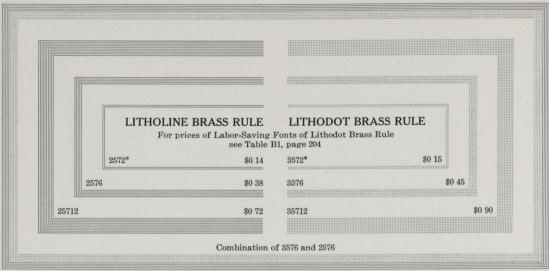


\*Also Made on 2 2-5 point body

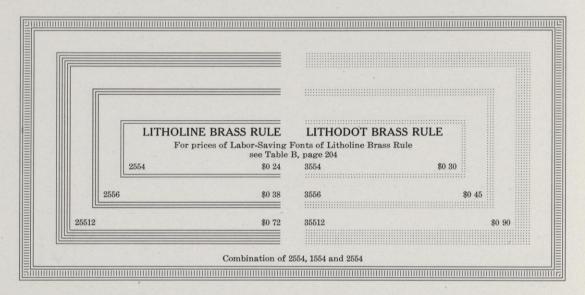




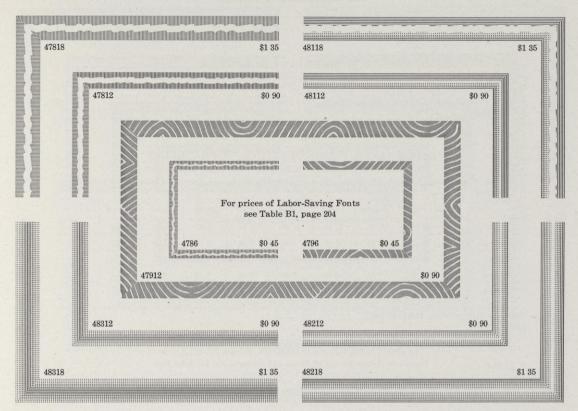
		NE BRASS RULE Lithodot Brass Rule do 1 \$0 18	LITHODOT Foot need Miters or Brown 3563		
	2566	\$0 38	3566	\$0 45	
25612		\$0 72	35612	\$0 90	
		Combination of 2			



<sup>\*</sup>Also made on 2 2-5 point body



	П						
		LITHOLINE	BRASS RULE	LITHODOT E	BRASS RULE		
			hodot Brass Rule do r				
		2494	\$0 24	3494	\$0.30		
		2434	φ0 24		φυ ου	11 111	
	2496		\$0.38	3496		\$0 45	
				***************************************	***************************************		
249	912		\$0 72	34912		\$0 90	
							:::::::



#### **BRASS INITIAL BOXES**

These Initial Boxes are brazed on two corners and mitered on two corners making corner pieces easy to compose



5-1596B 50c



4-1596B 45c



4-1594G 40c



4-1594J 40c



4-1596A



5-1596A 50c



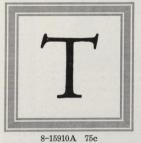
5-1596G 50c

PRICE I	 48 POINT AND SMALLER	72 POINT AND SMALLER	96 POINT AND SMALLER	120 POINT AND SMALLER
2, 3 or 4 Point Rule	 \$0 40	\$0 45	\$0 50	\$0 55
6 Point Rule	 45	50	55	60
8 Point Rule	 50	60	70	75
10 Point Rule	 55	65	75	85
12 Point Rule	 65	75	85	95





5-1596Ј 50с



6-1596C 50c





#### LITHOLINE RULE IN STRIPS

TABLE G	Prices	s also a	pply to	o all Pl	ain Si	ngle, I	ouble,	and T	riple L	ine Ru	iles			
POINT	1	1 1-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	9c	12c	14c	18c	24c	30c	38c	48c	60c	72c	\$1 08	\$1 44	\$1 80	\$2 16

#### LABOR-SAVING FONTS OF LITHOLINE BRASS RULE

Prices also apply to all Plain Single, Double, and Triple Line Rules

These list prices are for fonts put up according to our standard schemes. Special scheme fonts differing from ABLE B our standard schemes, and sorts will be charged according to prices in Tables H and I.

SIZE FONT	I POINT	I I-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POINT
1 Pound	\$3 00	\$2 75	\$2 10	*\$1 95	\$1 95	\$1 95	\$1 90	\$1 90	\$1 90
2 Pound	6 00	5 20	4 20	3 90	3 90	3 90	3 80	3 80	3 80
3 Pound	8 70	7 80	6 00	5 55	5 55	5 55	5 40	5 40	5 40
4 Pound	11 20	9 80	8 00	7 20	7 20	7 20	7 00	7 00	7 00
5 Pound	13 50	12 00	9 50	8 75	8 75	8 75	8 50	8 50	8 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired, which will be sold at prices in Tables H and I.

#### LITHOTONE AND LITHODOT RULE IN STRIPS

TABLE G1	These	List I	rices :	are for	all Se	ries of	Lithot	one an	d Lith	odot F	tule			
POINT	1	11-2	2	3	4	5	6	8	10	12	18	24	30	36
1 Foot Price	10½c	13c	15c	22c	30c	37c	45c	60e	75c	90c	\$1 35	\$1 80	\$2 25	\$2 70

#### LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE

Regular Fonts DO NOT contain Miters or Brazed Corners

These list prices are for all series of Lithotone and Lithodot Rules, and for fonts put up according to our standard schemes. Special scheme fonts differing from our standard schemes, and sorts will be charged according to Tables H and I, plus 25 per cent.

SIZE FONT	I POINT	I I-2 POINT	2 POINT	3 POINT	4 POINT	6 POINT	8 POINT	10 POINT	12 POIN
1 Pound	\$3 75	\$3 45	\$2 60	\$2 50	\$2 40	\$2 40	\$2 35	\$2 35	\$2 35
2 Pound	7 50	6 50	5 25	5 00	4 80	4 80	4 70	4 70	4 70
3 Pound	10 90	9 75	7 50	7 10	6 95	6 95	6 80	6 80	6 80
4 Pound	14 00	12 25	10 00	9 20	9 00	9 00	8 75	8 75	8 75
5 Pound	16 90	15 00	12 00	11 25	10 75	10 75	10 50	10 50	10 50

Sizes larger than 12 point are not sold in regular scheme fonts. Customers will specify lengths desired which will be sold at prices in Tables H and I plus 25 per cent.

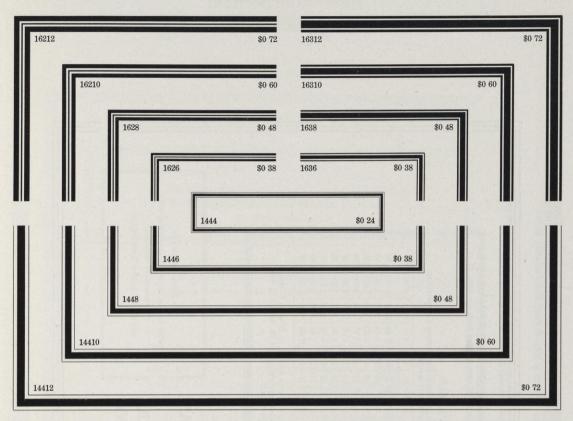
#### MITERS FOR LITHOTONE BRASS RULE

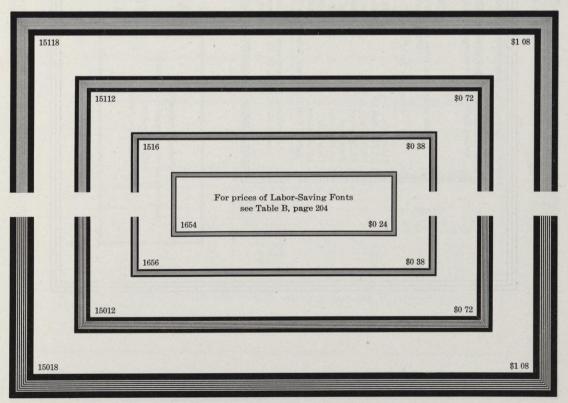
TABLE E2	For prices of Brazed Corners	For prices of Brazed Corners see page 193						
	PRICES PER SET OF 4 RIGHT AND 4 LEFT MITERS	PRICES PER FONT						

	PRIC	ES PER SE	T OF 4 RIGH	T AND 4 LE	FT MITERS	PRICES PER FO	INT	
BODY	2 1-2 EMS	5 EMS	3 1-2 EMS	6 1-2 EMS	EXTRA FOR	BODY	NUMBER SETS	PRICE
	INSIDE	INSIDE	OUTSIDE	OUTSIDE	INTERLOCKING MITERS	1 to 2 Point	2 sets each 2½ and 5 ems	\$0 80
1 to 2 pts.	\$0 20	\$0 20	\$0 20	\$0 20	\$0 10	3 & 4 Point	2 sets each 2½ and 5 ems	1 10
3 & 4 pts.	25	30	25	30	10		2 sets 21/2 ems.	The same of
5 & 6 pts.	30	40	30	40	10	5 to 6 Point	1 set 5 ems	1 00
8 pts.	40	55	40	55	10		2 sets 21/2 ems.	-
10 pts.	45	70	45	70	10	7 & 8 Point	1 set 5 ems	1 35
12 pts.	50	80	50	80	10	9 & 10 Point	1 set each	1 15
18 pts.	80	1 20	75	1 20	15	9 & 10 Point	$2\frac{1}{2}$ and 5 ems	1 15
24 pts.	1 10	1 60	95	1 50	15	11 & 12 Point	1 set each 2½ and 5 ems	1 30

Mitered pages of Lithotone Rule:—To the charges for mitering add prices of pieces of rule in Tables H and I and add 25 per cent for all series. Lithodot Rules do not need miters or brazed corners, which cannot be made satisfactorily.

All prices subject to change without notice





Brazed Half-Panel—3 columns wide (40 ems) with 3 em leg. Per set of two, 8 Point Rule No. 1338, \$1 45

Brazed Half-Panel-2 columns wide (261/2 ems). Per set of two, 6 Point Rule No. 1526, \$1 10

#### **BRAZED HALF-PANELS**

Made in one, two, three and four column widths for Rapid Newspaper Composition
Other sizes made at proportionate prices

Prices, per Set of Two	2 Pt.	3 Pt.	4 Pt.	6 Pt.	8 Pt.	10 Pt.	12 Pt.	18 Pt.
Plain Rule 3x13 Ems	\$0 80	\$0 80	\$0 80	\$0 95	\$1 00	\$1 15	\$1 25	\$1 50
All Lithotone 3x13 Ems	85	85	85	1 00	1 10	1 20	1 35	1 75
Plain Rule 3x26½ Ems	90	90	90	1 10	1 25	1 35	1 50	2 00
All Lithotone 3x26½ Ems	95	95	95	1 20	1 35	1 50	1 70	2 25
Plain Rule 3x40 Ems	1 05	1 05	1 05	1 35	1 45	1 65	1 85	2 40
All Lithotone 3x40 Ems	1 10	1 10	1 10	1 45	1 60	1 85	2 10	2 75
Plain Rule 3x53½ Ems	1 25	1 25	1 25	1 50	1 75	2 00	2 25	3 00
All Lithotone 3x53½ Ems	1 35	1 35	1 35	1 65	1 95	2 25	2 55	3 50
*Special Font Half-Panel Rule (Plain Rule)	3 92	4 97	6 35	9 87	12 46	15 70	18 66	27 73

\*Containing 6 pieces each 1 to 4 ems by ½ ems; 8 pieces each 5 to 10 ems; 2 pieces each 12, 15, 18, 21, 24, 27, 30, 33 and 36 ems; 2 pieces each 42, 48, 54, 60, 66 and 72 ems.

(2 point font weighs 2 lbs.)

Advertising Composition
made easy by using Brazed Half-Panels
with rule cut to
proper lengths for Adwork

AMERICAN TYPE FOUNDERS COMPANY

Ads from one inch to
twelve inches in length composed with
two pieces of rule and
one set of Brazed Half-Panels

This page 34x53 ems, Rule No. 14812, \$3 00 Plain Rule \$2 53

#### MITERED PAGES - HALF BRAZED

Open Corners Mitered Plain or Interlocking

BRAZED CORNER

This page 27x30 ems, Rule No. 6588, \$1 25

This page 6x23 ems, Rule 1336, \$0 77

Just the thing for Single, Double and Triple Column Newspaper Department Heads. They are great timesavers

BRAZED CORNER This page 16x23 ems, Rule No. 1574, \$0 68 Plain Rule \$0 61

These pages, with two corners brazed and two corners mitered, are great timesavers on large publications using standard size rule borders for the advertising pages. We have made over a thousand pages for one printer, who uses them with great saving on a large trade publication

BRAZED CORNER

#### PRICE LIST

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side-face rule whether bevel is inside or outside.

	Open corners	, plain mitere	d	Prices per page, not including Rule used	Op	en corners, in	terlocking mi	ters
2, 3 and 4 point	6,8 and 10 point	12 and 14 point	18 point and thicker	When longest leg is less than	2, 3 and 4 point	6, 8 and 10 point	12 and 14 point	18 point and thicker
\$0 35	\$0 40	\$0 50	\$0 60	24 ems	\$0 45	\$0 55	\$0 70	\$0.85
40	45	55	65	36 ems	50	60	75	90
45	50	60	70	48 ems	55	65	80	95
50	55	65	75	60 ems	60	70	85	1 00
55	60	70	80	72 ems	65	75	90	1 05

Sixteen pages and more of the same face and size, 5 cents per page less; sixty-four pages, cents per page less

If made from Lithotone or Lithodot Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

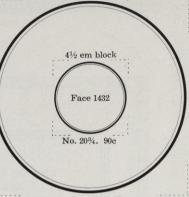
# Squaround Circles Square outside—round inside



1	Size Block	Face	Price Each
3	Em ( ½ in)	1432	.\$0 85
41/2	Em ( 3/4 in)	1432	. 90
6	Em (1 in)	1433	. 95
71/2	Em (11/4 in)	1433	. 100
9	Em (1½ in)	1433	. 105
101/2	Em (1% in)	1433	. 1 10
12	Em (2 in)	1434	. 120
131/2	Em (21/4 in)	1435	. 130
15	Em (2½ in)	1435	. 140
161/2	Em (2% in)	1436	. 150
18	Em (3 in)	1436	. 160

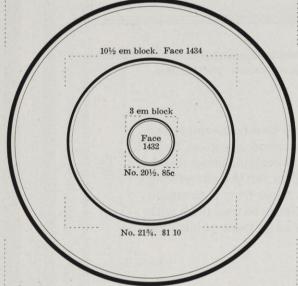
(The size in inches is given for comparison with the old sizes)

In the above price list we show the popular double rule series No. 143, but we can furnish other single, double or triple line faces shown in the Brass Rule Section of the American Specimen Book of Type Styles



12 em block. Face 1433, No. 22. \$1 20

The dotted rule at the four corners shows the size of the square block on which the circle is made



18 em block. Face 1436, No. 23. \$1 60



Squaround Circles are trimmed to twelve point ems



16½ em block. Face 1436, No. 22¾. \$1 50



 $15~\mathrm{em}$  block. Face 1435, No.  $22\frac{1}{2}$ . \$1 40

Squaround Brass Circles do away with the annoyance of justifying the old-style round circle in the form. The matter on the inside of the circle is set in the usual manner and the Squaround Circle is inserted in the form as easily as a piece of type or furniture

# **Mortised Metal Circles**

Square outside-mortised inside



\$3.89

BARGAINS ALL THIS WEEK

No. 12001 75e

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# J. DOE ELECTION DAY

No. 10801 65e



No. 8401 50c



Metal Circles

Mortised

	PRICE	LIST		
	Each	5 or more		
48 Pt.	\$0 35	\$0 25	\$0 18	
60 Pt.	40	28	20	
72 Pt.	45	30	23	
84 Pt.	50	35	25	
96 Pt.	55	40	30	
108 Pt.	65	50	35	
120 Pt.	75	60	45	

AMERICAN TYPE FOUNDERS COMPANY



No. 6001 40c

No. 4801 35c No. 4802 35c

BENEFIT VICTORIA HOME

TAG DAY

JULY 14, 1918

ONE DIME

No. 12003 75c

SALE OF REMNANTS

# DOUBLE VALUE

FOR TEN DAYS ONLY

No. 12002 75c



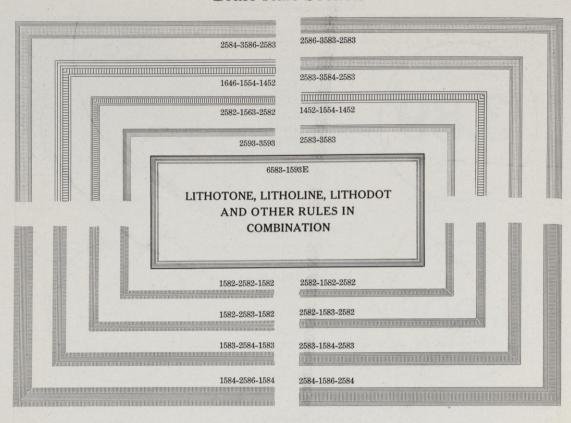
No. 10802 65c

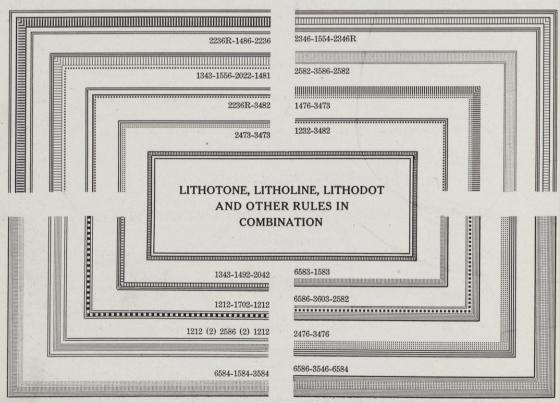


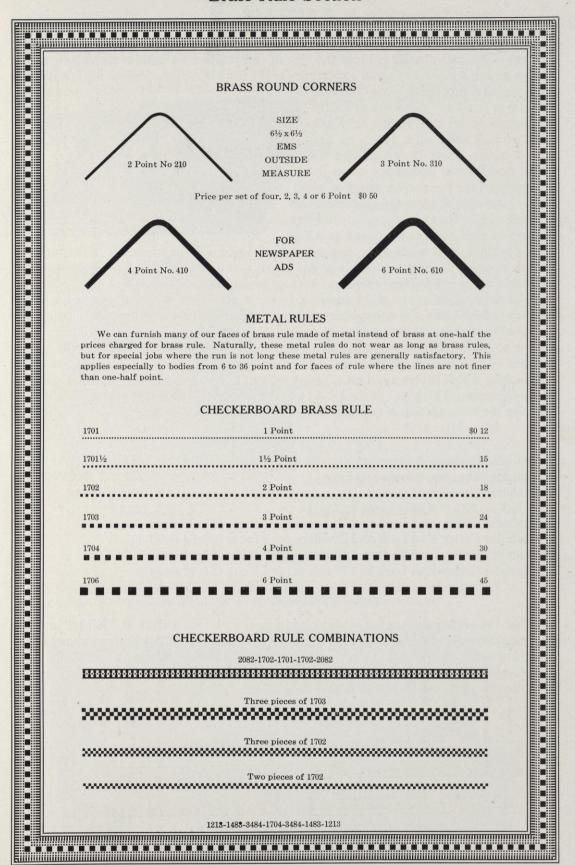
No. 8402 50e

Put
This Number
25879
On Your
Bill

No. 7202 45c







# The Typotabular Squares

O THE printing office doing either a large amount or a limited amount of blank ruled forms the Typotabular System should be of interest. This new invention simplifies, expedites and greatly reduces the cost of composition on tabular and blank work, besides giving a much improved appearance to the completed job. The saving is not alone

in the cost of composition, but in the time required to "cast off" or calculate widths of columns in tabular, figure, or blank work, such as sales slips, vouchers, time slips, cost slips, blank-book headings, billheads, statements, and many other jobs of printing done in every composing room.

Typotabular Squares are cast on one-em six point body. They are absolutely uniform. The top of each square is shaped as a four-

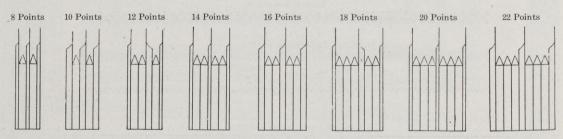
sided pyramid, and when they are assembled V-shaped channels are automatically formed, running at right angles, six points apart, into which rules may be inserted at any multiple of six points without effort and without prying apart squares.

The illustration at the right shows a form, 30x41 ems, composed from an area of "Squares" 36x54 ems, the unused portion being left locked on the galley. After the form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, ready for the next job which will fall within that measure. Any size area of "Squares" can be used, another popular and usable size being 9x12 inches, which is composed on a 12x18 galley. The prime advantage in using Typotabular Squares is that blank forms are set without any composition other than selecting and inserting the rules, the blank spaces setting themselves automatically.

#### Prices of Fonts and Accessories

Typotabular Squares, fonts containing 27 square inches (about six pounds)	\$4 00
Typotabular Squares, 8 fonts and over	3 60
Typotabular Foot Slugs, containing an assortment of special 12 point slugs in	
lengths from one to ten ems by halves	1 25
Typotabular Galley End Lock and Dividers for 1 font (27x36 ems)	70
Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems)	85
Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems)	95
Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems)	1 10
The Typotabular Galley End Lock is made to fit on the Pressed Steel or Brass Style,	
$but\ can\ be\ adjusted\ to\ fit\ on\ most\ styles\ of\ All-Brass\ Galleys.$	

That the proper system for readily obtaining the various widths of "feints" or cross rules may be easily understood, we have prepared the accompanying diagram showing the method of using two point and four point side-bevel brass rule. While the side-bevel rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.



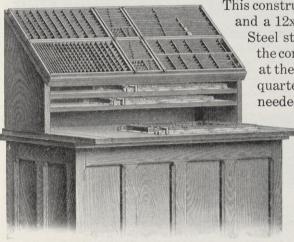
The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules. If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 3 point side-face rule.

# A Practical Working Outfit

THE essential items for operating this system are few in number, viz: One or more fonts of Typotabular Squares, a font of Foot Slugs, galley and dividers of proper size with galley end lock and fonts of brass rule with plenty of short pieces. In developing this system, however, we found that no rule cases allowed sufficient space for short pieces. So the Tabular Rule Cases (listed on page 214) were designed to fill this need. Then naturally followed a Working Top to hold the cases and the galleys, the latter containing the "base" or "Squares" ready for use.

#### The Typotabular Working Top

There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet but is especially designed for the No. 62, full-size, standard height, New Departure Cabinet. To allow room in front of the bank for a 12x18 galley, the top is made to overhang the cabinet in front about five inches.



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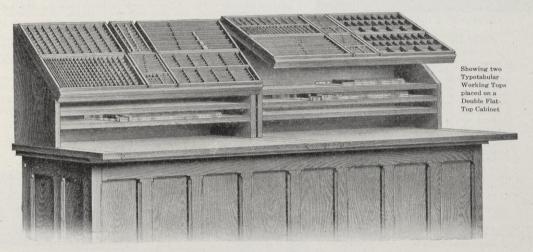
A-LETE TIES

Showing the Typotabular Working Top placed on a Single Flat-Top Cabinet

This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Brass or Pressed Steel style. Two 8¾x13 galleys can be placed in the compartment under the bank, which is hinged at the top, or this space can be used for additional quarter cases. With this Working Top everything needed for composing blank rule forms by the

Typotabular Square System is within easy reach. The galleys, complete with galley locks, dividers and "Squares," are instantly available. When the form has been composed, the galley with the unused portion of "Squares" is returned to the shelf to be taken out again to receive back the "Squares" when the job has been run off. The rule is quickly removed and placed in the cases.

#### Prices of Typotabular Working Tops



## Tabular Rule Cases

These cases have been designed to meet the need of ample room for the short lengths of rules. In numbers 10,11, 12, 14 and 15, the compartments hold 20 pieces of 2-point rule, a convenient amount to pick up for insertion in a tabular form. They are especially desirable for setting blanks by the Typotabular Square System, as the small compartments enable the compositor to use 2 or 3 rows for Typotabular Metal Foot Slugs, 2 rows for 6-point slugs, 4 rows for 2-point rule, etc., changing the layout to suit the particular requirements. See page 110 for Typotabular Gothics, made on en and em body especially for tabular blank forms. The capacity of the cases indicated below is based on 2-point rule.



No. 10 TABULAR RULE CASE

Size, 7%x15% inches. Weight, 19 oz. Holds 600 pieces each 1 to 3 ems by  $\frac{1}{2}$ ems, and 400 pieces each  $3\frac{1}{2}$ , 4,  $4\frac{1}{2}$  and 5 ems. Price \$1.25



No. 13 Tabular Rule Case

Size, 7%x15½ inches. Weight, 18 oz. Holds 30 pieces each length 21 to 36 ems by ems. The 35 and 36 em compartments are long enough for 55 and 56 em pieces. Price . . . . . \$0 90



No. 16 TABULAR RULE CASE

No. 10 Habilan Rolls Cases
Size, 3%x7% inches. Weight, 8 oz.
Holds short pieces of rule cut to points.
Compartments for 25, 26, 27, 28, 29, 31,
32, 33, 34 and 35 points. Also compartments for pieces 1 and 2 points longer
than 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½
ems, these being the usual sizes of box
headings. Price \$0.50



No. 11 TABULAR RULE CASE

Size, 7%x15% inches. Weight, 18 oz. Holds 200 pieces each length  $5\frac{1}{2}$  to 10 ems by  $\frac{1}{2}$  ems. Price . . . . . . \$1 00



No. 14 Tabular Rule Case



No. 17 TABULAR RULE CASE



No. 12 Tabular Rule Case

Size, 7%x15% inches. Weight, 18 oz. Holds 100 pieces each length 11 to 20 ems by ems. Price . . . . . . . . . . \$0 90



No. 15 Tabular Rule Case

Size, 73%x15½ inches. Weight, 19 oz. Holds 300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½, 4, 4½ and 5 ems; 100 pieces each length 5½ to 10 ems by ½ ems. Price . \$1 25



NEW MIDGET LEAD CASE

Size, 5x7% inches. Weight, 10 ounces. Size, 5x7% inches. Weight, 10 ounces. Three occupy same space as a quarter case and are designed to hold fonts of 1 point Brass, or 2 or 3 point metal, American Line Leads, cut from 1 to 20 ems by ½ ems. Price, case only . \$0.70



AD-MAN'S RULE CASE

Price \$2 50

#### AD-MAN'S FONT No. 3

(Mitered both ends) 16 nieces cut 13 nicas (single col )

12 pieces	cut	261/2	picas	(double col.
4 pieces	cut	40	picas	(three col.)
2 pieces	cut	531/2	picas	(four col.)
2 pieces	cut	67	picas	(five col.)
6 pieces	cut	801/2	picas	(six col.)
10 pieces	cut	12	picas	(two inch)
10 pieces	cut	18	picas	(three inch)
10 pieces	cut	24	picas	(four inch)
10 pieces	cut	30	picas	(five inch)
16 pieces	cut	36	picas	(six inch)
4 pieces	cut	48	picas	(eight inch)
6 pieces	cut	581/2	picas	(half page)
4 pieces	cut	1181/2	picas	(full page)

In WIDTH it will make eight single-column, six double-column, two three-column, one four-column, one five-column, and three six-column

ads.

In DEPTH it will make five two-inch, five three-inch, five four-inch, five five-inch, eight six-inch, two eight-inch, three half-page, two full-page—besides endless other combinations. Price of font 6 point Plain Rule . . . . . \$25 54

# Ad-Man's Brass Rule Borders

Ad-Man's Brass Rule Borders

These Ad-Man's Rule Borders are designed for newspaper advertisements. Measurements given are for the length over all, and all pieces are mitered at both ends. The usable assortment (cut to accurate newspaper sizes), with the low price, makes these Ad-Man's Rule Borders a valuable addition to every newspaper office.

These measures are based on a standard six-column paper using sixpoint column rule. If they are made for a seven- or an eight-column paper the sizes of half-page and full-page pieces should be made longer.

The customer should be particular to state the number (which is the style) of rule desired. He should also be very careful to state how he measures his ads. The sizes here given are all full measure. The six-inch ad. is a full-size border. If he charges for blank space top and bottom he should then deduct a pica from each size in length. If he charges for space at bottom only he should then deduct a nonpareil from each piece in length, excepting the half-page and full-page pieces.

The face of the column rule for a six-column paper measures (not in inches) 119 picas. Allowing a six-point slug under head rule makes it 118½ picas for full-length border. The half pages are 58½ picas—twice 58½ pica 17 (one and one-half picas shy). This is necessary to allow for a slug on each side of "cut-off" rule between ads.

The customer may suggest "my half-pages are ten inches," but if figured on that basis it would not be possible to work a half page and a quarter page on the same page, etc.

Full seven- and eight-column lengths will be furnished upon request at price per piece as given in Table I plus the mitering charge.

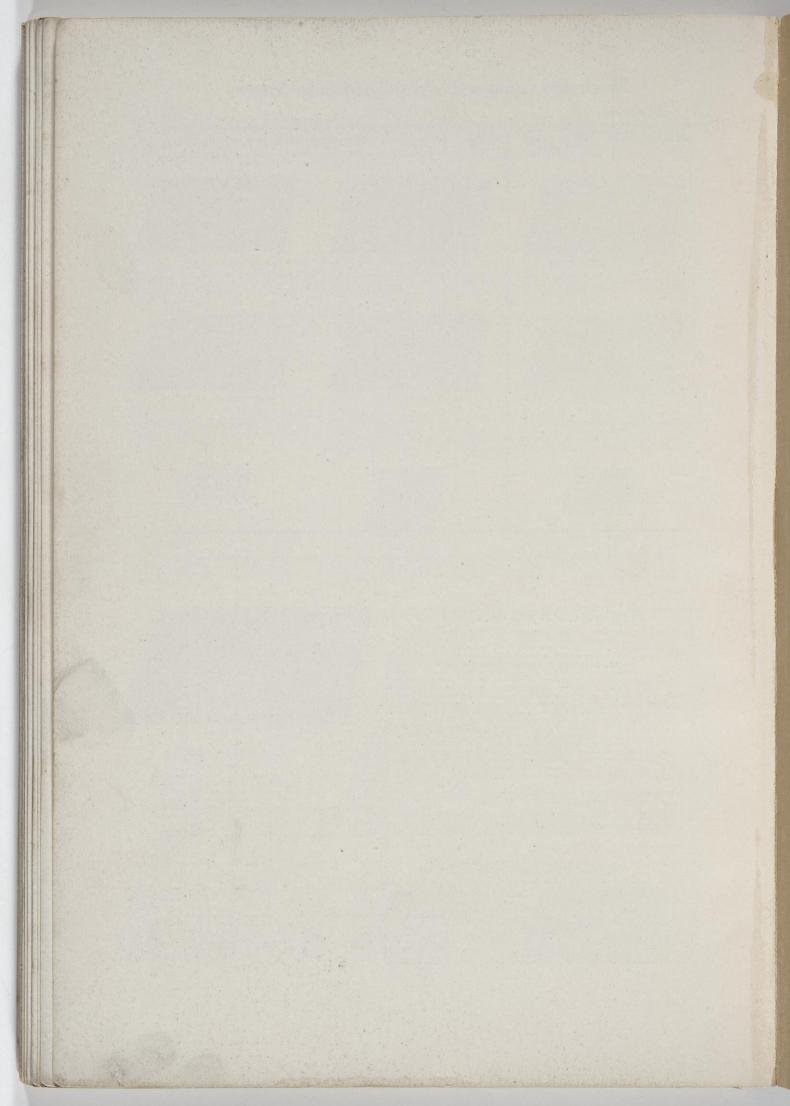
# West Virginia Rule Case

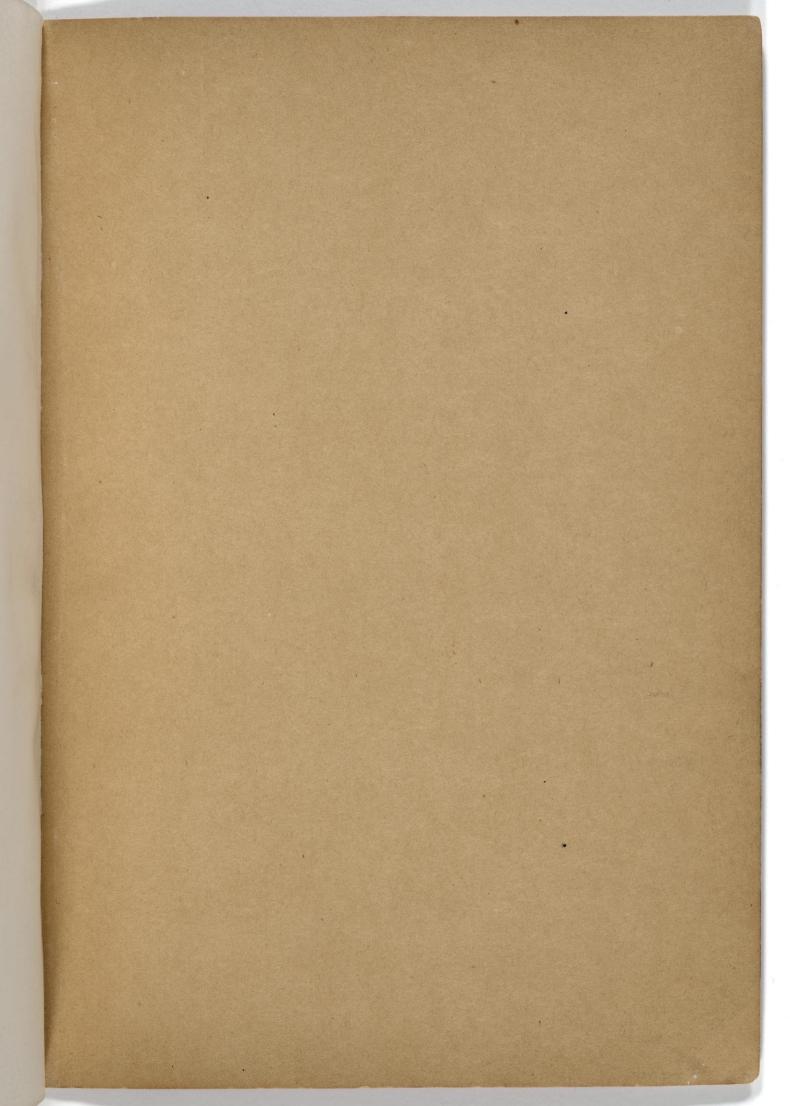
THE WEST VIRGINIA RULE CASE, quarter size, holds a regular scheme 15 lb. font of 2 point rule and 75 pieces extra 1 to 5 ems by ½ ems. This makes a total of 105 pieces each 1 to 5 by ½ ems; 30 pieces 5½ to 10 by ½ ems; 24 pieces 11 to 20 by ems; 18 pieces 21 to 25 by ems; 12 pieces 26 to 30 by ems, and 6 pieces 31 to 36 by ems. 

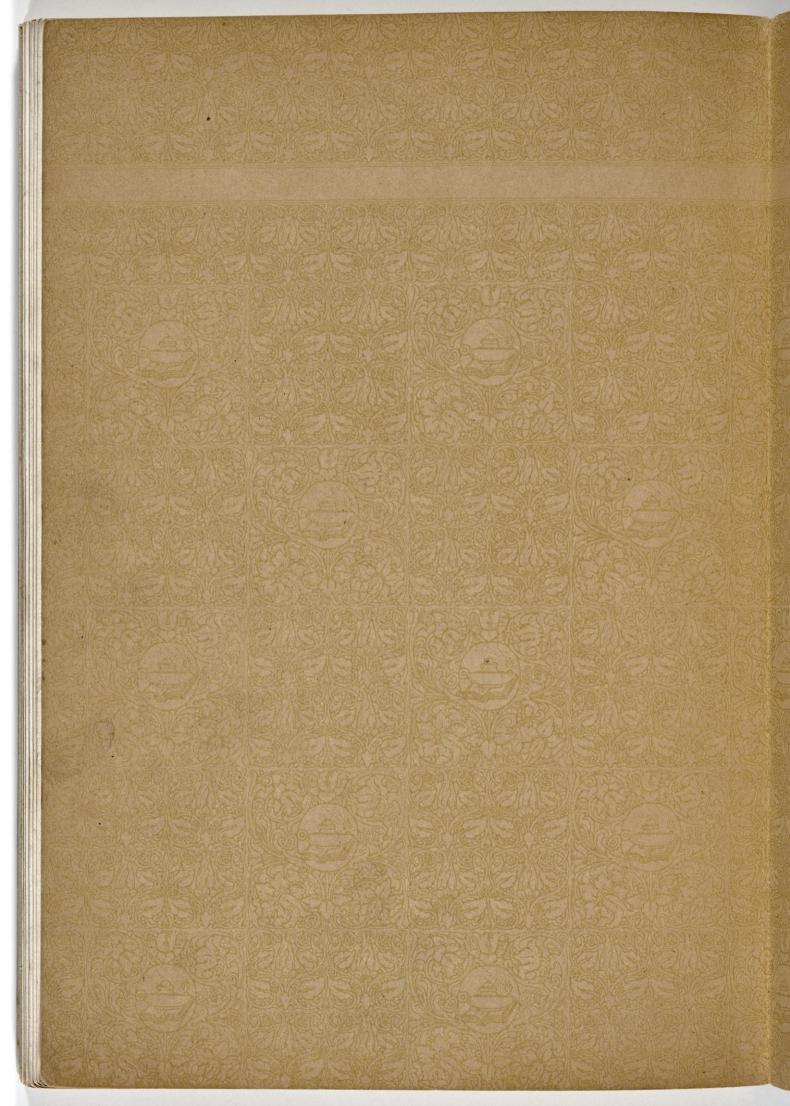


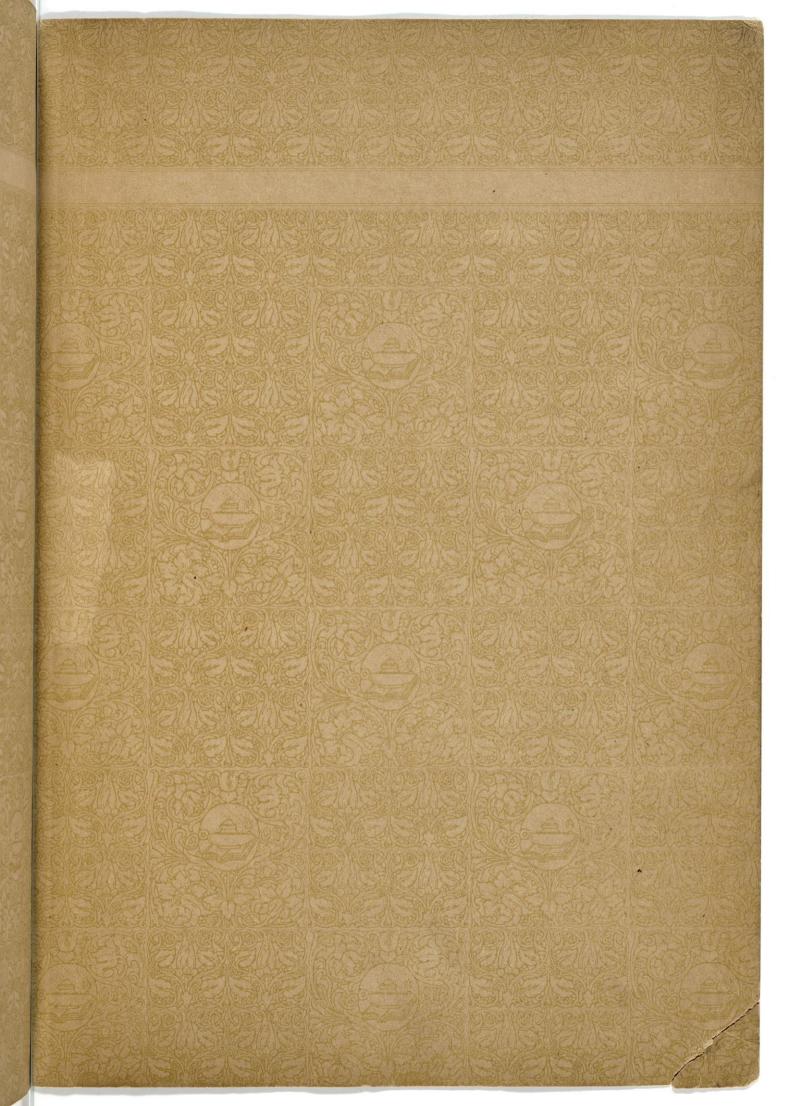
# Specimens Composed by the Typotabular System

	PERIOD	DATE REC'D	AMOUNT	VOUCHER NUMBER	SENT TO	DATE	RET'D	SENT TO	DATE	RET'D	SENT TO	DATE
								1				
	PLEASE C		QUISITION_									
MR.				ING FOR USE								
MR		DELIVER T										
MR.		DELIVER T	THE FOLLOW		ON							
MR		DELIVER T	THE FOLLOW		ON							
MR		DELIVER T	TEMS		ON							
MR	3	DELIVER T	TEMS		ON							
MR	3	PELIVER 1	TEMS		ON							
MR	3	PELIVER 1	TEMS		ON							
MR	3	PELIVER 1	TEMS		ON							









**AMERICAN** SPECIMEN BOOK OF TYPE STYLES

SUPPLEMENT

AMERICAN TYPE FOUNDERS COMPANY