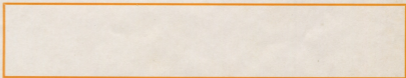


To suggest a simple way to obtain powerful display, the following title was "blown-up" from 36-point *Broad-Stroke*, an exclusive new typeface recently imported from Europe.

Broad-Stroke

This ingeniously joined bold cursive, of beautifully balanced and free-flowing design, has been brought overseas especially for the use of members of the Advertising Typographers of America. Its distinctive and dynamic character invites its selection wherever a refined sense of power and movement is to be given strong emphasis.



14 POINT

Beautiful typography invariably has an individuality of its own that completely overshadows the merest suggestion of mediocrity. Every ambitious printer should aim to impart to his product this indefinable but essential quality. All interested in good typography will do well to study the work of craftsmen of recognized ability in order to become familiar with the basic principles they apply. The knowledge and &\$1234567890

18 POINT

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24 POINT

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30 POINT

Beautiful typography invariably has an individuality of its own that completely overshadows the merest suggestion of mediocrity. Ev & \$1234567890

36 POINT

Beautiful typography invariably has an individuality of its own that completely overshadows the merest sug & \$1234567890

CHARACTERS IN COMPLETE FONTS OF ALL SIZES

*A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z & \$ 1 2 3 4
5 6 7 8 9 0 a b c d e f g h i j k l m n o
p q r s s t u v w x y z ! ? . , - ; : ' "*

Broad-Stroke is a well-planned type-face skilfully designed to combine perfect linking of letters with a native naturalness of quill-pen quality, yet cleverly avoiding the involvements on which so many cursive faces founder. Its easy flow of uninterrupted line enhances legibility. A thorough-going cosmopolite, belonging inherently to no specific era, it harmonizes as companionably with either modern or traditional faces as a fine Persian rug does with furniture of any period. Typographers will appreciate the fact that there are no kerned or overhanging characters.

Useful either as a body type in small blocks, to give an unusual, even a manuscript, character, or for the utmost in distinctive advertising display, Broad-Stroke will find wide application. Its five sizes, from 14 to 36 point, meet practically every requirement of modern typographic composition. Larger sizes can be produced in the manner shown on the front cover of this folder. The complete showing, displayed on the inside pages together with prices and font schemes, will repay careful study.