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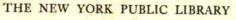
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# THE MONOTYPE PONY SPECIMEN BOOK



LANSTON MONOTYPE MACHINE COMPANY

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THE BOSTON TRANSCRIPT

1931

NG

artistic ys and equal

between the letters of a word lessens its strength of tone—the wider the spacing, the "grayer" the word. Printing ink makers are ever striving for a "dense" black. Their efforts are fruitless on a type page if the page is "grayed" by the dissemination of white space between the letters.

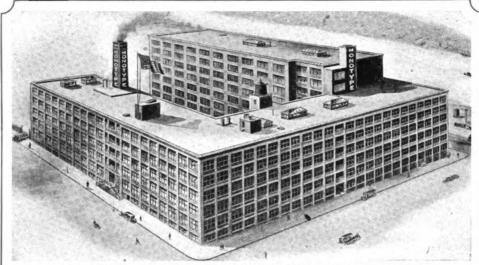
The concentration of solids and white space produces contrast of color—enhances beauty and invests with appeal. There is but one composing machine whose product has strong contrast of color—the Monotype.



LANSTON MONOTYPE MACHINE CO. PHILADELPHIA

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## THE MONOTYPE PONY SPECIMEN BOOK OF TYPE FACES



WHERE MONOTYPES ARE BUILT AND MONOTYPE MATRICES ARE DESIGNED AND MADE

THIS modern concrete building, built by the Monotype Company, contains 200,000 square feet of floor space, devoted exclusively to the manufacture of Monotype machines and Monotype accessories. It is equipped throughout with modern machinery, including many special machines designed and built by the Monotype Company. It is a factory with a reputation for quality product and accurate work unsurpassed by any manufacturing plant.

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Nothing succeeds like success: The success of the Monotype Company is due to the merit of the Monotype machine and enthusiastic support of Monotype users. Half the machines we sell go to our old customers on repeat orders, and a very large proportion of our new customers come to us on the recommendation of Monotype users.

선물 생물 성감 성

THIS BOOK DOES NOT CONTAIN ALL THE MONOTYPE FACES: FOR ADDITIONAL TYPE FACES, FIGURES, FRACTIONS, SIGNS, ETC., CONSULT THE COMPLETE LOOSE-LEAF SPECIMEN BOOK OF MONOTYPE FACES

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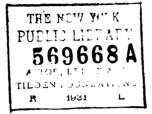
# **MONOTYPE**

PONY SPECIMEN BOOK
OF TYPE FACES
RULES, ORNAMENTS
&
BORDERS
1921



LANSTON
MONOTYPE MACHINE COMPANY
PHILADELPHIA

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LANSTON MONOTYPE
MACHINE COMPANY

TRADE MARK
MONOTYPE
Reg. U. S. Pat. Off.

# MONOTYPE MATRICES

The Matrix is the secret of the Monotype's Success; the more you appreciate the almost limitless possibilities of Monotype Matrices, the greater will be Your return from Your money invested in Monotypes

Two letters are never carried on the same Matrix in the Monotype System, and from this basic principle result both typographic beauty and commercial utility.

The individual Matrix for each letter means that one alphabet imposes no limitations upon another; thus, the designer of Monotype faces need never strain his ingenuity to make a Roman and an Italic Cap I look "nearwell" on the same width body.

The individual Matrix for each letter means that there is no limit, practically speaking, to the combinations of Monotype faces.

Each character a separate Unit, these Matrix Units combined in the Matrix Case to suit the requirements of the job, not the limitations

of a machine. You buy the Matrices you need and combine them with the Matrix Units you have.

Don't waste your money. Don't let others spend your money for Matrices without a thorough understanding of the Monotype Matrix System which is briefly explained on pages viii and ix, and more completely in the Monotype Specimen Book of Faces.

Beginning on page xv there is an index of Monotype type faces shown in this book, giving the series number and the number of the page upon which a printed specimen of the type face will be found. For a complete list see the Monotype loose leaf specimen book, which gives in detail all necessary information.

"It Helps You Grow and Grows with You"

### THE MONOTYPE KEYBOARD AND



# The Keyboard

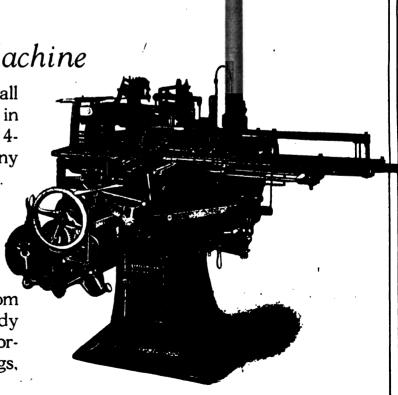
which handles with equal facility all kinds of copy from the plainest to the most intricate, setting it in any measure up to 90 ems. The universal arrangement of the keys makes it easy to operate, and its speed is so great that no operator can possibly be fast enough to stall it.

# Composing Machine

This Machine produces all kinds of composition in any size of type from 4-point to 18-point in any measure up to 84 picas.

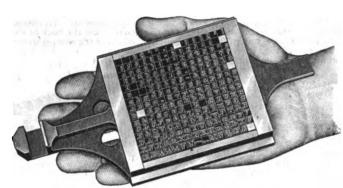
# Type-&-Rule Caster

casts type in all sizes from 4-point to 36-point: Body Type, Display Type, Borders, Rules, Leads, Slugs, Spaces, and Quads.



### COMPOSING MACHINES

# The Matrix Case

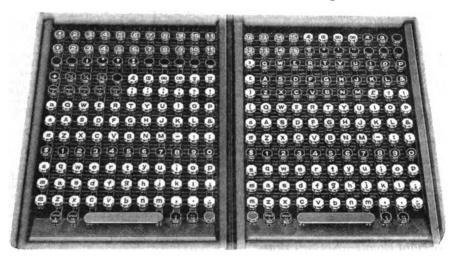


The Matrix Case, with its 225 individual matrices, is practically the heart of the Monotype, and, like the human heart, is vital to the successful use of the machine, though so small that it may be held in the hollow of one's hand.

The arrangement of the separate matrices in the Matrix

Case is varied according to the character of the type face it contains: thus the machine is adjusted to the job and it is not necessary to change the job to suit the machine.

# The Keyboard Arrangement



As will be seen by the engraving herewith, is arranged according to the universal typewriter layout, which has been proved by years of experiment and practical use to be the fastest arrangement possible, as well as the easiest for the operator.

The Monotype Keyboard is not changed when the Matrix Case arrangement is altered, but is adjusted by an intermediate part known as the keybar. Thus the speed of the operator is not reduced by an unfamiliar arrangement of the keys. This makes it possible for Monotype operators to acquire a very high speed by using the touch system.

# THE FLEXIBLE MATRIX SYSTEM

#### The money-saving and the money-making advantages of our Unit Matrix System are here made clear by Specimens and Pictures

Two letters are never carried on the same Matrix—a Matrix for each character, each Matrix a unit, these units combined in the Matrix Case as required; one alphabet imposes no limitations upon another, and the ingenuity of the designer of Monotype faces is never strained to make a Roman and an Italic cap (I I) on the same width body.

#### One Alphabet Imposes no Limitations upon Another

To appreciate the complete freedom from mechanical limita-tions of Monotype faces examine the two faces here shown. Note how much more extended the 159J is than the 25J—

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before Six-point No. 25 J Arrangement CI

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discontinuously. Six-boint No. 159 I Arrangement C2

FIGURE 1-Two six-point faces, both seven-set

yet either this extended face or the condensed face may be carried in the Matrix Case with the same Roman face and be composed with it. Thus, neither the Roman, nor the Boldface used with it, imposes any limitations upon each other.

#### Complete Flexibility in Making Combinations of Faces

Fifteen different Boldfaces combined with the same Roman riteen aiterent boulaces combined with the same Roman face are shown on page 17. In setting all these specimens the same Roman Matrices were used; one Boldface was taken out of the Matrix Case and the Matrices for the next inserted without touching the Roman Matrices: For each new combination, the Monotype user does not have to "re-buy" his Roman Matrices— he buys what he wants when he wants it "—combining the next parts of the security of the the local security of the secu the new units required with the old units he has.

#### Monotype Matrices Help Sell Printing

But great as are the artistic advantages of our unit Matrix system, these seem almost insignificant compared with the commercial advantages: because the wise Monotype user wastes no time, creates no dissatisfaction, arguing with his customer about the "inadvisability of using the Roman and Boldface" the customer wants, for in the Monotype office, practically speaking, any Boldface may be combined with any Roman of the same point-size.

The ability to give your customer what he wants is worth a lot more than the time you save by not having to talk him into being half-satisfied with what you can give him

#### Matrices of Hard Bronze—Not Soft Brass

The Matrices for composition, made of hard bronze (not

Actual Size

FIGURE 2
The Cellular Matrix

brass), are two-tenths of an inch square and one-half inch high. In the lower end (casting position) is driven the character, clean cut and sharp, with deep counters; in the upper end is bored the cone-hole in which the taper centering pin seats, accurately positioning the Matrix and holding it on the Mold while the type is cast.

#### The Matrix Case Complete with Matrices Weighs only Thirty Ounces

Fig. 11, page 21, shows the size of the Matrix Case, which weighs, with the 225 Matrices it contains, only thirty ounces. To change from one combination of faces to another the case complete is taken out of the Casting Machine, and the case

containing the required combination is inserted. To change the combination of faces in the Matrix Case the back of the case is taken off and the combs lifted out of the case, as shown

in Fig. 3.
The Matrices are carried in the Matrix Case on combs, fifteen Matrices on a comb and fifteen combs in the Mat-rix Case. Thus, each Matrix is held in true position, in its own 'cell;" it cannot twist. it cannot move, to wear itself and the Matrices next it—it is "put" and it "stays put."



FIGURE 3—The comb and Matrices it carries. (Half Size)

#### The Alignment of Monotype Faces is Right and it Stays Right

The centering pin seats in the Matrix after the case has moved and brought the required Matrix over the Mold. The Matrix cannot move or rock, for the taper end of the pin fits tight in the cone-hole of the Matrix, so that they are practically one piece. The pin is guided close to its lower end by a bushing (not shown in the picture), and every character must be prefettly

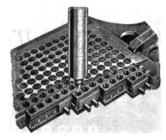


FIGURE 4—The centering pin about to seat in the Matrix from which the next type is to be cast. (Half Size)

acter must be perfectly positioned on its bodythe alignment cannot vary. In the picture the Matrix Case is broken away to show how the steel combs and bronze Matrices interlock to give the wear-resisting qualities of a slab of reinforced concrete, and yet each Matrix has "play" enough for the centering pin to position the Matrix accurately without moving the Matrix Case.

#### Matrices for 225 Characters and Spaces in each Matrix Case

Two hundred and twenty-five Matrices are combined in the Matrix Case to suit the work to be done: The Monotype user does not scheme to change the job to fit the machine—he makes the Matrix Case fit the job. For example, Roman caps, small caps, lower case, figures, and points, with Italic caps, lower case, figures, and points, with Italic caps, lower case, figures, and points, may be carried in the same Matrix Case; or a Boldface, extended or condensed, may be substituted for the Italic; or, by omitting the diphthongs, six alphabets may be used together, Roman, Italic, and Boldface—with this arrangement words cannot be set in the Italic caps.

#### All Hand Work of Composition is Done by the Compositor—Not the Machine Operator

With the Monotype all hand work is done by a compositor, not by a machine operator, for a composing machine is too expensive for its operator to use as a "stick" to set Matrices by hand from a "pi-box"—the Monotype is the machine that keeps itself—not its operator—busy.

Infrequently used characters not carried in the Matrix Case are not omitted from the job—when one is required the operator strikes any character of the same width, and when the matter is corrected by hand at the case, this is exchanged for the character desired without affecting the justification.

Special figures of six-point may be in-Case when required, shown were cast in \$1.55 any size up to thirty-serted in the Matrix just as the figures here this matter without hand work of any kind (see Display Figure Matrices, page 23).



# THE FLEXIBLE MATRIX SYSTEM

In short, the Monotype operator makes up his case to suit the work, including accents, special signs, etc., when necessary, exactly as the hand compositor arranges his cases, and the Monotype user buys what he wants when he wants it.

#### Monotype Faces Line Perfectly

STANDARD MATRIX LINE makes possible the infinite combination of Monotype Matrices: If a six-point Matrix be put in the Matrix Case with a font of twelve-point Matrices, the characters cast from the six-point Matrix (on twelve-point body) line perfectly with the twelve-point characters. In the Monotype office all faces cast on the same body line at the bottom; to make two faces of different point-size line, cast them on the same body instead of cutting up leads to fit the smaller face to the larger.

#### Some Matrix Case Arrangements

In the opposite column are shown some of the combinations of 225 character and blank Matrices that may be carried in the same Matrix Case.

#### Combinations of Monotype Faces

The Monotype is the machine that took the limitations out of machine composition. Because of its completely flexible Matrix system it gives the printer all the economies of machine composition, while preserving all the freedom of hand composition. Below are shown just a few of the many possible combinations of Monotype faces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆŒ ABCDEFGHIJKLMNOPQRSTUVWXYZERG

ABCDEFGHIJKLMNOPQRSTUVWXYZERG

abcdefghijklmnopqrstuvwxyzerofiffiffiffi...;;;;;!?

ABCDEFGHIJKLMNOPQRSTUVWXYZEX

abcdefghijklmnopqrsturwxyzexfffffiff;:!?

\$1234567890 %£lb'\*\*2±ll\*†!¶!\*!!()[]%% \$1234! **\$**1234567890

FIGURE 5—Five Alphabet Arrangement: 225 Matrices, including nec-essary blanks for spaces, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 

FIGURE 6—Six Alphabet Arrangement: 225 Matrices, including necessary blanks for spaces, etc. With this combination complete words cannot be set at the Keyboard in Italic caps

\$12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67800 67290 \$1234567890c..

FIGURE 7—Four Alphabet Arrangement with four sets of figures (one set Display Figure Matrices) for newspaper ad composition

It's all in the Matrix; the part that makes the face is the vital part of any composing machine that makes printing surfaces from molten metal. Therefore, in the selection of your composing machine, study the Matrix system—the method of obtaining and maintaining alignment and the ability of the Matrix system to give you the faces, and combinations of faces, you want now and in the future. The Monotype furnishes three times as many faces as any other machine, and infinitely more combinations of faces, because there is practically no limit to combinations; the following specimens show fifteen Boldfaces, both condensed and extended combined with the same Roman face:

Six-point No. 78 J with No. 38E

THE MONOTYPE is famous for quality; don't think it is backward on quantity. Many newspapers use the Monotype exclusively, and our repeat order record and the results obtained in such offices prove conclusively that quality and quantity are united in the

Six-point No. 79 J with No. 38E

THE MONOTYPE is the only machine that will handle several rush jobs at the same time, one on the machine while the others are set from the cases of Monotype type. There is no distribution; it is cheaper to make new type than to distribute.

Six-point No. 86 J with No. 38E

THE MONOTYPE stops that greatest leak of all—IDLE TIME. No machine is worth having when you can't run it. You can run the Monotype more hours a year than any other composing machine. "No than any other composing machine. "No matter to compose? No matter, cast

Six-point No. 89 J with No. 38E

THE MONOTYPE maintains prices, for while it reduces cost it raises quality. Its product is better than hand-set foundry type, unless new type be used for every job. Thus the Monotype does more than save on "estimates"—it puts real money in the cash

Six-point No. 89K with No. 38E

THE MONOTYPE user can't get out of sorts—he has "type on tap." His cases are full of type that can't go out of style because it is cheaper to make new type than to distribute, and the Monotype user can change the face when he "distributes."

Six-point No. 86K with No. 38E

THE MONOTYPE wipes out the cost of leads and hand leading. After a job has been keyboarded it may be cast on the proper size body to make the number of pages required, or to fill the designated space. This is but one of the exclusively Monotype

Six-point No. 117 J with No. 38E

THE MONOTYPE gives the printer the type-founder's profit on body and display type (in all sizes from five-point to thirty-sizpoint), on borders and ornaments, on quads and spaces, and the dollars and cents spent turning letters and waiting for sorts.

Six-point No. 186 J with No. 38E

THE MONOTYPE is the only machine for tariffs, catalogs, price lists, directories, all matter kept standing and corrected; alterations are made as easily as with foundry type and the investment is less by eighty percent. Monotype corrections don't stop production of new matter.

Six-point No. 79K with No. 38E

THE MONOTYPE saves in the most expensive department—the press-room. Printing from Monotype type is like printing from new foundry type, for both are absolutely accurate in height-to-paper. Saving on make-ready is a double saving, press time

Six-point No. 98K with No. 38E

THE MONOTYPE eliminates electro-THE MUNUITEE eliminates electro-trping expense because (a) Monotype type will wear as well on long runs as foundry type; (b) not necessary to electrotype to save type; (c) for duplicating, recast from the same ribbon; (d) for repeat orders use old ribbon over again. Six-point No. 107 J with No. 38E

THE MONOTYPE saves the most costly item the printer uses—TIME; time on composition, time of supervision, time or corrections (when slugs are used), time hunting facilities, time devising makeshifts, time of resetting because of short fonts, and time lost waiting for sorts.

Six-point No. 161 J with No. 38E

THE MONOTYPE makes and sets individual type with low (or high) spaces and quads, in automatically justified lines which are delivered upon ordinary galleys. Thus its product is the same as hand-set new foundry type.

Six-point No. 275 J with No. 38E

Six-point No. L/J with No. 36E

THE MONOTYPE means increased profits to the large office using a battery of machines, but to the small office that can use but one machine the Monotype means new life, because its flexibility promotes expansion along the lines of least resistance and greatest profit.

Six-point No. 275K with No. 38E

oux-point No. 1/2 K with No. 38E

THE MONOTYPE user may combine
elmost any Boldface with any Roman:
consequently, he does not have to "rebuy"
his Roman Matrices whenever he wishes
to use a new combination of Boldface and
Roman—"He buys what he wants when he
wants it."

Six-point No. 921 with No. 38E

THE MONOTYPE is the best friend of that wise man—the printer with a specialty. Catalog work, price lists kept standing, intracate work, tabular matter, educational work, typewritten letters, mail lists, and QUALITY—the best paying specialty of all—are the Monotype specialties.



#### Unit A: The Type & Rule Caster

This is the cornerstone of the Monotype System of Composing-Room Efficiency. It is the simplest and fastest machine ever made for printers to cast their own type, borders, space material, rules, leads, and slugs.

This unit includes the Speed Regulating Attachment (see Unit H, page 37), which gives nineteen different speeds, so that type may be cast at the maximum speed at which it can be cooled. Complete cool-

ing is provided for by ample water circulation, not only through the base of the machine on which the Mold units rest, but also through the Molds themselves. Monotype Monotype The Type & Rule Caster will average, day after day, 125 pounds of type in eight hours, Monotype and this average of over fifteen pounds an hour includes the usual time required for changing the machine for different point-sizes. The output varies with the type-size, Monotype. Monotype from ten pounds an hour on six-point to twenty pounds on thirty-six-point. Two-point rules are cast and automatically cut to length at a speed of 300 feet an hour. Monotype Monotybe Of the many exclusive advantages of Monotype this machine, note especially these:

Monotype -Monotype

length desired. It is the sample ever built; its Molds are self-contained units. Every Mold goe in place complete, ready for casting; the Mold is not "built up" on the machine. The great

Monotype

#### Units used with Type&Rule Caster

Units used with Type Rule Caster

Molds for Type Casting: This machine
use Molds (Units G. G.I. G.2, and G.3, page 36)
for casting type, borders, high and low quads and
spaces in all sizes from five- to thirty-six-point.

Matrices for Type Casting: See Unit E,
pages 34 and 35.

Matrix Holders: Units F2 and F3, page 35.

Molds for Rule and Lead Casting: These
Molds (Unit G4, page 36) cast rules and leads,
both high and low, in continuous strips of any
size selected from two- to twelve-point inclusive.

Matrices for Rule Casting: Unit E, page 35.

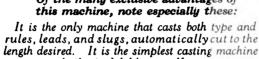
Molds for Column Rule: (Unit G6, page
36.) These Molds cast column rules, in addition to the regular rules and low, intermediate
and high slugs.

Tie-Up Slug Molds: (Unit G5, page 36.)
A modification of the Lead and Rule Mold; it
furnishes high and low slugs and foundry guards
with a groove in the side for the string, to save
untying pages; see Fig. 6, page 9.

Automatic Cutter: This automatic attachment (Unit J, page 37) accurately cuts the
product of the Lead and Rule Molds to any
required length from six picas to twenty-five
inches, and piles on galleys the pieces it cuts.

Motor: See Unit N, page 38.

Details: This machine is never sold without
the DisplayType Attachment (Unit H, page 37),
and while the Lead and Rule Mold Attachment
(Unit I, page 37) need not be furnished, none of
our customers omit this. Requires floor space,
including necessary clearances, of? 2° by 6' 9'.
Net weight, without any additional units, 1375
pounds. Gross weight boxed for shipment, including shox of small parts removed for shipment, 1975 pounds: Box sizes: 3' 7½" by 4'
8½" by 4' and 2' 3½" by 1' 5" by 1' 8". Should
be driven by Motor (Unit N, page 38) to insure
uniform speed; may be driven from shafting,
in which case pulley on machine to start and
stop: machine pulley, fourteen-inch diameter,
must make 140 revolutions per minute. Machine must be connected to water supply and
drain to provide for cooling system. Metal
melted by gas, gasoline burners, electric melting
pot (Unit or line-casting machine.



ever built; its Molds are self-contained units. Every Mold goes

accuracy, vital in type-casting, is built into the Mold; therefore, wear of the machine, or careless adjustment, cannot affect the accuracy of the type this machine casts.

It is the only type caster that has ample water circulation, so that, when casting at very high speed, the blocks of the Mold, against which the type is cast, may be kept at the proper temperature.

Mechanically, the design and workmanship are the re-

sult of our experience in building more than 5000 type casters. While the machine is built to gages, so that all parts are interchangeable, ample adjustments are provided to take up wear; the

cams run in a bath of oil and will last a lifetime. Many of these machines have been run continuously, night and day, for ten years, and are now doing as good work, and as much work, as machines just out of our factory.

FIGURE 33-The Typest Rule Caster



-Some Monotype rules. FIGURE 34-This picture shows one minute's prod-uct—twenty two-point rules (18 picas long) cut as cast, as clean and as even as a deck of cards. Twenty rules a minute--count em

#### And it is the only type caster that can be made a composing machine

The Type & Rule Caster may be converted into the Monotype Composing Machine for casting type in lines set up ready to print from (Unit B, page 31), without any loss in efficiency as a Type-Rule Caster. The cost of applying the additional units to the Type-Rule Caster is the difference in the prices of the two machines. Thus, when you buy our Type & Rule Caster you have paid more than half the cost of your next composing machine.

#### O T Y PU N I

#### Unit B: The Composing Machine

This is Unit A, page 30, the Type & Rule Caster, equipped with the units for automatic control by the paper ribbon which the compositor perforates at the Keyboard (Unit C, page 32). Thus, instead of casting a supply of one letter, from a Matrix placed in casting position by the operator, this machine delivers, on ordinary galleys, a product exactly the same as brand-new foundry type set by hand.

The paper ribbon feeds (Unit F, page 35) to bring the At the same time the machine proper width. In the same way that the finished lines are juswhether the line be straight



FIGURE 35—The Composing Machine

matter, sixty picas wide, or tabular matter made up of several sections justified indepen-When the last type of a line is cast, the machine automatically places the finished line in place on an ordinary galley, and as soon as the last line is placed on the galley, the machine stops itself. The Matrices are ar-

ranged in the Matrix Case (Unit F, page 35) to suit the requirements of the work being cast; for example, caps, lower case, figures, and points for Roman, Italic, and Bold-

To change from one face to another the operator changes matrix cases by sliding out one Case and sliding in another. To change point-sizes, the Mold (Unit G, page 36) is taken off and a new Mold unit

of the required size is put on. The measure is changed exactly the same as a compositor sets his stick.

All corrections and alterations are made by hand at the case; therefore, this machine is never changed in measure, point-size, or face except before starting a new job that differs from the job just finished. Compared to any other composing and casting machines, the non-productive time of changing the Monotype is negligible.

"The Always Busy Machine" is the name by which Monotype users call Unit B, for it never stands idle: when there is no composition, it is used as the Type & Rule Caster, making the material used by hand compositors—type, spaces, borders, rules, leads, and slugs.

Since printers operating more than one Monotype need but one machine one Monorype need but one machine equipped for casting rules and the larger sizes of type, Unit B is built to produce lines of any measure up to forty-two picas (60 picas with Unit K, page 38, added), and to use any Molds (Unit G, page 36) from five-to twelve-point inclusive, as well as Molds for casting truely point face. Molds for casting twelve-point faces on thirteen- or fourteen-point bodies.



Figure 36—The product of the Com-posing Machine—brand-new type cast in perfectly justified lines

The capacity of Unit B is increased by adding additional units, as described under "Units to Increase the Capacity . . as a Composing Machine." Thus, its range as a composing machine may be increased, or it may be equipped to do all the work of the Type Rule Caster (Unit A, page 30).

#### Units used with Composing Machine

through the machine and it automatically positions the Matrix Case

Matrix for the required character over the Mold into casting position.

automatically adjusts the Mold to make the body size of the letter the

Molds for Composing and Casting: (Units and Gl. page 36). These Molds make type G and G1, page 36) These Molds make type set in justified lines with high or low quads and spaces, as well as casting for the hand compositors type, borders, and space material.

Matrices: (Unit E, page 34.) For casting type either in automatically justified lines or

type either in automatically justined lines or to be set by hand from the case.

Matrix Case: See Unit F, page 35.

Wedge: (Unit M, page 38.) This determines the width of the characters cast, just as the Mold determines their point-size.

Motor: See Unit N, page 38.

#### Units to Increase the Capacity of Unit B as a Composing Machine

Unit B, the Composing Machine, may be equipped with any, or all, of the following units, which increase the usefulness of Unit B, but never reduce its efficiency or limit its output on any work

on any work. Wide-Measure Attachment: (Unit K, page 38.) Enables the Composing Machine to deliver lines of any length up to sixty picas, instead of a maximum length of forty-two picas. Bighteen-Point Attachment: Equipped with this (Unit L, page 38) the Composing Machine will automatically compose fourteen-delibreen point matter.

and eighteen-point matter, exactly the same as the regular machine casts and sets type twelve-point and smaller: Note: Since these larger sizes must be cast at slower speed, a machine equipped with this attachment must also have the Dis-

with this attachment must also have the Display Type Attachment, see next paragraph.

Display Type Attachment: (Unit H, page 37.) Equipped with this the Composing Machine may also be used for casting type and space material for use on hand composition, in all sizes from fourteen- to thirty-six-point, exactly the same as Unit A, the Type&Rule Caster, using the Molds for type casting.

#### Units to Increase the Capacity of Unit B as a Type&Rule Caster

Units to Increase the Capacity of Units as a Type Rule Caster

Same as units used with the Type Rule Caster (page 30), when the Composing Machine is equipped with Display Type Attachment.

Details: Requires floor space, including necessary clearances, 7' 2' by 6' 9'. Net weight, without any additional units, 1325 pounds. Gross weight, boxed for shipment, 1960 pounds. Box size, 3' 7'/2' by 4' 8'/2' by 4'. Should be driven by Motor (Unit N, page 38) to insure uniform speed; may be driven by shafting, in which case pulley on shaft must have three-inch straight face, to provide for shifting belt from loose to fast pulley on machine to start and stop; machine pulley, fourteen-inch diameter, must make 140 revolutions per minute. Machine must be connected to water supply and drain to provide for cooling system; also to air compressor, which we furnish, to supply air for automatic control. Metal melted by gas, gasoline burner or Electric Melting Pot (Unit Z, page 38) furnished if ordered. Machine will use any metal for making type for the cases, used in any type- or line-casting machine; for casting type in automatically justified lines Monotype metal must be used: linotype metal is too soft and lacks tin necessary for casting at high speed.

#### 0 NT UNI

#### Unit C: The Style D Keyboard

This is the simplest, fastest, most flexible composing machine ever devised. While operating the Monotype Keyboard the compositor gives no thought to mechanisms or problems of casting metal. He hits the keys—that's all; his work is recorded on the paper ribbon which controls the automatic Composing Machine (Unit B, page 31).

The Keyboard has the universal typewriter key arrangement (page 21). Would you buy a typewriter without the universal keyboard? But the stenographer uses only two alphabets, caps and lower case; the Keyboard operator must use six alphabets.

For different measures the Keyboard is adjusted the same as the margin stop on a typewriter, as quickly as a compositor can set his stick.

For different faces the operator lifts off one Justifying Scale (Unit U, page 40), and puts on another if the new face to be set is of different width.

For different point-sizes there is no change of any kind. In fact, the operator can finish his copy, read from the line counter the number of lines it makes, and then determine whether to cast the matter solid, on its own body, or lead it by casting it on a larger size body to make it fill the required space. This unique advantage in making

the copy fit the space is possible only with the Monotype. For changes in combinations of faces for different Matrix Case arrangements; for example, to substitute Boldface for Italic, the operator lifts off the Keybank (Unit S, page 40) and changes the Keybars (Unit R, page 40).

For very radical changes it is sometimes desirable to substitute one Keybank for another, but for any ordinary work, changes in key arrangements are made by capping the keys (Unit V, page 40).

To change the counting mechanism, for example, to provide for two- or three-line figures in advertising matter, the Stopbars (Unit T, page 40) are changed.

Any or all changes possible at the Keyboard are made quicker than a compositor can put up a new pair of cases and set his stick. Furthermore, since all corrections or alterations in matter previously set are made by a hand compositor at the case, after the matter is cast, the Keyboard is never changed except before starting on a new job that differs from the one just finished. Compared

> to composing machines which are changed to set alterations or corrections, there is no lost time on changing the Monotype.

When the operator strikes a key the paper is perforated and the width of the character is automatically

measured and added to the sum

of the characters previously struck.

Therefore, the Monotype operator can tell at a glance exactly how much of a line, or a section of a line, has been set and how much more must be set. Thus, the Keyboard is more than a composing machine, and with it the operator can set matter that cannot be set commercially on any other composing machine and which would indeed puzzle any hand compositor. For example, examine the specimens

of double and triple justified matter on this page (Fig. 38).

Units used with the Keyboard

Units used with the Keyboard
Justifying Scales: (Unit U, page 40.) Used
to vary the width, or set-size, of faces.
Keybars: (Unit R, page 40.) These are
changed to vary the coupling of the keys to the
punches for different Matrix Case arrangements.
Stopbars: (Unit T, page 40.) For altering
the counting mechanism for use with special
Matrix Case arrangements, for example, those
containing two- or three-line figures.
Keybanks: (Unit S, page 40.) For changing the key arrangements: Note: extra Keybanks are very rarely required, any ordinary
changes are made with Keybutton Clips.
Keybutton Clips: (Unit V, page 40.) For
special characters not on the Keyboard these
Clips are placed over the buttons for characters
not needed.

Spools: See Unit W, page 40.

#### Units used to Increase the Capacity of the Keyboard

Electric Light: (Unit P. page 39.) This consists of a magnifying glass in front of the Justifying Scale and a small light that lights up the Scale at the end of the line, also a suitable copy light; designed especially to eliminate the fatigue of eye strain.

Automatic Repeater: (Unit O, page 39.) A little air engine built into the Keyboard that operates any characters that repeat, as quads, leaders, etc., at five times the speed of the

fastest operator.

Ninety-Em Scale: (Unit Q, page 39.) For very wide measure work this avoids the use of double justification, increasing the measure from

double justification, increasing the measure from sixty-five to ninety ems.

Details: Requires floor space of 4' 11" by 4'. Net weight of Keyboard complete, as described above, without additional units to increase capacity, 435 pounds. Gross weight, including Keybanks and Keybars, boxed separately and base standard crated, 820 pounds. Box sizes, 2' 9½" by 2' 9½" by 3', 1' 10½" by 1' 3" by 2' 2", 2' 4" by 2' 4½" by 2' 4½" by 2' 4%" by 2' 8". Operated by compressed air supplied by compressor which we furnish.

All that the compositor can do with his board; he can instantly justify a line of measure into several separate columns rower columns equaling the full mea-justification for each column. All these measure, just as this spe-umns and then combined, cimen reads. They were but at the end of each secthat section before begin-justification is absolutely ning to set the next sec-accurate for each column

stick, and more, he can do with this Key suce, and more, he can a with this Key-any measure, or he can divide the full (the sum of the measures of these nar-sure) and make a separate and distinct lines were composed and cast the full not set in separate col-tion the operator justified tion of the same line. The and full measure.

FIGURE 37-The Style D Keyboard

FIGURE 38—Double and triple justified matter set with perfect accuracy and almost as easily as straight matter on the Monotype

Remember that the Monotype operator wastes no time in justifying type or Matrices; that is, pieces of metal that are more or less worn by use. His "calculating machine" tells him, without any mental effort on his part, the size the different spaces must be, and then he strikes the keys that cause his automatic type foundry to cast these spaces the exact size required to perfectly instity the line. fectly justify the line.

With each Keyboard we furnish a keyboard cover, one set of Stopbars, two paper Spools, and the following equipment as selected: one Justifying Scale, one each right and left standard Keybanks and Keybars. The Keyboard will set any kind of matter, plain or tabular, in any size of type or measure within the capacity of the Composing Machine (Unit B, page 31).



### M

#### Unit D: The Duplex Keyboard

This is the ultimate in composing-machine flexibility; the apex of our unit system of machine construction. It would be scarcely possible to imagine a composing machine more free from mechanical limitations; indeed, the Duplex Keyboard goes so far beyond anything hitherto considered possible that it has given to the printing

FIGURE 39-The Duplex Keyboard

world an absolutely new mechanical process—Duplicating: This Keyboard composes simultaneously the same matter in two different faces, point-sizes, and measures; the same keystrokes that produce the ribbon for magazine columns in eight-point, for example, also produce the ribbon for the same matter in ten-point for book pages.

The Duplex Keyboard is not a specialty machine, with a limited field: it is not a mechanical monstrosity; these Keyboards are used in every kind of printing office for every kind of work; they are as simple, as free from complications, as the single Keyboard (Unit C, page 32), because in

our unit system of machine construction the application of additional units never handicaps the machine, never makes it more complicated or less efficient on any kind of work.

The Duplex Keyboard is identical with the Style D Keyboard from the floor up to, and including, the keys; it has, however, two units for perforating paper ribbons and two units for measuring and counting the width of the characters as they are struck. In short, except for the Switch (see below), the Duplex Keyboard is exactly the same as two single Keyboards, placed

so closely side by side that the operator could work with perfect ease on either Keyboard without shifting his copy.

The Switch, Fig. 40 (half size), is the key to the simplicity of the Duplex Keyboard; when this little lever is turned to the right, as shown in the picture, the right paper-perforating and character-counting mechanisms are locked out and do not exist, as far as the

operator is concerned, for they cannot hamper or hinder his work. Turn the Switch to the left; the keys operate the right punching and counting mechanisms while the left side is locked out and inoperative.

Turn the Switch to central position and the keys operate both paper-perforating and character-counting mechanisms, for duplicating or for a dozen different short cuts.

to profits in setting tabular or intricate matter.

"Turn the Switch—that's all." With one handling of copy the operator may

Turn the Switch—that's all." With one handling of copy the operator may set text and notes in two different sizes of type, or heads for a catalog may be set at the same time as text. It costs money to stop and start work, to take a job up and put it down unfinished, and the Duplex Keyboard saves this expense. The difference between the single and the double Keyboard is the difference between a single- and a double-track railway—"Turn the Switch—that's all."

The same keys that produced the seven-point matter above, now produce this six-point, exactly as if the operator had moved with his copy to another Keyboard, as quickly as he could strike a key. The six-point finished, to go on with the seven-point—"Turn the Switch—that's all."

To change from one job to another with the minimum of confusion and expense, "Turn the Switch-that's all" to side-track the interrupted job while the rush job goes by it on the other paper tower.

The rush job is set in its own face and measure without disturbing the regular job, side-tracked to let th special go by, and then, the rush job finished, to go on with the regular job—"Turn the Suitch—that's all.

For extra wide measure work, one-half the line is set on the left ribbon and the other half on the right; when the matter is cast, the two sections are put together. Thus, even without the Wide-Measure Attachment (Unit K, page 38), the Duplex Keyboard makes the maximum measure eighty-four instead of forty-two picas. "Turn the Switch—that's all."

For "estimating" this Keyboard is unique: Your customer says, "Use the biggest type you can."—
Question: If you use twelve-point, will the matter go in? Ought you to use ten-point? Set the job in both sizes on the Duplex Keyboard; determine from the line counters the number of lines in each size and cast from the ribbon that best suits the job. The Duplex Keyboard will not give back the money you have lost resetting to make the type fit the space, but it will insure you against similar future losses. "Turn the Switch—that's all."

For Duplicating the Duplex Keyboard gives a duple product two let.

For Duplicating the Duplex Keyboard gives a double product, two letters for each keystroke, absolutely independent in faces, point-sizes, measures, and spacing; it does not enlarge nor reduce; it composes the same matter in two different and entirely distinct forms at the same time. An article may be set for a magazine in eight-point closely spaced and, at the same time, in eleven-point widely spaced for a book: both for one keyboarding cost.

A new process of composition is made A new process of composition is made possible by the Duplex Keyboard; it will simultaneously compose two different styles of type in any different measures and faces—the same keystrokes that produced this paragraph made the paragraph beside it.

A new process of composition is made made process of composition is made repossible by the Duplex Keyboard; it will simultaneously compose two different styles of type in any different measures and faces—the same keystrokes that produced this paragraph beside it.

A new process of composition is

With each Keyboard we furnish a keyboard cover, two sets of Stopbars, four paper Spools, and the following equipment as selected: two Justifying Scales, one each right and left standard Keybanks and Keybars. The Keyboard will set any kind of matter, plain or tabular, in any size of type or measure within the capacity of the Composing Machine (Unit B, page 31).



Units used with the Keyboard Same as for Style D Keyboard (page 32).

Units used to Increase the Capa-

Units used to Increase the Capacity of the Keyboard
Same as for the Style D Keyboard (page 32), except that the Ninety-Em Scale is not furnished, since the Duplex Keyboard provides for handling very wide measure work without this unit.

Details: Requires floor space 5' 4" by 5'8%". Net weight of Keyboard, as described above, without additional units to increase capacity, 585 pounds. Gross weight, including Keybanks and Keybars, boxed separately and base standard crated, 1145 pounds. Box sizes, 4'6½" by 2'9½" by 3' 4½", 1'10½" by 1'3" by 2'7. 2'4" by 2'4½" by 2'8". Operated by compressed air supplied by compressor which we furnish.

### MONOTYPE FACES

# Monotype Faces

This Specimen Book shows Monotype Faces of two kinds: (a) the faces from 4-point to 12-point, inclusive, for casting type on the galley, either in justified lines or to be set from the case by hand, which are made in cellular matrices; and (b) the faces from 14-point to 36-point, inclusive, for casting type for the cases, which are made in electro display matrices; a few faces smaller than 14-point are made in electro display matrices because their extended faces are more than 12½ set, which is the limit in a cellular matrix.

This thin paper book has been issued to meet a demand for specimens of Monotype faces by publishers, advertisers, buyers of printing, and prospective Monotype users. The paper on which it is printed is made as light as is consistent with strength and opacity in order to aid in the conservation of paper at a time when the demand is in excess of the ability of the mills to create a supply. Monotype customers receive specimens of all faces as they are finished, inserting them in the loose-leaf book in their proper order.

Monotype faces are designated by numbers, not names. The similar faces are grouped, regardless of their serial numbers, so that they will come within the different type families commonly understood by printers; for example, all the Gothics are together, all modifications of our No. 64 family, Italics, Ionics, Outlines, and Typewriter.

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This book does not show specimens of Monotype figures, fractions, signs, etc. There are a number of pages illustrating these in the regular Specimen Book of Monotype Type Faces.

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275K	C2	••	36		1,		'''
2751 -	Sorts	••	37	Monotype	}		355
276		Gothic	268	rules	l? !		
285		64 Family	118	Monotype			
286			119	corner	}	• •	363
287 J	C2	••	120	pieces	ا ا		
287	Sorts	••	121	Set ems	1		377
298 J	C4	Antique	171	charts	}    ··	••	"
298	Sorts		172	Monotype	1		
308AC	Special	Foreign	349	Borders	}	••	381

### USE OF "WORDS TO PICA"

I T HAS been our practice in the past to include on the specimen sheets showing the cellular sizes of each series the information "Words to Pica," but with the perfection and rapidly expanding use of the more accurate system, "Copyfitting," this information will be omitted when present sheets are reprinted.

For the convenience of those who are now using the "Words to Pica" system we have worked out the table herewith, which gives all the information formerly included on the specimen sheets, with directions how to use. When making calculations, use the figures given in the table, not those given on your present specimen sheets, some of which we have found to be incorrect.

"WORDS TO PICA" CHART

HOW TO USE: Divide "Words to Pica," of selected arrangement and set size, INTO, number of words of copy, AND, result will be number of picas copy will make.

	C Arrangem			ent			21		2	(	23		4
Set	Roman		Italic		Arrangement		Arrangement		Arrangement		Arrangement		
	Caps	Small Caps	Lower Case	Caps	Lower Case	Сарв	Lower Case	Сарв	Lower Case	Сарв	Lower Case	Сарв	Lower Case
5 5% 5% 5%	.58 .56 .53 .51	~ .80 .76 .73 .69	.88 .84 .80 .77	.58 .56 .53 .51	.95 .90 .86 .82	.62 .59 .56 .54	.88 .84 .80 .77	.58 .56 .53 .51	.77 .74 .70 .67	.54 .52 .49 .47	1.00 .95 .91 .87	.69 .66 .63 .60	.88 .84 .80 .77
6 6% 6%	.49 .47 .45 .43	.66 .64 .61 .59	.73 .70 .68 .65	.49 .47 .45 .43	.79 .76 .73 .70	.51 .49 .47 .46	.73 .70 .68 .65	.49 .47 .45 .43	.65 .62 .60 .57	.45 .44 .42 .40	.83 .80 .77 .74	.57 .55 .53	.73 .70 .68
7 7% 7% 7%	.42 .40 .39 .38	.57 .55 .53 .51	.63 .61 .59 .57	.42 .40 .39 .38	.68 .65 .63 .61	.44 .43 .41 .40	.63 .61 .59 .57	.42 .40 .39 .38	.55 .53 .52 .50	.39 .38 .36 .35	.71 .69 .67	.49 .47 .46 .44	.63 .61 .59 .57
8 8% 8% 8%	.36 .35 .34 .33	.50 .48 .47 .46	.55 .53 .52 .50	.36 .35 .34 .33	.59 .57 .56 .54	.39 .37 .36 .35	.55 .53 .52 .50	.36 .35 .34 .33	.48 .47 .46 .44	.34 .33 .32 .31	.63 .61 .59 .57	.43 .42 .40 .39	.55 .53 .52 .50
9 9% 9% 9%	.32 .32 .31 .30	.44 .43 .42 .41	.49 .48 .46 .45	.32 .32 .31 .30	.53 .51 .50 .48	.34 .33 .32 .32	.49 .48 .46 .45	.32 .32 .31 .30	.43 .42 .41 .40	.30 .29 .29 .28	.56 .54 .53 .51	.38 .37 .36 .35	.49 .48 .46 .45
10 10% 10% 10%	.29 .28 .28 .27	.40 .39 .38 .37	.44 .43 .42 .41	.29 .28 .28 .27	.47 .46 .45 .44	.31 .30 .29 .29	.44 .43 .42 .41	.29 .28 .28 .27	.39 .38 .37 .36	.27 .27 .26 .25	.50 .49 .48 .47	.34 .34 .33 .32	.44 .43 .42 .41
11 11% 11% 11%	.27 .26 .25	.36 .35 .35	.40 .39 .38 .37	.27 .26 .25 .25	.43 .42 .41 .40	.28 .27 .27 .26	.40 .39 .38 .37	.27 .26 .25 .25	.35 .34 .34 .33	.25 •.24 .24 .23	.45 .44 .43 .42	.31 .31 .30 .29	.40 .39 .38 .37
12 12½ 12½	.24 .24 .23	.33 .33 .32	.37 .36 .35	.24 .24 .23	.39 .39 .38	.26 .25 .25	.37 .36 .35	.24 .24 .23	.32 .32 .31	.23 .22 .22	.42 .41 .40	.29 .28 .27	.37 .36 .35
14 18	.21 .16		.31 .24	.21 .16	.34 :26			.21 .16	28 .22				
Word Length	4.08	3.01	2.73	4.10	2.54	3.89	2.73	4.11	3.10	4.41	2.40	3.49	2.73

#### No. 1A. Book Arrangement C

#### Composition Matrices

6 Point No. 1A, 6 Set

MONOTYPE FACES

The best kind of originality is that whith comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving the brilliant schemes wherewith to dazide his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and professioa. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenences, its to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what latent precedent wisely does not mean to imitate slavishly one great exemplar, but to

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8 Point No. 1A, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant, when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contem-

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10 Point No. 1A, 9 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and con-

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances,

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#### No. 4A. Book Arrangement C

#### Composition Matrices

10 Point No. 4A, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in very rare

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and pro-fession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor

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#### No. 5A. Book Arrangement C

#### Composition Matrices

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#### 51 Point No. 5A, 71 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If is to be found in a printing office. Art does not flourish in hid-

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If all the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history. literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with all its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of all that talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of all our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and the startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, the more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after are particularly engaged. Yet it is only in very rare instances olting brilliant schemes wherewith to dazzle his con-The best kind of originality is that which comes after

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#### 7 Point No. 5A. 84 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are more particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early

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8 Point No. 5A. 9 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind

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#### No. 5A. Book Arrangement C

#### Composition Matrices

9 Point No. 5A, 9 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and

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11 Point No. 5A, 114 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and as original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions sur-

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# The Monotype System

OMPOSING room efficiency can be obtained only by keeping clearly in mind this fact: The composing room of a printing plant is a great deal more than a place in which to operate composing machines; it is a department maintained to produce composition complete, locked-up in chases ready for printing.

THE MONOTYPE is the only composing machine that recognizes the existence of the hand compositor. It is not built upon the impossible theory that the compositor can be driven from the printing industry: instead, it provides the means for increasing his efficiency and making his work highly profitable to his employer.

Not only does the Monotype furnish a

product that the compositor can correct and alter without the help of the machine operator, but also, since it is a complete type foundry, it supplies the compositor with all the equipment he requires to work efficiently-type, space material, rules, leads, and slugs.

THE MONOTYPE is the simplest and fastest composing machine, a machine so free from mechanical limitations that it handles the most intricate composition as easily as straight matter.

THE MONOTYPE SYSTEM increases the efficiency of every composing room employee by eliminating distribution, thus giving a much lower cost than is possible with any other composing machine.

### No. 8A. Book Arrangement C

Composition Matrices

4 Point No. 8A, 5 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the knowing or what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs and at they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences; and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great example, but to study all the masters faithfully, letting their great achievements aink slowly into the mind in order that we may patiently derive from the richness our acquired knowledge and organized system an attitude of our own. The sprightly minded young ar acquired knowledge and degastice assets the new and startling, inevitably becomes tiresome, and which his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at d is driven to an early disappearance; while the slower, more solidly endowed student will at ust spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith dazele his contemporaries. The best kind of critically is that which comes after a sound appreciability to the ship of the solid precedent of the progressive tendencies of an able mind. For, let a man be as able and or the solid precedent of the progressive tendencies of an able mind. For, let a man be as able and or mind of the solid progressive tendencies of an able mind. For, let a man be as able and or in his own does not be solid progressive tendencies of an able mind. For, let a man be as able and or in his own does not his own does not be solid progression. If the printers of today do not wish to be esteemed arrogant when they term is calling of theirs an art, they must be willing, and show that they are willing, to subject it to have as have made its sister arts so free. All those concerned in what are accepted as the fine at the solid profession surround themselves with the history, the literature, and a the solid progression surround themselves with the history, the literature, and a state of the solid profession surround themselves with the history, the literature, and a state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature, and the state of the solid profession surround themselves with the history, the literature and the surround themselves with

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4½ Point No. 8A, 6 Set on 5 Point Body

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful pre cedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful meccedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what precedent wisely does not mean to imitate slavishly one great exemplar, but to

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#### No. 8A. Book Arrangement C

#### Composition Matrices

5 Point No. 8A, 6½ Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material For to follow all precedent wisely does not mean to imitate slavishly

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6 Point No. 8A, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant, when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing phere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he

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#### 7 Point No. 8A, 8 Set THE MARKET A MODEL

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and or-ganized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes

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8 Point No. 8A, 8½ Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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#### No. 8A. Book Arrangement C

#### Composition Matrices

9 Point No. 8A. 9 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or. what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in

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#### 11 Point No. 8A, 11 Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround

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#### 10 Point No. 8A, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly

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#### 12 Point No. 8A, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as

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#### No. 13A. Book Arrangement C

#### Composition Matrices

#### 6 Point No. 13A, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions surround themselves with the history, literature, and concrete examples of work with which they are parand concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance: while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes

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7 Point No. 13A, 91 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and as original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and -profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired

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#### 8 Point No. 13A, 9 Set

67890\$

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what

#### MONOTYPE FACES

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#### No. 14A. Book Arrangement C

#### Composition Matrices

8 Point No. 14A, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from

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12 Point No. 14A, 11 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as

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12 Point No. 214A, 11 Set

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#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround

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## No. 19A. Book Arrangement C

## **Composition Matrices**

6 Point No. 19A, 71 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of all that talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes very tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of

## MONOTYPE FACES

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of all that talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes very tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man

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8 Point No. 19A, 87 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man

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## No. 20A. Book Arrangement C

## Composition Matrices

## 6 Point No. 20A, 7 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he with its material appurtenances, is to be found in the printing office.

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## 9 Point No. 20A, 93 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places,

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## 8 Point No. 20A, 87 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faith-

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## 10 Point No. 20A, 101 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged.

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## No. 20A. Book Arrangement C

## Composition Matrices

11 Point No. 20A, 11 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are

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12 Point No. 20A, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art,

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

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ABSOLUTE HEIGHT TO PAPER
Each Type is Finished Absolutely before it Leaves the Mold. It is not "Near Perfect," but Ready to Use
\$1234567890

18 Point No. 20

ELEVEN GOVERNMENTS
Throughout the World use the Monotype on all Classes of Plain and Intricate Work
\$1234567890

24 Point No. 20

INTRICATE WORK
No Job is too Intricate for the "One-type-at-a-time" Machine
\$1234567890

30 Point No. 20

STANDING MATTER
Expense Reduced to the Bare Cost
of the Monotype Metal
\$1234567890

36 Point No. 20

THE CHEAPEST To Buy, To Maintain, To Run \$1234567890

NEWSPAPER AND JOB OFFICES
Composing Matter Always Considered as Strictly Handwork, Saving
Money and Time with the Monotype
\$1234567890

18 Point No. 201

THE MONOTYPE SCHOOL
Furnishes Free Instruction for Caster and Keyboard to
Ambitious Compositors
\$1234567890

24 Point No. 201

CONTINUOUS LINES
Of Sixty Picas; a Record Unequalled by
Any Other Machine
\$1234567890

30 Point No. 201

A GOOD MACHINE
Must Cast Separate Type. It is
the Only and Profitable Way
\$1234567890

36 Point No. 201

ALL ADVERTISERS
Prefer Monotype Composition
\$1234567890

## No. 34A. Book Arrangement C

## Composition Matrices

12345

## 6 Point No. 34A, 61 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprentication; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original

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## 9 Point No. 34A, 8½ Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow

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8 Point No. 34A, 8 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are more particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may

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## 10 Point No. 34A, 9½ Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in a

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## No. 34A. Book Arrangement C

## Composition Matrices

11 Point No. 34A, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly

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12 Point No. 34A, 11 Set
MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the

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## No. 35A. Book Arrangement C

## Composition Matrices

10 Point No. 35A, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in very rare

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor

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## No. 36A. Book Arrangement C

## Composition Matrices

6 Point No. 36A, 61 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot well afford to disacri.

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## 9 Point No. 36A, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and

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8 Point No. 36A, 8 Set

MONOTYPE FACES The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from

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## 10 Point No. 36A, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare

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## No. 36A. Book Arrangement C

## Composition Matrices

11 Point No. 36A, 11 Set .

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and

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12 Point No. 36A, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

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ALL MATTER IS STRAIGHT MATTER
Tariff, Tabular and Intricate Catalogue Composition Handled like
Straight Matter on the Monotype
\$1234567890

18 Point No. 36

GET A TYPE CASTER
Convert it into a Composing Machine for Casting all
Kinds of Justified Ready-to-print Matter
\$1234567890

24 Point No. 36

THE ONLY MACHINE
Having a Complete and Varied Assortment
of its own Matrices
\$1234567890

30 Point No. 36

A MATRIX LIBRARY
All Faces Leased to Customers, just
like a Circulating Library
\$1234567890

36 Point No. 36

BUY A MACHINE
With a Repeat-order Record
\$1234567890

## PROGRESSIVE PUBLISHERS

Say our Type Caster is one of the best Advertising Solicitors they ever Employed for their Daily and Sunday Papers
\$1234567890

18 Point No. 361

IT SATISFIES ADVERTISERS
Monotype Composition is a Business Puller for the
Advertising Department
\$1234567890

24 Point No. 361

## ADVERTISING COSTS Reduced and Advertisers Pleased with Clean Monotype Work \$1234567890

30 Point No. 361

# MAKING NEW TYPE For Every Use in a Newspaper Office with the Monotype \$1234567890

36 Point No. 361

## MONOTYPE TYPE Makes a Smart Newspaper \$1234567890

### No. 120A. Book Arrangement C

## Composition Matrices

6 Point No. 120A, 7 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as

## MONOTYPE PACES

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any ma interacture, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing

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## No. 150A. Book Arrangement C

## Composition Matrices

## 6 Point No. 150A, 74 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of all that talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes very tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful prein rare instances that such an atmosphere, with its material appur-

12345 67890\$ abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

12345 abcdefghijklmnopqrstuvwxyz *ABCDEFGHIJKLMNOPQRSTUVWXYZ* 

67890\$

## 8 Point No. 150A, 9 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurte-nances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For, to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully letting their great achievements sink slowly into the mind

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

12345 abcdefghijklmnopqrstuvwxyz 67890**\$ ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

7 Point No. 150A, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places nor under restraint, nor in ignorance of what talent and genius have accomnor in ignorance of what talent and genus have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who

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## 9 Point No. 150A, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the pro-fessions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignor-

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## No. 150A. Book Arrangement C

## Composition Matrices

10 Point No. 150A, 11 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is 12345 abcdefghijklmnopgrstuvwxyz 67890\$

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11 Point No. 150A, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the 12345 abcdefghijklmnopgrstuvwxyz 6789

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12 Point No. 150A, 121 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firmer conception of all useful precedent and of the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant

## MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firmer conception of all useful precedent and of the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that

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THE LAW AND THE PROFITS
Go Hand in Hand if the Composition of Your Legal Work is Done on
the Versatile and Busy Monotype
\$1234567890

18 Point No. 150

SETTING TYPE WITH TWEEZERS
Is Expensive Composition. You Won't Run Out of
Sorts or Patience the Monotype Way
\$1234567890

24 Point No. 150

THE OLD NICK
Caused by "Pulling Type" Won't Bob
up in Your Pressroom
\$1234567890

30 Point No. 150

RUSH WORK
Is Ordinary Work in Monotype
Composing Rooms
\$1234567890

36 Point No. 150

SOMETIME You Will Buy the Monotype \$1234567890

## NO NEWSPAPER OFFICE

Has an efficient composing room without an abundant supply of leads and spacing material at all times \$1234567890

18 Point No. 1501

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ƌ
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\$1234567890

A full font contains 81 characters as listed above

24 Point No. 1501

THE MONOTYPE LEAD MOLD
Will make leads of the proper length with
wonderful rapidity
\$1234567890

30 Point No. 1501

A STANDARD UNIT
It can be attached to any machine
now in your plant
\$1234567890

36 Point No. 1501

NEW LEADS May be used for each job \$1234567890

## No. 152A. Book Arrangement C

## Composition Matrices

8 Point No. 152A, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who

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67890\$ **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

10 Point No. 152A, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office.

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## No. 175A. Book Arrangement C

## Composition Matrices

5 Point No. 175A, 6 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive the blending of a firm conception of all useful precedent and the pr

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## 7 Point No. 175A, 8 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully letting their great achievements study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes

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6 Point No. 175A, 7 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are sceepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements aink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as

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## 8 Point No. 175A, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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## No. 175A. Book Arrangement C

## Composition Matrices

9 Point No. 175A, 9 set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in

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11 Point No. 175A, 11 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a very firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround

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10 Point No. 175A, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly

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12 Point No. 175A, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as

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ABCDEFGHIJKLMNOPORSTUVW

THE HIGHEST QUALITY OF PRINTING
Is the kind that pays the largest profits and holds customers. It is one of the essentials of a successful business
\$1234567890

18 Point No. 175

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ƌ.,:;-'!? abcdefghijklmnopqrstuvwxyzææfiflfffiffl \$1234567890

A full font consists of 81 characters as listed above

24 Point No. 175

OUR SUCCESS
Is based upon the success of the Monotype printer who is producing quality

\$1234567890

30 Point No. 175

A GREAT ASSORTMENT Of beautiful faces is at your command in the Matrix Library \$1234567890

36 Point No. 175

A TYPE CASTER
Is a good thing to start with
\$1234567890

EVERY ADVERTISING MAN SHOULD KNOW
Where the Monotype stands in relation to the thoughts he writes, the space he
buys and the white paper he uses
\$1234567890

18 Point No. 1751

MONOTYPE COMPOSITION
Is clean, accurate, legible, neat and well spaced—all that
can be said of good composition
\$1234567890

24 Point No. 1751

THE MONOTYPE
Is a machine that brings into existence new type and new rule for every job
\$1234567890

30 Point No. 1751

MONOTYPE TYPE
Answers every possible requirement
of particular advertisers
\$1234567890

36 Point No. 1751

MONOTYPE Will make a good impression \$1234567890

## THERE ARE NO SLOW SPOTS On the Keyboard; There is the Same Identical Movement to Every Key \$1234567890

30 Point No. 375

## THE MONOTYPE Is the Only Flexible Machine Known to the Printing Industry \$1234567890

36 Point No. 375

## NO OFFICE Is Complete without a Monotype \$1234567890

## THE MONOTYPE

Is the only Composing Machine that Furnishes a Product Identical with Foundry Type \$1234567890

30 Point No. 3751

## THE MONOTYPE SYSTEM Means the Complete Revolution of Your Composing Room \$1234567890

36 Point No. 3751

## RAISE YOUR Quality and Reduce all Complaints \$1234567890

## No. 275 J. Job Arrangement C2

## · Composition Matrices

6 Point No. 275J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeabip; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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10 Point No. 275J, 10 Set

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurtenances, is to be found in the printing office.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 8 Point No. 275J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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12 Point No. 275J, 12 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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NON-DISTRIBUTION WILL REPAY
The Investment of a Monotype in Less Than Two Years, and Keep Right
on Giving Profits for Many Years to Come
\$1234567890

18 Point No. 275

THROUGH THIS SYSTEM,
Which the Monotype Created, it Reduces the Actual
Hour Cost of Hand Composition
\$1234567890

24 Point No. 275

LEADS, SLUGS AND RULES
Made on Monotype Lead and Slug Attachment Always True to Size
\$1234567890

30 Point No. 275

OUR TYPE-&-RULE
Caster Continuously Supplies Brand
New Type for the Cases
\$1234567890

36 Point No. 275

VERSATILITY IS ONLY One of the Many Good Features \$1234567890

## No. 275K. Job Arrangement C2

## Composition Matrices

6 Point No. 275K. 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the bleading of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely design throughout the world. For to follow precedent wisely ont study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organised system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in aveiding mistakes as in evolving brillient schemes wherewith to design his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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10 Point No. 275K, 10 Set

## **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to entirely discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

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8 Point No. 275K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate savishly one great exemplar,

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> > 12 Point No. 275K, 12 Set

## **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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## THE FACTS IN THE CASE

The Monotype eliminates Costly Non-productive Time and Reduces the Cost of the Work done in the Productive Time \$1234567890

18 Point No. 2751

## IN THE MONOTYPE PLANT There is Never any Worry by the Hurry of a Rush of Copy at the Last Minute \$1234567890

24 Point No. 2751

## MONOTYPE MATERIAL Makes the Modern Composing Room a Much Pleasanter Place to Work in \$1234567890

30 Point No. 2751

## NON-DISTRIBUTION Saves the Time of your High-Salaried, Skilled Job Compositors \$1234567890

36 Point No. 2751

DON'T WASTE
Your Good Coin for Lost Time
\$1234567890

Class C Matrices. Fonts shown on this page Not Included in Library and Will Not be Leased Electro Display
Matrices

12 Point No. 194

IF YOU EVER BOUGHT SHADED TYPE FACES

You know all about the High Cost of keeping the cases sorted-up with expensive foundry sorts, for the first trip to the pressroom means old type.

\$1234567890

14 Point No. 194

THE MONOTYPE TYPE CASTER IS A NECESSITY
Where the best results are desired from the use of Fine Shaded Faces.
It supplies new type for every job
\$1234567890

18 Point No. 194

DO NOT LIMIT THE WORK

By having to use a small font of purchased type. Cast all the new type you need on the Monotype \$1234567890

24 Point No. 194

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyzfiflfffffff.,:;-'!? \$1234567890

A full font consists of 77 characters as listed above

30 Point No. 194

BEAUTIFUL NEW FACES
Added to our list of up-to-date fonts
\$1234567890

36 Paint No. 194

ALL OLD TYPE
Can be Converted into New Faces
\$1234567890

## No. 15E. Book Arrangement C

## Composition Matrices

## 6 Point No. 15B, 7 Set

### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the bleading of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For let any men be as able

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## 8 Point No. 15E, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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## 7 Point No. 15E, 8 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in which which they are particularly engaged. Let it is only in rare instances that such an atmosphere, with its material ap-purtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accom-plishing throughout the world. For to follow precedent wisely plishing throughout the world. For to ionow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The syoung man, who with his first business breath The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early

and startling, inevitably becomes tiresome, and is driven to an early

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## 9 Point No. 15E, 9 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow

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## No. 15E. Book Arrangement C

## Composition Matrices

10 Point No. 15B, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are

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concerned in what are accepted as the fine arts,

the learned sciences, and the professions surround

themselves with the history, literature, and concrete

examples of the work with which they are particularly

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11 Point No. 15B, 11 Set

MONOTYPE PACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the

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12 Point No. 15E, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. When those concerned in what are accepted as the

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## No. 16E. Book Arrangement C

## Composition Matrices

## 6 Point No. 16E, 7 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and must show that they are willing to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what takent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazale his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any ma

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## -

## 8 Point No. 16E, 8½ Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with

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## 7 Point No. 16E, 8 Set

MONOTYPE FACES The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and from organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven

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## 9 Point No. 16E, 9 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully,

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## No. 16E. Book Arrangement C

## Composition Matrices

10 Point No. 16E, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances

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11 Point No. 16B, 11 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround

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12 Point No. 16E, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the

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## No. 21E. Book Arrangement C Composition Matrices

41 Point No. 21E, 51 Set

## Left-hand column cast on 7-point body. Right-hand column cast on 5-point body

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade used profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the listory, literature, and concrete examples of work with which they are

MONOTYPE FACES

MONOTYPE FACES

The-best kind of originality is that which comes after a sound apprenticeably; that which shall proveitself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on is his own trade and profession. If the printers of today do not wish to be estermed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have neade its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, ner usder restriants, nor is ignostance of what talent and geaths have accom-

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## No. 21E. Book Arrangement C

## Composition Matrices

67800\$

## 5 Point No. 21E, 61 Set

## MONOTYPE FACES

The best kind of effiginality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an ast, they must be willing, and show shat they are willing, to subject it to such laws as have made its sister arts of free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literalisers, and concrete examples of the work with which likey are particularly engaged. Yet it is only in row instances that such as atmosphere, with its

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## 51 Point No. 21E, 61 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm sonception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot affold to discard knowledge of what has gone before or what is now going on its his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the bistory, listerature, and concrete examples of the work with which they are particularly

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## 6 Point No. 21E, 7 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and gentus have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slasishty one great exemplar, but to study all masters

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## 7 Point No. 21E, 8 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an almosphere, with its material apprenticularly engaged.

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## 8 Point No. 21E, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material

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## 9 Point No. 21E, 9 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete

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## No. 21E. Book Arrangement C

## Composition Matrices

10 Point No. 21E, 101 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material

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11 Point No. 21E, 111 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, litera-

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12 Point No. 21E, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art,

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

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THE MONOTYPE STANDS FOR QUALITY
At the same time Reducing Costs and Maintaining Prices that Leave
Reasonable Profits for the Printer
\$1234567890

18 Point No. 21

THE CONVERTIBLE MACHINE
At first a Type Caster; add the Parts to set Matter in
Justified Lines when you want to
\$1234567890

24 Point No. 21

MONOTYPE LINE
Means a Standard Line. Interchangeable
for all Sizes and Faces
\$1234567890

30 Point No. 21

A LABOR SAVING
Profit Maker & Business Builder
for the Progressive Printer
\$1234567890

36 Point No. 21

SPACES AND QUADS Cast Easily from Old Metal \$1234567890

#### No. 221E. Book Arrangement C

# Composition Matrices

9 Point No. 221E, 91 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in very rare instances that such an atmos-

# MONOTYPE FACES

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#### No. 321E. Book Arrangement C

Composition Matrices 51 Point No. 321E, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, not in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dassle his contemporaries. The best kind of originality is that which comes

#### MONOTYPE FACES

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, not in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let an

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# No. 22E. Book Arrangement C

# Composition Matrices

# 6 Point No. 22E, 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere. with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when talent and genius have accomplished and are accomplishing throughout the

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# 9 Point No. 22E, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to

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# 8 Point No. 22E, 8 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from

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# 10 Point No. 22E, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances

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# No. 22E. Book Arrangement C

# Composition Matrices

11 Point No. 22E, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the litera-

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12 Point No. 22E, 12 Set

# MONOTYPE FACES -

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made all its sister arts so free.

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# No. 31E. Book Arrangement C

# Composition Matrices

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## 6 Point No. 31E, 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which somes after a sound apprenticality; the that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original

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# 8 Point No. 31E, 8 Set

MONOTYPE FACES The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in with which they are particularly engaged. rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man,

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7 Point No. 31E, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant, when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endoued student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dassle

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# 9 Point No. 31E, 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are more particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to

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# No. 31E. Book Arrangement C

# Composition Matrices -

10 Point No. 31E, 9½ Set
MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete · examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround them-

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12 Point No. 31E, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the pro-

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# No. 37E. Book Arrangement C

# Composition Matrices

12345

# 6 Point No. 37E, 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when talent and genius have accomplished and are accomplishing throughout the

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# 7 Point No. 37E, 71 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle

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# 8 Point No. 37E, 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organ-ized system an attitude of our own. The sprightly minded young

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9 Point No. 37E, 9 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow

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# No. 37E. Book Arrangement C

# Composition Matrices

10 Point No. 37E, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly

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11 Point No. 37E, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the

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12 Point No. 37E, 12 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All of those concerned in what are accepted as the

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MONOTYPE SPEED OF PRODUCTION

Makes Type so Cheaply that it Costs Less to Make New Type than to
Distribute your Worn-out Foundry Faces
\$1234567890

18 Point No. 37

THE BEST AND THE CHEAPEST
The only Machine with an Unmatched Record for Repeat
Orders from Satisfied Customers
\$1234567890

24 Point No. 37

THE TYPE CASTER
That Others Have Tried and are Trying to Imitate, but Without Success
\$1234567890

30 Point No. 37

QUALITY PAYS
It is the Best and the Only Lever
to Raise Your Prices
\$1234567890

36 Point No. 37

OUR TYPE CASTER Makes Type for the Cases \$1234567890

# GOOD TYPOGRAPHIC DISPLAY

Of Value to the Advertiser, with Clear, Sharp Faces, is the Daily Product of the Versatile Monotype on Department Store Ads.
\$1234567890

18 Point No. 371

PROGRESSIVE DAILIES
All Use the Monotype to Set and Cast Department Store Ads.
It Saves Time, Money and Worry
\$1234567890

24 Point No. 371

THIRTY-FIVE HUNDRED

Machines in Daily Use on All Kinds of Work

all over the World

\$1234567890

30 Point No. 371

SUPERIORITY PROVED
By 38 per cent. Repeat Orders from our
Satisfied Customers
\$1234567890

36 Point No. 371

BOOKS & CATALOGS
Cast on the Machine with Faces
\$1234567890

# No. 137E. Book Arrangement C

# Composition Matrices

# 6 Point No. 137E, 61 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard - knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere. with its material appursenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when talent and genius have accomplished and are accomplishing throughout the

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# 9 Point No. 137E, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, to to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished

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# 8 Point No. 187E, 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from

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# 10 Point No. 137E, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances

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# No. 137E. Book Arrangement C.

# Composition Matrices

11 Point No. 137E, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are

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12 Point No. 137E, 12 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art,

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

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# No. 216A. Book Arrangement C4

# Composition Matrices

8 Point No. 215A, 54 Set

### MONOTYPE PACES

The heat kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has some before or what is now soins on in his own trade and profession. If the printers of today do not wish to be esteemed arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in aveiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and prefession. If the printers of teday do not wish to be esteemed arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it

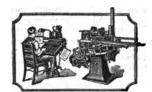
### MONOTYPE PAGES

The best kind of originality is that which comes after a sound apprenticeshin; that whi shall prove to be the blending of a firm conception of all useful procedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, be caunot afford to discard knowledge of what has gone before or what is now going on in his own trade and prefession. If the printers of today do not wish to be extended arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned accesses, and professions surround themselves with the history, literature, and concrete examples of the work with which they are par-ticularly engaged. Tet it is only in rare instances that such an atmosphere, with its material appurteasnee, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to mitate shavishly one great exemplar, but to study all masters faithfully, lotting their great achievements suck slowly into the mind in order that we may patiently derive from the rickness of our acquired knowledge and organized system an attitude of our own. The aprightly minded young man, who with his first business breath projects the new and starting, meritably becomes tiresome, and is driven to an early disappearance; while the slewer, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality in that which comes after a secund appronticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new going on it his own trade and pro-fession. If the printers of teday do not wish to be esteemed arrogant when they form this ling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are access as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are

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# THE ORIGINAL OLD CASLON ON THE MONOTYPE

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THIS NEW MONOTYPE CASLON (the No. 337 Series) is a faithful reproduction of a face that has steadfastly maintained its popularity in spite of defilement by designers who have distorted this beautiful old face to suit the so-called "standard life" and in other ways endeavored to "modernize" a classic.

We confidently rest our typographic reputation upon this real Caslon, for, although these matrices have been made in the cellular sizes from 7 to 12 point, for use on a composing machine, surely there is nothing "machinery" about the face here shown; all the charm of the original hand-cut letters has been preserved.

Casion should be set leaded, and therefore we have made the face with its distinctive long descenders; for those who must set this face solid, almost a desecration, we have provided, in the cellular point sizes, matrices for the shortened descenders, but these are much less stubby than the descenders of most of the modern adaptations of this face.

ONE other point should be noted; Caslon was made to be printed upon hand-made paper—there was no machine-finish in those good old days. We have not attempted the impossible, to make a face that would be Caslon under totally different printing conditions.

We have two other Caslons, the Nos. 37 and 137E Series; therefore we have made this new-old Caslon for our own satisfaction and to delight those who love to mix type, paper and brains. To show the great difference that paper makes in this face we here print it both on antique and on coated paper. In ordering, please be sure to specify whether you wish the long or the short descenders.

A faithful reproduction of the real old Caslon Series cut in the year 1720, by William Caslon, the first, of London

Fonts of Matrices of the No. 337 Series shown on these pages are sold at Class A prices NOT INCLUDED IN MATRIX LIBRARY AND WILL NOT BE LEASED

생각 성감 
# No. 337E. Book Arrangement C

# Composition Matrices

# 7 Point No. 337E, 71 Set Monotype Steadard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office.

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# 8 Point No. 337E, 8 Set Monotype Standard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature,

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# 9 Point No. 337E, 9 Set Monotype Standard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to

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# 7 Point No. 337E, 71 Set

With Long Descenders for 8-Foint Body, Line Standard .075" The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely

JQ1gjpqy357972.fgjpqyffffffff34579

These characters take the place of those in font at left

### 8 Point No. 337E, 8 Set

With Long Descenders for 9-Point Body, Line Standard .085"
The best kind of originality is that which comes after a sound

apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be

# JQ1gjpqy3579JQ.fzjpqyfMffff34579\_

These characters take the place of those in font at left

# 9 Point No. 337E, 9 Set

With Long Descenders for 10-Point Body, Line Standard .095". The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples

JQjgjpqy3579J2fgjpqyfffffff34579
These characters take the place of those in font at left

The left column shows this face with slightly shortened descenders on Standard Monotype Line. The right column, directly opposite, shows the same sizes with long descenders, conforming to the Original Caslon, cast on a body that is one point size larger, the body being lengthened below the Monotype line

# No. 337E. Book Arrangement C

# Composition Matrices

10 Point No. 337E, 10 Set Monotype Standard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the

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> 11 Point No. 337E, 11 Set Monotype Standard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or

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12 Point No. 337E, 12 Set Monotype Standard Line

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and orig12345 abcdefghijklmnopqrstuvw 67890\$
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10 Point No. 337E, 10 Set

With Long Descenders for 11-Point Body, Line Standard .105" The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts

JQjgjpqy3579J2fgjpqyfiffffff34579
These characters take the place of those in font at left

11 Point No. 337E, 11 Set

With Long Descenders for 12-Point Body, Line Standard .120°. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arroyant when they term this calling of theirs an art, they must be willing, and

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These characters take the place of those in sont at left

# How to Order

Monotype Standard Line.—All the characters shown in the left column of pages six and seven will be furnished in filling an order for Monotype Standard Line Matrices. This will include the regular font characters and the following six "different design" letters furnished as side sorts:

QQATTb

Long Descenders.—When an order is received for Long Descender Matrices, we will furnish all the characters shown in the left columns of pages six and seven, except that those shown in the right column will be aubstituted for the short descenders; making the font of the same number of characters as above and with the same extra six characters as side sorts:

QQATTb

Combination Fonts will include all the characters shown is both columns of pages six and seven; that is, in addition to the regular number of Standard Line characters in the font and the six "different design" characters, the Long Descender characters will also be furnished, making thirty-six additional matrices furnished as side sorts, as follows:

JQJgjpqy3579プ电/gjpqyfffffff34579 QQATTb

The left column shows this face with slightly shortened descenders on Standard Monotype Line. The right column, directly opposite, shows the same sizes with long descenders, conforming to the Original Caslon, cast on a body that is one point size larger, the body being lengthened below the Monotype line

# HINTS ON DECORATIVE PRINTING

Summer of 1815 busy one for London Printers, Publishers and Bibliomaniacs
Business was brisk with the Wood-Engravers, too
\$1234567890

18 Point No. 337

# THE ANTIQUITIES OF BRITAIN

I may in Truth affirm that the Public had not before Gazed upon a Volume of more Singular Embellishments \$1234567890

24 Point No. 337

# ORIGINAL DECAMERON

In the Large Paper Copies, where the Paper is of Excellent Quality, the Effect \$1234567890

30 Point No. 337

# THE BIBLIOMANIACS

Two Hundred and Seventy Copies of an Elephantine Size for 10 cts.
\$1234567890

36 Point No. 337

# ROYAL INSTITUTION Improvements in Color Printing \$1234567890

Fonts of Matrices of the No. 337 Series shown on these pages are sold at Class A prices NOT INCLUDED IN MATRIX LIBRARY AND WILL NOT BE LEASED

# THE CELEBRATED AMATEURS

In the little red House on the corner, at the sign of the Pillars of Hercules, was born May 7, 1699, Pierre-Jean Mariette, the illustrious
\$1234567890

18 Point No. 3371

# NO IMAGINATION REQUIRED

To Picture the Ardent Lad turning over, day after day, the Great Sheets of Pictures in his Father's Portfolios
\$1234567890

24 Point No. 3371

# PURSUING THE BEAUTIFUL

No Vulgar Passion permitted to Disturb the Serenity of this most Celebrated Amateur

\$1234567890

30 Point No. 3371

# FINE WORKS OF ART

Admired by the Last Scion of One of those Ancient stocks of Feudal Bourgeois

\$1234567890

36 Point No. 3371

# PIERRE-JEAN Print Collector and an Amateur \$1234567890

A complete showing of Swash Characters for the above fonts of the No. 3371 Series are shown on the next page. The matrices for the Swash Characters are not included with the regular 81 character font, but are sold at regular Class A prices and must be ordered separately

Fonts of Matrices of the No. 337 Series shown on these pages are sold at Class A prices

# SWASH CHARACTERS for the Monotype Old Caslon Series

É

14 Point No. 3371

ABCDEGK LMNPRUE AKVWZ

18 Point No. 3371

ABCDEGK LMN PRUSBADWZ

24 Point No. 3371

ABCDEGKLMNPRU& Akvwz

30 Point No. 3371

ABCDEGKLMXPRU & Akvwz

36 Point No. 3371

 $\mathcal{A}BCDEGKLM$   $\mathcal{N}PRVE$ 

£

CAUTION ON SWASH CHARACTERS: To cast the swash characters with the authentic close fitting, as originally designed by William Caslon the First, requires that the Molds and Type-pusher Guide be altered to clear the extra long swash kern. The Molds can be altered only in our factory and a nominal charge is made for this. The Type-pusher Guide can be altered by the customer from directions which we will furnish, or, if preferred, a new one may be purchased. Molds made since February 1, 1920, and Type-pusher Guides on machines number 6263 and following have these alterations. For machines of lower serial number than 1203, additional alterations may be necessary, details of which will be furnished when required.

# No. 79J. Job Arrangement C2

# Composition Matrices

5 Point No. 79J, 61 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticushing that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literatuse, and concrete examples of the work with which they are engaged. Yet it is only in rare instances that such an atmosphees, with its material appurtenances, is to be found in a printing Art does not flourish in hidden places, nor under restraint. mer in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his overtrade and profession. If the printers of today do not wish to be willing, and show that they are willing, all those concerned in what are accepted as the fine arts, the learned sciences, and proner in ignorance of what talent and genius have accomplished and

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# . 7 Point No. 79J, 8 Set

# MONOTYPB FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this cailing of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the professions surroused themselves with the nistory, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its matterial appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that out to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes threeome, and is driven to an early disappearance; while the slower, more solidly endowed disappearance; while the slower, more solidly endowed

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6 Point No. 79J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its slater arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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8 Point No. 79J, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly eagaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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# No. 79J. Job Arrangement C2

# Composition Matrices

9 Point No. 79 J. 9 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor

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11 Point No. 79J, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete exam-

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# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples

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12 Point No. 79J, 12 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All of those concerned in what are

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A SAVING ON YOUR INVESTMENT No other Composing Room Machine will Produce a Greater Return for the Same Money \$1234567890

18 Point No. 79

REDUCES IDLE TIME
Casts Type, Borders, and Spaces when not used as a Composing Machine
\$1234567890

24 Point No. 79

NEW FOUNDRY TYPE
Is Identically the Same as the Monotype
Product, but Costs More
\$1234567890

30 Point No. 79

HIGH OR LOW QUADS And Spaces Optional with the Monotype Operator \$1234567890

36 Point No. 79

IMPROVEMENTS
EasilyApplied as Required
\$1234567890

# No. 79K. Job Arrangement C2

# Composition Matrices

6 Point No. 79K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogent when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurentances, is to be found in deprinting office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great examplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our coun. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes triesome, and is driven to an early disappearance: while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dassib his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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10 Point No. 79K, 101 Set

# **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to entirely discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arragant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare

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\$1234567890

. 8 Point No. 19K. \$1 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to fotiow precedent wisely does not mean to imitate slavishly one great exemplar.

abodej ghij kimnop qrstuvwsys ABCDEFGHIJKLMNOP QRSTUVWXYZ \$1234567890

12 Point No. 79K, 12 Set

# **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so fres.

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THE SAVING ON DISTRIBUTION

Made by the Monotype on Newspaper Display Advertising
is One Source of Great Profit
\$1234567890

18 Point No. 791

AND THE SATISFACTION
Of Surely Having the Best Printed Paper in
Your Town Is Gratifying
\$1234567890

24 Point No. 791

THE ADVERTISING GAIN
Through Splendid Display and Print
Is Also Profitable
\$1234567890

30 Point No. 791

SPACING MATERIAL And Plenty of It Is a Composing Room Profit Maker \$1234567890

36 Point No. 791

EFFICIENCY Also Made Much Greater \$1234567890

# No. 113J. Job Arrangement C1

Composition Matrices

# 5 Pointy No. 113J, 5 Set

MONOTYPE FACES

The thin him his prideously faithet which copen after a sound apprenticibles, that which shall prove to be the blending of a fern conception of all useful precedent and the progressive tendancies of an able mind. For, let a man be as able and original as het stay, he cannot affect to stitled knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to he esteemed arrogant when they term this citifing of their as art, they must he willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those esseemed in what are accepted as the fine arts, the learned sciences and professions, serround themselves with the history, the literature, and concrete examples of the

work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely down on mean to innited slavishly one great exemplar, but to study all masters latishilly, letting the great achievements sink slowly into the mind in order that we may patiently derive from the rich-ness of our acquired knowledge and organized system an attitude of our own. The sprighty minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresque, and is driven to an early disappearance; which the slower, more abolidy added the startling of the startling inevitably becomes tiresque, and is driven to an early disappearance; which the slower, more abolidy added to the startling inevitably seems to be suffered to the startling inevitably seems and the startling of the startling of the startling of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing and show that they are

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# ♣ Point No. 113J, 6 Set

, MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, fet a man be an able and excitant as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arregant when they term this calling of their an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurteemence, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and any accomplishing throughout the world. For to follow all precedent wisely glose not meen it institute already no great creatplar, but to study all masters withfully, tetting their great actilevements sink slawly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath gojects the new and startling, seevitably

abudelishijikhanopqrataywxys AliCDEPGHIU III, MNQPQRSTUVWXIII \$1234567890

# 8 Point No. 115J, 8 Set. MONOTYPE TACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what he now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its stater arts so free. All those concerned in what are accepted as the fine arts, the learned adences and professions, curround themselves with the history, the literature, and concrete examples of the work

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140.5%

MONOTYPE FACES The best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under

> abcdefghijldmnopqrstuvwxyz ATCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

> > 12 Point No. 113J, 11 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and The progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and publessions, sursound themselves with the history,

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IF YOU NEED BUT ONE TYPESETTING MACHINE
You Will Surely Buy a Monotype if you Thoroughly Investigate Its Wide
Range of Usefulness on All Kinds of Work
\$1234567890

18 Point No. 113.

THE MONOTYPE IS NEVER IDLE
For When Work Is Slack, Sorts, Borders, Ornaments and
Spacing Material Can Be Cast and Put Away
\$1234567890

24 Point No. 113

LET BUSINESS BE GOOD OR BAD
In Your Composing Room, the Monotype is Still
Making Money in the Pressroom
\$1234567890

30 Point No. 113

THE SAVING ON MAKEREADY
Is a Means of Profit as Well as the Saving
You Make on Composition
\$1234567890

36 Point No. 113

AND FOR LONG RUNS Electrotyping Costs are Avoided \$1234567890

# No. 118 J. Job Arrangement C1

# Composition Matrices

# 51 Point No. 118J. 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blanding of a first conception of all uneful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knewledge of what has gone before or what is now going on in his own trade and profe If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free, All those concerned in what are accepted as the fine arts, the learned sciences. and professions surround themselves with the history, literature, and concrote examples of the work with which they are engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignerance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance: while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are and are now accomplishing throughout the world. For to follow precedent

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# **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

# 7 Point No. 118J, 8 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be teemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its ma-terial appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organised system an attitude of our own. The snowledge and organised system an attitude of cur'swin. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzie his contemperaties. The best kind of originality is that which comes after a sound appren-

> abedefghijklmnopqrstuv wxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

# 6 Point No. 1181, 7 Set

#### MONOTYPE BACES

The best kind of originality is that which comes after a sound apper tleeship; that which shall prove itself to be the blending of a firm tion of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs n art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dasate his castemperaries. The best kied of originality is that which cames after a sound apprenticedlip; that which shall prove to be the blending of a firm conception of all useful precedent and the progrestive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge, of what has gone before or what is now going on in his own trade and profession.

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# **ABCDEFGHLIKLMNOFQESTUVWXYZ** \$1284587880

# 8 Point No. 118J, 81 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and

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# No. 118J. Job Arrangement C1

# **Composition Matrices**

9 Point No. 118J, 9 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For. let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appur-tenances, is to be found in the printing office. Art does not flourish in kidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the

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> > 11 Point No. 118J, 11 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 10 Point No. 118J, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its

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12 Point No. 118J, 12 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the

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THE MECHANICAL PERFECTION
Of the Cellular Matrix means Low Production costs. It Eliminates
Stoppages and Operating Troubles
\$1234567890

18 Point No. 118

ALL MONOTYPE IMPROVEMENTS
Applied to any Machine at Small Cost, Keeping your
Equipment Up to Date
\$1234567890

24 Point No. 118

MONOTYPE FLEXIBILITY
Stands for a Machine Equal to the Most
Exacting Typographical Needs
\$1234567890

30 Point No. 118

THE NEW DOUBLE MATRIX
For Producing figures as large as
36 Point in Justified Lines
\$1234567890

36 Point No. 118

NO HAND WORK In Composing 36 Pt. Figures \$1234567890

# No. 118K. Job Arrangement C2

Composition Matrices

6 Point No. 118K. 7 Sch

MONOTYPE RACES

The best kind of originality is that which cames after a sound apprenticeship: that which shall prove to be the blending of a Arm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare unich they are particularly engages. Fet it is only in very rare instances that this atmosphere, with its material apparturenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are abcomplishing throughout the world. For to follow precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently desire from the richness of our acquired knowledge and orange. sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1224567896

10 Point No. 118K, 10 Set

# **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed. too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtanances, is to be found in the printing office.

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\$1234567898

8 Point No. 118R, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prope to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what falent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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> > 12 Point No. 118K, 12 Set

# **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing; to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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ONE MATRIX FOR EACH LETTER
Two Letters are Never Carried on the Same Matrix in the
Flexible Monotype System
\$1234567890

18 Point No. 1181

A MATRIX FOR EACH CHARACTER
Each Matrix a Unit, these Units Combined in the
Matrix Case as Required
\$1234567890

24 Point No. 1181

HAND WORK & CORRECTING Are done by a Compositor on the Monotype and not by a Machinist \$1234567890

30 Point No. 1181

THE MONOTYPE IS NOT A Stick to set Matrices by Hand from a "pi box" \$1234567890

36 Point No. 1181

ALL FACES 5 TO 12 PT. Line if Cast on Same Body \$1234567890

# No. 38E. Book Arrangement C

# Composition Matrices

# 6 Point No. 38E, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dezzle solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dezzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove tiself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he

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# 8 Point No. 38E, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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# 7 Point No. 38E, 8 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organ-ized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early

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# 9 Point No. 38E, 9 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to

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# No. 38E. Book Arrangement C

# Composition Matrices

10 Point No. 38E, 10 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material abburten-

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11 Point No. 38E, 11 Set

# MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature,

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12 Point No. 38E, 12'Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art,

# MONOTYPE FACES

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# THERE IS A DIFFERENCE

Between what any Monotype will do and what other Machines can do. No other Machine will do half what it does \$1234567890

18 Point No. 38

OUR REPEAT ORDER RECORD
Thirty-eight out of Every Hundred Monotypes sold to
Satisfied Customers on Repeat Orders
\$1234567890

24 Point No. 38

# TYPE CASTER TIPS

Don't Consider a Machine without a Visible Supply of its own Matrices \$1234567890

30 Point No. 38

CAST TYPE QUICKLY
It Pays Better to make New Type than to Distribute
\$1234567890

36 Point No. 38

BUY THE MACHINE With a Repeat Order Record \$1234567890

SEVEN HUNDRED AND FIFTY FONTS
For Use on the Monotype; a Larger Matrix Equipment than that of all other Type Casters and Composing Machines Combined
\$1234567890

18 Point No. 381

QUALITY AND PRODUCTION

Are Monotype Type Casting Features Equal to its Adequate and Varied Matrix Equipment

\$1234567890

24 Point No. 381

PERFECTLY JUSTIFIED LINES .
Composed on Ordinary Galleys is the Only
Way and the Monotype Way
\$1234567890

30 Point No. 381

MONOTYPE LINE
Means a Uniform Line for all Sizes
and Faces on any Body
\$1234567890

**36 Point No. 381** 

THE DD KEYBOARD
Two Products for the One Cost
\$1234567890

# No. 61E. Book Arrangement C

# Composition Matrices

# 6 Point No. 61E, 7 Set

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged.

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# 8 Point No. 61E, 81/2 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the

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# 7 Point No. 61E, 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly

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# 9 Point No. 61E, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great

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# No. 61E. Book Arrangement C

Composition Matrices

10 Point No. 61E. 101/2 Set MONOTYPE FACES

10 Point No. 61E, 101/2 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those con-. cerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete

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12 Point No. 61E, 12 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the

12 Point No. 61E, 12 Set MONOTYPE FACES

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# No. 71E. Book Arrangement C

# Composition Matrices

#### 6 Point No. 71E, 7 Set .

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive lendencies of an able mind. For, let a man be as able and original as he with its material appurtenances, is to be found in the printing office.

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8 Point No. 71E, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faith-

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10 Point No. 71E, 10 Set

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#### MONOTYPE FACES

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#### MONOTYPE FACES

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# No. 71E. Book Arrangement C

# Composition Matrices

11 Point No. 71E, 11 Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround

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12 Point No. 71E, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

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SAVES ELECTROTYPING EXPENSE
The Monotype will put this Money in Your Own Pocket, Besides what You Save on New Type Bills
\$1234567890

24 Point No. 71

ALL SPACES AND QUADS
From 5 Point to 36 Point are Cast on the
Monotype from Waste Metal
\$1234567890

30 Point No. 71

60 EMS PICA
The Unequalled Range of the Busy and Versatile Monotype
\$1234567890

36 Point No. 71

NEW TYPE
Think of it! Nothing but New
Type for Every Job
\$1234567890

# No. 134E. Book Arrangement C

## Composition Matrices

6 Point No. 134E. 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slaviably one great exemplar, but to precedent wasely does not mean to immate savanny one great exemplar, out to study all masters faithfully, letting their great achievements size slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling. young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving the brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what he are the progressive tendencies of an able mind. For let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to

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# 10 Point No. 134E, 91 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and

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\$ Point No. 134E, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are more particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may

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# 12 Point No. 134E, 11} Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the liter-

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# No. 154E. Book Arrangement C

## Composition Matrices

8 Point No. 154E, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm'conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early

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# No. 157E. Book Arrangement C

## Composition Matrices

#### 6 Point No. 157E, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slaviahly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as a

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10 Point No. 157E, 101 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history; the literature, and concrete examples of the work with which they are particularly engaged.

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8 Point No. 157E, 8½ Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faith-

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11 Point No. 157E, 11 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may. he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and profes-

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# No. 157E. Book Arrangement C

# Composition Matrices

12 Point No. 157E. 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the

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# THE STYLE DD KEYBOARD

In the Composing Room, on any Class of Work, is an Ordinary Style D Keyboard with a College Education \$1234567890

18 Point No. 157

# TWO SIZES OF TYPE

And Two Entirely Different Measures Are But a Small Part of Its Qualifications \$1234567890

24 Point No. 157

# "USE TYPE TO FILL" Means With the DD That It Will Follow Your Instructions \$1234567890

30 Point No. 157

# THE OPERATOR Finds His Work Is Made Easier Instead of Harder \$1234567890

36 Point No. 157

# THE OUTPUT Is Often Nearly Doubled \$1234567890

# No. 172E. Book Arrangement C

# Composition Matrices

#### 6 Point No. 172E, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant whea they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to daze his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which hall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as b

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8 Point No. 172E, 8} Set
MONOTYPE FACES

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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7 Point No. 172E, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. We to it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accom-plishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an

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9 Point No. 172E, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to

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# No. 172E. Book Arrangement C

# Composition Matrices

10 Point No. 172E, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in

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11 Point No. 172E, 11 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard all knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work

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12 Point No. 172E, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that

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MATRIX LIBRARY MEMBERS
Keep Fonts on Hand for Use When they Please as Long as They Please to Convert Idle Time into Money
\$1234567890

18 Point No. 172

CHANGE OUR TYPE CASTER
Into a Composing Machine when you Need it Without
the Loss of a Single Penny
\$1234567890

24 Point No. 172

THE MONOTYPE KEYBOARD
It Separates Type Setting from Making and Casting Type
\$1234567890

30 Point No. 172

SIMPLE JUSTIFICATION
The width of every Character is
Automatically Registered
\$1234567890

36 Point No. 172

CHANGE THE FACE But not the Key Arrangement \$1234567890

# No. 64]. Book Arrangement C

# **Composition Matrices**

6 Point No. 64J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a first conception of all useful propedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work who which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish its hisden places, nor under restraint, nor is ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavighly one great examples, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticaship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as h

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> 10 Point No. 64J, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For. let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its eister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate alav-

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8 Point No. 64J, 71 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such-laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is

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12 Point No. 64J, 10½ Set
MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet

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BETTER THAN FOUNDRY TYPE ONCE USED

Monotype Product is Always New. It is Always Ready to Print and Ready to
Sell to your Satisfied Customer at a Profit
\$1234567890

18 Point No. 64

THE MONOTYPE WILL DO

Anything that a Compositor at the Case can do, and not only do it Better but will do it More Quickly \$1234567890

24 Point No. 64

RAILROAD TARIFFS
And Intricate Tables Composed Exclusively on The
Versatile and Accurate Monotype
\$1234567890

30 Point No. 64

FACE OR MEASURE
Changed Simply, Like Setting a Stick, and
with Just as Much Speed
\$1234567890

36 Point No. 64

SAVES TYPE BILLS And Time Lost Waiting for Sorts \$1234567890

# No. 64K. Book Arrangement C

# Composition Matrices

6 Point No. 64K, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful pracedard and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing affice. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what labut and genius have accomplished and are now accomplishing throughout the world. For to follow pracedent wisely does not mean to institute sink slowly into the mind in order that we may patiently derite from the richness of our ocquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inestitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in ecoloring brilliant schemes wherewith to dazile his contemporaries. The very best kind of originality is that which comes after desound apprenticeship; that which shall prove to be the blending of a firm conception of all useful procedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now go

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# 10 Point No. 64K, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has some before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with tts material appurtenances, is to be found in a printing office. Art does not flourish in kidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate statistily one great exemplar, but to study all masters faithfully, letting

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8 Point No. 64K, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard all knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and also show that they are willing, to subject il to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the very richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much time

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12 Point No. 64K, 10} Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now soing on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an

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\$1234567890

THE MONOTYPE PROTECTS YOUR FUTURE
For some day You will want to Make Type on the Galley in Justified Lines
instead of for the Case
\$1234567890

18 Point No. 641

TYPE CASTER TIPS

See that the Mold as well as the Machine is thoroughly Water Cooled like the Versatile Monotype \$1234567890

24 Point No. 641

A SELF-CONTAINED MOLD
That's just the kind we furnish with the Monotype
It Maintains Accuracy
\$1234567890

30 Point No. 641

FREE MONOTYPE SCHOOL Ambitious Compositors Can Make Better Pay and Work Shorter Hours \$1234567890

36 Point No. 641

THE MACHINE
That Makes the Type Trust Peevish
\$1234567890

#### No. 164 J. Book Arrangement C

# Composition Matrices

6 Point No. 164 J. 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR, BUT TO STUD ALL MARTERS PAITHFULLY, LETTING THEIR GREAT ACHIEVEMENTS SINE

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7 Point No. 164 J. 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with THE HISTORY, LITERATURE, AND THE CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE. WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A

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> 8 Point No. 164J, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS

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10 Point No. 164 J. 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions. surround themselves with the history, literature,-AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ALL ITS MATERIAL APPURTEN-\$12345 abcdefghijklmnopgrstuvwxyz 67890

12 Point No. 164J, 12 Set

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs AN ART, THEY MUST BE WILLING, AND ALSO SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE

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MONOTYPE LOW QUADS AND SPACES
Save Time in the Press Room on Make-ready and Running, and makes
the Job Profitable for the Boss
\$1234567890

18 Point No. 164

INTELLIGENT COMPOSITORS

Learn to Operate the Monotype. It is the Most Productive and Healthful Composing Room Work \$1234567890

24 Point No. 164

GAS AND METAL FUMES
Do Not Belong to the Composing Room in the
Monotype Printing Shop
\$1234567890

30 Point No. 164

NO PIECED SLUGS
Or Sawing, Corrections Made the Same
as with Foundry Type
\$1234567890

'36 Point No. 164

SEVEN ALPHABETS At Your Operator's Command \$1234567890

# No. 164K. Book Arrangement C [Italic]

# Composition Matrices

6 Point No. 164K. 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception
of useful precedent and the progressive tendencies of an able mind. For,
let a man be as able and original as he may, he cannot afford to discard
knowledge of what has gone before or what is now going on in his own trade
and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and
show that they are willing, to subject it to such laws as have made its sister
arts so free. All those concerned in what are accepted as the fine arts, the
learned sciences, and professions surround themselves with the history,
literature, and concrete examples of work with which they are particularly
engaged. Yet it is only in very rare instances that such an almosphere,
with its material appurtenances, is to be found in the printing office. Art
does not flourish in hidden places, nor under restraint, nor in ignorance
of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate
slavishly one great exemplar, but to etudy all the masters faithfully, letting
their great achievements sink slowly into the mind in order that we may
potiently derive from the richness of our acquired knowledge and organizate
system an attitude of our own. The sprightly minded young man, who
with his first business breath projectes the new and startling, ineotiably becomes tiresome, and is driven to an early disappearance; while the slower
and more solidly endowed student will at least spend as much of his time in
a sound apprenticeship; that which shall prove to be the blending of a firm
conception of all useful procedert and the progression tendencies of an eble
mind. For, let any man be as able and original as he may, he cannot afford
to discard knowledge of what has gone before or what is now going on in his
oun trade and profession.

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10 Point No. 164K, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing in

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8 Point No. 164K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed erregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The

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12 Point No. 164K, 12 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts. the learned sciences, and the professions surround themselves with the history, the liter-

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\$1234567890

THE MONOTYPE IS MUCH MORE

Than a Composing Machine, it is also a Complete Type Foundry. It

Furnishes all Material for Hand Compositors

\$1234567890

18 Point No. 1641

IT HAS BEEN PROVED

Repeatedly that it is Impossible to get Efficiency From

Compositors Using Bought Type
\$1234567890

24 Point No. 1641

THE MONOTYPE
System Increases the Efficiency of Every
Composing-Room Employee
\$1234567890

30 Point No. 1641

NO MECHANICAL
Limitations Restrict the Designers
of Monotype Faces
\$1234567890

36 Point No. 1641

GOOD RULE
Is a Product of the Monotype
\$1234567890

# No. 264J. Book Arrangement C

# Composition Matrices

8 Point No. 264J, 61 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endewed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The

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10 Point No. 264J, 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with all its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genrus have accomplished and are now accomplishing throughout the world. For to follow precedent wisely

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12 Point No. 264J, 9} Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the sterature, and concrete examples of the work with which they are particuMONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going or in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particular larly engaged. Yet it is only in very rare instances that such an atmosphere, with all its material app

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# THIS IS AN AGE OF PRODUCTION

Keep Your Compositors Producing—Not Spending One-third Their Time Supplying
Themselves with Material with which to Work
\$1234567890

18 Point No. 264

# THEIR WORK IS CONSTRUCTIVE

Your Hand Compositors have spent Years of Diligent Labor to become Skilled at Their Trade \$1234567890

24 Point No. 264

# DON'T DISTRIBUTE

Let Your Compositors be Producers All the Time— They will Appreciate It \$1234567890

30 Point No. 264

# NEW MATERIAL

Compositors Need Full Cases of New Type and Plenty of New Rule \$1234567890

36 Point No. 264

# SAVE MONEY On the Time Wasted for Distribution \$1234567890

# No. 86J. Job Arrangement C2

# Composition Matrices

5 Point No. 86J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm corresption of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish be esteemed arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned eclences, and professions surround themselves with the history, literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atme shere, with its material appurtenances, is to be found in a printing office, Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great exhievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organised system an attitude of our own. The sprightly minded young man, who with his first business breath prejects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gene before or what is now going on in his own trade and profession. If the printers of today do not wish to be setsemed arrogant when they extern this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts as free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, as concrete examples of the work with which they are particularly engaged. Yet it is only in search instances that such an atmosphere, with its material plishing throughout the world. For to follow precedent wisely does not

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7 Point No. 86J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our ac-quired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, evitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed

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6 Point No. 86J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the week with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed students as in evolving brilliant schemes wherewith to dazile his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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8 Point No. 861, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful procedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gene before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing through-out the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all of the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the rich-

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\$1234567890



# No. 86J. Job Arrangement C2

# **Composition Matrices**

9 Point No. 86J, 9 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

11 Point No. 86J, 11 Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have. made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete exam-

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#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so very free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples

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\$1234567899

12 Point No. 86J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVW \$1234567890

**BUILT ON THE UNIT SYSTEM** 

Like Elastic Filing Cabinets. Add the Units as You Want Them It Helps You Grow and Grows with You \$1234567890

18 Point No. 86

DISPLAY TYPE AND BORDERS
Spaces and Quads can be Cast at a Minimum Cost for a High Quality Product
\$1234567890

24 Point No. 86

EASILY CORRECTED
Monotype Type is Corrected Like Foundry
Type. No Machine Expense
\$1234567890

30 Point No. 86

TWO IN ONE
The Monotype is the Type Foundry
Composing Machine
\$1234567890

36 Point No. 86

A LABOR SAVING
Profit-maker for all Printers
\$1234567890

# No. 86K. Job Arrangement C2

# Composition Matrices

#### 5 Point No. 36K, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to his his benefing of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to diseard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accapted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very resintances that such an atmosphere, with its meterial appurtenances, is to be found in a printing office. Art does not flourish in Alden pluca, nor under restraint, nor in ignerance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wheely does not mean to initiate sheriahly one great exemplary but to study all masters faithfully, latting their great achievements shut aloudy into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath to an early disappearance; while the slower, more solidly endowed student achieves the substances of the latent and attacting, insolitably becomes tressome and is driven projects the new and attacting, insolitably becomes tressome and is driven projects the new and attacting, insolitably becomes tressome and is driven projects the new and attacting, insolitably becomes tressome and is driven projects the new and attacting their great achieves and is driven projects the new and attacting their great achieves and is driven proj

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#### 6 Point No. 86K, 7 Set

**MONOTYPE FACES** 

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blanding of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not with to be esteemed arrogant when they term this calking of theke in art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art was not flourish in hidden places, nor under restraint, nor in the mornous what telent and genius have accomplishing and are accomplishing throughout the world. For he declare all passedues discard decomplishing throughout the world.

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8 Point No. 86K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afferd to diseard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, thay must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround

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10 Point No. 86K, 101 Set

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#### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only

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12 Point No. 86K, 12 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeshin; that which shall prove to be the blending of a firm conception of all-useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in' his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

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\$1234567890

MONOTYPE MATRIX EQUIPMENT
Greater than that of any other Machine; it enables its user to Make
all of his own Type just when he wants it
\$1234567890

18 Point No. 861

DON'T BUY A TYPE CASTER

If it doesn't supply every Typographical Requirement
for all Varieties of Work
\$1234567890

24 Point No. 861

FOUNDRY TYPE
Once Used is Never as Good as New Type
Cast on the Monotype
\$1234567890

30 Point No. 861

CUT OUT LOSSES

Due to Your Limited Facilities and
Your Worn-out Faces
\$1234567890

36 Point No. 861

FLEXIBILITY
Endless Matrix Combination
\$1234567890

# No. 186J. Job Arrangement C1

## Composition Matrices

5 Point No. 186J, 6 Set

6 Point No. 186J, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which con that which shall prove to be the bleeding of a firm on when of all meetul nee cedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and professio o. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material expurtenences, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent nius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The spriightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they terrir this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions aurround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, not under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean slowly into the mind in order that we may patiently derive from the richness of

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\$1234547880

# 7 Point No. 186J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is www going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, ner in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may ratiently derive from the richness of our sequired knowle may patiently derive from the richness of our acquired knowlmay patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The very sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best

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#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. flourish in hidden places, nor under restraint, nor in ignorance of what

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#### 8 Point No. 186J, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround thentelles with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and

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# No. 1861. Job Arrangement C1

# Composition Matrices

9 Point No. 186J, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appur-tenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all

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\$1234567890

11 Point No. 186J, 11 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind, For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places

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\$1234567890

12 Point No. 186J, 12 Set

# MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are

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# NO PRINTER CAN AFFORD

To Refuse to Investigate advantages of the Monotype Non-Distribution System, which is Indorsed by Hundreds of Users \$1234567890

18 Point No. 186

# THE MONOTYPE

Eliminates Non-productive Time in the Composing Room and Increases Output in Press Room \$1234567890

24 Point No. 186

# MANY MAGAZINES

of Latin Europe are Produced entirely on the Monotype Composing Machine \$1234567890

30 Point No. 186

# NON-DISTRIBUTION

Reduces the Cost of producing Good Advertising Composition \$1234567890

36 Point No. 186

# WORKMEN Will Appreciate Its Advantages \$1234567890

# No. 88J. Job Arrangement C1

## **Composition Matrices**

5 Point No. 88J, 5 Set

MONOTYPE FACES

The best kind of originality is that which somes after a sound approacheship; that which shall prove to be the blanding of a firm conception of all useful precedent and the progressive bendencies of an able mind. For, let a men be no able and original as be may, he cannot after the desired to discrete knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arragent when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to each law a na have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Tot it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, use in ignorance of what talent and genines have accomplished and are now accomplishing throughout the world. For to fellow pescedent windy does not mean to imintee sharing to great examples, but to study all masters infinitely, letting their great achievements aim shortly into the mind in order that we may patiently derive from the richness of our acquired knowl-odgs and organized system an attitude of our own. The projubily minded young mans, who with

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8 Point No. 88J, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be wilking, and show that they are wilking, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its ma-

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#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeoble; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendeucies of an able mind. For, let a man be as able and original as he may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and prefessions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appertenances, is to be found in a printing office. Art does not

abcdofghijklimnopqratuvwzyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234547890

10 Point No. 88J, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish te be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to

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12 Point No. 88J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the

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GET A FAIR PRICE FOR YOUR WORK
You can Easily do this without being a Cost Expert by Building up Quality with
a Monotype. The Work sells Itself at a Profit Making Price
\$1234567890

18 Point No. 88

ONE NEWSPAPER CUSTOMER SAYS
Since the Monotypes were Installed they haven't bought a Dollar's
Worth of Type, Spacing Material or Borders
\$1234567890

24 Point No. 88

"PRINTING FOR PROFIT"
Is Our Answer to that Interesting Query, "What is the Matter with the Printing Business?"
\$1234567890

30 Point No. 88

QUALITY PAYS HANDSOMELY
It is the Best and Only Lever to Raise Prices
and Increase Your Profits
\$1234567890

36 Point No. 88

ALL YOU CLAIM FOR IT And More Says a Satisfied Monotyper \$1234567890

# No. 88K. Job Arrangement C1

# Composition Matrices

6 Point No. 88K. 6 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted es the fine erts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a printing office. Art does not Sourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. and genius have accomplished and are now occomplishing throughout the world. For to follow precedent visely does not mean to imitate slavishly one great excepter, but to study all masters jaithfully, letting their great achievements shat slowly into the mind in order that we now patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly osinded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schames wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man he as able and original as he may, he cannot adford to discut knowledge of what hos gone before or what is now going on in his own trade and profession. If the printers of today do not wish be to exteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, all those concerned in what are accepted as the fine arts, the learned sciences, all those concerned in what are accepted as the fine arts, the learned sciences, and

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10 Point No. 88K, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters

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8 Point No. 88K, 7 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as

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> > 12 Point No. 88K, 10 Set

### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

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ALL ROMAN, ITALIC AND BOLDFACES
On Standard Monotype Line for all Point Sizes from 5 Point to 12 Point Inclusive
can be cast to Line at One Operation
\$1234567890

18 Point No. 881

TWO-LINE OR THREE-LINE BOLDFACE FIGURES
Combined with any size Roman for Newspaper Ad. and Catalogue
Work. This is not a Slug Makeshift
\$1234567890

24 Point No. 881

EXTRA CHARACTERS FOR SPECIAL WORK
Easily Inserted in the Monotype Flexible Matrix Case
No Extra Attachments Required
\$1234567890

30 Point No. 861

MONOTYPE MATRICES
Combined in an Endless Variety of Ways for an Endless Variety of Work
\$1234567890

36 Point No. 881

POINT, FACE & MEASURE Quickly Changed with the Monotype \$1234567890

# No. 141 J. Job Arrangement C1

# Composition Matrices

6 Point No. 141 J. 5 Set

#### MONOTYPE PACES

The best kind of originality is that which comes after a sound appronticeship; that which shall prove to be the blanding of a firm conception of all modul precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be causet afford to discard knowledge of what has gone before or what is now going an in his own trade and profession. If the printers of today do not wish to be esteemed arrogent when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned eciences, and professions surround themselves with the history, literature, and concrete examples of the work which they are particularly engaged. Tet it is only in rare instances that such an atmosphere, with its material appartenances, is to he found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and gustos have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate sharlably one great examples, but to study all masters faithfully, letting their great achievements sish slowly into the mind in order that we may patiently derive from the richness of our ac-

quired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned science, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements

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ABCDEFGMUKLMNOPQRSTUVWXYZ \$1234567890

10 Point No. 141J, 7 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its ma-terial appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling

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8 Point No. 141J, 6 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going an in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws at have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent For to follow precedent visely does not mean to initiate stavishly one great examplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. sprightly minded young man, who with his first business breath projects the now and startling, inevitably becomes tiresome, and is driven to an early disappearance, while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes whorewith to dazzle his contemporaries. The best kind of originality is that which comes ofter a sound apprenticeship; that which shall prove to be the blending of a firm con-

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12 Point No. 141J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and

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# COST OF LEADS AND LEADING BY HAND

Wholly Overcome with the Monotype. You can Cast any Face on a Larger Body to Fit the Space \$1234567890

18 Point No. 141

# THE ONLY MACHINE TO CONSIDER

For any Kind of Matter to be kept Standing and Corrected for Later Editions \$1234567890

24 Point No. 141

# ALTERATIONS EASILY MADE

As with Foundry Type, and the Investment is Less by 80 per cent. \$1234567890

30 Point No. 141

# **MONOTYPE CORRECTIONS**

Never Stop the Production from Keyboard or Caster \$1234567890

36 Point No. 141

# FURNISHES FACILITIES For all Kinds of Plain and Intricate Work \$1234567890

36H4 Point No. 141

# SUPPLY A FACE TO FIT THE SPACE \$1234567890

### AN INLINE SERIES Is Especially Good for Newspaper Ad Composition and Job Work \$1234567890

24 Point No. 285

## MAGAZINE HEADINGS Composed in Inline Faces Harmonize with Text Matter \$1234567890

30 Point No. 285

# COVER PAGES Displayed in this New Series are Very Distinctive \$1234567890

118

### YOUR COMPOSITION COST The Monotype Reduces the Cost of Both Machine and Hand Composition \$1234567890

30 Point No. 286

# CAN BE REDUCED The Monotype Does This Through Its Non-Distribution System \$1234567890

36 Point No. 286

## START NOW Eliminating All Distribution \$1234567890

### No. 287 J. Job Arrangement C2

### Composition Matrices

6 Point No. 287J, 83 Set

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the

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### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particu-larly engaged. Yet it is only in very rare instances that such an atmosphere, its material appurtenances, is to be found

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10 Point No. 287J, 121 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing and show that they are willing, to subject it to such laws as have made its sister arts so free. All those

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround them-

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### MONOTYPE TYPE Being Sharp and Clear, Makes for Good Press Work and Good Transfers for Offset Printing \$1234567890

14 Point No. 287

BOOKLETS, FOLDERS and all Fine Catalogs are now set in New Type Faces and Rule Borders that Harmonize \$1234567890

18 Point No. 287

MAINTAIN QUALITY and Save your Distribution Expense New Type is an Economy \$1234567890

24 Point No. 287

HIGH-CLASS BOOKS are Produced with the Use of New Monotype Type \$1234567890

30 Point No. 287

### NEWSPAPERS Realize Value of Monotype \$1234567890

The 12 point size of this series is cast on the T mold, using the 12 point mold blade.

Class C Matrices. Fonts shown on this page Not Included in Library and Will Not be Leased Electro Display Matrices

12 Point No. 218

### MONOTYPE SHADED TYPE FACES

Cast brand new for every job, give the job a sharp, clean-cut appearance that is not obtainable with used shaded face type \$1234567890

14 Point No. 218

### NOT A LUXURY

Shaded type faces are not a luxury in up-to-date offices where they make their own type on the Monotype \$1234567890

18 Point No. 218

### HANDSOME AND ECONOMICAL

Type Faces are at the command of every Progressive Printer who uses the Monotype \$1234567890

24 Point No. 218

### NEW MONOTYPE MATERIAL Always at every Compositor's Finger Tips \$1234567890

30 Point No. 218

### JUST THE TYPE The Printer Wants when he Wants It \$1234567890

36 Point No. 218

## MONOTYPE RULE Means New Rule to Printers \$1234567890

### No. 25 J. Job Arrangement C1

### Composition Matrices

5 Point No. 25J, 61 Set

MONOTYPE: PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteamed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes where-

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6 Point No. 25J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he camot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare inganes that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish is hidden places, nor under restraint, nor in ignorance of what talent and gentus have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we

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7 Point No. 25J, 77 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new going on in his own trady and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor

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8 Point No. 25 J, 8 | Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under retraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system

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9 Point No. 25J, 9} Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing through-

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### No. 25J. Job Arrangement C1

### Composition Matrices

10 Point No. 25J, 10 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its

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11 Point No. 25J, 111 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, liter-

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12 Point No. 25J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own. trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his ówn trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the

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\$1234567890

QUITE ALONE IN THE FIELD
For School and College Text Books, Fine Editions, Catalogues and all Work Requiring Mechanical Accuracy
\$1234567890

18 Point No. 25

PERFECT PRINTING SURFACE
On Every Letter cast on the Monotype Means Minimum
Make-ready on the Press
\$1234567890

24 Point No. 25

ACCURATE JUSTIFICATION
And Uniform Alignment; the Hall-marks
of Monotype Product
\$1234567890

30 Point No. 25

USEFUL FACES
Borders and Ornaments; New Ones
Added Every Week
\$1234567890

36 Point No. 25

IDLE TIME Converted Into Real Money \$1234567890

### No. 25K. Job Arrangement C1

### Composition Matrices

6 Point No. 25K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man bè as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in a printing office. Art does not naterial appurenances, is to be journed in a printing opice. Art abos not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young may who with his first husiness heath bajects the new and startling described. organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound appenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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8 Point No. 25K, 81 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing strong but the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our dwn. The sprightly minded young man, who with his file business breath projects the new and startling, inevitably becomes tiresome, and is driven to an

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7 Point No. 25K, 73 Set

MONOTYPE FACES

The best kind of wriginality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Fet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes the some, and is driven to an early disappearance; while the slower, more solidly en-dowed student will at least spend as much of his time in avoiding

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9 Point No. 25K, 9 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great-exempler, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently

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### No. 25K. Job Arrangement C1

### Composition Matrices

10 Point No. 25K, 10 Set

### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly angaged. Yet it is only in rare instances that such an atmos-

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11 Point No. 25K, 11 Set

### MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made all its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, liter-

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12 Point No. 25K, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround them-

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THERE NEED BE NOTHING THE MATTER
With the Printing Business when you get Your Profits Out of
Quality and not out of Low Selling Prices
\$1234567890

18 Point No. 251

COSTS MAY BE REDUCED
And Quality Greatly Raised by One Operation through
the Use of the Monotype
\$1234567890

24 Point No. 251

KEEP UP THE QUALITY
And Your Customers Will Pay an Extra
Good Profit for Extra Good Work
\$1234567890

30 Point No. 251

FOR ECONOMY
And for Superiority the Monotype
is in a Field by Itself
\$1234567890

36 Point No. 251

THE MONOTYPE Answers the Cost Problem \$1234567890

### No. 261. Iob Arrangement C2

### Composition Matrices

5 Point No. 26 J, 6 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship: that which thall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be este arrogant when they term this calling of theirs an art, they must be willing; and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which chemes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmost now accomplishing throughout the world. For to follow precedent wisely

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7 Point No. 26J, 8 Set

### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all the useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afferd to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to implicate slowishing throughout the world. does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our ac-quired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed

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6 Point No. 26J, 7 Set

MONOTYPE PAGES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed and starting, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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8 Point No. 26J, 81 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

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### No. 26J. Job Arrangement C2

### Composition Matrices

9 Point No. 26J, 9 Set

### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor

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10 Point No. 26J, 10 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history. literature, and concrete examples of the work with which they are particularly engaged. Yet

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12 Point No. 26J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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### No. 76J. Job Arrangement C1 Composition Matrices

5 Point No. 76J, 51 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm ecoception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to diseard knowledge of what has gone before or what is now going on in his own do and probation. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs on art, they must be willing and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what ted as the fine erts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appressances, is to be found in a printing office. Art does not flourish in hidden places, nor utilice restraint, nor in ignorance of what talent and gentus have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not n to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great sohiovements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organised system an attitude of our ewn The sprightly minded young man who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to daste his contemporaries. The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and professions. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yes it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in higher places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate salvaishly one great exemplar, but to study all masters slathfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. startling, inevitably becomes tiresome, and is driven to an early disappearance; while the

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7 Point No. 76J, 8 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the profession, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow pre-cedent wisely does not mean to imitate slavishly one great examplar but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The very sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the

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6 Point No. 76J, 7 Set

### MONOTYPE PACES

The best kind of originality is that which comes after a sound appre ticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. ' If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those con cerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and conete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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8 Point No. 76J. 81 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeshin: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws that have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomlished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the

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### No. 76J. Job Arrangement C1

### Composition Matrices

9 Point No. 76J, 9 Set

### MONOTYPE PAGES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For. let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the

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10 Point No. 76J, 10 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard konwledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its

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12 Point No. 76J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. those concerned in what are accepted as the fine arts, the learned sciences and the

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### No. 45 J. Job Arrangement C1

### Composition Matrices

6 Point No. 45 L 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound appearticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are now accepted as the fine arts, the learned sciences and professions, surround themselves with the history, hierature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that two may patiently derive from the richness of our acquired knowledge and organised system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tirstome, and is driven to an early will also an early be accompanied to discard knowledge of what has gone before or what is now going on in ability to that which comes after a sound apprenticeship; that which schemes wherewith to dasale his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which schemes wherewith to dasale his contemporaries. The best kind of originality is that which comes after a sound apprentices

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10 Point No. 45J, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly epgaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have

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8 Point No. 45J, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and the concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate alavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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12 Point No. 45J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts and the learned sciences and professions, surround themselves with the

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MONOTYPE TYPE IS GOOD TYPE
No Foundry Type Made is More Solid or Has a Better Face than Type
Cast on the Monotype
\$1234567890

18 Point No. 45

QUALITY CATALOGUES
If Machine Set Must be Monotype Set "There's a Reason"
\$1234567890

24 Point No. 45

THEORIES DO NOT APPLY
To the Monotype, but Conditions, Which It
Is Always Ready to Fulfil
\$1234567890

30 Point No. 45

THE BEST WAY TO
Answer the Sorts and Composition
Problem Is the Monotype Way
\$1234567890

36 Point No. 45

AT EVERY POINT
The Monotype Is on the Job
\$1234567890

### No. 56J. Job Arrangement C2

### Composition Matrices

5 Point No. 561, 61 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing Art does not flourish in hidden places, nor under restraint. nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions nor in ignorance of what talent and genius have accomplished and

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6 Point No. 561, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance: while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and appurtenances, is to be found in a printing office. Art does

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are now accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will-at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and as original as he may, he cannot afford to instances that this atmosphere, with its material appurten-

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7 Point No. 56J, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing Art does not flourish in hidden places, nor under restraint, nor in ignorance of all that talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving bril-

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### No. 56J. Job Arrangement C2

### Composition Matrices

8 Point No. 56J, 81 Set

### MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar. but to study all masters faithfully, letting their great

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### No. 156 I. Iob Arrangement C2

### Composition Matrices

5 Point No. 156J, 61 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant scheme erewith to damele his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his

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6 Point No. 156J, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and prosions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in svoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries.

MONOTYPE FACES

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### No. 256]. Book Arrangement C

### Composition Matrices

6 Point No. 256J, 8 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to

### MONOTYPE FACES

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### No. 233 J. Job Arrangement C2

### Composition Matrices

6 Point No. 233 J. 72 Set

### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accor plishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling,

### MONOTYPE PACES

MONOTYPE PACES

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### No. 58J. Job Arrangement C1

### Composition Matrices

6 Point No. 58J, 7 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged-Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not terial apportenances, is to be found in a printing office. Art does not flourish in hidden places, noe under restraint, nor in ignorance of what takent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great examplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, leastifully becomes thesome, and is driven to an early disappearance. man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dassle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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ABCDRFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

10 Point No. 58J, 10 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

8 Point No. 58J, 8½ Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work, with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

> abcdefghijklmnopqrstwwwyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

> > 12 Point No. 58J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and also show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXY \$1234567890

CASTS ALL SPACING MATERIAL

From the 5-point Thin Space to the 36-point Em Quad and all the Intermediate Point and Set Sizes \$1234567890

18 Point No. 58

SETS STRAIGHT MATTER

Better, Quicker and More Economically than by Any Other Method of Mechanical Composition \$1234567890

24 Point No. 58

THE LEADING MAGAZINES

Are Practically all Composed and Cast on the

Monotype Machine

\$1234567890

30 Point No. 58

MONOTYPE PRODUCT
Sells for the Same Price as Similar Kinds
of Matter Set by Hand
\$1234567890

36 Point No. 58

LONG RUNS
Direct from Type show Less Wear
\$1234567890

### No. 258J. Job Arrangement C4

### **Composition Matrices**

10 Point No. 258J, 83 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one

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12 Point No. 258J, 10 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences. and the professions, surround themselves with the history, the literature, and concrete examples

### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare

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### SATISFACTION IN FULL MEASURE

Means Getting the Best that Money Can Buy. The Monotype Gives that Sort of Satisfaction to Every User of Its Products
\$1234567890

18 Point No. 258

### THE MAXIMUM OF EFFICIENCY

In a Newspaper or Job Plant is Possible Only with the Monotype and Its Complete Non-Distribution System \$1234567890

24 Point No. 258

### AVOIDING LOST MOTION

Is Just as Important in the Hand Department as in the Mechanical Department of a Plant \$1234567890

30 Point No. 258

## ACTUAL PRODUCTION Of Finished Work Ready for the Press Room is the Measure of a Machine \$1234567890

36 Point No. 258

## WHAT YOU GIVE Is Just as Important as What You Get \$1234567890

### No. 60 J. Job Arrangement C2

### **Composition Matrices**

6 Point No. 60J, 71 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man whe with his first hustness breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant achieves wherewith to dazzle his contemporaries.

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10 Point No. 60J, 11 Set

### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

abcdefghijklmnop**qr**stuvwxyz ABCDEFGHIJKLMNOP**QRSTU**VWXYZ \$1234567890 8 Point No. 60J, 9 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its ma-tarial appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have already accomplished and are accomplishing throughout all the world. For to

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12 Point No. 60J, 121 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made. its sister arts so free. All those who

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\$1234567890

A GREATER PRODUCTION
On a Larger Variety of Profitable Work with Lower Wage
and Overhead Expense
\$1234567890

18 Point No. 60

ELIMINATES COMPETITION
On Catalog and Job Work, Variety of Face
and Quality of Work Unexcelled
\$1234567890

24 Point No. 60

THE LOGICAL WAY
To Set Railway Tariffs and Time
Tables with Nut Body Figures
\$1234567890

30 Point No. 60

STRAIGHT MATTER
Of the Simplest Kind can be
Handled at a Profit
\$1234567890

36 Point No. 60

ARTISTIC FACES
For Use on Monotypes
\$1234567890

### No. 60K. Job Arrangement C2

### Composition Matrices

6 Point No. 60%, 73 Set

MONOTYPE TACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall precedent to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted at the fine arts, the learned eciences, and the professione surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded yeung may who with his first business breath projects the new and the startling involvable the active the startling involvable are not easily endead at deep at a first seasone, and he is driven to an easily disappearance; while the slower and more solidly endowed at udent will at least spend as much of ble time in avoiding mistakes as in everlang hilliant echemes wherebuilt to dassie

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10 Point No. 60K, 11 Set

### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man. be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 8 Point No. 60K, 9 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fleurish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accom-plishing throughout the world. For to follow

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12 Point No. 60K, 121 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let any man be as able and original as he may, he cannot afford to discard a knowledge of what has some before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVW \$1234567890

JULES VERNE AT HIS BEST
Never Described a More Wonderful Machine Than the
Style DD Monotype Keyboard
\$1234567890

18 Point No. 601

WILL COMPOSE TWO MEASURES
As Well as Two Sizes at One Operation. And This
Is but One Point
\$1234567890

24 Point No. 601

TWITCH THE SWITCH
To Change Face, Measure, Point Size and
Keep Always on Live Copy
\$1234567890

30 Point No. 601

WIDE MEASURES
And Narrow Measures at One
Time Easy for Style DD
\$1234567890

36 Point No. 601

ITS LIMIT Has Never Yet Been Reached \$1234567890

### OPERATING EFFICIENCY And High Quality Product Combined with Low Cost of Production is the Monotype Way \$1234567890

24 Point No. 62

## QUALITY CONTROLS The Selling Price and Attracts Buyers Who Are Discriminating and Know Good Printing \$1234567890

30 Point No. 62

## NO COMPOSITION Commands a Higher Selling Price than Monotype Product \$1234567890

36 Point No. 62

### MONOTYPE TYPE Endorsed by Type Founders \$1234567890

### No. 63 I. Tob Arrangement C2

### Composition Matrices

6 Point No. 63J, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

10 Point No. 63J, 11 Set

### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard all knowledge of what has gone before or what is now going on in his own trade and profes-If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

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8 Point No. 631, 9 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow

abcdefghijkimnopgrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

12 Point No. 63 J. 124 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let any man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who

abcdefghijklmnopgrstuvwxyz **ABCDEFGHIJKLMNOPORSTUVW** \$1234567890

ONE SWEETLY SOLEMN THOUGHT
Which Comes to the Monotype Owner Is That He Is Prepared
for Any and Every Job That Comes In
\$1234567890

18 Point No. 63

NOTHING IS TOO HARD
For the Versatile Monotype, Either in Quality
or Technical Requirements
\$1234567890

24 Point No. 63

FOR ELECTROTYPING
The Matter May Be Run with High
Spaces and Quads Throughout
\$1234567890

30 Point No. 63

FOR LETTERPRESS
The Same Ribbon Will Give
Low Quads and Spaces
\$1234567890

36 Point No. 63

FOR DISPLAY Cast Sorts on Monotype \$1234567890

### No. 68J. Job Arrangement C1

### Composition Matrices

6 Point No. 681, 7 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticaship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencices of an able mind. For, let a man be as able and original as he

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\$1234567890

10 Point No. 68J, 101 Set
MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

8 Point No. 68J, 8½ Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office.

Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234667890

12 Point No. 68J, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with the

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVW \$1234567890

TYPE RUN ROUND CUTS AND INITIALS
Like straight Matter, just as Accurately as with Matter Composed by and
Run Round by Hand in the Old Way
\$1234567890

18 Point No. 68

ABSOLUTELY NO ADJUSTMENT
Required on the Monotype Keyboard to Change the Point Size.
Measure Changed Like Setting a Stick
\$1234567890

24 Point No. 68

EXTRA CHARACTERS
Easily Inserted in Monotype Matrix Case
for any Kind of Special Work
\$1234567890

30 Point No. 68

MONOTYPE TYPE
Is Finished Complete in the Mold.
It is not Shaved or Dressed
\$1234567890

36 Point No. 68

REDUCES COST
Without Reducing the Price
\$1234567890

### No. 68K. Job Arrangement C2

### Composition Matrices

6 Point No. 68K, 7 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fiourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplished the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, mere solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the

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ABCDEFGHIJKLMNOPQRSTUVWX YZ
\$1234567890

10 Point No. 68K. 10 Set

### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with all its material appurtenances, is to be found in the printing office.

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar.

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> > 12 Point No. 68K, 12 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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THE LAW AND THE PROFITS

Go Hand in Hand if the Composition of Your Legal Work is Done on the Versatile and Busy Monotype
\$1234567890

18 Point No. 681

SETTING TYPE WITH TWEEZERS
Is Expensive Composition. You Won't Run Out of Sorts or
Patience the Monotype Way
\$1234567890

24 Point No. 681

THE OLD NICK
Caused by "Pulling Type" Won't Bob
up in Your Pressroom
\$1234567890

30 Point No. 681

RUSH WORK
Is Ordinary Work in Monotype
Composing Rooms
\$1234567890

36 Point No. 681

SOMETIME You Will Buy the Monotype \$1234567890

## No. 69 J. Job Arrangement C1

## Composition Matrices

6 Point No. 69J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a soland apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurlenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thesome, and is driven to an early disappearance: while the slower, more solidity endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazire his contemporaries. The best kind of originality is that which comes after a secund apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

10 Point No. 69J, 8½ Set
MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$ 1234567890

8 Point No. 69J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as

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> > 12 Point No. 69J, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

ARE YOU FISHING FOR MINNOWS?

Don't be Satisfied with the Small Jobs While Your Competitor Walks off with the Large ones, Because he uses Monotype \$1234567890

18 Point No. 69

BAIT WITH A MONOTYPE

If you are not Satisfied with your Present Profits or with the Present

Quality of your Printing
\$1234567890

24 Point No. 69

FISH FOR WHALES

Get the Big Jobs and the Long Runs You are Now
Losing to your Competitor
\$1234567890

30 Point No. 69

THEY WILL BITE

At the Quality and the Speed. It Always
Pays Well to Be Prompt

\$1234567890

36 Point No. 69

DROP A LINE
If You Want Us to Help Catch 'Em
\$1234567890

## No. 78J. Job Arrangement C1

## Composition Matrices

6 Point No. 78J, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius accomplish and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our very own. The sprightly edge and organized system an attitude of our very own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle all his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now

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10 Point No. 78J, 101 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance

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MONOTYPE FACES The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we

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12 Point No. 78J, 12 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the

## THE MONOTYPE TYPE CASTER

Is the only one that is Convertible, and can be Quickly changed into a Standard Composing Machine \$1234567890

18 Point No. 78

AS A COMPOSING MACHINE
Monotype Product is Identical with the Highest
Class of Work set by Hand
\$1234567890

24 Point No. 78

THE LEADING DAILIES
All Use the Monotype Successfully in their Advertising Departments
\$1234567890

30 Point No. 78

THE LITTLE PRINTER
Gets into the Big Class with the
Versatile Monotype
\$1234567890

36 Point No. 78

750 FONTS Now in our Matrix Library \$1234567890

## No. 78K. Job Arrangement C1

## Composition Matrices

6 Point No. 78K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine erts, the learned sciences, and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius accomplish and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievemnts sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our very own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle all his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove tiself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let any man be as ab

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\$1234567890

## 10 Point No. 78K, 10} Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere. with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, the literature and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we

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\$1234567890

12 Point No. 78K, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the

THE TYPECASTING PROPOSITION

Is an Important Development of the Monotype, and is but One of its

Many Strong and Desirable Features
\$1234567890

18 Point No. 781

ASK YOUR PRESSMEN
For Their Opinion Regarding the Saving Made
on Makeready with Monotype Type
\$1234567890

24 Point No. 781

AGAIN ASK THEM About the Many Advantages of the Low Quads and Spaces \$1234567890

30 Point No. 781

FOR ELECTROS
The Same Mold Delivers High
or Low Quads & Spaces
\$1234567890

36 Point No. 781

NO EXTRAS Are Necessary for This \$1234567890

## No. 81 J. Job Arrangement C4

## Composition Matrices

6 Point No. 81J, 7 Set

MONOTYPE PAGES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged, Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great schievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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10 Point No. 81 J. 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of

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8 Point No. 81 J, 81 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work, with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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> > 12 Point No. 81 J. 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and also show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with

## YOUR INVESTMENT IS PROTECTED

If you don't Handicap yourself with a Machine that can Never be Anything but a Type Caster \$1234567890

24 Point No. 81

## ASK US TO PROVE OUR CLAIM That the Monotype is the Cheapest, because it is the Best Type Caster and Composing Machine \$1234567890

## No. 92J. Job Arrangement C2

## **Composition Matrices**

5½ Point No. 92J, 6½ Set

MONOTYPE FACES

The best kind of originality is that which con es after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are now accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order-that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and stattling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they in a printing office. Art does not flourish in hidden places, nor under

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7 Point No. 92J, 8 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful prepedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1334567899

6 Point No. 92J, 7 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentioschip; that which shall prove to be the blanding of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to 'follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes threeome, and is driven to an early disappearance; while the slower, more solidly endowed students as in evolving brilliant schemes wherewith to daring his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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ABCDEFGHIJELMNOPQRSTUVWXYZ
\$1234567800

8 Point No. 92J, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and con-crete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all of the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the rich-

## No. 92J. Job Arrangement C2

Composition Matrices

10 Point No. 92J, 101 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so very free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 11 Point No. 92J, 111 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may. he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art. they must be willing, and show they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete ex-

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12 Point No. 92J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

## THE SOUL OF A TYPECASTER IS THE MOLD To Combine Speed and Quality the Mold Must be Easily Adjusted to Take Up Wear and be Properly Cooled to Produce Solid Type \$1234567890

24 Point No. 94

## THE RECIPROCATING MONOTYPE MOLD Combines Ease of Adjustment, Water Cooling and All of the Correct Principles of Typecasting \$1234567890

30 Point No. 94

## HIGH SPEED IS MADE POSSIBLE With Marvelous Accuracy Through the Mechanical Methods Designed for It Alone \$1234567890

36 Point No. 94

TYPE THAT IS RIGHT
Perfect In Both Body and Face Is the Result
\$1234567890

## No. 97 J. Job Arrangement C2

## Composition Matrices

6 Point No. 97J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully; letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organised system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tresome, and is driven to an early disappearance: while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to daszle his contemporaries. The best kind of originality is that which shall prove to which they are particularly engaged. Yet it is only in very rare somes after a sound apprenticeship; that which shall prove to

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\$1234547890

10 Point No. 97J, 101 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 8 Point No. 97J, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and con-crete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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> > 12 Point No. 97J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

## SIXTY EMS OF PICA

Is the Monotype Measure for Composition. You can Set any Job Within this Limit in any Size Type \$1234567890

18 Point No. 97

SETS SEVEN ALPHABETS
Roman, Italic and Boldface, Caps and Lower Case
and Roman Small Caps at Once
\$1234567890

24 Point No. 97

THE MATRIX LIBRARY
Gives you Quickly the Face you Want
When you Really Want it
\$1234567890

30 Point No. 97

CORRECTIONS MADE
By Hand While the Monotype
Runs on Original Copy
\$1234567890

36 Point No. 97

A NEW DRESS For Everything in the Shop \$1234567890

## No. 97K. Job Arrangement C2

## Composition Matrices

6 Point No. 97K, 7 Set

MONOTYPE FÁCES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorence of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slevishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an artitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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10 Point No. 97K, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particu-. larly engaged. Yet it is only in very rare instances that such an atmosphere, with

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8 Point No. 97K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and con-crete examples of the work with which they are particularly engaged. Yet it is only in rare in-stances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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12 Point No. 97K, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

## No. 98 J. Book Arrangement C

## Composition Matrices

6 Point No. 98J, 71 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate alavishly one great exemplar, but to study all masters faithfully,

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8 Point No. 98J, 81 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the

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\$1234567890

## 9 Point No. 98J, 9 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts

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10 Point No. 98J, 101 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a

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12 Point No. 98J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and



THE MONOTYPE WILL ALLOW DUPLICATION
Of Forms for Long Runs without Loss of Time for Electrotyping or
Resetting the Job by Hand
\$1234567890

18 Point No. 96

NO MACHINE THE PRINTER USES
Will Save as Much Time and Money as the Monotype.
It Produces all the Time
\$1234567890

24 Point No. 98

EACH TYPE CAST
Separately, like Foundry Type, and with Greater Accuracy
\$1234567890

30 Point No. 98

ALL PROGRESSIVE
Printers use a Versatile Monotype
for all kinds of work
\$1234567890

36 Point No. 98

TABULAR MATTER Composed like plain matter \$1234567890

## No. 98K. Job Arrangement C2

## Composition Matrices

6 Point No. 98K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to sub-

they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material apputtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does

abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

8 Point No. 98K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister asts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

9. Point No. 98K, 9 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

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ABCDEFGHIJKLMNOPGRSTUVWXYZ
\$1234567890

10 Point No. 98K, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surtound themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an

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\$1234567890

12 Point No. 98K, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

## No. 298J. Job Arrangement C4

## Composition Matrices

12 Point No. 298J, 10 Set

## MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFES-SION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES

## MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFES-SION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES AND THE PROFESSIONS, SURROUND THEM-SELVES WITH THE HISTORY, LITERATURE, AND THE CONCRETE EXAMPLES OF THE WORK WITH

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

Note: The figures and dollar mark are symboled 12 point No 98J

No. 298

**Electro Display Matrices** 

14 Point No. 298

NEW COLUMN RULE CAN BE CAST
ON THE MONOTYPE TYPE-&-RULE CASTER IN JUST THE LENGTH AND QUANTITY
YOU DESIRE; ALSO BORDER, RULES, LEADS AND SLUGS
\$1234567890

18 Point No. 298

MAKE YOUR OWN TYPE
FOR THE NON-DISTRIBUTION WAY IS THE EASIEST WAY
TO OBTAIN GOOD TYPOGRAPHY
\$1234567890

24 Point No. 298

## NON-DISTRIBUTION GREATEST PROFIT MAKING SYSTEM EVER OFFERED \$1234567890

30 Point No. 298

## WISE PRINTERS CUT COMPOSING ROOM COSTS AND INCREASE PROFITS \$1234567890

36 Point No. 298

## THIS SERIES CONTAINS CAPS & POINTS \$1234567890

The figures shown above, with the No. 298 series, are the same as used with our No. 98 series.

ADDING FACES EVERY WEEK
TO KEEP THE MONOTYPE EQUIPMENT UP TO THE
MINUTE WITH UP-TO-DATE FACES
\$1234567890

20 Point No. 104

A CONVERTIBLE MACHINE FROM A TYPE CASTER TO A COMPOSING MACHINE \$1234567890

24 Point No. 104

YOUR INVESTMENT PROTECTED BY THIS CONVERTIBLE FEATURE \$1234567890

## No. 117J. Job Arrangement C1

## Composition Matrices

6 Point No. 117J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not terial appurteaances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and gentus have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to limitate, slavishly one great exemplar, but to study all masters faithfully, letting their great achievements aink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the aew and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which shall prove to be the blending of a firm conception of all useful precedent and the to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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10 Point No. 117J, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places. nor under restraint, nor even in ignorance of what

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8 Point No. 117J, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Att does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the

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12 Point No. 117J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the

## THERE IS A BIG DIFFERENCE

Between the Actual Cost and the Selling Price of Monotype Composition Quality Certainly Pays Handsomely \$1234567890

18 Point No. 117

## THE CELLULAR MATRIX

The most Radical and the most Costly Improvement Ever Made in Composing Machinery \$1234567890

24 Point No. 117

## THE QUALITY MACHINE That Pleases Quality Customers and Keeps Cost Down and Price Up \$1234567890

30 Point No. 117

## ATTRACTIVE FACES Infinite Variety and Artistic Design Producing Work that Sells \$1234567890

36 Point No. 117

## LOW QUAD MOLD Saves Time in Press Room \$1234567890

## No. 117K. Book Arrangement C [Italic]

## **Composition Matrices**

6 Point No. 117K, 7 Set

MONOTYPE TACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive lendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fire arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting libeir great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized asystem an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidity endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to datice bis contemporaries. The best kind of originality is that which the imade is contemporaries. The best kind of originality is that which the imade apprenticeship; that which shall prove itself to be the blending of firm conception of all useful precedent and the prog

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10 Point No. 117K, 10 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as bave made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an almosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing in

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8 Point No. 117K, 8½ Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannol afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its malerial appurlenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavisbly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude

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12 Point No. 117K, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the

## No. 139 J. Job Arrangement C1

## Composition Matrices

6 Point No. 139J, 61 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticably; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden piaces, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he m

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10 Point No. 139J, 9} Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are accomplishing

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8 Point No. 139J, 8 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The very

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> > 12 Point No. 139J, 11 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with

## MONOTYPE RELIABILITY The Machine That is Equal to the Most Exacting Typographical Requirements \$1234567890

30 Point No. 139

# OUR MONOTYPE MATRIX Will Cast Figures as Large as 36 Point and in Justified Lines \$1234567890

36 Point No. 139

## FOR MORE PROFIT Always Use Monotype Composition \$1234567890

NOTE: The capitals R, M, and O in the above series are made in two styles. Both styles are included in the fonts

Minimum fonts contain 75 matrices.

## No. 142J. Job Arrangement C2

Composition Matrices

5] Point No. 142J, 7] Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, lot a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this cailing of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts to iroc. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work

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8 Point No. 142J, 91 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to suffect it to such laws as have made its sister arts so free. All

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeshly; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such hiws as have made its later arts so free. All those conferned in what are accepted as the ine arts, the

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10 Point No. 142J, 11 Set

MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprentice-ship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard all knowledge of what has gone before or what is now going on in his own trade and profes-

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12 Point No. 142J, 12 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they

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YOU DON'T HAVE TO BUY
Special Attachments, Rules and Furniture to Handle
out of the Ordinary Work
\$1234567890

18 Point No. 144

SAVING ON MAKE-READY
With Always New Type is a Double Saving;
Press Time and Man Time
\$1234567890

24 Point No. 144

TIME, MONEY, WORRY
Saved on Composition, Supervision
& Corrections with Monotype
\$1234567890

30 Point No. 144

QUALITY FAMOUS But Not Wanting on Quantity Under All Conditions \$1234567890

36 Point No. 144

PRESS CHANGES
Easy with Separate Type
\$1234567890

## No. 145 J. Job Arrangement C2

## **Composition Matrices**

6 Point No. 145J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and tha progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be estoemed arrogant when they term this calling of theirs an art, they must be wifting, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an artitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes threesme, and is driven to an early disappearance; while the slower, more solidly endowed students will at least spend as much of his time in avoiding his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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10 Point No. 145J, 10 Set

## **MONOTYPE FACES**

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a. firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurtenances, is to be found in the printing office.

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### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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12 Point No. 1451, 12 Set

## **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

Electro Display Matrices

No. 145

14 Point No. 145

MONOTYPE PROMOTES EXPANSION
Along the Lines of Least Resistance and Greatest Profit to its
Owner. It Produces all the Time
\$1234567890

18 Point No. 145

THE BEST PAYING SPECIALTY
Is Quality. Monotype Quality Gets the Work and Insures
a Good Price on the Job
\$1234567890

24 Point No. 145

TURNS OUT THE WORK
Doesn't Turn Down the Order from Lack
of Proper Facilities
\$1234567890

30 Point No. 145

FOREIGN LANGUAGE WORK
Changes from one Language to
Another Made Easily
\$1234567890

36 Point No. 145

THE ELASTIC MACHINE Makes the Face Fit the Space \$1234567890

## No. 143 J. Book Arrangement C

## Composition Matrices

6 Point No. 143 J. 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly eagaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fernal appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in isporance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man who with his first husiness breath posicies the new and startliness. organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has some before or what is now going on in his own trade and profession.

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10 Point No. 143J, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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12 Point No. 143J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and also show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with



ALL MATTER IS STRAIGHT MATTER
Tariff, Tabular and Intricate Catalogue Composition Handled like
Straight Matter on the Monotype
\$1234567890

18 Point No. 143

GET A TYPE CASTER

Convert it into a Composing Machine for Casting all

Kinds of Justified Ready-to-print Matter

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24 Point No. 143

THE ONLY MACHINE
Having a Complete and Varied Assortment
of its own Matrices
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A MATRIX LIBRARY
All Faces Leased to Customers, just
like a Circulating Library
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BUY A MACHINE With a Repeat-order Record \$1234567890

## No. 153 J. Job Arrangement C2

## Composition Matrices

6 Point No. 153J, 7 Set

### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround them-selves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomposhed and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized sys-tem an attitude of our own. The sprightly minded

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8 Point No. 153J, 81 Set

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar.

## MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of all our acquired knowledge and organized system an The sprightly minded young attitude of our own. man, who with his first business breath projects the

## No. 159J. Job Arrangement C2

## Composition Matrices

6 Point No. 159J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplained phroughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements aink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

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\$1234567890

10 Point No. 1591, 101 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

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MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished, and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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> > 12 Point No. 159 J. 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

## No. 163 J. Job Arrangement C2

## Composition Matrices

6 Point No. 1631, 7 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to which they are particularly engaged. Yet it is only in very rare

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10 Point No. 163J, 10 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurtenances, is to be found in a printing office.

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\* 8 Point No. 163 J. 8 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in imorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does

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not mean to invitate slavishly one great exemplar,

12 Point No. 163J, 12 Set

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

MONOTYPE TYPE IS GOOD TYPE
No Foundry Type Made is More Solid or Has a Better Face than
Type Cast on the Monotype
\$1234567890

18 Point No. 163

THE BUSINESS BUILDER
The Monotype is all the Time on Live Copy, and
Taking the Work as it Comes
\$1234567890

24 Point No. 163

ALWAYS READY
To Handle the Regular and the Rush
Job in the Shortest Time
\$1234567890

30 Point No. 163

THE BEST WAY
To Answer the Sorts Problem is
to Monotype it
\$1234567890

36 Point No. 163

AT EVERY POINT A Monotype is on the Job \$1234567890

## No. 173E. Book Arrangement C

## Composition Matrices

6 Point No. 173E, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive endencies of an able mind. For, let any man be as a

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> 10 Point No. 173E, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with all its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the

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> > 12 Point No. 173E, 12 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the



#### No. 189J. Job Arrangement C2

Composition Matrices

12 Point No. 189 J. 121 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what

#### SELECT A GOOD FACE

Type Can Suggest, Not Merely by the Words It Spells, but by the Appearance of the Type Itself \$1234567890

18 Point No. 189

## THE MONOTYPE Will Show You How Good Type Can Do the Most Effective Work \$1234567890

24 Point No. 189

# CRITICAL ADVERTISERS Invariably Insist on Getting Monotype Composition \$1234567890

#### No. 220J. Job Arrangement C2

#### Composition Matrices

10 Point No. 220J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history. literature, and concrete examples of the work

#### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history. literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurte-

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12 Point No. 220J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For. let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

OUR TYPE-&-RULE CASTER

Makes the contents of the Hell Box into new type, spaces,
borders, rules, leads and slugs
\$1234567890

18 Point No. 220

FURNISH THE TOOLS
Your Compositors Need to Work Efficiently—type,
rules, leads, slugs and space material
\$1234567890

24 Point No. 220

NON-DISTRIBUTION
It costs less to make new type than to distribute used type
\$1234567890

30 Point No. 220

MONOTYPE PRODUCT
High Quality and Low Hour Cost
go hand in hand
\$1234567890

36 Point No. 220

GOOD WORK
Monotype type and rule
\$1234567890

#### No. 360 J. Job Arrangement C4

#### Composition Matrices

12 Point No. 360J, 12} Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the good printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are

#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship; that which shall preve to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the good printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the litera-

THE MONOTYPE COMPOSING MACHINE
Sets all kinds of Matter, Plain or Intricate, in any Measure up to
60 Picas, in all sizes from 5 to 18 Point
\$1234567890

18 Point No. 360

A COMPLETE MONOTYPE

Is much more than a Composing Machine; it furnishes all the Equipment used by Hand Compositors \$1234567890

24 Point No. 360

THE MONOTYPE PRINTER
Who Casts his own Material makes Large
Savings in Time and Money
\$1234567890

30 Point No. 360

RAISING THE STANDARD of Workmanship throughout the Plant is Easy with the Monotype \$1234567890

36 Point No. 360

A GOOD START is a Step in the Right Direction \$1234567890

#### No. 11 J. Job Arrangement C2

#### Composition Matrices

5 Point No. 11J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed acrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material plishing throughout the world. For to follow precedent wisely does not

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8 Point No. 11J, 81 Set

MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishty one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from the richness

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\$1234567890

6 Point No. 11J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in bidden places, nor under restraint, now in ignerance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not shear to imitate too slavishly one great exemplar, but to study all masters faithfully, lotting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed students as in evolving brillant schemes wherewith to dazze his contemporaries. The best kind of originality is that which comes after a sound apprenticeshly; that which shall prove to

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10 Point No. 11J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

#### No. 11 J. Job Arrangement C2

#### Composition Matrices

' 11 Point No. 11J, 11 Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprentice-ship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have

#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the

abcdefghijkimnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

12 Point No. 11J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are now accepted as the fine arts,

#### FIGURE THE COST

Of the Machines and Accessories Offered to do Approximately what any Monotype will do \$1234567890

18 Point No. 11

THE TYPEWRITER KEYBOARD

Easy to Learn, Easy to Operate, just the same as
the Standard Typewriter

\$1234567890

24 Point No. 11

QUICK CHANGE
Of Measure and Mold Keeps up Product
and Keeps down Cost
\$1234567890

30 Point No. 11

HIGH OR LOW SPACES
Produced by the Monotype at
the Will of the Operator
\$1234567890

36 Point No. 11

OUR TYPE CASTER A Complete Type Foundry \$1234567890

#### No. 11K. Job Arrangement C2

#### Composition Matrices

8 Point No. 11K, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so very free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to lollow precedent wheely does not mean to imitate

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10 Point No. 11K, 10 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so very free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and the concrete examples of the work with which they are par-

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\$1234567890

12 Point No. 11K, 12 Set

#### **MONOTYPE FACES**

The best kind of originality is that. which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are ac-

THE COMPLETE MONOTYPE
Is the Only Machine that will Supply All of the Material
Needed in the Composing Room
\$1234567890

18 Point No. 1111

INCREASED PRODUCTION
With System and Economy are Always to be
Found Where There is a Monotype
\$1234567890

24 Point No. 1111

WITH HIGH QUALITY
As an Asset, Satisfaction is Assured
from Your Monotype
\$1234567890

30 Point No. 1111

POOR WORKMANSHIP
Is Dear at any Price: Offer
the Best—Monotype
\$1234567890

36 Point No. 1111

MONOTYPE
Gives Very Best Results
\$1234567890

#### No. 111J. Job Arrangement C1

#### Composition Matrices

6 Point No. 111J, 61 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish is hidden places, nor under restraint, nor is ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate stavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the bleading of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he ma

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\$1234567890

10 Point No. 111J, 10 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 8 Point No. 111J, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink alowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude

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> > 11 Point No. 111J, 11 Set

#### MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an

#### No. 111J. Job Arrangement C1

#### Composition Matrices

12 Point No. 111J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples

YOU MAY BE ABLE TO MAKE MONEY
Without Owning and Operating a Monotype or Keeping your Plant up-to-date
with the Modern Improvements of the Printing Business
\$1234567890

18 Point No. 111

BUT YOU ARE WASTING ENERGY
Which Could and Should Easily Pay you Greater Dividends with
Considerably Less Effort and Worry
\$1234567890

24 Point No. 111

A MONOTYPE EQUIPMENT
Will Easily Save Many Composing and Pressroom
Expenses Now Thought Necessary
\$1234567890

30 Point No. 111

TIME IS MONEY
And the Monotype Will Save Both. It
is a Steady Producer
\$1234567890

· 36 Point No. 111

LABOR COSTS
Are Reduced to a Large Extent
\$1234567890

203

#### No. 210 J. Job Arrangement C4

#### Composition Matrices

10 Point No. 210J, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenficeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their geraf achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly

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12 Point No. 210J, 81 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after, a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under

OUR TYPE AND RULE CASTER

Furnishes Better Typography to Interest your Advertisers; Eliminates Distribution; Supplies New Type and New Rule for Every Ad \$1234567890

18 Point No. 210

TYPE OF LARGER POINT SIZES

And Fatter Faces Provided on the Monotype Type and Rule Caster Creates a

Demand for More Space in Your Advertising Columns
\$1234567890

24 Point No. 210

MONOTYPE QUALITY IS THE BEST
And Only Lever to Raise Prices and Increase Your Profits. New
Type Assures Good Press Work
\$1234567890

80 Point No. 210

COMPOSITORS DO NOT STOP
Productive Work to Distribute Lines that do not Fit
the Required Measure
\$1234567890

36 Point No. 210

TURNS COMPOSING ROOM
Maintenance into Profit—not an Expense
\$1234567890

#### No. 28J. Job Arrangement C2

#### Composition Matrices

5½ Point No. 28J, 6½ Set

#### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm nception of all useful precedent and the progressive tendencie an able mind. For, let a man be as able and original as he may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are engaged. Yet it is only in rare instances that such an aim phere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, ineviably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they office. Art does not flourish in hidden places, nor under restraint,

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7 Point No. 28J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fourish in hidden places, nor under restraint, nor in ignorance of what talent and genlus have accomplished and are now accomplishing throughout the world. For to fellow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements slnk slowly into the mind in order that but to study all masters fattsfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our ac-quired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed

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6 Point No. 28J, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes threcome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to daxie his contemporaries. The best kind of originality is that which shall prove to

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1384567800

8 Point No. 28J, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and con-crete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness

#### No. 28J. Job Arrangement C2

Composition Matrices

10 Point No. 28J, 101 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 12 Point No. 28J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot well afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

#### No. 128J. Job Arrangement C1

#### Composition Matrices

6 Point No. 128J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge only in rare instances that such an atmosphere, with its

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8 Point No. 128J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are just now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we

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10 Point No. 128J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. those concerned in what are accepted as

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. those concerned in what are accepted as the fine arts, the learned sciences and professions surround themselves with the history, literature, and concrete ex-

#### No. 39J. Job Arrangement C2

#### Composition Matrices

5 Point No. 39J, 61 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sexual apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing effice. Art does not fourth in bidding places, sor under results and are accomplishing throughout the world. For to follow precedent wisely does not mean to maintate slavishly one great exemplear, but to study all masters faithfully, letting their great schewements aink alony into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man,

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6 Point No. 39J, 71 Set

MONOTYPE FACES

The best kind of originality is that which somes after a seuma apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be wilfing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing-office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what takent and genius have accomplished

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8 Point No. 39J, 9 Set

MONOTYPE, FACES .-

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the hlending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on the his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art they must be willing, and show that they are willing, to subject it to such laws as have made its sides afts so free. All those concerned in what are excepted as the fine arts, the learned sciences, and professions surround themselves with the

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#### MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete exam-

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12 Point No. 39J, 121 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let any man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to

THE MATRIX LIBRARY

Supplies 850 Different Fonts of Attractive Faces for Use when You Please as Long as You Please \$1234567890

18 Point No. 39

100 POUNDS A DAY
Of Assorted Type. This is the Record of a
Washington Newspaper Plant
\$1234567890

24 Point No. 39

ALL OLD TYPE
Converted into New and Usable Faces
for Newspaper Ads.
\$1234567890

30 Point No. 39

MATRIX SERVICE Satisfies all Library Members throughout the Country \$1234567890

36 Point No. 39

MONOTYPE USERS Will Tell You; They Know \$1234567890

#### No. 89J. Job Arrangement C1

#### Composition Matrices

6 Point No. 89J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly eagaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slaviship one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and starting, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to daszle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all geful precedent and triginal as he may, he cannot afford to discard knowledge of what has gone before or what

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10 Point No. 89J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford. to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the

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12 Point No. 89J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the

#### THE ONLY TYPE CASTER

That Makes New Type and Better Type Cheaper than Old Type can be Distributed; we can Prove this \$1234567890

18 Point No. 89

ADDING FACES EVERY WEEK
To Keep the Monotype Equipment up to the Minute with
Attractive and Up-to-Date Faces
\$1234567890

24 Point No. 89

## A CONVERTIBLE MACHINE From a Type Caster to a Composing Machine just when you want it \$1234567890

30 Point No. 89

# YOUR INVESTMENT Protected by this Convertible Feature of the Busy Monotype \$1234567890

36 Point No. 89

## READY TO USE Doesn't make Near Perfect Type \$1234567890

#### No. 89K. Job Arrangement C1

#### Composition Matrices

6 Point No. 89K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine erts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive lendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession.

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10 Point No. 89K, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places. nor under restraint, nor in ignorance of what talent

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MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accom-Poished and are now accomplishing throughout the world.
For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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12 Point No. 89K, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with the

#### THE MONOTYPE SYSTEM

Forces no Fixed Combinations of Faces upon the Printer. Any Italic or Boldface may be used as Required \$1234567890

18 Point No. 891

THE STYLE "D" KEYBOARD

Accepted as One of the Truly Great Developments in the Printing Industry

\$1234567890

24 Point No. 891

KEY ARRANGEMENT
And Action of the Monotype are the Same
as All Standard Typewriters
\$1234567890

30 Point No. 891

FLEXIBLE FACILITIES
And High Quality are Selling Points
for the Monotype Printer
\$1234567890

36 Point No. 891

QUALITY COUNTS The Salesman's Best Friend \$1234567890

214

#### THE ONLY MACHINE TO CONSIDER

For any kind of Matter to be kept Standing and Corrected for Later Editions Directories, Railway Tariffs, Time Tables, Club Lists, Etc. \$1234567890

24 Point No. 103

## THE MONOTYPE ENABLES YOU TO DEVELOP YOUR BUSINESS ALONG THE LINE OF LEAST RESISTANCE \$1234567890

No. 108

Electro Display Matrices

14 Point No. 108

ALL ROMAN, ITALIC AND BOLD FACES
On Standard Monotype Line for all Point Sizes from 5 to 12 Point Inclusive
can be cast to Line at One Operation
\$1234567890

18 Point No. 108

TWO-LINE OR THREE-LINE BOLDFACE FIGURES
Combined with any size Roman for Newspaper Ad. and Catalogue
Work. This is not a Slug Makeshift
\$1234567890

#### No. 119J. Job Arrangement C1

#### Composition Matrices

6 Point No. 119J, 6 Set

MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genus have accomplished and are new accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness alow into the mind in order that we may spatiently derive from the richness alow printing inswitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of our sorted and profession. If the printip that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man he as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed archeaced archeace where willing, to subjec

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10 Point No. 119J, 9 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one

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8 Point No. 119J, 71 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance: while the slower, more solidly endowed student

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12 Point No. 119J, 101 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is

ASK MONOTYPE USERS: THEY KNOW
That the Improvements Constantly being Added to the Monotype Increase
its Earning Power and Versatility
\$1234567890

18 Point No. 119

THE NEW CELLULAR MATRIX
Establishes a Standard of the Highest Quality that Cannot be
Approached by Other Machines
\$1234567890

24 Point No. 119

HIGHER SELLING PRICES
Quickly Realized with the Unequalled Quality of
Monotype Production
\$1234567890

30 Point No. 119

OUR LOW QUAD MOLD
Will Produce Spaces and Quads High or
Low to Suit the Job
\$1234567890

36 Point No. 119

ACCURATE JUSTIFICATION For any Measure to Sixty Picas \$1234567890

#### No. 146J. Job Arrangement C1

#### Composition Matrices

8 Point No. 146J, 81 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genlus have accomplished and are now accomplishing throughout the world. For to follow precedent visely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their greatest achievements sink slowly into the mind in order that we may patiently derive from

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this. calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its

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12 Point No. 146J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own · trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, and the learned sciences and professions surround themselves with the

#### THE "JUST AS GOOD" MACHINE

Cannot Satisfy the Quality Purchaser of Good Printing who Knows the Versatility of the Monotype \$1234567890

18 Point No. 146

#### YOUR INVESTMENT IS PROTECTED

If you don't Handicap yourself with a Machine that can Never be Anything but a Type Caster \$1234567890

20 Point No. 146

#### INSTALL THE VERSATILE MONOTYPE

Built on the Unit System, like Filing Cabinets, and just as Elastic for Steady Growth \$1234567890

24 Point No. 146

### ASK US TO PROVE OUR CLAIM

That the Monotype is the Cheapest, because it is the Best Type Caster and Composing Machine \$1234567890

30 Point No. 146

### BOTH MOLD AND MACHINE

Water Cooled to Make Solid Bodies & Smooth Faces \$1234567890

36 Point No. 146

### A PERFECTLY SIMPLE

Composing Machine: Style D Keyboard \$1234567890

#### No. 158J. Job Arrangement C2

#### Composition Matrices

5 Point No. 158J, 64 Set

MONOTYPE FACES

(This fent contains cape, lower case and small cape)

The best hind of originality is that which comes after a sound apprentiosship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot affect to discard knowledge of what has gene before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteamed arrogant when they term this called ing of theirs an art, they must be willing, and show that they are willing, to subject it to such a laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned selences and prefessions, surround themselves with the history.

MONOTYPE FACES. 5 POINT SMALL CAPS

LITERATURE, AND CONCRETE EXAMPLES OF THE WORE WITH WHICE TREY MAY BE PARTICULARLY ENGAGES. YET IT IS COLY IN BARE THEFANCES THAT SUCE AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO SE FOUND IN A PRINTING OFFICE. ART BORS NOT PLOURISH IN RIDDEN PLACES, NOR

abodofshijkimnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

ABCDEPGELIELMNOPGRSTUVWXYX

61294567800

8 Point No. 158 J. 91 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All

abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

11 Point No. 158J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the

abedefghijklmnopqrstuvwzyz ABCDEFGHIJKLMNOPQRSTUVWX \$1234567890 6 Point No. 158J, 7 Set MONOTYPE FACES

(This font contains caps, lower case and small caps)
The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and prefession. If the printers of to-day do not wish to be esteemed arrogant when they term

MONOTYPE FACES. 6 POINT SMALL CAPS

This calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences

> abcdefghijklmnopqrstuvwxyx ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 ABCDEFGRIJKLMNOPQRSTUVWXYE AIRMAFAGA

> > 10 Point No. 158J, 11 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

12 Point No. 158J, 124 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on

#### THE DD KEYBOARD

A Marvel for Duplicating the Product with One Operating Cost A New Field for Greater Profits \$1234567890

18 Point No. 158

THE REAL PROFIT
On Your Investment is the Selling Price Minus
Cost of Production
\$1234567890

24 Point No. 158

THE NEW KEYBOARD
It is the only one with a Scientific
Fingering Arrangement
\$1234567890

30 Point No. 158

# THE TYPE CASTER Can Make Type, Spaces and Quads for Job Work \$1234567890

36 Point No. 158

# MONOTYPERS Maintain High Quality \$1234567890

#### No. 161 J. Job Arrangement C2

#### **Composition Matrices**

6 Point No. 161J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does

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7 Point No. 161J, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only

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8 Point No. 161J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so fine. All those concerned in what are accepted as the fine.

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\$1234567890

10 Point No. 161 J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet, it is only in rare instances that such an

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12 Point No. 161J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

MATRIX LIBRARY MEMBERS
Keep Fonts on Hand for Use When they Please as Long as They
Please to Convert Idle Time into Money
\$1234567890

18 Point No. 161

CHANGE OUR TYPE CASTER
Into a Composing Machine when you Need it Without the loss of a Penny
\$1234567890

24 Point No. 161

THE MONOTYPE KEYBOARD Separates Type Setting from Making and Casting Type \$1234567890

30 Point No. 161

SIMPLE JUSTIFICATION
The width of each Character is
Automatically Registered
\$1234567890

36 Point No. 161

CHANGE THE FACE But not Key Arrangement \$1234567890

#### No. 161K. Job Arrangement C2

#### Composition Matrices

6 Point No. 161K, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an artitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes whereacht to dasse his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove te

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10 Point No. 161K, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurtenances, is to be found in the printing office.

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MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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12 Point No. 161K, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free, All those who are concerned in what

#### No. 162 J. Job Arrangement C2

#### Composition Matrices

5 Point No. 162 J. 64 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instance, that such as atmosphere, with its material appurtenance, is to be found in a printing office. Ast does not flougish in hidden places, nor under nawmaint, non in funcation or flougish in hidden places, nor under nawmaint, non in funcation or what talent and custome have accomplished. And are accomplished and are accomplished and are accomplished and are accomplished. The control of the world. For the subject is accomplished to the control of the cont 67890

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6 Point No. 162 J. 74 Set

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is new card knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteemed amogent when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as show that they are willing, to subject it to such laws as show that they are willing, to subject it to such laws as show that they are willing, to subject it to such laws as show that they are willing, to subject it to such laws as have made its siter arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the processions, supported the history that the history with the history with the history will be accepted the process of the material appuarementage, is to be found in a printing office. Art boss mot floursh in Einden Places, nor under restraint,

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8 Point No. 162J, 91 Bet

MONOTYPE FACES The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has some before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned

abcdefghijklmnopqretuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

· 10 Point No. 162J, 11 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the

abcdeféhijklmnopgrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

12 Point No. 162J, 124 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and also show that they are willing, to subject it

THE MONOTYPE

Has Never Been Equaled for Quality, Speed, Versatility and Economy of Cost Combined \$1234567890

18 Point No. 162

OVER 1400 FONTS
From Which to Select the Face You Want, and Others are Added Constantly
\$1234567890

24 Point No. 162

THE MATRIX LIBRARY
Supplies the Seldom Used Faces
at a Minimum Cost
\$1234567890

30 Point No. 162

WHY DISTRIBUTE
When New Type is Available
for Every Job?
\$1234567890

36 Point No. 162

TABULAR WORK
Easy on the Monotype
\$1234567890

#### to and we had o**ne 231J.** Book Arrangement C

Composition Matrices

6 Point No. 2311, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blanding of original conception of all useful precedents and the progressive tendencies of an able mind. For, let a fnan be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround chemselves with the history, literature, and concrete examples of the work with Which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenences, is to be found in a printing office. Are deserved fisually in hidden places, not under restraint, nor in its normice of what talent and genius In hidden places, not under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For te follow precedent wisely does not mean to initiate also highly one great deempler, but to study all marters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our agosived knowledge and organized system an attitude of our own. The splightly sainted young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student, will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound, apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For let a man be as a ble and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround

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8 Point No. 231 J. 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed acrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to initiate slavishing or organ programment with the study all masters faithfully, letting their freat achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an artitude of our two. The sprightly minded young

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10 Point No. 231J, 91 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentices in that which half prove to be the blending of a firm correction of all uneful precedent and the progressive tendencies of an able may, he cannot afford to discard knowledge of what has gone before or what is now, going on in his own trade and profession. If the printers of today of not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject the och laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in the instance, there such an atmosphere, with all its material appurit nances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in Ignorance of what talent and genite have at the complished and are accomplishing throughout the

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12 Point No. 231J, 11 Set

1121

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm mind. For led a man be at able and engine at he . conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, the earlings afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art; they must be willing, and show that they are willing, to subject it to such laws as have made is sister arts so free. All those concorried in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history literature, and concrete examples of the work with which

> abcdefghijklmnopgrstuvwxyz **ABCDEFGHIJKLMNOPORSTUVWXYZ \$**1234567890

#### TO THE ADVERTISING MAN

Your Clients are Critical; You must Keep their Enthusiastic Good Will, and Good Type is Second Only to Good Copy \$1234567890

18 Point No. 231

#### IF YOU SPECIFY RIGHT

You are Assured of New Type, with Clear, Sharp Faces and Clean, Readable Presswork \$1234567890

24 Point No. 231

# MONOTYPE AD COMPOSITION Will Give Your Copy a more Artistic Effect and a Better Finished Product \$1234567890

10 Point No. 281

# ALWAYS AVAILABLE Suitable Monotype Faces for Every Kind of Advertising Copy \$1234567890

36 Point No. 231

# ARE YOU Getting the Best Right Now? \$1234567890

#### THE MONOTYPE IS THE ONLY

Composing Machine that Handles Straight Composition and the Most Intricate
Tabular Matter with Equal Facility
\$1234567890

18 Point No. 245

THE MONOTYPE NOT ONLY SUPPLIES

Brand New Type for Every Job, but it also Spaces the Lines and
Words with Perfect Accuracy
\$1234567890

24 Point No. 245

# THE MONOTYPE IS THE ONLY Composing Machine that Makes the Work of the Hand Compositor Easier \$1234567890

30 Point No. 245

# NEW MONOTYPE MATERIAL For Every Form Means the Minimum of Expense for the Make-up \$1234567890

36 Point No. 245

YOUR OPERATOR
Hits Keys Quicker Than He Winks
\$1234567890

### No. 255J. Job Arrangement C2

#### Composition Matrices

54 Point No. 255J, 74 Set

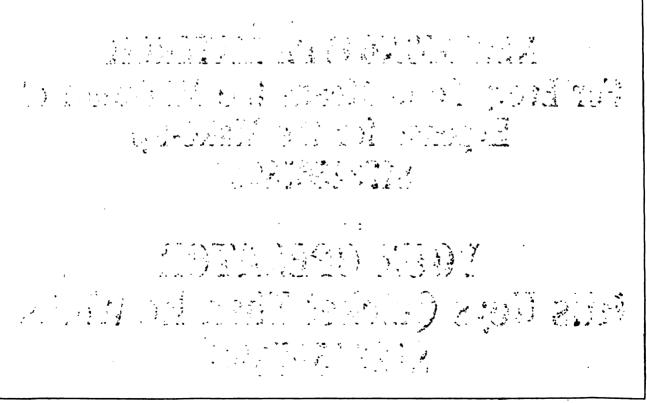
MONOTIPE FACES
The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignerance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own, The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, mere solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant sehemes whitewith to decide his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencles of an able mind. For, let a man be as able and original as he may, he cannot afferd to discard knowledge of what has

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able a

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#### No. 328J. Job Arrangement C2

#### Composition Matrices

6 Point No. 328J, 81 Set

' MONOTYPE FACES

The very best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the

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7 Point No. 328J, 91 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. auch laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. To follow precedent wisely does not mean to imi-tate slavishly one great exemplar, but to study

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8 Point No. 328 J, 9 Set

#### MONOTYPE FACES

The very best kind of srightality is that which that square increase a record appropriately that which shall prove to be the blending of a firm senception of all useful precedent and the progressive tendencies of an able mind. For. let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be williag, and show that they are willing to an bject it to such laws as have made Its sister arts so free. All those concenned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in the MONOTYPE FACES

The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly

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#### No. 48 J. Book Arrangement C

#### Composition Matrices

5 Point No. 48J, 6 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL INSERTIL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MING. PO LET A MAN BE AS ABLE AND OBIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE REFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION, IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ABROGRAY WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILL-IMB, AND SIGN THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULABLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE ACCOMPLISHED FROUGHOUT THE WORLD. FOR TO FOLLOW ALL PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR, BUT TO STUDY ALL THE MASTERS FAITHFULLY, LETTING THEIR GREAT ACRIEVEMENTS SINUS SLOWLY INTO THE MIND IN ORDER THAT WE MAY PATIENTLY DERIVE FROM THE RICHNESS OF OUR ACQUIRED KNOWLEDGE AND ORGANIZED SYSTEM AN ATTITUDE OF OWN. THE SPRIGHTLY MINDED YOUNG MAN, WHO WITH HIS FIRST BUSINESS BREATH PROJECTS THE NEW AND THE STARTLING, INEVITABLY BECOMES TIRESOME, AND IS DRIVEN TO AN EARLY DISAPPEARANCE, WHILE THE SLOWER AND MORE SOLIDLY ENDOWED STUDENT WILL AT LEAST SPEND AS MUCH OF HIS TIME IN AVOIDING A MISTAKE THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES

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#### 6 Point No. 48J, 7 Set

#### MONOTYPE FACES

THE REST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL VORFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND OBIG-INAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS CONE REFORE OR WHAT IS NOW COING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ES-TEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. TEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AM ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW ALL PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR,

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#### 7 Point No. 48J, 8 Set

#### MONGTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRE-CEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORB TO DISCARD KNOWLEDGE OF WHAT HAS GONE REFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED TOO ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY

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#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-CIES OF AN ABLE MIND. FOR, LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARRO-CANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILL-ING. TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS ZISTER ARTS SO FREE. ALL THOSE WHO ARE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE MISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ABE PARTICULARLY ENGAGED. IS ONLY IN BARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN MIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE NOW ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR. BUT TO STUDY ALL MAS-TERS FAITHFULLY, LETTING THEIR GREAT ACHIEVEMENTS SINK SLOWLY INTO THE MIND IN ORDER THAT WE MAY

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#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THUS CALLING OF THEIRS AN ART, TWEY MUST BE WILL-ING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTED ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPUR-TENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND

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#### No. 48 J. Book Arrangement C

#### Composition Matrices

19 Point No. 48 J. 10 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CON-CERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY

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#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFES-SION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE WHO ARE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, AND THE

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12 Point No. 48J, 12 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPREN-TICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND OBIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS CONE BEFORE OR WHAT IS NOW COING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPREN-TICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS CONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS. THE LEARNED SCIENCES. AND PRO-FESSIONS SURROUND THEMSELVES WITH

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#### No. 49 J. Job Arrangement C1

#### Composition Matrices

6 Point No. 491, 6 Set

#### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall preve to be the blending of a firm conception of all useful precedent and the progressive tendescies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must he willing, and show that they are willing, to subject it to each laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not fleurish in hidden piaces, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink

and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge, and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts to free. All those concerned in what are accepted as the fine arts, the learned sciences, and

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10 Point No. 49J, 10 Set

#### MONOTYPE FACES

The best kind of eriginality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what

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8 Point No. 49J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of teday do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the berned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing effice. Art does not fleurish in hidden places, nor under restraint, ner im ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The very

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> > 12 Point No. 49J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of teday de not wish to be esteemed top arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts All those concerned in what are so free. accepted as the fine arts, the learned sciences and professions, surround them-

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#### A GREAT VARIETY OF NEWSPAPER HEADING STYLES

May be Doeigned from Menetype Faces shown in this Specimen Book; and New Ones are Being Added Constantly

Special Faces May Re Made for Particular Job and Newspaper Printers

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24 Point No. 50

Sets because reports the new Y and Components. While the reports and the new Y and Components of the process of what there is a set of the process of the pr

30 Point No. 50

# THE MONOTYPE PRINTER Makes in his Own Shop all of the Type, Quads and Spaces he Requires. Why don't you do it? \$1234567890

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ANY MONOTYPE WILL CAST TYPE
From Hard Metal with Faces Equal to the Best Foundry Type
\$1234567890

#### No. 51 J. Job Arrangement C1

#### Composition Matrices

6 Point No. 51 J, 5 Set

MONOTYPE FACES

The fact blad of originality is that which course after a second or side; that which shall prove to be the blending of a firm conception of all assetul precedent and the progressive tendencies of an able mind. For, let a men he at able and original at he may, he cannot a lard to discard knowle of what has gone before or what is now going on in his own trade and protession. If the printers of oday do not wish to be estenated arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as hove mode its sister arts an tree. All these concerned in what are accepted as the fine arts, the learned scie es and are es. surround themselves with the history, literature, sed controls examples of the work with which they are particularly engaged. Yet it it easy in rare incluses that such as atmos its material appurtueances, is to be found to a printing effice. Art does not floorish to hidden place our under restraint, our in ignerance of what taken and guales have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not meen to imitate alsonalished and are gov asishly one great exemplar, but to study all masters faithfully, letting their great achievements slak ishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of eur own. The sprightly minded young man, whe with his first business breath projects the new and startling, inevitably becomes ifresome, and is driven to an early disappearance; while the slower, more solidity endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man he as able and original as he may, he cannot afford discard knowledge of what has gene before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have additionally an expension of the stream of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignerance of what talent and genius have accom-

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10 Point No. 51 J, 7 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound appronticashin: that which shall prove itself to be the blending of a firm concontion of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of teday de not wish to be estoemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it in such laws as have made its sister arts so free. All these concarned in what are accepted as the fine arts, the learned sciences and arefessions; surround themselves with the history, literature, and concrote examples of the work with which they are particularly engaged. Yat it is only in rare instances that such an atmosphere, with its matorial appurtenances, is to be found in a printing office. Art does not parish in hidden places, nor under restraint, nor in ignerance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precadent wisely does not mean to imitate stavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system as attitude of our own. The very sprightly minded young man, who with his first business breath projects the new,

> ahcdofghijkimnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

8 Point No. 51 J, 6 Set

MONOTYPE FACES

The best kind of originally is that which course ofter a sound a that which shall prove to be the blending of a firm conception of all useful proc educt and the progressive treslessies of an able mind. For, let a mon be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going an in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround thous the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. and genius have accomplished and are now accomplishing throughout the world.

For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink
slowly into the mind in order that we may patiently derive from the richness of
our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle

> abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ S124657888

> > 12 Point No. 51J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeshin: that which shall prove itself to be the blooming of a firm conception of usoful procedent and the avegressive tentimeties of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs are art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rate instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, per under restraint, nor in lenerance of what talent and senius have accommished and

> abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567880

#### BY USING THE MONOTYPE TYPE FOUNDRY

You Can Wholly Avaid the Expense of Buying, and the Worry of Waiting for Type from the Foundry \$1234567890

18 Point No. 51

#### PROFITABLE CONTINUOUS PRODUCTION

The Maximum of Efficiency can be Attained only by means of the Monotype \$1234567890

24 Point No. 51

## **CUSTOMERS PRAISE THE PRINTERS**

Who Improve the Quality of Their Work without Increasing Cost \$1234567890

30 Point No. 51

## OUR RECENT IMPROVEMENTS Have Made a Newer and More Serviceable Monotype \$1234567890

36 Point No. 51

NEW KEYBOARD, MOLD, MATRIX
Easily Establishes a Record for Improvements
\$1234567890

**36H4 Point No. 51** 

## THIS POINT SIZE MADE IN CAPS, FIGURES AND POINTS ONLY \$1234567890

Composition Matrices

6 Point No. 52J, 7 Set

HELL THE PARTY IN

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a men be as able and original as he may, he cannot afferd to diseard knowledge of what has gone before or what is new going on in his own trade or his profession. If the printers of tedap do set wish: to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to sub-part IC to such lakes as home reads for sister arts so from AM those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the week with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurten-ances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what In hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate too slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to

> abodefg hijkimacpq ratuvwxyx ABCDEFGHUKLM#DPQRSTWWXYZ\* \$1234957890

> > . 10 Point No. 521, 10 Bet . . . .

MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before ar what is now-going on in his own trade and profession. If the printers of today de not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with these material appurtenances, is to be found in the printing office.

abcdefghijklmnopgrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVVXYZ** \$1234567890

# Point No. 52J, 81 Set

7 64

EMODE THE PACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all weeful precedent and the progressive tendencies of an able mind. Fer, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gono before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

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12 Point No. 521-12 Set

· ~ MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to to the blonding of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot efford to dissard a knowledge of what has gone before of what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

abcdefghijklmnopgrstuvwxyz **ABCDEFGHIJ KLMNOPQRSTUVW** \$1234567890

THE ONLY ONE IN ITS CLASS
The Only Machine that Makes and Sets its Own Type Ready
to Use for Electrotyping or Press
\$1234567890

18 Point No. 52

THE MONOTYPE KEYBOARD
Is the Same as the Scientific or Universal Typewriter
Keyboard in Everyday Use
\$1234567890

24 Point No. 52

CASTS ONE TYPE AT A TIME
From an Endless Combination of Matrices
Corrections Hand, Not Machine Made
\$1234567890

30 Point No. 52

STANDARDIZATION
Of All Monotype Faces for Type
Line and Body Size
\$1234567890

36 Point No. 52

KEY ARRANGEMENT Is the Simplest yet Devised \$1234567890

#### No. 66J. Job Arrangement C2

#### Composition Matrices

5 Point No. 66 J, 6 Set

(This fest contains caps, lower case and small caps)

MONOTYPE FACES

The best kind of originality is that which comes after a cound apprentice-ship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be exteemed arregant they when term this calling of theirs an art, they must be willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the tearned sciences, and porcessions surround themselves with the history, literature, and concerts examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurienances, is to be found in a pristing office.

#### MONOTYPE PACES. 5 POINT SMALL CAPS

PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS MAVE BADE ITS SISTER ARTS SO PREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FIRE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE MISTORY, LITERATURE, AND CONCERTE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY EMBAGES. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AR ATMOBRAGE, WITH

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ABCDEFEHIJKLMNOPGRSTUVWXYZ

6 Point No. 66J, 7 Set

#### MONOTYPE-FACES

The best kind of originality is that which comes after a sound apprentieschip; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to dissard innewledge of what has gone before or what is now going on in his ewn trade or his profession. If the printers of today do not wish to be esteemed errogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as heve made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtamences, is to be found in a printing effice. Art does not flourish in hidden places, nor under restraint, nor in ignerance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow all precedent wisely dees

abodefghljkimnopgretuvwkyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234667880

### 8 Point No. 66J, 83 Set MONOTYPE FACES

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gene before or what is now going on in his own trade or his prefession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and shew that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine

abcdefghljkimnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567880 10 Paint No. 66J, 101 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to diseard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to just such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particul-

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

12 Point No. 66J, 121 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVW \$1234567890 14 Point No. 66.

OLD FAMILIAR FACES

Are a Pleasure to the Eye of the Printer. They are the Friends of Long Ago
\$1234567890

18 Point No. 66

BUT THE SAME, OLD FACES
Will not Attract Work to Your Shop or Help You
Out in the Pressroom
\$1234567890

24 Point No. 66

NEW OLD FACES
Give Your Pressmen a Perpetual Picnic on the Makeready
\$1234567890

30 Point No. 66

ALWAYS NEW
True in Body and Face. That's the Monotype Way
\$1234567890

36 Point No. 66

DON'T DELAY
It Means a Step Backward
\$1234567890

#### No. 77 J. Job Arrangement C1

#### Composition Matrices

6 Point No. 77 I. 5 Set

8 Point No. 77J, 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound appronticable; that which shall prove to be the bleeding of a firm conception of all assists prove to be the bleeding of a firm conception of all assists proved by the properties to discard in able mind. For, but a men be as able and original as to may, be cannot afford to discard incovinding of what has gone before or what is new going on in his own trade and profession. If the privates of today do not wish to be estoneously arrogant when they term this calling of theirs an art, they ment be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such on atmosphera, with its motorial appurtenences, is to be found in a pituling office. Art does not mean to include phaces, nor under restraint, our in ignocance of what tabelt and gonine have accomplished and are new accomplishing throughout the world. For to follow precedent whenly does not mean to include shrinking one great exampler, but the short of in achieve fathility, letting their great achievements sixtus slowly into the mind in order that we may patiently durive from the richness of our acquired knowledge and organized system an attitude of our own. The spaightly inhable young man, what with his first business breath projects the new and startling, hereticily focusines treatment to inhable the subject in an early disappearance; while the slower; more solidy endowed shelent will at least openin as much of his time in avoiding mistakes as in evolving brilliant schemes wherever he daze when the accomplished the world. For he may, he cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish to be e

aledogNjRhmop@shvwxyz
ABCDEF@HUKLMNOP@RSTWYWXYZ
\$123450780

10 Point No. 77J, 8 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship: that which shall prave to be the blending of a firm conception of all deeful precedent and the pusgressive tendencies of an able mind. For, let a man be as able and oxiginal as he may, he cannot afford to disperd mawledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be estermed arrayant when they form this cailing of theirs an art. they must be willing, and show that they are willing, to subject it 40 such laws as have made its sister arts so free. All those concerned in what are accented as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly ongaged. Yet it is only in rare instances that such an atmosphere. with its material appurtunances, is to be found in a printing office. Art does not flowigh in Midden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate shrighty our great tremplar, but to stirly all masters faith-fully, letting their great achievements sink elevity into the

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#### MONOTYPE FACES

The best kind of eriginality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm conception of all usafel precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is new going on in his own trade and profession. If the printers of today do not wish to be esteemed arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister orts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not not influent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our ewn. The sprightly minded young man, who with his first business breath projects the new and starting, inewhably becomes tiresone, and is driven to an early disappearance; while the slower, more soficily endowed student will at least spend as much of his tima in avoiding mistakes as in evolving brilliant schemes wherewith

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12 Point No. 77J, 91 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes affer a sound apprenticeship; that which shall prove te be the blending of a firm conception of all useful precedent and the propressive tendencies of an able mind. For let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the bistory. Literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appulenances,

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YOU ARE NOT TYING UP MACHINERY

Waiting for Author's and Proofreader's Proofs if you have a Menetype Equipment.

The Manutype can be Kept Busy Every Working Hour on Profitable Work

\$1234567890

18 Point No. 77

THERE IS NOTHING TOO DIFFICULT

For the Monotype Operator. If it can be Set by Hand the Monotype Can do it; do it Quickly, and at Great Saving in Cost \$1234567890

24 Point No: 77

IF BUSINESS IS SLACK.

Fill Your Cases With Display Type And Spacing Material.

Get Ready for the Rush to Come
\$1234567890

30 Point No. 77

**ANY SERIES OF TYPE** 

Required in Quantity Can Be Renewed in a Few Hours With The Type Caster

\$1234567890

36 Point No. 37

OPPORTUNITY MAY KNOCK
But the Live Ones Buy the Monotype
\$1234567890

#### No. 107 J. Job Arrangement C2

#### Composition Matrices

5 Point No. 107 J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discars knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, particularly engaged. Yet it is only in tare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor own in ignorance of what talent and genius have accomplished and are accom-

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90V10 ABCDEFGHIJKLMNOPORSTUVWXYZ 2 90 II

7 Point No. 107J, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free, All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly

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10 Point No. 107J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knewledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and profes-

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

6 Point No. 107J, 7 Set

MONOTYPE FACES

The best blad of originality is that which comm after a cound apprentiseship; that which shall grove to be the blending of a firm canception of all testul procedure and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afterd to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be estoomed arrogant when they term this colling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts to five. All those concerned in what are accepted as the five arts, the issuance aslences, and professions surround themselves with the

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8 Point No. 107J, 81 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and prolession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such hws as have made its sister arts so free. All those concerned in what are accepted as the fine

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12 Point No. 107 J. 12 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an abie mind. For, let a man be as abie and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term

abcdefghi/kimnepqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWX \$1234567890

THE STANDARD OF QUALITY
Is Monotype, Commanding a Higher Price than any other kind
of Machine Composition
\$1234567890

18 Point No. 107

THE BEST MAGAZINES
And Knowing Purchasers of Printing everywhere
Say Use the Monotype
\$1234567890

24 Point No. 107

GOOD TYPOGRAPHY
Will Boost the Price for You and Sell
the Product at a Profit
\$1234567890

30 Peint No. 107

HEIGHT TO PAPER
Accuracy of Monotype Type will
Save Make-Ready
\$1234567890

36 Point No. 107

NEWSPAPER ADS. Set Like Straight Matter \$1234567890 THE DARLY NEWSPAPER OF JOB PRINTING OFFICE WITHOUT A MONOTYPE 18 FAR
FROM A STATE OF LOCAL EFFICIENCY
\$1234567090

ALL COSTLY ERRORS IN ADVENTISING THROUGH WORN-OUT TYPE ARE ENDEO FOREVER IN THE MONOTYPE SHOP

DISPLAY TYPE CAN BE CAST IN ANY QUANTITY CHEAPER
THAN IT CAN BE DISTRIBUTED

36 Point No. 121

AND THE APPEARANCE OF THE PAPER WILL BE INCREASED 100 PER CENT.
\$1234567890

IF YOU NEVER MADE MISTAKES
And Your Cost Sheets Always Showed a Good Margin of Profit
on Every Job in the Composing Room
\$1234567890

18 Point No. 129

IF YOUR EMPLOYEES
Could Easily Set Eight Thousand Ems or More
Per Hour by Hand
\$1234567890

24 Point No. 129

IF TYPE WAS ALWAYS NEW
And Never Became Battered and Worn
by too Frequent Use
\$1234567890

30 Paint No. 129 ,.

MONOTYPE MACHINES
Would Not Be Needed Until the
Millennium Had Passed
\$1234567890

36 Point No. 129

UNTIL THEN
You Will Need a Monotype
\$1234567890

#### No. 132K. Job Arrangement C2

#### Composition Matrices

6 Point No. 132K, 71 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentioschip; that which shell prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of taday do not wish to be esteemed arrogant when they term this celling of theirs an art, they must be willing, and show that they ere willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned solences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries.

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10 Point No. 132K, 11 Set

#### **MONOTYPE FACES**

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all metul precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard all knowledge of what has gone before or of what is now going on in his own trade and profes-If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in

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#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendenoies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arregant when they term this ealiing of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned selences, and professions sur-round themselves with the history, the literature and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For

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12 Point No. 132K, 121 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful presedent and the progressive tendencies of a clever mind. For, let any man be as able and original as he may, he cannot allerd to diseard a knowledge of what has gone before or what is now going on in his own trade and prefession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these who

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#### No. 140J. Job Arrangement C1

#### Composition Matrices

6 Point No. 1401, 5 Set

MOROTYPE PACES

The best kind of originality is that which comes after a seamd apprenticeship; that which shall prove to be the blending of a firm conception of all media projective and the progressive toolandae of an able wind. For, let a men be as able and original as he may, he seamet affect in diperal knowledge of what has gone before or what is now going on in his own trade and prolessive. If the printers of today do not wish to be extended arrogent when they term this coiling of theirs an art, they must he willing, and show that they are willing, to subject it to such laws as here made its sister arts so free. All these conserved in what are assepted as the fine arts, the learned selences, and professions surround themsolves with the history, filterature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare inclances that such an atmosphere with its material appartnessness, is to be found in a privileg office. Art does not the and inhibition places, nor under restraint, nor in ignorance of what talent and gonine have accomplished and about accomplishing throughout the world. For to follow precedent wisely does not mean to imitate absolubly one great exemptar, but to study all masters faithfully, letting their great achievements sink alowy into the mind in order that we may patiently derive from the richness of our acquired knowlinks first business breath projects the new and startling, inevitably becomes thresome, and is driven to me early disappearance; while the slower, more sality endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith he dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on i

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10 Point No. 140J, 8 Set

#### MONOTYPE FACES

. The hest kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the pregressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot affect to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the painters of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have ande its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, end professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such on atmosphere. with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. Fer to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slewly into the

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8 Point No. 140J, 61 Set

MONDEYPE FACES

The best kind of originality is that which comes after a sound apprentice-ship; that which shall prove to be the blending of a firm conception of all unaful procedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be estoemed arregant when they term this calling of theirs an art, they must be willing, and show that they are willing, the subject it to such lows as have made its sister arts so free. All those concerned in what are accepted as the fine eris, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rere instances that such an atmosphere, with its material appurtessnees, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what tolent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate skevishly one great exempler, but to study all masters faithfully, lotting their great schievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with the flust besiness tracts projects the now and startling, inevitably becomes firesome, and it driven to an early disappearance; while the slower, more solidly undowed student will at least spend as much of his time in avoiding mistakes as in evolving fufficient schemes where tith

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12 Point No. 140J, 91 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a second approndicathin; that which shall arove to be the blending of a firm conception of all useful procedent and the progressive tondencies of an ablo mind. For, let a man be as able and original as he may, he cannot afferd to discard knowledge of what hes gone before or what is now going on in his own trade and profession. If the printers of teday do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All these concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a

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YOU CAN SAVE THE DOLLARS AND CENTS

Spent in Turning Letters and Waiting for Sorts. The Profit is Yours on both Body and

Display Typo if you Use the Monotype

\$1234567890

18 Point No. 140

STOP THE LEAK OF IDLE TIME

No Machine is Worth Having when you Can't Run it as an Actual

Producer on Live Copy all the Time

\$1234567890

24 Point No. 140

A MAXIMUM OF REAL RUNNING HOURS
You can Run the Monotype More Hours a Year than any
other Composing Machine
\$1234567890

. 20 Paint Nh. 1401

A NEW PRODUCT FOR EACH JOB
Monotype Type better than Foundry Type
unless new type is used for Every job
\$1234567890

36 Point No. 140

TYPE ON TAP ALL THE TIME Can't get out of Sorts with Monotype \$1234567890

#### No. 149J. Jeb Arrangement CI

#### Composition Matrices

51 Point No. 1491, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and profession, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great examplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new

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6 Point No. 149 J, 61 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged, "Fat't is only in sare flutances that such an atmosphase, with its material appurtenances, is to be found in a printing office. Art does not flouwish in hidden plates, nor under restraint, ner in ignorance, of what falent and genius have accomplished and are accomplished the third private and are accomplished the initiate playishly, one great exampler, but to study all material aftifulty, letting their great achievements sink slowly into the mind in order that we may patiently derive from the rioteness of our acquired knowledge that the context that we may patiently derive from the rioteness of our acquired knowledge.

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8 Point No. 149 J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the projective feridencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going an in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its eister arts so tree. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and opporete examples of the work

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MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete, examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the

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12 Point No. 149J, 12 Set

- - PARTITION OTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. Alf those concerned in what are accepted as

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#### No. 165 J. Job Arrangement C2

#### Composition Matrices

5 Point No. 165J, 6 Set

(This font contains caps and small caps)

MONOTYPE FACES. 5 POINT CAPS

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT

MONOTYPE FACES. 5 POINT SMALL CAPS

TO 9UGH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONDERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMBELYSES WITH THE HISTORY, LITERATURE, AND CONDERTE EXAMPLISH OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RABE INSTANCES THAT BUOK AN ATMOSPHERE, WITH ITS MATERIAL APPURTEMANCES, IS TO SE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDOR PLACES NOR UNDER RESTRAINT, NOT IN IGNORANCE OF WHAT TALENT AND GENIUS ACCOMPLISHOR THE OFFICE OF THE WORLD ARE ACCOMPLISHED THE WORLD. FOR TO FOLLOW ALL

MONOTYPE FAGES. 5 POINT CAPS AND SMALL CAPS PRECEDENT WISELY DOES NOT MEAN TO INITATE SLAVISHLY ONE GREAT EXEMPLAR, BUT TO STUDY ALL THE MASTERS FAITHFULLY, LETTING THEIR GREAT AGHEVEMENTS SHIK BLOWLY INTO THE MIND IN ORDER THAT WE MAY PATIENTLY DERIVE FROM THE RICHNESS OF OUR ACQUIRED KNOWLEDGE AND ORGANIZED SYSTEM AN ATTITUDE OF OUR OWN. THE SPRIGHTLY MINDED YOUNG MAN, WHO WITH HIS FRIST BUSINESS BREATH PROJECTS THE NEW AND STARTLING, INEWYABLY BEDOMES TIRESOME, AND IS DRIVEN TO AN EARLY DISAPPEARANCE; WHILE SHOWER AND MORE BOLICLY EMBOWED STUDENT WILL AT LEAST SPEND AS MUCH OF HIS TIME IN AVOIDING A MISTAKE AS IN EVOLVING A BRILLIANT SCHEME WHEREWITH TO DUZICE HIS CONTEMPORATIES. THE BEST KIND OF OMISINALING IS THAT WHICH SHALL PROCEDENT

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8 Point No. 165J, 81 Set

MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY. THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE

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MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE WHO ARE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS. THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE NOW ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW PRECEDENT WISELY DOES NOT MEAN TO STUDY ALL MASTERS FAITHFULLY, LETTING THEIR GREAT ACHIEVEMENTS SINK SLOWLY, LETTING THEIR GREAT ACHIEVEMENTS SINK SLOWLY. THE SPRIGHTLY MINDED YOUNG MAN, WHO WITH HIS FIRST BUSINESS BREATH PROJECTS THE NEW AND

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9 Point No. 165J, 91 Set

MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THEM-SELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN A

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#### No. 165J. Job Arrangement C2

#### Composition Matrices

10 Point No. 165 J. 104 Set

MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THE KIND WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USE-FUL PRECEDENT AND THE PROGRES-SIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT DESIRE TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE.
THOSE CONCERNED IN WHAT
ACCEPTED AS THE FINE ARTS,
LEARNED SCIENCES, AND PRO AND PROFES-SIONS SURROUND THEMSELVES WITH **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

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12 Point No. 165J, 124 Set

MONOTYPE FACES THE BEST KIND OF ORIGINAL-ITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THE KIND WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT WELL AFFORD TO DISCARD KNOWL-EDGE OF WHAT HAS GONE BE-FORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PRO-FESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE **ABCDEFGHIJKLMNOPORSTUVW** \$1234567890

No. 165

Electro Display Matrices

14 Point No. 165

NON-DISTRIBUTION
AND THE MONOTYPE MEANS HAVING EVERYTHING YOU WANT WHEN YOU WANT IT
\$1234567890

18 Point No. 165

QUALITY MAINTAINED AT LESS COST WHEN YOU USE NEW TYPE FOR EVERY JOB \$1234567890

#### No. 1761. Job Arrangement C1

#### Composition Matrices

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6 Point No. 175J, 6 Set

MONOTYPE, FACES

The best kind of originality is that which comes after a sound apprenticeohip; that which shall prove to be the hibridgy of a first conception of all needed pre-cedent and the progressive tendencies of an able mind. For, let a men be at able nd original as lie may, he sampet afford to diseated linewledge of what has done before or what is more galag so in his own trade and profession. If the printers of tiday do not wish to be ustoomed arregists when they term this calling of their as art, they must he brilling, and then that they are villing, if subject is to such laws as have made fits sister arts so free. All these concerned in what are accepted on the fige spit, the learnest sologoes, and professions surround thepisologe with the history, Raystore, and associate axamples of the work with which they are particularly engineed. Yet it to only in time tectumon, that shall an attriosphere, with its material appartenances, is to be found in a quinting office. Art does not Sourish to hidden places, not disdor rectribut, not in Ignerance of what talent and genius have accomplished and we are now accomplishing throughout the world.

and genius fiave accomplished and we are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, fetting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as he evolving brilliant schemes wherewith to dazzle his contemporaries. The very best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogand when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts to free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround

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THEY TERM DESTRICTED OF L TOOK YEST TAN AS

16 Point No. 1761, 81 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tondencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is: now going en in his ewn trade and profession. If the printers of today do not wish to be esteemed arrogant. when they term this ording of theirs, an art, they must be willing, and show that they are willing, to subject if to such laws as here goads its vister arts so free. All friese concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work, with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters

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"8 Point No. 1761, 7 Set

MONOTYPE TACES

The best kind of originality is that which appearance after a sound appearance threship; that which shall prove itself to be the blending of a firm consection of classful procedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, be cannot afford to distant knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of Anday th not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance, while the slower, more solidly endowed student will at least spend as

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\$1234567890 Children in Table Ministration of Section 1993

12 Point No. 176J, 10 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tenidencies of an able mind. For, let a man be as able and original as he may, be cannot afford to diseard knowledge of what has gone before or what is now traine an in his own trade will profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions. surround themselves with the history, literature. and concrete examples of the work with which they are particularly engaged. Yet it is only in

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No. 176

14 Point No. 176

THE MONOTYPE IS BUILT IN PHILADELPHIA

And is used Everywhere by Profit-making Printers on all Kinds of Work. Quality
and Quantity, with Economy, is the Monotype Way

\$1234567890

18 Point No. 176

**MONOTYPE COMPOSITION** 

Costs less by Comparison than the Product of any other Typesetting or Composing Machine \$1234567890

24 Point No. 176

IF YOU WISH TO BE SHOWN Investigate the Qualifications of the Monotype.

You will be Fully Convinced
\$1234567890

30 Point No. 176

MONOTYPE USERS SAY
That our Claims are much Under the Real
Merits of the Versatile Machine
\$1234567890

36 Point No. 176

MONOTYPE VALUE
Being Proved Daily in Every Office
\$1234567890

#### No. 204J. Job Arrangement C4

Composition Matrices

5 Point No. 2041, 5 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful perpodent and the phaglessive tendencies of as able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the grindsor of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, or under restraint, nor in ignorance of what talent and genius have accomplished and are accom-

nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our accuired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his frast business breath projects the new and startling, inevitably becomes tiresome, and is driven to as early disappearance; while the slower, mage solidly endowed student, will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and as original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are now accepted as the fine after the learned sciences and the professions, surround themselves with the history, literature, and the absolute the professions, surround themselves with the history, literature, and the absolute the surface of the profession is the profession.

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6 Point No. 204J, 6 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprentiseship; that which shall prove to he the blending of a firm enception of all ungful presedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to disease innewledge of what has gone before or what is now going on in his own trade and profession. If the prighters of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted at the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly eggaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great examplar, but to study all masters faithfully, butting their great achievements sink slosily link the mind in order that we may patiently derive from the risuness of our acquired knowledge and organized system as attitude of our own. The sprightly minded young men, who with his first business breath projects the new and starfling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed stadent will at least spend as much of his time in absolute his limbancestwarms.

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8 Point No. 204J, 7 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so frae. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in bidden

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The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today to not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to

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> > 12 Point No. 204J, 10 Set MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly en-

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No. 204

#### Electro Display Matrices

14 Point No. 204

DO YOU ALWAYS USE NEW TYPE.

Rules, leads, slugs and borders on every job, and save the expense of distribution in your composing room? The Monotype will supply you with all of this material and it will be new for every job \$1234567890

18 Point No. 204

THIS FACE IS A GOOD FACE

For most any class of work, but is particularly appropriate for newspaper headings. You should include this handsome Gothic letter in your matrix equipment \$1234567890

24 Point No. 204

## MONOTYPE TYPE

Answers every possible requirement as to design of face, quality of metal, perfection of fitting and alignment \$1234567890

No. 206 Electro Display Matrices

18 Point No. 206

QUALITY OF OUTPUT
Is always the first consideration with Monotype printers, but quality is not all, for the Monotype is also the fastest and most versatile composing machine on all kinds of copy
\$1234567890

24 Point No. 206

YOUR SALESMAN
The Monotype is your best salesman. It always makes a good impression by furnishing good type, and consequently better typography \$1234567890

No. 222

Electro Display Matrices

30 Point No. 22

## FOR A REALLY GOOD LOOKING NEWSPAPER MONOTYPE COMPOSITION IS MOST ESSENTIAL \$1234567890

#### No. 224K. Job Arrangement C2

#### Composition Matrices

#### 5 Point No. 224K, 71 Set

#### MONOTYPE FACES

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; IT IS THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED

WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE SPECIALLY ENGAGED. YET IT IS ONLY IN VERY RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ALLITS MATERIAL APPURTENANCES, IS FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR, BUT TO STUDY ALL MASTERS FAITHFULLY, LETTING THEIR GREAT ACHIEVEMENTS SINK SLOWLY INTO THE MIND IN ORDER THAT WE MAY PATIENTLY DERIVE FROM THE RICHNESS OF OUR ACQUIRED KNOWLEDGE AND ORE RICHNESS OF OUR ACQUIRED KNOWLEDGE AND THE SPRIGHTLY MINDEAU ONLY MORE ONLY WITH HIS FIRST BUSINESS BREATH PROJECTS. THE NEW AND STAFTLING, INEVITABLY BECOMES TIRESOME, AND IS DRIVEN TO AN EARLY DISAPPEARANCE; WHILE THE

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\$1234567890

#### 8 Point No. 224K, 10 Set

#### MONOTYPE FACES

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE ITSELF TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND AS ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD ALL KNOWLEDGE OF WHAT HAS GONE BEFORE OR OF WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY SHOULD BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE SPECIALLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

\$1234567890

#### 6 Point No. 224K. 84 Set

#### MONOTYPE FACES

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, THE LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN VERY RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTEN-ANCES, TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS HAVE ACCOMPLISHED AND ARE ACCOMPLISHING THROUGH.

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

\$1234567890

#### 10 Point No. 224K, 12 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEP-TION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-CIES OF A CLEVER MIND. FOR. LET ANY MAN BE AS ABLE AND AS ORIGINAL AS HE MAY, HE CAN-NOT AFFORD TO DISREGARD THE KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PRO-IF THE PRINTERS OF FESSION. TODAY DO NOT WISH TO BE ES-TEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING. AND SHOW THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO ALL THOSE WHO ARE CON-FREE.

ABCDEFGHIJKLMNOPQRSTUVW \$1234567890

#### THE MONOTYPE TYPE-&-RULE CASTER

MAKES THE BEST BASE MATERIAL FOR MOUNTING ALL KINDS OF CUTS, ELECTROTYPES, STEREOTYPES, OR ZINCS, AND IN JUST THE REQUIRED QUANTITY, MUCH CHEAPER THAN INFLEXIBLE STEEL BASE MATERIAL \$1234567890

18 Point No. 222

#### THE FLEXIBLE MONOTYPE

FURNISHES THE FACES, AND THE COMBINATIONS OF FACES, YOUR PARTICULAR CUSTOMERS WANT AND SAVES THE DISTRIBUTION COST \$1234567890

24 Point No. 227

### **EVERYTHING NEEDED**

TYPE FOR THE CASES, BORDERS, ORNAMENTS, SPACES AND QUADS; RULE IN ANY LENGTH FOR EVERY JOB \$1234567890

30 Point No. 227

THE MONOTYPE CREATED

NON-DISTRIBUTION, WHICH DOES AWAY WITH ALL THE WASTE AND
IMPROVES COMPOSING ROOM PRODUCT
\$1234567890

36 Point No. 227

EVERY HOUR OF
EVERY COMPOSITOR PRODUCTIVE BY PROVIDING NEW TYPE,
BORDERS, RULES, ETC.
\$1234567890

#### No. 230 J. Job Arrangement C4

#### Composition Matrices

6 Point No. 230J, 4½ Set

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive lenduncies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trude and profession. If the printers of today do not wish to be extermed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have mode its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history. Rernture, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in the printing office. Art does not urish in hidden places, nor under restraint, nor in ignorance of what talent and genius accomp are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishin one great exemplar, but to study all the masters highlight, lefting their greatest achierements sink rly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our very own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thresome, and is driven to an early disappearance, while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle all his contemporaries. The best kind of originality is as in evolving orinidal scremes wherewin to duzze ail his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its malerial appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius accomplish and are now accomplishing throughout the world. For to follow all precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters to house an increase in the pues in our mean to instant a natural seat a manual seat a care man, and a support in the faithfully, letting their greatest achievements sink slowly into the mind in order that we may apitically derive from the richness of our acquired knowledge and organized system an attitude of our very own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes

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10 Point No. 230J, 61 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material purtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor even in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world. For to follow precedent wisely does not want to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our very own. The sprightly minded young man, who with his first business break projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed

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8 Point No. 230J, 51 Set

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the Blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world For to follow precedent wisely oes not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink slowly into the mind, in order that we may patiently derive from the richness of our acquired knowledge and organized system an patiently derive from the fictness of our addition knowledge and organized system as attitude of our very own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes thesome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle all his toutempoturies. The best hind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and cristical at he may be comed afford to decomptometries of what has seen be at while and original at he may, he cannot afford to discord handledge of what has gone

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12 Point No. 230 J, 71 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has some before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing. and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions. surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are still accomplishing throughout the world. For to follow precedent

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14 point No. 230

## FOR THE BOOK, JOB, OR NEWS PLANT

The Monotype has Taken the Limits out of Composition and Made it Possible to Handle any size Job in any Face of Type without Difficulty or Extra Expense \$1234567890

18 point No. 230

# IT HAS MADE POSSIBLE THE ELIMINATION

Of the Disagreeable Drudgery of Distribution and Provided the Only way to keep all the Compositors on Profitable, Productive Work, all the time \$1234567890

24 point No. 230

# WHY NOT ECONOMIZE

Your Compositor's Nervous Energy and Physical Strength by Giving Him Plenty of all Kinds of Material? \$1234567890

30 point No. 230

# THE PRINTER WHO USES The Monotype adds to his Sales Department the most Potent Selling Force—QUALITY \$1234567890

36 point No. 230

# THE VERSATILE MONOTYPE Supplies Printers with the Equipment to Specialize \$1234567890

# No. 239J. Job Arrangement C4

## Composition Matrices

6 Point No. 239J, 51 Set

MONOTYPE FACES

The best hind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precadent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, be cannot afford to discard insoviedge of what has gone before or what is now going an in his own trade and profession. If the printers of today do not wish to be externed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such lows as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a printing office. Art does not flourish in hidden places, apr under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For lo follow-precedent winely does not mean to imitate slavishly one great exemplar, but to study all masters falthfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first husianess breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disapparance; while the slower, more solidly endowed student will at least spand as much of his time in avoiding mistakes as in evolving brilliant schemes where with to duzzle his contemporaries. The best kind of originality is that which comes after a seand apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as

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10 Point No. 239J, 8 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound anorenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and eniginal as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they beam this calling of theirs as art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts serfree. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive

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8 Point No. 239 J. 64 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as be may, be cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrorant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such on atmosphere, with its material ret it is only in lare instances that such our atmosphere, with its inheritan appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The best kind of origi-

> abcdefghijklmnopqrstuvwxyz ABCDEFGHTIKLMNOPQRSTUVWXYZ

\$1234567890

12 Point No. 239 J. 94 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a

> abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890



14 point No. 239

THE MONOTYPE: TWO MACHINES IN ONE
It Casts Type for the Cases; It Sets, Justifies, and Delivers on the Galley, Composition
that Surpasses the Most Careful Hand Justification
\$1234567890

18 point No. 239

MONOTYPE COMPOSITION UNEQUALED
Either on Straight Matter or on Intricate Tabular Work, the Monotype Distinctly shows Its Superiority
\$1234567890

24 point No. 239

DISPLAY TYPE UNLIMITED
Where there is a Monotype Equipment Time Lost Picking for Sorts, etc., is Dispensed With \$1234567890

30 point No. 239

LEADS AND SLUGS

Can be Cast to any length at a Speed that makes Distribution Unprofitable \$1234567890

36. point No. 289

RULES ALWAYS NEW
Full length Rules on Every Job, no piecing
\$1234567890

# No. 240 J. Job Arrangement C4

### Composition Matrices

6 Point No. 240 J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind, for, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this cathing of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, liberature, and concete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent und genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements aint slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solicity endowed student will at least spend as much of his time in avoiding mistakes as in evolving brilliant schemes wherewith to dazzle his contemporaries. The very best kind of originality is that which shall prave to be the blending of a firm concegation of all useful pracedgint and the progressive tendencies of an able hand. Fas, let a finn-be as as able and original as he may, he cannot afford to discard k

abojefghijktinnopgratuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$123**66090**0

10 Point No. 240J, 10 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticesting that which shall prove to be the blending of a fign conception of all useful precedent and the progressive tendeneies of an able inight. For, let a man be as able. and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature and concrete examples of the work with which they may be particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances. is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in Ignorance of what talent and genius have ac-

abcdefghijklmnopgretyvwxyz ABCDEFGHIJKLMNOPQRSTJJVWXYZ \$1234567890 8 Point No. 240 J, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not with to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in the printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent winely does not mean to imitate slavishly one great exampler, but to study all the masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the pichness of our

> abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234967890

> > 12 Point No. 240 J, 12 Set

#### **MONOTYPE FACES**

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the

abcdefghijklmnopqrstuvwxyz ABCDEFGMIJKLMNOPQRSTUVWXYZ \$1234567890 14 point No. 240

THE ONLY MACHINE
That will Prove that It is Equally Efficient on Every Possible Kind of
Modern Composing Room Work
\$1234567890

18 point No. 240

THE MONOTYPE IS BUILT
Upon the Principle that the Printer is the Best Judge of his own Requirements
\$1234567890

24 point No. 240

MONOTYPE MATRICES
Are Quite as Perfect as the Matrices used by
The Best Type Founders
\$1234567890

30 point No. 240

THE MONOTYPE
Takes all the Limitations out of Your
Machine Composition
\$1234567890

36 point No. 240

BRAND NEW TYPE for Every Job; No Distribution \$1234567890

# No. 249 J. Job Arrangement C2

## Composition Matrices

6 Point No. 249J, 7 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shell prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may be, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what atlent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not

abcdefghijklmnopgrstuvwxyz

ABCDEFGHIJKLMNOPQR8TUVWXYZ \$1234567890

7 Point No. 249J, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in

abodefghijkimnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234547899

8 Point No. 249 J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may be, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade or his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 10 Point No. 249J, 10 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford entirely to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particu-

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

12 Point No. 249J, 12 Set

**MONOTYPE FACES** 

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVW
\$1234567890



14 Point No. 276

IF YOU HAVE NOT HEARD, LISTEN!

Monotypes are making money for their owners all over the United States and in nearly every civilized country in the world \$1234567890

18 Point No. 276

IF YOU ARE FROM MISSOURI
Write to Philadelphia and we will tell you of a near-by plant where you can see for yourself
\$1234567890

24 Point No. 276

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,:;-'!?
abcdefghijklmnopqrstuvwxyz
\$1234567890

A Minimum Job Font contains 72 characters, as shown above

30 Point No. 276

MONOTYPE PRODUCT
Is Superior in Quality to any Other
Process of Composition
\$1234567890

36 Point No. 276

COMPLETE FLEXIBILITY
Makes Combining Faces Easy
\$1234567890

# No. 254K. Job Arrangement C2 Composition Matrices

6 Point No. 254K, 8 Set

(This font contains caps and small caps)

#### MONOTYPE FACES. 5 POINT CAPS

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

#### MONOTYPE FACES. & POINT SMALL CAPS

MONOTYPE FACES. S POINT SMALL CAPS
WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION.
IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED
ARROBANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART,
THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING,
TO SUBJECT IT TO SUCH LAWS AS MAVE MADE ITS SISTER ARTS
SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS
THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS
SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND

#### **ABCOEFGHIJKLMNOFGRSTUVWXYZ** \$1234567890

#### MONOTYPE FACES. 6 POINT CAPS AND SMALL CAPS

MONOTYPE FACES. 6 POINT CAPS AND SMALL CAPS
CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY
ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE
INSTANCES THAT SUCH AN ATMOSPHEE, WITH ITS MATERIAL
APPURTENANCES, IS TO BE FOUND IN A PRINTING OPPICE. ART
DOES NOT FLOURISH IN HIDDEN PLACES NOR UNDER RESTRAINT, NOR IN ISSURANCE OF WHAT TALENT AND GENIUS
HAVE ACCOMPLISHED AND ARE ACCOMPLISHING THROUGHOUT
THE WORLD. FOR TO FOLLOW PRECEDENT WISELY DOES NOT

8 Point No. 954K, 10 Set

(This font contains caps and small caps)

MONOTYPE FACES. 8 POINT CAPS THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-DENT AND THE PROGRESSIVE TENDEN-**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

#### MONOTYPE FACES. 8 POINT SMALL CAPS

CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BE-FORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

#### \$1234567890

#### MONOTYPE FACES. 8 POINT CAPS AND SMALL CAPS

WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS
AS HAVE MADE ITS SISTER ARTS SO FREE. ALL
THOSE CONCERNED IN WHAT ARE ACCEPTED AS
THE FINE ARTS, THE LEARNED SCIENCES, AND THE

#### 7 Paint No. 254K. 9 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP;
THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL
PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN
BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF
WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION.
IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM
THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE
WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL
THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES,
AND THE PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND
THE CONORETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGES. YET IT IS ONLY IN VERY RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH
ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

\$1234567890

10 Point No. 254K, 121 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANDOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GOVERN BELLED ON THAT IS NOW COING ON IN HIS OWN TRADE AND HE FORE OF WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE PROFESSION. ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**\$1234**567890

Note that the figures shown with this series cannot be composed with these fonts using standard CF keybars. The F246 figures shown with the capitals are 12 units and the F254K figures shown with the small capitals are 9 units

14B Point No. 2541

THE MONOTYPE SYSTEM SUPPLIES
PRINTERS WITH THE MEANS FOR PRODUCING WORK OF
THE HIGHEST QUALITY
\$1234567890

14 Point No. 2541

THE CORNER STONE
OF THE MONOTYPE SYSTEM OF EFFICIENCY
IS CONTINUOUS PRODUCTION
\$1234567890

18 Point No. 2541

A NEW PROCESS OF COMPOSITION IS MADE POSSIBLE BY THE DUPLEX KEYBOARD \$1234567890

24 Point No. 2541

THE MONOTYPE IS
THE SIMPLEST AND FASTEST
COMPOSING MACHINE
\$1234567890

30 Point No. 2541

MONOTYPE MATRICES HELP YOU SELL PRINTING \$1234567890

## No. 366J. Job Arrangement C2

## Composition Matrices

10 Point No. 366J, 101 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEN-DENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES AND PROFESSIONS, SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT FLOURISH IN HIDDEN PLACES, NOR UNDER RESTRAINT, NOR IN IGNORANCE OF WHAT TALENT AND GENIUS ACCOMPLISHED AND ARE ACCOMPLISHING THROUGHOUT THE WORLD. FOR TO FOLLOW ALL PRECEDENT WISELY DOES NOT MEAN TO IMITATE SLAVISHLY ONE GREAT EXEMPLAR, BUT TO STUDY ALL THE MASTERS FAITHFULLY, LETTING THEIR GREAT ACHIEVEMENTS SINK SLUY INTO THE MIND IN ORDER THAT WE MAY PATIENTLY DERIVE FROM THE RICHNESS OF OUR ACQUIRED KNOWLEDGE AND ORGANIZED SYS-

# ABCDEFGHIJKLMNOPQRSTUVWXYZ

**\$1234567890** .

12 Point No. 366J 121 Set

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-DENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING AND SHOW THAT THEY ARE WILLING TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE WHO ARE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCI-ENCES AND PROFESSIONS, SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

**\$1234567890** 

14 Point No. 366

YOU CAN SAVE
IN PRESS MAKE-READY BY PROVIDING BRANDNEW TYPE FOR EVERY JOB
\$1234567890

18 Point No. 366

OUR TYPE-&-RULE
CASTERS KEEP A CONTINUOUS SUPPLY
OF TYPE, RULES, LEADS, SLUGS
\$1234567890

24 Point No. 366

THE FLEXIBLE MONOTYPE
TOOK THE LIMITATIONS OUT OF
MACHINE COMPOSITION
\$1234567890

30 Point No. 366

NEW TYPE GIVES CLEAN AND SHARP IMPRESSIONS \$1234567890

The fonts shown on this page contain matrices symboled No. 66-and No. 366, but the entire fonts are called No. 366.

# PLATE-GOTHIC No. 340J SERIES

#### COMPOSITION MATRICES

THE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 340 series.

Both six-point and twelve-point fonts will line when cast in composition on the same Mold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line, 1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Matrices of the No. 187 series, shown on page four, are the same type design and are an extension of this 340J series and justify with twelve-point by point justification. To justify together the twelve-fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteen- and twenty-four-point sizes will overhang the body slightly, and there will be a slight overhang at the top of the 18H4 and 24H4 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .0697 Fourteen-point .1527 Twelve-point .1250 (Standard) Eighteen-point .2080 Twenty-four-point .2910

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

THE FRENCH SHOP

CHESTNUT AND FIFTH AVENUE PITTEBURGH

DEAR MADAM:

THIS WILL INFORM

SKETCH CLUB

EXHIBITION OF WATER COLORS

AT THE

CLUB HOUSE

FEBRUARY 4, 5, 6 AND 7, 1920

EIGHT THIRTY IN THE EVENING

ADMIT ONE

10 BOULEVARD

# JAQUIN GARDENS

CORPORATION

GROWERS AND DISTRIBUTORS OF

ORANGES, LEMONS AND CITRUS FRUIT
JAQUIN, CALIFORNIA

SAMUEL A. HARGRAVES
PHILADELPHIA OFFICE MGR.

123 NORTH MARKET STREET PHILADELPHIA, PA. STY SHADES OF VARIETY ONLY OUR CALL YOUR

FEBRUARY, 1920

#### No. 340 J. Arrangement P-G-Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 340 J. 11 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

**\$1234567890** 

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPREN-TICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PRO-GRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIG-INAL AS HE MAY. HE CANNOT AFFORD TO DISCARD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

**\$1234567890** 

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS

ABCDEFGHIJKLMNOPQRSTUVWXYZ -

\$1234567890

6 Point No. 340 J. 7 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST

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\$1234567890

No. 2

NO. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE STEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS ARE WILLING, TO SUBJECT IT TO SUCH LAWS

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No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH THE BEST KIND OF ORIGINALITY IS THAT WHICK COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLIAM AND SHOW THAT THEY ARE WILLIAM OF SHOW ING, AND SHOW THAT THEY ARE WILLING, TO SUB-JECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED

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No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH CO AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF THAT WHICH SHALL ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-CLES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CARNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO GUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN HAT ARE ACCEPTED AS THE FINE ARTS, THE LEAR SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH

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\$1224567880

ELECTRO-DISPLAY MATRICES No. 187, shown on page four, are the same type design and are an extension of the 340J Series shown on this page



# No. 340 J. Arrangement P-G—Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

#### 6 Point No. 3401, 7 Set

#### Nos. 1 and 9

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS

#### "12 Point No. 340 J, 11 Set

#### Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PRO-

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMBERCIES OF AN ABLE MIND. FOR LET & MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM

#### Nos. 1 and 4

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: IT IS THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEPUS, PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE-TENDENCIES OF AN ABLE MIND. FOR. LET A MAN-SE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOINT ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH GOMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE A SABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING SMIGHT HIS CONT TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO ROT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALL

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS

#### . Nos. 3 and 4

THE BEST KIND OF ORIGINALITY 19 THAT WHIGH ODMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TERRIFICIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE QANNOT AFFORD TO DESCARD A KNOWLEGGE OF WHAT HAS GOINE SEFORE OF WHAT IS NOW GOING ON IN THIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS

ELECTRO-DISPLAY MATRICES No. 187, shown on page four, are the same type design and are an extension of the 340J Series shown on this page

14 Point No. 187

NON-DISTRIBUTION
THE SECRET TO THE SUCCESSFUL PRODUCTION
OF GOOD PRINTING IS NEW TYPE
\$1234567890

18 Point No. 187

DOUBLE AND TRIPLE
JUSTIFICATIONS IN ONE MEASURE ARE
EASY ON THE MONOTYPE
\$1234567890

18H4 Point No. 187

THE COMPOSITOR'S
DAILY TOIL WILL BE A PLEASURE
WITH NEW TYPE
\$1234567890

24 Point No. 187

SPECIAL COMBINATIONS
OF FACES MAY BE HAD FOR
INTRICATE JOBS
\$1234567890

24H4 Point No. 187

THE MONOTYPE
ELIMINATES THE COST
OF DISTRIBUTION
\$1234567890

ELECTRO-DISPLAY MATRICES No.: 187, shown on this page, are the same type design and are an extension of the 340 J Series shown on pages two and three

# PLATE-GOTHIC No. 341J SERIES

COMPOSITION MATRICES

THE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 341J series.

Both six-point and twelve-point fonts will line when cast in composition on the same Mold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line, .1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Matrices of the No. 197 series, shown on page 4, are the same type design and are an extension of this 341 J series and justify with twelve-point by point justification. To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteen- and twenty-four-point sizes will overhang the body slightly, and there will be a slight overhang at the top of the 18H4 and 24H4 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .0697 Fourteen-point .1527 Twelve-point .1250 (Standard) Eighteen-point .2080 Twenty-four-point .2910

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

#### ORATION

TER OF FACILITIES OR DEPARTMENT OF ICH COULD NOT BE ERATIVE MATERIAL IF OUR OWN STOCK IN FURNITURE. IT AUTHENTIC REPRO-HE SALE OF MANY N ROOMS OF MANY PAPERS. HANGINGS ARE CONSTANTLY R MAKING SPECIAL UNIQUE THINGS TO UE VITAL TOUCH OF KED INDIVIDUALITY CORATIVE SECTION ALLERIES . STREET

MR. AND MRS. W. D. BURDINE

AT HOME 458 72D STREET, N. E. RETURN IN TEN DAYS TO

BLAKE PUBLISHING CO.

460 GARFIELD AVENUE

CLEVELAND

# No. 341 J. Arrangement P-G-Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 341 I. 9 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY,

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

No 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE

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No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS

\*ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$1234567890

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH

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6 Point No. 341 J, 5 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THEM-

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL RECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LETA MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARDA KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEMS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND THE CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY

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No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP. THAT WHICH SHALL PROCE TO BE THE BLENDING OF PRIM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CAMONT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN TWEN TYPE YERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE ALL THOS CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROLIND WHEISTER LETTERATURE. AND THE CONCERTE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN VERY RABE INSTANCES THAT SUCH AN ATMOSPHER. WITT ITS MATERIAL APPURITEMENCES. SI TO BE FOUND IN A PRINTING OFFICE. ART TODS NOT

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No. 4

THE MEST KING OF CHROMOLITY IN THAT WHICH MEST AT REAT SOURCE PTON OF ALL MEST LINE OF CONCEPTION OF ALL MEST LINE OF AN ARLE MEN. THE MEST LINE OF AN ARLE MEN. THE MEST LINE OF THE MEST LINE O

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ELECTRO-DISPLAY MATRICES No. 197, shown on page four, are the same type design and are an extension of the 341J Series shown on this page



# No. 341 J. Arrangement P-G-Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

6 Point No. 341 J, 5 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AM ABLE MIND. FOR LETA MAN BEAS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFOREOR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW

12 Point No. 341J, 9 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP. THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE

#### Nos. 1 and 4

THE BEST KIND OF OTHERMALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP, THAT WHICH SMALL PROVE TO BE THE BLEMDING OF A FIRM CONCEPTION OF ALL USEFAL PRECEDENT AND THE PROGRESSIVE TENDERICES OF AM ARE MIND. FOR, LET A MAN HE AS ARE AND OTHERMALS AS HE MAY, HE CAMBOT APPOINT OF DESCARD KNOWLEDGE OF WHAT HAS GONE BETWEEN HE OWN TRADE AND PROFESSION. IF THE PRINTIESS OF TOOM TO NOT WISH TO BE ESTEEMED ARROGANT WHOSE THEY TEND THE SALLING AND SHOW THAT THEY ARE WALLING OF THERE AM ART, THEY MUST BE WALLING, AND SHOW THAT THEY ARE WALLING TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT IT TO SUCK LEWS AS HAVE WALL TO SUBJECT AS THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE SUBJECT AS THE PROPERTY OF 
#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP. THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEPIL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AM ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS FOW GONE GON! HIS OWN THAME AND PROFESSION. IF THE PRINTERS OF TOAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TENN THIS CALLING OF THEIRS AN ARR, THEY MUSTING WILLING. AND SHOW THAT THEY ARE WILLING. TO SUBJECT IT TO \$LUCE LINES AS

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLEROOMS OF A FIRM CONCEPTION OF ALL USERVL PRECEDENT AND THE PRODECESS OF AN ABLE MIND, FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CAMBOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OF WHAT IS NOW GOING ON HIS OWN THE OWN TRADE AND PROFESSIOS. HE THE PREPARENTS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGART WHICH THEY TERR THIS CALLING OF THEMS AN ART, THEY MUST BE WILLING, AND SHIPW THAT THEY ARE WILLING, TO SURBECT IT TO SUCH LAWS AS HAVE MARE IT IS SECRED ATTS.

#### Nos. 3 and 4

THE BEST KIND OF ORDINALITY IS THAT WHICH COMES AFTER A SOUND APPRIDE
TICESHIP; THAT WHICH SHALL PROVE TO BE THE BLEIGHING DY A FIRST COMESTHON OF ALL IMPORTANT HE PROPERTS HIS THEOLOGIS & AN ARLE
MIND. FOR LET A MAN BE AS ARLE AND ONIGINAL AS HE MAY, HE CANNOT
AFFORD TO DESCAND KNOWLEDGE OF WHAT HAS GONE BEFORG BE WINDS & NOMGOING ON IN HIS OWN TRADE AND PROPESSION. BY THE PRESTRIES OF TOOM TO
MOT WISH TO BE ESTEEMED ARROGANT WHEN THEY THE IN THE CRAIMS OF
THERES AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY AND MY LING,
TO SOURCE' IT TO SOCIALWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL
THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FOR ARTS, THE LEARNED

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND

#### Nos. 1 and 4 ...

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINALITY.

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEDICIES OF AN ABLE MIND. FOR LET A MAIN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SMALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DIS-

ELECTRO-DISPLAY MATRICES No. 197, shown on page four, are the same type design and are an extension of the 341J Series shown on this page.

14 Point No. 197

THE AUTOMATIC CASTING MACHINE
RUNS AT THE MAXIMUM SPEED REGARDLESS OF WHETHER
THE MATTER BE PLAIN OR INTRICATE
\$1234567890

18 Point No. 197

MONOTYPE OPERATORS HIT KEYS
AT THE MAXIMUM SPEED AND ARE NOT SLOWEDUP BY MECHANICAL PROBLEMS
\$1234567890

18H4 Point No. 197

QUALITY PAYS
IT IS THE ONLY SOLID FOUNDATION ON
WHICH TO BUILD A BUSINESS
\$1234567890

24 Point No. 197

NO SLOW SPOTS
ON THE MONOTYPE—THE ACTION OF
EVERY KEY IS IDENTICAL
\$1234567890

24Ff4 Point No. 197

EACH LETTER
IN MONOTYPE COMPOSITION IS
CAST SEPARATELY
\$1234567890

ELECTRO-DISPLAY MATRICES No. 197, shown on this page, are the same type design and are an extension of the 341J Series shown on pages two and three

# PLATE-GOTHIC No. 342J SERIES

COMPOSITION MATRICES





#### MENU

OYSTER COCKTAILS

BLUE POINTS WAFERS

CREAM OF LETTUCE SALTED ALMONDS

WHITE BAIT, TARTAR SAUCE
SWEET POTATOES
CELERY RADISHES OLIVES

TENDERLOIN OF BEEF
MASHED POTATOES AND GREEN PEAS

ROMAN PUNCH

ROAST MALLARD DUCK
FRIED HOMINY SARATOGA CHIPS

ICE CREAM
ASSORTED CAKE
CHEESE AND CRACKERS

THE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars \$108 are required, and at the Casting Machine the Normal Wedge \$108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 342J series.

Both six-point and twelve-point fonts will line when cast in composition on the same Mold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line. .1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Matrices of the No. 168 series, shown on page 4, are the same type design and are an extension of this 342J series and justify with twelve-point by point justification. To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tall of the Cap Q of the eighteenand twenty-four-point sizes will overhang the body slightly, and there will be a slight overbang at the top of the 18H4 and 24H4 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .0697'
Twelve-point .1250 (Standard)
Fourteen-point .1527
Eighteen-point .2690
Twenty-four-point .2910

The Draw Rod should be resiliested to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

JOHN ALDINE, PRES.

ALFRED SEEMORE, SEC'Y AND TREAS.

HARRY BELDING, VICE-PRES.

SECRETARY'S OFFICE

# MOBILE UNDERWRITERS INSURANCE COMPANY

BUITE SOM AND 3911

CHAMBER OF COMMERCE BUILDING

VESPER, IDAHO, .....

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# No. 342J. Arrangement P-G-Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 342 J. 11 Set

6 Point No. 342 J. 7 Set No. 1

No 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. ABCDEFGHIJKLMNOPQRSTUVWXYZ **\$1234567890** 

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPREN-TICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PRO-GRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890** 

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIG-INAL AS HE MAY, HE CANNOT AFFORD TO DISCARD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWL-MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS
NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO
BE ESTEEMED ARROGANT WHEN THEY TERM THIS
CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER
ARTS SO FREE. ALL THOSE CONCERNED IN WHAT
ARE ACCEPTED AS THE FINE ARTS, THE LEARNED

**ABCDEFGHUKLMNOPORSTUVWXYZ** 

\$1234567890

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEND CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED AMERICANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MAD ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH

ARCDEPSHIJKLMNOPORSTUVWXYZ

91704997000

ELECTRO-DISPLAY MATRICES No. 168, shown on page four, are the same type design and are an extension of the 342J Series shown on this page

# No. 342]. Arrangement P-G-Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

6 Point No. 342J, 7 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS

12 Point No. 342J, 11 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PRO-

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LETA MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF A LL. USEFUL PRECEDENT AND THE PROGRESSIVE TENDERCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABBLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TOOAY DO NOT WHISH TO BE ESTEEMED ARROGANT WHEN THEY TERM

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMBENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPROXITICESHIE: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDERICIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GOME BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALL

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHECH COMES AFTER A SOUND AFFERINTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSHIP TENDENTICES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CASHOT AFFERD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OWNER HAS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TOMAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS

ELECTRO-DISPLAY MATRICES No. 168, shown on page four, are the same type design and are an extension of the 342J Series shown on this page

14 Point No. 168

THE MONOTYPE
CONTINUOUSLY RENEWS ALL THE PERISHABLE
MATERIAL USED BY COMPOSITORS
\$1234567890

18 Point No. 168

EVERY HOUR OF
EVERY COMPOSITOR PRODUCTIVE WITH
NON-DISTRIBUTION
\$1234567890

18H4 Point No. 168

MERITS OF
A MONOTYPE NON-DISTRIBUTION
SYSTEM ARE IN EVIDENCE
\$1234567890

24 Point No. 168

LEADS, SLUGS, QUADS AND SPACE MATERIAL IN UNLIMITED QUANTITIES \$1234567890

24H4 Point No. 168

FOR QUALITY
ALWAYS USE MONOTYPE
COMPOSITION
\$1234567890

ELECTRO-DISPLAY MATRICES No. 168, shown on this page, are the same type design and are an extension of the 342J Series shown on pages two and three

# PLATE-GOTHIC No. 343J SERIES

#### COMPOSITION MATRICES

THIS NEW IDEA OF SETTING PLATE-GOTHICS ON THE MONOTYPE IN JUSTIFIED LINES IS ANOTHER OF THE MANY ECONOMIES OF THE MONOTYPE SYSTEM WHICH EXTENDS THE ADVANTAGES OF REAL MACHINE COMPOSITION TO THE KIND OF WORK THAT YOU ALWAYS THOUGHT HAD TO BE SET BY HAND. NOW YOU GET A BETTER PRODUCT FROM ALWAYS NEW MONOTYPE AT A MACHINE-SET COST.

LETTER HEADS

**BUSINESS CARDS** 

ENVELOPES

**BILL HEADS** 

**STATEMENTS** 

**MENUS** 

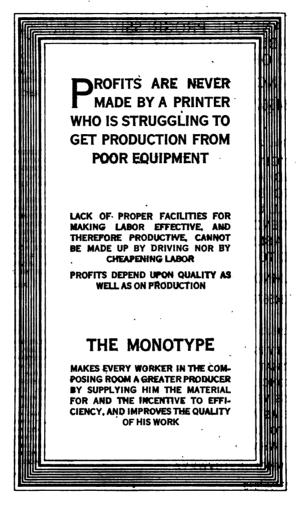
**PROGRAMS** 

DANCE CARDS

**ANNOUNCEMENTS** 

TAGS





DEPOSIT SLIPS

**PROMISSORY NOTES** 

**CHECKS** 

**CIRCULARS** 

BOOKLETS

RECEIPTS

ORDER BLANKS

**BLANK FORMS** 

**ADVERTISEMENTS** 

LABELS



HE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and title Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 343J series.

Both six-point and twelve-point form will line when cast in composition on the same bfold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line, .1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Martices of the No. 169 series, shown on page four, are the same type design and are an extension of this 343J series and justify with twelve-point by point justification. To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteen- and twenty-four-point sizes will overhang at the top of the 1814 and 2414 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .0697 Fourteen-p
Twelve-point .1250 (Standard) Eighteen-p
Twenty-four point .2910

Fourteen-point .1527 Eighteen-point .2080

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

# No. 343 J. Arrangement P-G—Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 343 J, 9 Set

No 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY.

> **ABCDEFGHIJKLMNOPORSTUVWXYZ** \$1234567890

> > No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE CANNOT AFFORD TO DISCARD A KNOWLEDGE

> ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

> > No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRE-CEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS **ABCDEFGHIJKLMNOPORSTUVWXYZ** 

\$1234567890

No 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

6 Point No. 343 J, 5 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS SUR-

**ABCDEFGHLIKLMNOPORSTUVWXYZ** 

\$1234567890

No. 2

THE REST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMPENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS HE CANNUI AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS
GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE
AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH
TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING
OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THE WISTORY, LITERATURE, AND THE CONCRETE EX-AMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY

**ABCDEFGHIJKLMNOPORSTUVWXYZ** 

\$1234367000

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUR THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF AFFIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE IRADECES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TOODY DO NOT WISH TO BE STEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHEET IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNING WHEN THE ACCOUNTED. CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS. THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND THE CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY ENGAGED. YET IT IS ONLY IN VERY RARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MATERIAL APPURTENANCES, IS TO BE FOUND IN A PRINTING OFFICE. ART DOES NOT

ARCDEFCHLIKLMMOPORSTUVWXYZ

No. 4

THE SPET KIND OF SOMEWALITY IS THAT WHICH COMES AFTER A SO IP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF SHIF; HIGH WINDS PRECEDENT AND THE PROGRESSIVE TERDEDICES OF AN ARLE MIN POR, LET A MAN BE AS ARLE AND GROSHAL AS HE MAY, HE CANNOT APPORD TO DI CARD IMMULEDOS OF WHAT HAS ONNE REPORE OR WHAT IS NOW ORDER ON HE H OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MOST BE WILLING, AND SHOW THAT THEY ARE WILLING. TO SUBJECT IT TO SECUL LAWS AS MAYE MADE ITS SISTER ARTS SO PREE. ALL THOSE CONCEINED IN WHAT ARE ACCEPTED AS THE PIPE ARTS, THE LEARNED SCIENCES, AND THE PROFESSIONS SURROUND THEMSELVES WITH THE HISTORY, LITERATURE, AND THE CONCRETE EXAMPLES OF THE WORK WITH WHICH THEY ARE PARTICULARLY EMBAGED. YET IT NO ONLY IN VERY MARE INSTANCES THAT SUCH AN ATMOSPHERE, WITH ITS MAY APPERTENANCES, IS TO BE FORMO IN A PRINTING OFFICE. ART DOES NOT FLE

ELECTRO-DISPLAY MATRICES No. 169, shown on page four, are the same type design and are an extension of the 343J Series shown on this page



# No. 343 J. Arrangement P-G-Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

6 Point No. 343 I. 5 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIF: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL. PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CAMNOT AFFORD TO DISCA RD KNOWLEGGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TOMAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE

#### Nos. 1 and 4

THE BEST KIND OF OPEGENELITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROME TO BE THE BLOWBING OF A FIRM CONCEPTION OF ALL USEFIEL PRECEDENT AND THE PROGRESSIVE TRIPODELING OF AN ARE MIND. FOR LETA MAN BE AS ARE AND OBSIGHAL AS SE MAY, HE CAMBOT APPOINT TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE ON WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROPESSION. IF THE PHANTERS OF TOOAT DO NOT WISH TO BE ESTEEMED ARROGANT WHISH THEY TERM THIS CALLING OF THEIRS AN ARY. THEY MOST BE WILLING, AND SOURCE IT TO SOUR LEWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES.AFTER A SOUND APPRENTICENCY: THAT WHICH SHALL PROVE TO BE THE BLEEDENFOF A FROM-CONCEPTION OF ALL USEFUL PRICESHIT AND HEF PROF RESERVE TEMPENCIES OF AN ARLE MIND. FOR LET A MAIL. MIND. FOR LET A MAIL MAY AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOMES ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINCESS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHICH THEY TERM THIS CALLING OF THEIRS AN ART. THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SURRECT IT TO SOUR LAWS AS

#### Nos. 2 and 4

THE BEST KIND OF ORGANALITY IS THAT WHICH COMES AFTER A SOUND APPROPRICESHIP: THAT WHICH SHALL PROVE TO BE THE BLUDDING OF A FIND CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDERICES OF AN ARLE MIND. FOR, LET A MAN BE AS ARLE AND ORGANAL AS HE MAY, HE CAMMET AFFORD TO DISCARD KNOWLEDGE OF WANTING GOME BUTTERS OF TOOLY DO NOT WISH TO BE ESTERMED ARROCANT, WHEN THEY TEND THIS CALLING OF THEIRS AN ART, THEY MOST BE WILLING, AND SHOW THAT THEY ARK WILLING, TO SERBETT IT TO SUCH LAWS AS HAVE MADE ITS SETEM ATTS ON FIRM. AS AND THE FIRM ART ME

#### Nos. 3 and 4

THE BEST KIND OF ORDSPALITY IS THAT WHICH COMES. AFTER A SOUND ASPIRISHTEESHIP. THAT WHICH SHALL POINT TO SET HIS BLUEDONG OF A PARK CONCENTRATION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMPORIES OF AN ASSET BRUE. P. B. LET A MAN BE AS ARLE AND ORDSPAL AS HE MAY, HE CARROT BRUE. P. B. LET A MAN BE AS ARLE AND ORDSPAL AS HE MAY, HE CARROT APPROVED DESCARD KONGELEGE OF WHICH THAS GONE BOYONG OF WHIT IS NOW GENERAL AND THAT THE ARTHUR AND AND PROFESSION. IF THE PRINTING OF THEIR TO MAY THEN THE SETTEMBE ARROT WHEN THEY TERM THIS CALLING OF THEIR AS AN ART, THEY MOST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SURJECT IT TO SCEN LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL TROUGH CONCERNING IN WHAT ARE ACCUPIED AS THE PRINE ARTS, THE LEARNED

12 Point No. 343 J. 9 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT

#### Nos. 2 and 8

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP! THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINALITY.

#### Nos. 2 and 4

. ....

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DIS-

ELECTRO-DISPLAY MATRICES No. 169, shown on page four, are the same type design and are an extension of the 343J Series shown on this page

14 Point No. 169

THE FOURTEEN POINT SIZE
OF THIS SERIES TAKES THE PLACE OF THE CELLULAR, 12H4
POINT SIZE, WHICH HAS BEEN DISCONTINUED
\$1234567890

18 Point No. 169

A NON-DISTRIBUTION SYSTEM
IS POSSIBLE ONLY WITH THE MONOTYPE TYPE AND
RULE CASTER. SAVES TIME HUNTING SORTS
\$1234567890

18H4 Point No. 169

OUR TYPE AND RULE CASTER
TURNS OUT FINISHED RULES, LEADS, SLUGS,
IN ANY DESIRED LENGTHS
\$1234567890

24 Point No. 169

NEW AND UP-TO-DATE
FACES ARE ALWAYS OBTAINABLE ON
THE MONOTYPE
\$1234567890

24H4 Point No. 169

PLATE-GOTHICS ECONOMICALLY COMPOSED ON THE MONOTYPE \$1234567890

BLECTRO-DESPLAY MATRICES No. 160, shown on this page, are the same type design and are an extension of this

# PLATE-GOTHIC No. 344J SERIES

#### ARRANGEMENT P-G-COMPOSITION MATRICES

Specimens of the four sizes contained in the matrix case, each size shown separately

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in the matrix case

6 Point No. 344 J. 81 Set

#### 6 Point No. 344 J. 81 Set Nos. 1 and 2

#### No. 1

THE VERY BEST KIND OF ORIGINALITY IS
THAT WHICH COMES AFTER A SOUND
APPRENTICESHIP; THAT WHICH SHALL
PROVE TO BE THE BLENDING OF A FIRM
CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN.
CIES OF AN ABLE MIND. FOR, LET A
MAN BE AS ABLE AND ORIGINAL AS HE
MAY, HE CANNOT AFFORD TO DISCARD
KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS
OWN TRADE AND PROFESSION. IF THE
PRINTERS OF TODAY DO NOT WISH TO

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH 'COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

#### Nos. 1 and 3

#### No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE

NO. I
THE VERY BEST KIND OF ORIGINALITY IS THAT
WHICH COMES AFTER A SOUND APPRENTICE.
SHIP: THAT WHICH SHALL PROVE TO BE THE
BLENDING OF A FIRM CONCEPTION OF ALL
USEFUL PRECEDENT AND THE PROGRESSIVE
TENDENCIES OF AN ABLE MIND. FOR LET A
MAN BE AS ABLE AND ORIGINAL AS HE MAY. HE
CANNOT AFFORD TO DISCARD KNOWLEDGE OF
WHAT HAS GONE BEFORE OR WHAT IS NOW
GOING ON IN HIS OWN TRADE AND PROFESSION.
IF THE PRINTERS OF TODAY DO NOT WISH TO
BE ESTEEMED ARROGANT WHEN THEY TERM
THIS CALLING OF THEIRS AN ART, THEY MUST

#### Nos. 1 and 4

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

THE BEST KIND OF GRISINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROPESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALL

#### No. 3

#### Nos. 2 and 3

NO. 3
THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL UBEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE SEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED

#### **ABCDEF**GHIJKLMNOPQRSTUVWXYZ \$1234567880

#### Nos. 2 and 4

#### No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP! THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTS THE SEST KIND OF GRIGINALITY IS THAT WHICH GOMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO SE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ASLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE SEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WIGH TO SE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AND AST. THEY WHET THEY TERM THIS CALLING OF THEIRS AND ART, THEY MUST BE WILLING AND SHOW THAT THEY ARE WILLING. TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCOSTED AS THE FINE ARTS, THE

#### Nos. 3 and 4

ABCDEFGHIJKLMNOPORETUVWXYZ

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SQUAD APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT

\$1234867890

THE 344 J Series is so arranged that all four sizes of six-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Keyboard, and east is justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of the six-point No. 1 size of the 344 J series.

When setting by hand, the following plan has been adopted. The six-point is cast to .0697 line. The sizes above six-point are Electro-Display Matrices designated as the No. 166 series and are a continuation of the 344 J series, shown on reverse of this sheet. The twelve-point is cast on its standard line .1250; to justify the six- with the twelve-point place four points above and two points below the six-point type. The eight- and the ten-point will be cast on twelve-point body with the standard twelve-point line.

To justify together the twelve-, fourteen-, and eighteen-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteen-point size will overhang the body slightly, and there will be a slight overhang at the top of the 1814 Size. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows: Six-point .0697; eight- and ten-point on twelve-point body .1250; twelve-point .1250 (Standard); fourteen-point .1527; eighteen-point .2080.

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

point line justification.

\*8 Point No. 166

#### MONOTYPE FACES

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$1234567890

\*10 Point No. 166

#### MONOTYPE FACES

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$1234567890

14B Point No. 166

NEW MONOTYPE TYPE
WILL ADD DISTINCTIVENESS TO YOUR NEXT
BOOKLET OR CATALOG, ETC.
\$1234567890

14 Point No. 166

SERVICE AND QUALITY
ARE MONOTYPE ASSETS WHICH KEEP
YOUR WHOLE PLANT BUSY
\$1234567890

18 Point No. 166

MORE THAN 1300 FONTS
FROM WHICH TO SELECT A FACE
TO MEET YOUR NEEDS
\$1234567890

18H4 Point No. 166

MONOTYPE WORK
MEANS MAXIMUM QUALITY
AT MINIMUM COST
\$1234567890

\* The 8 and 10 point sizes of this series are cast on the T mold, using the 12 point mold blade.

BLECTRO-DISPLAY MATRICES No. 166, shown on this page, are the same type design and are an extension of the 344J Series shown on the reverse side of this sheet

# PLATE-GOTHIC No. 345J SERIES

#### COMPOSITION MATRICES

SET YOUR
ADVERTISEMENTS
ECONOMICALLY

#### HAIRDRESSING

" MARRE"

THE BELVIEU

9 A.M. TO 3 P.M.

### FRANK SMITH FURNISHINGS

**12 N. 52D STREET** 

#### ACTO TRUST CO.

SOLICITS YOUR ACCOUNT

2D AND 4TH AVENUE

#### McDonald's

FANCY CROCERIES MEATS

MAIN STREET

PRINT FROM

THE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars \$106 are required, and at the Casting Machine the Normal Wedgs \$108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 345J series.

Both six-point and twelve-point fonts will line when cast in composition on the same Mold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line, .1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Matrices of the No. 345 series, shown on page four, are the same type design and are an extension of this 345J series and justify with twelve-point by point justification. To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteenand twenty-four-point sizes will overhang the body slightly, and there will be a slight overhang at the top of the 18H4 and 24H4 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .10697 Twelve-point .1250 (Standard) Fourteen-point .1527 Eighteen-point .2080

.2910

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

Twenty-four-point

SET THEM
ON THE MONOTYPE
KEYBOARD

JAMIESON'S
PHOTO
SUPPLIES
SHOP

747 PINE STREET

#### J. H. GREENE

FOOT FORM SHOES FOR MEN AND MOMEN

210 EAST STATE STREET

# AL. WHITE

HATTER

SPRING STYLES NOW READY

ON THE AVENUE

#### **BRONSON'S**

CLOTHES FOR MEN

) 🗘 🛝

THE BELVIEU

DISCARD DISTRIBUTION

THE DEMAND FOR ALL KINDS OF COMMERCIAL WORK IN THE PLATE-GOTHIC FAM-ILIES IS CONSTANTLY INCREASING, AND THE PRINTER WITH THESE NEW MONOTYPE COMBINATIONS, ARRANGED TO QUICKEN AND SIMPLIFY EVERY FACTOR OF PRO-DUCTION, HAS THE ADVANTAGE OF IMPROVING HIS PRESENT QUALITY AT A LOWER COST, AND OF ATTRACTING A BIGGER VOLUME OF NEW BUSINESS TO THE SHOP

# No. 345 J. Arrangement P-G—Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 3451, 12 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: WHICH SHALL PROVE TO BE THE **BLENDING OF A FIRM CONCEPTION** OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCY OF **ABCDEFGHIJKLMNOPQRSTUVWX** \$1234567890

No. 2

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-DENT AND THE PROGRESSIVE TENDEN-CIES OF AN ABLE MIND. FOR. LET A MAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 3

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY.

**ABCDEFGHIJKLMNOPORSTUVWXYZ** 

\$1234567890

No. 4

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHIGH SHALL PROVE TO BE THE BLENDING OF SOME FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$1234567890

6 Point No. 345 J. 7 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROPERSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROPESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS ARE WILLING, TO SUBJECT IT TO SUCH LAWS

ABCDEFGHIJKLMNGPGRSTUVWXYZ

\$1234567890 .

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO SE THE SEENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN SE AS ASLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWL-MAY, HE CANNOT AFFORE TO BESCARE A RICHARD EDGE OF WHAT HAS GONE, BEFORE OR WHAT, IS NOW GOING ON IN HIS OWN TRADE MIND PROPERTY SION. IF THE PRINTERS OF TODAY DO NOT WISH TO SION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEURED ARROGANT WHEN THEY. TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILL-ING, AND SHOW THAT THEY ARE WILAMS, TO SUB-JECT IT TO EUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED THOSE CON

ABCDEFGHLIKLMNOPORSTUVWXYZ

\$1234967000

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHON SHAFT TROOCK-SHALL PROVE TO BE THE BLUNDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEINT AND THE PROPERMINE TENDER-CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS SOME BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTERMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AM ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS MAYE MADE FIR SISTER ARTS SO FREE. ALL TRIBER CONCURNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCIENCES, AND PROFESSIONS STREETS WIEWSELVED WITH

ASCDEFEHLRULMHÖFARETIA/WXYS

ELECTRO-DISPLAY MATRICES No. 345, shown on page four, are the same type design and are an extension of the 345J Series shown on this page

# No. 345 J. Arrangement P-G-Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

6 Point No. 345J, 7 Set

12 Point No. 345J, 12 Set

Nos. 1 and 2

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT, WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH STHALL PROVE TO DE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-

#### Nos. 1 and 3

Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRES-

#### Nos. 1 and 4

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY OR NOT WISH TO SE ESTEEMED ARROGANT WHEN THEY TERM

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

#### Nos. 2 and 3

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE

#### Nos. 2 and 4

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTIERS OF TODAY DO NOT WEST OR BETERRED ARROGANT WHEN THEY TERM THIS GALL-

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

#### Nos. 3 and 4

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ASLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WIGHT TO BE ESTEEMED ARROSANT WHEN THEY TERM THIS CALLING OF

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

ELECTRO-DISPLAY MATRICES No. 345, shown on page four, are the same type design and are an extension of the 345J Series shown on this page

The 14, 18, 18H4, 24 and 24H4 sizes of No. 345 series are in preparation

ELECTRO-DISPLAY MATRICES No. 345, in preparation, are the same type design and are an extension of the 345J Series shown on pages two and three

# PLATE-GOTHIC No. 346K SERIES

#### COMPOSITION MATRICES

THE Plate-Gothics are so arranged that all four sizes of six-point are carried in one Matrix Case and, similarly, all four sizes of twelve-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Style D Keyboard, or eight sizes on the Duplex Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks PG and the Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of both six- and twelve-point No. 1 size of the 346K series.

Both six-point and twelve-point fonts will line when cast in composition on the same Mold, but to justify the six-point with the twelve-point, when setting by hand, the following plan has been adopted: The twelve-point remains on its standard line, .1250, but the six-point is cast to .0697 line. The six-point is then justified to the twelve-point by placing four points above and two points below the six-point type. Electro-Display Matrices of the No. 3461 series, shown on page four, are the same type design and are an extension of this 346K series and

justify with twelve-point by point justification. To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes, place all the spacing at the top. This makes all sizes line. The comma, semi-colon, and tail of the Cap Q of the eighteen- and twenty-four-point sizes will overhang the body slightly, and there will be a slight overhang at the top of the 18H4 and 24H4 sizes.

This plan for point line justifying all sizes of the Plate-Gothic for hand composition applies to all series of Plate-Gothics now ready and those that may be added in the future. The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows:

Six-point .0697
Twelve-point .1250 (Standard)
Fourteen-point .1527
Eighteen-point .2080
Twenty-four-point .7910

The Draw Red should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

# EXPERIENCE AND PERFECTION

ANY MACHINE WHICH SUPPLANTS HAND LABOR MUST GO THROUGH A PERIOD OF SUSPICION. PERFECTION OF A MACHINE CAN COME ONLY THROUGH THE EXPERIENCE OF THE PERSON USING IT. EXPERIENCE IS OUR GREATEST SALESMAN, MORE THAN ONE-HALF OF OUR ORDERS TO-DAY ARE FROM PRINTERS WHO KNOW FROM EXPERIENCE THAT THE MONOTYPE MEANS PERFECTION IN THE COMPOSING ROOM

LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

# No. 346K. Arrangement P-G-Composition Matrices

Specimens of the four sizes contained in each matrix case, each size shown separately

12 Point No. 346K, 12 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEN-ABCDEFGHIJKLMNOPQRSTUVW \$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-DENT AND THE PROGRESSIVE TENDEN-CIES OF AN ABLE MIND. FOR, LET A MAN ABCDEFGHIJKLMNOPQRSTUVWXYZ

No. 3

\$1234567890

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, ABCDEFGHIJKLMNOPORSTUVWXYZ

\$1234567**8**90

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

\$1234567890

6 Point No. 346K, 7 Set

No. 1

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF AFIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

No. 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE STEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, NO SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS

ABCDEFGHIJKLMNOPGRSTUVWXYZ \$1234567890

No. 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED

ABCDEFGHIJKLMNOPQRETUVWXYZ

\$1234567890

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRINTICESHIF: THAT WHICH SHALL PROVET OF BETHE ELEMENING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDEDH-CIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNES SCIENCES, AND PROFESSIONS SURROUND THEMSELVES WITH

ABCDEFGHLKLMNOPQRSTUVWXYZ

\$1234567880

ELECTRO-DISPLAY MATRICES No. 346, shown on page four, are the same type design and are an extension of the 346K Series shown on this page

# No. 346K. Arrangement P-G-Composition Matrices

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in each matrix case

6 Point No. 346K, 7 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROPERSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS

12 Point No. 346K, 12 Set

Nos. 1 and 2

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECE-

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BELDINING OF A FIRM CONCESTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMBERIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BESNIP; OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TEMPENCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD OR WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY OR NOT WISE TO BE ESTERMED ARROGANT WHEN THEY TERM THIS

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PRESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF

#### Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESS-

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE

#### Nos. 2 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESS-

#### Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

#### Nos. 3 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND.

ELECTRO-DISPLAY MATRICES No. 3461, shown on page four, are the same type design and are an extension of the 246K Series shown on this page

No. 3461

The 14, 18, 18H4, 24 and 24H4 sizes of No. 3461 series are in preparation

THE PARTY BY THE PROPERTY OF ANY PARTY WINDS

CHAIR A THE A SENT AND COURSE THAT CARRELL CARRELL CARRELL STREET

Electro-Display Matrices

Digitized by Google

#### No. 347J SERIES ITLE [PLATE-GOTHIC]

#### ARRANGEMENT P-G-COMPOSITION MATRICES

Specimens of the four sizes contained in the matrix case, each size shown senarately

6 Point No. 347J, 8 Set

No. 1

No. 1
THE VERY BEST KIND OF ORIGINALITY IS,
THAT WHICH COMES AFTER A THOROUGH
APPRENTICESHIP, IT IS THAT WHICH SHALL
PROVE TO BE THUE BLENDING OF A VIRM
CONCEPTION OF ALL USEFUL PRECEDENT
AND THE PROGRESSIVE TENDENCIES OF AN
ABLE MIND. FOR, LET A MAN BE AS ABLE
AND ORIGINAL AS HE MAY, HE CANNOT
AFFORD TO DISCARD KNOWLEDGE OF WHAT
HAS GONE BEFORE OR WHAT IS NOW GOING
ON IN HIS OWN TRADE AND PROFESSION.
IF THE PRINTERS OF TODAY DO NOT WISH
TO BE ESTEEMED ARROGANT WHEN THEY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1234567890

No. 2

No. 2
THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A THOROUGH APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE TEN BLENDING OF A PIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND

ABCDEFGHIJKLMNOPQRSTUVWXYZ **\$1234567890** 

. No. 3

THE VERY BEST KIND OF ORIGINALITY IS TEAD WRICE COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROCESSIVE TEMPERCIES OF AN ABLE MIND. FOR LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLESGE OF WRAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTER'S OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY AREM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUTJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** \$1984567890

No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A TRM. CORCEPTION OF ALL USEFUL PROPE DENT AND OF THE PROGRESSIVE TENDENGES OF AN AREA MIND-FOR, LET A MAN BE AS ABLE AND GRIGINAL AS HE MAY, HE CANNOT FOR LET A MAN BY AS ABLY AND GRIGINAL AS HE MAY, HE CANNOT A PROVIDED OF WHAT HAS GOINE EMPORED OR WHAT HAS GOINE EMPORED OR WHAT HAS GOINE EMPORED OR WHAT AS TO BE EMPTRICATED OF THOMY PO NOT WHEN TO BE MATTRICADED ARRIPMENT OF THE TREE THE OALLING OF THERES AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS SEN FREE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS SER FOLLOWS, THE LEARNED SCIENCES, AND THE PROFESSIONS SERROUMS, THESE

abcdefghijklmnopqrøruvwøye .\*

81384567896

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in the matrix case

6 Point No. 347 J. 8 Set

Nos. 1 and 2

Nos. 1 and 2
THE VERT BEST KIND OF CHICINALITY IS THAT
WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE
BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCISE OF AN ABLE MEND. FOR, LET ANY MAN
BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF
WHAT HAS GONE BEFORE OR WHAT IS NOW
GOING ON IN HIS OWN TRADE AND PROFESSION.

Nos. 1 and 3

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND OPIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM

Nos. 1 and 4

THE BEST KIND OF ORIGINALTY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRICEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABUL MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROPESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND

THE BEST KIND OF ORIGINALTY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR LEF A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOVLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH, TO BE ESTREMED ARROGANT WHEN THEY TERM

Nos. 2 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICIOSHIP: THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE CETERMED ARROGANT WHEN THEY TERM, THIS CALLING OF THERES AN ARS, THEY MUST BE WELLING AND SHOW THAT

Nos. 8 and 4

THE VERY MEST KIND OF ORBINATY OF THAT WHICH COMES ARTER A SOUND APPRECIABILITY THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL DEFUL PROCESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN HE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT APPRIS TO DISCARD KNOWLEDGE OF WHAT HAS COME BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTREMED ARROGART WHEN THEY TERM THIS CALLING OF

THE 347J Series is so arranged that all four sheet of six-polat are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Keyboard, and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars \$108 are required, and at the Casting Machine the Normal Wedge \$108 is required. A five-unit high space is required before the M and W of the six-point No. 1 size of the 347J Series.

When setting by hand, the following plan has been adopted. The six-point is cast to .0697 line. The sizes above six-point are Electro-Display Matrices designated as the No. 223 Series and are a continuation of the 347J Series, shown on reverse of this sheet. The twelve-point is cast on the six-point tip six with the twelve-point place four points above and two points below the six-point type. The eight- and the ten-point will be cast on twelve-point body with the standard twelve-point line.

To justify together the twelve-, eighteen-, and twenty-four-point size will overhang the body slightly.

The line standards for casting type for hand composition for Plate-folks according to the above plan will be as follows: Six-point .0697; eight- and ten-point on twelve-point body .1250; twelve-point .1250 (Standard); eighteen-point .2080; twenty-four-point .2080; twenty-four-point .2080; twenty-four-point .2080; twenty-four-point in order to produce the point line justification.

point line justification.

\*8 Point No. 223 In Preparation

\*10 Point No. 223

FOR FINE STATIONERY PRINTING
NEW. CLEAN, SHARP MONOTYPE TYPE FACES ARE
NECESSARY TO GET GOOD RESULTS
\$1234567890

\*12 Point No. 223

PRACTICE NON-DISTRIBUTION
TO ATTAIN THE VERY BEST RESULTS
IN YOUR PRESS ROOMS
\$1234567890

18 Point No. 223

# NON-DISTRIBUTION IS MORE ECONOMICAL THAN SPOTTING UP \$1234567890

24 Point No. 223

# MONOTYPE TYPE SAVES MORE THAN IT COSTS \$1234567890

\*The 8, 10, and 12 point sizes of this series are cast on the T mold, using the 12 point mold blade.

ELECTRO-DISPLAY MATRICES No. 223, shown on this page, are the same type design and are an extension of the 347J Series shown on the reverse side of this sheet

# TITLE [PLATE-GOTHIC] NO. 348. J SERIES

#### ARRANGEMENT P-G-COMPOSITION MATRICES

Specimens of the four sizes contained in the matrix case, each size shown separately

6 Point No. 3481, 8 Set

#### No. 1

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED TOO ARROGANT WHEN THEY

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

#### No. 2

No. 2
THE VERY BEST KIND OF ORIGINALITY IS THAT
WHICH COMES AFTER A SOUND APPRENTICESHIP;
THAT WHICH SHALL PROVE TO BE THE BLENDING
OF A FIRM CONCEPTION OF ALL USEFUL PRECE
DENT AND THE PROGRESSIVE TENDENCIES OF AN
ABLE MIND. FOR, LET A MAN BE AS ABLE AND
ORIGINAL AS HE MAY, HE CANNOT AFFORD TO
DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN
TRADE AND PROFESSION. IF THE PRINTERS OF
TODAY DO NOT WISH TO BE ESTERMED ARROGANT
WHEN THEY TERM THIS CALLING OF THERS AN
ART, THEY MUST BE WILLING, AND SHOW THAT

#### **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 21254567896

#### No. 3

NO. 3
THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OF WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION, IF THE PRINTERS OF TODAY DO NOT WHEN TO BE ESPECIMED ARROGANT WHEN THEY THEM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FREE. ALL THOSE CON-

#### ABCDEPGHLIKLMNOPOR STUVWK YZ \$1284567890

#### No. 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIF; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A PIRM CONCEPTION OF ALL USEFUL PRECEDENT AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR AND OF THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROPESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTREMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST VEHN THE THEY ARE WILLING, TO SUBJECT IT TO SUCH LAWS AS HAVE MADE ITS SISTER ARTS SO FRIE. ALL THOSE CONCERNED IN WHAT ARE ACCEPTED AS THE FINE ARTS, THE LEARNED SCHNICES, AND THE PROPESSIONS WILL SURROUND TREM-

#### ABCDEFGHUKLMNOPORSTUVWXYZ

Specimens of all the possible cap and small cap combinations that can be made with the four sizes in the matrix case

6 Point No. 3481, 8 Set

#### Nos. 1 and 2

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICE-SHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FRIM CONCEPTION OF ALL USEFUL PROCEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET ANY MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT AFFORD TO DISCARD A KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION.

#### Nos. 1 and 3

THE BEST KIND OF OBIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDENG OF A FIEM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND OBIGINAL AS BE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND HIS PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM

#### Nos. 1 and 4

THE BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPERNICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT APPORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISE TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND

#### Nos. 2 and 3

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESSIVE TENDENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS BE MAY, HE CANNOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROFESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALL-

#### Nos. 2 and 4

THE BRST KIND OF ORGINALITY IS THAT WHICH COMES AFTER A SOUND APPRINTICESHIP, THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRECEDENT AND THE PROGRESHIP THORDICES OF AN ABLE MIND. FOR, LIST A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CANNOT APPORD TO DESCARD KNOWLEDGE OF WHAT HAS GONE BEFORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PROPESSION. IF THE PRINTERS OF TODAY DO NOT WISH TO BE ESTERMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS AN ART, THEY MUST BE WILLING, AND SHOW THAT THEY

#### Nos. 3 and 4

THE VERY BEST KIND OF ORIGINALITY IS THAT WHICH COMES AFTER A SOUND APPRENTICESHIP; THAT WHICH SHALL PROVE TO BE THE BLENDING OF A FIRM CONCEPTION OF ALL USEFUL PRE-DE THE BLENDING OF A FIRM CONCEPTION OF ALL OBEFOL PAR-CEDENT AND THE PROGRESSIVE TEXPOENCIES OF AN ABLE MIND. FOR, LET A MAN BE AS ABLE AND ORIGINAL AS HE MAY, HE CAN-NOT AFFORD TO DISCARD KNOWLEDGE OF WHAT HAS GONE BE-FORE OR WHAT IS NOW GOING ON IN HIS OWN TRADE AND PRO-PESSION. IF THE PRINTERS OF TODAY DO NOT WISE TO BE ESTEEMED ARROGANT WHEN THEY TERM THIS CALLING OF THEIRS

THE 348J Series is so arranged that all four sizes of six-point are carried in one Matrix Case. Thus, four sizes may be composed at one operation on the Keyboard; and cast in justified lines on the Casting Machine. At the Keyboard the right and left Keybars and Keybanks P-G and the Stopbars S108 are required, and at the Casting Machine the Normal Wedge S108 is required. A five-unit high space is required before the M and W of the six-point No. 1 size of the 348J Series.

When setting by hand, the following plan has been adopted. The six-point is cast to .0697 line. The sizes above six-point are Electro-Display Matrices designated as the No. 323 Series, shown on reverse of this sheet, and are a continuation of the 348J Series. The twelve-point is cast on standard line. 1250; to justify the six- with the twelve-point place four points above and two points below the six-point type. The nine-point will be cast on twelve-point body with the standard twelve-point line.

To justify together the twelve-, fourteen-, eighteen-, and twenty-four-point sizes will overhang the body slightly.

The line standards for casting type for hand composition for Plate-Gothics according to the above plan will be as follows: Six-point .0697; nine-point on twelve-point body .1250; fourteen-point .1527; eighteen-point .2080; twenty-four-point .2910.

The Draw Rod should be readjusted to suit the movement of the Centering Pin when running on special line adjustment in order to produce the point line justification.

point line justification.

9 Point No.:323 In Preparation

14B Point No. 323

INSURE SATISFACTION
BY USING NEW MONOTYPE TITLE FACES AND
ELIMINATE DISTRIBUTION
\$1234567890

14 Point No. 323

WEAR AND TEAR
IN THE PRESSROOM ARE OVERCOME
BY NON-DISTRIBUTION
\$1234567890

18 Point No. 323

BOUGHT TYPE
IS AN EXPENSIVE LUXURY FOR
ANY PRINTING OFFICE
\$1234567890

24 Point No. 323

START NOW TO MAKE ALL YOUR OWN TYPE MATERIAL \$1234567890

ELECTRO-DISPLAY MATRICES No. 323, shown on this page, are the same type design and are an extension of the 348 Series shown on the reverse side of this sheet. The nine-point size of this series is cast on the T-mold, using the twelve-point mold blade.

# No. 23K. Job Arrangement C2.

## Composition Matrices

#### 6 Point No. 29K, 7 Set

#### 8 Point No. 23K, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and criginal as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and the professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only is very rare instances that such an atmosphere, with all its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all the masters faithfully, letting their great achievements sink alowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and he is driven to an early disappearance; while the slower and more solidly endowed student will at least spend as much of his time in avoiding mistakes as in evolving the brilliant schemes wherewith to dassie his contemporaries. The best kind of originality is that which comes after a sound apprenticeship; that which

abcdelehijklmnopqrsturwzyr ABCDBPGHIJKLMNOPQRSTUVWXYZ \$1234567890

#### 10 Point No. 23K, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and as original as he may, he cannot afford to discard all knowledge of what has gone before or of what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rate instances that such an atmosphere, with its material appurtenances, is to be

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let any man be as able and as original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under re-straint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

> abodefghijklmnopqratuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

#### 12 Point No. 23K, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let any man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and his profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free, All those who are concerned in what

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWX \$1234567890

# No. 115C. Job Arrangement C2

## Composition Matrices

8 Point No. 115C, 8 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now soins on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history. the literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appartenances, is to be found in a printing office. Art does not flourish in any hidden places, nor under restraint, nor in ignorance of what both talent and fentus have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great

abcdeffhijklmnopqretuvwnyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890 10 Point No. 115C, 10 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

12 Point No. 115C, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, then they must be willing, and show that they are willing, to subject it to such laws

## MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, then they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

# No. 12J. Job Arrangement C2

Composition Matrices

, 8 Point No. 12J, 81 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and con-crete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing effice.

Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

abedefghijklmnopgrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567896

10 Point No. 12J, 101 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so very free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples

abcdefghijklmnopqrstuvwzyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

12 Point No. 12J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of their an art, they must be willing, and show that they are willing, to subject it to such laws

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he campot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art. they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

MONOTYPE SAVES AT BOTH ENDS
The Monotype Will Decrease Your Composition Costs and Multiply
Your Composing Room Profits
\$1234567890

18 Point No. 12

NO LONG WAITS OR SHORT WEIGHTS
About Monotype Fonts, Cast as much as you Need just
as Soon as you Need It
\$1234567890

24 Point No. 12

THE LIBRARY SYSTEM
Gives Choice of a Large Number of Faces
At a Nominal Cost
\$1234567890

30 Point No. 12

DISPLAY TYPE
That will Stand Long Runs and will
Electrotype Perfectly
\$1234567890

36 Point No. 12

A SAVING
Is Made in Very Many Ways
\$1234567890

# Electro Display Matrices

18 Point No. 40

A GOOD WORKMAN REJOICES
At the Beautiful Faces as Well as the Unlimited
Sorts Supplied by the Monotype
\$1234567890

20 Point No. 40

THE SATISFIED MAN
Is a Business Asset, Whether He is a
Gustomer or a Workman
\$1234567890

24 Point No. 40

INDIVIDUALITY
In Type Makes For Fine as Well
as Gorrect Work
\$1234567890

36 Point No. 40

THE RESULT Holds Your Gustomers \$1234567890

# MONOTYPE SUCCESS Is Demonstrated by the Demand for Good Operators from Our Free School of Instruction \$1234567890

18 Point No. 41

TWENTY-SIX KEYBOARDS

And Twenty-four Casters are used Exclusively for

Instruction Purposes in our School

\$1234567890

24 Point No. 41

COMMERCIAL PRINTERS
Use the Monotype on Books, Catalogs,
Tariffs and Magazines
\$1234567890

30 Point No. 41

16 POUNDS PER HOUR
New Type Cast by a New Orleans
Daily on the Monotype
\$1234567890

36 Point No. 41

YOUR TYPE FOUNDRY Complete for Making Type \$1234567890

\*12 point No. 41 K 12 set, Job Arrangement C2, Composition Matrices, same face as specimens shown above can be purchased.

# No. 42 J. Job Arrangement C2

#### Composition Matrices

8 Point No. 42J, 81 Set

MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing through-out the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar,

abcdefghijkimnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

10 Point No. 42J, 10 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; 'that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

12 Point No. 42J, 12 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who are concerned in what

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

THE MONOTYPE UNIT SYSTEM
Means More than Most People May Realize. It Applies to Caster,
Keyboard, Matrices and Type
\$1234567890

18 Point No. 42

EVERY MATRIX IS A UNIT
Every Part of the Monotype Keyboard or Caster and
Every Improvement on Either is a Unit
\$1234567890

24 Point No. 42

AND EACH AND EVERY UNIT
Can be Supplied and Easily Fitted to
Your Machine at Small Expense
\$1234567890

30 Point No. 42

BUY WHAT YOU NEED And as your Plant Grows add the Parts to Suit your Trade \$1234567890

36 Point No. 42

WHAT YOU WANT When You Want It Most \$1234567890

MONOTYPE MAKES MONEY
Because the Typographic Quality of its Work in Every Department
Attracts and Holds Customers
\$1234567890

18 Point No. 44

BOOK AND JOB PRINTERS
Everywhere state that the Monotype Pleases Their
Most Particular Customers
\$1234567890

24 Point No. 44

HEIGHT-TO-PAPER
Absolutely True for Every Type Cast
on the Monotype
\$1234567890

30 Point No. 44

NEVER OUT OF SORTS
No Job Requires More Type than
the Monotype can Furnish
\$1234567890

36 Point No. 44

SAVES AND EARNS Money on All kinds of Work \$1234567890 No. 59

30 Point No. 59

# FOREIGN LANGUAGE WORK Changes from one Language to any Other Made Easily \$1234567890

36 Point No. 59

# THE ELASTIC MACHINE Makes the Face Fit the Space \$1234567890

No. 73

Electro Display Matrices

24 Point No. 73

HEIGHT TO PAPER
MONOTYPE ACCURACY
SAVES MAKE-READY
\$1234567890

312

# No. 96J. Job Arrangement C1

#### Composition Matrices

10 Point No. 96J, 91 Set

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Yet it is only in very rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignor-

## abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890

12 Point No. 96J, 11 Set

#### MONOTYPE PACES

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and profes-

#### MONOTYPE FACES

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Por, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed too arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences and professions, surround themselves with the history. literature, and concrete examples of the work

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890

ONE NEWSPAPER CUSTOMER SAYS
Since the Monotypes were Installed they haven't bought a Dollar's Worth
of Type, Spacing Material or Borders
\$1234567890

24 Point No. 96

"PRINTING FOR PROFIT"
Is Our Answer to that Interesting Query, "What is the Matter with the Printing Business?"
\$1234567890

30 Point No. 96

QUALITY PAYS HANDSOMELY
- It is the Best and Only Lever to Raise
Prices and Increase Your Profits
\$1234567890

36 Point No. 96

WHY NOT USE
New Type for Every Job? Another
Monotype Advantage
\$1234567890

NOTE: Two styles of Capitals M and O are furnished with fonts of the above series unless customer's order specifically states that only one style is desired. When ordering single characters, be sure to state whether the regular or special wide characters are desired.

THEIR PRINTERS PRAISE **IMPROVING** THE QUALITY THEIR WORK WITHOUT INGREASING ITS COST \$1234567890

24 Point No. 123

RECENT IMPROVEMENTS HAVE MADE THE MONOTYPE NEWER AND MORE SERVICEABLE. LET US TELL YOU ABOU \$1234567890

THE NEW KEYBOARD, MOLD AND MATRIX EASILY ESTABLISH A REGORD FOR IMPROVEMENTS \$1234567890

315

Extra Price Matrices. Fonts shown on this page Not Included in Library and Will Not be Leased Electro Display.

Matrices

12 Point No. 193

MONOTYPE CONTINUOUS PRODUCTION

Minimum Cost Results from Continuous Production; Machines

that Handicap the Orderly Progress of Work are

Profit Eaters and an Expense
\$1234567890

18 Point No. 193

NO BACK-TRACKING
Composition, Corrections and Alterations
go on Side by Side Without Friction
\$1234567890

24 Point No. 193

SELLING HELPS
Machines Cannot Earn Profits Unless They Help You Sell
\$1234567890

30 Point No. 193

POINTS THAT
Determine Money Returns
\$1234567890

36 Point No. 193

MONOTYPE
Means Quality & Service
\$1234567890

Extra Price Matrices. Fonts shown on this page Not Included in Library and Will Not be Leased Electro Display Matrices

12 Point No. 202

SAVING THE DISTRIBUTION EXPENSE
Full Cases of New Type and Rule Saves Distribution Expense, and
the Monetype Makes New Type and Rule Obsaper than a
Compositor Can Distribute Worn Type and Rule
81234597890

14 Point No. 202

COST OF NON-PRODUCTIVE HOURS
BEFORE YOU GET ANY PROFIT YOU MUST FIRST
EARN THE COST OF NOT RUNNING A
MACHINE AS WELL AS THE
COST OF RUNNING IT
81234567890

18 Point No. 202

THE MONOTYPE
Is Always Producing Now Matter or Type
for the Cases up to 36 Point,
Spaces, Leads, Rules, etc.
\$1234567390

24 Point No. 202

THE MONOTYPE

Gives Maximum Production for It is Continuously Producing \$1234567890

Extra Price Matrices. Fonts shown on this page Not Included in Library and Will Not be Leased

12B Point No. 246

SHADED TYPE FACES
ARE IN GREAT DEMAND, BUT A GREAT EXPENSE TO THE
PRINTER WITHOUT A MONOTYPE
\$1234567890

12 Point No. 246

FILL YOUR CASES WITH THIS POPULAR SERIES AND USE FRESH NEW TYPE FOR EVERY JOB \$1234567890

18 Point No. 246

CLASSIC CAPITALS SUITED TO A GREAT VARIETY OF PROFITABLE USES \$1234567890

# No. 95J. Job Arrangement C3

# **Composition Matrices**

6 Point No. 95J, 71 Set

Monatype Faces

The best kind of originality is that which cames after a sound apprenticessip; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tembencies of an able mind. Foc. let a man be as able and as original as he map, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as hade made its sister arts so free. All those concerned in what are now accepted as the line arts, the learned sciences and professions, survound themselves with the history, literature, and the concrete examples of the book with which they are particularly engaged. Bet it is only in very rare instances that this atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the worth. For is follow all precedent wisely does not mean to imitate too slavishy one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we map patiently berthe from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded poung man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, wore solidly embowed student will at least spend as much of his time in absolding mistakes as in evolving brilliant schemes wherewith to dayle his contemporaties. The best kind of originality is that which power after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendenties of a mable mind. For, let a man be as ab

abedefghijklinnepqestilping; ABCDCJ6H3YRIM9.0PQRASTQURD2 \$1234567890

10 Point No. 95J, 11 Set

#### Monotype Faces

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of avery able mind. For, let a man be as able and original as he map, he cannot afford to diseard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made all its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Bet it is only in care instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are now accomplishing throughout the world. For to follow all precedent wisely does

abedefghijklmnopgestubwxy3

**ABCDCJGHIJKLMAOPORSCHVI** \$1234567890 8 Point No. 95J, 9 Set

Monotype Jaces

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he map, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Pet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. for to follow precedent wisely does not mean to imitate slabishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently beribe from the richness of our acquired knowledge and organized system an attitude of our own. The

abedelghifklmnopqrstubwxy3 ABCBCIGHIJALMIGOPARSCUVWXYZ \$1234567890

12 Point No. 95J, 121 Set

#### Monotype Faces

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afforrd to disard a knowledge of what has gone before or what is now woing on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, literature,

abedefghifklmnopgrstubwxy3 ABCDCJGHIIXLMAOPQRSCU \$1234567890

Ask the Man who Owns a Monotype He will tell you that it will Pandle all of the Work in the Composing Room; that no job is too Plain or Intricate for Profit Making \$1234567890

18 Point No. 95

You are after the Big Work

Pet if you do not have the Proper Equipment you are Bound
to Lose out in the end
\$1234567890

24 Point No. 95

A Monotype Plant
Will get out all the Work on Time for a Certain
and Satisfactory Profit
\$1234567890

30 Point No. 95

The Beautiful Work of the Monotype is a Business-Builder that is Better than Low Prices \$1234567890

36 Point No. 95

Plenty of Sorts Keep Pour Employees Satisfied \$1234567890

# No. 102J. Job Arrangement C3

## Composition Matrices

6 Point No. 102J, 71 Set

Monotype Faces

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have ade its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent and gentus have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young man, who with his first business breath projects the new and startling, inevitably becomes tiresome, and is driven to an early disappearance; while the slower, more solidly endowed student will at least snew does mentioned. to an early disappearance; while the slower, more solidly endowed student will at least spend as much time in avoiding mistakes as in evolving brilliant schemes wherewith to dazele his contemporaries. The best hind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to diseard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term

nykwysteroporatikia poddeka Zwkkwysteropena zwkywysteropena Zwkkwysteropena zwkywysteropena zakona z

10 Point No. 1024, 11 Set

Monotype Faces

The best kind of originality is that which comes after a thorough apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a very able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made all its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Vet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in the hidden places, nor under restraint, nor in ignorance of what talent

abcdefghijhlmnopgrstuvwxyz ABCDEFGHIJHLMNODQASGUVWX \$1234567890 8 Point No. 102J, 9 Set

Monotype Faces

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions, surround themselves with the history, the literature, and the concrete examples of the work with which they are particularly engaged. Yet it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have accomplished and are accomplishing throughout the world. For to follow precedent wisely does not mean to imitate slavishly one great exemplar, but to study all masters faithfully, letting their great achievements sink slowly into the mind in order that we may patiently derive from the richness of our acquired knowledge and organized system an attitude of our own.

abedefghijhlmnopgrstuvwrge ABCDEFGHIJREMMOPQHSGUVWXYZ \$1234567890

12 Point No. 102J, 121 Set

Monotype Faces

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. For, let any man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and the professions, surround themselves with the history, literature,

abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMYOPQRSGUV \$1234567890

The Art Preservative of Arts

Gained a Friend in Need Through the Invention of the Monotype Machine

It Maintains the Quality Standard

\$1234567890

18 Point No. 102

All Other Composing Machines
Tended Simply to Increased Output Without Regard to the
Quality of the Type and Letterpress
\$1234567890

24 Point No. 102

Without Any Doubt
Both Quantity and Quality Were Attained by
the Monotype Alone
\$1234567890

30 Point No. 102

It Stands By Itself
As the Machine Suited to the Very
Flighest Class of Printing
\$1234567890

36 Point No. 102

The Entire Field Is Covered by the Monotype Only \$1234567890

# No. 188J. Job Arrangement C2

# Composition Matrices

6 Point No. 188J, 71 Set

·8 Point No. 188J, 9 Set

Monotype Juces

The best kind of originality is that which somes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tembencies of an able mind. For, let a man he as able and original as he may, he cannot afford to discard knowledge of what has gone before or what it now going on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. For it is only in rare instances that such an atmasphere, with its material appuretemness, is to be found in a printing wifes. Act hoes not flourch his his benefit and genius have accomplished and are accomplishing, throughout the world. For to follow precedent wisely does not mean to initiate slavishly one great exemplar, but to study all masters faithfully, letting their great actives not mean to initiate slavishly one great exemplar, but to study all masters faithfully, letting their great actives ments sink slowly into the union in order that he want patiently decise from the richness of our acquired knowledge and organized system an attitude of our own. The sprightly minded young unu, who with his first business breath projects the new and startling, insettably becomes treatment with a britten to an early disappearance; while the slower, more solidly endowed student will at least spend as much of his time in avoiding mintakes as in evoluing brilliant schemes wherewith to basele his contemporaries.

abedefghliklumapqrstuvuxyx ABCRESCHIKEMNOPQRSENSÜZYZ \$1234587688

10 Point No. 188J, 11 Set

#### Monotupe Naces

The very best kind of originality is that which comes after a sound apprenticeship: that which shall prove itself to be the blending of a firm conception of all useful precedent and the progressive tendencies of an able mind. Let any man be as able and original as be may, he cannot afford to discard knowledge of what has gone before or what is now aoing on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they teem this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those concerned in what are accepted as the fine arts, the learned sciences, and professions surround themselves with the history, literature, and concrete examples of the work with which they are particularly engaged. Het it is only in

abedefghijklmnopqrstuvwxyx ABCDEAGHIKAMNOPQRSTUVXYZ \$1234567890 Monotype Juces

The best kind of originality is that which comes after a sound apprenticeship; that which shall prove to be the blending of a firm conception of all useful precedent and of the progressive tendencies of an able mind. For, let a man be as able and original as he may, he cannot afford to discard knowledge of what has gone before or what is now going on in his own trade and profession. If the printers of today do not wish to be esteemed arragant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so feee. All those concerned in what are accepted as the fine arts. the learned sciences, and professions surround themselves with the history, the literature, and concrete examples of the work with which they are particularly engaged. Het it is only in rare instances that such an atmosphere, with its material appurtenances, is to be found in a printing office. Art does not flourish in hidden places, nor under restraint, nor in ignorance of what talent and genius have already accomplished and are accomplishing throughout all the world. For to

abadefshiiklmnopqrstuuuxyx ABCDESGAISKEANOPQRSCHUWXYZ \$1234587880

12 Point No. 1881, 124 Set

# Monotupe Baces

The best kind of originality is that which comes after a sound apprenticeship: that which shall prove to be the blending of a firm conception of all useful precedent and the progressive tendencies of a clever mind. For, let a man be as able and original as he may, he cannot afford to discard a knowledge of what has none before or what is now aring on in his own trade and profession. If the printers of today do not wish to be esteemed arrogant when they term this calling of theirs an art, they must be willing, and show that they are willing, to subject it to such laws as have made its sister arts so free. All those who

abcdefghijklmnopqrstwwxyz ABCDESGHIKEMNOPQRSTHIH \$1234567890

# A Good Black Letter

Is a Necessity in Every Composing Room. This Good Series Will Prove Assetul for Announcements, etc.

\$1234567890

18 Point No. 188

# Good Type Fares Make Your Composing Room the Right Hand of Your Sales Department \$1234567890

24 Point No. 188

# The Monotype Is the Composing Machine that Helps You Sell Good Printing \$1234567890

No. 75 (No. 475 German)

Electro Display Matrices

18 Point No. 75

# Stop the Ceak of Idle Time No Machine is Worth Having when you Can't Run it as an Actual Producer on Live Copy all the Time \$1234567890

This series is also designated as No. 475 and is made up of our No. 75 series, together with the additional characters necessary to complete the German font. In ordering, specify the proper point size and the series, No. 475. You will receive characters which are marked 75, including the extra characters to complete the German.

# No. 17L, Typewriter

#### **Composition Matrices**

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

11 Point No. 17L, Set Size .100"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This is a sample of our 11 point No. 17L, a type-writer face designed to overcome printing through a ribbon in order to obtain the rough, fuzzy effect of typewriter work. The face of the type is slightly thicker, and the outer edges of the letters more uneven than typewriter characters designed for use with a ribbon.

There is a great and increasing demand for this class of work. The printer who can print form letters properly has a profitable specialty, and in these days specialty printing is fast becoming a profitable field for the printer.

This is an especially useful face for fac-simile work, with copying ink, or for circulars printed in black ink only. It is shown in this specimen printed in purple copying ink through a ribbon and direct from the type.

For the general run of duplicating this is one of the best typewriter faces ever designed. The regular font consists of 93 characters, and includes the common fractions and commercial signs in general use. The set size of each character in this series is .100 or 10 letters to the inch.

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$
abcdefghijklmnopqrstuvwxyz
.,'"()!?-:;%/#¢@£\_\_

12345 888336

# No. 70L, Elite Typewriter

#### Composition Matrices

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

10 Point No. 70L, Set size .0830"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This 10 point No. 70L Elite Typewriter face is designed to fill the demand for a letter which may be used in cases where space must be saved or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face

which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are ob-

The regular font contains 98 characters and includes the common fractions and commercial signs in general use.

# No. 70L, Remington Typewriter

12 Point No. 70L, Set size .100"

Mr. Progressive Printer. Everywhere.

Dear Sir:

This 12 point No. 70L Remington Typewriter face is designed to fill the demand for a letter which may be used on the average class of typewriter work, or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in facsimile work the best results are obtained by printing through a ribbon, with an ordinary purple or any kind of

The regular font contains 101 characters and includes the common fractions and commercial signs in general use.

# NON-DISTRIBUTION

Means new type for every job, shorter time taken for makeready, no time lost in putting old type back into cases, and the possibility of holding the type for any job indefinitely if there is prospect for repeat orders. A profit insurance on your orders and a big selling advantage on repeat orders.

\$1234567890

# No. 170L, Smith Premier Typewriter

#### Composition Matrices

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

12 Point No. 170L, Set size .100"

Mr. Progressive Printer.

Everywhere.

Dear Sir:

This 12 point No. 170L Smith Premier Typewriter face is designed to fill the demand for a letter which may be used on the average class of typewriter work, or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are obtained by printing through a ribbon, with an ordinary purple or any kind of copying ink.

There are 10 characters to the inch, the most common set size of all standard typewriters.

There is no limit to the possibilities on fac-simile typewriter work in a printing office supplied with the Monotype faces. Standing matter cost, which would be a considerable item with foundry type, is reduced to the minimum, and, while Monotype type wears, like foundry type, long runs are profitable in the Monotype shop because it is cheaper to recast than distribute.

By running the keyboard ribbon through the caster twice or more, as many forms may be printed at one impression as the press capacity will admit. This saving in extra composition and electrotyping expense is a distinct Monotype advantage on typewriter work.

The regular font contains 101 characters and includes the common fractions and commercial signs in general use.

# No. 72L, Reproducing Typewriter

#### Composition Matrices

. This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

8 Point No. 72L, Set size .0692

Mr. Progressive Printer,

Everywhere. Dear Sir:

This 8 point No. 72L Reproducing Typewriter face is designed to fill the demand for a letter which may be used in cases where space must be saved or where it is not required to match exactly the typewriter used to fill in the address. It is used in printing direct from the type with

The regular font contains 99 characters as follows:

10 Point No. 72L, Set size .0830"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This 10 point No. 72L Reproducing Typewriter face is designed to fill the demand for a letter which may be used in cases where space must be saved or where it is required to match exactly the typewriter used to fill in the address. It is fre-

The regular font contains 105 characters as follows:

12 Point No. 72L, Set size .100"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This 12 point No. 72L Reproducing Typewriter face is designed to fill the demand for a letter which may be used on the average class of typewriter work, or where it is required to match exactly the typewriter used to fill in the

The regular font contains 78 characters as follows:

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$
abcdefghijklmnopqrstuvwxyz
().,-:;!?''%#/

# No. 270L, Underwood Typewriter

#### Composition Matrices

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

#### 10 Point No. 270L, Set Size, .0830"

Mr. Progressive Printer, Everywhere.

any kind of copying ink.

Dear Sir:

This 10 point No. 270L Underwood Typewriter face is designed to fill the demand for a letter which may be used in cases where space must be saved or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are obtained by printing through a ribbon, with an ordinary purple or

As there are 12 characters to the inch, the saving in space

The regular font contains 86 characters and includes the common fractions and commercial signs in general use.

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$ abcdefghijklmnopqrstuvwxyz ().,-:;!?'"\_%@¢/\*#½¼¾

#### 12 Point No. 270L, Set Size, .109"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This 12 point No. 270L Underwood Typewriter face is designed to fill the demand for a letter which may be used on the average class of typewriter work, or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in facsimile work the best results are obtained by printing through a ribbon, with an ordinary purple or any kind of copying ink.

The regular font contains 86 characters and includes the common fractions and commercial signs in general use.

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$ abcdefghijklmnopqrstuvwxyz.

().,-:;!?'"\_%0¢/\* $\#\frac{1}{2}\frac{7}{4}$ 

# No. 272L, Royal Typewriter

#### Composition Matrices

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

10 Point No. 272L, Set Size, .0830"

Mr. Progressive Printer, Everywhere.

any kind of copying ink.

Dear Sir:

This 10 point No. 272L Royal Typewriter face is designed to fill the demand for a letter which may be used in cases where space must be saved or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are obtained by printing through a ribbon, with an ordinary purple or

As there are 12 characters to the inch, the saving in space

The regular font contains 84 characters and includes the common fractions and commercial signs in general use.

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$
abcdefghijklmnopqrstuvwxyz
.,-:;!?''"\_#@\*\phi/#\frac{1}{2}

12 Point No. 272L, Set Size, .100"

Mr. Progressive Printer, Everywhere.

Dear Sir:

This 12 point No. 272L Royal Typewriter face is designed to fill the demand for a letter which may be used on the average class of typewriter work, or where it is required to match exactly the typewriter used to fill in the address. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in facsimile work the best results are obtained by printing through a ribbon, with an ordinary purple or any kind of copying ink.

The regular font contains 84 characters and includes the common fractions and commercial signs in general use.

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$ abcdefghijklmnopqrstuvwxyz \frac{11344}{244} ., -:;!?'"\psi' \mathscr{\phi} \mathscr{\phi} / \mathscr

# No. 370L, Remington Typewriter

# Composition Matrices

This face can be run on any Keyboard arrangement, but must be used on a Keyboard equipped with the typewriter stop.

10 Point No. 370L, Set Size, .0830"

<u>Mr. Progressive Printer, Everywhere.</u>

Dear Sir:

This 10 point No. 370L Remington Typewriter underscored face is designed to fill the demand for a letter showing the underscore as produced on the typewriter, and is frequently required to reproduce underscored sections of fac-simile letters composed in

the No. 270L series. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are obtained by printing through a ribbon, with an ordinary purple or any kind of copying ink.

The regular font contains 101 characters and includes the common fractions and commercial signs in general use. These matrices are sold at Class D prices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$

abcdefghijklmnopqrstuvwxyz
.,-:;!?'"+×=%@%D£#¢/()°\$

12 Point No. 370L, Set Size, .100"

<u>Mr.</u> <u>Progressive</u> <u>Printer</u>, Everywhere.

Dear Sir:

This 12 point No. 370L Remington Typewriter underscored face is designed to fill the demand for a letter showing the underscore as produced on the typewriter, and is frequently required to reproduce underscored sections of fac-simile letters composed in the No. 270L series. It is a hair line face which is frequently used in printing direct from the type with copying ink, but in fac-simile work the best results are obtained by printing through a ribbon, with an

the regular font contains 101 characters and includes common fractions and commercial signs in general use.

These matrices are sold at class D prices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890\$
abcdefghijklmnopqrstuvwxyz
()..-::!?'"+x=4@4.b&c#/°\*\$

# No. 95M. Special Arrangement

#### Composition Matrices

8 Point No. 95 M, 9 Set

# Monotype Schriftarten

Die beste Art von Griginalität ist diesenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine solche, die sich als Vermischung des Begrisses von allem nühlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er democh alles, was in seinem Gewerde oder Beruf früher geschah oder noch gegenwärtig geschieht, hach schäben. Wend die seutstgen Buchdrucker nicht als anmaßend angeleben werden wollen, indem sie ihr Gewerde als eine Kunft darstellen, smillen sie insolge dessen bereit sein, und auch ihre Vereitwilligkeit zu Tage legen, dasselbe solchen Gesehen zu unterwersen, durch welche ähnliche Künste so trei wurden. Alle diesenigen, welche die seinen Künste. Wissenschaften und Prosessionen pslegen, dessehen sich mit Geschichte. Titeratur und wirklichen Proben der in ihrem Fach liegenden Arbeit. Dennoch sindet man diese Umgebung mit all ihren

abedetypijklinnopqrsjtubuxp; ABCDCJGHIRLMIPOPORSCUVURYYZ& \$1234507990 ) ääijjijijijkdadyittii

.,;;1?-

10 Point No. 95M, 11 Set

#### Monotype Schriftarten

Die beste Art von Griginalität ist diesenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine solche, die sich als Vermischung des Begrisses von allem nützlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Sewerbe oder Beruftrüher geschach oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie infolge dessen derseit sein, und ihre Bereitwilligkeit zu Tage legen, dasselbe solchen Gesehen zu unter-

abcdefghifklunopqrfstubwxy3 ABCDCJGHIRLMAOPQRSSCUVW XHZ&

12 Point No. 95M, 121 Set

# Monotype Schriftarten

Die beste Art von Griginalität ist diejenige, welche sich nach einer gründlichen Lehezeit fühlbar macht, eine solche, die sich als Vermischung des Begrisses von allem nütlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Veruft früher geschah oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen

# Monotype Schriftarten

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\$1234567890

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. . : 17 -

This series, designated as No. 95M, is made up of our No. 95J series, shown under the classification of Text letters, together with the additional characters necessary to complete the German font. In ordering, specify the proper point size and the series number as above, No. 95M. You will receive characters which are marked 95J, so far as they conform exactly to the No. 95J series, and other characters symboled H9-95J, which represent the extra characters to complete the German. As this face is on a special arrangement, it requires a special right keybar.

14 Point No. 495

Frage den Mann, der einen Monotype besitzt Er wird sagen, das es alle Arbeit im Setzer-zimmer vollbringt: das keine Arbeit zu einfach oder zu schwierig ist um Profit zu bringen \$1234567890

18 Point No. 495

Man geht nach große Arbeit Hat man aber nicht die richtige Ausstattung, so ist Verlust unbermeidlich \$1234567890

24 Point No. 495

Eine Monotype Anlage Vollbringt alle Arbeit pünktlich für gewissen und zufriedenstellenden Profit \$1234567890

30 Point No. 495

Die wunderschoene Arbeit der Monotype's bautein Geschäft, welches besser ist als niedrige Preise \$1234567890

36 Point No. 495

Viele Sorten befriedigen und helfen den Arbeiter \$1234567890

This series, designated as No. 495, is made up of our No. 95 series, together with the additional characters necessary to complete the German foat. In ordering, specify the proper point size and the series number as above, No. 495. You will receive characters which are all marked 95, including the extra characters to complete the German.

# No. 99M. German Arrangement C

#### Composition Matrices

6 Point No. 99M. 7 Set

Monotune Schriftarten

abcbefghiffmnoparfstudwygg ABCDEFGHJREWRDBDRSQUBBURDB \$1234567890 ADA s s n fi fi fi fi fi fi fi fi sc. ..;:!!?'\*.")(-—.... 8 Point No. 99M, 81 Set

Monotupe Schriftarten

Die befte Art von Originalität ift biejenige, welche fich nach einer grunblichen Lehrzeit fühlbar macht, eine folche, die fich als Bermifdung bes Begriffes von allem nutliden und progreffiven Streben eines Maren Berftanbes erweift. Denn mag ein Mensch noch so tuchtig und originell sein, so muß er bennoch alles, mas in seinem Gewerbe ober Beruf früher geschah ober noch gegenwärtig geschieht, boch ichaten. Benn bie beutigen Buchbruder nicht als anmakend angeseben werben wollen, indem sie ibr Gewerbe als eine Runft barftellen, fo muffen fie infolge beffen bereit fein, und auch ihre Bereitwilligfeit ju Tage legen, basfelbe folden Gefeten ju unterwerfen, burch welche ahnliche Runfte fo frei murben. Alle diejenigen, welche die feinen Runfte, Wiffen-ichaften und Professionen pflegen, beschäftigen fich mit Geschichte, Literatur und wirflichen Broben ber in ihrem Rach liegenben Arbeit. Dennoch findet man diese Umgebung mit all ihren Gigenichaften in der Buchbruderei höchft selten. Wirkliche Runft tann nie in bunteln Winteln ober unter Sinderniffen ober in Unwiffenheit beffen mas Talent und Benie errungen haben, blithen. Einem vorausgegangenen Fall richtig folgen heißt nicht eines ober bas andere Beispiel fflavifc nachahmen, sondern bie berühmten Deifter grundlich forichen und beren großen

> abcbefghifimnoparfstubwep3 ABCDEFGHJARMNDBORSTUBBEP3 \$1234567890 ADU abu ff ft fi fi fi fi fi fi fi c. . . ; :!?' = "")(-— . . . .

10 Point No. 99M, 10 Set

Monotype Schriftarten

Die beste Art von Originalität ift diejenige, welche sich nach einer gründlichen Lebrzeit fühlbar macht, eine folche, die sich als Vermischung des Begriffes von allem nütslichen und progressiven Streben eines flaren Berstandes erweift. Denn mag ein Mensch noch so tuchtig und originell sein, so muß er bennoch alles, was in seinem Gewerbe ober Beruf früher geschah ober noch- gegenwärtig geschieht, boch schätzen. Wenn die beutigen Buchbruder nicht als anmagend angeseben werden wollen, indem sie ihr Gewerbe als eine Runft barftellen, so muffen sie infolge bessen bereit sein, und auch ihre Bereitwilligkeit zu Tage legen, dasselbe solchen Gesetzen zu unterwerfen, burch welche ähnliche Runfte so frei wurden. Alle diejenigen, welche die feinen Runfte, Wiffenschaften und Brofessionen pflegen, beschäftigen sich mit Geschichte, Literatur und wirklichen Proben ber in ihrem Fach liegenden Arbeit. Dennoch findet man diese Umgebung mit all ihren

Monotype Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine folde, die sich als Vermischung des Begriffes von allem nütlichen und progressiven Streben eines flaren Berstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er bennoch alles, was in seinem Gewerbe ober Beruf früher geschah ober noch gegenwärtig geschieht, hoch schätzen. Wenn die beutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Runft barftellen, so muffen sie infolge bessen bereit sein. und auch ihre Bereitwilligkeit zu Tage legen, basselbe folden Gesetzen zu unterwerfen, burch welche ähnliche Rünste so frei wurden. Alle biejenigen, welche bie feinen Runfte, Wiffenschaften und Professionen pflegen, beschäftigen sich mit Geschichte, Literatur und wirtlichen Broben ber in ihrem Fach liegenden Arbeit. Dennoch findet man diese Umgebung mit all ihren Gigenschaften in ber Buchbruderei bochft felten. Wirt. liche Runft tann nie in bunteln Winkeln ober unter Hindernissen oder in Unwissenheit bessen was Talent

abedefghijAmnopgefstudwyd ABCDEFGHJRLMNOBORSTYBWYD \$1234567890 A Ö Ü ä ö ü si fi fi il fi h c o fi fi fi 2c.

.,;:!?'="")(---...

# No. 99M. German Arrangement C

# Composition Matrices

11 Point No. 99M, 107 Set

#### Monotype Schriftarten

Die beste Art von Originalität ist diesenige, welche sich nach einer gründlichen Lehrzeit sühlbar macht, eine solche, die sich als Vermischung des Begrifses von allem nützlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Beruf früher geschah oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie infolge dessen derseit sein, und ihre Bereitwilligkeit zu Tage legen, dasselbe solchen Gesetzen zu unterwerfen,

#### Monotype Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit sühlbar macht, eine solche, die sich als Vermischung des Begrifses von allem nützlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tücktig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Beruf früher geschah, oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie ihr Gewerbe als eine Kunst darstellen, so müssen zu unterwerfen, burch welche ähnliche Künste so frei wurden. Alle biesenigen, welche die seinen Künste, Wissenschaften

abcbefghijkimnoparfstuvvryz ABCDEFGHJKLWNOBORSTUVWXDZ \*\$1234567890 ÅÖÜäöülfftilkhhdhffkfiec. .,;:!?'="")(-—...

12 Point No. 99M, 111 Set

#### Monotype Schriftarten

Die beste Art von Originalität ist diesenige, welche sich nach einer gründlichen Lehrzeit sühlbar macht, eine solche, die sich als Vermischung des Begriffes von allem nützlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er bennoch alles, was in seinem Gewerbe oder Veruf früher geschah oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie insolge dessen bereit sein, und auch ihre Vereitwilligkeit zu Tage legen, dasselbe solchen Gesetzen zu unterswersen, durch welche ähnliche Künste so frei

#### Monotype Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine solche, die sich als Vermischung des Bearisses von allem nützlichen und progressiven Streben eines flaren Berftanbes erweift. Denn mag ein Mensch noch so tüchtig und originell sein, so muk er dennoch alles, was in seinem Gewerbe ober Beruf früher geschah, ober noch gegenwärtig geschieht, hoch schätzen. Wenn die beutigen Buchbrucker nicht als anmaßend ans gesehen werden wollen, indem sie ihr Gewerbe als eine Kunft darstellen, so mussen sie infolge dessen bereit sein, und auch ihre Bereitwilligkeit zu Tage legen, basselbe solchen Gesetzen zu unterwerfen, durch welche ähnliche Klinste so frei wurden. Alle diejenigen, welche die feinen Rünfte, Wissenschaften und Professionen pflegen, beschäftigen sich mit Geschichte, Literatur und

abcdefghijklmnoparfstuvmryz

Saxmantskoakmantskammin?

**\$1234567890** 

UD Üabuff ft fill fi to dich ff fi fi 2c.

.,;:!?'=,")(--...

# No. 100M. German Arrangement C

#### Composition Matrices

6 Point No. 100M, 7 Set

Monotuve Schriftarten

Die beite Art von Drininglität ift diejenige, welche fich nach einer gründlichen Lebrzeit fühlbar macht, eine folde, die fic als Bermifchung bes Begriffes pon allem nitblichen und progreffiven Streben eines flaren Berftanbes erweift. Denn mag ein Menfc noch fo tüchtig und originell fein, fo muß er bennoch alles, was in feinem Gewerbe ober Beruf früher gefchah ober noch gegenwärtig gefdicht, boch fcaten. Wenn bie heutigen Buchbruder nicht als anmagend angefeben werben wollen, indem fie ihr Gewerbe als eine Quak barftellen, fo muffen fie bereit fein, und auch ihre Bereitwilligfeit gu Tage legen, dasfelbe Befeben gu unterwerfen, burd welche abuliche Runfte fo frei murben. Alle biejenigen, welche bie feinen Runfte, Biffenfchaften und Brofeffionen pflegen, befcaftigen fich mit Gefchichte, Literatur und wirflichen Broben ber in ihrem Fach liegenben Arbeit. Dennoch findet man Diefe Umgebung mit all ihren Gigenschaften in ber Buchbruderei bochft selten. Birflide Aunst fann nie in dunfeln Winfeln oder unter hindernissen oder in Unwissenbeit, dessen was Talent und Genie errungen haben, blichen. Einem vorausgegangenen Fall richtig folgen heift nicht eines oder das andere Beispiel stlavisch nachabmen, londern die berühmten Meister gründ. andere Beispiel sslavisch nachahmen, sondern die berühmten Weister gründlich forschen und deren großen Errungenschaften würdigen, durch welche wir in unserem Bissen selbschendend und selbstherrschend werden und daraus nur den größten Borteil und Ausen ziehen können. Der junge eifrige Anfänger, der sich sofort mit neuen salt unmöglichen Ideen abgeben will, sindet sich gars und ein seinem Ansichten getäuscht und verschwindet bald ganz und gar vom Geschäftsleben, während der bedächtigere und mit größeren Kenntnissen begabte Geschäftsmann wenigstens ebenso viel Zeit in der Bermeidung vom Fehlern verwenden wird als in der Aussiührung von großartigen und epochemachenden Brojeften. Die beste Art von Originalität ist diesenige, welche fich nach einer gründlichen Lehrzeit füblbar nacht, eine folde, die fich als Bermifchung bes Begriffes von allem nühlichen und progreffiven Stre-

> abcbefgbiff(mnsparfstubwypz ABCDGFGGIRRWRDBDWSTUBWFD8 \$1234567890 ÅÖÑ a b h f f f f f f f f f f ... .,:;!?'\*,,"'][)(\*†\$

> > 10 Point No. 100M, 10 Set

Monotype Schriftarten

Die beste Art von Originalität ift diejenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine folde, die fich als Bermijdung des Begriffes von allem nüblichen und progressiven Streben eines flaren Berftandes erweift. Denn mag ein Mensch noch fo tüchtig und originell fein, so muß er bennoch alles, mas in feinem Gewerbe ober Beruf früher geschah ober noch gegenwärtig geschieht, boch schäten. Wenn die hentigen Buchdruder nicht als anmakend angesehen werden wollen, indem fie ihr Gewerbe als eine Runft darftellen, so muffen fie infolge deffen bereit fein, und auch ihre Bereitwilligfeit zu Tage legen. dasselbe solchen Gesetzen zu unterwerfen, durch welche ahnliche Runfte fo frei wurden. Alle diejenigen, welche die feinen Rünfte, Wiffenschaften und Brofeffionen pflegen, beschäftigen fich mit Geschichte, Literatur und wirklichen Broben der in ihrem Fach liegenden Arbeit. Dennoch findet man diese Umgebung mit all ihren Gigenschaften in der Buchdruderei höchst felten. Wirkliche Runft tann nie in

ebebefghijflinnsparfstudwynz ABCDGJGGGARLWNOROROREUBWZYZ \$1234567890

A D A a b a f f f f f f f f e d d f f f f 2c.

8 Point No. 100M, 81 Set

Monothbe Schriftarten

Die befte Art von Originalität ift Diejenige, welche fich nach einer grandlichen Lehrzeit fühlbar macht, eine folche, die fich als Bermifdung bes Begriffes bon allem nüblichen und progreffiven Streben eines flaren Berftandes erweift. Denn mag ein Menfc noch fo tuchtig und originell fein, fo muß er bennoch alles, mas in feinem Gewerbe ober Beruf früher gefchah ober noch gegenwärtig geschieht, boch ichaten. Wenn die heutigen Buchbruder nicht als anmaßend angesehen werben wollen, indem fie ihr Gewerbe als eine Runft darftellen, fo muffen fie infolge beffen bereit fein, und auch ihre Bereitwilligfeit gu Tage legen, dasfelbe folden Gefeben gu unterwerfen, durch welche ähnliche Runfte fo frei murden. Alle biejenigen, welche bie feinen Riinfte, Wiffenichaften und Professionen pflegen, beschäftigen fich mit Geschichte, Literatur und wirlichen Broben der in ihrem Gach liegenden Arbeit. Dennoch findet man dieje Umgebung mit all ihren Gigenschaften in ber Buchbruderei höchft felten. Birfliche Runft fann nie in bunteln Binteln ober unter Sinderniffen ober in Unwiffenheit beffen was Talent und Genie errungen haben, bluben. Ginem borausgegangenen Fall richtig folgen heißt nicht eines ober bas andere Beifpiel fflavifd nachahmen, fondern die berühmten

> abcdefghiffmnopqrfstuvwyhz ABCDGFGHRRRDRDRSEUBBEPB \$1234567890 ÅÖÜäöäfffiühhtdffic. .,::!?'-""'][)(\*†§

> > 12 Point No. 100M, 111 Set

Monotype Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit fühlsbar macht, eine solche, die sich als Vermischung bes Begriffes von allem nühlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und vriginell sein, so muß er dennoch alles, was in seinem Gewerbe oder Veruf früher geschah oder noch gegenwärtig geschieht, hoch schätzen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie infolge dessen kunst darstellen, so müssen sie infolge dessen bereit sein, und ihre Bereitwilligkeit zu Tage legen, dasselbe solchen Gesehen zu unterwersen, durch welche ähnliche

abcdefghijklmnopqrfskuvwryz ABCDEFGHRARROREENEE ABCDEFGHRARROREENEE

#P8 \$1234567890 A O U ä d ü ff ft fi U ft ț đ ch ff ft fi 2c. . . : ; ! ? ' = ""'][) (\*†\$ 14 Point No. 100

Da ist ein Unterschied zwischen dem, was eine Monotype verrichtet, und dem, was andere Maschinen verrichten können. Keine andere Maschine macht die Hälfte von dem, was diese Maschine verrichtet \$1234567890

18 Point No. 100

Unfer Berzeichnis wiederholter Bestellungen! Bon jedem Hundert Monotypes werden Achtunddreißig an zufriedengestellte Kunden auf Wiederholungs: Bestellungen verkauft \$1234567890

24 Point No. 100

Winke mit Bezug auf Monothpe-Gießmaschinen! Berücksichtigen Sie keine Maschine, die nicht einen sichtbaren Vorrat ihrer eigenen Matrizen hat! \$1234567890

30 Point No. 100

Gießt Schrift schnell! Es bezahlt sich besser neue Schrift zu gießen, als alte Schrift abzulegen \$1234567890 14 Point No. 101

Erspart Ausgaben für Elektrotypieren! Die Monotype wird noch Geld in Ihre eigenen Caschen bringen, außer was Sie an Rechnungen für neue Schrift ersparen \$1234567890

24 Point No. 101

Alle Spatien und Quadraten von 5 Punkt bis 36 Punkt werden auf der Monotype gegossen \$1234567890

30 Point No. 101

50 Ems Pica! Die unvergleichliche Ausdehnung der sehr beschäftigten und gewandten Monotype \$1234567890

36 Point No. 101

Was sagen Sie dazu! Mur neue Schrift für jede Urbeit! \$1234567890

# No. 102M. Special Arrangement Composition Matrices

Composition M

6 Point No. 102M, 71 Set

Monotype Schriftarten

Die beste Art von Originalität ist diesenige, welche sich nach einer gründlichen Lehrneit sühlbar macht, eine solche, die sich als Vermischung des Begrisses von allem nühlichen und progressiven Streben eines klaren Versandes erweist. Denn mag ein Mensch noch so tächtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Berus früher geschah oder noch gegenwärtig geschieht, hoch schähen. Wenn alle die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so milsen sie insolge dessen bereit sein, und auch ihre Bereitwilligkeit, durch welche ähnliche Künste so sere

und auch ihre Bereitwilligheit, durch welche ähnliche Münste so frei wurden. Alle diejenigen, welche die seinen Künste, Wissenschaften und Prosessienen sein in ihrem Fach liegenden Arbeit. Literatur und wirklichen Droben der in ihrem Fach liegenden Arbeit. Dennoch sindet man diese Umgebung mit all ihrem Eigenschassen in der Buchdruckerei höchst selten. Wirkliche Kunst kann nie in dunkeln Winkeln oder unter Kindernissen oder in Unwissensienen Fall richtig folgen beist nicht eines oder das andere Beispiel sinder Auflich nachahmen, sondern die bestühmten Reister gründlich sorten vorausgegangenen Fall richtig folgen beist nicht eines oder das andere Beispiel sinder Andahmen, sondern die berühmten Reister gründlich sorten und deren größten Vorsen Errungenschaften würdigen, durch welche wir in unserem Wissen zu elbs siehen können. Der junge Anfänger, der sich sofort mit neuen salt unmöglichen Ideen abgeben will, sindet sich garz zu oft in seinem Anschlen getäuscht und verschwindet bald ganz und gar vom Seschästischen, während der bedöchtigere und mit größeren Kenntnissen begabte Geschästsmann wenigstens ebenso viel Zeit in der Vermeidung vom Fehlern verwenden wird als in der Aussührung von großartigen und

abcdefahikimnoparfsturwxyz ABCDEFGHINTIMIODONSGUUWXYE& \$1234567890 2841ft ff f f b d d f f ff ...; | 1?'-

10 Point No. 102M, 11 Set-

Monotype Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Tehrzeit fühlbar macht, eine solche, die sich als Vermischung des Begriffes von allem nühlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Beruf früher geschah oder noch gegenwärtig geschieht, hoch schähen. Venn die heutigen Duchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen sie insolge dessen bereit sein, und ihre Bereitwilligkeit zu Tage legen, dasselbe solchen Gesehen zu unter-

abcdefghijklmnopgefstuvwxyx ABCDEFGHIKLMYtOPQAS TLVWXYZ& \$1234567890 & on fifthed diffh 8 Point No. 102M, 9 Set Monolype Schristarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Tehrzeit sühlbar macht, eine solche, die sich als Vermischung des Begrisses von allem nühlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Beruf früher geschah oder noch gegenwärtig geschieht, hoch schähen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerbe als eine Kunst darstellen, so müssen siedem sereit sein, und auch ihre Bereitwilligheit zu Tage legen, dasselbe solchen Gesehen zu unterwersen, durch welche ähnliche Künste so frei wurden. Alle diejenigen, welche die seinen Künste, Wissenschaften und Prosessionen pstegen, beschästigen sich mit Geschichte, Literatur und wirklichen Proben der in ihrem Fach liegenden Arbeit. Dennoch sindet man diese Lingebung mit all ihren Eigenschaften in der Buchdruckerei höchst selten. Wirkliche Kunst hann nie in dunkeln Winkeln oder unter Kindernissen oder in Lnwissenbeit dessen was Talent und Genie errungen

abcdefghillmnopqrfstuvwxys ABCDTFGHIKLMMOPQASTUVWXYZ& \$1234567890 äöüfftffhddffff .;;!?-

12 Point No. 102M, 121 Set

Monotype Schristarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit sühlbar macht, eine solche, die sich als Vermischung bes Begriffes von allem nühlichen und progressiven Streben eines klaren Verstandes erweist. Denn mag ein Mensch noch so tüchtig und originell sein, so muß er dennoch alles, was in seinem Gewerbe oder Beruf früher geschah oder noch gegenwärtig geschieht, hoch schähen. Wenn die heutigen Buchdrucker nicht als anmaßend angesehen

abcdefghishlmnopgristuvwxyz ABCDEFGHIKLMYOPQRS TLVWXYZ& \$1234567890 äöüllstsebakslss

This series, designated as No. 102M, is made up of our No. 102J series, shown under the classification of Text letters, together with the additional characters necessary to complete the German font. In ordering, specify the proper point size and the series number as above, No. 102M. You will receive characters which are marked 102J, so far as they conform exactly to the 102J series, and other characters symboled H9-102J, which represent the extra characters to complete the German. As this face is on a special arrangement, it requires a special right keybar.

14 Point No. 4102

Da ist ein Unterschied zwischen dem, was eine Monotype verrichtet, und dem, was andere Maschinen verrichten können. Keine andere Maschine macht die Flälste von dem, was diese Maschine verrichtet

\$1234567890

18 Point No. 4102

Unser Verzeichnis wiederholter Bestellungen! Von jedem Flundert Monotypen werden Achtunddreißig an zufriedengestellte Kunden wieder verkauft \$1234567890

24 Point No. 4102

Alle Spatient und Quadraten von 5 Punkt bis 36 Punkt werden auf der Monotype gegossen \$1234567890

30 Point No. 4102

Gießt Schrift schnell!
Es bezahlt sich besser neue Schrift zu
gießen, als alte Schrift abzulegen
\$1234567890

36 Point No. 4102

Was sagen Sie dazu! Nur neue Schrift für jede Arbeit! \$1234567890

This series, designated as No. 4102, is made up of our No. 102 series, together with the additional characters necessary to complete the German font. In ordering, specify the proper point size and the series number as above, No. 4102. You will receive characters which are all marked 102, including the extra characters to complete the German.

# No. 199M. German Arrangement C

#### Composition Matrices

6 Point No. 199M, 71 Set

Monotype Schriftarten

Die beste Art von Originalität ist bleienige, welche sich nach einer gründlichen Lebrzeit sählbar macht, eine solche, die sich als Bermischung bes Begrisses von allem nühlichen und progressiven Streben eines karen Berstandes erweist. Denn mag ein Wensch noch so tücktig und originell sein, so muß er dennoch alles, was in seinem Gewerde oder Beruf früher geschah oder noch gegenwärtig gescheht, doch schäen. Wenn die beutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie heutigen Buchdrucker nicht als anmaßend angesehen werden wollen, indem sie ihr Gewerde als eine Lunst Werstellen, so müssen derett sein, und auch ihre Bereitwilligseit zu Tage legen, dasselbe solchen Gesehen zu unterwerfen, durch welche ähnliche Künste so sie sie sie zu zu des eine Aunst des eines kunsten und wirflichen Verden Gesehen zu unterwerfen, durch welche ähnliche Künste so her sie sie einem Künste, Wissenschaft und wirflichen Proden der in threm Fach liegenden Arbeit. Dennoch sindet man diese Umgebung mit all ihren Eigenschaft und Senie errungen haben, blüben. Sinnen vorausgegangens Tealt richtig solgen heißt nicht eines oder das andere Beispiel klawisch andahmen, sondern die errungen haben, blüben. Sinnen vorausgegangens Terungenschaften würdigen, durch welche wir in unterwe Wissenschaft und Benie errungen daben würdigen, durch welche wir in unterwe Wissenschaft und klusen ziehen fonnen. Der junge eitrige Ansänger, der sich sofort mit neuen sast und der Seenschaft werden werden der her klussischen der kunst in unterwe Veister werden und ber der her klussischung von großertsinger, der sich sofort mit neuen sast und der bedäcktigere und mit größeren Kenntnissen von Geschäftschen machten der bedäcktigere und mit größeren kenntnissen von Geschäftschen während der bedäcktigere und mit größeren kenntnissen von Geschäftschen Währens der bedäcktigere und wirt großeren kenntnissen von Geschäftschen Brojekten. Die beste Art von Originalität ist diesenige, welche sich and einer gründlichen Lebeze eines den der geschaftschen Berei

abedefabililmnoparfstuvmrv3 ABCDESGSENROBORSEUBBEPS \$1234567890 äönntifistatint 8 Point No. 199M. 91 Set

Monotope Schriftarten

Die beste Art von Originalität ist diejenige, welche sich nach einer gründlichen Lehrzeit fühlbar macht, eine folde, die fich als Bermischung bes Begriffes von allem nütlichen und progreffiven Streben eines flaren Berftandes erweift. Denn mag ein Mensch noch so tuchtig und originell sein, so muß er bennoch alles, mas in seinem Gewerbe ober Beruf früher geschah ober noch gegenwärtig geschieht, boch schätzen. Wenn bie heutigen Buchbruder nicht als anmagend angeseben werben wollen, indem sie ihr Gewerbe als eine Runft darstellen, so müssen sie insolge bessen bereit sein, und auch ibre Bereitwilligkeit zu Tage legen, basselbe solchen Gesethen zu unterwerfen, burch welche abnliche Kunste so frei wurden. Alle biejenigen, welche bie feinen Kunste, Wissenschaften und Brofessionen pflegen, beschäftigen sich mit Beschichte, Literatur und wirflichen Broben ber in ihrem Sach liegenden Arbeit. Dennoch findet man diese Umgebung mit all ihren Eigen-schaften in der Buchdruckerei höchst selten. Wirkliche Kunst kann nie in dunkeln Winkeln oder unter Hindernissen oder in Unwissenbeit bessen mas Talent und Genie errungen baben Einem vorausgegangenen Fall richtig folgen beißt blüben. nicht eines ober bas andere Beispiel fflavisch nachahmen,

abedefghijfimnoparfstudwyg ABCDEFGGJRLMNDBORSTUBWYJ3 \$1234567890 ädussist sigt of history ...;!?'=""....——

## No. 200M. German Arrangement C

6 Point No. 200M, 71 Set

Monotype Schriftarten

Die beste Art von Originalität ist biejenige, welche sich nach einer gründlichen Lebrzeit schliber macht, eine sosie, die sich nach einer gründlichen Lebrzeit sich bie nacht, eine sosie, die sich als Bermischung des Begrisses von allem nühlichen und progressiven Streben eines liaren Berstandes erweist. Denn mag ein Mensch noch so tächtig und sriginell sein, so muß er dennoch alles, was in seinem Gewerde oder Beruf früher geschah oder noch gegenwärtig geschieht, hoch schähen. Wenn die hentigen Buchdender nicht als anmahend angesehen werden wollen, indem sie ihr Gewerde als eine Aunst darstellen, so missen sinsselbe solchen Gesehen zu unterwersen, durch welche ähnliche Künste so frei wurden. Alle dieseugen, welche die seinen Rünste, Wissenschaften und Brosessischen pflegen, beschäftigen sich mit Geschäckte. Dennoch sindet man diese Umgebung mit all ihren Gigenschaften in der Buchdruckrei höchst selten. Wilken gründ sie unter dindernissen oder in Unwissenden Arbeit. Dennoch sindet man diese Umgebung mit all ihren Gigenschaften in der Buchdruckrei höchst selten. Wilken. Sinem voransgegangenen Fall richtig solgen beißt nicht eines oder das andere Beispiel staation deren großen Gerungenschaften wurdigen, durch welche wir in unserem Fall richtig solgen beißt nicht eines oder das andere Beispiel staation deren großen Grrungenschaften würdigen, durch welche wir in unserem Wissen eleistberten dund selbssten der Borteit und Ruhen zieden fünnen. Der junge eifrige Ansänger, der sich soft und Ruhen zieden sonnen. Der junge eifrige Ansänger, der sich soft und Ruhen zieden sonnen. Der junge eifrige Ansänger, der sich soft und Ruhen zieden kannen der der den der den mit sicheren Renntnissen begabte Geschäftigen werde bei der das kermische delt geit in der Bermeidung von Fehlern berwenden wird als in der Ansfilderung von größeren Renntnissen begabte Geschäftigen der in nurd als in der Ansfilden welche Werden Erreben eines Begrisse von allem nichtlichen und progression eines Erreben eines Begrisses von allem nichtlichen und progr

abcbefghijlimusparffindurph NBCDGGGGGSRMRDHABCRBRHBBBB 81234567890 ABARRH\$4 CGARR ...;!?'-"," 8 Point No. 200M, 91 Set

Monotype Schriftatten

Die befte Art von Originalität ift biejenige, welche fich nach einer grundlichen Lehrzeit fühlbar macht, eine folche, die fich als Bermifchung bes Begriffes von allem nuslichen und progressiven Streben eines flaren Berftanbes erweift. Denn mag ein Menfc noch fo tuchtig und priginell fein, fo muß er bennoch alles, was in feinem Gewerbe ober Beruf früher geschah oder noch gegenwärtig geschieht, hoch fcaten. Benn die beutigen Buchbruder nicht als anmakend angesehen werden wollen, indem fie ihr Gewerbe als eine Runft barftellen, fo muffen fie infolge beffen bereit fein, und auch ihre Bereitwilligfeit zu Tage legen, basfelbe folden Gefegen zu unterwerfen, burch welche abnliche Runfte fo frei wurden. Alle diejenigen, welche die feinen Runfte, Biffenichaften und Brofeffionen pflegen, befchaftigen fich mit Gefchichte, Literatur und wirklichen Broben ber in ihrem Sach liegenden Arbeit. Dennoch findet man diese Umgebung mit all ihren Eigenschaften in ber Buch-druderei höchst selten. Wirkliche Aunft tann nie in bunteln Winfeln oder unter Sinderniffen oder in Unwiffenheit beffen was Talent und Genie errungen haben, blüben. Sinem vorausgegangenen Fall richtig folgen beißt nicht eines ober bas andere Beispiel flavisch nachahmen, sondern die berühmten Meister gründlich forschen und

abedefyhiilmunparistunusya ABCDGFGHREMNOBONSEUBBURD \$1234567890 abufififikadafifi ...:!??-.."

# Greek Marking System

IN ORDERING Greek characters use the numbers shown to the left of the character in the chart below; thus, if ordering Psi (Ψ) capital letter of 8 point No. 83M Greek Arrangement C1, the order should read "8 point No. 83M, character No. 23." This number would be the same for this character in all Greek Fonts, the only change in ordering would be the point size and the face number; thus, if 12 point No. 155M capital Psi (Ψ) were ordered, the order should read "12 point No. 155M, character No. 23."

No.   Char.									_									
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# No. 83M—Greek Arrangement C1

#### Composition Matrices

#### 6 Point No. 83M, 61 Set

Καὶ προσέθεκαν οὶ υἰοὶ Ισραήλ ποιβσαι τό πονηρόν ένώπιον Κυρίου, καὶ παρέδεκαν αὐτοὺς Κόριος έν χειρὶ Φυλιστιείμ τεσσαράκοντα ἔτη.. Καὶ ἡν άνὴρ εἰς
ἀπὸ Σαράλ ἀπὸ δήμου συγγενείας τοῦ Δανεὶ καὶ δνομα αὐτῷ Μανῶε, καὶ γυνὸ
αὐτῷ στείρα καὶ οἰκ ἔτεκεν. καὶ ὧθθη ἄγγελος Κυρίου πρὸς τὴν γυναϊκα καὶ
εἰπεν πρὸς αὐτήν "Ιδοῦ σὺ στείρα καὶ οὐ τέτοκας, καὶ συλλήψη υἰδν. καὶ νῦν
φὐλαξαι δὴ καὶ μὴ πίης οἰνον καὶ μέθυσμα, καὶ σὐλλήψη υἰδν. καὶ νῦν
φὐλαξαι δὴ καὶ μὴ πίης οἰνον καὶ μέθυσμα, καὶ κὴν ἀγης πάν ἀκάθαρτον. ὅτι
ἰδοῦ σὲ ἐν γαστρὶ ἔχεις καὶ τέξη υἰδν, καὶ σίδηρος οὐκ ἀναβήσεταὶ ἐπὶ τὴν
κεφαλὴν αὐτοῦ, ὅτι ναζεἰρ θεοῦ ἔσται τὸ παιδάριεν ἀπὸ τὴς κειλίας. καὶ αὐτὸς
ἄρξεται τοῦ σώσαι τὸν Ισραήλ ἐκ χειρὸς Φυλιστιείμ." καὶ εἰσῆλθεν ἡ γυνὴ
καὶ εἰπεν τῶ ἀνδρὶ αὐτῆς λέγουσα "Ανθρεπος θεοῦ ἡλθεν πρὸς μέ, καὶ εἰδος
αὐτοῦ ὡς εἰδος ἀγγέλου θεοῦ φοβερὸν σφόδρα. καὶ οἰκ ἡρώτησα αὐτὸν πόθεν
ἐστίν, καὶ τὸ ὅνομα αὐτοῦ οὐκ ἀπήγγειλέν μοι. καὶ εἰπέν μοι, "Ίδοὺ σὸ ἐν
γαστρί ἔχεις καὶ τέξη υἰδν. καὶ νῦν ἡ πίης οἰνον καὶ μέθυσμα, καὶ μὴ φάλης
πάν ἀπάθαρτον, ὅτι ἄγιον θεοῦ ἔσται τὸ παιδάριον ἀπὸ γαστρὸς ἔως ἡμέρα
δανάτου αὐτοῦ." καὶ προσυίξατο Μανῶς πρὸς Κύριον καὶ εἰπεν "Εν ἐμοί,
Κύριε 'Αδωναίε, τὸν ἀνθρωπον τοῦ θεοῦ ἐν ἀπότενλας, ἐλθέτω δὴ ἔτι πρὸς
ἡμᾶς, καὶ συψήξαστάτω ἡμώς τὶ ποιήσωμαν τῷ παιδία τῷ τιτομένω."
αὐτῆς. παὶ ἐσταγένε ἡ γυνὴ καὶ ἔδραμεν καὶ ἀτγελος τοῦ θεοῦ ἔτι πρὸς τὴν
γυναϊκα. καὶ ἀτάτη ἐκάθυτο ἐν ὰγρο, καὶ Μανῶς ἀτὸς, καὶ ἐνδεν τοις τὸς
αὐτῆς. παὶ ἐπάτη καὶ ἐτος κόποι τῆς τρυναικάς ἀτοίνο, καὶ ἡλθεν πρὸς τὸν
ἔνδρα καὶ εἰπεν αὐτῶ "Εί σὲ εί ὁ ἀνὴρ ὁ λαλήσας πρὸς τὴν γυναϊκα;" καὶ
εἰπεν ὁ ἄγγελος "Είτω ἐπόλου τὸν ἐν ἐλοδισται ὁ λόγος σου.
τὶς ἐσται κρίος τοῦ καὶθοιο κὰ ἐπόλο τὸν διοδιονται ελ ὁλόγος σου.
τὶς ἐσται κρίος τοῦ καὶθοι κὰ ἀπόλο τὸν διοδισται ὁ λόγος σου.
τὶς ἐσται κρίος τοῦ καὶθοι κὰ ἀπόλο τὸν διοδισται ὁ λόγος σου.
τὶς ἐσται κρίος τοῦ καὶθοι ἐπόλου τὸν διοδισται ὁ λόγος σου.
τὶς ἐσται κρίος τοῦς ἐπατιδιαπέν ἐποτενο τὸν εξιοδισται ὁ λόγος σου.
τὶς ἐσται κρίος τὸς ἐπολοινοι ἐν εἰθονοι κὸν ἐγιδιον κοὶ ἐν ἐποκοι κὸς ἐ

#### ΑΒΓΔΕΖΗΘΙΚΑΜΝΞΟΠΡΣΤΥΦΧΨΏ

αβδη δεζηθικλιμό ξο προςτυρχψω

#### 10 Point No. 83M, 91 Set

Και προσέθηκαν οι υίοι Ισραήλ ποιήσαι το πονηρόν έυώπιον Κυρίου, και παρέδωκεν αύτους Κύριος έν χειρί Φυλιστιείυ τεσσαράχοντα έτη. Καὶ ήν άνηρ είς άπὸ  $\Sigma$ αράλ ἀπὸ δήμου συγγενείας τοῦ  $\Delta$ ανεί καὶ ὄνομα αὐτῷ Μανώε, και γυνή αὐτῷ στεῖρα και οὐκ ἔτεκεν. και ώφθη άγγελος Κυρίου πρός την γυναίκα και είπεν πρός αύτην "Ιδού σύ στειρά και σύ τέτοκας, και συλλήφη υίόν. και νύν φύλαξαι δή και μή πίης οίνον και μέθυσμα, καί μή φάγης πῶν ἀκάθαρτον. ὅτι ίδοὺ σὸ ἐν γαστρὶ έχεις και τέξη υίον, και σίδηρος ούκ άναβήσεται έπι την πεφαλήν αύτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τής χοιλίας. και αύτος ἄρξεται τοῦ σῶσαι τὸν Ισραήλ έχ χειρός Φυλιστιείμ." και είσηλθεν ή γυνή και είπεν τω άνδρι αὐτῆς λέγουσα "Ανθροπος θεοῦ ήλθεν πρὸς μέ, και είδος αύτοῦ ώς είδος άγγέλου θεοῦ φοβερόν σφόδρα. και ούκ ήρώτησα αύτον πόθεν έστίν, και το δνομα αὐτοῦ οὐκ ἀπήγγειλέν μοι. καὶ εῖπέν μοι, "'Ιδού σύ έν γαστρί έχεις και τέξη υίόν. και νῦν μὴ πίης οίνον καὶ μέθυσμα, καὶ μὴ φάγης πᾶν ἀκάθαρτον, ὅτι ἄγιον θεοῦ έσται το παιδάριομ άπο γαστρός έως ημέρας θανάτου αύτο υ.'' και προσνύξατο Μανώε πρός Κύριον και είπεν

#### **ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ**

αβδηδεζηθικλμνξοπροςτυφχψω

#### 8 Point No. 83M. 8 Set

Και προσέθηκαν οι υιοί Ισραήλ ποιήσαι το πονηρόν ένώπιον Κυρίου, και παρέδωκεν αύτους Κύριος έν χειρί Φυλιστιείμ τεσσαράκοντα έτη. Και ήν άνήρ είς άπο Σαράλ άπο δήμου συγγενείας του Δανεί και δνομα αύτφ Μανώε, και γυνή αύτφ στείρα και ούκ έτεκεν. και ώφθη άγγελος Κυρίου πρός την γυναίκα και είπεν πρός αύτην "Ιδού σύ στειρα και ού τέτοκας, και συλλήψη υίον. και νύν φύλαξαι δή και μή πίης οίνον και μέθυσμα, καὶ μὰ φάγης πῶν ἀκάθαρτον. ὅτι ίδοὐ σὐ ἐν γαστρὶ ἔχεις καὶ τέξη υίὸν, και σίδηρος ούκ άναβήσεται έπι την κεφαλήν αύτου, δτι ναζείρ θεού έσται το παιδάριον άπο τής κοιλίας. και αύτος άρξεται του σώσαι τον Ισραήλ έχ χειρός Φυλιστιείμ." καί είσηλθεν ή γυνή και είπεν τω άνδρι αυτής λέγουσα "Ανθρωπος θεού ήλθεν πρός μέ, και είδος αύτου ώς είδος άγγελου θεου φοβερον σφόδρα. καὶ ούκ ἡρώτησα αύτον πόθεν ἐστίν, καὶ τὸ δνομα αύτοῦ ούκ ἀπήγγειλέν μοι. καὶ εἰπέν μοι, '' Ιδού σὸ ἐν γαστρί έχεις και τέξη υίον. και νύν μή πτης οίνον και μέθυσμα, καί μή φάγης πῶν ἀκάθαρτον, ὅτι ἄγιον θεοῦ ἔσται τὸ παιδάριον ἀπὸ γαστρὸς ἔως ἡμέρας θανάτου αὐτοῦ.''' καὶ προσηύξοτο Μανῶε πρὸς Κύριον καὶ εἰπεν "Έν ἔμοι, Κύριε 'Αδωναῖε, τὸν άνθρωπον του θεού δν άπέστειλας, έλθετω δή έτι πρός ήμας, χαί συνβιβασάτω ήμας τί ποιήσωμεν τῷ παιδίῳ τῷ τικτομένῳ." καὶ είστριουσεν ὁ θεὸς τῆς φωνῆς Μανώε, καὶ ήλθεν ὁ ἄγγελος τοῦ

#### ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ

#### 12 Point No. 83M, 12 Set

Καὶ προσέθηκαν οἱ υἱοὶ Ισραήλ ποιῆσαι τὸ πογηρόν ἐνώπιον Κυρίου, καὶ παρέδωκεν αύτοὺς Κύριος έν γειρί Φυλιστιείμ τεσσαράχοντα έτη. Καὶ ἡν άνὴρ είς ἀπὸ Σαρὰλ ἀπὸ δήμου συγγενείας τοῦ Δανεί καὶ ὄνομα αὐτῷ Μανῶε, καὶ γυνὴ αὐτῷ στεῖρα καὶ οὐκ ἔτεκεν. καί ώφθη ἄγγελος Κυρίου πρός την γυναίκα καὶ εἶπεν πρός αὐτήν "Ιδού σὺ στεῖρα καὶ οὐ τέτοχας, χαὶ συλλήση υἰόν. καὶ νῦν φύλαξαι δή και μή πίης οίνον και μέθυσμα, και μή φάγης πᾶν ἀκάθαρτον. ὅτι ίδοὺ σὺ ἐν γαστρὶ έχεις καὶ τέξη υίον, καὶ σίδηρος οὐκ ἀναβήσεταί έπὶ τὴν κεφαλὴν αὐτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τῆς χοιλίας. καὶ αύτος ἄρξεται τοῦ σῶσαι τὸν Ισραήλ ἐκ χειρὸς Φυλιστιείμ." και είσηλθεν ή γυνή και είπεν τῶ ἀνδρὶ αὐτῆς λέγουσα "Ανθροπος θεοῦ

#### ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ

# No. 155M. Greek Arrangement C

#### Composition Matrices

6 Point No. 155M, 7 Set

8 Point No. 155M, 8½ Set

Και προσέθηκαν οι υιοι Ισραήλ ποιήσαι το πονηρόν ένώπιον Κυρίου,

καὶ παρέδωκεν αύτοὺς Κύριος εν χειρί Φυλιστιείμ τεσσαράκοντα έτη.

Καὶ ην άνηρ είς άπο Σαράλ άπο δήμου συγγενείας τοῦ Δανεί καὶ

δνομα αυτώ Μανώε, και γυνή αυτώ στείρα και ουκ έτεκεν. και

ώφθη άγγελος Κυρίου πρός την γυναϊκα και είπεν πρός αυτήν "Ιδού

σύ στειρα και ού τέτοκας, και συλλήψη υίον. και νύν φύλαξαι δή

και μή πίης οίνον και μέθυσμα, και μή φάγης παν άκάθαρτον. δτι

ίδου σύ εν γαστρί έχεις και τέξη υίον, και σίδηρος ούκ άναβήσεται

έπι την κεφαλήν αὐτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον άπὸ τῆς

κοιλίας. και αύτος άρξεται του σώσαι τον Ισραήλ έκ χειρός Φυλισ-

τιείμ." και είσηλθεν ή γυνή και είπεν τω άνδρι αυτής λέγουσα

"Ανθρωπος θεοῦ ήλθεν πρὸς μέ, καὶ εἰδος αὐτοῦ ὡς εἰδος ἀγγέλου θεοῦ φοβερὸν σφόδρα. καὶ οὐκ ἡρώτησα αὐτὸν πόθεν ἐστίν, καὶ τὸ δυομα αὐτοῦ οὐκ ἀπήγγειλὲν μοι. καὶ εἰπέν μοι, "'Ἰδοὺ σὰ ἐν γαστρὶ ἔχεις καὶ τέξη υίον. καὶ νῦν μὴ πίης οἰνον καὶ μέθυσμα, καὶ μὴ φάγης παν ἀκάθαρτον, ὅτι ἄγιον θεοῦ ἔσται τὸ παιδάριον ἀπὸ γαστρὸς ἔως ἡμέρας θανάτου αὐτοῦ.'" καὶ προσυθέατο Μανῶς πρὸς Κύριον καὶ εἰπεν "Εν ἐμοί, Κύριε 'Λδωναῖε, τὸν ἄνθρωπων τοῦ θεοῦ δν ἀπέστειλας, ἐλθέτω δὴ ἔτι πρὸς ἡμᾶς, καὶ συνβιβασάτω

ΑΒΓΔΕΖΗΘΙΚΛΜΝΖΟΠΡΣΤΤΦΧΨΩ ααβδηδεζηθθικκλμυξοπροττυφφχψωδε

kal elohkovoer b

ήμας τι ποιήσωμεν τῷ παιδίω τῷ τικτομένω."

ΑΒΓΔΕΖΗΘΙΚΑΜΝΖΟΠΡΣΤΤΦΧΨΩ ααβδηδείηθεικκλμιέσπροττυφφχψωδε

10 Point No. 155M, 10 Set

Καὶ προσέθηκαν οἱ υἱοὶ Ισραήλ ποιῆσαι τὸ πονηρὸν ένώπιον Κυρίου, καὶ παρέδωκεν αὐτοὺς Κύριος ἐν χειρὶ Φυλιστιείμ τεσσαράκοντα έτη. Καί ην άνηρ είς άπο Βαράλ άπο δήμου συγγενείας τοῦ Δανεί και δνομα αὐτῷ Μανώε, και γυνή αὐτῷ στεῖρα και οὐκ ἔτεκεν. και ώφθη άγγελος Κυρίου πρός την γυναϊκα και είπεν πρός αυτήν "Ιδού σύ στειρα και ού τέτοκας, και συλλήψη υίόν. και νῦν φύλαξαι δή και μή πίης οίνον και μέθυσμα, και μή φάγης πᾶν ἀκάθαρτον. ὅτι ίδοὺ σὺ ἐν γαστρὶ ἔχεις και τέξη υίον, και σίδηρος ούκ άναβήσεται έπι την κεφαλήν αύτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ της κοιλίας. και αυτός άρξεται του σώσαι τον Ισραήλ έκ χειρός Φυλιστιείμ." και είσηλθεν ή γυνή και είπεν τω άνδρι αύτης λέγουσα "Ανθρωπος θεοῦ ηλθεν πρὸς μέ, καὶ είδος αὐτοῦ ὡς είδος ἀγγέλου θεοῦ φοβερὸν σφόδρα. και ούκ ήρώτησα αύτον πόθεν έστίν, και το δνομα αύτοῦ ούκ άπήγγειλέν μοι. καὶ εἶπέν μοι, "'Ιδού σὺ έν γαστρὶ έχεις και τέξη υίόν. και νῦν μή πίης οίνον και μέθυσμα, καὶ μή φάγης πᾶν ἀκάθαρτον, ὅτι ἄγιον θεοῦ ἔσται τὸ

Καὶ προσέθηκαν οἱ υἱοὶ Ισραήλ ποιῆσαι τὸ πονηρὸν ένώπιον Κυρίου, και παρέδωκεν αύτους Κύριος έν χειρί Φυλιστιείμ τεσσαράκοντα έτη. Και δν άνηρ είς άπο Σαράλ άπο δήμου συγγενείας τοῦ Δανεί και δνομα αὐτῷ Μανῶε, καὶ γυνη αὐτῷ στεῖρα καὶ οὐκ ἔτεκεν. καὶ ὤφθη άγγελος Κυρίου πρός την γυναίκα και είπεν πρός αύτην ''Ιδοὺ σὺ στεῖρα καὶ οὐ τέτοκας, καὶ συλλήψη υἰόν. καὶ νῦν φύλαξαι δή και μή πίης οίνον και μέθυσμα, και μή φάγης παν ακάθαρτον. ότι ίδου συ έν γαστρί έχεις και τέξη υίον, και σίδηρος ούκ άναβήσεται έπι την κεφαλήν αύτου, δτι ναζείρ θεού έσται το παιδάριον άπο της κοιλίας. και αὐτὸς ἄρξεται τοῦ σῶσαι τὸν Ισραήλ έκ χειρός Φυλιστιείμ." και είσηλθεν ή γυνή και είπεν τω άνδρι αύτης λέγουσα "Ανθρωπος θεοῦ ήλθεν πρὸς μέ, καὶ είδος αὐτοῦ ώς είδος άγγέλου θεοῦ φοβερὸν σφόδρα. καὶ οὐκ ἡρώτησα αὐτὸν πόθεν ἐστίν, καὶ τὸ δνομα αὐτοῦ οὐκ ἀπήγγειλέν μοι. καὶ εἶπέν μοι, "'Ιδοὺ σὰ έν γαστρὶ έχεις και τέξη υίον. και νύν μη πίης οίνον και μέθυσμα, καὶ μὴ φάγης πᾶν ἀκάθαρτον, ὅτι ἄγιον θεοῦ ἔσται τὸ παιδάριον άπο γαστρος έως ημέρας θανάτου αυτου." καί προσυύξατο Μανώε πρός Κύριον και είπεν "Έν έμοι, Κύριε 'Αδωναίε, τον άνθρωπον τοῦ θεοῦ ον άπέστει-

#### **ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΤΦΧΨΩ**

ααβδηδεζηθθικκλμνξοπρσετυφφχψωθε

# No. 155M. Greek Arrangement C

#### Composition Matrices

11 Point No. 155M, 11 Set

Καὶ προσέθηκαν οἱ υἰοὶ Ισραὴλ ποιῆσαι τὸ πονηρὸν ἐνώπιον Κυρίου, καὶ παρέδωκεν αὐτοὺς Κύριος ἐν χειρὶ Φυλιστιεὶμ τεσσαράκοντα ἔτη. Καὶ ἢν ἀνὴρ εἰς ἀπὸ Σαρὰλ ἀπὸ δήμου συγγενείας τοῦ Δανεὶ καὶ ὄνομα αὐτῷ Μανῶε, καὶ γυνὴ αὐτῷ στεῖρα καὶ οὐκ ἔτεκεν. καὶ ὤφθη ἄγγελος Κυρίου πρὸς τὴν γυναῖκα καὶ εἶπεν πρὸς αὐτὴν " Ιδοὺ σὰ στεῖρα καὶ οὐ τέτοκας, καὶ συλλήψη υἰόν. καὶ νῦν φύλαξαι δὴ καὶ μὴ πίης οἶνον καὶ μέθυσμα, καὶ μὴ φάγης πᾶν ἀκάθαρτον. ὅτι ἰδοὺ σὰ ἐν γαστρὶ ἔχεις καὶ τέξη υἰόν, καὶ σίδηρος οὐκ ἀναβήσεταὶ ἐπὶ τὴν κεφαλὴν αὐτοῦ, ὅτι ναζεἰρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τῆς κοιλίας. καὶ αὐτὸς ἄρξεται τοῦ σῶσαι τὸν Ισραὴλ ἐκ χειρὸς Φυλιστιείμ." καὶ εἰσῆλθεν ἡ γυνὴ καὶ εἶπεν τῶ ἀνδρὶ αὐτῆς λέγουσα "Ανθρωπος θεοῦ ἦλθεν πρὸς μέ, καὶ εἶδος αὐτοῦ ὡς

Καὶ προσέθηκαν οἱ υἰοὶ Ισραήλ ποιῆσαι τὸ πονηρὸν ένώπιον Κυρίου, καὶ παρέδωκεν αὐτοὺς Κύριος έν χειρί Φυλιστιείμ τεσσαράκοντα έτη. Καί ήν άνηρ είς άπὸ Σαράλ άπὸ δήμου συγγενείας τοῦ Δανεί καὶ όνομα αὐτῷ Μανῶε, καὶ γυνή αὐτῷ στεῖρα καὶ οὐκ ξτεκεν. καὶ ὤφθη ἄγγελος Κυρίου πρός τὴν γυναῖκα καὶ εἶπεν πρὸς αὐτήν " Ιδού σὺ στεῖρα καὶ οὐ τέτοκας, καὶ συλλήψη υίον. καὶ νῦν φύλαξαι δή καὶ μή πίης οίνον και μέθυσμα, και μή φάγης παν ακάθαρτον. ότι ίδου συ έν γαστρί έχεις και τέξη υίόν, και σίδηρος ούκ άναβήσεται έπι την κεφαλην αύτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τῆς κοιλίας. καὶ αὐτὸς άρξεται τοῦ σῶσαι τὸν Ισραήλ ἐκ χειρὸς Φυλιστιείμ." καὶ εἰσῆλθεν ἡ γυνὴ καὶ εἶπεν τῶ ἀνδρὶ αὐτῆς λέγουσα "Ανθρωπος θεοῦ ήλθεν πρὸς μέ, καὶ εἶδος αὐτοῦ ὡς εἶδος άγγέλου θεοῦ φοβερὸν σφόδρα. καὶ οἰκ ἡρώτησα αὐτὸν πόθεν ἐστίν, καὶ τὸ ὄνομα αὐτοῦ οὐκ ἀπήγ-

#### ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΤΦΧΨΩ

ααβδηδεζηθθικκλμνξοπρεστυφφχψωθε

 $\begin{array}{l} \text{d} \text{d} \tilde{\text{d}} \tilde{\text{d}} \text{d} \tilde{\text{d}}  \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}}} \tilde{\text{d}}  \tilde{\text{d}}  \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}} \tilde{\text{d}}}$ 

#### 12 Point No. 155M, 12 Set

Καὶ προσέθηκαν οἱ υἰοὶ Ισραὴλ ποιῆσαι τὸ πονηρὸν ἐνώπιον Κυρίου, καὶ παρέδωκεν αὐτοὺς Κύριος ἐν χειρὶ Φυλιστιεὶμ τεσσαράκοντα ἔτη. Καὶ ἦν ἀνὴρ εἰς ἀπὸ Σαρὰλ ἀπὸ δήμου συγγενείας τοῦ Δανεὶ καὶ ὄνομα αὐτῷ Μανῶε, καὶ γυνὴ αὐτῷ στεῖρα καὶ οὐκ ἔτεκεν. καὶ ὤφθη ἄγγελος Κυρίου πρὸς τὴν γυναῖκα καὶ εἶπεν πρὸς αὐτὴν "Ιδοὺ σὰ στεῖρα καὶ οὐ τέτοκας, καὶ συλλήψη υἰόν. καὶ νῦν φύλαξαι δὴ καὶ μὴ πίης οἶνον καὶ μέθυσμα, καὶ μὴ φάγης πᾶν ἀκάθαρτον. ὅτι ἰδοὰ σὰ ἐν γαστρὶ ἔχεις καὶ τέξη υἰόν, καὶ σίδηρος οὐκ ἀναβήσεταὶ ἐπὶ τὴν κεφαλὴν αὐτοῦ, ὅτι ναζεὶρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τῆς κοιλίας. καὶ αὐτὸς ἄρξεται τοῦ σῶσαι τὸν Ισραὴλ ἐκ χειρὸς Φυλιστιείμ." καὶ

Καὶ προσέθηκαν οἱ υἱοὶ Ισραήλ ποιῆσαι τὸ πονηρόν ένώπιον Κυρίου, και παρέδωκεν αύτούς Κύριος έν χειρί Φυλιστιείμ τεσσαράκοντα έτη. Καὶ ἢν ἀνὴρ εἶς ἀπὸ Σαρὰλ ἀπὸ δήμου συγγενείας τοῦ Δανεί καὶ ὅνομα αὐτῷ Μανῶε, καὶ γυνή αὐτῷ στεῖρα καὶ οὐκ ἔτεκεν. καὶ ὤφθη άγγελος Κυρίου πρός την γυναϊκα και είπεν πρός αὐτήν "Ιδού σὺ στεῖρα καὶ οὐ τέτοκας, καί συλλήψη υίον. και νῦν φύλαξαι δή και μή πίης οίνον και μέθυσμα, και μή φάγης παν άκάθαρτον. ὅτι ἰδοὺ σὰ ἐν γαστρὶ ἔχεις καὶ τέξη υίον, και σίδηρος ούκ άναβήσεται έπι την κεφαλήν αὐτοῦ, ὅτι ναζεὶρ θεοῦ ἔσται τὸ παιδάριον ἀπὸ τῆς κοιλίας. καὶ αὐτὸς ἄρξεται τοῦ σωσαι τον Ισραήλ έκ χειρος Φυλιστιείμ." καί είσηλθεν ή γυνή και είπεν τω άνδρι αὐτῆς λέγουσα "Ανθρωπος θεοῦ ήλθεν πρὸς μέ, καὶ

#### ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΤΦΧΨΩ

ααβδηδεζηθθικκλμυξοπρσετυφφχψωθε

# No. 160M. Greek Arrangement C1

#### Composition Matrices

10 Point No. 160M, 10 Set

Καὶ προδέθηκαν οι νίοι Ιδραήλ ποιήδαι το πονηρόν ένώπιον Κυρίου, και παρέδωκεν αύτους Κύριος έν χειοί Φυλιστιείμ τεσσαράκοντα έτπ. Καί πν άνλο είς άπο Σαράλ άπο δήμου συγγενείας τοῦ Δανεί και δνομα αυτφ Μανώε, και γυνά αυτφ στείρα και ούκ έτεκεν. και ώφθη άγγελος Κυρίου πρός την γυναίκα και είπεν πρός αυτήν "1δού ού στείρα και ού τέτοκας, και συλλήψη υίόν. και νύν δύλαξαι δά και μά πίης οίνον και μέθυσμα, και μά ξάγης παν ακάθαρτον. ὅτι ίδοὺ οὐ ἐν γαστρὶ Exerc kai tékn vióv, kai dibnoog ouk ayabhdetai έπὶ τὰν κεφαλάν αὐτοῦ, ὅτι ναζείρ θεοῦ ἔσται τὸ παιδάριον άπὸ τῆς κοιλίας. καὶ αὐτὸς ἄρξεται τού σώσαι τον Ισραήλ έκ χειρός Φυλιστιείμ." καὶ εἰδάλθεν ή γυνή καὶ είπεν τω άνδοὶ αὐτῆς λέγουσα "Ανθρωπος θεού πλθεν πρός μέ, καὶ είδος αύτου ώς είδος άγγέλου θεου φοβερόν deóbga. kai ouk howenda aurdy nóbev edeiv, kai τὸ δνομα αὐτοῦ οὐκ ἀπήγγειλέν μοι. καὶ είπέν μοι, "'1δού δύ έν γαστρί έχεις και τέξη υίδν. και Καὶ προδέθηκαν οι νίοι Ιδραήλ ποιήδαι τὸ πονηρόν έυώπιον Κυρίου, και παρέδωκεν αύτούς Κύριος έν χειρί Φυλιστιείμ τεσσαράκοντα έτη. Kai hv άνλο είς άπο Σαράλ άπο δάμου συγγενείας του Δανεί και δνομα αὐτῷ Μανῶε, και γυνα αὐτῷ στείρα καὶ ούκ ἔτεκεν. καὶ ἄψθη ἄγγελος Κυρίου πρός την γυναίκα και είπεν πρός αυτήν "ίδου σύ στείρα και ού τέτοκας, και συλλάψη viév. και νύν φύλαξαι δή και μή πίης οίνον και μέθυσμα, και μή φάγης πάν ακάθαρτον. ότι ίδου δυ έν γαστρί έχεις και τέξη υίον, και σίδηρος ούκ άναβάσεται έπι την κεφαλήν αὐτοῦ, ότι ναζείο θεοῦ Εὐται τὸ παιδάριον άπὸ τῆς κοιλίας. καὶ αὐτὸς ἄρξεται του σώσαι τον idgan' έκ χειρός Φυλιστιείμ." και είσπλθεν ή γυνή και είσεν τω άνδρι αυτής λέγουσα "Ανθρωπος θεού άλθεν πρός μέ, καί είδος αύτου ώς είδος άγγέλου θεου φοβερόν δφόδρα. και ούκ πρώτησα αύτον πόθεν έστίν, και τό όνομα αύτου ούκ άπηγγειλέν μομ και είπέν μοι, " Ίδού οὐ έν γαστρί έχεις καὶ τέξη υίόν. καὶ νύν μη πίης οίνον και μέθυσμα, και μη φάγης παν ακάθαρτον, ότι άγιον θεού έσται το παιδάριον από γαστρός έως ημέρας θανάτου αύτου. " καί προσπύξατο Μανώε πρός Κύριον και είπεν "Εν

# Greek Display Faces

THE Greek fonts shown below are sold at class A prices for single Matrices. The English characters necessary to complete the Greek alphabet for any of these fonts are also sold at class A prices for single Matrices.

How and what to order: If ordering 18 point 108S Greek, also order the fourteen English characters of 18 point 108 series necessary to complete the alphabet. When ordering Greek characters, always specify the character number as well as point size and series number.

The English Matrices can be had through the Matrix Library, by renting the full font of the series wanted.

Greek alphabet showing the 14 English characters as noted above. 18 point 108S Greek and 18 point 108 Series.

# AB T Å E Z H Ø I K Ä M N Ë O Ü P Ë T Y Ø X Ÿ Õ

14 Point 63S Greek, to complete Alphabet order 14 Point 63 Series.

ΓΔΘΛΞΠΣΦΨΩ

18 Point 508 Greek, to complete Alphabet order 18 Point 50 Series.

 $\Gamma A B A \equiv \Pi \Sigma \Phi \Psi Q$ 

18 Point 1118 Greek, to complete Alphabet order 18 Point 111 Series.

ΓΔΘΛΞΠΣΦΨΩ

18 Point 121S Greek, to complete Alphabet order 18 Point 121 Series.

T A B A E N Z Ф Y Q

24 Point 62S Greek, to complete Alphabet order 24 Point 62 Series.

ΓΔΘΛΞΠΣΦΨΩ

24 Point 94S Greek, to complete Alphabet order 24 Point 94 Series.

ΓΛΘΛΞΠΣΦΨΩ

30 point 37S Greek, to complete alphabet order 30 point 37 Series.

ΓΔΘΛΞΠΣΦΨΩ

30 Point 111S Greek, to complete Alphabet order 30 Point 111 Series.

ΓΔΘΆΞΠΣΦΨΩ

36 Point 89S Greek, to complete Alphabet order 36 Point 89 Series.

ΓΔΘΛΞΠΣΦΨΩ

36 Point 94S Greek, to complete Alphabet order 36 Point 94 Series.

ΓΔθΛΞΠΣΦΨΩ

36 Point 107S Greek, to complete Alphabet order 36 Point 107 Series.

ΓΔΘΛΞΠΣΦΨΩ

# No. 308A. Ruthenian Arrangement

#### Composition Matrices

8 Point No. 308A, 81 Set

### ЧЕРЕНКИ, РОБЛЕНІ НА МОЛОТУРЕ

В послідних часах друкарство розвинулось до кульмінаційної точки. Воно майже не подібне до первісного, коли його винайдено. Все змінилось. Давнійші нерівні та незручно вироблені черенки заступили модерні крої черенок та тисячі родів воїляких прикрас. Повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім накладі праці найвисие 50 примірників, заступили найновійші поспішні друкарські преси, т. з. ротаційні, які друкують 8—10 тисяч примірників ізает чи книжок на годину і то вяже готових, зложених. Ручну працю складачів, особиню був би без друкарства неможливий. Всі пізнійші винаходи мали в друкарстві великого приятеля, яке їх так сказатиб реклямувало, пошировало. Був него вони

абвгідежаннії клинопретуфхичинцьяює АБВГІДЕЖЗИЙІЇ КЛИНО ОПРСТ УФХЦЧИПІ БІЮЄ 123456 7890

обев гдежанййк жинопретуфхичицьяю АБВГІДЕ ЖЗИЙІКЛМНОПРСТ ФХЦЧШЦЬЯЮЄ 1284567890 10 Point No. 308A, 10 Set

#### ЧЕРЕНКИ. РОБЛЕНІ НА МОЛОТУРЕ

В послідних часах друкарство розвинулось до кульмінаційної точки. Воно майже не подібне до первісного, коли його винайдено. Все змінилось. Давнійші нерівні та незручно вироблені черенки заступили модерні крої черенок та тисячі родів всіляких прикрас. Повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім нав значній мірі тяжку друкарську працю і збільшили значно її продукцію. Книжка та газета стала нині приступною для кождого.

абвгідежзиійклинопрстуфхцчищьюяє АБВГІДЕЖЗИЙІЇКЛИНОПРСТ УФХЦЧПІЦЬЮЯЄ 1234567890

абвглдежгийіклянопрстуфхцчшцьюяє АБВГІДЕЖЗИЙІЇКЛМ НОПРСТ УФХЦЧШЩЬЯЮЄ 1234567890

12 Point No. 308A, 12 Set

ЕРЕНКИ, РОБЛЕНІ НА МОЛОТУРЕ В послідних часах друкарство розвинулось до кульмінаційної точки. Давні повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім накладі праці найвисше 50 примірників, ваступили найпомічничі прибори друкарські улекшили в значній мірі тяжку друкарську

працю і збільшили в значній мірі її про-

#### ЧЕРЕНКИ, РОБЛЕНІ НА МОПОТУРЕ

В послідних часах друкарство розвинулось до кульмінаційної точки. Давні повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім накладі праці найвисие 50 примірників, заступили найновійші поспішні друкарські преси, т. зв. ротаційні, які друкують 8—10 тисяч примірників газет чи книжок на годину і то вже готових, зложених.

абвгідежзийії клімнопретуфхичищьюяє АБВГІДЕЖЗИЙІЇ КЛІМНОПРСТУФХІГЧІШЦЬЮЯЄ 1234567890

абеглдежэйййклмнопрстуфхучицьяю АБВГІДЕЖЗИЙІЇКЛМНОПРСТУФХЦЧШЩЯЮЄ 1**23**45678**9**0

This series, designated No. 308A, is made up of our No. 8A series, together with the additional characters necessary to complete the Ruthenian font. In ordering, specify the proper point size and the series number as above, No. 308A. You will receive characters which are marked 8A (8C for Italic), so far as they conform exactly to the No. 8A series, and other characters symboled 308A (308C for Italic), which represent the extra characters to complete the Ruthenian. The Ruthenian arrangement differs from the Russian arrangement in only six characters. In order to set Russian, the necessary characters would be added to a Ruthenian font. This is a special arrangement and requires special left and right keybars, together with stopbars and wedge.

14 Point No. 311

# ВЕЛИКА БЕЗ ПОРІВНАНЯ РІЖНИЦЯ

між сим, що робить машина "Монотайп" а сим, що инші машини можуть зробити.

Посїдаючи сю машину, має ся все сьвіжі припаси своїх власних черенок і всяких друкарських прикрас.

Сї машини, з огляду на свою практичність, найшли в сьвіті загальне приміненє

\$1234567890

24 Point No. 311

ЛІПШЕ МАТИ МАШМНУ, яка обслужить всякі друкарські роботи скоро і гарно, а кромі сего на кожде бажанє зробить довільну скількість нових черенок чи обвідок. \$1234567890

36 Point No. 311

# МОНОТАЙП се одинока машина, яка побіч своєї звичайної праці вирабляє черенки \$1234567890

This series, designated as No. 311, is made up of our No. 11 series, together with the additional characters necessary to complete the Ruthenian font. In ordering, specify the proper point size and the series number as above, No. 311. You will receive characters which are marked No. 11, so far as they exactly conform to the No. 11 series, and other characters symboled No. 311, which represent the extra characters to complete the Ruthenian. The Ruthenian arrangement differs from the Russian arrangement in only six characters. In order to set Russian, the necessary characters would be added to a Ruthenian font.

# No. 318 J. Ruthenian Arrangement Composition Matrices

8 Point No. 318J, 81 set

ЧЕРЕНКИ, РОБЛЕНІ НА МОПОТУРЕ.

В нослідних часах друкарство розвинулось до кульмінаційної точки. Воно майже не подібне до первісного, коли його винайдено. Все змінилось. Давнійші
нерівні та незручно вироблені черенки заступили модерні крої черенок та тисячі родів всіляких прикрас.
Повільні ручні праси друкарські, на яких можна було
видрукувати на годину при великім накладі праці найвисше 50 примірників, заступили найновійші поспішні
друкарські преси, т. з. ротаційні, які друкують 8—10
тисяч примірників ізвет чи книжок на годину і то вже
готових, зложених. Ручну працю складачів, особливо
при наборі часописн і книжок заступили машини до
складаня »Мопотуре«. Инші помічничі прибори друкарські удекшили ваначно її продукцію. Книжка та
гавета стала нинії приступною для кождого. Що більше, книжка та газета стала в теперішних часах майже

абытдежанйі іклинопротуфхичицыяме АВВГІДЕЖЗИЙІЇ КЛИНОПРСТ УФХЦЧШЦЬЯ ЮЄ 12345678905 10 Point No. 318J, 10 set

ЧЕРЕНКИ, РОБЛЕНІ НА МОЛОТУРЕ.

В послідних часах друкарство розвинулось до кульмінаційної точки. Воно майже не подібне до первісного, коли його винайдено. Все змінилось. Давнійші нерівні та незручно вироблені черенки заступили модерпі крої черенок та тисячі родів всїляких прикрас. Повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім накладі праці найвисше 50 примірників, заступили найновійшу носпішні друкарські преси, т. з. ротаційні, які друкують 8—10 тисяч примірників їззет чи книжок на годину і то вже готових, зложених. Ручну працю складачів, особливо при наборі часописи і книжок засту-

абытдежані і клинопрстуфхичинцьюяє АБВІТДЕЖЗИЙІЇ КЛІМНОПРСТ УФХЦЧШЦЬЮЯЄ 1234567890

12 Point No. 318J, 12 set

ЧЕРЕНКИ. РОБЛЕНІ НА МОПОТУРЕ.

В послідних часах друкарство розвинулось до кульмінаційної точки. Давні повільні ручні праси друкарські, на яких можна було видрукувати на годину при великім пакладі праці найвисше 50 примірників, заступили найновійші поспішні друкарські преси, т. з. ротаційні, які друкують 8—10 тисяч примірників ґазет чи книжок на годину і то вже готових, зложених. Ручну працю складачів, особливо при наборі часописи і книжок заступили машини ЧЕРЕНКИ. РОБЛЕНІ НА МОНОТУРЕ.

В послідних часах друкарство розвинулось до кульмінаційної точки. Давні новільні ручні праси друкарські, на яких можна було видрукувати на годину при великім накладі праці найвисше 50 примірників, заступили найновійші поспішні друкарські преси, т. з. ротаційні, які друкують 8—10 тисяч примірників ґазет чи книжок на годину і то вже готових, зложених. Ручну працю складачів, особливо при наборі часописи і книжок заступили машини до складаня »Мопотуре«. Инші помічничі прибори друкарські улекшили в

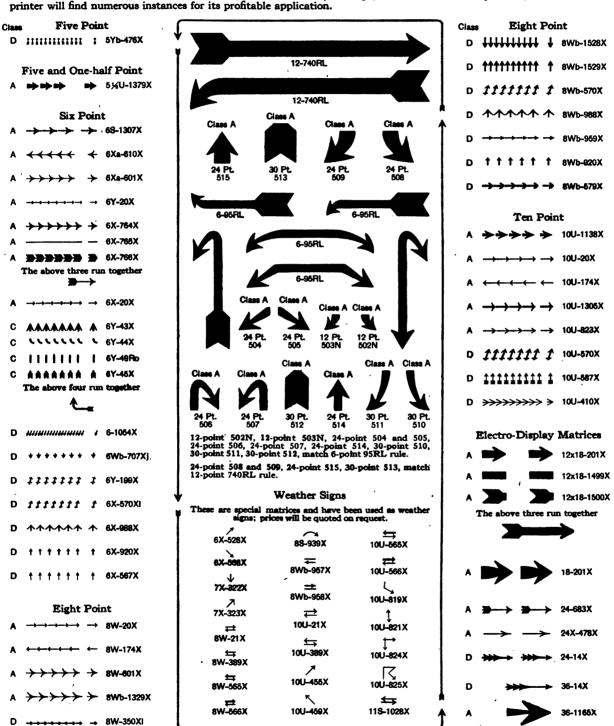
абвгідежзийіїклмнопрстуфхичищьюяє АБВГІДЕЖЗИЙІКЛІМНОПРСТУФХЦЧШЦЬЮЯЄ 1234567890

This series, designated No. 318J, is made up of our No. 118J series, together with the additional characters necessary to complete the Ruthenian font. In ordering, specify the proper point size and the series number as above, No. 318J. You will receive characters which are marked 118J, so far as they conform exactly to the No. 118J series, and other characters symboled 318J, which represent the extra characters to complete the Ruthenian. The Ruthenian arrangement differs from the Rushaurrangement in only six characters. In order to set Russian, the necessary characters would be added to a Ruthenian font. This is a special arrangement and requires a special right keybar when used in combination with the No. 308A Roman.

# → Arrows ←

<del>▄▐▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄▊▄</del>▊▄<del>▊</del>▄▊▄▊▄

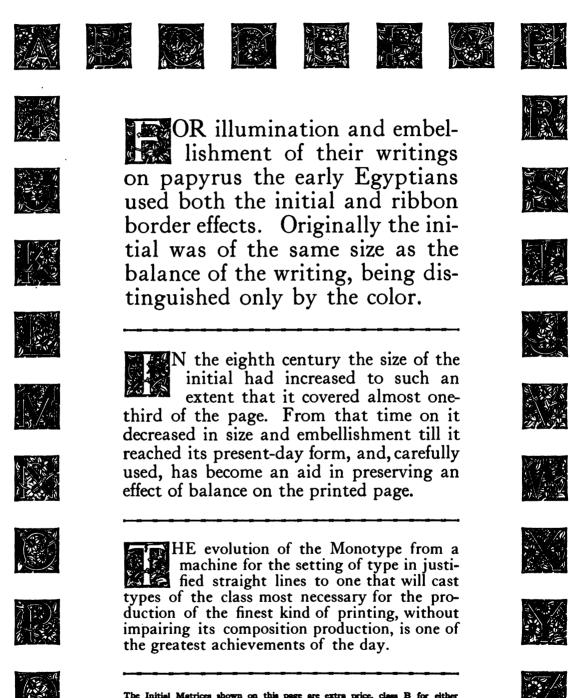
THE Century Dictionary defines "Arrow" as follows: "A slender, generally pointed, missile weapon made to be shot from a bow." But we, of the twentieth century, make use of the arrow to direct attention to some point in advertising or other reading matter which we think should be emphasized. When used in connection with some particular phrase or paragraph, they rivet the attention in a manner that is prompt and forceful. Many stunts can be quickly formed with the different combinations, to be used in a variety of ways, both as borders and pointers, and the shrewd printer will find numerous instances for its profitable application.

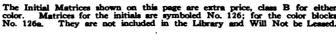


The above matrices are sold at the single matrix rate of the class indicated; matrices not having the class marked are special and prices will be quoted on request; matrices above 12 point are Electro-Display Matrices

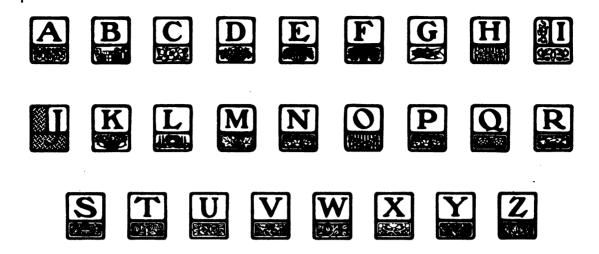
#### MONOTYPE INITIALS

36 Point





36 Point No. 127



#### THE BEATEN PATH

S too frequently the path of the beaten. It usually leads in the printing business to mediocrity, indifference, failure.

the beaten path of price-competition and goes after quality, because it is the only kind of printing that pays and keeps on paying.

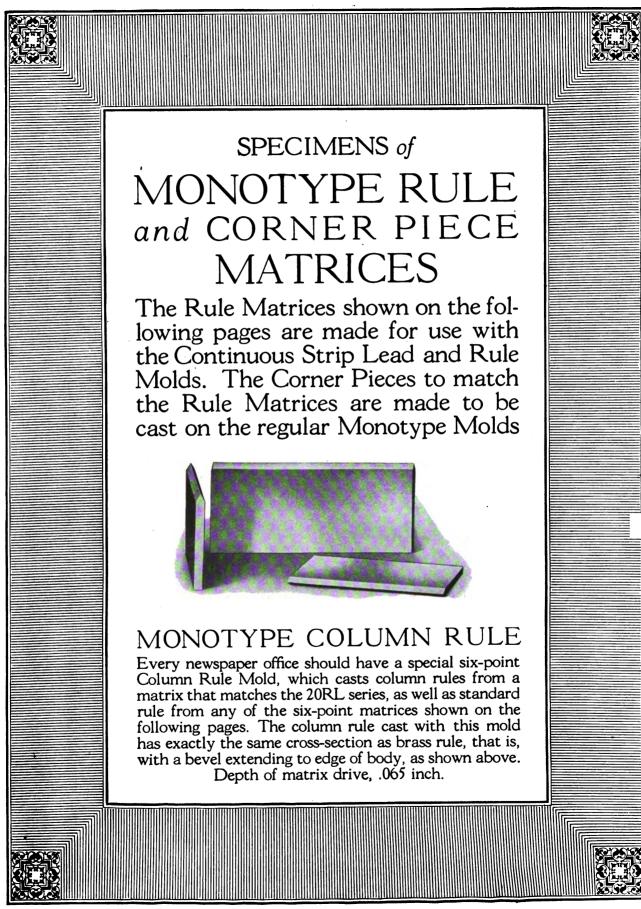
HE is the man who uses the Monotype because it produces quality printing, and fetches the quality price.

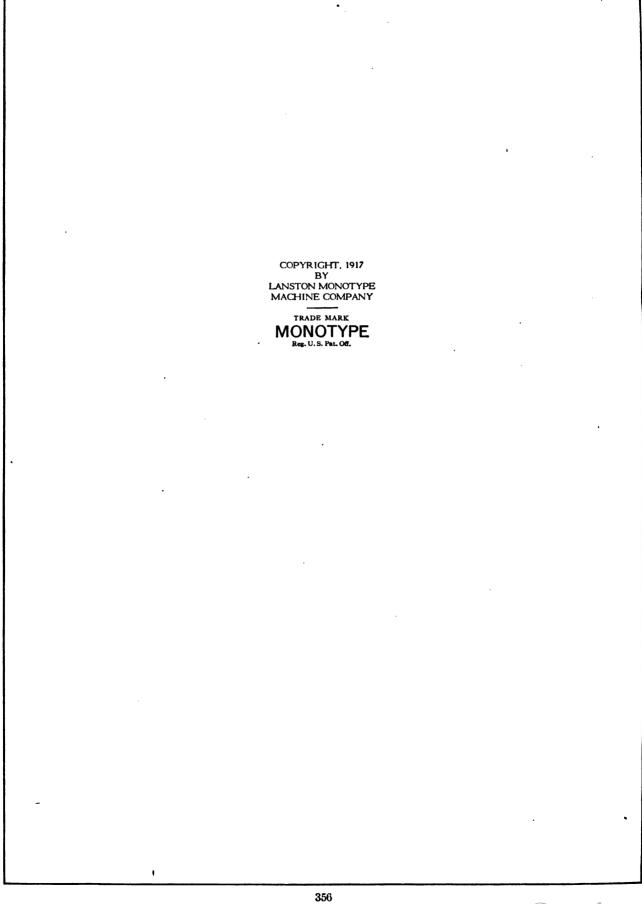
HEREVER you find the successful printer, you will also find the versatile Monotype, turning out its share of the work.

OT many printers began using the Monotype in a large way. Most of them began small, and found the very best way to grow was with the assistance of the Monotype.

S a first aid to the man who is trying to avoid the beaten path, and to build up his business in the proper way, the Monotype stands in a class all its own.

VER 9000 Monotypes in actual use, and every owner is a "booster" for the machine and its superiority over every other kind. Let us furnish you with the experience of other printers—together with facts and figures of just what the Monotype will do for you.





# Monotype Rules

# Matrices for Continuous Lead and Rule Molds

6-Point

6-20RL	6-3581RL
6-228RL	The second secon
0-220RD	6-357RL
The state of the s	
6-248RL	6-367RL
THE RESERVE THE PARTY OF THE PA	
6-2425RL	6-371RL
The second secon	And the second recognition to the second
6-30RL	6-381RL
The state of the s	
6-31RL	6-40RL
A deed supplied to the program and the resistant deep contribution of the contribution	
6-328RL	6-41RL
	THE RESIDENCE OF THE PROPERTY OF THE PARTY O
6-35RL	6-410RL
	Total Control
And the second s	
6-348RL	6-411RL
Date of the second seco	the adjustic of the control of the c
6-3481RL	6-48RL
The second secon	
6 2521DI	
6-3531RL	6-4225RL
Marie Charles	
6-3537RL	6-4245RL
The second secon	
6-3538RL	6-428RL

Note: These Rule Matrices are not interchangeable for different point-size Molds; for example, any two-point Rule Matrix can be used with any two-point Rule Mold, but a two-point Matrix cannot be used with the six-point Rule Mold.

# Matching Monotype Rules made on Continuous Lead and Rule Molds

12-Point Composition Corner Pieces to Match 6-Point Lead and Rule Matrices

12LR-4225N  to match 4225RL	12LR-60N to match 6-60RL
12LR-4245N  to match 4245RL	12LS-60N to match 6-60RL
12LR-4281N ( to match 6-4281RL	12LR-61N to match 6-61RL
12LS-4281N to match 6-4281RL	12LS-61N to match 6-61RL
12LR-4411N ( to match 6-4411RL	12LD-61N / to match 6-61RL
12LS-4411N to match 6-4411RL	12LR-68N ( to match 6-68RL
12LR-448N ( to match 6-448RL	12LS-68N to match 6-68RL
12LS-448N  to match 6-448RL	12LR-610N ( to match 6-610RL
12LR-4481N ( to match 6-4481RL	12LS-610N  to match 6-610RL
12LS-4481N  to match 6-4481RL	12LR-648N ( to match 6-648RL
12LR-51N / to match 6-51RL	12LS-648N  to match 6-648RL
12LR-5418N / to match 6-5418RL	12LR-6468N  to match 6-6468RL
12LS-5418N	12LS-6468N  to match 6-6468RL
12LR-581N ( to match 6-581RL	12LR-80N to match 6-80RL
12LS-581N  to match 6-581RL	12LS-80N to match 6-80RL
12LR-5618N (7 to match 6-5618RL	12LR-81N to match 6-81RL
12LS-5618N	12LS-81N to match 6-81RL
12LD-5618N // to match 6-5618RL	12LD-81N to match 6-81RL

# Matching Monotype Rules made on Continuous Lead and Rule Molds

12-Point Composition Corner Pieces to Match 6-Point Lead and Rule Matrices

12LR-91N to match \$-91RL	12LR-95N to match 6-95RL
12LS-91N to match 6-91RL	12LS-95N to match 6-95RL
12LD-91N / to match 6-91RL	12LD-95N 🕖 to match 6-95RL
12LR-938N  to match 6-938RL	12LR-986N to match 6-95RL 6-61RL
12LS-938N to match 6-938RL	12LS-986N  to match 6-95RL 6-61RL
•	
12-Point Composition Corner Pieces to Ma	atch 2-Point Lead and Rule Matrices
12LR-10N2 to match 2-10RL	12LR-35N2 to match 2-35RL
12LS-10N2 to match 2-10RL	12LS-35N2 to match 2-35RL
12LR-11N2 ( to match 2-11RL	12LS-38N2 to match 38RL
12LS-11N2 . to match 2-11RL	12LR-40N2 ( to match 2-40RL
12LR-18N2 ( to match 2-18RL	12LS-40N2 to match 2-40RL
12LR-18N2 / to match 2-18RL /	12LR-41N2 ( to match 2-41RL
12LS-18N2 to match 2-18RL	12LS-41N2 to match 2-41RL
12LR-20N2 ( to match 2-20RL	12LS-41N2   to match 2-41RL
1220 10017, 10 122017 1002	12LR-50N2 ( to match 2-50RL
12LS-20N2 to match 2-20RL	. 12LS-50N2 to match 2-50RL
12LR-31N2 ( to match 2-31RL	12LD-50N2 / to match 2-50RL
12LS-31N2 to match 2-31RL	12LT-50N2 to match 2-50RL

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Matching Monotype Rules made on Continuous Lead and Rule Molds

12-Point Composition Corner Pieces to Match 3-Point Lead and Rule Matrices

12LR-41N3 (to match 3-41RL 12LR-3428N3 (to match 3-3428RL 12LR-248N3 (to match 3-3428RL 12LR-248N3 (to match 3-248RL 12LR-410N3 (to match 3-410RL 12LR-61N3 (to match 3-61RL)

12LR-65N3 to match 3-65RL

12LD-65N3 to match 3-65RL

12-Point Composition Corner Pieces to Match 4-Point Lead and Rule Matrices

12LR-60N4 to match 4-60RL

12-Point Composition Corner Pieces to Match 12-Point Lead and Rule Matrices

12LR-4251N ( to match 12-4251RL

12LS-961N to match 12-961RL

#### Matching Monotype Rules made on Continuous Lead and Rule Molds

12-Point Electro Display Corner Pieces to Match 2-Point Lead and Rule Matrices

12LR-10-2 to match 2-10RL

12LR-41-2 to match 2-41RL

12LS-10-2 to match 2-10RL

12LR-11-2 to match 2-11RL

12LR-20-2 to match 2-20RL

12LR-35-2 to match 2-35RL

12LR-35-2 to match 2-35RL

12LR-40-2 to match 2-40RL

12LR-40-2 to match 2-40RL

12LR-50-2 to match 2-50RL

12-Point Electro Display Corner Pieces to Match 3-Point Lead and Rule Matrices

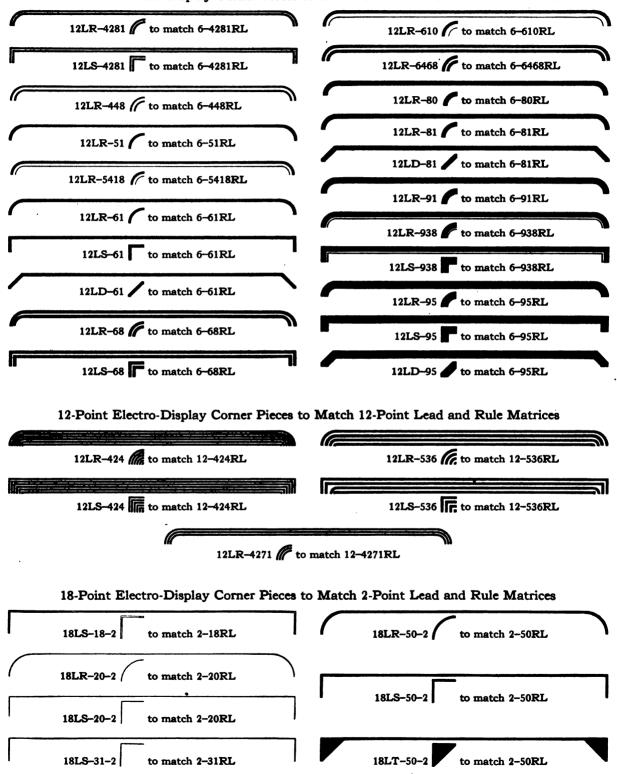
12LR-10-3 to match 3-10RL

12-Point Electro Display Corner Pieces to Match 6-Point Lead and Rule Matrices

12LR-357 to match 6-357RL 12LR-10 ( to match 6-10RL 12LS-357 to match 6-357RL 12LS-10 to match 6-10RL 12LR-3531 ( to match 6-3531RL 12LR-11 ( to match 6-11RL 12LS-3531 to match 6-3531RL 12LR-1441 ( to match 6-1441RL 12LR-41 ( to match 6-41RL 12LR-147 ( to match 6-147RL 12LD-41 / to match 6-41RL 12LR-1571 to match 6-1571RL 12LR-47 ( to match 6-47RL 12LR-181 ( to match 6-181RL 12LS-47 To match 6-47RL 12LR-35 ( to match 6-35RL 12LR-4225 to match 6-4225RL 12LS-4225 to match 6-4225RL 12LS-35 to match 6-35RL

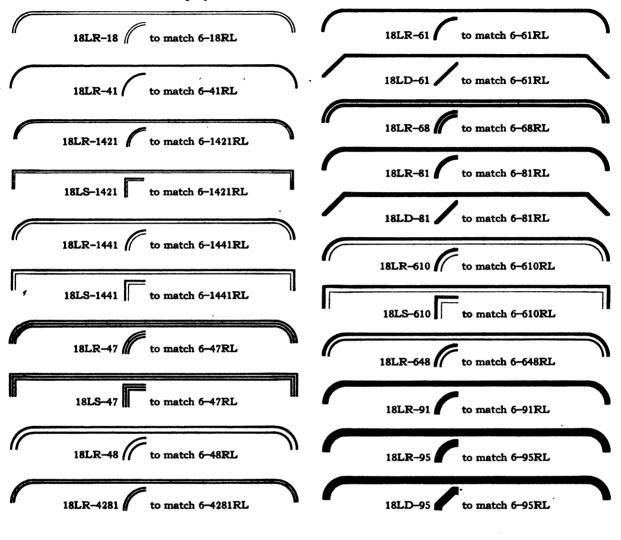
# Matching Monotype Rules made on Continuous Lead and Rule Molds

12-Point Electro-Display Corner Pieces to Match 6-Point Lead and Rule Matrices

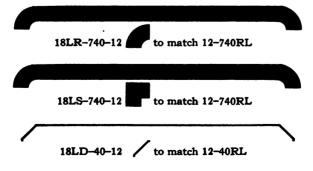


Matching Monotype Rules made on Continuous Lead and Rule Molds

18-Point Electro Display Corner Pieces to Match 6-Point Lead and Rule Matrices



18-Point Electro Display Corner Pieces to Match 12-Point Lead and Rule Matrices



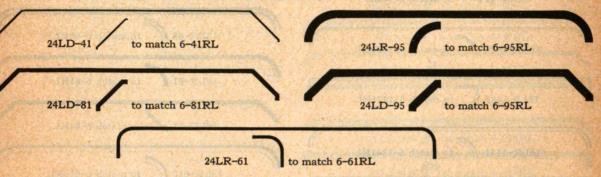
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Matching Monotype Rules made on Continuous Lead and Rule Molds

24-Point Sorts Corner Pieces to Match 2-Point Lead and Rule Matrices



24-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices



24-Point Sorts Corner Pieces to Match 12-Point Lead and Rule Matrices



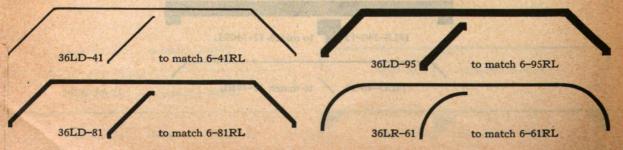
30-Point Sorts Corner Pieces to Match 2-Point Lead and Rule Matrices



36-Point Sorts Corner Pieces to Match 2-Point Lead and Rule Matrices



36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices



## Matching Monotype Rules made on Continuous Lead and Rule Molds

6 x 36-Point Sorts Corner Pieces to Match 2-Point Lead and Rule Matrices 6 x 36LR-10 No. 1 \_\_\_\_\_ to match 2-10RL 6 x 36LR-50 No. 1 \_\_\_\_\_ to match 2-50RL 6 x 36LS-10 No. 1 \_\_\_\_\_ to match 2-10RL 6 x 36LD-50 No. 1 \_\_\_\_\_ to match 2-50RL 12 x 36-Point Sorts Corner Pieces to Match 2-Point Lead and Rule Matrices to match 2-50RL 12 x 36LT-50 No. 1 12 x 36LD-50 No. 1 6 x 36-Point Sorts Corner Pieces to Match 3-Point Lead and Rule Matrices 6 x 36LR-65 No. 1 \_\_\_\_\_ to match 3-65RL 6 x 36LS-65 No. 1 \_\_\_\_\_ to match 3-65RL 6 x 36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices 6 x 36LR-181 No. 1 \_\_\_\_\_ to match 6-181RL 6 x 36LR-10 No. 1 \_\_\_\_\_ to match 6-10RL 6 x 36LR-181 No. 2 \_\_\_\_\_ to match 6-181RL 6 x 36LS-10 No. 1 \_\_\_\_\_ to match 6-10RL 6 x 36LR-11 No. 1 \_\_\_\_\_ to match 6-11RL 6 x 36LR-1441 No. 1 \_\_\_\_\_ to match 6-1441RL 6 x 36LR-11 No. 2 \_\_\_\_\_ to match 6-11RL 6 x 36LS-1441 No. 1 \_\_\_\_\_\_ to match 6-1441RL •6 x 36LR-18 No. 1 \_\_\_\_\_ to match 6-18RL 6 x 36LR-147 No. 1 \_\_\_\_\_ to match 6-147RL 6 x 36LR-18 No. 2 \_\_\_\_\_ to match 6-18RL 6 x 36LR-147 No. 2 \_\_\_\_\_ to match 6-147RL 6 x 36LR-1618 No. 1 \_\_\_\_\_\_ to match 6-1618RL 6 x 36LS-147 No. 1 \_\_\_\_\_\_ to match 6-147RL 6 x 36LR-1618 No. 2 \_\_\_\_\_ to match 6-1618RL 6 x 36LR-1571 No. 1 \_\_\_\_\_ to match 6-1571RL 6 x 36LS-1618 No. 1 \_\_\_\_\_\_ to match 6-1618RL 6 x 36LS-1571 No. 1 \_\_\_\_\_ to match 6-1571RL 6 x 36LS-1618 No. 2 to match 6-1618RL 6 x 36LR-20 No. 1 \_\_\_\_\_ to match 6-20RL

6 x 36LS-20 No. 1 \_\_\_\_\_\_ to match 6-20RL

6 x 36LR-1751 No. 2 \_\_\_\_\_ to match 6-1751RL

# Matching Monotype Rules made on Continuous Lead and Rule Molds

6 x 36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices

6 x 36LR-3481 No. 1 to match 6-3481RL	6 x 36LR-4245 No. 1 match 6-4245RL
6 x 36LS-3481 No. 1 to match 6-3481RL	6 x 36LR-4281 No. 1 to match 6-4281RL
6 x 36LR-3531 No. 1 to match 6-3531RL	6 x 36LR-4281 No. 2 to match 6-4281RL
6 x 36LS-3531 No. 1 to match 6-3531RL	6 x 36LS-4281 No. 1 to match 6-4281RL
6 x 36LR-3537 No. 1 to match 6-3537RL	6 - 26T C 4001 No 0
6 x 36LR-3537 No. 2 to match 6-3537RL	6 x 36LS-4281 No. 2 to match 6-4281RL
6 x 36LR-357 No. 1 to match 6-357RL	6 x 36LR-448 No. 1 to match 6-448RL
6 x 36LS-357 No. 1 to match 6-357RL	6 x 36LR-448 No. 2 to match 6-448RL
6 x 36LS-357 No. 2 to match 6-357RL	6 x 36LS-448 No. 1 to match 6-448RL
6 x 36LR-367 No. 1 to match 6-367RL	6 x 36LR-4411 No. 1 to match 6-4411RL
6 x 36LS-367 No. 1 to match 6-367RL	6 x 36LR-4411 No. 2 to match 6-4411RL
6 x 36LR-41 No. 1 to match 6-41RL	6 x 36LS-4411 No. 1 to match 6-4411RL
6 x 36LR-41 No. 2 to match 6-41RL	6 x 36LS-4411 No. 2 to match 6-4411RL
6 x 36LS-41 No. 1 to match 6-41RL	
6 x 36LS-41 No. 2 to match 6-41RL	6 x 36LR-4481 No. 1 to match 6-4481RL
6 x 36LR-4225 No. 1 to match 6-4225RL	6 x 36LR-4481 No. 2 to match 6-4481RL
6 x 36LS-4225 No. 1 to match 6-4225RL	6 x 36LS-4481 No. 1 to match 6-4481RL

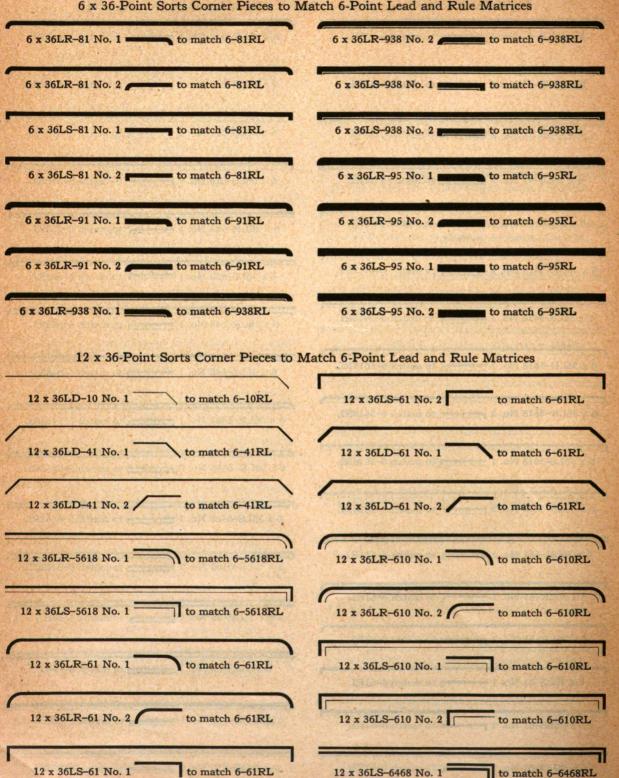
# Matching Monotype Rules made on Continuous Lead and Rule Molds

6 x 36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices

6 x 36LR-47 No. 1	to match 6-47RL	6 x 36LR-610 No. 1	to match 6-610RL
6 x 36LR-47 No. 2	to match 6-47RL	6 x 36LR-610 No. 2	to match 6-610RL
6 x 36LS-47 No. 1	to match 6-47RL	6 x 36LS-610 No. 1	to match 6-610RL
6 x 36LS-47 No. 2	to match 6–47RL	6 x 36LS-610 No. 2	to match 6-610RL
6 x 36LR-51 No. 1	to match 6-51RL	6 x 36LR-633 No. 1	to match 6-633RL
6 x 36LR-5418 No. 1	to match 6-5418RL	6 x 36LS-633 No. 1	to match 6-633RL
6 x 36LS-5418 No. 1	to match 6-5418RL	6 x 36LR-648 No. 1	to match 6-648RL
6 x 36LR-5618 No. 1	to match 6-5618RL	6 x 36LS-648 No. 1	to match 6-648RL
6 x 36LR-5618 No. 2	to match 6-5618RL	6 x 36LR-6468 No. 1	to match 6-6468RL
6 x 36LS-5618 No. 1	to match 6-5618RL	6 x 36LR-6468 No. 2	to match 6-6468RL
6 x 36LS-5618 No. 2	to match 6-5618RL	6 x 36LS-6468 No. 1	to match 6-6468RL
6 x 36LR-581 No. 1	to match 6-581RL	6 x 36LS-6468 No. 2	to match 6-6468RL
6 x 36LR-61 No. 1	to match 6-61RL	6 x 36LR-68 No. 1	to match 6-68RL
6 x 36LR-61 No. 2	to match 6-61RL	property demines	Salahan dengan kerseba
6 x 36LS-61 No. 1	to match 6-61RL	6 x 36LS-68 No. 1	to match 6-68RL
6 x 36LS-61 No. 2	to match 6-61RL	6 x 36 LR-758 No. 1	to match 6-758RL
6 x 36LD-61 No. 1	to match 6-61RL	6 x 36LR-758 No. 2	to match 6-758RL

#### Matching Monotype Rules made on Continuous Lead and Rule Molds

6 x 36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices

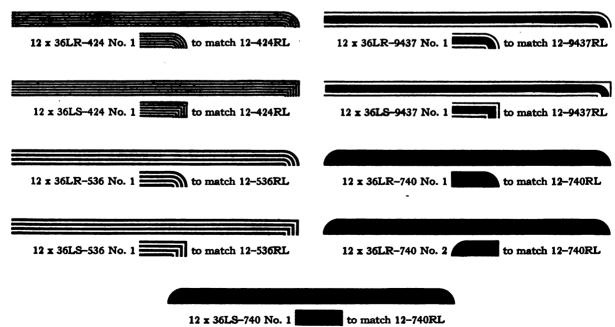


## Matching Monotype Rules made on Continuous Lead and Rule Molds

12 x 36-Point Sorts Corner Pieces to Match 6-Point Lead and Rule Matrices

12 x 36LR-81 No. 1 12 x 36LR-938 No. 2 to match 6-938RL to match 6-81RL 12 x 36LR-95 No. 1 12 x 36LR-81 No. 2 to match 6-81RL to match 6-95RL 12 x 36LR-95 No. 2 to match 6-95RL 12 x 36LS-81 No. 1 to match 6-81RL 12 x 36LS-95 No. 1 to match 6-95RL 12 x 36LS-81 No. 2 to match 6-81RL 12 x 36LR-938 No. 1 12 x 36LS-95 No. 2 to match 6-95RL to match 6-938RL 12 x 36LD-95 No. 1 to match 6-95RL

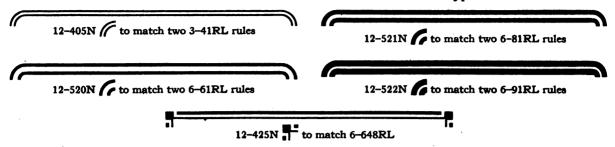
12 x 36-Point Sorts Corner Pieces to Match 12-Point Lead and Rule Matrices



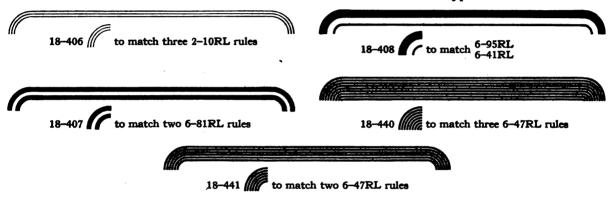
#### Monotype Corner Pieces

#### Matching Monotype Rules made on Continuous Lead and Rule Molds

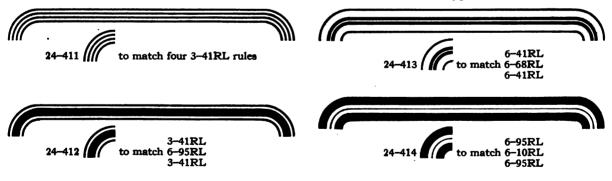
12-Point Corner Pieces to Match Combinations of Monotype Rule



18-Point Corner Pieces to Match Combinations of Monotype Rule



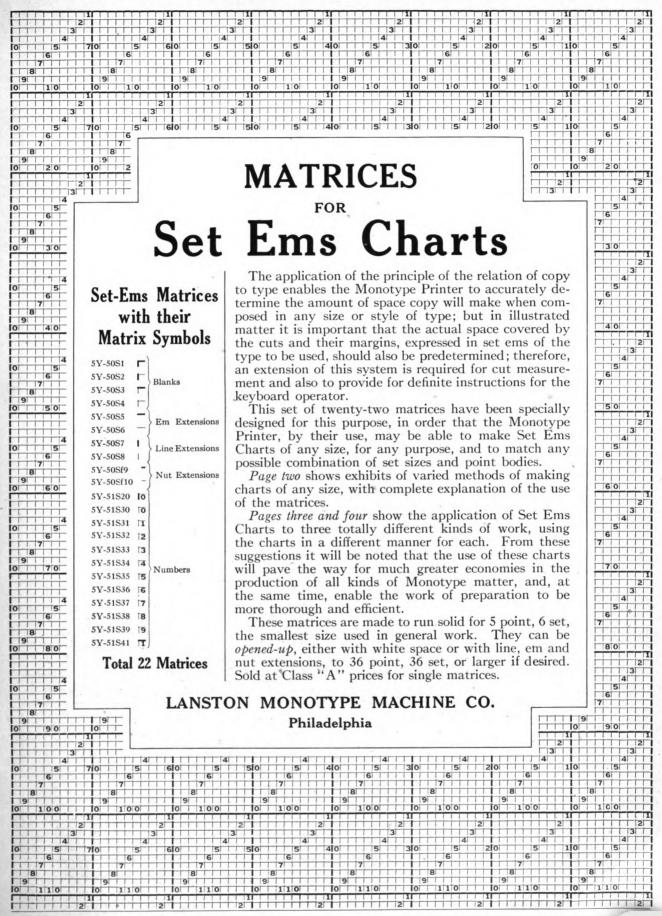
24-Point Corner Pieces to Match Combinations of Monotype Rule

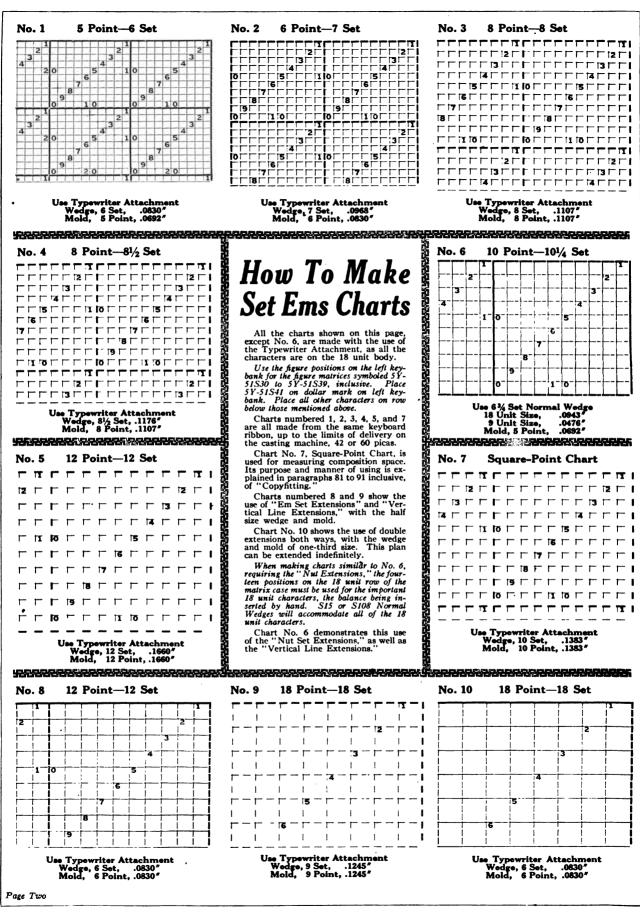


36-Point Corner Pieces to Match Combinations of Monotype Rule



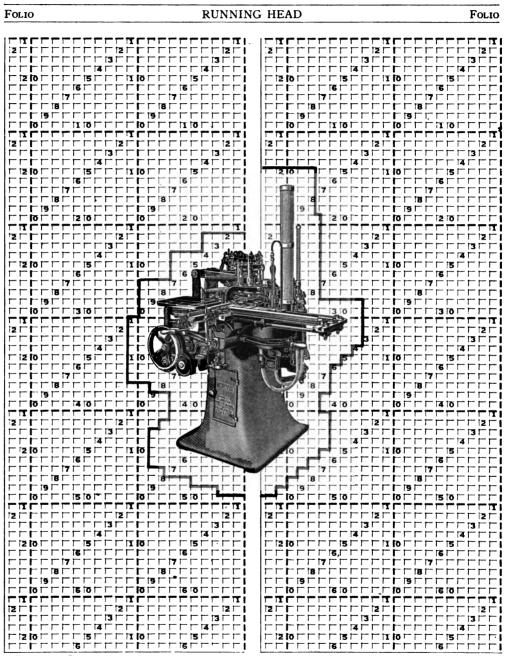






#### Magazine and Book Work

For work of this class when the article usually runs from page to page, the page is the unit of the layout. The Set Ems Chart is therefore made a part of the page dummy, using a separate chart for each column in the page.



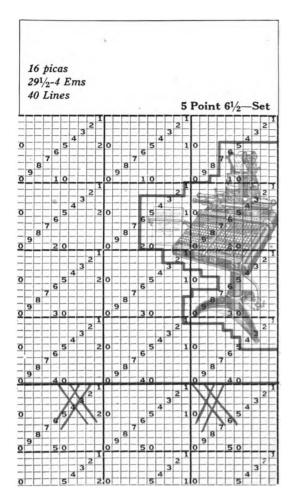
7 Point-8 Set

First trim the proof of the illustration fairly close to its outline and paste it in correct position on the dummy. When the proper margin from the edge of the illustration to the type is determined, draw in the red line. This shows the place where the type is to start or stop.

It is a good rule never to split a half-em except when following a curve, and when it is necessary to split the half-em, the unit size should be marked alongside the red line.

The exhibit in this page is an illustration of this use of Set Ems Charts for a two-column page.

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#### Illustrated Catalog Work

The value of these charts for the making of catalogs which are intended to dispose of merchandise direct to the consumer is probably greater than for any other of their varied uses, as for this kind of work the listing is the unit, and the following of the outline of the illustration, as closely and accurately as may be desired, is especially important.

The exhibit on the left is a reproduction of a chart for catalog work which was made as follows: a good proof of the illustration was taken on fairly heavy paper with lots of margin; then the thin paper chart of selected point and set size, was registered over the cut, using the perpendicular lines to obtain position, and then the chart was pasted down on the proof.

It was easy to correctly position and mark the red line as the illustration showed plainly through the chart, and the end of the article is indicated by a red line. The chart is trimmed close on each side to the type measure, but an inch margin is allowed at top and bottom for convenience in handling in the copy holder. In the top margin was entered the measure in picas and also in ems of the set to be used, as well as the number of lines.

#### Blank Work

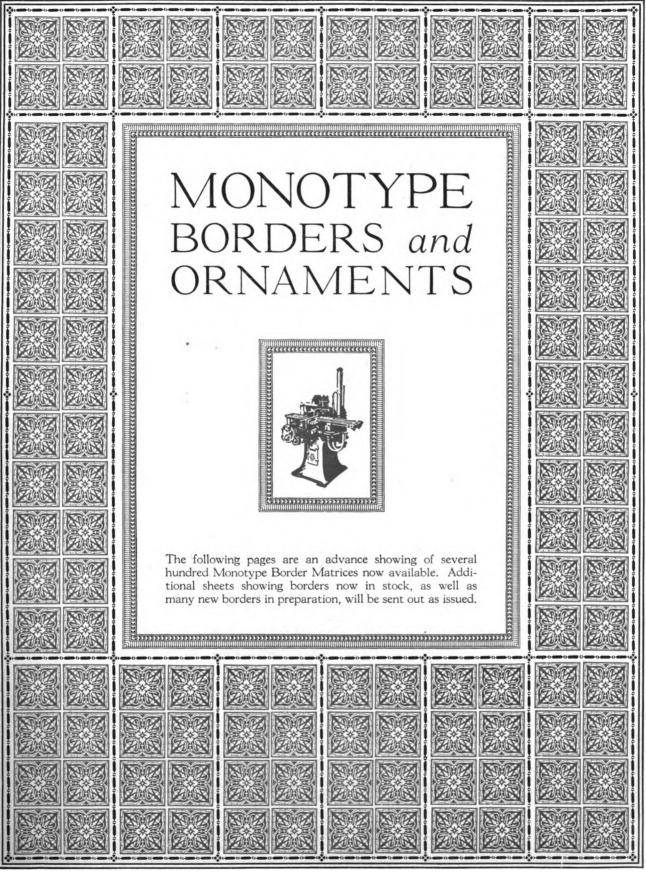
Charts to be used for laying out blank work should be printed in red ink on heavy writing paper. Lines can be drawn in pencil or black ink showing the style of the rules and their position. Headings and stubs can either be written in proper position on the chart, or symboled to refer to a separate piece of copy (writing the headings and stubs on the charts will reduce the time of mechanical production more than the time of writing).

The exhibit below is an example of this method, but instead of making an engraving of the marking on the chart, the completed job has been over-printed on the Set Ems Chart.

6 Point-7 Set

No leads or rules are used in this blank, it was produced complete by one operation of the Keyboard and Caster, using the Monotype T Series of Cross Rules for Blank Work.

Page Four



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Border Specimen Page 3

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36 Point No. 185











18 Point No. 334





18 Point No. 182



24 Point No. 182



30 Point No. 182

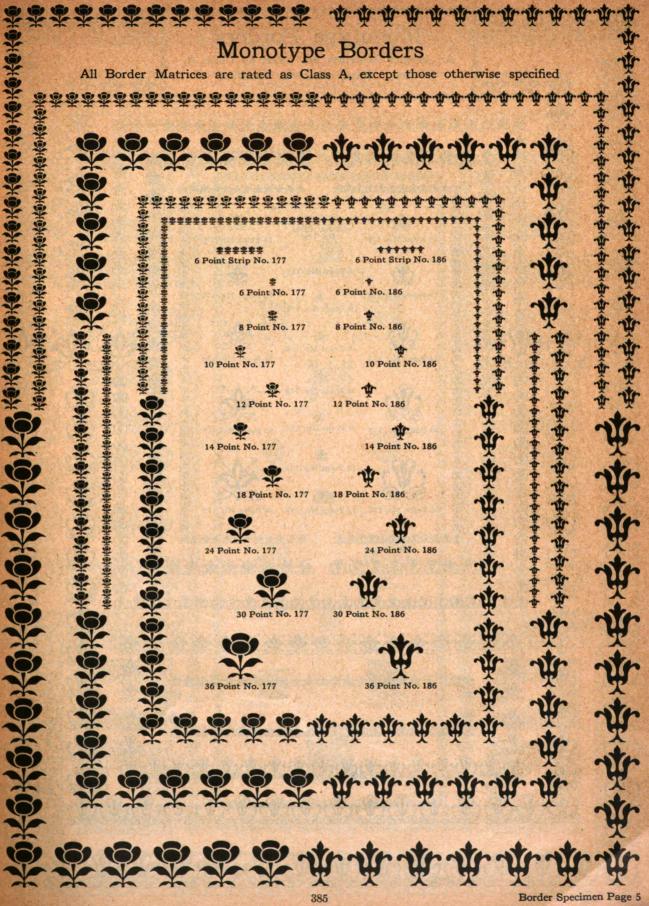


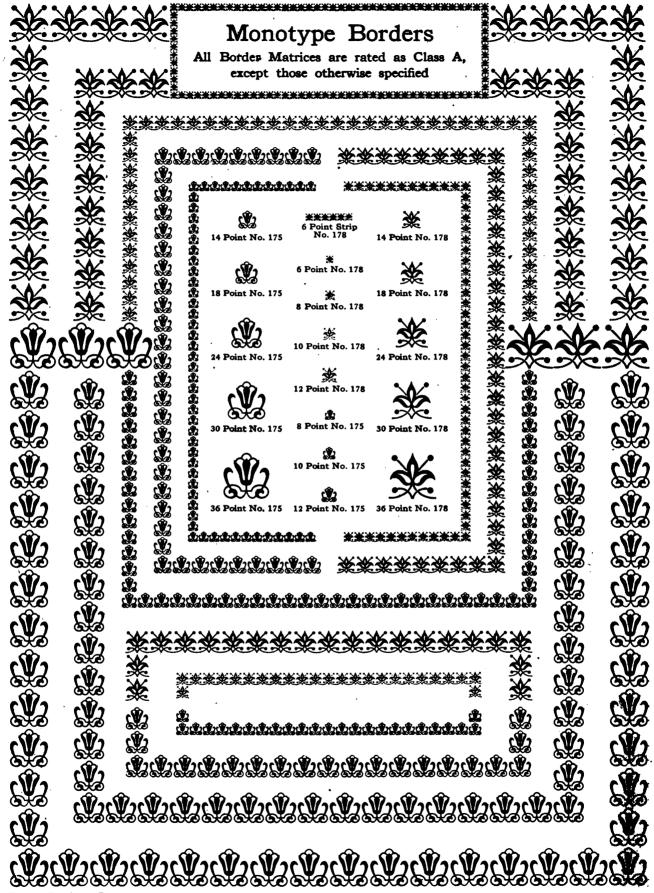
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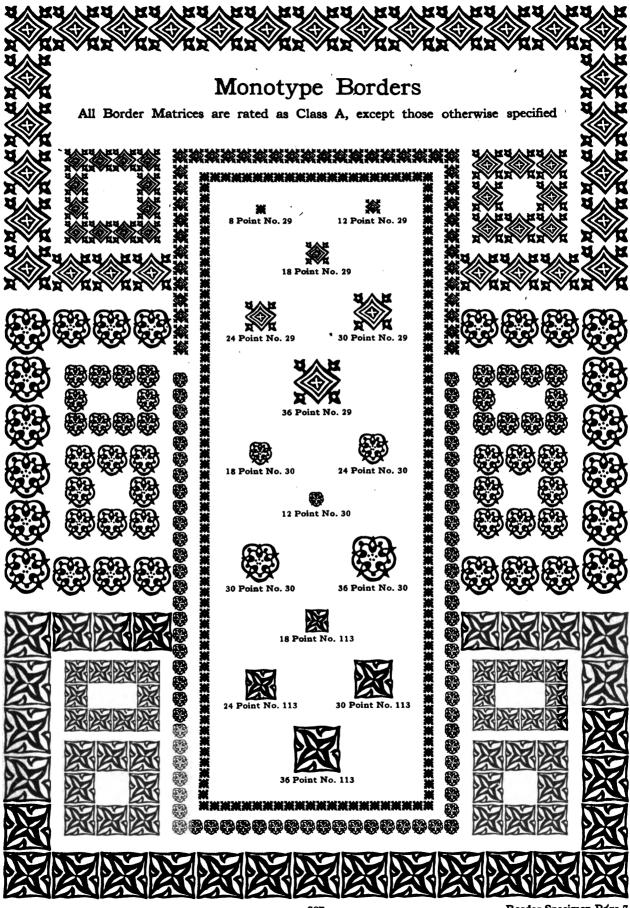


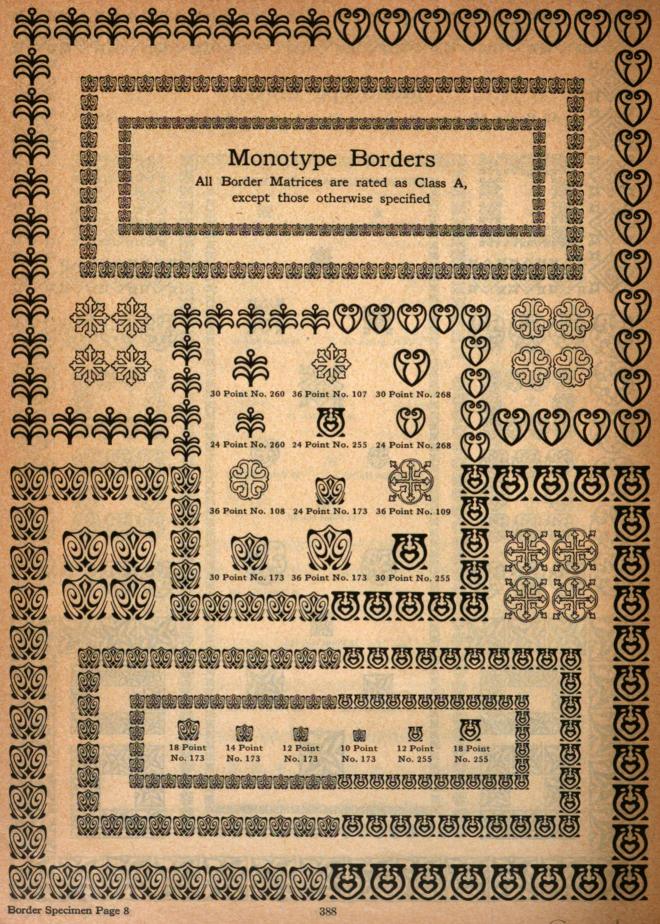
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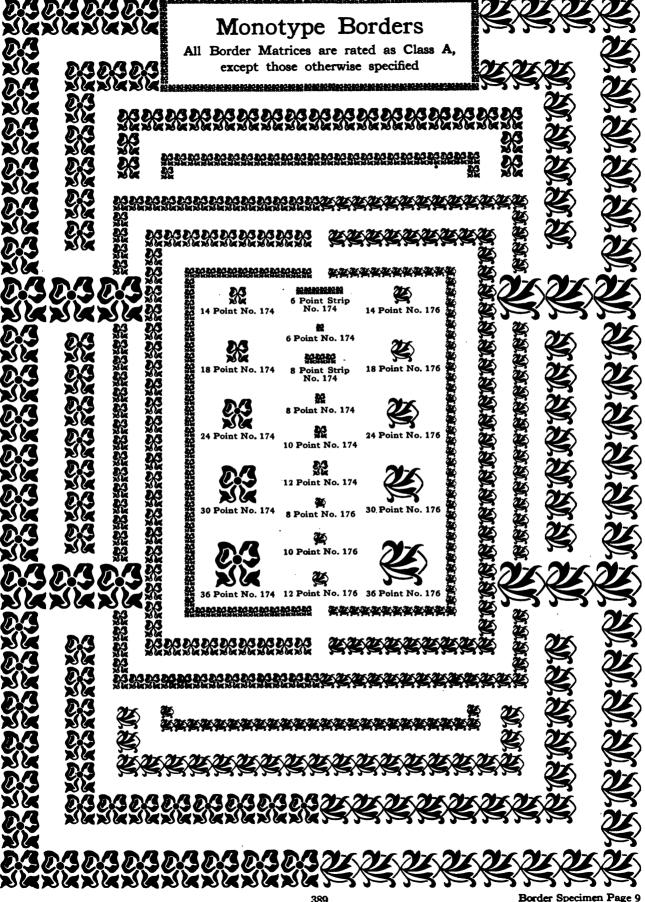


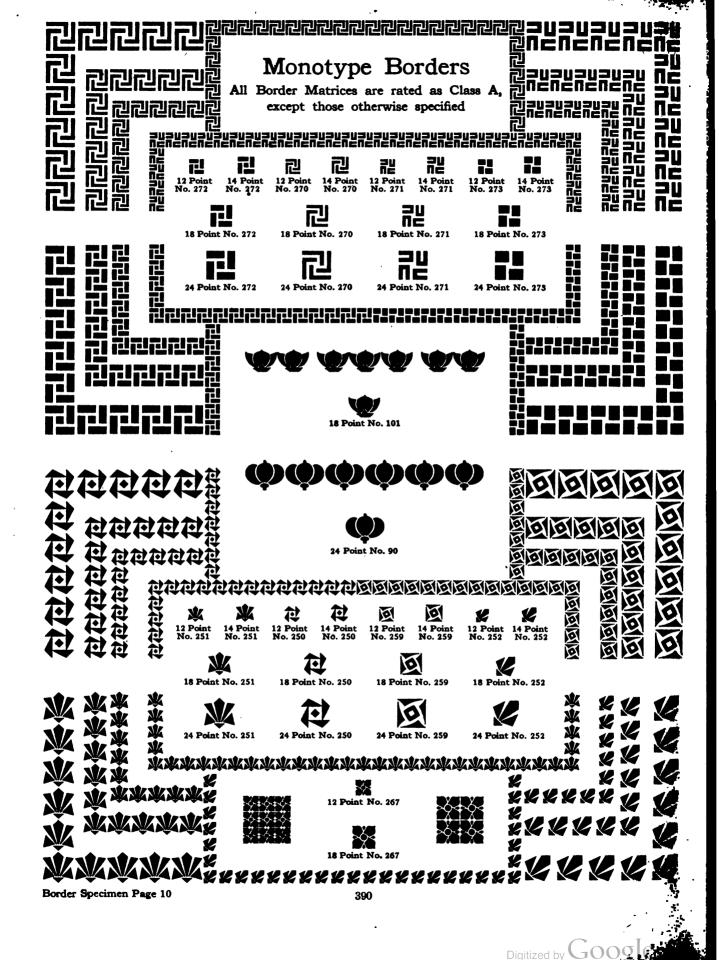




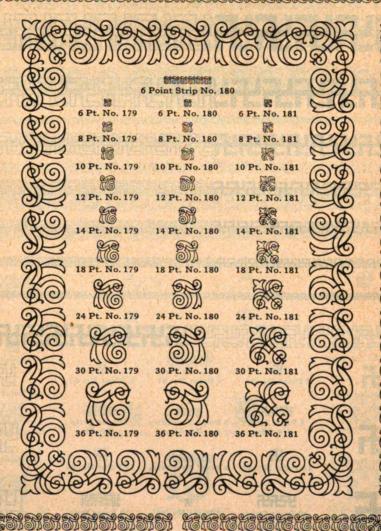








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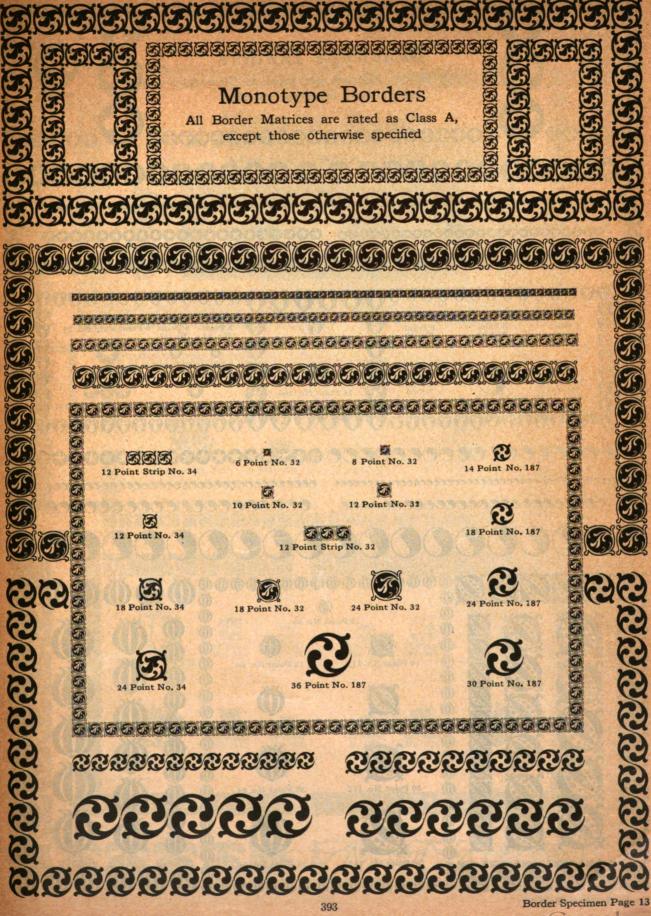
Border Specimen Page 11

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All Border Matrices are rated as Class A, except those otherwise specified

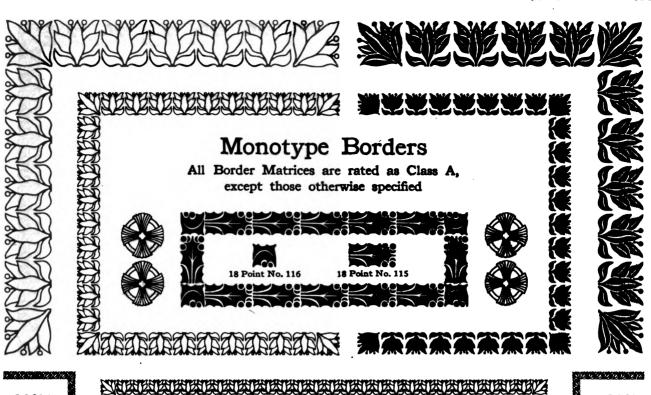
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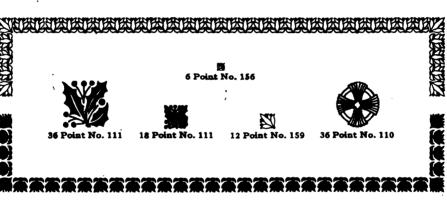


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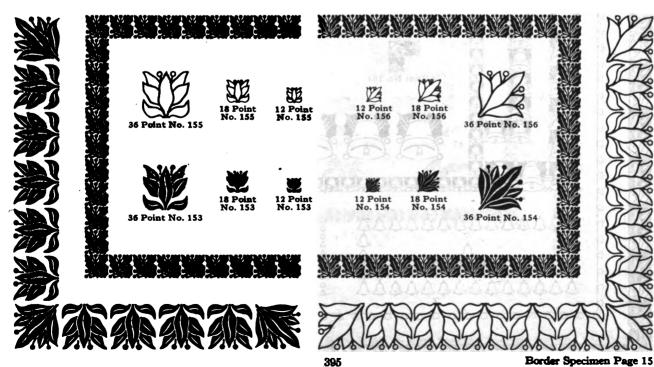
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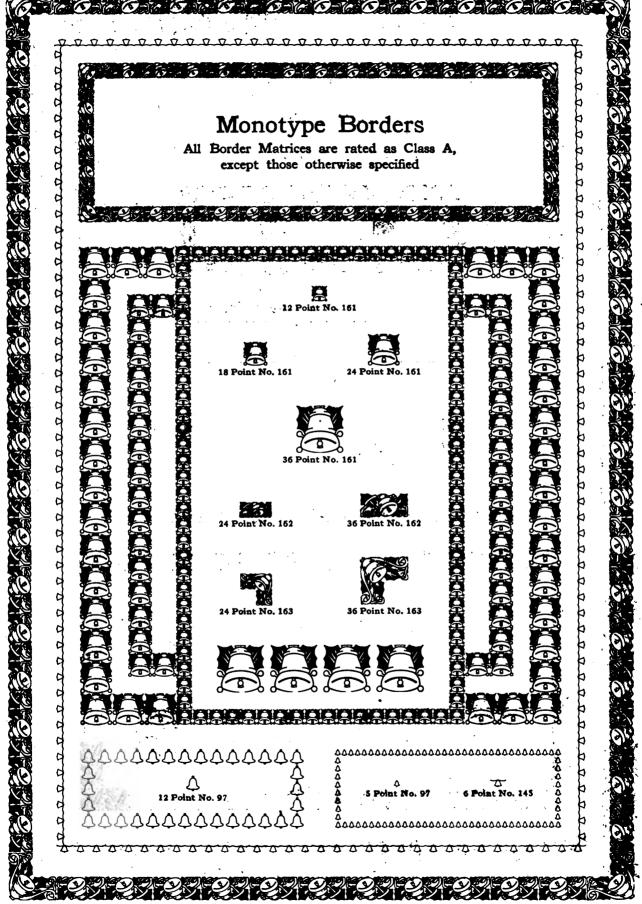


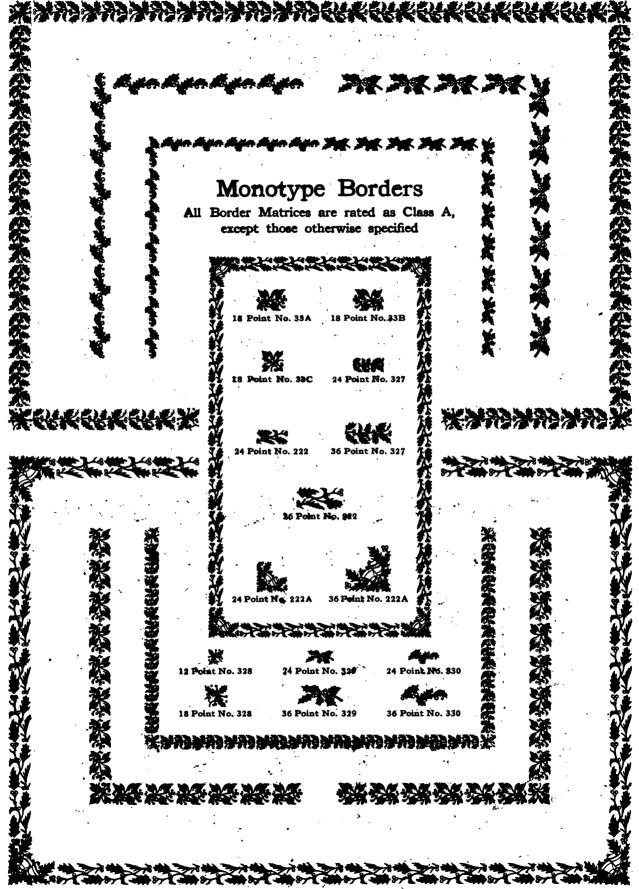


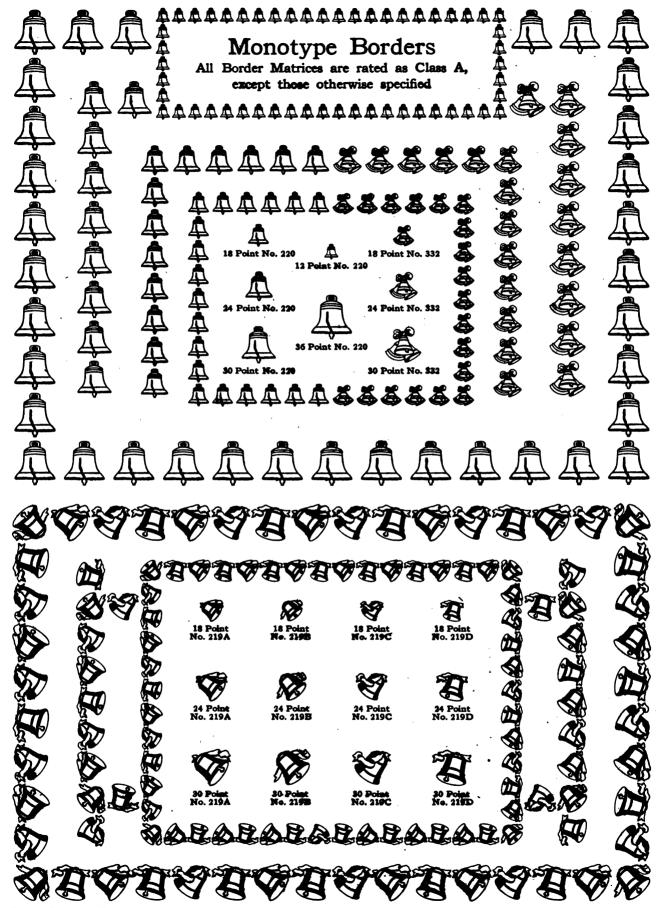






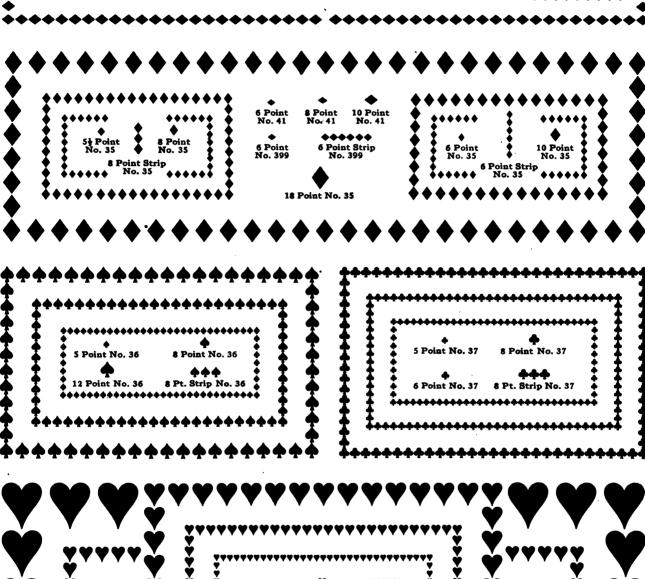


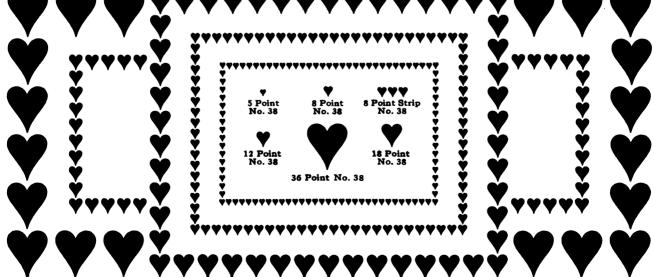




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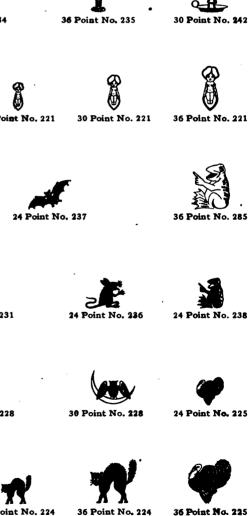
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Border Specimen Page 19

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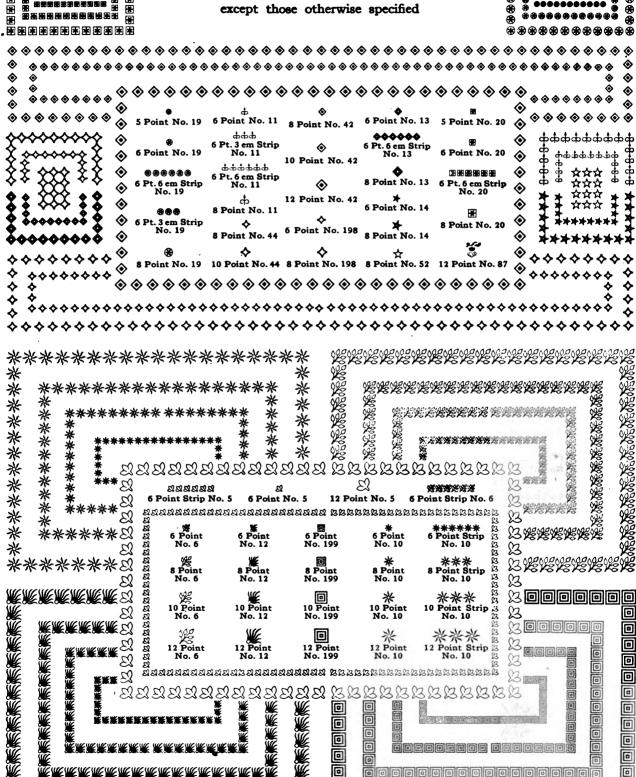
24 Point No. 224

24 Point No. 223

#### Monotype Borders

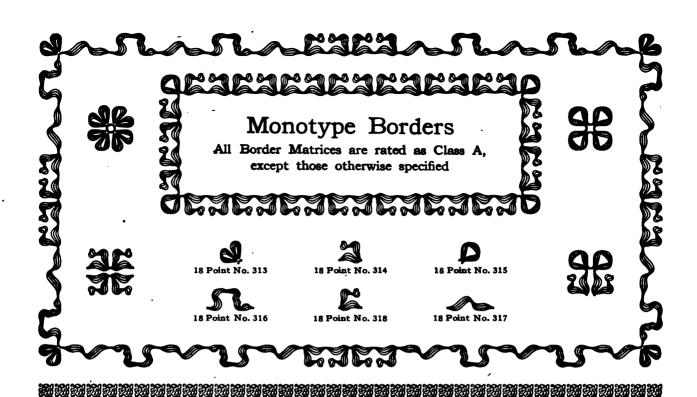
All Border Matrices are rated as Class A, except those otherwise specified

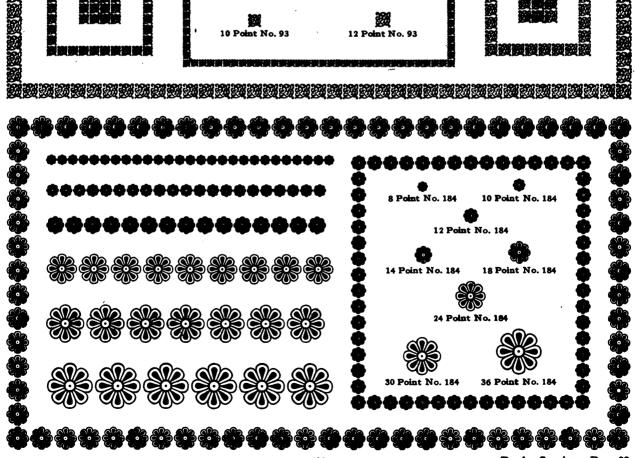




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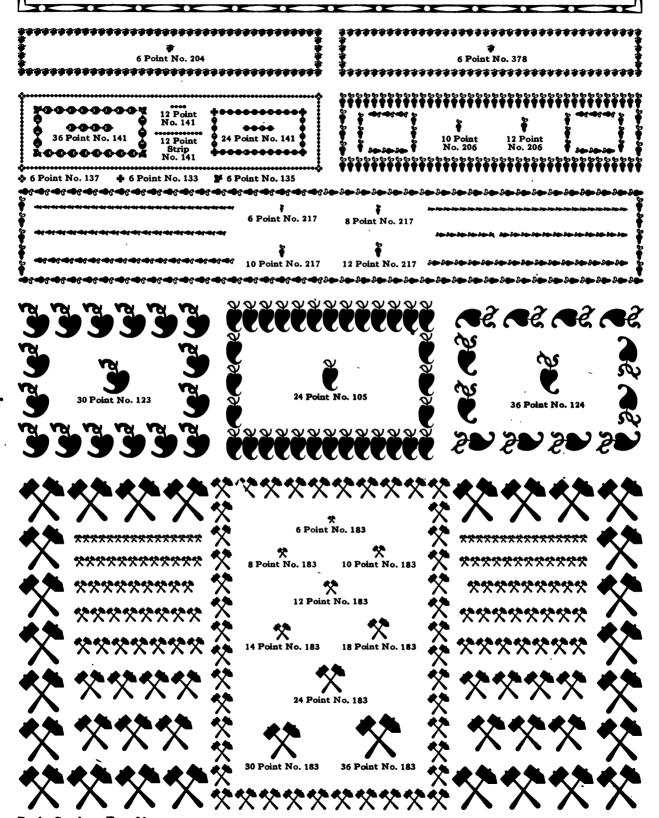
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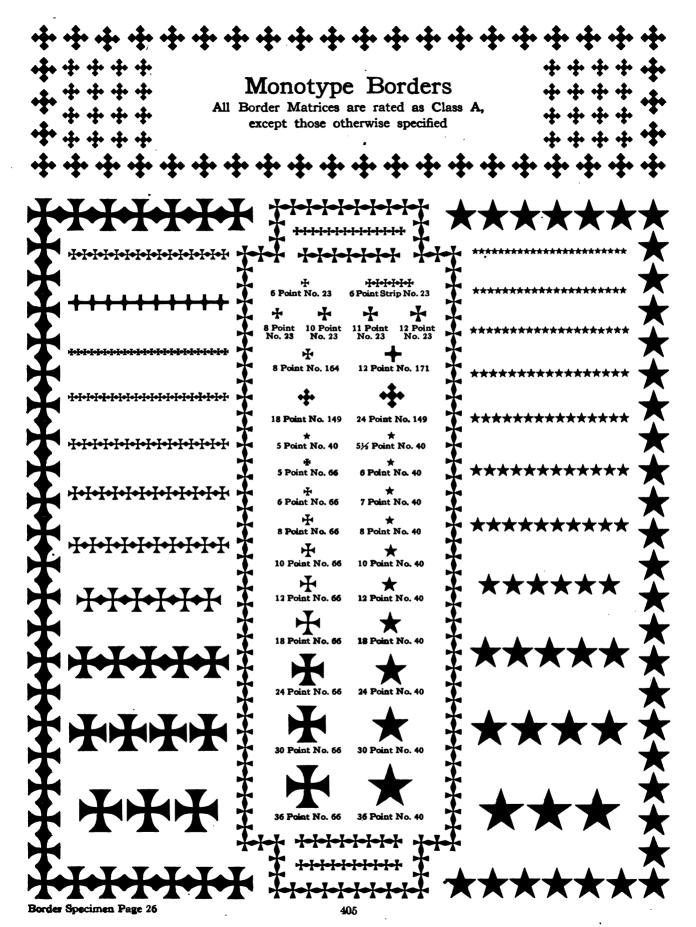
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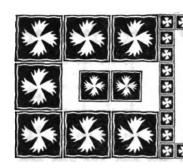


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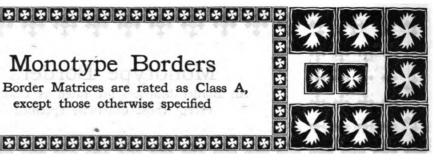
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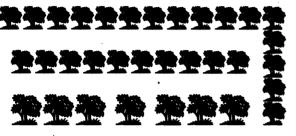






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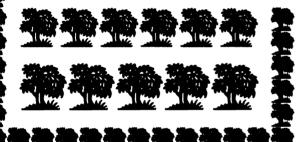


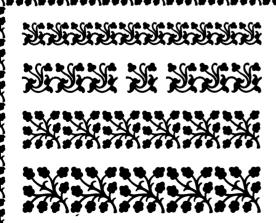


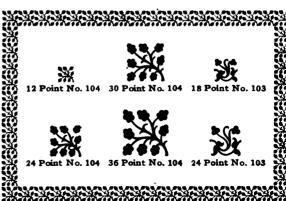










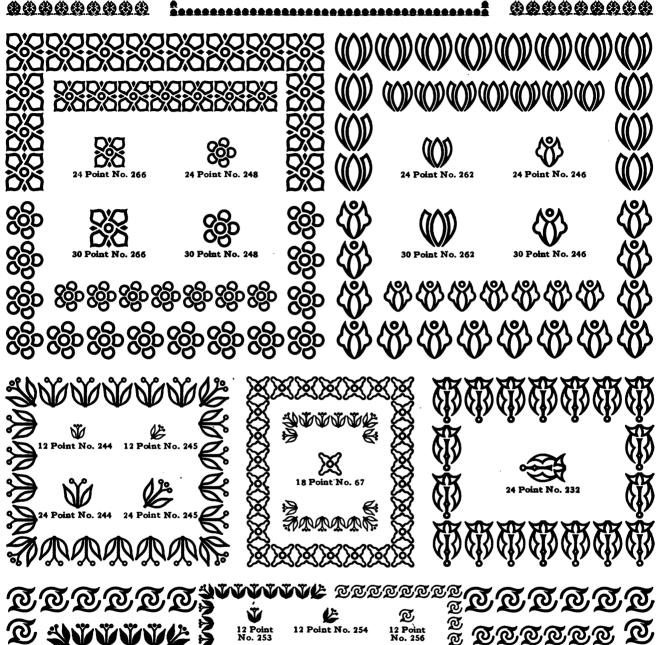


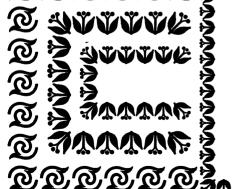
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#### Monotype Borders

All Border Matrices are rated as Class A, except those otherwise specified

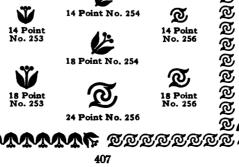
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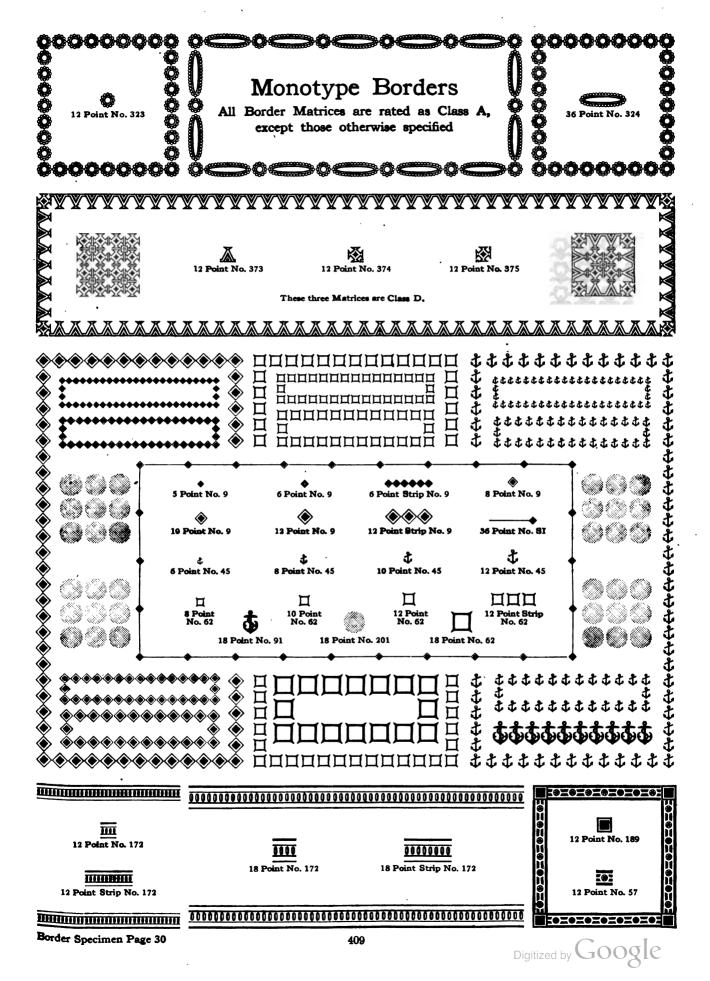


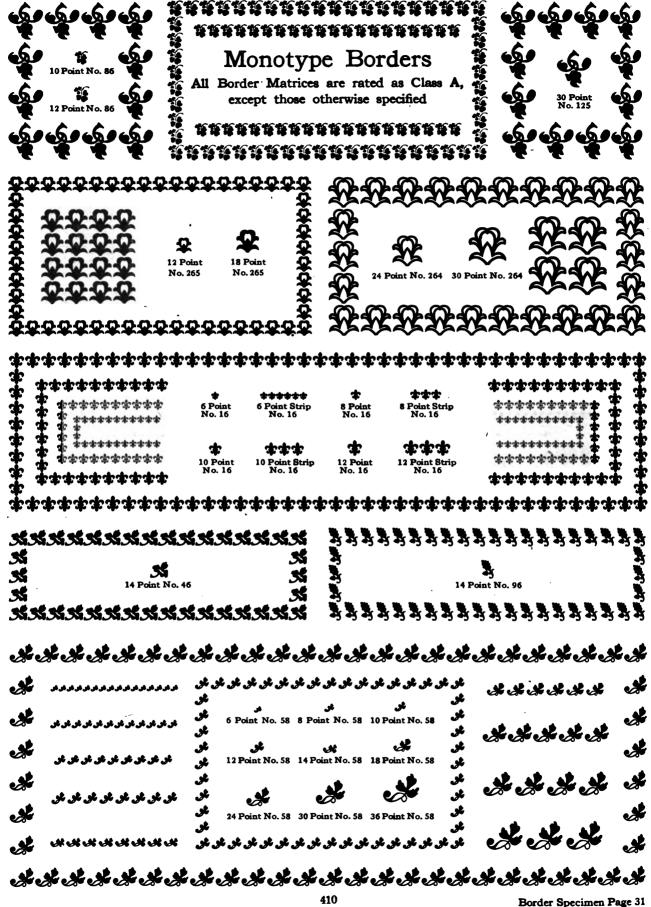


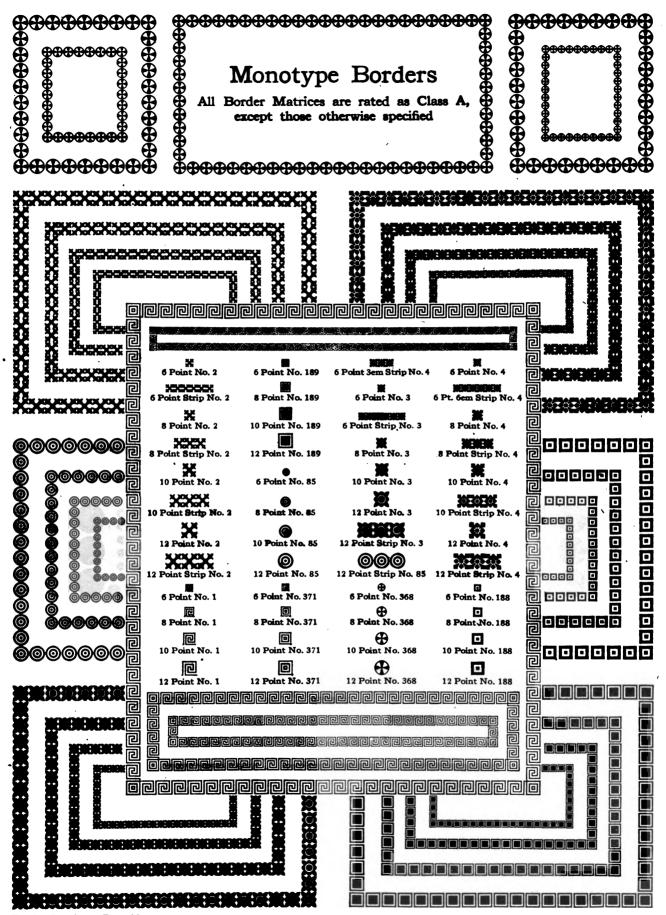




# Monotype Borders All Border Matrices are rated as Class A, except those otherwise specified



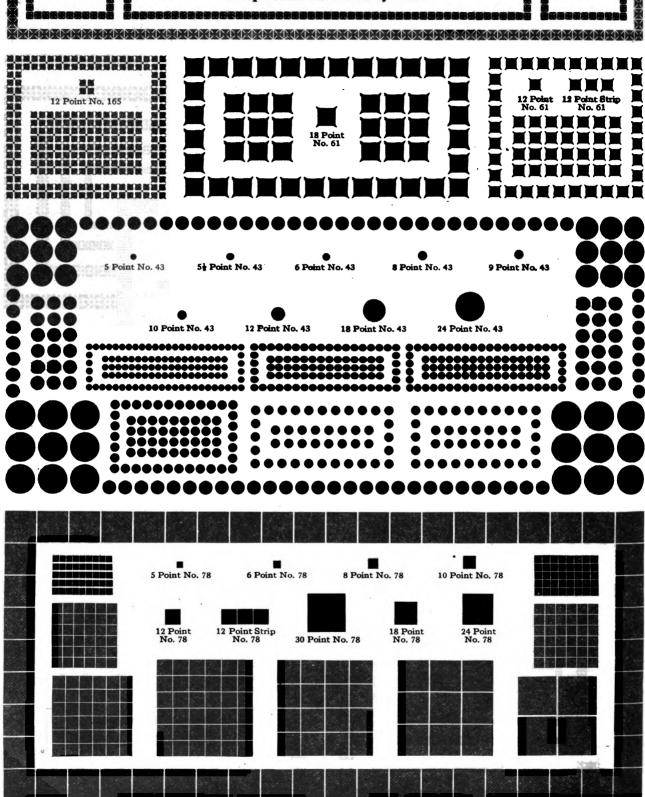




6 Point No. 205

#### Monotype Borders

All Border Matrices are rated as Class A, except those otherwise specified 8 Point No. 205



Border Specimen Page 33



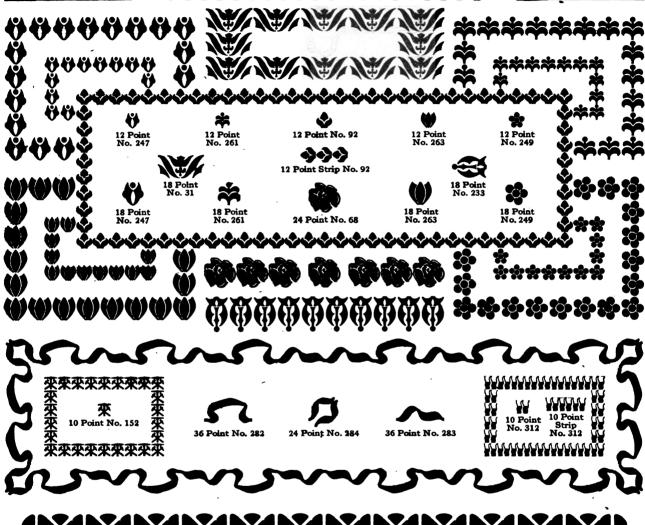
### Źċċċċċċċċċċċċċċċ

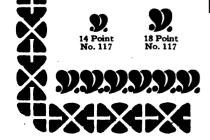
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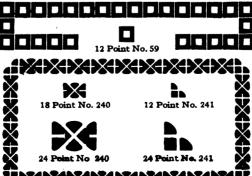
• All Border Matrices are rated as Class A, except those otherwise specified

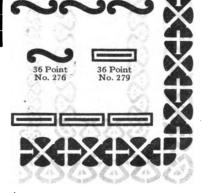


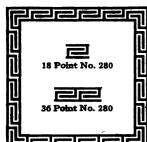
ij







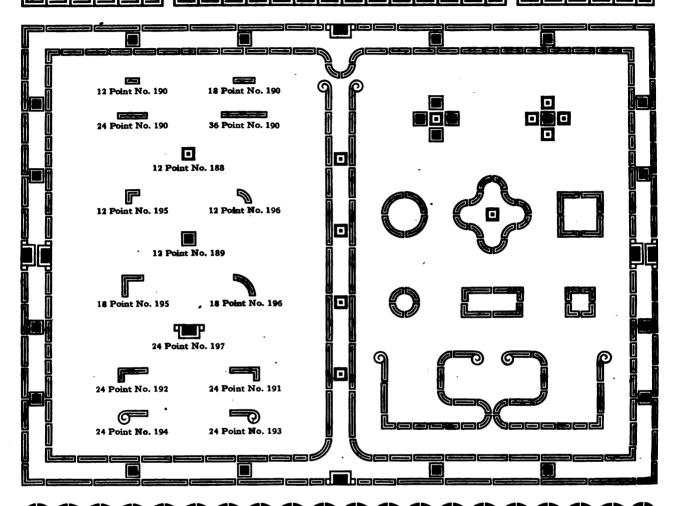




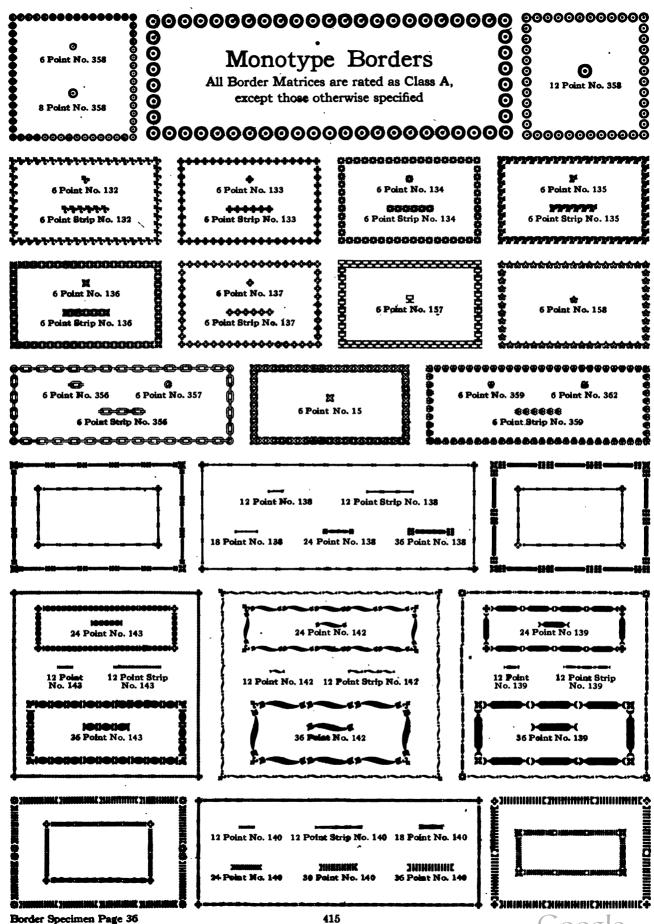
#### Monotype Borders

All Border Matrices are rated as Class A, except those otherwise specified









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## Monotype Borders All Border Matrices are rated as Class A, except those otherwise specified 6 Point Strip No. 88 8 Point No. 88 8 Point No. 89 8 Point Strip No. 88 10 Point No. 88 10 Point Strip No. 88 " 12 Point No. 88 12 Point No. 89 12 Point Strip No. 88

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# The LEGIBILITY OF SINGLE TYPES

letters is read with less conscious effort. The reasons are simple. Reading is a series of pauses and fixations of attention—interrupted movement of the angle of vision. The shortness and infrequency of these pauses are the measure of ease in reading. Easy legibility is in the instant recognition of word-forms. The more compact the words, the quicker recognized—in the highest degree, the objective mind has naught to do but assimilate the thought presented.

Type composed by a machine which has not the mechanical limitation of interposed space between letters is more easily read. It aids "pulling power" by not distracting the attention of the reader with conscious physical activity.



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